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THE FASHION ISSUE

WHY FASHION REQUIRES
A STORYTELLING ANGLE

WHEN FASHION MEETS ETHICS,
CORPORATE RESPONSIBILITY

HOW MOBILE INFLUENCES
SHOPPING BEHAVIOR

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Numbers don't lie — except when they do

Numbers are concrete. That's why we like them: they're objective, they're indisputable, they reside in hermetic, airtight vacuums. And if you're lucky enough to stumble upon figures that strengthen your position — well, argument over, right?

If only life were so simple.

People have been skewing numbers to reinforce their beliefs as long as rhetoric has existed. But in a world saturated with data and a political climate dripping in divisive opinion, we can now say we've witnessed a new phenomenon: political pundits crunching the same numbers and arriving at wildly different conclusions.

No better recent example of this can be found than in the current debate surrounding President Obama's spending record. Suffice to say, if you've found yourself in a political conversation in the last year you've heard some variation of the oft-repeated canard about what a "big spender" our Chief has been (or, as Mitt Romney recently put it, a lone arsonist responsible for one big "spending inferno"). The debate surrounding Obama's spending record ascended to gossip-rag proportions in May, when Rex Nutting wrote a controversial MarketWatch article that made a fantastic claim: that contrary to public opinion, Obama has actually presided over the shortest spending growth since Eisenhower.

The article offers some fascinating figures. Highlights include the revelation that government spending grew by only 1.4% between 2010 and present, or at an annualized increase of about .4%. It also shows Federal spending went down in 2010 (by 1.8%), grew modestly in 2011 (4.3%) and trickled off again during the first half of 2012. But the real kicker: Nutting says when Republicans make claims about Obama's spending spree, they are universally referring to the 2009 fiscal year, where Federal spending rose an incredible 18% to \$3.52 trillion, with a Federal budget accounting for nearly 26% of the GDP — the highest since 1945.

Of course, some of this hefty 2009 Federal tab was the result of a budget approved by the Bush administration, which passed their 2009 fiscal budget in October 2008, four months before Obama took office. In other words, Nutting believes we're blaming the wrong guy for the largest government squandering in 65 years, a mistake he attributes to the fact that most of us possess "a fundamental misunderstanding of the federal budget" and how it works.

Not surprisingly, the article became a *cause célèbre*. It blew up on social media sites, the Democratic National Committee reprinted its findings in news releases, and even the Obama Administration endorsed the report, with White House Spokesman Jay Carney referring to it *ad nauseam* in press conferences.

As it turns out — and here, reader, is where the rub of this column really starts to chafe — numbers that comprise the Federal budget are easily manipulated. A number of blogs and news outlets on both sides of the political fence have since taken it upon themselves to re-slice and re-dice Federal budget numbers in an attempt to either refute or support Nutting's findings — and all of them have since come up with different numbers.

Politifact found Nutting's report to be "mostly true." AP, on the other hand, called Nutting's numbers "stunningly low," citing an egregious error in assuming "Obama had less of a role setting the budget for 2009 than he really did." (2009 was the year Obama passed his \$831 billion stimulus, after all). Others were less eloquent. One popular conservative blog tackled the issue with a headline that simply read, "Don't buy into this BS." Another called Nutting's findings "nonsense," without offering any math to refute the claim.

The most interesting investigation appeared in a three-part column in the *Washington Post*. The *Post* took every variable in Nutting's analysis to task, from the dubious assertion that the glut of the 2009 fiscal budget belonged to Bush, to the notion that spending in 2008 increased as a result of the recession, to the idea that Congress had as much — if not more — to do with recent spending cuts as Obama, to the fact that Nutting's primary source came from figures released by the Congressional Budget Office (apparently, the CBO simply works off spending-cut projections). Taken together, the *Post* determined the budget has increased at an annualized growth rate of 3.3%. Not spending spree behavior by any means, but more than double Nutting's projected 1.4%.

Taken together, it appears the charge of Obama being a "big spender" remains unfounded — but it's beyond obvious he hasn't done much to fix the economy either. Another fact remains: no matter who diced the numbers, it appears everyone agrees that Bush (who increased the Federal budget by an average 7% every year he was in office) reigns supreme as the bigger spender of the two.

More than anything, the biggest lesson we can take from this fiscal fiasco is the fact that, numbers aside, the winner in the fight to tag Obama with the "big spender" moniker and the equally credulous claim that he was the "lowest spender since Eisenhower" will ultimately go to those who shout loudest, not those who check their math. ●

— Jon Gingerich



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PAC: Americans trust business over government

Americans don't want corporations involved in politics but place greater trust in private business than government in urging the private sector to take on more responsibility in society, according to a survey by the Public Affairs Council.

By Greg Hazley

Polling 1,750 adult Americans on attitudes toward lobbying, politics and the private/public sector split, PAC found 72% saying business should run food banks and job training, while 68% said business should help improve healthcare and 66% said the same of education.

More people said federal regulation (52%) is a greater threat to the middle class than corporate power (40%). But the public also thinks corporate executives are being overpaid (71%) and many want the government to ramp up regulations in areas like environmental protection.

Doug Pinkham, president of the PAC, said Americans have "serious doubts" about whether the federal government can handle the nation's challenges. He said, "As a result, the public is turning to the business sector and saying, 'The government can't seem to manage these things, so what can you do to help?'"

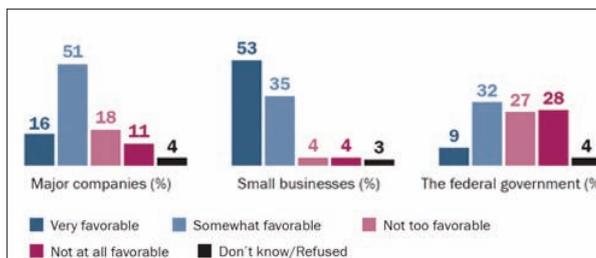
PAC found that support of big companies rose from 61% last year to 67% (or two-thirds) in the latest survey, although concerns about corporate

power and profits linger. [Edelman's annual Trust Barometer earlier this year found business support at 47% and government trust at 38%.]

Pinkham, who discussed the results of the survey in a lengthy appearance on C-SPAN, said the fact that the economy improved slightly over the past year may account for the rise in corporate support, which is also buoyed by steadfast support for small business.

The largest support for corporate America came from Generation X (ages 36-47) with 71% favorability, followed by the 18-35 demographic (68%) and Boomers at 64%. While many see top executives as overpaid, 56% said companies don't pay other workers fairly.

The public also showed some weariness toward outside lobbyists and corporations that get involved in the political process. Fifty-four percent said they think more unfavorably of a com-



Public favorability views toward corporations, small business and government.

pany that hires lobbyists, but large majorities support lobbying by business to protect jobs (81%), open new markets (78%), level a playing field (71%), or reduce costs (63%).

A solid 57% said they would feel less favorable about a company that paid for advertising in support of a political candidate.

The survey, which Pinkham said is intended to gain understanding of how Americans see the relationship between business and the federal government, was conducted for PAC by the Princeton Survey Research Associates International. ●

Pinterest uninteresting for marketing pros

Nearly half of marketing executives say they have no plans for Pinterest, the rapidly growing social networking site.

By Greg Hazley

The fast-growing social networking site Pinterest, which is generating buzz among PR pros and marketers, is not in the business plans of most marketing executives, according to a study by The Creative Group.

Menlo Park, Calif.-based TCG polled 500 marketing execs via telephone, finding that only seven percent said they're currently using Pinterest for business, while another 10 percent said they intend to log on to the site. The firm queried ad agency, PR, design, interactive and other marketing pros.

Pinterest allows users to pull items from the web and "pin" them to their pages on the social network in a type of virtual scrapbook. Some research has

shown its users are more inclined to buy products shared on the network than on others like Twitter or Facebook.

Seventeen percent of marketing execs said Pinterest had "caught their eye" but are still hesitant about using it for business purposes. Forty-four percent said they had no business plans for Pinterest, while another 18% had never heard of it. Donna Farrugia, executive director of TCG, said the network has attracted a "huge" following quickly, but noted companies may be waiting to see if its popularity will last and how its potential business uses play out before incorporating Pinterest.

Pinterest in June hired Google and Facebook PR vet Barry Schnitt to head communications and public policy fol-

lowing a \$100 million venture round that put its valuation around \$1.5 billion. The OutCast Agency handles PR. ●

PR news briefs

POLL: LOCAL TV IS STILL TOP SOURCE

Despite an array of choices, local TV news is the one source that a majority of registered voters turned to on a daily basis, according to a national poll by USC Annenberg and the *Los Angeles Times*.

Fifty-eight percent said they watched local TV news daily, more than 39% who say they read a local newspaper each day. After newspapers, national network news broadcasts are viewed regularly by 35% of voters, followed by Fox News Channel (33%), network morning shows (28%), Facebook (25%), aggregators like Yahoo (25%), CNN (21%) and MSNBC and NPR (19%).

More than half of voters in the 18 to 29-year-old group (52%) get news from Facebook, followed by local TV at 37%.

Asked to rank partisanship, 70% of Republicans called the media too liberal, while only 40% of independents and 16% of Democrats agreed.

Authorities halt Trojan's attempt to create 'buzz'

U.S. condom manufacturer Trojan in August plotted a street-side PR campaign to give away thousands of complimentary sex toys in Manhattan. The event was postponed by the Mayor's office, citing permit issues.

By Abby Rose Dalto

Trojan intended to give away 5,000 of its Tri-Phoria and Pulse intimate massagers from specially-designed "Pleasure Carts" modeled after NYC hot dog carts. On August 8, minutes after the publicity stunt began in Manhattan's Flatiron District, the event was shut down by New York City Mayor Mike Bloomberg's Office.

Allegedly, the company had failed to secure the proper street activity permits required for such a commercial promotional activity. A spokesperson for the mayor's office issued a statement explaining that the event did not have a permit and "impeded pedestrian and street traffic."

Some of the women and men, who had waited on line for vibrators but went home empty-handed, complained about the way that the company handled the incident. According to spectators quoted

in Gothamist.com, the company's PR reps did not announce that the giveaway was being postponed until they could acquire the proper permits. Instead they "just drove away", said bystander Kristi Evans.

The giveaway resumed the evening of August 9 in the Meatpacking District after official NYC permits had been acquired.

According to Trojan's VP of marketing, Bruce Weiss, the goal of the giveaway was to make sex toys more commonplace. "What we're doing is taking something like a hot dog cart that is so everyday and we're showing people that vibrators are mainstream," he told the *New York Times*. Weiss cited research from the Center for Sexual Health Promotion at Indiana University that 53% of women and 45% of men have used a vibrator in their lifetime.

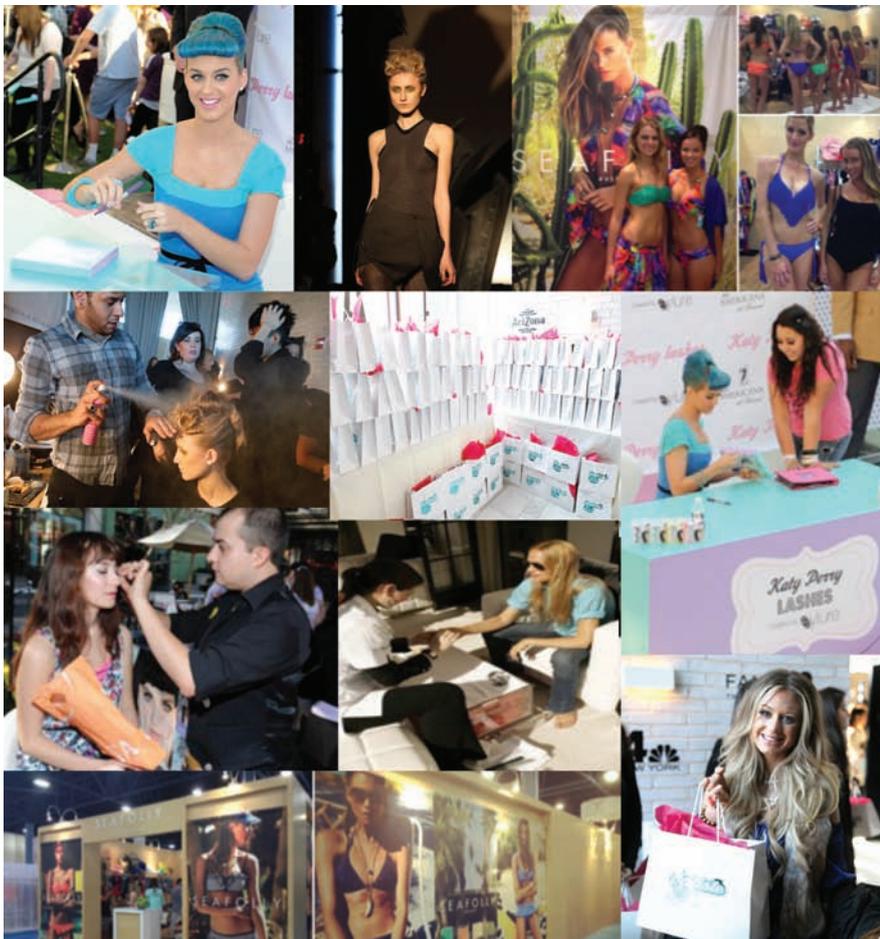
This wasn't Trojan's first attempt at a

mass vibrator giveaway. Last year they launched a successful Trojan Vibrations Truck Tour hitting nighttime spots across Manhattan and August 2-4 they gave away 4,000 free vibrators to women bloggers at the Hilton New York, as a Silver level sponsor of the seventh annual BlogHer Conference.

"I thought it was highly interesting since in my opinion BlogHer is an extremely conservative conference," wrote blogger Kitty Bradshaw (kitty-bradshaw.com) who received 20 free vibrators from the company for her own small scale giveaway at the conference. "Of course they have another adult toy brand that has been a part of the conference for the last couple of years... but that brand is much more discreet. I think once it was deemed 'cool' to go up and receive a vibrator, that's when the frenzy began."

Trojan and Trojan Vibrations are owned by Church & Dwight Co., Inc.

Edelman was the PR agency for the campaign. Edelman representatives declined to make a statement to *O'Dwyer's* regarding this story. ●



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Fashion's message requires storytelling approach

Fashion PR can no longer exist in a silo. With media relations, product placement and celebrity outreach ruling the day, fashion campaigns must instead be thoroughly integrated with digital platforms and consider multiple audiences.

