



# O'Dwyer's

Communications & new media

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## THE FOOD ISSUE

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WAR ON OBESITY



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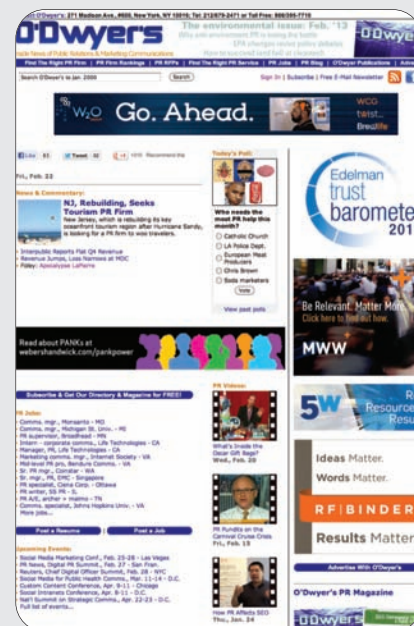
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April: *Broadcast & Social Media*  
May: *PR Firm Rankings*  
June: *Global & Multicultural*

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## Ethics gets lots of talk, little practice in PR

**E**thics generates lots of talk in PR but little action. The subject is currently getting a lot of attention at New York University, home of the world's largest graduate course in PR and corporate communication. The grad school program currently enrolls 372 students at \$65,000 each.

"Communication Ethics, Law and Regulation" is a required course — taught by James Holtje, "senior business leader and communications strategist" for MasterCardWorldwide, Emerging Payments, which he joined in April 2013. Holtje was chief speechwriter at McGraw-Hill and a speechwriter for the CEO at Siemens.

NYU also recently hired Jonathan Haidt, as a "professor of ethical leadership." He joined in 2011 after 16 years at the University of Virginia where he was a professor in the psychology dept., doing research on moral psychology.

Haidt is spokesperson for a new group called EthicalSystems.org that claims it is the "first to pull together extensive research and resources on the subject of business ethics" with the aim of making it available to schools, government regulators and businesses. The Jan. 11 *New York Times* gave the subject a half-page feature.

The third leg on this ethics stool is the appointment of Paula Payton as Director of the Dept. of Strategic Communication, Marketing and Media Mgmt. of NYU that includes the PR&CC courses.

### Murray addresses ethics

We were shocked to see a picture of PR Society of America CEO Bill Murray on page ten of PR&CC's 24-page fall/winter progress report topped by the headline: "Ethics Must be Part of Everyday Life and Work, Says PRSA President Murray."

What is ethical about the Society blocking reporters from covering its Assembly the past three years and blocking *O'Dwyer's* reporters from covering any other parts of the Society's annual conference for the past four years?

What is ethical about the Society selling hundreds of thousands of copies of authors' articles from 1978-94 and demanding to be taken to court when caught doing this?

What is ethical about the Society withholding its IRS 990 tax return until almost the end of the year when the initial deadline for it is May 15?

Although barred from covering the 2013 Assembly, delegates tell us there was no discussion of Murray's \$61,222 bonus in 2012.

### Silence isn't golden

The Int'l Assn. of Business Communicators, an individual membership group like the Society, posts its finances on its website and allows reporters to join. Its annual meeting is open to the press. The PR Society, however, does not post its finances and bars reporters from membership or covering its Assembly.

The Council of PR Firms, which is corporate memberships, conducted career forums at Boston University and San Jose State last year, allowing press coverage and distributing free *O'Dwyer's Directory of PR Firms*.

PR Society chapters conducted similar forums in Atlanta and New York and in both instances barred press coverage. Offers of free *O'Dwyer's Directories* were rejected.

Will NYU, Ethicalsystems.org, Ethisphere Institute (world's most ethical companies), Ethics Resource Center, and other groups focusing on ethics investigate some of the errant policies and practices in PR?

Our experience so far with such groups is that what we are talking about does not quite fit with what the groups are concerned with. Holtje's NYU class is interesting to us because it talks about "law" and "ethics." What is "legal" may not be "ethical." Legal involves a government body that can enforce behavior. Ethical behavior is voluntary.

We're hopeful that NYU, as represented by Haidt, Payton, and Holtje, will tackle some of thorny ethical issues currently facing the PR industry. ●

— Jack O'Dwyer



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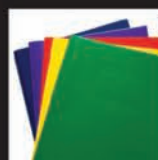
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# CPJ raps US spying on foreign journalists

Committee to Protect Journalists in February ripped the Obama administration's policy of mass surveillance as a threat to freedom of the press worldwide. In adding cyberspace as a category on its annual "risk list," CPJ noted that documents leaked by Edward Snowden showed that the National Security Agency had hacked into the private communications of Arab satellite broadcaster Al-Jazeera.

By Kevin McCauley

**C**PJ said an examination of documents stolen by Snowden shows "wide-ranging surveillance by the U.S. and its allies (specially Britain), a practice that presents a clear threat to global Internet privacy and therefore freedom of the press worldwide," according to its report penned by Maya Taal, who has handled PR for CPJ and Human Rights Watch.

The NSA determined the Al-Jazeera eavesdropping operation was a "notable success."

CPJ maintains that digital communications is essential to newsgathering and the privacy of journos previously was protected due to the decentralization of the Internet.

The U.S. surveillance practices, according to CPJ, undermine America's global leadership in free expression and

openness, especially "when it comes to battling efforts by repressive countries like China and Iran to restrict the Internet."

CPJ believes the government's collection of "metadata" gives authorities the means to "map a journalist's contacts and activity via transactional records such as time/date of phone calls, numbers called and location."

## Press freedom set back in Egypt, Russia

The Egyptian press under ousted President Mohamed Morsi and the successive military junta has been increasingly muzzled, according to the CPJ report.

CPJ counted 72 cases of intimidation of Muslim Brotherhood media critics while Morsi was in command from Aug. 2012 through July.

The harassment situation flipped against Brotherhood supporters once the military seized control.

Outlets such as CNN and Al-Jazeera were deemed by the regime to be unsympathetic to its goals.

Under military rule, 11 news outlets were raided, 44 reporters jailed, five killed and 30 assaulted.

Russia, with the onset of the 2014 Olympics, issued draconian laws and prosecuted critics, "resulting in the most oppressive and anti-Western climate since the Cold War," according to the watchdog.

Russian journalists told CPJ they're afraid to gather information from groups not condoned by the Putin regime.

Two Russian reporters were killed in 2013, heightening the climate of fear. There remain unsolved murders of 32 journalists.

Syria, Vietnam, Turkey, Bangladesh, Liberia, Ecuador and Zambia are other countries that become riskier for journalists during the past year.

Former Guardian US columnist Glenn Greenwald on February 24 released another slew of Snowden documents via digital magazine First Look. These new documents detail a secret British intelligence unit that allegedly engages in covert online operations aimed at smearing the reputations of political opponents. ●



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## Media news brief

### POST TO STOP RUNNING HEALTH, SCIENCE RELEASES

Following a report by MIT media critic Paul Raeburn, the *Washington Post* said it will stop running health and science press releases from universities on its website and in print.

Raeburn, who writes for Knight Science Journalism at MIT, criticized the practice in a Feb. 14 post, noting the paper, which identifies the source of the material, features the releases under the header "Study Hall."

Health & Science editor Pooh Shapiro said the months-old practice was "born out of frustration about how many interesting things are out there and how hard it is to get coverage." She noted that outside of science and health policy, which Post reporters cover, there is little news in the categories from sources like the Associated Press.

Post spokeswoman Kristine Coratti followed up with Raeburn on Feb. 18 to say the paper is discontinuing the practice.

Raeburn, a former Science Editor for the Associated Press who penned the forthcoming book, "Do Fathers Matter?" praised the paper for responding quickly.



# Business Wire pulls plug on high-speed traders

Responding to a Feb. 7 *Wall Street Journal* report about “high-frequency traders” exploiting its news feed, Business Wire said it will now stop licensing direct feeds to those trading firms.

By Greg Hazley

According to *The Wall Street Journal* report, so-called high-frequency traders were taking advantage of direct news feeds from Business Wire and Marketwire to gain an advantage.

The *Journal* report focused on how high-speed traders take advantage of newswire data from sources like Business Wire and Marketwire to get a leg up on “less fleet-footed investors.”

The SEC’s Regulation FD was written before the advent of such tactics and the *Journal* notes that it doesn’t address “whether fractions of a second matter in terms of when information is distributed.”

Business Wire initially responded to the *Journal* piece by defending its policies and stressed that traders were “gaming the system.”

Business Wire Senior VP Tom

Becktold told the *Journal* “anyone” can get a direct data feed, while Senior VP and PR Chief Neil Hershberg said what users do with the feed is “beyond our control.”

Now, Business Wire CEO and Chair Cathy Baron Tamraz said the company has consulted with Warren Buffett, Chairman of Business Wire parent Berkshire Hathaway and a high-speed trading critic, to make the decision regarding stopping direct feeds to trading firms. She stressed that the company did not give a time advantage to the high-speed traders.

“In discussions that have taken place with a few of our clients, we learned that the article may have caused some misperceptions, and that was of deep concern to us,” Tamraz said, stressing Business Wire’s concern about its reputation.

New York Attorney General Eric Schneiderman, who has been campaigning against high-frequency trading, hailed Business Wire’s move.

“Business Wire’s decision to voluntarily step forward and stop selling its clients’ information directly to high-speed traders is a tremendous victory for our effort to eliminate advance trading on market-moving information and a demonstration of Business Wire’s commitment to being a responsible industry leader,” he said on February 20.

Nanex, the company whose research preceded the *Journal* piece, said a problem still exists at the close of trading. “Just because Business Wire has stopped this practice, doesn’t solve the problem,” founder Eric Hunsader told the *Financial Times* in February, noting trades “bleed over” for nearly a second after the market closes. “The best solution is to require earnings to not be released until one minute after 4 p.m.”

PR Newswire doesn’t provide trading firms access to its disclosure feed, although the company said it receives frequent requests. ●

## Media news brief

### NY TIMES SUFFERS 63% SLIDE IN NET INCOME

The New York Times Co. in February reported a 63.2 plunge in Q4 net income to \$65.7 million on a 5.2 percent dip in revenues to \$443.9 million.

Ad revenues slipped 6.3 percent to \$212.1 million while circulation sales fell 3.9% to \$207.7 million.

Net profit for the full-year plummeted 52.3%, while revenues sunk 1.1 percent to \$1.6 billion.

CEO Mark Thompson said 2013 was a “busy year for the company.” NYTC unloaded the *Boston Globe*, rebranded the International Herald Tribune and revamped its advertising unit.

He said total revenues would have risen on a year-to-year comparison had it not been for the extra week in 2012.

Growing momentum in the growth of digital subscriptions encourages Thompson as Q4 revenue growth surpassed the two previous quarters. Paid digital-only subscriptions jumped 19 percent to 760,000 during Q4.

Thompson is stressing new digital ad products and international sales for the current year.

He anticipates first-quarter operating profit to rise in the low to mid-single digit range.

NYTC generated \$70 million cash and a \$74 million tax benefit in Q4 via the sale of the New England Media Group, which included the *Globe*, *Worcester Telegram & Gazette*, *Telegram.com* and a 49% state in Metro Boston.

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# Food label updates reflect changing consumer needs

After twenty years, the Nutrition Facts label is slated to receive an overhaul. The White House and the Food and Drug Administration (FDA) announced February 27 that these will be the most significant changes since inception of the iconic symbol. The new Nutrition Facts labels will impact a significant number of the 700,000 food products in the marketplace. As a result, food marketers should be aware of what they can do to educate consumers and help them navigate past any potential confusion.

Robert C. Post

As more shoppers are becoming health conscious, Nutrition Facts labels are increasingly relied on as a window into the nutritional benefits they seek and the food components they want to limit or avoid in the foods they buy. This behavior is what Congress and the FDA had in mind when the Nutrition Facts labels was put into action in May 1994. Over time, consumer research and nutrition science have evolved to warrant improvements in the 20-year-old Nutrition Facts labels. The FDA, with the U.S. Department of Agriculture's assistance, is proposing the most significant changes to it since its inception in an effort to make it even more helpful. And while these changes are also responsive to consumers' needs for clearer and more useful information, they may impact the labeling of a significant number of food products in the marketplace, causing confusion in the effort. These anticipated changes will require substantial efforts on the part of food manufacturers, food retailers, and nutrition educators to assist consumers in the meaning of the changes for future label use.

## Consumers find labels helpful

Today, there is no doubt that many consumers in the U.S. rely on the Nutrition Facts labels or some components of it to make food choices. Studies have shown that use of nutrition information, including the Nutrition Facts labels found on most food packages, significantly increased in recent years. It has been reported that 42% of working age adults and 57% of older adults use the Nutrition Facts labels most or all of the time when making food choices. Nationally-represented surveys have also reported that about 45% of Americans look at the calorie and other nutrition information on a food package when deciding to purchase a food or beverage. Americans also overwhelmingly (about 90%) reported finding it helpful for the Nutrition Facts labels to declare sugars, calories, total fat, fiber, sodium, total carbohydrates, protein, saturated fat, and trans fat. Some studies

have also shown that use of nutrition labels is associated with better health.

For about a decade, with reports of increasing consumer use and benefits, the FDA has been interested in making changes to the Nutrition Facts labels so that consumers can continue to depend on it to make healthful food choices. In a series of Advance Notices of Proposed Rulemaking issued in 2003 through 2007, the FDA sought public input on ways to improve the Nutrition Facts labels. In these ANPRM, one concern is that the science and data used to establish the 20-year-old Nutrition Facts labels requirements are outdated. For example, the Nutrition Facts labels is a tool to implement the Dietary Guidelines for Americans recommendations; however, the nutrients emphasized in the Nutrition Facts labels are not entirely consistent with the nutrients of public health concern in the latest (2010) Guidelines. Additionally, the Institute of Medicine, which establishes the amounts of nutrients Americans need to be healthy, has set newer Dietary Reference Intakes for nutrients since 1993 on which today's percent Daily Values should be based. Further, the food consumption studies that establish the RACCs on which serving sizes are based were conducted in the late 1970s and '80s. Americans' typical eating habits and food intakes have changed. With changes in portions and a greater variety of product package sizes, some foods (e.g., bakery items, such as bagels and muffins, and frozen desserts, such as ice cream), are likely consumed in amounts that are greater than the typical amounts eaten 20 years ago. Other foods, such as yogurt, are in smaller packages and portions today, and are likely consumed in smaller amounts than the original RACC in the FDA's regulations. Thus, many of the RACCs used to determine serving sizes in the FDA's regulations may be outdated and changes are needed to reflect today's marketplace and food consumption habits.

Another reason reflected in the ANPRM for the FDA to consider changes

to the Nutrition Facts labels is to respond to public views about features in the graphic design and content of the Nutrition Facts labels that might be enhanced to make the Nutrition Facts labels easier to use to make healthy food choices. For example, the FDA sought comments on the prominence of features, such as calories, the meaningfulness of the term "percent Daily Value," and the value of the footnote that relates to Daily Values.

## New label reveals big changes

In late December 2013, the FDA sent two proposed rules to the Office of Management and Budget for review — one to update the Nutrition Facts labels design and content, and another to update related serving size requirements. These proposals are apparently ready for publication for public comment.

Among the changes that the FDA will consider are modifications to the Nutrition Facts labels format to include greater prominence and boldness of calories and servings per container information, remove "calories from fat," update the footnote linking to Daily Value, and change the placement of nutrient values in the Nutrition Facts labels panel. Such changes, particularly an emphasis on calories and servings, will impact most packaged foods. Manufacturers will need to consider consumers' perceptions of the redesigned Nutrition Facts labels and invest in educational efforts to explain the differences, even if they are not related to actual changes in nutrient values declared.

Because calories from added sugars have been linked to obesity, the FDA will propose to require "added sugars" on the Nutrition Facts labels, under "sugars," which is currently required. Food manufacturers will have a challenge to develop a technical method for determining added



Robert C. Post

— Continued on next page



sugars and for keeping their records of analysis. Manufacturers will also need to invest in consumer education, particularly for distinguishing inherent sugars from added sugars, which may be significant depending on the food.

The FDA's proposals will be updating the "nutrients of health significance" to reflect today's public health concerns in the Dietary Guidelines for Americans. This includes adding declarations for potassium and Vitamin D, in addition to the current calcium and iron declarations, and removing mandatory declaration of Vitamin A and C, which would become voluntary. This change will bring the Nutrition Facts labels nutrients in line with current science. However, it will require additional nutrient analyses by a substantial number of manufacturers and major efforts to explain the differences in a food's nutritional values to consumers.

