



Jack O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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RF ACQUIRES ROGERS GROUP

Ruder Finn has acquired Los Angeles-based The Rogers Group, which had \$5.3M in 2010 fees, to beef-up the West Coast presence of the New York-based independent shop. RF is the nation's No. 4 PR firm with \$97M in 2010 fees, according to O'Dwyer's ranking of PR firms.

Peter Finn, CEO of Ruder Finn, said the deal will enable RF to expand its government, crisis and PA capabilities. He told O'Dwyer's that the acquisition puts RF near its goal of generating \$10M in fees from the West Coast.



Rogers

Ron Rogers assumes the presidency of the revamped Rogers Ruder Finn. The 68-year-old PR veteran calls the RF/RG combo "an unbeatable force on the West Coast." He also will serve as strategic counsel to RF nationwide. San Francisco-based Howard Solomon continues in his capacity as managing director, RF/West.

Rogers Ruder Finn clients include Bosch Home Appliances, Los Angeles Auto Show, Dole Packaged Foods, Harbor Freight Tools and L.A. County Dept of Public Health's tobacco and anti-obesity programs.

Ruder Finn West counts Hyundai's Hope on Wheels, Treasury Wine Estates, Marvell, Logitech, and StubHub as clients.

OGILVY INKS \$780K HONG KONG PACT

Ogilvy PR Worldwide has inked a two-year \$780K pact with Hong Kong to inspire and enhance confidence in that Chinese city as an international business and investment center.



Hong Kong

The WPP unit is to arrange media interviews with key members of the Government of Hong Kong Special Administrative Region and organize "casual VIP dinner/reception meetings" for influencers in the arts, medical sciences and public affairs, according to its federal filing. Special events tied to the Chinese New Year, film festivals

and the anniversary of Hong Kong's handover from the U.K. to China are to be promoted under the contract with a \$32,500 monthly retainer.

Ogilvy reports to Donald Tong, Hong Kong's commissioner for economic and trade affairs. Its CEO Christopher Graves served as Asia-Pacific chief before assuming the helm in 2009.

O'DWYER'S NL GOES DIGITAL

After 42 years in print, the O'Dwyer's weekly newsletter is going completely electronic as of this issue. Electronic is the quickest and best way to transmit news and information.

Subscribers will get their eight pages of news and opinion on Monday as of 2 p.m. rather than Thursday, Friday or later via the U.S. mail.

Besides speed of delivery, e-mail distribution allows important links to other websites and databases to be embedded in the stories and editorials.

Color will be used for PR personnel appointments and pictures and graphics of many types. Announcements of new clients of PR firms can include color logos of the clients and their products.

An expansion of the "New Accounts" section of the e-NL is possible since the NL can be expanded beyond eight pages if necessary.

News of new products of service firms will also be sought. These can be illustrated with links to further information.

Special Intro Offer: 5 Products for \$295

The NL files are being "optimized" for almost instant downloading. Subscribers agree to print out only one copy of the PDF and not to forward it. Further distribution of the PDF file can be tracked electronically.

As a special introductory offer, new subscribers can obtain the five O'Dwyer products for \$295. Included are one-year subscriptions to the e-NL; one-year access to www.odwyerpr.com, which has ten years of archived stories, databases, opinions and tutorials; copy of the upcoming 2011 *O'Dwyer's Directory of PR Firms* (1,700 firms), and a one year subscription to *O'Dwyer's* monthly magazine, which includes the *O'Dwyer's PR Buyer's Guide* to 1,000 PR products and services in 60 categories.

Site licenses are available so that an entire firm or corporate PR department has access to e-NL and the O'Dwyer website. A site license for a firm with ten employees would cost \$1,000 yearly. \$100 would be added for each additional employee. A firm or PR dept. with 25 employees would pay \$2,500 yearly.

Site licenses are being handled by publisher Jack O'Dwyer (jack@odwyerpr.com) and associate publisher John O'Dwyer at john@odwyerpr.com.



This issue
Firm rankings
for New York,
New Jersey,
Los Angeles,
Southeast
U.S., Chicago,
and Washington, D.C.

HARBOUR WORKS ANTI-GADAFI BEAT

The Harbour Group is working for the Libyan Transitional National Council to achieve official U.S. recognition and control of the assets of Col. Gaddafi's government that are frozen in American financial institutions, according to the agreement between the parties.

The Council wants to form national political and civic institutions that would lead to free and fair elections. It supports the "inalienable rights" of people to free expression and rejects "racism, intolerance, discrimination and terrorism."