By Crosby Noricks

We're experiencing a revival of one of the core tenets of successful PR strategy: the story. In today's digital world, the approach to building brand awareness and developing affinity and loyalty among customers comes from delivering valuable, remarkable content. It's also where some of the most innovative fashion and beauty campaigns are happening.

To kickstart creative thinking within your organization, here are a few companies leading the charge:

Begin with a brand manifesto

Instead of a traditional business plan, Holstee Cofounders and brothers Dave and Mike Radparvar, along with Partner Fabian Pfortmüller wrote a manifesto, a typographical "reminder of what a successful life could be in non-financial terms." And then they went about the business of making their first products. However, it was the manifesto that launched the brand into public awareness, as the founder's feel-good maxims about life and the pursuit of personal happiness spread across the Web and resulted in media interest and coverage in top publications like *Inc.*, *Forbes*, and *Fast Company*. Results? Holstee quickly sold out of their first run of products as well as a poster of the manifesto, which accounted for about 50% of revenue in 2011.

Co-create with customers

Fashion designer Rebecca Minkoff is at the center of content-driven commerce that mimics the brand's eye for style. Its engine is a website called Minkette driven by a group of bloggers and loyalists referred to as the "Minkettes." The designer's long list of digital integration includes Tumblr, Facebook, Twitter, YouTube, Polyvore, LookBook, Chictopia, MYFDB and Instagram, where one lucky fan's photos were chosen to appear in Minkoff's first print ad campaign.

Turn quirkiness into a campaign

Another powerful approach is to create stories by taking action and creating them. Instead of focusing a campaign around its products, indie & vintage inspired e-commerce retailer ModCloth launched Geek Week; a week-long celebration of its

employees' obsessions, quirks and hidden talents that crossed every platform from Pinterest to Instagram, as well as video and partnerships with Refinery29, Benefit Cosmetics and Polyvore to extend the campaign. Customers responded with their own stories of geek-dom and a stronger relationship between customer and ModCloth employee was born.

Repurpose existing content

Independent Fashion Bloggers is a daily read for aspiring and established bloggers alike, and its biannual fashion week conference always sells out, attracting sponsorships from big brands eager to be a part of the conversation and connect with rising influencers. Much more than just a blog, IFB is a resource center, and uses image-share platforms like Instagram and Pinterest to drive traffic, community growth and brand awareness, snapping pictures of press coverage to share on Instagram and posting intriguing headlines of blog articles to images on Pinterest.

Lead with lifestyle, uncover partnerships

According to Tory Burch's CMO, the fashion designer has "not bought traditional advertisements in U.S. magazines," relying instead on an aggressive digital-first strategy that generates more revenue than any physical store. Example? Tory Burch is perhaps the only fashion brand to have an editor-in-chief position within the company.

A beautiful marriage exists between the creators of Wildfox Couture and young adult author Francesca Lia Block. At the epicenter is *Magicalcreature.com*, a blog that tells a story of friendship and hope between three girls. Together, the designers and author have illustrated a collection of dreamy T-shirts based on these characters. The emotional attachment gleaned from Block's words connects beautifully with the gorgeous images on the shirts.

Invest in influencers

In March 2012, when most brands were still on the fence about joining Pinterest, Calypso St. Barth tapped mega-pinner Christine Martinez, a fashion blogger who was, at the time, the fourth most-followed Pinterest user in the world, to act as both brand ambassador and pinner on an actual trip to St. Barts. According to coverage in

Mashable, the brand wanted to "piggy[back] on Martinez's success on the social network to attract more attention to its boards and website." Currently, the luxury brand has more than 6,000 followers.

Educate, entertain

Capitalizing on the nail-polish trend as well as its 15th anniversary working directly with designers at Mercedes-Benz Fashion Week, Red Door client Creative Nail Design (CND) created "The History of Nails at Fashion Week," an infographic that combined facts about fashion week with CND's own history and evolution, including the revolutionary product release of Shellac. While infographics are widely used in many verticals, fashion and beauty brands have been less likely



Crosby Noricks

to produce and promote information in this way. As a result, the content piece was a valuable resource for journalists and bloggers as they competed for views during fashion-week coverage.

Jump on existing trends

Successful branded content must balance brand awareness and education with entertainment and timeliness. One of the ways to do this is to jump on an existing trend, the way that mala jewelry company Tiny Devotions did with its Holstee-inspired "Boho Manifesto," available when you sign up for email. Or, how casual footwear brand Sanuk and luxury fashion brand Oscar de la Renta did with their completely different, yet perfectly on-brand individual takes on the "Shit Girls Say" meme.

The great news about content strategy from a public relations perspective is that publicists are already talented storytellers with the ability to identify and carry out media-rich, media-worthy campaign concepts. Those brands that effectively develop, refine and optimize brand journalism will find their efforts rewarded with an ongoing place in the customer's consideration set.

Crosby Noricks is Founder of online fashion resource PR Couture and author of "Ready to Launch: The PR Couture Guide to Breaking into Fashion PR." Portions of this article appeared as "The Best Brand Content, Fashion Edition," on FastCompany.com ●



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Increasing visibility, awareness with ethical fashion

When it comes to the growing issue of ethical fashion, visibility is just as important as awareness when educating consumers to making a choice.

By Ceri Heathcote

If consumers aren't aware of ethical and sustainability issues in the fashion industry and the products and choices now available to them, they can't change their behaviors. For ethical fashion to become mainstream, we need to see ethical fashion brands everywhere we look, from magazines to websites and blogs, to social media and search engine listings. Celebrity endorsement and street-side presence are also important.

Here are some of the key themes for online marketing I see as being particularly relevant to ethical fashion brands:

Perception and identity

A key point of discussion at the Ethical Fashion Forum Source Summit (which occurred in London, in July) was how ethical fashion can become mainstream. In order for this to happen, it needs to deal with some of the issues surrounding perception. For many people, ethical fashion is perceived as being boring, expensive or lacking in choice. The very term evokes negative feelings of guilt. For this reason, I think we should use different words to describe clothing made with minimal impact on the environment and with the aim of helping to reduce poverty and suffering in the clothing industry. Instead, it should help people feel how fantastic the clothes are. My personal favorite term is "feel good fashion" but generally, I think we need to move away from feelings of guilt and towards the kind of language that describes some of the great benefits consumers can enjoy which include high quality clothes, unique timeless styles, artisan details, beautiful fabrics and fresh, innovative designs.

How we are perceived, either as individuals, brands or an industry as a whole, comes down to how we portray ourselves to others and the information we put out there. We're completely responsible for this perception. In order for sustainable change to take place, I think we need to instigate change at an identity level. This means looking at who we are and why we are doing what we're doing. Any business needs to be

commercially viable to make a difference, and this means making products visible and desirable. If we want to become mainstream then we need to think of ourselves as mainstream now. In the future, hopefully we won't need to talk about "ethical fashion" as it will be the norm, but right now we need to get into this mindset and start making it happen.

For example, I recently looked at some of my favorite ethical fashion brands and which search engine keywords they were targeting on their websites. Interestingly, almost all targeted terms including "ethical fashion," "eco fashion" and "fairtrade clothing." Yet when I analyzed how many people were searching for these terms in comparison to some other key fashion terms the numbers were comparatively very small (see the chart to the right).

As these results show, there are relatively few people searching on Google for terms like "ethical fashion," so perhaps ethical fashion brands need to find new ways to describe themselves that not only fit with what they have to offer but also what people are looking for?

Collaboration

Collaboration was a theme that seemed to be consistent throughout the EFF Summit, being discussed in every venue from sourcing to marketing. My interest in collaboration with regards to marketing focuses on the competitive advantages that smaller ethical fashion brands can gain by grouping together and the potential collaborations offer for giving ethical fashion brands a wider reach beyond the ethical fashion devotees. By collaboration I'm referring all sorts of joint efforts, including working with other ethical fashion brands, with conventional and high street fashion brands, even with celebrities and bloggers. I think the key thing to remember with collaboration is that the partner should not only fit well with your brand's identity and values but should also increase your reach and visibility beyond where it currently lies.

There are already many exciting collaborations happening at the moment, not least at the Ethical Fashion

Term	Average	U.K. monthly Google searches
Ethical Fashion		5,400
Fairtrade Clothing		5,400
Organic Clothing		14,800
Sustainable fashion		2,400
Dresses		11,100,000
Skirts		673,000
Maxi Dresses		301,000

While the idea of ethical fashion has grown more popular in recent years, there are still relatively few searching on Google for this information compared to other popular searches related to fashion.

Forum. I would love to see more collaborations with pop-up shops to increase street-side presence and visibility, or PR campaigns targeting mainstream websites and publications.

Community

Community is a really key aspect to many ethical fashion brands and they invest heavily in communities with regard to manufacturing products, so it seems obvious that marketing and increasing visibility should center around building communities. A community makes people feel part of something bigger and makes them more likely to share information with family and friends.

The online environment is perfect for building communities. At its simplest level, this can mean building a community through a social media platform like Facebook or Twitter. But the most innovative brands are facilitating their own bespoke platforms which integrate with their websites and facilitate communities which are completed intertwined with their brand identity and values. These brands are not just marketing to consumers but building movements. Just a few examples include forums, social sharing buttons and on site product reviews, outfit making and sharing communities, sites which connect consumers with those who make their clothes and the chance to record thoughts, feelings and experiences to a unique serial code associated with a piece of clothing that will be preserved for its whole life span. It is possible to integrate some of these solutions to a website using off-the-shelf software.

Ceri Heathcote is Founder and Director of Heathcote Communications in Wiltshire, England. ●

Mobile increasingly influences shopping behavior

By Laura Kudia

Take your preconceived notions about mobile and scrap them. Deloitte Digital recently released a new report on how consumer behavior has changed profoundly — particularly due to the ways mobile is being used as part of the consumer's shopping experience.

According to Deloitte's findings, "the biggest impact of smartphones isn't the direct sales generated through the mobile channel, but rather the influence they exert over traditional in-store sales to drive in-store conversion and in-store order size." In other words, mobile devices are the new in-store sales assistants for consumers.

Previously, many retailers placed emphasis on sale transactions through mobile phones (otherwise known as mCommerce). However, now retailers must shift their focus towards how mobile influences in-store sales. It's not enough that your website is mobile-optimized with basic product information and transaction capabilities.

The Deloitte analysis found that smartphones influence 5.1% of all retail store sales in the United States (translating to about \$159 billion in 2012 sales). That

projection trumps the \$12 billion mCommerce sales forecast for 2012. And with the expected growth of smartphone users, Deloitte predicts its influence to grow 17-21% of total retail sales or \$628-\$752 billion in mobile-influenced store sales by 2016.

As a retailer, before evaluating your company's investment in mobile, here are four key questions to consider:

- How can mobile drive value and incremental revenue for your business?
- What market impact is mobile expected to have — now and in the future?
- How quickly do you need to move? For instance, what are your competitors doing with their mobile strategy? This might impact your entry speed.
- How do mobile-related opportunities stack up against other potential investments that are competing for your company's limited resources?

How can your store retain control of the in-store consumer experience with mobile? Dedicated retailer apps. With apps, you can have customer support for each stage of their shopping experience: finding retailers with geo-tagged store locators, assisting with customer service features (e.g., the Apple Store app lets shoppers book Genius Bar appointments), suggesting looks and trends and even providing coupons and deals. These are all

examples of dedicated retailer app experiences, and retailers should figure out who their customer is and how to help them shop within specific product categories to fit their needs.

The conversion rate for in-store shoppers who use a dedicated retail app is 21% higher than those who don't, according to Deloitte. This is because these apps contribute to the immediate buying decision of the consumer. Not only does this help the consumer throughout each step of his/her shopping experience, it also builds sustainable long-term customer loyalty.

And these smartphone shoppers are in it to win it. Once consumers start shopping with their mobile devices, smartphone use for store-related shopping increases by 40% after the first six months of device ownership. Also, smartphone shoppers are 14% more likely than non-smartphone shoppers to convert in store. For retailers, those are significant numbers while considering how mobile can drive value and incremental revenue for your business.

As a consumer, do you use dedicated retailer apps to help you shop in-store? Retailers, are you finding that maximizing your mobile marketing makes a difference with your consumers?

Laura Kudia is a social media strategist, and currently works in mobile strategy at Vogue. ●

Group targeting Obama on leaks gets PR support

By Greg Hazley

A group that says it is comprised of former special operations and CIA officers which is criticizing the president and Obama administration officials over national security leaks and the raid that killed Osama bin Laden is getting PR support from GOP-aligned PR shop HDMK.

Chad Kolton, an HDMK partner and former public affairs staffer in the Office of the Director of National Intelligence and FEMA, is Spokesman for the group, called the Special Operations OPSEC Education Fund.

D.C.-based HDMK is also led by former Bush-Cheney Communications Advisor Terry Holt and Bush White House Spokesman Trent Duffy.

Kolton told the *Wall Street Journal* that the group had raised close to \$1 million as of August to run ads in six battleground states.

Although it claims to be a nonpartisan effort, its CEO, Scott Taylor, a former Navy SEAL who ran for Congress as a Republican in 2010, has said President Obama is responsible for security leaks and is taking too much credit for the bin Laden raid.

CNN anchor Soledad O'Brien grilled Taylor Aug. 17. "You're Republican," she said. "You ran for Congress in 2010 in Virginia's second congressional district. You have a rep in your group who worked for the Bush administration. You share office space with Republican groups."

OPSEC has released a 22-minute video, "Dishonorable Disclosures," criticizing the President and his administration over leaks.

The Journal reported that the group has registered as a nonprofit social welfare entity, not a political action committee, and therefore does not have to disclose its backers.

The Obama campaign said the group's approach was an example of "Swift Boat tactics." ●

Media Briefs

GANNETT GETS SOCIAL

Gannett has acquired four-year-old social media marketing firm BLiNQ Media, pitching the deal as part of the broadcast and newspaper company's "transformation."

Gannett said New York-based BLiNQ will boost its digital marketing services unit as the company pitches advertisers that want to reach local consumers in the digital space.

Facebook ad campaigns and other social media marketing efforts are among BLiNQ's services.