Regarding serving sizes and RACCs, there will be major changes to percent Daily Values based on the questions the FDA posed in the ANPRM and public responses they received. For example, the proposals will make percent Daily Value more understandable by using the space where the footnote appears to explain what percent Daily Value actually means. There will also be changes to serving sizes based on the size of the product container. More importantly, using current National Health and Nutrition Examination Survey data, the FDA will propose new RACCs for many of the 140 food categories under its jurisdiction. In effect, it will require changes to the labeled serving size and percent Daily Values for nutrients and dietary components declared. In turn, this could affect the validity and use of nutrient content or other claims that manufacturers have made based on the current rules. This might be the most significant aspect of the proposed Nutrition Facts labels changes, implicating perhaps one-fourth to one-third of the packaged foods in the marketplace. As such, food manufacturers will need to be ready to explain the differences in their food labels and help educate customers on the differences.

#### Getting the facts straight

In an effort to prepare for these likely Nutrition Facts labels changes, food manufacturers should be assessing their food and beverage product lines and their ability to handle the possible changes outlined in this article. The changes can impact a significant number of product categories across three major areas: the need to undertake new science or nutritional analyses in order to comply with the new rules, leading to the development of new

packaging design and production costs; the need for counsel on compliance with the new requirements; and the need for marketing investment to communicate the changes in labels.

In anticipation of the FDA's proposed changes to the Nutrition Facts labels and serving size rules, FoodMinds LLC created the Food Label Compass with strategic partners EAS Consulting Group and Nutrition Impact. Food Label Compass is designed as a one-stop service to help food and beverage companies navigate the forthcoming FDA and USDA overhaul of Nutrition Facts labels requirements, providing three critical functions: nutrition analysis, regulatory consulting, and strategic communications. Given the enormity of what may change, there is a lot of prep work to begin now. The task of assessing and accommodating the anticipated Nutrition Facts labels changes is sizable. There are many steps in the process that begins with evaluating the details of the proposed changes, revising labels to adjust to the final changes in regulations, conducting research and analyses to validate claims or establish new claims.

As experience with the Nutrition Facts labels shows, there's always room for improvement. Consumers aren't spending a lot of time in supermarkets with all the

things that compete for their time today. On average, the figure is about 40 minutes, which doesn't include the time to get to and from the supermarket. Manufacturers and supermarkets have considered how to make the most of the time and give busy shoppers quick facts on the front of food and beverage packaging that help them use the Nutrition Facts labels on the back. Facts Up Front, a voluntary initiative by the Food Marketing Institute and the Grocery Manufacturers Association in collaboration with their members, is an example of a front-of-pack system that is designed to help consumers make efficient healthful choices based on key nutritional components of foods that are drawn from the Nutrition Facts labels. Facts Up Front is expected to have a very large reach and, with its March 2014 launch, it comes along at perhaps the right time to help manufacturers, nutrition educators, and consumers get better acquainted with the Nutrition Facts labels and the changes on the horizon.

*Robert C. Post, PhD., MEd., MSc., is Chief Science Officer at FoodMinds, LLC. He is a former Associate Executive Director of USDA's Center for Nutrition Policy and Promotion, and former Director of USDA's Labeling Policy Office. ●*

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# Nutrition marketing: why success is in the details

**Celebrity reality shows are out, food news is in. Given the popularity of nutrition related media, however, it bears mentioning that recent findings prove not all health and nutrition messages are created equal.**

By Jenna A. Bell

**H**ealth and nutrition comprise an increasing portion of the headlines. Need proof? Consider these sheer traffic numbers as an indication of what currently interests consumers:

Health.com now receives 1,517,745 unique visitors per month; Yahoo! Health receives 3,969,752 unique visitors per month; WebMD gets 17,682,242 unique visitors per month and DoctorOz.com receives 2,760,977 unique visitors per month. *Prevention*, which has a circulation of 2,921,618, now has a readership of 8,764,854. *Dr. Oz*, which has a circulation of 800,000, boasts a readership of 2,400,000. *Women's Health* has a circulation of 1,574,269 and readership of 4,722,807. You get the picture.

To get a better understanding of what Americans are thinking, Pollock Communications and *Today's Dietitian* joined forces to ask 518 registered dietitians: what's in for 2014? Given the popularity of health and nutrition related media, not all of the findings come as a big surprise. However, the devil is in the details. The results we found provide important lessons for food and wellness communications. Consider the following with your food and wellness brands:

**Speak now or forever hold your peace.** If you're working with a food that has been targeted as one to "limit" or

"avoid" by a popular diet trend, then you need to communicate the science. And do it loudly. Unfortunately, nutrition trends don't always match the science and despite this, your brand can become a casualty. Case in point: according to the RDs, the Paleo diet and gluten-free or wheat restricted diets top the list for popular weight loss techniques in 2014. Despite the scientific evidence and expert consensus that whole grains promote health and that the data to support a gluten-free lifestyle for healthy individuals is non-existent, people are cutting these foods from their diet. If you work with a gluten-full or wheat-containing brand, you have the ammunition to fight the battle thanks to the Dietary Guidelines for Americans and MyPlate. But it's up to you to get the word out.

**You're not alone.** You definitely will not be the only health and wellness story out there on any given day. RDs anticipate that the amount of nutrition information available to consumers will grow in 2014 — 79% suspect that there will be "more" nutrition information this year than last.

**You might be in bad company.** Unfortunately, with the growth of nutrition information, RDs say that there will also be an increase in misinformation. About 75% worry that there will be "more" misinformation available this year.

**Blogs, websites and social media outlets can be the worst offenders.** Blogs, websites and social media channels have provided an easy-to-access platform for all of the gurus and wannabe experts out there. While there are many reputable sources of health and wellness advice from credentialed authorities, misinformation runs rampant on the interweb. Nearly 50% of RDs cite blogs, websites and social media outlets as the place to get your misinformation. TV and magazines are in a distant 2nd and 3rd place.

**Give them good information.** Despite the concern that food and lifestyle bloggers may relay misinformation to consumers, over 70% of RDs say that the number of nutrition posts will

increase in 2014. Therefore, food and lifestyle bloggers play an important role in relaying health and wellness news about your brand.

**Don't add to the confusion.** If you represent a health and wellness brand, support your messages with evidence, provide scientific references and cite the guidelines. More than 90% of RDs feel that the mass quantity of nutrition information and misinformation can lead to consumer confusion. Don't confuse your brand's consumer.



Jenna A. Bell

**Health spreads via word-of-mouth.** Remember when word-of-mouth meant people talking to people? The platform may have changed — the water cooler is now Twitter, a chat over lunch is now on Facebook — but the conversation remains the same. More than 200 of the RDs say that consumers get nutrition information from family and friends; 274 say they get misinformation. Similarly, consumers gauge their health and weight by comparing themselves to friends and family.

**You have to be more than healthy.** Health and wellness is a priority for consumers, but according to RDs, they care about other brand benefits. Close to 60% report consumers will be more influenced by eco-labels, such as organic, fair trade or humanely raised in 2014, with "local" and "sustainable" topping the list.

**Put your brand on MyPlate.** Your influencers are using MyPlate to teach your consumers what to eat, so show them how your brand fits. Three-quarters of RDs report using MyPlate to educate consumers about nutrition. If you're not on the plate, you won't be in the grocery cart.

**Some things never change.** Nutrition trends will come and go, but one thing stays the same: eating more fruits and vegetables will always top the list of the most important steps to improving overall health. So don't overlook opportunities to show how your brand helps Americans increase their fruit and vegetable intake.

Jenna A. Bell, PhD, RD, is Senior Vice President, Director of Food & Wellness at Pollock Communications. ●

## PR services brief

### BRUNSWICK ADVISES CANDY CRUSH IPO

King Digital Entertainment, the Dublin-based game maker behind the smash hit "Candy Crush Saga," is relying on Brunswick Group for PR counsel as it pursues an initial public offering.

King, with operations in London and Mountain View, Calif., filed Feb. 18 for the IPO.

The 11-year-old company claims 128 million daily active users, mostly via mobile devices. In addition to Candy Crush Saga, King's top games include "Pet Rescue Saga," "Farm Heroes Saga" and "Papa Pear Saga."

King, which listed a proposed offering price of \$500 million, said revenue exploded from \$22 million in Q1 of 2012 to \$602 million in Q4 of 2013 as it swung from a loss in 2011 to a \$568 million profit in 2013.

Susannah Clark is Senior Director of Global Communications for King, based in London.



# How PR evolved into strategic communications

**The seeds of our current marketing services model were sown in the decades following World War II. Sales of goods and services exploded, and paid media numbers grew dramatically to feed demand. Advertising agencies and their suppliers were among the most profitable enterprises in the U.S. But it was too good to last.**

By Janine Gordon

**B**eginning in the late 1980s, cracks began to appear in the agency-client relationship, traditionally based on a 15% surcharge on media costs.

Procter & Gamble was one of the first major advertisers to announce that it would no longer pay the traditional markup on media buys. The Cincinnati-based giant felt that agency fees were inflated and personnel rosters bloated. P&G proposed that instead, agency fees be negotiated based upon brand profitability and agency costs.

Running parallel to this sea change was the fact that the major ad agencies were merging into public conglomerates to serve increasingly global clients and achieve greater cost efficiencies. As a result of this focus on the bottom line, ad agency personnel numbers started to shrink. The American Association of Advertising Agencies estimated that the amount of people employed in advertising decreased by more than 50% in the two decades ending in 2012.

At the same time, the conglomerates began to acquire ancillary marketing services as quickly as they could, as a means of broadening their offerings. These services traditionally charged negotiated fees, based upon project scope or hourly rates.

This shift in economic fundamentals would ultimately provide extraordinary opportunities for those PR and ad agencies that could adapt to a fracturing marketing communications environment.

Meanwhile, public relations leaders like Harold Burson and Daniel Edelman recognized this implosion in advertising represented a real opportunity for their industry. PR budgets had historically been lower than advertising budgets. Now, with the ad business under pressure, PR agencies began to capitalize on this, emphasizing that public relations — not advertising — was the smart communications choice.

PR revenues kept growing from the '90s into the new millennium. PR firms of every size and most regions of the country showed strong income gains year after year.

Things continued on the upswing until the economic slowdown following the

attacks of 9/11. Clients, facing an unknown future, slashed budgets. Many PR firms lost a major portion of their billings.

PR agencies, trying to regain their footing, redoubled their efforts to provide the kinds of services for which they had always been known: strategy, event planning, crisis communications, financial relations, speechwriting, media training, media outreach and the like. Some began offering these services as part of an integrated whole, guided by a strategic overview of client needs and opportunities.

The growth of social media posed another major opportunity to the public relations industry. As marketers began to realize that, like it or not, the Internet would become critical, they began to clamor for all manner of Internet-based services, from whatever source could provide them at the right price and quality. Consequently, forward-thinking PR firms became experts in new media as fast as they could.

At our mid-sized agency, for example, in addition to all the traditional service offerings, we now can make readily available to clients a host of additional capabilities. Among them: social media platforms, creative-digital services, content development, website and app design, logo design and naming, experiential marketing, licensing, business results measurement and market research.

What's the main value in having all these core competencies? It's certainly not our ability to offer them individually, although we can do that. The real value to clients is our ability to integrate these disparate skills into an overarching brand strategy — which brings us to the heart of the ideas being discussed herein: PR as a strategic communications business.

A key question: How do we establish communications strategy for our clients in this brave new world? We begin by Listening. We listen as our clients talk about their immediate and long-term problems and opportunities. We ask astute questions that evoke real insights between stakeholders and brands. We listen to our clients' audiences, to the findings of

research that we undertake, as well as existing findings. We listen to competitive and general industry intelligence. We formulate our strategy.

When we have a true picture of a client brand's relationship with its audiences, we engage with that consumer in a way that reflects our strategy. We engage by creating persuasive brand messages and placing them everywhere they need to be; and then we repeat the process. This ability to tune in and fine-tune is so effective that it has become our mantra: Listen. Engage. Repeat.

For us, the act of listening is serious business. That's why we have a Chief Comedy Officer whose role is to train our entire staff in stand-up comedy. Surprising? Not really, if you think about it. Aside from the obvious benefit of making us better presenters, comedic training also reminds us to listen first, last and always — and to not take ourselves too seriously. Stand-up comedy training allows employees to step back from day-to-day pressures and look at the big picture from a human perspective. It fosters team spirit and creates a more enjoyable work environment as well.

Today's leading companies remain ahead by training smart, confident professionals: Professionals who engage easily, think creatively, listen actively and deliver flawlessly under pressure. These associates operate under a business model which emphasizes integration of services under an umbrella of strategic thinking.

Public relations has morphed into strategic communications. Our business is based on ideas and on the people who champion them; on what's coming next; on where the industry is going versus where it's been. Our best practice centers on inventing (and then reinventing) best practice. It's become both a lot more challenging and, for those who love the work, more personally rewarding than ever.

*Janine Gordon is President of JGApeoplecomm. ●*



Janine Gordon

# Connecting with today's health minded consumers

**For the last 20 years, a dramatic shift has occurred in the way Americans manage their health. Instead of reflexively swallowing medicine, more people are now apt to describe their attitudes as “proactive” and “holistic,” and look to healthy food and nutritional products to keep them well. Consumers now expect purchasing choices to support long-term health goals.**

By Tracy Naden

**F**or brand marketers, this shift calls for a sophisticated response — something more than slapping on an improved food label or trumpeting the use of farm-fresh ingredients. Companies that hope to win the loyalty of today's health-conscious consumers need to understand the social and economic forces that motivate them.

In a nutshell, these individuals are making tougher demands on nutrition and health brands because they are able to do so, because it suits their desires, and — perhaps most important — because they have no choice.

## Staying healthy because we can

Interest in proactive health is hardly new. Staying well has been a preoccupation of every civilization from ancient times. What has changed? In the first place, consumers can absorb vast amounts of product information through digital and social media. Technology also allows them to monitor their own progress toward health goals linked to their lifestyle, eating choices, use of supplements and medications.

The monitoring aspect of this trend, sometimes called the Quantified Self movement, has spawned a tsunami of devices such as FitBits and JawBones that track the user's exercise and energy expenditure, hours of sleep, calories consumed and vital signs. Apple's App store has fueled the do-it-yourself health trend with more than 13,000 apps to help monitor and improve health. In total, there are more than 1,500 cardio fitness apps, 1,300 diet apps and 1,000 stress and relaxation apps. The global mobile health applications market will reach \$4.1 billion in 2014, according to a report published by research company Technavio.

Step-counting wristbands and other gadgets are just the early symbols of this movement. Ford Motor Company has developed technology that allows people with diabetes, allergies and asthma to monitor their conditions from the dashboard. The fashion industry is following suit with “smart clothes,” including a skullcap marketed to moms of high schoolers in high-impact sports. The cap's network of electrical sensors measures the severity of hits to

the head. Such enhancements are destined to spread all across our retail horizon.

## Staying healthy because we want to

Devices and apps clearly facilitate the shift in consumer health awareness, but they represent just one component. Sociological networks are just as important — not only as information sources, but as engines of consumer desire and amplifiers of distaste. For a young person growing up with social media, the infatuations shared by friends on a network may be more influential than the recommendations of doctors. Investigators studying search trends on social media consistently report that health is a dominant preoccupation.

In some cases, the technology turns the quest into a game, where the gold coins or the “kills” are improvements in your weight, energy levels or vital signs. Game incentives are at work when networks of friends post their weight loss results, how many miles they've run, or their check-ins at local gyms. It's the same reason millennials are spending \$30 a class on Soul Cycle.

This social component poses a unique challenge for brand marketers. Before the Internet and social media, brands had considerable control over news about products and the message that went with the package. It was a world of “set and forget,” with annual programs that often performed as intended. Today, among young consumers, networks of friends decide what's news, what people like, and what they want. Special nodes and “influencers” set these trends in motion, for good and for bad. To marketers, these influencers are often opaque and inaccessible.

For example, the social network may decide that the intended health profile of your product matters less than some social media “meme” about health risks or environmental harm. Studies may show that your new diet drink will help consumers cut calories — but suddenly, your fan base is more interested in negative buzz about your plant-derived sweetener. Or you have an attractive new jogging shoe that inspires people to stay active, but on Facebook, the conversation is all about laborers in a factory 10,000 miles away and friends are asking each other: “How can we focus on

our own health when workers who make these products are struggling?” You are diligently posting data about Omega 3s in your product, or the absence of BPA, but your audience is asking itself, “What difference is this product really making in my world?”

In other words, consumers no longer just want companies to be transparent or provide accurate information. What they “like” is for brands to be responsive to their social concerns. The brand marketer is banking on the power of an attractive, highly original TV ad, when the real motivators are peer pressure, competition and social game incentives.

## Staying healthy because we have to

In 2014, more than any period past, consumers have the tools and technology to plot a healthy path through life. Social platforms allow them to broadcast what they want, bring others onto the same page, and ultimately force companies to take up their calls for action. They're in charge of their health because they're able, and because it's what they want.

But the third social force that we mentioned at the start — unlike the first two — is completely beyond the individual's control. In a nutshell: most people can't afford to be desperately ill. In an age of expensive medical treatments, rising insurance premiums and narrow provider networks, consumers have no choice but to take charge. You may think your body weight is your own business. Then, suddenly, your company's self-funded insurance plan adopts biometric screening and you find out that your premiums will rise if you become obese or pre-diabetic. Across the U.S., as comprehensive health coverage contracts to a rare commodity, smart people stay healthy. As we said at the top, it's not just because technology allows them to, and peer pressure fuels their desire. It's because there's no longer any alternative.

*Tracy Naden is Managing Director of Allidura Consumer. ●*



Tracy Naden



# Interpublic outpaces rivals in fourth quarter

**Interpublic outpaced rival marketing holding companies in the fourth quarter of 2013, posting double-digit growth in PR, ahead of Omnicom, Publicis, WPP and MDC. Merger-bound Omnicom and Publicis, meanwhile, saw declines or posted modest growth.**

By Greg Hazley and Kevin McCauley

Interpublic's PR revenues rose at a "double-digit clip" during the fourth-quarter, bolstered by strong results in the U.S., Brazil and across Asia, according to Andy Polansky, CEO of Weber Shandwick, PR flagship of the communications combine. The WS, GolinHarris and DeVries-led PR arm of IPG's constituency management group was up in "high single digit" range for the full-year.

Polansky, who took over in November 2012, said creation of Weber Shandwick's MediaCo content offering was among highlights of the year.

The unit consists of 300 staffers including former journalists, editors, designers, video producers, media planners and search pros to develop "completing story propositions" for clients.

Chobani, Kohl's and PhRMA were among big PR wins for WS.

IPG's fourth-quarter net income tumbled 37% to \$212 million on a 2.9% revenue uptick to \$2.1 billion.

Full-year net dropped 38 % to \$288.9 million on a 2.4% revenue rise to \$6.5 billion.

A \$60.6 million restructuring charge to "better align" costs in Continental Europe impacted that performance.

CEO Michael Roth said IPG's results were hampered as "results in Europe fell short of expectations."

He expects a rebound due to "competitiveness of the new business front" and the "strategic cost reductions" taken in 2013.

## **Omnicom PR slips 2% in Q4**

Omnicom PR revenue declined 2% in the fourth quarter to \$340.8 million, a 3.7% decrease organically.

For the year, the conglomerate's PR operation was up 1.5% on an organic basis to \$1.3 billion, a 2.9% climb overall at firms like Ketchum, Porter Novelli and FleishmanHillard.

OMC CFO Randall Weisenberger said the PR performance, although down, was "pretty good," adding the year-over-year decline in PR was more due to "exceptional performance" in the fourth quarter of 2012.

Across all OMC units, net income fell

2.1% to \$300.5 million as revenue ticked up 2.9% to top \$4 billion for the quarter, including a 1.6% increase in U.S. revenue to nearly \$2.1 billion.

Overseas revenue climbed 4.3% to just under \$2 billion.

For the year, OMC revenue was up 2.6% to \$14.6 billion on a net income decline of \$7.2 million to \$991.1 million.

Advertising climbed 2.6% to just under \$2 billion in the fourth-quarter, while its customer relationship management operation — The Integer Group, Agency.com — soared 6.1% to \$1.4 billion on field marketing events and print and custom publishing businesses.

Omnicom is in the process of merging with Publicis and took \$13.3 million in charges related to that deal in the fourth quarter. This transaction is highly complex and is taking longer than we originally expected," said CEO John Wren in a conference call, adding closure "most likely will slip into the third quarter."

OMC, which spent \$112.2 million on acquisitions and earn-outs in 2013, including Singapore PR operation Icon (now part of Ketchum), ended the year with \$4 billion in debt and \$2.7 billion in cash/investments.

## **Publicis growth misses target**

Publicis reported a 4% increase in fourth quarter revenue to \$2.6 billion but a slowdown in emerging markets and exposure to the luxury sector weakened its performance for the year.

Net income ticked up to \$1.1 billion (792M euro) as organic growth for the year was 2.6% — below its 3% target — on revenue of \$9.5 billion (about 7 billion euro).

Maurice Levy, CEO and Chairman of the French ad/PR conglomerate that is merging with Omnicom in a \$35 billion deal, said organic growth was hampered by postponed or canceled campaigns, particularly in emerging markets. He also said Publicis is particularly exposed to the luxury sector.

For the year, revenue jumped 8.7% to top \$9.2 billion as North American revenue surged 8.5% to \$4.4 billion and Europe posted 13.2% growth to \$2.7 billion.

Merger costs hit nearly \$52 million (38

million euro). Publicis noted more than 70 work streams are focused on the merger, including digital, finance, shared services and talent, among others. The deal is still under review in China after clearing 12 countries, including the U.S. and European Union.

Levy said the merger is "progressing steadily."

## **WPP PR revenues decline**

WPP reported on February 27 that PR and PA operations fell 1.7% to £921 million (\$1.3 billion) for 2013, although a rocky first nine months of the year turned to growth in the fourth quarter.

PR/PA was outpaced by 2013 gains in advertising/media investment management (+5.5%, £4.6 billion), data investment management (+1.6%, £2.5 billion), and branding/healthcare/specialty comms. (+3.9%, £3 billion).

Total revenue for the year at WPP climbed 3.5% to top \$11 billion, including a 4.6% increase in the second half. Net profit climbed 14% to nearly \$1.6 billion.

PR and PA were among a handful of operations that fell short of performance targets for the year and WPP said "overall 2013 was difficult for many of the group's public relations and public affairs brands, particularly in North America, Continental Europe, Latin America and the Middle East."

WPP's PR operations include Ogilvy PR, Hill+Knowlton Strategies, Glover Park Group and Burson-Marsteller, among others. PR/PA was up 1.2% in the fourth quarter.

Currency fluctuations, specifically a strong British pound, hurt profits for the year and caused WPP to miss earnings targets.

## **Revenues up for MDC, as well as losses**

MDC Partners reported a 4.9% rise in fourth-quarter revenues to \$307 million on a widened net loss of \$92 million.

CEO Miles Nadal said the quarter "capped another year of exceptionally strong performance" for the parent of Kwitken & Co., Allison+Partners and Sloan & Co.

He said MDC strengthened its balance sheet, reduced borrowing costs and improved flexibility to use capital to benefit shareholders.

MDC posted a five percent uptick in organic growth and \$25 million in net new business during the past year. ●

# Omnicom sues shareholder to protect management

**Omnicom has sued California-based activist shareholder John Chevedden in federal court to exclude a governance proposal from the advertising and PR conglomerate's 2014 annual meeting. The suit is an example of management protecting its ability to know how stockholders are voting while deying that information to dissident groups.**

By Jack O'Dwyer

**O**MC CEO John Wren and COO Randy Weisenburger, two of the highest paid ad execs (\$53.3 million and \$31.5 million, respectively in 2012), are battling Chevedden's quest to keep management's eyes from proxy votes until the annual meeting May 20.

Chevedden, who says he holds stock in about 80 companies, argues that confidential voting is needed not only at OMC but many other companies because, as a Yale Law School study found, "Management-sponsored proposals (the vast majority of which concern stock options or other bonus plans) are overwhelmingly more likely to win by a very small amount than lose by a very small amount to a degree that cannot occur by chance."

Chevedden is a shareholder activist who has locked horns with OMC and many other companies before. He had been sued four times in the last two months, including the Omnicom suit, which was filed in January.

GMI Ratings, whose board includes Nell Minow, and Chevedden have criticized the pay packages of OMC executives. GMI has given OMC a "D" since 2005 on executive pay, governance practices, and length of service by directors. Six of the OMC directors as of 2012 were age 71 to 83 including 60% of the audit committee.

Chevedden believes management can currently monitor voting results to influence the outcome on matters in which they have a personal stake, like stock options and other pay. He also believes Omnicom's board is too entrenched and therefore less independent than it should be. He said OMC adopted versions of his 2011 and 2012 proposals regarding shareholder right to act by written consent and shareholder right to call a special shareholder meeting, respectively.

Chevedden's proposal for OMC would implement confidential voting for management-backed matters like executive pay, bylaw changes and shareholder resolutions. Chevedden says management can see how a vote is going on a certain pro-

posal and can start rounding up votes needed to defeat an unwanted proposal.

## Throwing down the legal gauntlet

The OMC lawsuit is grist for our mill since ethical vs. legal is a raging topic in PR these days. The OMC vs. Chevedden legal battle is an example of what actually happens in the business world despite all the talk about "ethics" and doing the "right thing." Legal swords are unsheathed and "ethics" goes out the window.

The Council of PR Firms last year made ethics its chief concern, launching "Ethics as Culture." Dave Senay of FleishmanHillard, an OMC PR Firm, who is again chair in 2014, initiated the focus on ethics. He defined it as "be honest, don't steal, be fair."

Confidentiality of stockholder voting is a big issue not only at OMC but at many other companies including JPMorgan Chase.

Forty percent of stockholders of JPM voted in 2012 to strip Jamie Dimon of his Chairman's title, leaving him as CEO.

The dissidents had lost their right to see how votes were going on stockholder proposals while management kept this right. Stockholders cried "foul," saying the bank had an "unfair advantage."

Business and academics talk a lot about "ethics" but in actual practice it is the legal card that is played. That can be a costly card for those without a big corporate bankroll.

Chevedden is being sued in Federal courts rather than via the SEC where such actions are usually filed. The reason, says Chevedden and his supporters, is that OMC might stand a better chance in court because a court does not have the vast experience that the SEC has with shareholder proposals. Chevedden, who is representing himself in the suit, has asked the court to dismiss the complaint.

## Fairness issues are epidemic

It would seem that management having info that dissidents don't have is ipso facto unfair and unethical.

"How to work with senior managers who defer to the legal function and the court of law rather than PR and the court

of public opinion" was the subject of a panel that included lawyers at the annual conference of PR Society of America Oct. 28, 2013.

Proving our point about legal trumping ethical, O'Dwyer's reporters were not allowed to cover that session or any other conference sessions. We were barred on the whim of Society staff and officers. No reasons were given for the boycott. Attempts to interview panelists later, on what was said went nowhere.

Having struck out there, our hopes for a discussion of business ethics were buoyed when we saw six such experts quoted in a half-page feature in the Jan. 10, 2014 *New York Times*. The headline was: "In Life and Business, Learning to be Ethical."

One proposal is that people who want to behave ethically should take "training" just like beginning pilots use flight simulators before actually piloting a plane. This, supposedly, will give them the guts to speak up when they see something wrong happening. Their courage will be "exercised."

Fairness issues dot the landscape including one of the biggest which is whether the distribution of income in the U.S. is "fair." Income disparity is a favorite topic of David Cay Johnston, author of *The Fine Print: How Companies Use "Plain English" to Rob You Blind*.

Johnston, President of Investigative Reporters & Editors, is also a critic of consolidation trends in numerous industries including airlines, telephone/internet services, banks and railroads. He feels monopolies and near-monopolies raise prices and worsen the plight of those with low incomes.

He says the proposed \$45 billion takeover of Time Warner Cable by Comcast violates "basic economic theory" which calls for competition within industries.

Johnston should turn his sights on consolidation in ad/PR where there will soon be only three giant companies — Omnicom/Publicis, WPP Group and Interpublic. ●





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# Washington gets tough in battle over obesity

**Federal health agencies have changed their tactics in the battle over obesity. After decades of passive campaigns meant to educate Americans on the dangers of excessive fats and sugars, authorities have now ditched this strategy for more aggressive measures. For years the efficacy of anti-obesity outreach has been doubted, but health authorities seem convinced that this new gloves-off approach will get the public's attention.**

By Jon Gingerich

**O**n February 25, U.S. health and nutrition experts received some unexpected news. A study published in *The Journal of the American Medical Association* claimed obesity rates among children between the ages of two and five had dropped 43% in the last decade. That report, part of a massive federal health survey conducted by the Centers for Disease Control and Prevention, marked the first time the agency had measured a significant decrease in weight for any age group.

Unfortunately, the vast majority of Americans captured in the CDC study didn't fare as well. In fact, the CDC report claimed that women aged 60 years and older had actually experienced "a significant increase in obesity" during the same period.

For fifteen years, obesity in America has been classified as an epidemic by the World Health Organization. Numbers back up this designation. According to the CDC, more than a third of U.S. adults — 36% — are obese. In the two decades between 1990 and 2010 obesity doubled among U.S. adults, and approximately 17% of children between the ages of two and 19 are now obese. Obesity has become America's *bête noire*. It has created a national health crisis.

*The New York Times* on February 25 interviewed health and nutrition experts who posited their explanations for childrens' precipitous weight drop as reported by the CDC study. Some experts noted that young children now consume fewer sugary beverages than a decade prior, and that low-calorie foods have become popular for families with children. Experts also pointed to the slew of new federal and state policies that have been enacted to fight obesity. While a silver-bullet answer remains elusive, each of these theories hint at an underlying notion: that pervasive, years-long federal outreach on the dangers of unhealthy foods might finally be working.

## Health agencies get tough

On the same day that *The New York Times* reported on the CDC study, another food-related story was making headlines: First Lady Michelle Obama's Let's Move! initiative, working in conjunction with the USDA, announced that beverage companies could no longer advertise soft drinks

and other junk food products at public schools. The new rules would also apply to soda advertising on athletic fields and gymnasium scoreboards. Beverage companies (who currently comprise more than 90% of school marketing) could still advertise healthy alternatives like bottled water or diet soda, and after-school fundraisers and concessions at sports events would be exempt. The USDA, meanwhile, announced it was rolling out its much-awaited updates to school lunches, which mandate new caloric, fat and sodium compliance standards. Finally, the Food and Drug Administration on February 27 unveiled its long-awaited changes to the Nutrition Facts label, those ubiquitous black and white boxes found on food packages. Calorie counts now appear in larger type, added sugars get a mention separate from sugars natural to the product, and the parameters of "serving size" have been adjusted to reflect sizes consistent with current consumption habits.

Fighting obesity has clearly become a priority for U.S. federal agencies. What's just as clear, however, is that a behavioral shift is underway in how these agencies go about making those national health goals a reality. Gone are the days of merely educating consumers to the dangers of high fat and sugar diets; as recent actions by the USDA and FDA indicate, regulation at the federal, state and local level is now the preferred method in guiding and ultimately influencing preferred consumer behaviors. The million-dollar question is: will it make a difference?

## Consumers growing health conscious

Early findings indicate that a growing number of Americans are beginning to heed the warnings on the dangers of unhealthy foods. New York-based Hunter Public Relations performs an annual study that gauges Americans' responses and opinions of the top food-related headlines of each year. The newest study found that childhood obesity rated as the top food news story of 2013. The Hunter study, which also grades consumer sentiment and trust, found that childhood obesity ranked highest not only in terms of general consumer awareness but also in level of highest concern.

Moreover, the Hunter study also indicated that there might be a corollary between the media's recent coverage of obesity and

consumers' newfound awareness and concern of this issue. More Americans said they're now reading food labels and paying attention to ingredients, and half of those polled said they make food purchasing decisions based on headlines they had seen. If the Hunter study is any indication, consumers may be altering their eating behaviors based on the media's coverage of recent actions undertaken by the FDA, USDA, and the Let's move! initiative.

"The media's coverage of childhood obesity has been substantial," said Grace Leong, Managing Partner at Hunter PR. "Anytime the White House is behind something, it makes a difference. The First Lady's messages have been very consistent, and there's just no denying that they're having an impact."