AdMedia Partners advised BLiNQ on the deal.

Dave Williams, CEO of BLiNQ, reports to Gannett digital marketing chief Vikram Sharma.

Terms of the deal were not released.

BLiNQ's sales/finance and marketing units are in Atlanta, while sales offices are located in San Francisco, Los Angeles, Chicago, Boston and London.

Gannett bought marketing and database company ShopLocal in 2008 and said BLiNQ will work closely with that unit.

Balance, benefits of fashion and corp. responsibility

Successful corporate social responsibility (CSR) campaigns not only help a litany of philanthropic and humanitarian causes, but are equally successful means of improving a company's image.

By Andrea Doyle

You don't have to look far to find examples of companies engaging in this model successfully. Take philanthropic sponsorships like Avon's Breast Cancer Awareness Crusade or Tom's Shoes, the Calif.-based company that employs a "one-to-one model" in which a pair of shoes is given to a child in need for every pair sold.

Purpose is purchase "trigger"

Global PR firm Edelman undertakes an annual "goodpurpose" study, which explores consumer attitude around social purpose. According to its 2012 Goodpurpose study, when quality and price are equal, the most important factor influencing brand choice is purpose. In fact, the prominence of purpose as a purchase trigger has risen 26% since 2008.

There had also been a perception that profit and purpose don't mix. According to Larry Koffler, Executive Vice President of

Business + Social Purpose at Edelman, these attitudes are changing. Seventy six percent of global consumers believe it's acceptable for brands to support good causes and make money at the same time, up 33% from 2008, according to Koffler.

"Corporate social responsibility or purpose campaigns do improve the image of a company," said Koffler.

A recent Gallup poll supports this data. The survey reports that socially engaged organizations have 3.9 times higher earnings-per-share growth than same-industry organizations with lower engagement scores. Clearly it's those companies that are truly committed to leaving a legacy in their communities that are the most successful.

Corporate social responsibility is becoming increasingly important to success. Part of this is due to the fact that there now exists a greater expectation that businesses and brands look at the bigger pic-

ture. Koffler said 87% of consumers believe business should place at least equal emphasis on social interests as business interests. One example he shared is the Dove brand, an Edelman client that has broken through the sea of sameness and continues to be relevant to key stakeholders. In 2004, Dove sparked a global conversation with an integrated campaign, grounded in research, centered on debunking beauty stereotypes.

The "Campaign for Real Beauty" has evolved from "a campaign to a conversation" with the brand focus on inspiring all women and girls to reach their full potential. The brand recently created the "Dove Movement for Self Esteem" and developed confidence building educational programs and activities that encourage, inspire, and motivate girls around the world.

Through the effective evolution of the campaign, Dove has continued to drive strong brand affinity and has reached more than 8 million girls with self-esteem building programs, setting a goal of reaching 15 million by 2015.

Social media fuels causes

Many companies that are doing good have legions of supporters. Of course, authenticity is central to building such a rabid fan base. Paul Klein, Founder of Impakt Corp., a Toronto-based advisory services firm that helps corporations increase business value through positive social change, says that a month-long campaign may not have the meaning an ongoing commitment to a cause will have. Klein mentioned the ubiquitous pink ribbon and the many companies that have jumped on the bandwagon although their products are not appropriate to be aligned with breast cancer initiatives.

This is easily demonstrated daily across Facebook pages from around the world. Nina Zapala, Director of Public Relations at Orlando-based Anson-Stoner, agrees with Klein and believes that authenticity can also be illustrated using social media channels.

"Social media now gives companies a platform for conversation, education and real-world calls to action. There is no better way to engage new supporters, discuss the issues of the day, and keep consumers abreast of late breaking and ongoing news," said Zapala. "Advertisements support one-way messaging and are one dimensional, while social media supports three-dimensional, two-way engagements," said Zapala. ●



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Congloms buck uncertainty with PR gains in Q2

Fighting headwinds and economic uncertainty, Interpublic and Omnicom posted PR revenue gains in the second quarter while Publicis and PR Newswire noted “resilience” in the U.S. and North American markets. But M&A-dependent FTI got roughed up and executives warned that global volatility shadows the marketing communications sector.

By Greg Hazley and Kevin McCauley

Interpublic reported second quarter organic growth in the U.S. declined 3.2% amid “headwinds” from losses in 2011 and fell 0.8% across the ad/PR conglomerate, but its PR operation bucked that trend with strong gains for the quarter.

IPG sees PR gains amid ‘headwinds’

Overall IPG revenue for Q2 fell 1.4% over 2011 to \$1.7 billion, including a 3.7% drop in the U.S. to \$950.9 million. Net income slid 3.1% to \$105.5 million in Q2.

But IPG’s Constituency Management Group, which includes PR units like Weber Shandwick and GolinHarris, saw organic revenue climb 8% (8.7% overall) during Q2. Its advertising-laden Integrated Agency Networks unit fell .5% organically (-3.3% overall) to \$1.4 billion.

PR on its own saw organic growth of 5.7% (7.2% overall) during the quarter and an increase of 4.2% organically for the first six months of the year.

Harris Diamond, CEO of the CMG unit, singled out Weber Shandwick, DeVries and GH for strong performances in the quarter and told *O’Dwyer’s* PR is capitalizing on opportunities it didn’t have in the past to pitch against other disciplines for business.

Diamond said PR showed continued strength across the board with only “softness” in public affairs, a typical dropoff ahead of a presidential election which came earlier than in previous cycles.

Chairman and CEO Michael Roth said the global economic situation remains uncertain and will require “vigilance” through the rest of 2012, but he maintains IPG’s goal of 3% organic revenue growth for the year.

“Once again, we demonstrated the ability to effectively manage the business so as to improve profitability, despite these headwinds,” he said.

Latin America and Asia Pacific boosted earnings with organic growth of 27.2% and 14.3%, respectively.

OMC PR up 2.2%

Omnicom on July 17 reported a 2.8% rise in Q2 net income to \$282.7 million on a 2.1% advance in revenues to \$3.6 billion. Its Fleishman-Hillard and Ketchum-dominated PR group rose 2.2% to \$322.2 million during the period.

That performance trailed the 3.4% rise in advertising revenues to \$1.7 billion, but topped the 2.1% rise in CRM revenues to \$1.3 billion and the 5.7% decline to \$260.5 million for OMC’s specialty sector.

The auto group showed the biggest growth rate, up 20%. That was followed by retail (+12.7%), consumer products (+7.0%) and technology (+4.5%).

Sector laggards were telecom (-9.9%), travel and entertainment (-6.1%) and financial services (-3.1%).

CEO John Wren shelled out \$113.2 million for acquisition outlays so far this year.

Publicis growth slows in Q2

Publicis said second quarter revenue rose more than 15% to 1.6 billion euro, although organic growth inched along at only 1.6%.

For the first half, Publicis saw a 2.8% climb in organic growth to revenue of just under \$4 billion.

Net income climbed 9% to 275 million euro for the first half.

CEO Maurice Levy said the conglomerate expected a drop off in organic growth in Q2 because of the global economic slowdown, but he expects it to pick up in Q3.

“The world economic situation is both volatile and uncertain,” he said. “We need to maintain the greatest possible vigilance regarding our costs and investments.”

Levy said North America showed “resilience” as Publicis lost GM’s media and search account and healthcare remained sluggish.

Publicis said its flagship PR unit MSLGroup picked up key new business from Walmart (Hong Kong) and Taitra (Taiwan) during the first half of the year.

M&A slump: FTI PR revenue dives

FTI Consulting’s strategic communications revenue fell 12.9% in the second quarter to \$46.6 million as the M&A and financial PR powerhouse saw declines in “one of the worst environments for capital markets activity and M&A transactions since 2009 and ’04, according to president and CEO Jack Dunn.

FTI said pricing pressures and retainer fees in North America and fewer projects in Asia Pacific, among other factors, hurt its PR revenue. Fewer high-margin project engagements cut into profit, as well, despite lower compensation costs.

FTI led M&A PR advisers for the first

half of 2012 by number of deals (97) but ranked fourth by value of the transactions, according to mergermarket.

Overall FTI revenues at its five business units fell one percent to \$396.2 million as net income was halved to \$7.7 million compared with Q2 of 2011.

FTI last month cut three percent of its 3,800-member staff and took a \$27 million charge for the quarter mostly centered on what it said it were two most underperforming units. Strategic communications (-12.9%) and technology (-16.5% to \$47.7 million) posted the highest declines for Q2.

Dunn said based on Q2 performance and “subject to the uncertainty created by the political elections in the US and the continuing credit concerns in Europe, we expect our activities to continue at similar levels for the remainder of 2012 and to benefit from the cost reduction moves made in the quarter.”

Across its other units, corporate finance/restructuring revenue was up 10.2% to \$112.3 million, economic consulting rose 5.3% to \$99.5 million, while forensic and litigation consulting decreased 3.5% to \$90.1 million.

PR Newswire’s first half profits climb

United Business Media said first half revenue at its PR Newswire operation rose more than 3% to £100.1 million (\$158 million) while adjusted operating profit climbed 9% to £22.3 million (\$35.2 million).

UBM said its “resilient” U.S. distribution business, along with an increase in the average revenue per message and a boost in newer products were among factors contributing to the solid gains at PRN. UBM expects underlying growth for the unit in the range of 3-5% for the year.

Overall, revenue at UBM’s four business units (events, data services, marketing services, PRN) rose 6.5% for the period to £508.7 million while adjusted operating profit was up 12.5% to £103.4 million.

UBM said \$40 million of its U.S. distribution revenue is now contracted revenue, a significant increase from 2009, when the figure was around \$5 million. About 31% of PRN revenue comes from public sector clients, 30% on the agency side, and 28% private companies. ●

Industry obsession with ROI is hurting PR

One of the biggest challenges the PR industry now faces is the prospect of professionals justifying their work in an industry increasingly focused on measuring return on investment.

Cassandra M. Oryl

One of my favorite lines about public relations comes from Bridget Jones' Diary: "I thought with the company being in so much trouble and all, you wouldn't really miss the person who waltzes in a see-through top and fannies about with the press releases."

Unfortunately, that's the perception too many people have of PR professionals. We just fanny about with press releases all day, sending them to reporters in some secret Rolodex we have. Or, we throw parties and events every night with the coolest celebrities at the hippest restaurants. Unfortunately, this isn't reality for most of us. Instead, we spend our days trying to really understand our companies and clients, their new products or services, the pains their customers have, competitors, the ever-expanding media landscape.

Public relations has its roots in war. Following World War I, officers that had been part of the Committee on Public Information decided if propaganda could be used for war, it could also be used for peace. Of course, "propaganda" had negative connotations, so the practice was termed "Public Relations." The idea was organizations needed professionals to help them talk and listen to their audiences. Of course, the latter part of that definition, listening, has more or less been abandoned today.

In 2011, the changing media landscape driven primarily by the web forced a discourse about creating a new definition for PR. The point is that PR has always been hard to define. It is rarely concrete or visual like an ad, website, or market research. A media event or placement can be seen and felt, but the intended output of those things, conversations, are still very hard to measure and track.

Which brings us back to ROI. It's easier than ever to track many of the different marketing tactics. Ads can integrate custom URLs or phone numbers, and we can measure how often people interact with those mediums. That information, while not perfect — due to a variety of factors like the influence that ad had on a person even if they did not follow the traceable path of action — is very much welcomed by many CEOs and CMOs.

New technology is making this even easier. QR codes and Near Field Communication (NFC) are requiring consumers to do less and less while giving marketers more. Just holding a smart phone near an ad now creates an interaction that can be fully captured, measured, and analyzed. While these things are still being tested and has yet to come close to mainstream adoption, marketers are chomping at the bit for them. Tracking devices can also be found on billboards, in-store promotions, events, direct mail, and pretty much anything people look at or touch.

Web analytics has become a full-time job that is really setting the standards for data collection and ROI measurement. Social media is beginning to work in lock step as Facebook makes more and more community insights available to developers. And, of course, there's the burgeoning field of big data that requires marketing and IT to work together to collect, store, and mine billions of pieces of data for actionable information.

PR is once again on the outside looking in on the ROI party. Like the redheaded stepchild it has been for so long, PR is struggling to keep itself relevant and credible. Old standards for measurement — impressions and ad equivalencies — are being used for fuzzy math and black magic. Have you had this conversation with the PR team? An article is placed that is 12 column inches, multiplied by the ad rate, multiplied by nine (it was really positive except for one paragraph) equals an ad equivalency of one billion dollars. And since the daily circulation is ten million and we know people share news stories, a multiple of three makes sense — 30 million people! During the week following the media placement, there were millions of widgets sold. The PR team will take credit for that too.

This no longer flies. The disparity between this "measurement" and real data collection that other marketing fields provide has grown to such an extent that we must do something different.

There's a lot we can learn from others. It's not easy and it's generally not in our training or practice — but we must if we are going to survive. First and foremost, we need to at least start thinking of ways

we track the outcomes of our activity. This starts with a link. Readers and viewers should be able to click a link to our companies' websites while they're consuming a story. It is a simple step, but a critical one. In most cases we just have to ask; and reporters across the board, from technical trades to mainstream TV, are willing to oblige. This will help us measure how much traffic was referred to the website from that media outlet — a measurement that demonstrates action. From there, we can measure how much time was spent on the site and if a conversion (generally a purchase or contact) occurs. This requires we know something about website analytics. But there it is — provable ROI.



Cassandra M. Oryl

Integrating with social media also holds a lot of possibilities for measuring PR ROI. For instance, the number of times an article was tweeted, posted to Facebook or picked up by aggregators is an indication of conversations that can be measured. Comments following the item are also a good thing to measure, though those seem to be moving off the news websites and into the social channels. A further dive into the web analytics will tell us how many people visited and clicked on the news page on the company website for a given story. We can also measure the search engine rankings we're able to naturally influence by generating incoming content-based links from high-quality websites.

The good news is that as PR people, we have expertise and experience that other marketers are seeing as increasingly important. Content marketing — creating conversations about things that actually matter to people — is gaining value. Meaning, relevance and value to the audience are at the heart of what PR is about. We should take the opportunity to show other marketing disciplines how it is done, but we should also learn from them and find simple ways to integrate measurement. It might not come naturally, but with a little bit of education and effort we can prove that PR is effective for achieving goals and delivering ROI.

Cassandra M. Oryl is Principal at Slice Communications in Philadelphia. ●

B-M's Heinonen to Avon

Burson-Marsteller's Cheryl Heinonen moved to Avon Products Aug. 1 as Group VP-Global Corporate Relations and Chief Communications Officer.

She reports to CEO Sheri McCoy, who joined the struggling cosmetics company in April from Johnson & Johnson. McCoy succeeded Andrea Jung.



Heinonen

At B-M since 2008, Heinonen counseled consumer clients on branding, international and reputation issues.

Earlier, she was Senior VP-Global Corporate PR at Visa International, where she managed PR for its restructuring and

re-branding.

McCoy said in a statement that Heinonen is a key addition to her team because Avon's "ability to communicate effectively, both internally and externally, is critical," as it seeks a corporate turnaround.

Avon's first-half net tumbled 75% to \$88.1 million on a six percent sales decline to \$5.1 billion.

The New York-based direct sales company has opened negotiations with the Justice Dept. and Securities and Exchange Commission to iron out a settlement on charges that it violated the Foreign Corrupt Practices Act.

In May, Coty withdrew a \$10 billion bid to acquire Avon. ●

Zing spins off McEwen McMahon

PR veteran Bob McEwen, who took the helm of Australia's Zing USA in New York last year, has formed McEwen McMahon to concentrate on corporate, crisis management and issues PR.

He's joined by Preya McMahon, founder of Zing, which will focus on its consumer strengths.

Prior to Zing, McEwen was Midwest CEO for Burson-Marsteller, Executive VP at Fleishman-Hillard and Detroit Chief and Industrial Practice Group Leader for Shandwick.

He counseled United Airlines on the morning of 9/11, handled patent litigation between Kodak and Polaroid and managed PR during Sara Lee's meat recall, which is the nation's biggest and resulted in 15



McEwen, McMahon

deaths.

McMahon, an Edelman alum, founded Zing and Bang, which she sold in January to M&C Saatchi Worldwide.

She has advised Coca-Cola, Nestlé, American Express, Johnson & Johnson and McDonald's.

The partners said in a statement that MM "will be more of a high-level consultancy, advising C-suite executives on internal and external strategic communications issues." ●

FTI Consulting's Neville moves to F-H

Betsy Neville, who was Americas Corporate Communications Practice Leader at FTI Consulting, has joined Fleishman-Hillard as Co-Chair of its Corporate Reputation team with Marjorie Benzkofer.

Earlier, Neville was General Manager of the Ogilvy PR Worldwide's Chicago outpost and head of her own firm for 13 years.

Based in New York, Neville reports to Robert Dowling, president of the Omnicom unit's eastern region.

He lauded Neville's ability to build and protect corporate brands. ●



Neville

Pfizer's Cino shifts to HP

Maria Cino has joined Hewlett Packard in Washington as VP for Americas and U.S. Government Relations. She reports to Gregg Melinson, VP-Global Government Relations.

Cino was at Pfizer, where she held the Executive VP-Federal Government Relations spot since 2008.

Previously, she served as President/CEO of the 2008 Republican National Convention, Deputy Chairman of the Republican National Committee, Depts. of

Commerce/Transportation staffer and political director for Bush Cheney 2000.

Cino takes command of HP's government relationships in North and South America and will partner with companies, associations and coalitions to further HP's interests.

Melinson called the new hire a "reaffirmation of HP's commitment to Washington and our businesses across the Americas.

Cino took the post effective Aug. 1. ●

New GM ousts Hawks PR chief

The NBA's Atlanta Hawks are searching for a new PR head after firing the team's media relations chief, a 23-year veteran.

The Hawks confirmed that Arthur Triche, VP of Media Relations who joined the team in 1989, has been let go.

Triche previously said he was the first African-American PR director in the NBA.

Danny Ferry, a player turned NBA executive, was named General Manager of the Hawks in late June. He was previously with the San Antonio Spurs and Cleveland Cavaliers.

The team's PR staff includes Jon Steinberg (Director of Media Relations), Jason Roose (Senior Manager, Media Rels.), and photographer Scott Cunningham.

The Associated Press reported that Triche's protected Twitter account carried the message "It's been real folks" on Aug. 8.

Ailey Penningroth, Senior VP and Chief Marketing Officer, oversees communications.

Triche did a year-long stint as Assistant Director of Media Relations for the NFL's Detroit Lions before moving to the Hawks. He started out in sports PR posts at his alma mater Tulane University. ●

Morrissey dies at 59

Peter Morrissey, who founded Boston's Morrissey & Co. in 1999, died from complications of brain cancer on Aug. 3. He was 59.

Morrissey worked at Prudential Insurance in sales promotion and advertising before shifting to Clarke & Co. in 1979, where he rose to CEO spot before launching his own firm.

In his PR career, Morrissey counseled blue-chips such as IBM, Johnson & Johnson and Miller Brewing Co. ●

Blogging conference takes on growth, division

The eighth annual BlogHer Conference, one of the world's largest conferences for women in social media, was BlogHer's largest conference to date, with more than 5,000 registered attendees. However, the increase in numbers has some bloggers complaining that bigger isn't always better.

By Abby Rose Dalto

Held August 2-4 at the Hilton New York in Manhattan, BlogHer remains a who's who for the female blogging community. The conference brought attendees together for a series of workshops on a variety of subjects — from affiliate marketing to podcasting to pitching media outlets — as well as the opportunity to network with brands and online peers.

At the center of the conference was BlogHer (blogher.com), the leading participatory news, entertainment and information network and publisher for women online, which reaches more than 43 million women each month according to a July 2012 Nielsen Site Census. This year, BlogHer was also ranked by comScore Media Metrix as one of the Top 100 Web Properties in the U.S. and has the highest concentration of women visitors among the top 100 websites.

Although general sentiment regarding the conference was positive for most, some attendees spoke out about overcrowding and other inefficiencies this year. Some of the most common com-

plaints were that of being turned away from popular sessions due to lack of space, inadequate seating at keynote addresses and long lines at meals.

"BlogHer conferences have grown at a phenomenal rate over the past several years," wrote blogger and social media consultant, Robyn Wright on her blog RobynsOnlineWorld.com. "This can be seen in a really positive way — there is an audience for the conference and the media is also understanding that women bloggers have a powerful voice. This was my third year attending BlogHer and honestly it was too big for me."

"Unfortunately, many of the sessions were totally over capacity and people, including me, were not able to attend them," she continued. "BlogHer needs to address this issue before next year's conference. Many others confirmed this and were displeased at the amount of money they spent to attend the conference and were not able to attend the actual sessions to learn."

However, when asked where she felt the organizers went wrong, she said, "it really is not so much that things went wrong, but more that the conference is changing and growing. For those of us who have been multiple times, this growth was substantially notable this year. The BlogHer conference will continue to be extremely important in the blogging and social media community but will change and grow in answer to the industry."

"BlogHer still worked in the fact that they are able to bring together a large group of women who want to share their voice. The conference obviously was able

to show that we are influencers" she said, citing the fact that this year the speakers were also "bigger" such as business icon Martha Stewart, Katie Couric and President Barack Obama.

President Barack Obama officially opened the conference on Thursday, August 2 via live satellite. "Women make up more than half of our country and nearly half of our workforce," he addressed the crowd. "You, women, should have control over the decisions that affect your health, your lives, your careers."

"This was an amazing year for BlogHer in every respect," said BlogHer Co-Founder Elisa Camahort Page. "To kick off with the sitting President of the United States addressing our community ... well, I'm not sure another, particularly non-partisan, conference can say that!" Other featured keynote speakers included Soledad O'Brien, Christy Turlington Burns, and Malaak Compton-Rock.

Also making a noted appearance were 132 brand name sponsors, including Pfizer, Jimmy Dean, and Samsung. While the primary focus of the conference has typically been hands-on-learning, discussions, and networking opportunities, the sponsors' presence each year simply cannot be ignored. Throughout the weekend bloggers were given the opportunity to stop in at the Expo Hall to meet with representatives from every company.

"The biggest issue, for me, this year was the lack of engagement on the part of sponsors and PR," said Wright. "This does not apply to all of them, but a majority this year. For women who are in this business full-time this is an industry event. Too many of the brands treated this year as a consumer event and wanted to make us aware of their product but did not want to talk business with bloggers in attendance. Brands also need to realize that not everyone wants promotional 'junk' shoved at them as we walk by their booth in the Expo Hall. While there are both professionals and hobbyists at the conference, I think the balance was tilted more toward hobbyist this year."

According to BlogHer's official registration statistics, 57% of attendees said this was their first time at a BlogHer conference and 40% said it was their first blogging conference ever.

"Our community is growing so fast that it can be overwhelming at times. Not bad



Martha Stewart and BlogHer Co-Founder Elisa Camahort Page speak during BlogHer's keynote address.

Photo: Danielle Tsi & Manhattan Group Photographers

Continued on next page

by any means, I mean, we want to grow, right? It was just a different experience for me this time, with the size and a few interactions with bloggers,” wrote blogger and social media consultant Amy Bellgardt on her site Momspark.net. “Right now I am evaluating what I personally need and can give to blogging/social media conferences in the future.”

“For the first time since BlogHer ’09, I am not sure that I will be attending BlogHer next year,” wrote Bellgardt. “This may be due to post-conference burnout, but maybe not. BlogHer may have outgrown me.” She later stressed that she did have many positive experiences at the conference this year and felt it was “worth every penny”.

Although this was the Hilton New York’s second year hosting BlogHer, some felt that the hotel was ill-prepared for such a large conference this time around and complained that the venue was overcrowded and understaffed.

“We booked the Hilton about a year and a half out, just as we booked Chicago for 2013 early this year,” said Camahort Page. “When we had a big rush in tickets in just the last couple of months, we were concerned about the ’12 venue capacity, but in addition to being locked in contractually, we also

hoped that, having hosted us before, the Hilton would be equipped to not only accommodate any event this size (which we know they have indeed done), but one like ours, where we have admittedly high/unusual demands in certain areas. There were definitely staffing and capacity issues, and I think it’s likely the annual event will never again be housed all under one hotel roof.”

There were also allegations made that certain areas within the Hilton were not adequately accessible to guests who use wheelchairs. “When BlogHer attendees obtain a conference pass, they are assuming to be treated on an equal level as all the other attendees,” said Laura Tellado, who has spina bifida and blogs at HoldinOutForAHero.org. “The Hilton New York sent BlogHer attendees the message that they are both unprepared and unwilling to cater to the needs of guests with disabilities.” She alleges that she was forced to ride a freight elevator when there was no alternative wheelchair access to one of BlogHer’s evening events. “Riding an elevator that is not intended for guests is a far cry from the sense of equality and solidarity that one usually feels at BlogHer. And for the Hilton, it is a blatant and unapologetic violation of the Americans with Disabilities Act.”

“Allegations that the Hilton New York is not ADA-compliant is false,” said Mark Ricci, Director of Corporate Communications, Hilton Worldwide. “We are in full compliance with ADA brand standard guidelines and procedures.”

“While the Hilton New York drew a metaphorical dividing line between a minority group (those with disabilities) and the rest of the group, the BlogHer community didn’t hesitate to cross this very same line in their support of me,” she said. “I felt very proud to know that my fellow bloggers didn’t see a distinction between ‘my problem’ and ‘their problem.’ When one blogger is slighted, the entire community stands beside her in solidarity.”

Bellgardt echoed these sentiments and described BlogHer as “a place to go where people get me, which is something special.”

The 2013 BlogHer Conference will take place on July 25-27 at McCormick Place and the Sheraton Chicago Hotel and Towers. “We look forward to leveraging the space and capacity of the McCormick Center and the intimacy and all-inclusiveness of the Chicago Sheraton to maximum effect, so that we can live up to our mantra to get bigger, but feel smaller,” said Camahort Page. ●



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O'Dwyer's Guide to: BEAUTY & FASHION PR

■ 9.12



Coyne PR was charged with launching a new Mary Kay waterproof mascara ideal for hot summer months. The swimwear shows at Miami SWIM Fashion Week offered the perfect opportunity to make a splash with the brand's contemporary demographic. Mary Kay offered the complete "Miami look" to attendees, providing makeovers with Mary Kay Glam Squad members. Celebrity makeup artists offered the perfect Mary Kay makeup look, while stylists chose fashion items that would complement each woman's beautiful look.

ALLISON + PARTNERS

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The Allison+Partners beauty and fashion practice breaks the systemic beauty and fashion PR mold, bringing the reach and resources of a global leader paired with the responsiveness and expertise of a boutique group. With years of experience growing some of the world's leading skincare, fragrance, cosmetics, personal care, apparel and accessories brands, our seasoned beauty and fashion PR experts create breakthrough campaigns that are never one-size-fits-all. We are uniquely positioned to integrate traditional media tactics into 360 degree programs including events, sampling and promotions; digital and social media; retail marketing; sponsorships

and strategic alliances; and corporate social responsibility and cause marketing programs that reach consumer audiences and build market share. Our brand experience includes Julep Nail, JOICO, Sexy Hair, LaseResults, philosophy, L'Oréal USA, GoodSkin Labs, Bobbi Brown and more. We are committed to creativity and innovation — developing brand-specific programs to captivate audiences and get messages heard.

BEEHIVE PR

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Lisa Hannum, CEO
Nicki Gibbs, VP
Ayme Zemke, VP

Beehive is a strategic PR boutique located in Saint Paul, Minn. We help our clients find creative paths from where they are to where they want to be. Our inspiration comes from listening to what their key audiences need,

then engaging them when and where it matters most.

Beehive has extensive beauty and fashion experience, and has represented brands like 6PM.com, Christopher & Banks, Dayton's, Dressbarn Stores, Juut Salonspa and J.R. Watkins Naturals.

Our team of savvy strategists does our best work for clients who are ready for game-changing thinking and eye-popping results in brand positioning, corporate communication, executive thought leadership, social media strategy, media relations, employee communications and crisis management.

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Tom Coyne, CEO
Rich Lukis, President
Deborah Sierchio, Vice President, Beauty & Fashion

Coyne PR is a creative powerhouse. Some of the world's most prominent brands look to Coyne PR to create high-profile public relations programs that deliver significant results and help them achieve their marketing communication and business goals.