Will regulatory measures like the recent steps enacted by the FDA, USDA and the Let's Move! initiative become the standard government response to the obesity epidemic? While the efficacy of these recent measures still demands debate, *telling* people what to eat is a message that, traditionally, hasn't gone over well. Who could forget the national ire raised in response to former New York City Mayor Michael Bloomberg's war on obesity — city-wide bans on trans fats, graphic city ad campaigns detailing limb amputations as a result of diabetes, requiring restaurants to display calorie information, and most famously, an ill-fated ban on large soda containers? A growing number of Americans may say they *want* to eat healthier, but health authorities now seem to have moved beyond the education model as a means of moving the needle in coercing future behavior.

"If you look back at education campaigns, historically speaking, they don't work," Leong said. "We educated people on smoking and they still smoked. You might hear what the studies are saying, but you still drink too much soda. So Bloomberg said, 'No one's listening to the data, so I'm taking matters in my own hands.' The campaigns are similar, they're still interested in raising awareness of the problem, but there's now a strong-arming component, because we know nothing else works." ●



# Weiner, PR pro behind Cabbage Patch craze, dies

**Richard Weiner, a native of Brooklyn who built a PR firm that billed \$4.5 million and had 83 employees in 1985 before he sold it to BBDO, died on Janary 29. He was 86.**

By Jack O'Dwyer

**W**einer's firm, ranked number 25 in the 1985 O'Dwyer rankings, in 1983 ignited the Cabbage Patch Kids craze of Coleco Industries that swept the country. The company was unable to keep up with demand for the dolls, each of which had its own "personality" and came with "adoption papers."

Weiner, who had won the account from Hill and Knowlton, sparked the fad by winning segments on three network morning TV shows in early November. He had introduced the dolls at a press conference in the Central Park Zoo in June.

Despite the overwhelming publicity obtained for the product, Weiner later said his firm never made much money off it.

Coleco, which also sold the Adam Home Computer, another product beset by supply problems, went bankrupt in 1988 and Hasbro and others took over production.

## Weiner was a prolific author, lecturer

Weiner's 23 books included *Webster's New World Dictionary of Media and Communications* (1996); *Professional's*

*Guide to PR Services* (1998); *Professional's Guide to Publicity* (1984), and *The Skinny About Best Boys, Dollies, Green Rooms, Leads and other Media Lingo* (2006).

He conducted more than 100 workshops for PR Society of America and other groups including the National Institutes of Health, and taught a three-credit course in PR at Fordham University Graduate School of Business Administration. It was the first such course for MBAs. He also taught at New York Institute of Technology.

Weiner's firm specialized in marketing publicity, working for clients such as Bristol-Myers Squibb, Cigar Assn. of America, GTE Telephones, General Foods, Hebrew National Foods, Mattel, Philip Morris, Smith-Corona, Johnson & Johnson, Pepsi-Cola, Subaru, Volvo, Colonial Penn and AARP.

## Sold firm to BBDO

Weiner sold the firm to BBDO in 1986 which was then merged with Doyle Dane Bernbach and Needham, Harper & Steers to form the Omnicom Group. Omnicom

merged the Weiner firm with BBDO-owned Doremus and the Porter Novelli PR unit of Needham Harper. Porter Novelli was the surviving name although Weiner was its biggest unit. Weiner left the firm in 1988 but kept an office in New York until he moved to Florida in 2002.

He received a B.S. in 1949 from the University of Wisconsin and an M.S. in 1950 with genetics as his major field of study. He took only one journalism course

— scientific news writing. Weiner was admitted to the University's medical school but dropped out after the first year.

After living in Madison, Wisconsin, where he partnered with Morton Levine in a PR firm, he moved to New York where he obtained a job with Ruder Finn. He rose to Senior VP and Partner, supervising a group of consumer product accounts, remaining until 1968 when he started his own firm.

## Press relations as paramount

The Weiner firm was noted for its cordial relations with the press.

Weiner himself was always available for phone or in-person conversations and reporters were welcome at his offices at 888 Seventh ave.

His art of building relations with reporters included sending reporters clips of articles that related to their beats. A widely-read person, he would call reporters with tips and advice for their stories. His awards include the Gold Anvil of PR Society of America and the John Hill Award of the New York chapter of the Society.

He wrote a monthly column on language for *PR Tactics* of PRSA and other articles for *Communication World of the Int'l Assn. of Business Communicators*, *PR Quarterly* and *Writer's Digest*. He wrote a substitute column on language for *New York Times* columnist Bill Safire when Safire was on vacation.

Weiner in 1965 married Florence Chaiken, author of *Peace Is You and Me* and other books in the healthcare field including two written in association with the Rusk Institute of Rehabilitation. Also surviving are two daughters, four grandchildren and two great-grandchildren. ●



Richard Weiner

## Agency healthcare vet DeSalva to DuPont

**A**nnaMaria DeSalva, the agency and corporate healthcare PR veteran, has moved to DuPont as VP of Corporate Communications.

DeSalva was VP of corporate affairs in Pfizer's biopharma innovation and outcomes operation. She joined Pfizer in 2010 from Hill+Knowlton Strategies, where she was Global Head of Healthcare.

For DuPont, she leads global strategic communications and brand management for the multibillion-dollar maker of chemicals, polymers, hybrid/GMO seeds and other products.

Previous posts included GCI Group (worldwide managing director, healthcare) and Bristol-Myers Squibb. ●



DeSalva

## Oshiki takes EVP role at Abernathy

**A**lan Oshiki, a 26-year financial communicator most recently a Managing Director for Taylor Rafferty, has moved to Abernathy MacGregor Group in New York as an Executive VP.

Prior to more than a decade at TR and sister unit Broadgate Consultants, Oshiki held senior posts at Frontier Communications (AVP) and Christensen & Associates (SVP) and directed IR for the Tucson Electric Power Company.

Earlier in his career, he worked in finance and engineering at Unisource Energy and BHP Copper. ●



Oshiki

# O'Dwyer's **FOOD & BEVERAGE** guide to: **PR FIRMS**



When SUPERVALU's Jewel-Osco banner learned that it would receive the country's last shipment of Twinkies in select Chicago-area stores, Carmichael Lynch Spong declared "Twinkie Tuesday" on Dec. 12, 2012. This campaign leveraged the inherent excitement around the last Twinkie delivery to generate consumer and media interest in Jewel-Osco — with just three days to get the word out.

## APCO WORLDWIDE

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Food and beverage companies globally are navigating an increasingly complex external environment. Greater regulatory activity across all aspects of their businesses mean that companies must take a more integrated, stakeholder-centric approach to the way they communicate. APCO helps clients create brand value by connecting thoughtful insight about stakeholders to powerful and measurable activation campaigns.

APCO's global Food & Consumer Products practice, led by Executive Director Stephanie Lvovich, has worked with global market leaders in the food and beverage sector to manage their corporate reputation and raise their profile in target markets, build stakeholder partnerships, position their businesses on sustainability and health & nutrition issues, engage on trade and standards issues, manage labor issues, launch new products and enter new markets.

Clients in this field include Mars, PepsiCo, Walgreens, KFC, WalMart, the World

Cocoa Foundation, National Council of Chain Restaurants, and Share Our Strength.

## BLAZE

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**Matt Kovacs, President**

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

Clients include: Big Red Soda, Blue C Sushi, Brewery Ommegang, Bridgepoint Foods, Claremont Hotel Club & Spa, International Spirits, KeVita Sparkling Probiotic Beverages, Marriott Hotels, Michael's

Restaurant Group, Nawgan  
Alertness Beverage, ON  
Beverages.

## CARMICHAEL LYNCH SPONG

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**Julie Batliner, Managing Director**  
**Grete Lavrenz, Senior 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 (Arla Dofino and Castello cheeses, Jack Link's Beef Jerky, Jennie-O Turkey, MOM Brands cereals), ingredients (DSM), and food and beverage containers and storage (Genuine Thermos Brand).

We work with food industry leaders, consumer groups, celebrity 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.

## CAROLYN IZZO INTEGRATED COMMUNICATIONS

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**Carolyn Izzo-Feldman, President**  
**Patricia Fahie, Executive Vice President**  
**Kate Wark, Senior Vice President**

Carolyn Izzo Integrated Communications (CIIC) is a highly respected public relations firm in the food and beverage space. Our staffers bring many years of experience from several of the country's top PR firms and for nearly 18 years, CIIC has been dedicated to servicing food and beverage brands.

Our experience in the F&B arena is notable, having launched our agency by putting Krispy Kreme Doughnuts on the map in the Northeast in the '90s. Since then, CIIC has represented a number of F&B brands, including, but not limited to, The Original Soupman, New Leaf Brands iced teas and lemonades and California Pizza Kitchen. We are adept at launches, openings and franchisor relations, and we are known for our networking expertise and extensive contacts in the trade, media and influencer categories, which we leverage to increase the level of reach, media coverage, and access for our clientele.



**Carolyn Izzo Integrated Communications executives (Left to Right): Carolyn Izzo-Feldman, President; Patricia Fahie, Executive Vice President; and Kate Wark, Senior Vice President.**





**Christine Deussen, President of Deussen Global Communications.**

The CIIC team is made up of enthusiastic and connected PR professionals. Your CIIC service includes day-to-day principal-led servicing from company executives, media specialists in New York and Miami who can build and escort an A-list media tour, arrange your appearance on network television shows, manage product sampling, and plan top-level events in your key markets.

It is our implicit goal to deliver the best value and the best results. This is why President Carolyn Izzo-Feldman launched her own PR firm in 1996 — to create the most incredible team of PR pros to back her mission.

## CONE COMMUNICATIONS

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**Bill Fleishman, CEO**  
**Byron Calamese, Sr. Vice President**  
**Peggy O'Shea Kochenbach, MBA, RD, LDN, Vice President**

Connecting food and beverage brands to consumers has been a passion at Cone Communications for over three decades. We have a deep understanding of what motivates consumers, the issues that matter most to them, and the factors that drive their purchase decisions. We use these insights to create best-in-class communication strategies that drive business growth for category leaders such as Lindt, Ben & Jerry's, Glutino, Saffron Road, and General Mills brands Yoplait, Pillsbury, and Cheerios, to name a few.

Extraordinary results come from experts who are passionate about your business, and possess a keen understanding of the category. With a staff that includes many passionate foodies, food bloggers and a registered dietitian, we are in a unique position to translate complex nutritional and ingredient messages in ways that resonate with consumers and deliver campaigns that are authentic, credible and relevant.

We are ready to share our creativity, passion and expertise. With teams fully immersed in the food and beverage space, our specialty areas include product launches, social media executions, influencer engagement, media events, brand positioning, issues-based engagement, promotions and celebrity campaigns.

## THE CONNECTED TABLE

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**Melanie Young, Chief Connector**

The Connected Table® specializes in brand and image building through marketing and promotional campaigns, media relations, sponsorships, education, business-to-business and lifestyle events in wine, spirits, food, publishing and causes. We connect U.S. and overseas organizations and companies with key influencers throughout the nation, including media, wine and food industry leaders and lifestyle movers and shakers.

In-house services include media



**Coyne PR helped Peeps expand its reach beyond Easter season through events such as this Santa Hop in Times Square in December.**

strategy and press management, event production, sponsorship and spokesperson management, social media campaigns and full service writing.

## COYNE PUBLIC RELATIONS

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**Tom Coyne, CEO**  
**Richard Lukis, President**  
**Tim Schramm, Senior Vice President**  
**Lisa Wolleon, Vice President**  
**Heather Krug, General Manager, West Coast**

Coyne PR is one of the nation's leading independent public relations agencies, combining sound strategic counsel with cutting edge creative elements to achieve superior communications goals for its clients.

Coyne's Food & Nutrition team has worked with many of the most prominent food brands and companies in the world, and developed some of the most talked about and long-running programs in their histories. Our client experience includes Del Monte Foods, General Mills, PepsiCo, Kraft, The Hershey Company, Egghand's Best, Bimbo Bakeries, Just Born, Campbell's,

McCormick, Perrigo Nutritionals, thinkThin, and DuPont Nutrition & Health's soy protein business, among others. We've introduced scores of products, launched countless campaigns and initiatives, and helped brands navigate significant industry challenges and crisis situations.

The Food & Nutrition team has also created a powerful RD Network consisting of 25+ influential and connected registered dietitians and nutritionists that are utilized for a range of activities, including media relations, trend spotting, category insights, and peer-to-peer influence.

The agency also 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.

## DEUSSEN GLOBAL COMMUNICATIONS INC.

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**Christine Deussen, President**

Noted for its depth and breadth of experience in the wine, spirits, epicurean, and hospitality sectors, Deussen has built steady success for its clients since 2002. For example, Laurent-Perrier

Continued on page 22

## DEUSSEN GLOBAL

— Continued from page 21

Champagne, a client of 10 years, saw a 57% increase in Deussen-generated media placements from 2012 to 2013. Campaign tactics including media relations, digital interface, and celebrity partnerships accelerate our clients' image, awareness, and growth. As one example, a "flash" campaign for the Fonseca BIN 27 Artist Bottle generated 22 million media impressions, with an advertising equivalency value of \$1.6 million, over a 4-month period. Ongoing charitable partnerships include support of The Fisher House, The Waterkeeper Alliance, the Los Angeles County Museum of Art (LACMA), and JustOneShift (the latter designed by Deussen in partnership with gaz regan). Deussen's relationships with top sommeliers, mixologists, chefs, and authors offer ready access to top trends, while innovative social media campaigns offer consumer engagement.

## FINEMAN PR

330 Townsend St., Ste. 119  
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Fineman PR, founded in 1988, specializes in Brand PR and crisis communications for food and beverage clients. Our strength is in building strong and appealing brand identities, especially for consumer-facing companies.

Current client experience includes full service communications for California-based Foster Farms Poultry. Work includes Brand PR and consumer product promotion, issues management, retailer and other special events, plant and facility openings, employee communications, scenario planning, multicultural outreach, community relations, food safety education, social and digital media initiatives, and customer relations.

Agency work also includes wine PR, multicultural communications for nutritional supplements, and brand positioning for food service industry leader, Guckenheimer, and L.A.-based Sterling Meat Company.

## 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. Particular areas of strength and expertise include branding, lifestyle marketing, nutrition, health and wellness, and promotional events.

A sampling of our clients past and present includes Whole Foods, Cinnabon, Crystal Geyser, Kellogg's, Good Earth Coffee, Gatorade, Tonnino tuna, Happy Egg, Snapple and others. In the beverage alcohol area clients include Beringer Wines, Pinnacle Vodka, BevMo!, Greg Norman Wine Estates, Penfolds, and Seagram's.

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.

## FOODMINDS, LLC

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

FoodMinds is a food and nutrition consulting and communications 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 shape the dialogue and debate in grocery aisles and board rooms, at science meetings, on blogs and beyond. We create pathways for new opportunities and growth that

transfer 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.

FoodMinds brings the right mix of talented, seasoned and motivated professionals — from registered dietitians, consumer marketers and media strategists to PhDs, science writers and public affairs experts — to challenge the status quo and achieve great things for our clients.

Clients: American Heart Association, Applegate, Can Manufacturers Institute, Council for Responsible Nutrition, Dairy Management, Inc., Dairy Research Institute, Grocery Manufacturers Association and Food Marketing Institute, Hass Avocado Board, Hillshire Brands, Kellogg, Micropharma, Midwest Dairy Association, National Confectioners Association, Nestle, Nutrient Rich Foods Coalition, Sabra Dipping Company, United States Dairy Export Council, The Winning Combination, 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 / Principal**

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

FWV is home to one of the nation's largest food and beverage practice areas and has been ranked in the top 20 by *O'Dwyer's* for more than a decade. 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, 1910 Rye Whisky, Yazi Ginger Vodka, Broker's Gin and Sinfire Cinnamon Whisky), Melitta Coffee, Island Club Brands and its Carnival Brazilian Wines, Moe's Southwest Grill, and Elevation Burger.

FWV has also produced award-winning campaigns that significantly increased product sales for the likes of 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), Mia Francesca Trattoria, 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.

New product launches have included Melitta's Café Collection of fine coffees, Sinfire Cinnamon Whisky, 1910 Rye Whisky, NESTEA COOL, Diet NESTEA, Gold Peak, DASANI Plus, Arbor Mist varietal wines, Dolphins & Friends snack crackers, Orville Redenbacher's popcorns and Pemmican Beef Jerky. The agency also executes multifaceted digital and social media campaigns tied to effective earned media campaigns that together stimulate product trial, increase brand awareness and drive purchase intent.