Coyne PR's Beauty & Fashion team represents clients across the mass and prestige sectors, with accounts including Mary Kay, Casio Timepieces and Naturalizer. The team knows that the measure of success is based on the ability to impeccably groom the client's image. From product launches and special events, to social media campaigns, the Beauty & Fashion team thinks bigger and accelerates buzz for its clients, always keeping a finger on the pulse of this fast-paced industry.

The Coyne PR Beauty & Fashion team goes beyond stan-

dard beauty agency practices. Through proprietary processes like "Loop," "Sequel" and "Persona," Coyne PR Beauty & Fashion combines strategy and creativity to generate the best possible results for our clients, taking each and every client exactly where they want to be ... and beyond.

FILM FASHION

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Carla Blizzard, Senior Vice President

Film Fashion, an exclusive division of Rogers & Cowan, specializes in matching fashion and accessory brands with prominent celebrities to provide heightened brand awareness. This specialty PR firm creates customized solutions to match clients and their latest fashions with the "right" celebrities and trendsetters that embody their brand and promote the desired image.

The firm leverages these Hollywood associations into media coverage through the execution of strategic media relations campaigns targeting key fashion, lifestyle, and entertainment press. Media activities for their roster of fashion designers, fine jewelers, luxury goods, and specialty retailers may include designer profiles, collection launches, and fashion shows. Film Fashion's unique showroom space provides an optimal location to introduce media, stylists and celebrities to our client's brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Angelina Jolie, Kate Winslet, Jennifer Lopez, Taylor Swift, Penelope Cruz,

Blake Lively, Kate Hudson, Carrie Underwood, Beyonce, and Katy Perry.

Clients include A Pea in the Pod, Catherine Malandrino, Chopard, David Meister, Jay Godfrey, Georges Chakra, Jenny Packham, Pamela Roland, Pedro Garcia, Romona Keveza, Swarovski, Tadashi Shoji and Zuhair Murad.

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Natalie Best, Executive Vice President / 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 in Raleigh, N.C. by agency Chairman & CEO Rick French, FWV now employs 70 public relations, advertising and digital marketing experts among its offices in New York City, Tampa, Dallas and Los Angeles.

Ranked as the #5 firm for beauty and fashion PR by O'Dwyer's, FWV helps clients build retail and consumer demand for their product lines through media coverage, line reviews, fashion previews, celebrity product placement, cooperative retail promotions and high-visibility trade show support.

FWV's present and past beauty and fashion clients include Wrangler and Riders jeans, Justin Boots, Arena USA, SKINS, Gemesis Diamond Company, Lily of France and Vanity Fair lingerie, Speedo, Vidal Sassoon, Givenchy, Ferragamo, Bob Mackie, Celine, Escada, La Prairie, Joanna Mastroianni, That's So Raven Fragrance and Wrangler Fragrance for Men, Vincent Shoes, Dearfoams, Diana Vincent Jewelers, Fossil,

The October issue of O'Dwyer's will profile PR firms that specialize in healthcare. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

Swatch, Monet, Marithe & Francois Girbaud, Kasper A.S.L suits and sportswear, Susan Gail handbags and Joe Boxer.

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

HUNTER PUBLIC RELATIONS

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

Hunter Public Relations is a certified woman owned, top-ranked marketing communications firm specializing in consumer and lifestyle public relations.

Whether it's a cure for what ails you or the latest way to look your best, Hunter Public Relations' Health & Beauty team has a strong track record of reaching consumers in an increasingly competitive marketplace.

The Hunter PR Health & Beauty team works with some of the most trusted and recognizable brands across a wide array of categories in this space, from oral hygiene with Arm & Hammer Spinbrush and Orajel, to allergy care with Zyrtec, to body sculpting with Zerona.

From revitalizing mature brands to creating buzz for new products or building awareness among key influencer groups and celebrities, we know how to effectively reach health & beauty consumers in a meaningful way — at the newsstand, on their iPads, and through social media.



Hunter Public Relations hosted an intimate cocktail party on behalf of client ARM & HAMMER™ Dental Care to launch the brand's new product line for 2012. During the event, editors learned how to maintain a perfect smile with ARM & HAMMER™ toothpastes and indulged in other must-have beauty treatments, like manicures. The event took place in March 2012 at the London Hotel Penthouse in NYC.

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Janine Gordon, President & CEO
Alvin Schechter, Chairman and Director of Branding
John Donofrio, CFO

Established in 1993 by Janine Gordon, former head and founder of Saatchi & Saatchi Public Relations, JGA is a cutting-edge New York City PR

boutique with sophistication, know-how and energy. Chairman Alvin Schechter, formerly CEO of Interbrand, brings world-class branding skills to JGA clients.

Our work is characterized by ingenuity in thinking and transparency in style. We are expert in the full range of digital and traditional communications tools. Our goal is to deliver shrewd brand strategy, high profile media coverage, A-list events, compelling celebrity endorsements, social media content with viral appeal and high-impact strategic alliances

Continued on page 22



CARGO Cosmetics make-up artist Renee Ryan demonstrates product application to Jade Moore of Janine Gordon Associates prior to deskside meetings with Marie Claire beauty editors.



This year, Kaplow helped Shiseido celebrate its 140th anniversary.

JANINE GORDON ASSOCS.

Continued from page 21

— always within the context of a fully integrated marketing strategy.

We expand connections for premium health and beauty brands through big ideas and flawless execution. We are especially focused on luxury products. We understand the challenges of building brands and promoting intent-to-purchase among high net worth individuals. As long-term publicists for the annual American Express Publishing-Harrison Group Survey of Affluence and Wealth in America, we are privy to the most up-to-date findings on what drives the behavior of the wealthy.

In addition to Kiehl's Since 1851 and CARGO Cosmetics, we have helped build some of the cosmetic industry's best recognized brands: Bare Escentuals, Make Up For Ever, Shiseido Cosmetics and Johnson & Johnson, among them.

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

KAPLOW

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As an independent, award-winning public relations firm, Kaplow helps best-in-class companies tell their stories and change conversations.

For more than two decades, the

firm has cultivated brand identities and reputations that nurture happy, loyal consumers. Kaplow's holistic communications programs leverage the best of traditional media relations and digital/social campaigns to ensure that our clients' brands are front and center with their target consumers and the influencers who matter the most.

With a world class media relations team, and in-house social media and video production divisions, Kaplow exists for a singular reason: to create emotional connections between brand and consumer.

Some of our best-in-class clients include: Target, Skype, CVS/Pharmacy, Avon mark & Avon Foundation, Timex, Unilever (Nexxus & St. Ives), Shiseido, Gurwitch (Laura Mercier and RéVive), Case-mate, Ulthera, Kellwood and CEW.

LIPPE TAYLOR

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Maureen Lippe, Founder & CEO
Gerald Taylor, General Manager
Jessica DiPietro, Managing Director

Lippe Taylor is an integrated marketing communications agency that specializes in motivating women to buy. Whether you're marketing to the working mother or the single twenty-something, the teen with dreams or the empty nester, we know how to connect with her better than anyone.

Founded by Maureen Lippe, a former Beauty and Fashion

Editor at *Vogue* and *Harper's Bazaar*, brand spokeswoman and TV personality, she's been studying the total woman — physically, emotionally and spiritually and their purchasing power for over 25 years. Lippe Taylor is committed to delivering superior ROI. Our areas of expertise include beauty, fashion, health/wellness, home and lifestyle. In addition to PR, we specialize in digital/social marketing, trend-forecasting and graphic design. We bring innovative insights to life with an integrated approach, considering all options and using whatever marketing tactics best serve the idea and drive business results.

We know that women rule! If you aren't connecting with them they will rule you out. Lippe Taylor has cracked the code on understanding this target audience via our proprietary DTW: Direct-to-Women®, DTM: Direct-to-Moms® and DTT: Direct-to-Teens® methodologies. And our agency research findings are key to the creation of effective and award-winning client solutions.

From strategic media outreach to social marketing, multicultural

initiatives to experiential events, Lippe Taylor breaks through to engage and capture the attention of the media and the consumer. Former editors, producers and bloggers lead our teams so our media relationships and results are unparalleled. Through day-to-day contact with media and critical influencers, we shape trends and ignite buzz.

At Lippe Taylor, we abide by the simple principal of mutual trust and respect and believe that the best work comes from those who are happy and given the tools and incentives to succeed. Our open, home-like office environment fosters creativity and collaboration, and allows our talented team to deliver exceptional client service. Therefore, our employee and account turnover is very low, which allows us to deliver unsurpassed, consistent results for our clients.

Lippe Taylor is committed to excellence and has received multiple industry awards, including 2011, 2010 and 2009 Sabre Awards, and the 2008 *PR Week*

Continued on page 24

RANKINGS OF PR FIRMS SPECIALIZING IN HOME FURNISHINGS

1. Edelman	New York	\$39,725,514
2. Zeno Group	New York	4,968,942
3. L.C. Williams & Assocs.	Chicago	3,078,632
4. Gibbs & Soell	New York	2,798,969
5. Kaplow	New York	1,431,000
6. Luckie Strategic PR	Birmingham, AL	1,322,417
7. Hunter PR	New York	1,054,478
8. Lou Hammond & Assocs.	New York	829,928
9. CRT/tanaka	Richmond, VA	702,005
10. Formula PR	San Diego	679,462
11. Fahlgren Mortine	Columbus	676,210
12. Finn Partners	New York	246,000
13. Gregory FCA	Ardmore, PA	195,500
14. Rosica Comms.	Paramus, NJ	164,682
15. CJ Public Relations	Farmington, CT	119,378
16. Schneider Associates	Boston	115,352
17. Trevelino/Keller	Atlanta	100,000
18. Shelton Group	Dallas	97,690
19. Allison+Partners	San Francisco	51,000
20. Seigenthaler PR	Nashville	17,000

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Rihanna Fragrance Launch at Macy's Herald Square for client Parlux Fragrances, Inc. Record-breaking fragrance launch at Macy's flagship generated worldwide buzz for chart-topping, award-winning rockstar known for her glamorous, audacious, fashion-forward style.

LIPPE TAYLOR

Continued from page 22

Cause-Related Campaign of the Year Award. We are also a two-time winner of *PR Week's* Consumer Launch of the Year Award.

We are Lippe Taylor: Speak to us about speaking to her.

LSZ COMMUNICATIONS

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Lori Zelenko, Principal/President

Imagination and innovation; integrity and insight drive every step of LSZ COMMUNICATIONS brand-building programs as we create buzz, change behav-

ior, shape an image and drive a trend. Finding compelling story lines to share, connecting brands with key audiences, revealing the uniqueness that sets your brand apart — LSZ Communications delivers the tools to demonstrate the difference. From the launch of celebrity fragrances from superstars Rihanna and Jessica Simpson to connecting emerging brands with opinion leaders Spike Lee and Quentin Tarantino, LSZ Communications campaigns captivate the media with boldness and verve. Our social media outreach has pushed brands over the top, saturating a targeted fan base — from celebrity followers to Mommy bloggers.

A dedicated team of bi-coastal professionals with offices in NY and LA, we have traveled the path to success with our clients since we opened in 1999.

We've earned a reputation for our award-winning creative thinking powered by hands on entrepreneurial know how. Our skill set drives media saturation built on

close, long term relationships with the beauty/fashion press as we craft stellar, memorable images and build brand awareness for our clients. LSZ COMMUNICATIONS makes the difference. Innovative and intelligent, we leverage our forward-trending mindset to keep our clients ahead of the curve.

LSZ COMMUNICATIONS Past & Present beauty, fashion and luxury lifestyle clients include Parlux Fragrances Launches: Rihanna, Jessica Simpson, Paris Hilton, NATORI, Nicole Miller, Marc Ecko, REVLON, JEMILY Fine Jewelry, Cynthia Rose Couture Jewelry, Edward Sexton of Savile Row, London, Saks Fifth Avenue, Lily of France, The North Face, Demoiselle Champagne, Sunglasses from Paris Hilton, Frieze Frames Vintage Eyewear, among others. For more information, please visit www.lszcommunications.com.

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Maloney & Fox (M&F) understands how important editorial is for fashion brands, that's a given. We build a strong foundation of coverage for our clients that go beyond consumer product placement; specializing in areas that move a businesses' long-term goals through carefully crafted communication to stakeholders and media.

Once a framework is set, we work to execute specific PR and Marketing initiatives that play to and excite journalists and consumers alike. In addition, our unprecedented, highly successful experiential marketing initiatives ignite consumers' tactile, sensual, emotional and style prerogatives, providing a traditionally static craft with a powerful sensory dimension.

Furthermore, M&F is masterful at "master pairings." We expertly unite fashion brands and retail powerhouses with *Fortune* 500 companies that share visions. We secure provocative and fruitful partnerships, promotions, editorial coverage and new customers. Highlights include working with "Project Runway" Season

Six winner Irina Shabayeva, to incorporate actual Tupperware plastic designs for Mercedes-Benz Fashion Week; partnering street artists to re-imagine Eames chairs for auction in Barney's windows; launching Italian beer Peroni Beer at Fashion Week and pairing skin-care brand Malin + Goetz with RCA Televisions.

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M Booth, Creative Agency of the Year, excels in campaigns that excite and inspire today's shopper and drive bottom-line results for clients. Our creative science approach — the intersection of research, insight and imagination — shapes opinion, enhances reputation and drives business results for some of the world's most influential beauty and fashion brands.

Our team has a proven track record for generating consumer awareness, transforming image, building brand equity, and driving sales. We take great pride in our relationships with beauty and fashion editors, broadcast media, stylists and professional communities such as dermatologists, makeup artists, and hair-stylists. Our offerings include media relations, digital and social media management, event conception and execution (including new product introductions, seasonal presentations, fashion shows, store openings and events), influencer outreach (including beauty experts/stylists, media personalities, industry insiders and celebrities), strategic partnerships, and asset creation (look-books, trend sheets, videos and digital production).

M Booth has been the agency of record for some of the most widely recognized names in the industry including BHLDN, jpenney, Burlington Maidenform, DK Intimates, Aerosoles, Vaseline, Red Door Spas and Alberto Culver.

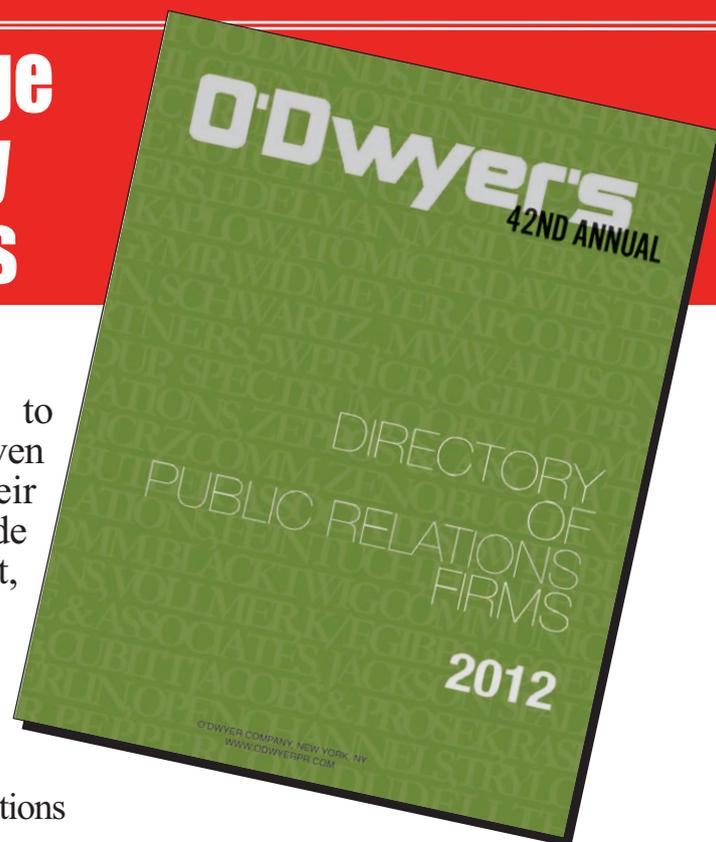
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PUBLIC RELATIONS**

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Pierce Mattie, CEO & Founder

Pierce Mattie Public Relations remains the industry leader in communications for beauty, fashion and lifestyle consumer brands. It is the only PR agency with a modular event space for the press located in Times Square that features a fashion showroom, spa/treatment room, multimedia capabilities and lounge. At Pierce Mattie Public Relations our team is innovative, client-focused and has solid relationships in the editorial world of New York. Pierce Mattie PR has a proven track record of collaborating with its client partners to deliver consistent outstanding results.

**ROGERS &
COWAN**

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Fran Curtis, Executive Vice President (New York)
Maggie Gallant, Executive Vice President (New York)
Carla Blizzard, Senior Vice President (Los Angeles)

Rogers & Cowan treats each one of its Fashion and Beauty brands as a celebrity — because every brand has a distinct personality that sets it apart. With many of the top brands in Fashion and Beauty under our banner, we were among the very first PR agencies to leverage the explosive marketing power of fashion and celebrity.

The agency is located in New York and Los Angeles, two of the largest fashion capitals in the world. We offer extensive expertise in the fashion, beauty and luxury categories providing publicity and marketing campaigns, social media strategies, special event support, celebrity/influencer seeding, promotions and product placement.

Our commitment is illustrated in the work we do in promoting men's, women's and children's apparel, eyewear, handbags, shoes, jewelry, time-pieces, beauty/skincare products, celebrity brands, designers and fashion-related events.

Clients have included Rosie Pope Maternity, Estee Lauder Companies, Glo Science, Kate Walsh Boyfriend Fragrances, Kohl's Jennifer Lopez and Marc Anthony collections, Avon Voices, Pastry by Angela and Vanessa Simmons, Mische Bag, TW Steel, Swarovski, Sunglass Hut, Ray-Ban, Clinique, Coty's Beyoncé Pulse and David Beckham Fragrances, Wrinkle Free Eyes, Origins Earth Month Concert and Glamour Reel Moments.

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Jean-Michel Dumont, Chairman, Ruder Finn Asia
Elan Shou, Managing Director China and Senior Vice President, Ruder Finn Asia

Ruder Finn works with the world's leading luxury brands in fashion, lifestyle and beauty to build corporate reputation and enhance brand awareness and visibility through integrated communications programs in markets across the globe.

Ruder Finn's expertise lies in helping luxury brands enhance their positioning in a competitive market as well as connect with and gain understanding of their customers. For example, in China, one of the world's fastest-growing luxury markets, the agency annually releases the China Luxury Forecast, which analyzes consumer perceptions and spending behavior in China. Ruder Finn works with luxury clients on corporate reputation, brand awareness, stakeholder mapping, global media relations, consumer relations management, event management, marketing communications, corporate social responsibility, thought leadership, online engagement and community building to establish consistent brand communications and

build awareness with consumers, thought leaders, journalists and other key stakeholders.

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Weber Shandwick has extensive experience in the beauty, personal care and fashion category. The beauty and fashion group represents top-tier brands in the industry ranging from skin and hair care to intimate apparel and outerwear.

We offer a strategic approach to beauty and fashion with an experienced, passionate team of experts who know how to break through the clutter of competitive, fast-paced and dynamic markets. Expertise includes brand building, product launches, social media strategy and execution, editor and blogger events, celebrity spokesperson acquisition, event and fashion show planning, grassroots marketing, branded entertainment including integration and sponsorships, celebrity and influencer seeding, retailer support, cause marketing and issues management.

The team's style-savvy, coupled with strong relationships with key influencers including beauty & fashion editors, producers, celebrity stylists, makeup artists and Hollywood A-listers enable us to produce award-winning results for clients. From the beauty and fashion pages to national morning shows and entertainment media to the most influential blogs, Weber Shandwick gets beauty & fashion brands noticed — by the right audiences, in the right venues and at the right time.

ZING

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Zing represents beauty and fashion clients in the United States, the United Kingdom, and Australia, building their brands by consistently winning editorial exposure for their apparel, swimwear, cosmetics, and bath & body products in the world's leading beauty, fashion, lifestyle and entertainment publications.

In 2012 Zing was honored with an American Business Award honor in the "Best New Product Launch Event" for the introduction of Katy Perry Lashes by Eylure, a well-orchestrated appearance by the pop star before hundreds of her fans who were able to try on the new lashes at a nearby 'pop-up' salon.

With offices in New York City and Los Angeles, two of the world's leading beauty and fashion capitals, we are well positioned to help lifestyle companies engage their key stakeholder audiences.

Our core competencies include print, broadcast and online media relations, celebrity spokesperson campaigns, boutique distribution, event management, experiential marketing, product launches and promotions, social media optimization, and cause-related marketing.

Current or recent clients include Church & Dwight (Batiste), Original Additions (Eylure, Elegant Touch), Seafolly, Mi Ola, WISH, Pure Fiji, Revision Skincare, Jan Marini Skin Research, Hills, Tara Smith and Isoki. ●

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O'DWYER'S RANKINGS

TOP BEAUTY & FASHION PR FIRMS

1.	Edelman	New York	\$40,204,778
2.	Ruder Finn	New York	4,504,799
3.	Kaplow	New York	4,200,000
4.	M Booth & Assocs.	New York	3,723,290
5.	French West Vaughan	Raleigh	3,138,178
6.	5W Public Relations	New York	2,800,000
7.	Black Twig Comms.	St. Louis	1,350,000
8.	Hunter PR	New York	1,230,436
9.	Coyne PR	Parsippany, NJ	1,154,000
10.	O'Malley Hansen Comms.	Chicago	1,100,000
11.	Finn Partners	New York	771,000
12.	Linhart PR	Denver	618,937
13.	Zeno Group	Chicago	406,390
14.	Allison+Partners	San Francisco	330,000
15.	Rosica Comms.	Paramus, NJ	278,499
16.	Gregory FCA	Ardmore, PA	277,300
17.	TransMedia Group	Boca Raton	250,000
18.	Formula PR	San Diego	172,265
19.	Beehive PR	St. Paul	154,624
20.	Seigenthaler PR	Nashville	150,000
21.	J Public Relations	San Diego	60,704
22.	Maccabee	Minneapolis	55,537
23.	Schneider Associates	Boston	53,500
24.	CJ Public Relations	Farmington, CT	52,040
25.	Luckie Strategic PR	Birmingham, AL	47,200

To be or not to be a “spokesperson”

By Fraser Seitel

Samsung is having a tough month.

First, the technology company lost a billion big ones to everybody’s arch enemy Apple, when the jury in its landmark case found that many of Samsung’s phones and tablets copied Apple’s iPhone and iPad.



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*.

Second, the Samsung public relations department and its agency, Weber Shandwick, were raked over the coals in an August 18 article by *New York Times* writer

David Segal, who pens a column called “The Haggler,” which airs complaint letters from disgruntled product buyers.

The particular Haggler item in question, titled “A Printer Freezes Up, and the Maker Does, Too,” concerned a Samsung printer that went defective right after the expiration of the warranty.

When “Haggler” Segal followed up with Samsung, he got a public relations person named Rachel Quinlan, who worked for Weber Shandwick. Quinlan, as a good public relations representative, was polite and agreed to research Segal’s inquiry. She asked, however, that she be referred to in print as a “spokesperson.”

And that’s when the Haggler went haywire.

As Segal put it in his column, “Really? A spokesperson — a person who speaks for a living — who wants to be anonymous? Not only does this sound ridiculous, it also makes Samsung seem tin-eared. Actually, that is unfair to tin which is far more supple than Samsung in this circumstance.”

Now clearly, Segal is not the second coming of Chris Rock, his attempt at humor only slightly funnier than Mitt Romney’s recent knee slappers. But that’s understandable.

What is less understandable is his instant revulsion at the use of “spokesperson” by a public relations person who, hopefully, is trying diligently to get answers to a journalist’s query.

PR people desire the anonymity as

“spokespersons” for numerous bureaucratic reasons, some of which may or may not make sense to reporters. The company has policies that the agency can’t speak for it. Their boss is a jerk, who doesn’t like seeing your name in print. Whatever.

The real point is that as long as the PR person provides the reporter with a fair and accurate and truthful answer to his query — who cares who gave him the information? The fact is that PR people can be a lot more candid if they know they can trust a journalist to honor their request for some degree of anonymity.

In this case, the fact that Quinlan agreed to be quoted as a “Samsung spokesperson” should have been perfectly acceptable to Segal

It wasn’t.

Here is Segal’s cockamamie logic to explain his chagrin at the anonymous term.

“What consumers and the Haggler want when products break is some sense that human beings are trying to fix them.”

The question that follows, of course, is what does Quinlan’s request for anonymity have to do with “human beings” fixing the product? As savvy as Quinlan might be, I suspect that she is not a trained fixer of printers. But one would hope that as Samsung’s PR representative, she would attempt to have “human beings” at the company investigate the problem and indeed, try to “fix them.”

At the very least, she should follow up with Segal and try to satisfy the customer who lodged the complaint in the first place.

Which, as it turned out, is exactly what Quinlan did.

As quoted by Segal in the column, the Weber Shandwick executive promised to call the customer and send a technician — also presumably a “human being” — to investigate the problem.

When the technician’s visit didn’t result in success, Quinlan reported, again as quoted by Segal, that the customer “has accepted our offer of an exchange unit so that we can bring this printer and cartridge to our labs and conduct tests to investigate the problem.”

Now if I were a Samsung customer and the company made that offer to me — especially after it just lost \$1 billion clams to Apple — I’d be ecstatic.

But not Segal. “The Haggler detects a

lawyerly quality to the wording here,” he wrote, and he went on with additional questions about additional models, which had nothing to do with the original complainant and his original complaint.

Quinlan ended the correspondence with a terse, “At this point we have nothing more to share.”

And who can blame her — besides, no surprise, Segal?

Alas, the issue of PR anonymity has been around for decades.

It’s unlikely that any holier-than-thou reporter will ever understand why a PR person might prefer to be referred to as “spokesperson.”

And it’s probably equally unlikely that any unsophisticated, mouth-breathing PR creep will ever understand why a learned journalist would choose to call himself “the Haggler.” ●

PR news briefs

SARD, ICR FEND OFF AD NETWORK BID

LookSmart, a once high-flying San Francisco-based pay-per-click and search advertising company, has bolstered its PR defenses amid a hostile takeover bid proposed by an investor group.

Sard Verbinen and Co is working the PR beat for LookSmart while ICR is supporting investor relations for the company under Senior VP and CFO Bill O’Kelly.

The company went public in 1999 on the strength of a deal to provide web search results to Microsoft’s MSN portal but has struggled since the deal was not renewed in 2003. Its Nasdaq-listed shares are currently trading around \$0.85. [Shares peaked at \$348.10 in March 2000.]

LookSmart last week said Aug. 2 that its board unanimously rejected a unsolicited \$1-per-share cash offer from the group, PEEK Investments, as “financially inadequate” and not in the best interests of shareholders.

CEO Jean Yves Dexmier said the online ad market is rapidly growing and there is “significant demand” for an independent ad platform like his company’s.

PEEK, which was formed for the purpose of the takeover bid and claims to represent a consortium of LookSmart shareholders via Snowy August Management and Platinum Management, went public with the bid June 29.

Michael Onghai, Principal of Snowy August and a chartered financial analyst, has a background in digital media and online advertising. He warned that whether or not the tender offer is consummated, the PEEK group intends to monitor LookSmart and threatened a proxy fight if “directors are unable or unwilling to hold management accountable.”

Sard Managing Director Matt Benson in San Francisco is handling PR for LookSmart. John Mills, a Senior Managing Director for ICR in Los Angeles, is supporting IR.

Gauging Obamacare's impact on taxes

By Richard Goldstein

Last month's column discussed the road to profitability. This month we will take a side trip as a result of the Supreme Court's decision on the "Patient Protection and Affordability Care Act of 2010" hereinafter referred to as the "Act" or "Obamacare."

As a result of the Court's decision, new taxes will be imposed to help pay for the provisions of the Act.

3.8% surtax

A 3.8% surtax on "investment income" will be imposed when adjusted gross income is more than \$200,000 (\$250,000 for joint filers).

Starting in 2013,

all or a part of your investment income will be hit with an additional Medicare contribution tax. Investment income includes the usual interest income, dividend income, capital gains, gross income from passive business activities, rents, royalties to name a few. Thankfully, it will not include the gain on the sale of your principal home to the extent the gain is not taxable because of the \$250,000/\$500,000 home gain exclusion. If you sell your second home (for example a vacation home), the entire gain will be considered part of net investment income.