## HANNA LEE COMMUNICATIONS INC.

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**Hanna Lee, President**

Headquartered in New York City, Hanna Lee Communications, Inc. is an award-winning marketing agency that integrates traditional public relations with innovative social media marketing. It is specialized in hospitality and lifestyle





**The Manhattan Cocktail Classic Gala at New York Public Library. Hanna Lee Communications provides PR for the event each year.**

PR, including spirits, wine, food and travel, as well as event management. The agency only represents products and companies that it is passionate about. This outlook drives its well-acknowledged excellence.

The agency has created a number of successful PR, event management and social media case studies that have earned recognition from prestigious national and international organizations that include *PR News*' Platinum PR Awards, *PRWeek* Awards, SABRE Awards, PRSA-NY's Big Apple Awards, The Communicator Awards, The Bulldog Awards and the W3 Awards. 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.

Hanna Lee Communications' client experience includes the Manhattan Cocktail Classic, Campari, The Dead Rabbit, Louis Royer Cognac, Santa Teresa Rum, PAMA Pomegranate Liqueur, Hangar 1 Vodka, TINCUP American Whiskey, Leblon Cachaça, Cooper Spirits' Lock Stock & Barrel Rye Whiskey, Atsby Vermouth, Pisco Control C, Sobieski Vodka, Marie Brizard Liqueurs, Melibea Urban Mediterranean Restaurant, GRACE Restaurant and Pub, Michael's New York, MONO+MONO Restaurant, Forcella Pizza Restaurant Group, Rayuela Restaurant, Macondo Latin Tapas Bar, San Domenico New York (now SD26), Japan Week, Wines of Croatia, Terra

Andina Chilean Wines, Mionetto Wines, G7 Portuguese Wine Consortium and others.

Hanna Lee Communications is active on social media where it shares agency, client and industry news. For more information, please visit [www.hannaleecom-munications.com](http://www.hannaleecom-munications.com)

## HUNTER PUBLIC RELATIONS

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**Grace Leong, Jonathan Lyon, Jason Winocour, Mark Newman, Donetta Allen, Gigi Russo, Erin Hanson, Partners**

Celebrating our 25th anniversary in 2014, 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. Clients include some of the countries most iconic and respected food and beverage companies including Kraft Foods (Jell-O, Kraft Macaroni & Cheese), Post Foods, Smithfield, E&J Gallo Winery (Barefoot, Gallo Family Vineyards), Diageo (Johnnie Walker, Don Julio Tequila), and Outback Steakhouses. Tabasco Brand Pepper Sauce, our first client 25 years ago, is still a client today.

Our New York-based, 100-



**Hunter PR worked with celebrity pastry chef and executive chef of Charm City Cakes, Duff Goldman, to help raise awareness of Pompeian's new Grapeseed Oil Spray and teach Americans how to enhance their holiday baking recipes. Together, Pompeian and Duff Goldman launched the Pompeian Baking for Better Challenge, a contest where at-home bakers had the chance to win \$5,000 for their local food bank during the 2013 holiday season.**

person firm offers a full suite of strategic marketing PR services including: research and insights; 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; 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 innovative, custom social and digital media applications in house. Revitalizing mature brands, creating buzz around new products and building awareness among key influencer groups (including the epicurean and nutritional health communities) are among the firm's specific areas of expertise.

## 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 stand-

ing 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 adapting our strategy and tactics according to the client's needs. We understand our clients' markets, their businesses and their products — particularly in the food and beverage practice — so much so that many of our clients' wholesale business' have tripled since our partnerships began. A myriad of past clients have become category leaders without dropping a dime on advertising, and we have assisted in the process of creating new niche markets. This is what we have done and continue to do for both American and European brands as diverse as Australian Lamb, Foods of Germany, ZeroWater, Bodum Coffee, iSi Espuma Cuisine and Whippers, Curious Chef, Twinings Tea, St. Dalfour Fruit Spreads, Nambé, Fusionbrands, Joseph Joseph, Revol and Cristel cookware, and most recently, Iittala, Prepara, Quench and Monbento.



**J Public Relations Founding Partner, Jamie Lynn Sigler, and Partner, Sarah Evans.**

## JGAPEPPERCOMM

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**Ed Moed**, *Managing Partner & Co-Founder*  
**Janine Gordon**, *President*  
**Maggie O'Neill**, *Partner & Senior Director*

JGAPEPPERCOMM is the consumer, lifestyle specialty group within Peppercomm, an award-winning, independently owned 19-year-old integrated marketing

communications agency headquartered in New York, with offices in San Francisco and London.

Our approach marries Peppercomm's breadth of fully-integrated marketing services with JGAPEPPERCOMM's high-touch boutique approach and depth of experience in the food and beverage, consumer, luxury lifestyle and not-for-profit categories.

With clients ranging from fine dining and QSR to FMCG and wine and spirits, JGAPEPPERCOMM's team of experts has all the ingredients, know-how and passion to build

and nurture brands. Over the years, we have worked with such market leaders as Procter & Gamble, General Mills, Sunrise Soya Foods, Dean & DeLuca, Malibu-Kahlua International, Diageo, Bacardi Imports, DiSaronno, Glenlivet, The Capital Grille, '21' Club, Texas de Brazil, pinkberry, Blimpie International, TGI Fridays, Dr. Praeger's, French Culinary Institute and Zagat Dining Guide, among others. Clients value the genuine involvement and personal service of senior members of the JGAPEPPERCOMM team.

The key to success, we believe, is to understand premium brand values. We craft compelling stories based upon a thorough appreciation of your brand's attributes. Our approach is focused on "outside in" thinking: strategy and execution that let clients envision — and realize — the potential of connecting with their target audiences more effectively and more meaningfully than ever before.

We listen to our clients' needs and to those of their stakeholders. By putting ourselves at the table with your customers, we are able to fully engage and build powerful connections with them — where they live, work, play, shop and share. To insure optimum results, we repeat these high-impact tactics, refining, as needed.

This approach drives the strategy for all our integrated marketing services, including PR / social media, branding, experiential / events, crisis communications, celebrity endorsements, strategic alliances, licensing, digital/creative services and more. At JGAPEPPERCOMM, we consistently deliver four-star, business-building results for the brands we serve.

If you're hungry for more, please visit us at [jgaeppepperrcomm.com](http://jgaeppepperrcomm.com), drop us a line at [jgordon@peppercomm.com](mailto:jgordon@peppercomm.com) or call 212/931-6185.

## J PUBLIC RELATIONS

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J Public Relations is one of the top hospitality, luxury lifestyle and social media firms in the country, with a client roster that includes brands

the world-over. A bi-coastal force with offices in New York and California, along with a strong presence in Arizona, JPR offers an integrated approach to cultivating fresh, creative and thoughtful media campaigns. Every member of the JPR team has an unparalleled passion for achieving press with a purpose, while understanding the digital landscape of today.

Founded 10 years ago in California, the agency expanded to New York City in 2009. Today, JPR is a bi-coastal powerhouse of more than 30 experienced, passionate publicists. This allows JPR to provide invaluable media saturation across the country, no matter where a client is based. The JPR team is a group of savvy specialists, experienced at launching brands and keeping them relevant through buzz, creativity and programming.

For more information, please contact [info@jpublicrelations.com](mailto:info@jpublicrelations.com) or call 619.255.7069.

## JSH&A COMMUNICATIONS

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[www.jsha.com](http://www.jsha.com)

**Jonni Hegenderfer, Jim Kokoris, Cheryl Georgas**,  
*Partners*

Celebrating 25 years, JSH&A is a Chicago-based marketing communications agency that helps leading food and spirits brands drive consumer awareness, engagement and advocacy by creating integrated PR and social media programs that deliver high-impact results.

Named a top Consumer Marketing Agency of The Year, JSH&A has won multiple awards for creative campaigns and strategic influencer engagement programs executed on behalf of clients like The Hershey Company, ConAgra Foods, Beam Inc., McDonald's and Safest Choice Eggs.

We take pride in our extensive food and spirits industry knowledge and offer services including: media relations, blogger and influencer engagement, social media strategy, social channel management, event marketing and product launch support.

Whether it's inspiring moms to take back Monday dinnertime with the help of Manwich, driving



**JSH&A helped Beam Inc. further raise awareness and drive trial of the brand's award-winning whisk(e)y portfolio by hosting a series of Great Whisk(e)y Debate events in key U.S. markets. The events, created by JSH&A president Jim Kokoris and celebrating 15 years, reached more than 1,200 key sales associates and whiskey loyalists in 2013.**





**JSH&A's "Case of the Mandays" campaign reminded moms nationwide that Manwich is an easy weeknight meal solution. Influencer engagement, Twitter parties and sponsored content drove moms to Manwich.com and generated online conversations about the brand**

awareness and trial of limited-edition seasonal HERSHEY's products or helping the world's No. 1 bourbon share its heritage story with national media, we deliver strategic, results-driven programs.

## KELLEN COMMUNICATIONS

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www.kellencommunications.com  
**Joan Cear,** Vice President

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**Debra Berliner,** Vice President

750 National Press Building  
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Washington, DC 20045  
202/591-2439  
**Francie Israeli,** Vice President

With more messages about food options, diet, nutrition and safety than ever before, how do you break through the clutter? Kellen Communications combines decades of experience with ingenuity and cutting edge tactics to make a measurable impact for our clients.

We deliver integrated marketing communications solutions executed by specialists in publicity and promotion, nutrition communications, digital marketing and social media strategy and execution, issues management and crisis communications, public affairs, website development and graphic design. In addition, Kellen's team includes registered dietitians and scientists who specialize in food and beverage.

A leading resource for the food and beverage industry, Kellen has strong relationships with traditional and digital media outlets that cover this sector and extensive networks

among health professional communities, academia and government regulators. From farm to fork, our professionals have the experience to help clients both promote and protect their products.

Founded in 1945 as Sumner, Rider & Associates, Kellen Communications is a division of Kellen Company, an employee-owned firm with offices in New York, Washington D.C., Atlanta, Chicago, Denver, Brussels and Beijing.

## KOHNSTAMM COMMUNICATIONS

400 North Robert Street  
14th Floor  
St. Paul, MN 55101  
www.kohnstamm.com

**Josh Kohnstamm,** President  
**Greg Zimprich,** SVP of Agency Operations and Strategic Insight

Twin Cities-based Kohnstamm Communications was ranked the third best food and beverage PR agency and ranked top ten for corporate social responsibility by TopPR Agencies.com (2014). The firm has extensive national food and beverage client experience, especially in the fast-growth natural and organic channel. Kohnstamm is nationally recognized for its use of traditional and social media to effectively catalyze brands. SVP Greg Zimprich brings proven PR industry experience to lead the agency, including 19 years with General Mills as Dir. of Brand PR, where he launched more than 100 new products and created nationally recognized brand marketing capabilities.

Kohnstamm's current food and beverage clients include Noosa Yogurt, Angie's Popcorn, 3M Food Safety, Reed's Ginger Brew,



**Lane launched celebrity chef José Andrés' first line of artisanal Spanish food products, José Andrés Foods, to the US market in 2013.**

The Honest Kitchen, truRoots/Smuckers, and Way Better Snacks. Kohnstamm was instrumental in generating robust PR for brands whose companies were purchased in part as result of its great PR work, including Honest Tea, Naked Juice, Icelandic Glacial, and Happy Baby.

## LANE

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500 Fifth Avenue, Suite 2720  
New York, NY 10110

**Wendy Lane Stevens,** President

LANE elevates brands, drives trial and builds sales from the influential culinary hubs of New York and Portland, Ore. With more than 20 years of experience in the food, beverage and consumer products industries, LANE tracks trends and monitors consumer sentiments from coast to coast. Drawing on insights garnered from firsthand experience as well as from media, blogger, influencer and consumer circles, LANE's multifaceted campaigns connect across social and digital media, traditional media, stores and restaurants, and events.

LANE's award-winning campaigns have produced measurable results for brands including José Andrés Foods, Moonstruck Chocolate Co., Snake River Farms, Double R Ranch, International Olive Council, Oregon Strawberry Commission, Dutch Bros. Coffee, Wines from Spain, E. & J. Gallo Winery, The Wine Group, Sokol Blosser Winery, Hood River Distillers, and Widmer Brothers Brewing.

## M&P FOOD COMMUNICATIONS INC.

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www.mpfood.com

**Brenda McDowell,** Principal

M&P provides public relations and digital communications services to a variety of consumer food and beverage clients. Whether building buzz with editors, reaching consumers via social media or working with blogger partners, M&P programs are tailored to clients' needs and designed to deliver.

A launch party in a trendy uptown loft or via Twitter, filming man-on-the-street videos, managing brand ambassador programs, or conducting a contest on Pinterest, are all in a day's work.

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 and past clients including Dreamfields Pasta, Seneca Foods, Safest Choice Pasteurized Eggs, Seattle Sutton's Healthy Eating, Wilton Enterprises, Quaker Oats and National Cattlemen's Beef Association.



**Matthew McConaughey and Camilla Alves helped kick off The Macallan Masters of Photography: Elliott Erwitt edition, at a launch party for 300 tastemakers and Hollywood elite at the Leica Gallery in Los Angeles, at an event produced by M Booth.**

## MARX LAYNE & COMPANY

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**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.

The April issue of *O'Dwyer's* will feature a company profiles section on firms that specialize in social media. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or [jon@odwyerpr.com](mailto:jon@odwyerpr.com)

## M BOOTH

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**Margaret Booth, Chairperson**  
**Dale Bornstein, CEO**  
**Rich Goldblatt, SVP, Group Director**  
**Lauren Swartz, SVP, Director, Wine & Spirits**

M Booth's Food & Beverage practice enjoyed a healthy and spirited 2013. On the new business front, the agency's Better4You offering captured two new clients — the Global Organization for EPA and DHA (GOED) and Beyond Meat.

M Booth is leading a strategic communications effort for GOED that underscores the role Omega-3s play in heart health, brain health, infant development and other functions. Using social and traditional media, the campaign targets influencers, media and consumers. For Beyond Meat, makers of plant-based protein foods, M Booth is spearheading a strategic communications effort to generate consumer awareness.

With a long history working in the food and wellness arena, M Booth is AOR for The Schwan Food Company, focusing on generating awareness and trial for leading grocery brands including Red Baron, Freschetta, Edwards and Mrs. Smith's. The agency handles the online grocer, Schwan's Home

Service, as well, and, in 2013, helped launch its new fundraising program, Schwan's Cares.

M Booth's Better4You offering is bolstered by a board of leading national advisors in food and nutrition, wellness, fitness and parenting. This past year, the offering added a formalized research and account planning capability led by Bonnie Ulman, co-founder and president of The Haystack Group. An expert on issues relating to women and family, Ulman is author of two books — *Trillion-Dollar Moms: Marketing to a New Generation of Mothers* and *Hustle: Marketing to Women in the Post-Recession World*.

The practice and staff experience includes work for Unilever Spreads and dressings, Tropicana, Dole Juices, Kellogg's, Quaker, Heinz, Pirate's Booty, Mrs. Dash, The National Pasta Association, Ronzoni and McNeil's Sun Crystals sweetener.

M Booth's dedicated Wine and Spirits team added the luxury brand, Krug Champagne, to its roster of top-shelf brands in 2013. It is currently serving as both public relations and social media AOR. The agency also began working with Campari, as well as projects for Cynar, Cabo Wabo tequila's Cabo Diablo extension, Frangelico, Aperol and SKYY Vodka's Infusions line.

As AOR for 10 years handling the Scotch portfolio of Rémy Cointreau USA, Inc., including The Macallan Single Malt Scotch Whisky, Highland Park Single Malt Scotch Whisky, and The Famous Grouse, the spirits group focuses on reaching key media, influencers and tastemakers through luxury activations, brand partnerships, promotional events and intimate tastings. Partnering with famed photographer Elliot Erwitt, M Booth helped launch The Macallan "The Flask" edition and M Decanter, as part of the fourth installment of The Macallan's Masters of Photography series.

M Booth continued its work with Brugal Rum launching Brugal Extra Dry Rum and premium sipping rum Brugal 1888. M Booth's digital team also managed Brugal's social channels, developing content that has increased fans across Facebook, Twitter and Instagram from fewer than 500 fans to more than 40,000 in just over a year.

Rounding out the M Booth Spirits portfolio are NOLET'S Finest Gins, which expanded distribution, as well as American wine importer and marketer, Banfi Vintners.

## MWW

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201/507-9500  
[www.mww.com](http://www.mww.com)

**Michael W. Kempner, Founder, President & CEO**  
**Alissa J. Blate, Executive Vice President, Global Consumer Marketing Practice Leader**

The food and beverage industry is in a constant state of evolution where shifting consumer tastes and preferences, new government regulation and volatile commodity markets are continually changing the landscape. In this environment, staying ahead of trends is the key to establishing and maintaining brand trust and relevance and seizing opportunities before your competitors do — while avoiding the pitfalls. At MWW, we make our clients Matter More™ by establishing relationships between brands and consumers through integrated public relations and marketing activities that drive awareness, engagement and consideration. We expand media coverage beyond food media 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 a new product launch in a competitive category, we help position our client brands as a vital ingredient in consumers' lifestyles. Our clients include: McDonald's, The Hillshire Brands Company, Atkins Nutritionals, D'Artagnan, Sbarro Italian Eatery, Senseo Coffee, and United Natural Foods, among many others.

## OGILVY PUBLIC RELATIONS

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**Mitch Markson, President, Global Brand Marketing and CCO, Purpose Branding**

Our deep, abiding and passionate love affair with all things related to what we eat, and the drinks we imbibe, has

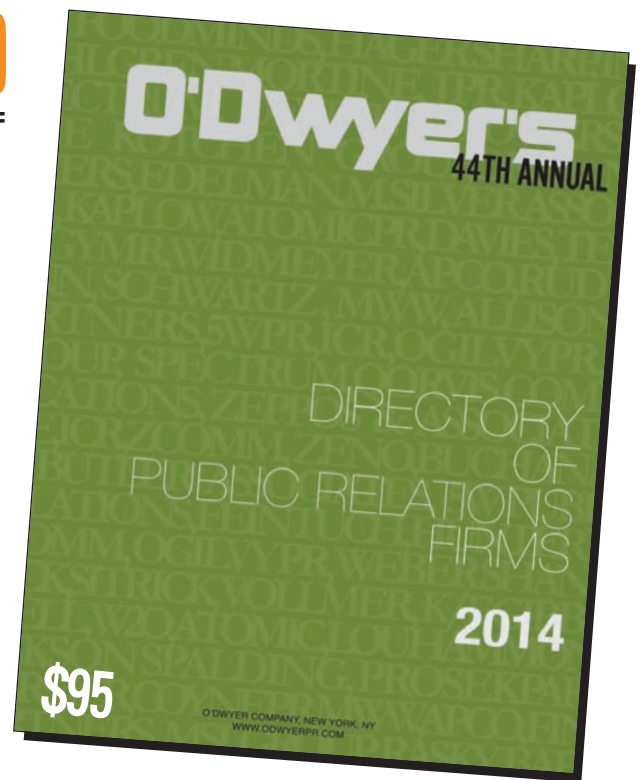
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# ORDER THE ONLY PRINTED DIRECTORY OF PR FIRMS!

O'Dwyer's is the #1 source for researching public relations firms and outside PR counsel. We've been connecting clients and PR firms for 44 years through our directory of PR firms.

You get quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. Whether you seek a long-term, worldwide relationship or need extra help on a project, **O'Dwyer's Directory is the place to shop.**



## Why O'Dwyer's Directory of PR Firms is so popular:

- ✓ *Has brought billions of dollars in business to PR firms.*
- ✓ *Authoritative industry rankings, based on CPA statements, tax returns.*
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*"O'Dwyer's Directory of PR firms is the finest source of information on PR firms."*

- Howard Rubenstein, President  
Rubenstein Associates

*"The O'Dwyer Directory is an excellent tool when searching for outside PR counsel."*

- Art Stevens, Managing Partner  
StevensGouldPincus LLC

*"Up-to-date, indispensable resource. Saves time and money. Every PR pro should have one."*

- Robert L. Dilenschneider  
The Dilenschneider Group

*"A phenomenal job-seeking aid."*

- Marie Raperto  
Cantor Integrated Marketing Search

*"Single most important source of information on PR firms."*

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



**Supermarket Registered Dietitians enjoyed a culinary farm-to-fork experience at Natirar Farms organized by Pollock Communications on behalf of Unilever soft spread brands.**

## OGILVY

— Continued from page 26

made us among the most sought after and relevant PR partners in this arena. Our respect, insights, relationships and track record with some of the world's greatest chefs, restaurateurs, mixologists and food purveyors has been critical to our ongoing successes in this category. Understanding the fickle tastes of today's discerning customer is built into our collective DNA and palettes.

Our proprietary on-the-ground, in the store, at the table, off the shelf research allows the team to develop fresh, strategic campaigns on behalf of our food and beverage clients including: Nestle, DuPont, KFC, Taco Bell, FAGE, among dozens of others.

Additionally, we have a staff of seasoned 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.

## PIERSON GRANT PUBLIC RELATIONS

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www.highimpactdigital.com

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

Pierson Grant's fresh thinking builds brand identity and boosts sales for food and beverage clients. The full-service firm gen-

erates publicity for openings and product introductions, brings creativity to special events and community relations and leverages the power of social media through its High Impact Digital division. Experienced members of the professional staff are skilled at issues management for food and beverage clients.

Clients include International Dairy Queen and Olive Garden, among others. The firm also provides strategic public relations and marketing services for emerging companies and franchisors, such as Zona Fresca, and innovative local restaurants such as Shooters Waterfront. Based in Fort Lauderdale, Pierson Grant is a member of the IPREX global network.

## POLLOCK COMMUNICATIONS

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**Louise Pollock, President**

Pollock Communications is an independent PR and marketing communications agency that offers cutting edge expertise for food, beverage, nutrition and health & wellness 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 and create new ones that interest media, consumers and health professionals. Our knowledge of the latest health & nutrition research and science 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.

In addition to PR practitioners and marketers, our staff includes media-savvy Registered Dietitians who can address health & nutrition issues that are top-of-mind for today's print, broadcast and online journalists. Over the last two decades, Pollock has cultivated long-term relationships and trained a network of spokespeople, including media Registered Dietitians, celebrity chefs, medical doctors and scientists, 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, American Society of Hypertension, Brassica Protection Products, LLC, Cranberry Institute, Cranberry Marketing Committee, Dairy Management, Inc., Gourmet Nut, PepsiCo Global Nutrition Group, Prestige Brands: PediaCare, FiberChoice and Beano, Purdue Products: Senokot and Colace, Tea Council of the USA, The Dannon Company, Unilever Brands: Promise, Country Crock and I Can't Believe It's Not Butter!, and USA Rice Federation.

## RFIBINDER

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**Amy Binder, CEO**  
**Atalanta Rafferty, Executive Managing Director**  
**Laura Giannatempo, Senior Managing Director, Food and Beverage**

Today, the food and beverage industry faces new challenges, as well as new opportunities, with growing interest from consumers about the food they eat and the products they buy. Eating and cooking fresh foods, choosing healthy food options and using seasonal ingredients are established trends. Moreover, issues around health and obesity continue to be a frequent topic of conversation. Continued attention from policy

makers, advocacy groups and consumers on nutrition brings a whole new dimension to promoting food categories and brands.

All these factors make for dynamic market situations and the need for flexible communications strategies. RF|Binder's nimble structure and attunement to the fast-paced changes in the food industry and the food culture as a whole, enable us to respond quickly to meet our clients' needs. Drawing from 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, creating award-winning programs for clients ranging from Dunkin' Donuts to Cargill, from the 100th anniversary of the Fig Newton to Wines of Germany.

Thanks to our work, Riesling has gone from niche to "it" wine, bringing a younger audience into the fold and dispelling the myth that Riesling is just a sweet wine. We helped Talenti Gelato & Sorbetto become the best-selling gelato in the country and we put Malaysian food on the map with a sweeping integrated marketing communications campaign, featuring large-scale consumer events, celebrity chef engagements, media and advertising campaigns and digital programs. We helped Truvia natural sweetener become the country's #2 sugar substitute and Dunkin' Donuts retain the #1 ranking for customer loyalty in the coffee category for five years running.

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 assist clients in understanding market conditions, influencers and consumer behavior and we provide a wide array of services, from consumer promotions, influencer and traditional media outreach to digital and social media programming, issues management, trade and investor relations.

Current and recent clients include Atkins Nutritionals, Baskin-Robbins, Cargill's Truvia™ natural sweetener, Chilean Specialty Foods, The Culinary Trust, Dr. Praeger's, Dunkin' Donuts, The Hershey Company's Scharffen Berger Chocolate Maker and Dagoba Organic Chocolate, Kayem Foods, Love Beets, The Malaysian Trade Commission (Malaysia Kitchen for the World),



Miller Coors (Pilsner Urquell), Smith & Wollensky, Talenti Gelato & Sorbetto, Wegmans, Vinho Verde, Wines of Germany, Wines of Sicily and YoCrunch.

## ROGERS & COWAN

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**Tom Tardio, CEO**

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, restaurants, 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, brand 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 television and digital content, leverage celebrity spokespeople for media opportunities, integrate products into entertainment content, 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 Food Network, The Cooking Channel, EKOCYCLE with will.i.am and The Coca-Cola Company, Dasani, Simply Orange, Sprite Refreshing Films, Dylan's Candy Bar, Betty Crocker, Lucky Charms, Wheaties, General Mills, JuiceBlendz, Madison's New York Grill & Bar, Morton's Steak House, Ferguson Wines, Skinnygirl Cocktails, Zipz Wine, Wines that Rock, Sobieski Vodka, Fanta Search for the 4th Fantana, The Munchies People's Choice Food Awards, Club EATalian, and the Los Angeles Times Celebration of Food & Wine.

## RUDER FINN

301 East 57th Street  
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www.ruderfinn.com

**Kathy Bloomgarden, CEO**  
**Scott Schneider, Chief Digital Officer**  
**Maryann Watson, President, RFI Studios**  
**John McInerney, Senior Vice President, Brand Marketing**

In today's food and beverage industry, there are more products and technologies vying for consumers' attention every day, and in order to truly drive meaningful engagement, brands need an innovative and authentic communications strategy that encourages brand-to-fan connections. With this in mind, our emphasis is on activities that drive community building and consumer interaction. We help connect brands with emerging digital platforms and start-ups to engage consumers in new and meaningful ways while also helping to foster brand consumer experience that personalizes brands and differentiates them in a highly competitive market.

Ruder Finn works with food and beverage clients to develop and implement plans around building communities, event activations, product launches, sustaining product growth and visibility, brand partnerships as well as corporate social responsibility, environmental and health & wellness initiatives and more. Because each brand is different, we believe 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 work with clients to create meaningful content that resonates with consumers including engaging visuals and videos, and dynamic stories for digital and traditional mediums, helping brands to identify with existing and new consumers.

We've worked with consumer brands like Mondelēz International, PepsiCo, Caribou Coffee, Mountain Dew, Gerber, Propel, Quaker Oats, Kellogg's, Chateau Margaux and Moët Hennessy Diageo.



Taylor partners with category leading food and beverage brands, including Diageo's Crown Royal Canadian Whisky. Over the past year, Taylor has provided sustained counsel and support for the brand's newest integrated campaign, Reign On, which was launched with the support of NBA legend Julius Erving (pictured) as part of the brand's NBA sponsorship. As Reign On evolves, Taylor is at the helm of innovative programming to leverage the NBA partnership as well as new product launches.

## SCHNEIDER ASSOCIATES

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**Joan Schneider, CEO**  
**Phil Pennellatore, President**

How do you make ice cream newsworthy in winter, motivate the media to swoon over grilled cheese sandwiches, or turn the launch of an e-commerce site into a cool consumer event? Ask Schneider Associates. We are passionate about creating and executing campaigns to launch, re-launch and accelerate growth for our clients' products and brands. We develop innovative and measurable campaigns with a 360-degree integrated approach to keep clients in the news year round. We know how to craft communications and social media programs that create news while solving business challenges for food and beverage brands. Multi-unit marketing is also a specialty — whether we're creating grand opening events or launching new products or programs, we make the cash register ring for franchises. Services include messaging, media relations, social media,

special events, creative design, digital marketing, spokesperson training, influencer outreach and crisis communications, among others.

Learn more at [schneiderpr.com](http://schneiderpr.com). We're always launching new ideas. Let's launch yours.

## TAYLOR

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**Tony Signore, CEO & Managing Partner**  
**Bryan Harris, COO & Managing Partner**

Celebrating its 30th anniversary in 2014, Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to engage consumers and drive business growth.

The Holmes Report's "Consumer Agency of the Decade," Taylor has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, and Charlotte. The agency provides a full array of services including: brand planning; digital strategy and social media; strategic media relations; consumer insights; measurement and evaluation; event production,

— Continued on page 30



**Managed by Trevelino/Keller, National Foundation for Celiac Awareness (NFCA) President Alice Bast kicks off the GREAT Kitchens Gluten-Free Chef's Table Tour at Mehtaphor in NYC, featuring Chef Ambassador Jehangir Mehta.**

## TAYLOR

— Continued from page 29

Hispanic/multicultural; and spokesperson procurement and training.

Taylor develops strategic marketing communications programs for a number of category leading food and beverage brands, including — for the past 26 years — Diageo, the world's leading premium drinks business. For Diageo, Taylor has successfully launched new products, reinvigorated iconic brands and sustained momentum in the marketplace for adult beverage favorites such as Crown Royal, Guinness, Captain Morgan, Smirnoff and Sterling wines, among others.

Taylor also partners with Nestle, for innovative product introductions in the ice cream category; Kraft, for product launches in the dairy category; and Taco Bell, for a variety of product introductions and sports sponsorship activations.

## TREVELINO/ KELLER

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www.consumebrands.com

Trevelino/Keller, quickly establishing its food and beverage

practice as one of the more health-centric in the U.S., targets emerging and middle-market companies across four channels: restaurants, franchising, manufacturing and associations. With one of the more progressive foodie agency cultures, the firm brings an integrated approach through PR, Social, Branding and Marketing, to the table for product launches, brand revitalization, reputation management and category disruption. For global brands, Trevelino/Keller has band together three boutiques to form Consume Brands, designed to serve early stage and global brands with needs beyond communications including culinary arts, brand extension and product development.

Experienced in fine dining, casual, fast casual and quick service as well as packaged goods for foodservice, grocery and specialty, 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 local initiatives.

The firm's work with TCBY included the launch of its "Super Fro-Yo," a super nutritional classification that distinguishes the brand from others in the category. In 2013, the firm worked closely with the National Foundation for Celiac Awareness and its Chef's Table Gluten Free Tour. In 2014, it will launch the U.S. E-commerce presence for Santo Li, a

natural occurring sparkling water with distinct nutritional benefits. For further information please email us at dtrevelino@trevelinokeller.com.

## WEBER SHANDWICK

875 N. Michigan Ave., Suite 2400  
Chicago, IL 60611  
312/988-2400  
www.webershandwick.com

**Gail Heimann, President**  
**Janet Helm, MS, RD, Chief Food and Nutrition Strategist, North America**

Weber Shandwick has built one of the largest and most successful food and nutrition practices in North America. Our clients include many of the world's leading food companies, and we've been behind some of the most iconic campaigns for food brands in the country. Weber Shandwick also has deep expertise in turning food industry groups like milk and pork into brands with award-winning campaigns that have changed perceptions.

Our food clients range from the indulgent to functional, and they each have a story to tell. In today's "always-on" world, we help brands engage, always. We manage the online communities of our multiple food clients and have extensive experience in creating engaging content and managing issues. Our work involves launching new products, reinvigorating brands, and leveraging scientific research to change the way consumers and influencers think about specific foods or ingredients.

We have a dedicated food and nutrition team that includes some of the industry's most strategic senior counselors and content experts — including registered dietitians, PhD nutrition scientists, former and current journalists and trained chefs. These imbedded experts have extensive experience in public-private partnerships, alliance building, food and agriculture policy, food regulations, sustainability, food safety and crisis communications.

We have strong relationships with food and nutrition influencers, including registered dietitians and bloggers, who are increasingly influencing the media landscape. Weber Shandwick created and contin-

ues to support the Nutrition Blog Network — an aggregator of more than 600 blogs written by registered dietitians. Our food practice specialists have extensive experience in engaging the communities that matter most to our food and beverage clients.

## WCG

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**Jim Weiss, Chairman & CEO, W2O Group**  
**Bob Pearson, President, W2O Group**  
**Chris Deri, President, WCG**  
**David Witt, Practice Lead, Consumer**

WCG is a global communications company offering integrated marketing services to clients in consumer packaged goods, food and beverage. Among our clients, we service Red Bull, Hershey's, General Mills, Michael's, Warner Bros and more.

As part of the W2O Group, WCG is creating the positive future of communications by providing advance analytics and social listening to each marketing discipline.