If you are a shareholder in an S corporation in which you "materially participate" and receive dividend distributions, the distributions will not be included in net investment income, nor are gains from the sale of a partnership or S corporation in which you materially participate. Social Security benefits and distributions from tax-favored retirement accounts will also not be subject to the new tax.

Some caution on trusts. The tax will be imposed to the lesser of: (1) undistributed net investment income or (2) the amount of AGI in excess of the threshold amount for the top trust federal income tax bracket. For 2013, that threshold will probably be about \$12,000. Lots of trust will probably be

subject to the new tax.

Medicare surtax

The Medicare tax is currently 1.45% and is paid by your employer and you. If you are self-employed, you are responsible for the entire tax. Next year, your Medicare bill will be 2.35%. This will be charged on employee compensation and/or net self-employment income above \$200,000 if you are married or \$125,000 if unmarried or married, filing separate. Unfortunately, the additional Medicare tax will not qualify for the 50% self-employment tax deduction.

Flexible spending account and medicine cabinet tax

Many companies have a healthcare flexible spending account. Employees elect to have money set aside from their salary to be reimbursed to them for out of pocket medical costs including drugs. Currently there is no limit to the amount that can be set aside on a pre-tax basis to pay for medical expenses. Next year however there will be a limit. The maximum that can be set aside for 2013 will be \$2,500. Also, the FSA is a lose it or use it account. Make sure that you use up your 2012 contribution before the deadline. Check with your employer for the date for doing so. In most cases it should be March 15, 2013.

The Medicine Cabinet Tax eliminates the ability to pay for over-the-counter medicines from a pre-tax FSA. In case you were not aware of this, the change started in January 2011.

Tax rates for 2013

The following are the maximum tax rates for 2013:

1. You may recall that the current capital gain tax rate is 15% for long-term capital gains in excess of short-term capital losses. This will increase to 20% in 2013 unless Congress makes a change. For those subject to the 3.8% Medicare contribution tax, the capital gain rate will be 23.8% (20% plus the 3.8% Medicare tax).

2. 43.4% on short-term capital gains in excess of long-term losses (versus 35% for 2012). The rate consists of the higher rate on ordinary income of 39.6% plus the Medicare tax of 3.8%.

3. 43.4% on ordinary income from interest, dividends, rental activities,

royalties, and annuities not derived from an active business. Currently the tax rate on qualified dividends is 15% and 35% on other types of income.

4. 43.4% for ordinary income from passive business activities.

Observation: You may want to consider selling appreciated assets in 2012 instead of in 2013. You may also want to review your investment portfolio to see if investing in tax exempt municipal bonds makes sense. You may also want to do things to increase your AGI this year instead of next, for example, a Roth IRA conversion. You should speak to your tax advisor before doing anything and by all means do not sell stocks just for the sake of taxes.

Medical devices

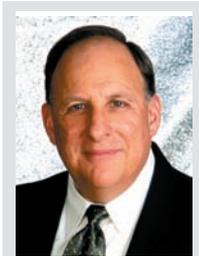
Starting in 2013, medical device manufacturers will have to pay a 2.3% excise tax on medical equipment. While this sounds like a tax on the manufacturer, it is really a tax on all of us because medical procedures will surely go up in price.

Medical itemized deduction

Not too many of my clients are able to deduct medical expenses because they have to exceed 7.5% of adjusted gross income. For example, if your adjusted gross income is \$100,000 and you incur \$7,501 in medical expenses, only \$1 is deductible. This is the advantage of a medical FSA account: the ability to deduct what would otherwise be non-deductible medical expenses.

Starting in 2013, the threshold for deducting medical expenses will be raised to 10% of AGI. If you or your spouse will be 65 or older as of December 31, 2013, the 10% rule will not take effect until 2017. If you or your spouse turns 65 in any year 2014-2016, the 7.5% rule will apply for the year you turn 65 thorough 2016. Starting in 2017, the 10% rule applies to all.

If you can accelerate elective qualifying unreimbursed medical expenses into 2012, considering doing so. Consider prepaying medical costs in 2012 even if the service will be performed in 2013. Also, consider using a credit card. Time of payment is when the charge posts, not when you pay the charge account bill. ●



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

Debates and questions without meaning

By Arthur Solomon

Now that the Republican gathering in Tampa is over, and the GOP has ratified Mitt Romney and Paul Ryan for the top spots on their presidential ticket, a question one might ask would be: How much did we learn from the 20 debates and the plenteous pundits' analysis?



Arthur Solomon, a former newsman, was a senior VP at Burson-Marsteller.

Despite enduring a series of vitriolic debates, in my opinion, the nation didn't learn much, except that the GOP establishment was fearful that a Newt Gingrich Presidency would termite-like destroy the House where the GOP

rules; Romney has trouble saying what he might mean; Ron Paul has the most "aw-shucks" personality, and Rick Santorum has the "who wants a religious fanatic as President" problem (except the extreme right wing religious fanatics).

But the shortcomings of the candidates are miniscule when compared to the debates and TV political reporting in general.

The debates were nothing more than reality sitcoms. Like many TV shows, it left viewers who wanted specific answers with unfilled feelings, in this case a lack of details on how candidates would deal with problems they bloviate about.

That is because all of the candidates, except Paul, gave answers that are right out of the Big Red Book of Politics 101, whose most important message is "talk in generalities and never be specific." (And Paul's answers, while sounding reasonable, are scary when you think of the consequences of his positions.)

The reason that candidates can get away with nothing answers is because of the lack of preparation, keep it simple, no hard questions asked by the media.

What was missing from all debates were reporters who are well schooled in the fine print facets of policy that often are most relevant, even though they ask questions as if they were experts. Questions were asked in a fashion that allowed candidates the opportunity to

generalize. That is why if a person really wants to know specifics about a candidate's stance on economic and foreign policy matters they will not learn it from watching the debates of 2012 or the campaigning that followed.

The debate questioners and pundit followers remind me of instructors in an undergraduate college survey course (but better paid), where students get a smattering of information, but will not really learn the subject in depth until they advance to specialized classes.

What masquerades as political news on cable shows is mostly GOP and Democratic propaganda that even most PR people, I hope, would be ashamed to call authentic "news."

If a major publication like the *Wall Street Journal*, *New York Times* or *Business Week* wanted to interview a candidate about tax policy, the national debt or entitlement programs, they would assign a reporter who is a specialist in those fields, so that when candidates speak untruths or give a wrong answer the reporter can challenge the candidates. That was missing during the debates and other political TV shows.

As a former journalist turned PR practitioner, what annoys me about TV political reporters is their lack of follow-up questions. It's as if the reporters have a prepared list of questions, based on a producer's story line, and a pre set amount of time to ask them (which, of course, they do) and just go down the list, regardless of the answers they receive. This makes for bad journalism.

The superficiality of television news reporting is evident by this often heard interviewer-to-interviewee phrase: "This is a very important question and we're running out of time. You have 15 seconds to answer it."

It's no secret that television has changed journalism and politics. And for the worse.

The best I can say about TV debates is that they exposed which candidates were slick talkers and which are not fast on their feet. (But glib talkers do not necessarily mean they would make a good president.)

What is amazing to me is how often candidates seem not to be able to give anything but general answers, even though it's not a state secret which questions will be asked. A reasonable person might think they are afraid to be specific because they want to keep their real

agendas from being scrutinized and thus lose favor with some voters.

Watching pundits who analyze debates explains why they never have to say they're sorry. It's easy to explain what happened if your job is safe no matter how often you are wrong.

If anyone of those "wise people" ever said anything prescient or out of the ordinary, please provide me with examples. (The only pundit during this never-ending, echo-sounding election season that I have heard who occasionally provides interesting "inside politics" analysis, soon parroted by others, is Ari Fleisher.)

Instead of spending hours watching debate analysis, similar assessments can be heard in only a few minutes on the hard news network programs after the debate's perfunctory questions and answers.

My unscientific survey revealed that the most used phrase by TV pundits during the primary season was: "his victory will give him the momentum going into next week's primary." Closely following was, "hasn't captured the hearts and minds," "stay on the message," and "battle ground states." Of course the candidate's name would change each week depending on the primary outcome.

A *USA Today* story on February 8 showed I'm not the only individual who believes watching the preliminary debates and Groundhog Day analysis, where the script remains the same except for substituting one candidate's name for another, are a waste of time. Citing a Pew Research Center poll, the story said "... independents who are the coveted voting bloc in every presidential campaign are tuning out."

And the same paper reporting on another Pew poll on July 6 said that "a majority of Americans believe the campaign is a snooze."

In her *Wall Street Journal* column of Feb. 11, Peggy Noonan wrote that both cable and broadcast political shows are not as relevant to viewers as in the past.

On the June 10, "Reliable Sources" CNN program, a panel of journalists agreed that the never-ending cable news coverage of the campaign was turning off viewers.

The Arizona debate highlighted an occurring problem: Accepting the candi-

Continued on next page

Top three social CEOs – what they can teach us

By Careen Winters

There are some CEOs who not only demonstrate their use of social media for effective thought leadership, but also demonstrate social media best practices in general.

Let's lay some groundwork here. In my opinion, a socially effective C-suite is indicated by:



Careen Winters is executive VP-crisis communications at MWW Group.

- Engaging, trust-building stakeholder dialogue (versus push monologue).

- Relevance to audiences, with quality content that adds value — indicated by an engaged response — rather than noise

- Frequency and consistency.

In no special order, below are my top picks.

1. The Transparent Engager — Sir Richard Branson, CEO, Virgin Group

Branson gives the appearance of self-managing his active social engagement, tweeting and blogging personal musings as well as thought leadership.

Across platforms (including Facebook and Google+), he gives stakeholders a “peek behind the curtain” of his business

empire, discussing R & D and business decisions. He's blogged about the possibility of buying back Virgin Records, and directly invites followers to ask him questions on Twitter.

By being a (mostly) open book about business decisions, even if the proverbial sausage is still in the process of being made, Branson achieves transparency and trust. However, keeping a consistent, personal voice is what allows Branson to stay relevant. By default, his company gains trust and relevance from these humanizing stakeholder connections.

2. The Targeted Publisher — Michael Dell, CEO, Dell

Contrasting with Branson, Dell uses social — including Twitter and Google+ — to provide stakeholders with company news, rather than personal opinions, and positions himself as an authority on the tech industry in general.

His engagement is a great example of fishing where your fish are. In the case of Dell's “tech-y” community in which he aims to thrive, Google+ is an effective platform — even if it isn't the most relevant place for other audiences.

3. The (Local) Dark Horse — John Pepper, CEO, Boloco

Although he is not yet a *Fortune* 500 CEO, Pepper — Founder and CEO of New England and D.C.-based burrito restaurant chain, Boloco — is exemplary

in intertwining his own social presence with that of the brand. Although he uses @BolocoCEO as his Twitter handle, he also engages with those who tweet @boloco, personally thanking them for brand advocacy or constructive criticism.

Pepper also demonstrates a clear understanding that identifying with existing local communities (for example, posting videos on Google+ of Patriots game outings with his Massachusetts-based family) can help a smaller business stay relevant.

Time will tell how big Boloco will get. But by making social media engagement a habit, Pepper gives me the confidence to say that he'll likely continue to maintain this consistent, personal engagement.

The above CEOs each use social media to build trust, and accelerate relevance. We know it can be done. But social media engagement is unfortunately still the exception in the C-suite, rather than the rule. The good news is, because most CEOs have not yet caught up, the opportunity still exists for yours to get social and stand out.

As communications professionals, we often look to compelling case studies to inspire our business strategies and get them right. So, why should our approach be any different when it comes to advising our leaders on their own communications strategies? ●

DEBATES AND QUESTIONS

Continued from previous page

dates' answers and quickly moving on. When the issue of illegal immigrations was discussed, moderator John King never followed up with a question about how to solve the situation confronting farmers in Alabama, Georgia and other states who are having difficulty hiring sufficient workers to harvest crops before they became spoiled. The answers given by the debaters remind me of what consumers and PR clients should be wary of when listening to the sales spiels before signing contracts.

Viewers should remember the devil is in the small print, and on TV people don't have the opportunity to read the agate size font. True, the debates did provide viewers with the broad strokes thinking of the candidate's policy stances. But did we have to hear it *ad infinitum* during the debates, as well as on the incessant TV coverage of their

stump speech rallies and also on interview programs?

The apparent lack of specificity of the waffle ball-type questions pitched to the candidates is not limited to the lack of preparation by the media. There are other reasons: it's difficult to embarrass someone who you know personally by asking a question that will humiliate the person and, perhaps, socialize with, live near, and whose wives and children are friends.

So, my advice to family members and friends is when the discussion turns to politics, watching TV debates can serve as a good survey course. But if you really want to know how the candidates feel about issues, TV is not the place to learn specifics.

But there is a danger. Reading the policy beat reporters on a daily basis might inform you how the candidate that you support really feels about specific issues. That might disappoint you. No big deal. Chances are that even if your

candidate is elected president, you'll be disappointed in how he governs.

Shortly, the baseball playoffs, football and basketball overage will be flooded with pundits' “expert analysis,” but that's harmless fun. As certain as a huge daily intake of cheesecake, ice cream, fried food and alcoholic beverages will harm your health, the preliminary TV debates will be with us again in four years.

And the political addicted television viewers will tune in and think they are learning how the candidates really feel about issues. And when the same questions are asked in debate after debate and the same answers are given in debate after debate, the viewers will still watch them.

After all, history shows that television viewers like sitcom re-runs.

Oops. A cynic said there's no need to wait four years. The re-runs will begin on October 3, at 9:00pm under a new title: presidential debates ●

Heimowitz exits Porter for Burson in D.C.

Mike Heimowitz, Senior VP and an 11-year veteran at Porter Novelli in D.C., has moved over to Burson-Marsteller as a Managing Director in the firm's Issues and Crisis Group.

Heimowitz, an 11-year PN staffer, handled clients including Monster Worldwide and the American Television Alliance.



Heimowitz

He was previously Senior Manager for Communications and Advocacy for the American Chemistry Council in 11 years for the trade group.