Established in 2001 by Jim Weiss, a 25-year veteran in communications, the agency has grown to nearly 400 employees, with 190 housed in WCG, serving clients from offices in San Francisco, New York, Austin, Los Angeles, Minneapolis, Atlanta, Boston, and London.

WCG's seasoned professionals specialize in analytics, public relations, content marketing, branding, design, digital, social and traditional marketing, influencer and advocacy relations and grassroots direct-to-consumer campaigns.

The company was named the 2013 Digital Agency of the Year and Specialty Agency of the Year by *The Holmes Report*, was ranked #4 of Top Independent PR Firms and was ranked #5 on *PRWeek's* 2013 US Agency Rankings.

For more information, visit our website at [wcgworld.com](http://wcgworld.com) or follow us on Twitter @WCGWorld. ●



# O'DWYER'S RANKINGS

## FOOD & BEVERAGE PR FIRMS

Firm	Net Fees (2012)	Firm	Net Fees (2012)
<b>1.</b> Edelman	New York <b>\$88,786,648</b>	<b>25.</b> WordHampton PR	E. Hampton, NY <b>892,347</b>
<b>2.</b> APCO Worldwide	Wash., D.C. <b>12,516,796</b>	<b>26.</b> Ruder Finn	New York <b>785,137</b>
<b>3.</b> Hunter PR	New York <b>9,197,142</b>	<b>27.</b> rbb Public Relations	Miami <b>773,489</b>
<b>4.</b> MWW	E. Rutherford, NJ <b>6,660,000</b>	<b>28.</b> Levick Strategic Comms.	Wash., D.C. <b>743,945</b>
<b>5.</b> Taylor	New York <b>6,061,000</b>	<b>29.</b> BizCom Associates	Addison, TX <b>600,000</b>
<b>6.</b> Padilla/CRT	Minneapolis <b>5,708,605</b>	<b>30.</b> Morgan&Myers	Waukesha, WI <b>588,313</b>
<b>7.</b> RF   Binder Partners	New York <b>5,381,579</b>	<b>31.</b> VPE Public Relations	S. Pasadena <b>555,921</b>
<b>8.</b> Regan Comms. Group	Boston <b>5,020,000</b>	<b>32.</b> Konnect Public Relations	Los Angeles <b>546,921</b>
<b>9.</b> FoodMinds	Chicago <b>4,859,213</b>	<b>33.</b> At The Table PR	Tampa <b>441,039</b>
<b>10.</b> 5W Public Relations	New York <b>4,100,000</b>	<b>34.</b> Kaplow	New York <b>350,000</b>
<b>11.</b> Zeno Group	New York <b>3,992,912</b>	<b>35.</b> Trevelino/Keller	Atlanta <b>350,000</b>
<b>12.</b> Coyne PR	Parsippany, NJ <b>3,541,000</b>	<b>36.</b> Blaze	Santa Monica <b>324,342</b>
<b>13.</b> W2O Group	San Francisco <b>2,414,000</b>	<b>37.</b> Maccabee	Minneapolis <b>270,365</b>
<b>14.</b> FTI Consulting	New York <b>2,210,000</b>	<b>38.</b> Stuntman PR	New York <b>226,479</b>
<b>15.</b> Allison+Partners	San Francisco <b>2,200,000</b>	<b>39.</b> Rosica Communications	Paramus, NJ <b>207,061</b>
<b>16.</b> Jackson Spalding	Atlanta <b>2,088,208</b>	<b>40.</b> TransMedia Group	Boca Raton <b>159,107</b>
<b>17.</b> Dye, Van Mol & Lawrence	Nashville <b>1,927,964</b>	<b>41.</b> Hirons & Company	Indianapolis <b>100,000</b>
<b>18.</b> Linhart PR	Denver <b>1,887,452</b>	<b>42.</b> Landis Communications	San Francisco <b>100,000</b>
<b>19.</b> French   West   Vaughan	Raleigh <b>1,668,875</b>	<b>43.</b> Hope-Beckham	Atlanta <b>80,300</b>
<b>20.</b> Kohnstamm Comms.	St. Paul <b>1,615,466</b>	<b>44.</b> McNeely Pigott & Fox	Nashville <b>79,137</b>
<b>21.</b> Finn Partners	New York <b>1,352,653</b>	<b>45.</b> Sachs Media Group	Tallahassee <b>72,810</b>
<b>22.</b> J Public Relations	San Diego <b>982,834</b>	<b>46.</b> Red Sky PR	Boise <b>59,607</b>
<b>23.</b> O'Malley Hansen Comms.	Chicago <b>920,000</b>	<b>47.</b> CJ Public Relations	Farmington, CT <b>58,030</b>
<b>24.</b> Fahlgren Mortine	Columbus <b>917,011</b>	<b>48.</b> Rasky Baerlein Strategic Comms.	Boston <b>45,450</b>



# Sound PR advice would have saved A-Rod

By Fraser Seitel

**A**lex Rodriguez is the saddest \$275-millionaire in the history of the world.



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*.

In early February, after a year of furious pushback against Major League Baseball the player's union, and his own team, the New York Yankees, A-Rod quietly — and sadly — dropped his lawsuits and accepted his punishment of missing the 2014 baseball season because of taking banned performance-enhancing drugs.

A-Rod's capitulation was a complete and utter defeat for himself and his high-powered team of legal and public relations consultants. It is unclear that when Rodriguez, at 39, is eligible to return to baseball the Yankees will be willing to take him back. Nor is it clear what A-Rod, having been racked by injuries, will have left as a ballplayer. Nor is it certain that if and when A-Rod returns, whether baseball fans — a good portion of whom never liked Rodriguez anyway and now abhor him — will accept him.

One thing, however, in the sad story of Rodriguez is clear: By choosing to take guidance from a publicity-hungry attorney rather than seeking out sound public relations advice, Rodriguez has ruined his reputation, his legacy and most likely, the remainder of his life.

For public relations professionals, the Rodriguez saga offers a compelling example of how straight forward, reality-based, common-sensical public relations advice is often more valuable than legal counsel — especially for high profile clients.

Here's what public relations advice might have done for Rodriguez that legal counsel failed so miserably to do.

• **Sound PR would have deemphasized the advisors.**

Rodriguez was despised enough; he didn't need consultants who were

equally abhorred. But that's what he got.

Rodriguez's chief attorney, Joe Tacopina, was a notorious headline-grabber, whose combative style made him a fixture on cable television. To his credit, Tacopina renounced the "no comment" approach of many lawyers, relying instead on a no-prisoners, let-'em-have it confrontative style.

For Alex Rodriguez, for whom humility was a constant problem, Tacopina's pushy public demeanor was the worst thing for his client.

In August, while the Yankees battled to make the playoffs, Tacopina enlisted a no-holds-barred display of bombast that distracted the team and buried Rodriguez.

First, he accused Major League Baseball and its commissioner of staging a witch hunt to destroy A-Rod.

Next, he charged the Yankees with medical malfeasance, of trumping up Alex's injuries so as not to have to pay him.

Finally, after insisting Rodriguez never took steroids, Tacopina dared MLB to release his client's confidential drug-testing record. When MLB agreed to waive its rules and do just that, Tacopina called it a "publicity stunt" and a "trap."

In hoisting the loudmouth attorney on his own petard, MLB correctly perceived that Tacopina's high wire publicity act had won few A-Rod sympathizers. Finally, too late really to do much to restore goodwill, A-Rod himself announced that Tacopina would no longer make public statements in his behalf.

Sound public relations advice at the start would have insisted to Rodriguez that he, personally — like Kobe Bryant or Tiger Woods or Michael Vick before him — handle the public defense and leave his advisors out of it.

• **Sound PR would have acknowledged his transgressions.**

The overriding axiom in public relations is that "you can't pour perfume on a skunk." If you're guilty, then the best public relations in the world won't be able to convince people that you're not.

If Alex Rodriguez took steroids — which, in light of last month's capitulation, undoubtedly he did — then no

amount of bellicosity from his attorney or denials from himself would have convinced people he didn't.

Sound public relations called for advising Rodriguez to admit his errors. That's what other high profile baseball players have done; they've admitted, apologized, accepted their suspensions and will return to the game.

In Rodriguez's case, even with competent public relations advisors first from Sitrick & Co. and then Berk Communications, he either got no such counsel or wasn't smart enough to heed it.

Just as Bill Clinton should have admitted the Monica Lewinsky affair and Martha Stewart the truth about her stock trades, Alex Rodriguez should have been counseled that in high profile public relations, the truth will out.

• **Sound PR would have painted A-Rod as a humbled, sympathetic figure.**

Despite his extraordinary baseball talents, good looks and immense wealth, Alex Rodriguez has always come across as an uncomfortable public figure. He is ill at ease in front of a microphone, lacks public relations instincts, and is generally perceived — probably through no fault of his own — as detached and supercilious.

In other words, he is a perfect candidate for public relations guidance.

In the steroids case, Rodriguez was so guilty that his only chance to redeem any semblance of sympathy was not only to admit his transgressions but to ask for understanding and even forgiveness.

False humility, of course, rarely works. But most who know him say that Alex Rodriguez truly loves to play baseball and respects the game. If anyone could be "coached" to present a fuller, more truthful, more sympathetic portrait of himself, it was A-Rod.

Regrettably, Rodriguez never got the sound public relations advice that his situation required. His lawyers and his public relations counselors decisively let him down.

And today, despite his youth and ability and great wealth, Alex Rodriguez remains a sad and defeated figure, victimized by, as much as anything else, bad advice. ♦



# Buy-sell agreement can help save your PR agency

By Richard Goldstein

**T**here are many reasons why a PR agency or any other business should create a buy-sell agreement. After all, you never know what may happen down the road. Your agency might go through a change in ownership. Partners may choose to leave the agency, die or become disabled. Such occurrences illustrate the need to have an iron clad agreement to ensure all principles are protected.



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

## Preventing conflict

If you or one of your fellow owners leaves the company, the departing owner's business interests will probably need to be transferred. This is where a buy-sell agreement comes into play. It is a formal contract that estimates your agency's value (or defines the valuation method to use) and outlines when and to whom the interests can be sold.

First and foremost, with a buy-sell agreement in place, you stand a better chance of preventing conflicts with a deceased owner's family members. You can also preserve (or more smoothly transition) management control while creating a market for the sale of the withdrawing owner's business interest.

## Funding

Besides stipulating the terms of any ownership change, a buy-sell specifies how the transaction will be funded. Typical options include life insurance, loans, savings plans, installment purchases and sinking funds.

Of these choices, life insurance tends to be the most popular. This is because, among other reasons, it both ensures beneficiaries receive the agreed-upon price for the business interests in a timely manner and helps prevent a buyout from choking a company's cash flow. Of course, the full face value of the policy becomes funded only in the event of death.

## Structure

Generally, buy-sell agreements are structured in one of two ways. Under the first option, a cross-purchase agreement, the withdrawing owner sells his or her interest to some or all of the remaining owners. In the case of death, the insurance

proceeds (assuming life insurance is the funding method) won't be taxable and the surviving owners will be provided with a tax basis equal to the purchase price for the new shares.

On the downside, because each shareholder must own an insurance policy on each other shareholder's life, the number of policies can quickly become unwieldy. (This can be alleviated by forming a partnership to own the policies.) Additionally, age or insurability can create a disparity in premiums, with younger or healthier owners incurring higher premiums to cover older or less-healthy owners.

The other option is a redemption agreement, under which a withdrawing owner's shares are redeemed by the business itself. If the agreement is funded with life insurance and there are many shareholders, a stock redemption agreement is easier to administer than a cross-purchase because only one policy on each shareholder's life is required. The company can also absorb premium differences associated with age on health disparities among shareholders.

One reason some business owners decide against a redemption agreement is that the

remaining shareholders do not receive the benefit of a step-up in basis when the company purchased the deceased shareholder's interest. Rather, they retain their original basis in the company.

So, compared with a cross-purchase agreement, the redemption can create greater potential capital gains if the agency is subsequently sold. It also can create unexpected alternative minimum tax (AMT) bite for a C corporation in the year life insurance proceeds are received.

On the positive side, by following a stock redemption, the corporate assets should be relatively unchanged. The insurance proceeds will be used to buy the deceased's interest, but each owner will have acquired a greater ownership percentage.

## Involving a pro is key

A buy-sell agreement can preserve or transition the management and control of a company in terms of change. It can also offset conflicts among owners and family members. But creating the agreement should be left to the pros. It is key to have your CPA and attorney work with you on your options. ●

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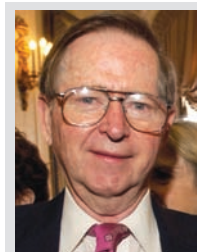
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# Wolff tells Columbia J School to close

Columbia J School, in the news because CJR business news editor Dean Starkman has authored *The Watchdog That Didn't Bark*, was told to close last year by *USA Today* media columnist Michael Wolff.



Jack O'Dwyer

Wolff's advice, in a March 25, 2013 column, prompted newly appointed web editor Emily Bell to invite Wolff to the campus for a session April 4, 2013 with J teachers and students.

Extensive coverage of the "battle" that resulted was provided by a tumblr web posting.

Wolff, noting that news media are "shrinking at historic rates," said that Columbia, "raking in \$58,008 in yearly tuition and fees from each student and then sending them into a world of ever-bleaker prospects, ought, more reasonably and honestly, to just shut its doors."

He noted, as others have including Lauren Streib of *Forbes*, that "ironically or cruelly," J schools are getting more applicants just because they can't find jobs.

## Called J School "intellectual failure"

Wolff's column called the Columbia J School an "intellectual failure" because "the information marketplace is going through a historic transformation, involving form, distribution, business basis and cognitive effect, and yet Columbia has just hired a practitioner to lead it with little or no career experience in any of these epochal changes."

Wolff referred to Steve Coll, a staff writer at the *New Yorker* who was named dean last year. Coll has authored seven books of non-fiction and won two Pulitzer Prizes. He was a reporter, foreign correspondent, and senior editor at the *Washington Post* from 1985-2005.

The Wolff column said J school tends to teach "many less economically valuable skills: methodological reporting, sourcing protocols, research procedures, and a grounding in ethical and civic responsibility. The ideal goal continues to be to get you a job on the *New York Times* or the *Washington Post* two organizations trying to fire more people than they hire."

Wolff, during the April 4 session, said the J School should have promoted dean of academic affairs Bill Grueskin to dean instead of going outside.

He also criticized the appointment of Bell, a native of the U.K., as professor of professional practice and director, Tow Center for Digital Journalism at the School. She headed digital content for the Guardian News and Media from 2006-2010 after being a reporter at the *Observer* newspaper on media, marketing and technology. It became part of Guardian News and Media in 1990. She is a 1987 graduate of Christ Church, Oxford University, with a Master's degree in jurisprudence.

Wolff wondered why Columbia went abroad for this post.

## Zingers by Wolff, few by Bell

Coverage of what was called a "death match" by the student posting the segment on tumblr consisted mostly of comments by Wolff.

He said the J School "hasn't produced and never will produce leaders in the field. There are a scattered few. This school ... was supposed to become the center of the journalism profession ... and it never really happened. Most of the journalism business does not depend on going to journalism school. A fundamental crisis of identity."

Another quote was: "One of the things I've heard is that students say they're not there to make money. I'd stop there. Money is one of the most important things that will happen in your career. You are here to make money. If you don't make money, you will be unhappy."

He told the J school leaders: "If there isn't a guarantee that they will get jobs then you shouldn't take money from these students...you can go into this profession without a graduate degree. There is no evidence that this will help you in this profession ... and I find that slightly troubling."

Bell at one point attacked Wolff's "market centric view" on journalism — calling it his measurement of success for the school. At another point she called Wolff a "narcissistic exhibitionist." She offered Wolff a cup of tea at another point.

Michael Lewis, author of *Liar's Poker* and other books, wrote a cover story for the *New Republic* in 1993 that had the title, "J-School Ate My Brain." He had spent a day at the School and told one of the classes that he thought the School was "B.S."

## Educators skip PR Seminar

CJR has never mentioned the existence of PR Seminar, the private, off-the-record group of nearly 200 blue chip corporate PR executives and major PR firms that has a major four-day meeting at a prime resort each year and whose executive committee

meets throughout the year. It functions, for PR and communications executives, like the American Legislative Exchange Council, an organization of 2,000 state legislators (almost 100% Republican) and 300 corporate representatives that crafts bills for state legislatures throughout the nation.

David M. Stone, Executive VP of Columbia for Communications, attended the 2010 Seminar.

General Stanley McChrystal addressed the 2013 Seminar at Half Moon Bay, Calif. Former Secretary of State Condoleezza Rice was a scheduled speaker but cancelled at the last minute.

PR executives of media that have been regular attendees at Seminar include Monie Begley Feurey of *Forbes*, Judith Czelusniak of Bloomberg (who has left the company), and Betty Hudson of *National Geographic*. Richard Tofel, general manager of ProPublica and previously in PR for the Wall Street Journal, attended in 2012. Richard Powell, chief comms. officer for Bloomberg, attended the 2012 meeting.

## Educational world masks Seminar

Educators present in the past few years include David Demarest of Stanford; Stephen Jolly, director of external affairs, University of Cambridge, U.K.; Thomas Mattia, Yale University; Deborah Bohren, PR for the NYU Langone Medical Center; David Lampe, University of Michigan; Christine Heenan, VP, PA and communications, Harvard, and Denise Hill, School of J and Mass Comms, University of N.C. at Chapel Hill.

Peter Sussman, a founder of the ethics committee of the Society of Professional Journalists, has blasted attendance at Seminar by executives and editorial staffers of more than 25 major media over the years including *The New York Times*, *Bloomberg*, *Washington Post*, and *Financial Times*. None of the media has ever mentioned the existence of Seminar.

Journalism as well as PR students are being short-changed by the conspiracy of silence that surrounds powerful PR seminar. Corporate PR policies are remarkably similar among the blue chips and PRS is no doubt one of the reasons.

CJR and NYT have also ignored *The Tylenol Mafia*, a 489-page book by former Johnson & Johnson employee Scott Bartz that claims there is copious evidence that poisons were introduced in bottles of Extra Strength Tylenol capsules in 1982 and 1986 while the bottles were still in the J&J supply chain. Wikipedia has recognized the claims in the book. ●



# Book chronicles Roger Ailes' noise machine

**The Loudest Voice In the Room: How the Brilliant, Bombastic Roger Ailes Built Fox News — and Divided a Country**

By Gabriel Sherman

Random House (Jan. 2014) • 560 pages

On Superbowl Sunday, President Obama granted an interview to Fox News Channel's Bill O'Reilly. True to form, O'Reilly pressed the president for answers on the attack on the U.S. embassy in Benghazi, the botched rollout of the HealthCare.gov website and the IRS's targeting of conservative organizations.

In the ten-minute exchange, the President said little that was new, yet O'Reilly pressed the president for answers on these controversies that will likely be centerpieces of the 2014 elections. The president characterized the interview as "unfair."

The interview represents the style of Fox News since it first went on the air in 1996. The unflinching posture of the network can be traced to its CEO Roger Ailes.

New York magazine reporter Gabriel Sherman's widely discussed new book, *The Loudest Voice in the Room: How the Brilliant, Bombastic Roger Ailes built Fox News and Divided a Country*, offers a behind-the-scenes look at the life and career of one of the most influential news executives in history.

Born and raised in working class Warren, Ohio, Ailes had a less-than-perfect childhood. He was diagnosed with hemophilia in an era when such children often did not live past the age of twelve.

Ailes' father worked for the Packard Electric Company, a division of General Motors. He was good at his job, but did not receive the respect of the company's college educated executives. The young Roger refused to accept a similar fate and enrolled in Ohio University in Athens, Ohio.

After graduation, Ailes found himself working for "The Mike Douglas Show," a daily variety show based in Cleveland, and later, Philadelphia. Sherman attributes "The Mike Douglas Show" with making Ailes a master television producer. He did everything from wrangling high-profile guests to understanding what would get an audience reaction.

During his tenure, he met Richard Nixon, who was preparing for a run for the 1968 Republican nomination. In Ailes' view, Nixon did not fully appreciate the influence television was having on national politics.

Once Nixon took office, Ailes was hired as an outside consultant at a rate of \$100 per day (\$600 in today's dollars). Ailes wrote a detailed memo on the uses of television for the new administration. He made numerous proposals, including having Nixon emulate Franklin Roosevelt's fire-side chats. He also suggested making public policy speeches and vowing to end pollution by 1980, just as John F. Kennedy vowed to put a man on the moon before the end of the 1960's. Nixon, Ailes reasoned, would not be in office, but could claim credit when it happened.

It was during this time, Sherman writes, that Ailes developed a knack for self-promotion as he was featured as a central character in journalist Joe McGinnis' seminal book, *The Selling of the President 1968*. After leaving "The Mike Douglas Show," Ailes had several different careers including political media consultant and producer of the critically and commercially successful off-Broadway play, "Hot I Baltimore."

Once Sherman delves into the founding

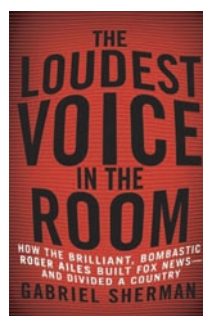
of Fox News Channel, he describes Ailes in a way that vacillates between megalomania and paranoia. It is also at this time that the book ceases to be an Ailes biography and becomes a gossipy look at the inside of Fox News. Sherman re-hashes such episodes as costly lawsuits involving Bill O'Reilly and Judith Regan, as well as the icy relationship between Sean Hannity and Alan Colmes.

Sherman interviewed more than six hundred people for this book. Ailes himself and many other Fox employees declined to be interviewed. After reading *The Loudest Voice in the Room*, they will be relieved they did not participate.

The biggest failing of this book is that it does not prove the second part of its subtitle, how Ailes supposedly "divided the country." The country had been divided for decades. Ailes successfully tapped into that and made Fox News Channel the most watched and most profitable cable network.

Sherman would have done better to focus on the secrets of Ailes' success rather than trafficking in previously reported gossip. ♦

— Kevin McVicker



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## Senate confirms former Time editor as US PR Czar

**T**he U.S. Senate, 90-8, in February confirmed former *Time* Managing Editor Richard Stengel as Under Secretary of State for Public Diplomacy and Public Affairs, the country's top foreign propaganda slot.

President Barack Obama nominated Stengel in September for the post, following the exit of Tara Sonenshine, a former ABC News producer and State Department PR hand.

Stengel told the Senate Foreign Relations Committee in November that his job at *Time* was "to help explain America to the world — and the world to America." He said America's "unalienable rights" aren't just to be cherished: "We must promote them. That's where public diplomacy comes in."



Stengel

Stengel, in his senate testimony, outlined challenges to counter "attacks and misstatements about America and American foreign policy," amplified by social media. "Even though it is easier than anytime in human history to find information to rebut lies, less of that seems to be happening," he said. "But we cannot resign ourselves to this; we need to fight it. That is public diplomacy in the 21st century."

Stengel, who held the top *Time* post from 2006-13, previously led the National Constitution Center in Philadelphia and helped Nelson Mandela pen his autobiography, "Long Walk to Freedom." He was also a speechwriter and top advisor to Bill Bradley's 2000 presidential bid.

The State Department's public diplomacy operation handles communications with international audiences, cultural programming, academic exchanges and other outreach beyond U.S. borders. Stengel's purview includes PA and strategic counterterrorism communications. ●

## Rasky Baerlein merges with Prism in D.C.

**B**oston's Rasky Baerlein Strategic Communications is set to acquire Washington-based Prism Public Affairs in the capital, adding 16 staffers to Rasky's D.C. outpost.

During a transition period, the combined firm will operate as Rasky Baerlein|Prism before ultimately taking on the Rasky name.

Ten-year-old Prism has worked with clients like the American Palm Oil Council, Freddie Mac, the Coalition to Save Our GPS, Find Me 911, and the digital royalties group SoundExchange.

Powell Tate alums Amanda Deaver and Dale Leibach are founding partners. Media relations, litigation and crisis communications, corporate positioning and Congressional hearing counsel are among its services.

"Dale and I have been friends for many years. While this is not the first time we have talked about getting together, it is definitely the right time," said CEO Larry Rasky.

Rasky Baerlein did more than \$2.6 million in PR business



in Washington in 2012 with about 10 staffers.

The combined firm will have 55 staffers and revenue around \$15 million. ●

## Corporate surveillance watchdog taps Monuments

**M**onument Policy Group is working for a coalition of Internet companies that pushes for "sensible limitations" on Uncle Sam's ability to compel service providers to fork over user data.

The Reform Government Surveillance group wants guidelines that will respect the privacy rights of their customers.

The Washington-based organization acknowledges the need for governments to "take action to protect citizens' safety and security." At the same time, RGS wants "government law enforcement and intelligence efforts" to be "rule-bound, narrowly tailored, transparent and subject to oversight."

Google, AOL, Microsoft, Facebook, Twitter, LinkedIn and Yahoo are members of the coalition, which believes the free flow of information is essential to robust growth in the world's economy. ●

## Ex-Congressman scans sky for Amazon

**F**ormer Congressman Norm Dicks is representing Amazon on issues surrounding the federal government's use of cloud computing.

Jeff Bezos' company is the leader with Google in offering scalable pay-as-you-go computer capacity in the cloud.

IBM is making inroads in the cloud computing space via its Feb. 24 announcement of the acquisition of Boston's Cloudant. Dicks retired last year as Dean of Washington's Congressional legislation. The Democrat held key posts on the House Appropriations and Intelligence Committees.

He is a Senior Policy Advisor at Van Ness Feldman, where he's joined on the account of Seattle-based Amazon with Ben McMakin, one-time Legislative Director for Sen. Patty Murray, a Democrat who represents the Evergreen State.

Amazon spent \$3.4 million in federal lobbying outlays last year. ●



## Qorvis cops big China PR contract

**Q**orvis MSL has signed a 26-month contract worth \$650,000-plus in fees to represent the People's Republic of China.

The all-encompassing contract calls for its four-member team to provide communications services "including, but not limited to, PR, media training, survey & polling, advertising, social media communications strategy & implementation, crisis planning, event planning & management, and reputation and search management."

The PR push for China's D.C. embassy kicked off Dec. 24 and runs through Feb. 13, 2015. Monthly retainer is \$25,200.

The contract gives a breakdown of Qorvis' "scope of work." Those deliverables include "real-time monitoring of Twitter, Facebook, forums, blogs and other social media in the English language, along with "content capsule creation" for embassy social media outreach programs.

The firm will provide strategic counsel to help frame Chinese "public policy decisions for an American audience."

On the crisis management front, Qorvis commits to creating a "war room to deal with challenges in times of crises." It covers issues related to "economic, trade, political and military crises from the media perspective."

"Proactive reporter engagement strategies about upcoming stories" and "specific responses to negative/untrue articles in

first-tier publications as directed" are also on the to-do list. The Qorvis China team consists of Matt Lauer, Mark Duffy, Stefan Nagey and Grace Fenstermaker. ●

## H&K promotes Thailand's human rights push

**H**olland & Knight signed on for an eight-month campaign to promote Thailand's efforts to combat human trafficking and the use of child and forced labor.

It works on behalf of the office of commercial affairs at Thailand's embassy in Washington. The agreement, which went into effect on Jan. 27, is worth \$408,000.

H&K's government relations' push focuses on the White House, Congress and the Depts. of Defense, State and Labor.

The agreement "may include relevant outreach to news outlets, academia and other individuals in the U.S."

H&K's mission is to "convey an accurate and complete picture" of Thailand's track record in the human rights arena.

Rich Gold, practice group leader of H&K's public policy/regulations unit, signed the Thailand contract.

He's served as aide to former Texas Senator Lloyd Bentsen and ex-EPA administrator Carol Browner.

On Jan. 21, Thailand declared a two-month state of emergency for Bangkok and neighboring provinces due to anti-government protests. ●

### 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).

**BLJ Worldwide LTD**, New York, NY, **registered February 6, 2014 for Emirates Center for Strategic Studies & Research**, Abu Dhabi, UAE, to support Adam Friedman Associates LLC in conducting global activities deemed important to the Emirates Center for Strategic Studies & Research, which may include strategic advice, research, media outreach, events and other services as needed.

**Spring O'Brien & Company, Inc.**, New York, NY, **registered January 31, 2014 for China National Tourist Office**, New York, NY, to develop a new branding for the China National Tourist Office, in the United States. A trade advertising campaign was run from September to December in *Travel Weekly* and *Travel Agent*. A 30 second commercial was developed to be used on billboards in Times Square.

**JWI, LLC**, Washington, D.C., **registered January 31, 2014 for Government of the Republic of Senegal**, Washington, D.C., to assist in arranging a luncheon and related events in support of a visit by the Minister of Finance to Washington, D.C. in February 2014.

### 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).

**Baker Donelson Bearman Caldwell & Berkowitz**, Washington, D.C., **registered February 21, 2014 for Friends of the Global Fight**, Washington, D.C., regarding global health issues, specifically US support for HIV, AIDS, TB and Malaria.

**HillStaffer, LLC**, Washington, D.C., **registered February 21, 2014 for American University of Afghanistan**, Kabul, for issues regarding higher education efforts and women's issues/rights in Afghanistan.

**Just Consulting, LLC**, Alexandria, VA, **registered February 19, 2014 for Human Rights and Development in Bangladesh**, New York, NY, regarding educating the US government and the American public on the current state of human rights, democracy, and development in Bangladesh as well as the need for all legitimate political parties to be recognized and included in the Bangladesh political system.

**K&L GATES LLP**, Washington, D.C., **registered February 20, 2014 for Partners HealthCare**, Boston, MA, regarding sustainable growth rate reform; funding for federally supported research; and implementation of the Affordable Care Act, specifically proposals affecting Medicare and Medicaid funding and proposed changes to Medicare hospital reimbursement policies.

## SEARCH ENGINE OPTIMIZATION



**Monument Optimization**, Washington, DC. 202/904-5763. [john@monumentoptimization.com](mailto:john@monumentoptimization.com); [www.monumentoptimization.com](http://www.monumentoptimization.com). John Stewart, President.

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

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

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

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

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## WEBSITE DEVELOPMENT



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

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

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#### Responsibilities:

- Manages a dynamic international communications team (Internal Communications, Media Relations, Editorial and Content, and Agency Resource).
- Drives the development of overall C40 communications strategy (external and internal; social, digital and web presence) for the organization.
- Responsible for managing the overall brand of the organization.
- Responsible for driving media relations activity with a specific focus on international reach, working in close collaboration with C40 city press offices

#### Qualifications:

- More than 10 years minimum in corporate, PR agency, city government, or non-profit communications.
- City or government experience a plus
- Strong writing and editing skills required
- Understanding of climate and sustainability issues
- Some marketing and or/brand experience

[Careers@c40.org](mailto:Careers@c40.org)



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**O'Dwyer's Newsletter**  
June 17, 2013 Vol. 46 No. 24

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

**WPP: PR, PA/LA/O OTHER UNITS**  
WPP chief Martin Sorrell said a previously reported decline in PR and public affairs revenue during the first quarter ebbed somewhat in April but the sector continues to lag other units like advertising and media investment.

**CADILLAC ROLLS WITH PR**  
Cadillac, which is enjoying a sales resurgence, has put FleetstarMedia in the PR driver's seat amid a shakeup of the General Motors luxury brand's advertising and marketing roster.

**PN HITS ROAD IN GEORGIA**  
Georgia's State Road and Tollway Authority has awarded a multi-million dollar account to Porter Novelli and Atlanta-based partner Creative Outcomes marketing firm to advocate drivers about expansion of the Peach State's high occupancy toll roads.

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.

Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, **odwyerpr.com**, which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.

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Search RFPs by keyword, location, or date. There is no charge for publishing an RFP. Note: RFPs are subject to change and additions, so consult the source for any updates.

Category	State	Client/Agency	Budget	Posted/Deadline	RFP Description/Details
Healthcare	CA	UCSF	\$1M - \$5M	5/15/13 - 5/20/13	Healthcare PR services for UCSF
Technology	NY	IBM	\$500K - \$1M	5/15/13 - 5/20/13	Technology PR services for IBM
Finance	TX	JP Morgan Chase	\$1M - \$5M	5/15/13 - 5/20/13	Finance PR services for JP Morgan Chase

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Get the latest RFP announcements and pick up new business

**O'Dwyer's**  
June 2013 Vol. 46 No. 6

**The environmental issue**

EPA changes revive policy debates

Why companies are finally paying attention to climate change

How to succeed (and fail) at clean-tech

Why investing in Sandy clean-up makes economic sense

Special report: Inside Obama's dream wall

O'Dwyer's magazine, now in its 28th 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.

**2014 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*

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