B-M's issues and crisis unit has also added S.C. Johnson's Chris Beard in Chicago. Beard was Director of Global Reputation Management, handling crisis and public affairs issues for the consumer cleaning products company. Earlier, he was at Kraft Foods, Phillip Morris USA and Arthur Andersen.

Jano Cabrera heads the issues and crisis practice at B-M, which is part of WPP. ●

Convenience stores trade group shops for PR

Venn Strategies has a \$300,000, six-month pact to promote Mongolia as a "stable target for direct investment with reliable rule of law and investor protections," according to its contract with the Mongolian Investment Institute.

NACS, which was known as the National Association of Convenience Stores until 2007, is interviewing PR firms as activists in the fight against obesity take aim at the quick-stop purveyors of junk food.

Jeff Lenard, VP of Industry Advocacy of the Alexandria, VA-based group, told the *National Journal*, that NACS has an important story to tell about healthy options.

He says the PR search has nothing to do with either recent police crackdowns on C-stores used as club houses by gangs or raids on outlets for allegedly selling "bath salts."

Founded in 1961, NACS represents more than 2,100 retail and 1,600 supplier company members that operate almost 150,000 stores across the U.S. In 2011, they posted \$682 billion in revenues, of which 72% of that amount stemmed from the sale of gasoline. ●

Qorvis hires GOP digital guru

Qorvis Communications, which is the second biggest D.C.-based independent firm, has hired Archie Smart to head its digital and interactive media practice.

The 15-year digital veteran served as Chief Technology Officer at Targeted Victory, the interactive shop that counts Mitt Romney for President, Republican National Committee and Karl Rove's American Crossroads as clients.

Prior to Targeted Victory, Smart worked at NJI Media and Young & Rubicam, working on clients such as American Express, Elizabeth Arden, Universal Music Group, Diageo and the Dept. of Indian Affairs. ●



Giffords Chief of Staff heads Homeland Security PA

Chief of Staff and Spokeswoman for Rep. Gabrielle Giffords (D-Ariz.) through the 2011 Tucson shooting has been named to the top public affairs slot at the U.S. Dept. of Homeland Security.

Pia Carusone was Giffords' top staffer for three years before and after the January 2011 shooting that killed six, including a Giffords staff member, and injured 19.

Carusone was appointed Assistant Secretary for Public Affairs to advise Secretary Janet Napolitano on strategic and internal communications and oversee the PA operation which serves as the lead information office during national emergencies and disasters.

Matt Chandler, who had been acting Assistant Secretary for PA at the DHS, was named Director of Communications.

Sean Smith, a former aide to Sen. Joe Lieberman (I-Conn.), resigned from the top PA slot for a senior VP post at Porter Novelli in April 2011. ●



Carusone

ADM taps PPG

Agricultural products giant Archer Daniels Midland has retained Burson-Marsteller's Prime Policy Group to deal with trade with Japan and ethanol matters as the company's bioproducts unit struggles with a market oversupply and the end of the 45-cent per-gallon tax credit that expired Jan. 1.

ADM reported a 25% drop in Q4 profits to \$284 million as its bioproducts unit posted "negative ethanol margins."

The bioproducts division posted a \$61 million operating loss in the period compared to an \$111 million profit a year ago. For the full-year, profit tumbled from \$749 million to a \$74 million deficit.

Standard and Poor's today revised its outlook on ADM to "negative" from "stable," believing the nation's drought across most of the nation's farm belt "could also result in lower volumes for the company's ethanol facilities (which are currently not profitable), possibly leading to an extended period of weak earnings in that business."

PPG CEO Scott Pastrick handles the ADM business. ●

H+K fronts China's grab for Canadian energy company

Hill+Knowlton Strategies is fronting China's audacious all-cash \$15.1 billion bid for Nexen Inc., one of Canada's biggest energy companies, as it mounts its biggest foray into the North American market.

The acquisition bid by 70% state-owned-China National Offshore Oil Corp. is bound to trigger heated political opposition in Washington over Nexen's properties in the Gulf of Mexico.

The Democratic and Republican tandem of Bob Ludke and John Ulyot are H+K staffers who rep Cnooc in D.C. Ludke is former legislative assistant to Sen. Tom Harkin (Iowa) and Senior Policy analyst for the Senate Democratic Policy Committee.

Ulyot was Communications Director for Republican Senators John Warner (VA) and Arlen Specter (PA).

Cnooc's \$18.5 billion bid in 2005 for California's Unocal fell apart after a political uproar. The Chinese were largely interested in the southeast Asia holdings of Unocal, which was ultimately acquired by Chevron.

Cnooc CEO Li Fanrong said in Calgary that Cnooc learned valuable lessons from the Unocal failure, and noted that the current deal is a friendly acquisition that has the full support of Nexen's board of directors.

Cnooc promises that Nexen's U.S. assets will continue to purchase materials from local suppliers and be managed by current management.

Under the acquisition agreement, Cnooc will receive a \$425 million termination fee if either Nexen nixes the deal or it collapses due to regulatory pressures. ●

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.

Glover Park Group, LLC, Washington, D.C., **registered July 30, 2012 for Embassy of the Federal Republic of Nigeria**, to provide strategic communications counsel and government affairs services in the execution of a public relations program.

Gray Global Strategies, Inc., Washington, D.C., **registered July 23, 2012 for Moroccan American Center for Policy, Washington, D.C.**, to provide services related to MACP's activities to positively affect relations between Morocco and the United States.

Strategy XXI Group, LLC, Washington, D.C., **registered August 3, 2012 for Azerbaijan America Alliance Corporation Board of Directors, Washington, D.C.**, for planning and executing effective strategies to encourage research and advocacy about the Azeri people and provide information broadly about such people, including issues related to their country, culture and international relations..

Lobbying News



NEW LOBBYING DISCLOSURE ACT FILINGS

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

The Gibson Group, Washington, D.C., **registered August 14, 2012 for Radio Music License Committee**, Brentwood, TN, regarding competition in music licensing.

Patton Boggs LLP, Washington, D.C., **registered August 14, 2012 for Facebook**, Washington, D.C., for issues related to technology and Internet policy, including personal privacy, protecting children, advancing online security, and tax policy issues.

National Shooting Sports Foundation, Washington, DC, **registered August 13, 2012 for National Shooting Sports Foundation**, Washington, D.C., regarding legislation and regulation pertinent to firearms and ammunition.

Policy Integration Partners LLC, Washington, D.C., **registered August 15, 2012 for Consolidated Edison Company of New York, Inc.**, New York, NY, regarding legislation related to energy, cyber security, and tax treatment of dividends.

GPG reps Nigeria

Glover Park Group has inked a \$30,000 a-month contract with Nigeria, Africa's most populous country.

The pact, which runs through the rest of the year, covers strategic counseling, government affairs work and outreach to the media and U.S. government/non-governmental organizations.

GPG's Robert Harris and Brett O'Brien work the Nigeria account. O'Brien also handles Abu Investment Authority and Taipei Economic and Cultural Representative Office.

WPP is parent of GPG. ●

Angola taps CAP for image work

Oil-rich Angola, which is eager to increase its visibility in the U.S., is using Collins Anderson Philp, a Republican PA/government relations shop, to run a reputation management and branding campaign for the southwestern African state of 19.6 million people.

Angola has been rebuilding its infrastructure since the 2002 end of a 27-year civil war that killed 1.4 million people and displaced another 4M.

CAP is doing its work via through an entity called Progressive Angola, which is bankrolled by Angola's national energy company Sonangol SA.

It's in line for a fee of \$520,750 to be paid in quarterly installments of \$130,187. The effort began in February, according to the agreement between CAP and PA. ●

CAMERA-READY RELEASES



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North American Precis Syndicate, Inc., 415 Madison Ave., 12th flr., New York, NY 10017. 800/222-5551. freeproposal@napsnet.com; www.napsinfo.com. Dorothy York, President.

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

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. **Make your next news interview your best by calling Jon Rosen, Impact Communications, Your Presentation & Media Training Solution.**

SPECIAL EVENTS

THE NATIONAL PRESS CLUB

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7580. www.press.org. Joshua Funk, Dir., Bus. Dev.

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

PR JOBS - <http://jobs.odwyerpr.com>

Contact O'Dwyer's: 271 Madison Ave., #600, New York, NY 10016; Tel: 212/679-2471 or Toll Free: 866/395-7710



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Inside News of Public Relations & Marketing Communications

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- Account Supervisor**
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Child's Play Communications
- Public Relations Consultant**
Hopkinton, MA
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- Public Relations Account Supervisor**
Houston, TX
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- Public Relations Vice President**
DC
Confidential
- Director of Media and Public Relations**
Washington, DC
National Multi Housing Council
- Director of Public Relations**
DC
National Multi Housing Council
- Director of Public Relations**
~ ~ ~

Job Seekers | Employers

- ▶ Search Jobs
- ▶ Post a Resume
- ▶ Personal Job Alert
- ▶ Access Your Job Seeker Account

Browse by State

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

Browse by Job Function

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

Account Executive

26-year old publicity agency looking for account executive to bring in new publicity business. Experienced reps who actually make phone calls or meet people in person. Not looking for just another emailer or social networker. Old school. Straight commission but open to reasonable draw against commission if needed.

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If you are able to find clients who want to be on Talk Shows, we are probably a good fit.

We have two billing options for clients. They can either pay per interview with no charge unless we book them on shows. Or we can take a flat monthly rate (minimum of \$2500/month; preferably \$5000 or more) for all the bookings we can deliver.

To the best of our knowledge we book more guests on more talk shows than any other independent agency. Despite the fact that we are not listed in O'Dwyer's top 100 PR firms, we still enjoy one of the top 10 Alexa.com ratings of all independent agencies in the U.S.

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July 18, 2011 Vol. 44 No. 27

NEWS CORP CALLS IN EDELMAN
Emotional News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its British operation.

F-H SHUFFLES MANAGEMENT DECK
Friedman Hillard named Jack Modzelewski to the newly created position of the American post to coordinate activity of the unit chief of regions in the U.S., Canada and Latin America.

THE FOUNDING GENERAL MANAGER OF F-H CHICAGO ALSO SERVED AS COO FOR EUROPE AND SOUTH AFRICA.
Modzelewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategic planning.

F-H CEO Dave Senay also topped J.C. Carter, GM/San Francisco, to the U.S. western president slot. Nancy Selinger, executive VP and former eastern president assumes global client relations duties. Bob Winslow, managing director for global technology, is now in charge of F-H's more than 30 practice groups and new product development.

CHIME RINGS UP HEALTHCARE DEAL
Chime Communications has acquired healthcare specialist Reynolds-Mackenzie for an initial payment of \$2M, a package of \$2.5M cash and stock.

THEME PARK OPERATORS SEEK PROPOSALS
The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.

DISCOVERY BAY DISCOVERS MMW
Discovery Bay Games, the Seattle-based company that produces game, apps and accessories for Apple's iPad, has selected MMW Group as agency of record.

APCO Worldwide has recruited Celia Mackay, former communications and partnerships director at the European Federation of Pharmaceutical Industries and Assn., as director of its healthcare practice in Brussels.

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

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

Page 1

ISRAEL DRAFTS TOURISM RFP
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Jewish State.

FED FINANCE ENTITY SEEKS PR
The Finance Institution used by the U.S. government to audit credit. Audit General Global requests that O'Dwyer's Co. submit a proposal to conduct a PR search with an RFP process open through July 29, 2011.

THE OVERSEAS PRIVATE INVESTMENT CORPORATION, AN "INDEPENDENT" ENTITY OF THE NATURAL GOVERNMENT BASED IN WASHINGTON, D.C., RECENTLY COMPLETED A "RESEARCH AND ANALYSIS" PROJECT TO IDENTIFY AND RECOMMEND AGENCY HELP FOR WORKING WEBSITE MARKETING AND DEVELOPMENT, SOCIAL MEDIA TRAINING, MEDIA RELATIONS AND MEDIA TRAINING.

AN RFP issued in July expires on Aug. 28 deadline, extended from its initial July 29 due date.

KODAK SEEKS PR HELP IN TAKEOVER DEFENSE
Kodak, the imaging giant announced in a filing Sunday, July 17, is working with Steve Frank, USNews.com's Editor-in-Chief as it prepares to

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RFPs and Other Solicitations for PR Services

Send RFPs to info@odwyerpr.com for listing. Note: RFPs are subject to changes and additions, so contact the issuer for any updates. "Best" RFPs may be available opening.

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

Category	State	Expiration	Agency	Amount	Market	Open	Ready	Remarks	Website
Healthcare	DC	08/11	08/11	\$1,000,000	Healthcare	Open	Ready	See...	...
Education	VA	08/11	08/11	\$1,000,000	Education	Open	Ready	See...	...
Government	VA	08/11	08/11	\$1,000,000	Government	Open	Ready	See...	...
Technology	VA	08/11	08/11	\$1,000,000	Technology	Open	Ready	See...	...
Travel & Tourism	IL	08/11	08/11	\$1,000,000	Travel & Tourism	Open	Ready	See...	...
Food & Beverage	WA	08/11	08/11	\$1,000,000	Food & Beverage	Open	Ready	See...	...
Retail	WA	08/11	08/11	\$1,000,000	Retail	Open	Ready	See...	...
Transportation	VA	08/11	08/11	\$1,000,000	Transportation	Open	Ready	See...	...
Public Safety	VA	08/11	08/11	\$1,000,000	Public Safety	Open	Ready	See...	...
Energy	VA	08/11	08/11	\$1,000,000	Energy	Open	Ready	See...	...
Manufacturing	VA	08/11	08/11	\$1,000,000	Manufacturing	Open	Ready	See...	...

Easily research past issues of O'Dwyer's newsletter on odwyerpr.com Get the latest RFP announcements and pick up new business

O'Dwyer's
Magazine

WIN THE HEADLINES: CAN THE MARKET HAS OUTWITTED THE FINANCIAL

THE UNINTENDED CONSEQUENCES OF SEC REGULATION NO. 14

INTERVIEWING PR AND IN DOES YOUR COMPANY NEED A DISCLOSURE REFRESH?

RANKINGS OF TOP FINANCIAL PR FIRM'S IN 2011

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

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

FINANCIAL PR SERVICES & INVESTOR RELATIONS

TRAVEL & TOURISM COMMUNICATIONS

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

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

Listed firms have expertise in:

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

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