THG, working on a pro bono basis, will push for U.S. humanitarian assistance to Libya and other goals of the Council via preparation of speeches, social media platforms, outreach to think tanks and conferences.

THG also represents the United Arab Emirates and its U.S-Emirates Alliance, work that is pegged in the \$2M a-year range.

KEY GADAFI DEFECTOR SEEKS PR FIRM

Moussa Koussa, the Libyan foreign minister who defected to the U.K. dealing a major blow to the Government of Col. Gaddafi, is looking for a PR firm, according to a report in EUobserver.com.

A close confidante of Gaddafi for 30 years, Koussa ran Libyan intelligence and is suspected of being the mastermind behind the Pan Am bombing over Lockerbie that killed 270 mostly Americans and supply of Semtex to the Irish Republican Army to power bombings in Northern Ireland.

Scottish prosecutors have requested access to Koussa and the International Criminal Court in the Hague wants to question him about the Gaddafi's regime killing of Libyan civilians.

The Obama Administration on April 4 lifted the freeze on Koussa's assets in a bid to encourage him to provide inside information on Gaddafi. British authorities, who have not granted immunity to Koussa, have asked the EU to lift current restrictions on him.

A Koussa aide approached Bell Pottinger about PR, but Lord Bell turned down the opportunity. BP has handled hot spots such as Sri Lanka, Bahrain and Yemen.



Koussa

SBARRO GOES BELLY UP WITH SV&C

Sbarro, which grew from a mom & pop eatery in Brooklyn 50 years ago to a 1,045-member Italian food chain in 42 countries, is using Sard Verbinen & Co. to handle its pre-negotiated bankruptcy chain.

The recession and collapse of shopping mall sales dealt a wallop to the Melville,-based operation. Sbarro also is saddled by debt connected to its 2007 buyout by MidOcean private equity firm. A successful reorganization will remove \$200M debt from its balance sheet.

Interim CEO Nicholas McGrane sees post-Chapter 11 survival based on the chain's position as "one of the most recognizable restaurant brands in the world."

That company registered a hefty \$29.3M loss during the first nine months of 2010 on revenues of \$240M. It shut down 150 restaurants since 2009.

SV&C's Jim Barron and Nathaniel Garnick handle Sbarro's media relations for Sbarro's fall from grace.

NEXT FIFTEEN REVENUE UP 19%

Next Fifteen Communications Group on April 5 reported a 19% increase in revenues for the six months ended January 31 to £40.8M, boosted by acquisitions like The BlueShirt Group, digital work, and a rebound in the U.S. market.

On an organic basis, revenue rose 7% for the period – 11% in the U.S., which contributes 53% of its revenue.

The parent company of PR firms like Text 100 and M Booth & Associates said a transition to digital is paying off.

"Our deep heritage in technology and investments in digital have put us in a great position to grow both our core customer base and into adjacent markets," said chairman Will Whitehorn, who said clients Zynga, Facebook, American Express and Google expanded their work with Next Fifteen firms during the period.

Tech is about 73% of its PR business.

NF acquired The Blueshirt Group in an \$11M deal in October and the firm contributed about £1M in revenue over the past three months. Edison Research noted Blueshirt is benefitting from an uptick in the U.S. tech IPO market. Next Fifteen also bought Hong Kong-based OneXeno for its Bite unit, Glasshouse Partnership to become part of Lexis, and design firm Type 3.

D.C. REGION REVIEWS CLEAN AIR PR

The regional planning organization for local governments in and around Washington, D.C., is reviewing its \$130K PR account supporting Clean Air Partners, a non-profit aimed at curbing pollution.

The Metropolitan Washington Council of Governments issued an RFP March 18 for an "expert marketing and communications firm" in the metro D.C.-Baltimore region to handle a media campaign, social media, web support, outreach and other PR.

PRR, a Seattle-based agency with a D.C. office, has previously handled the work.

A base one-year contract is planned. The \$130K budget does not include costs for placing any advertising. Pitches are due April 18. RFP is at odwyerpr.com/rfps.



CLEAN AIR PARTNERS

RUSSIA EXTENDS APCO FOR \$1M

Russia's state-owned nuclear holding company has extended APCO's public affairs and communications support contract six months through Sept. 30 for a \$1M.

That sum includes an 18 percent value-added tax that is paid by client Techsnabexport directly to the budget of the Russian Federation, according to the contract.

The Washington-based independent firm works the State/Energy Depts. and the U.S. Nuclear Regulatory Commission on the implementation of the nuclear agreement inked in January by Russia and the U.S. to foster cooperation in development of peaceful uses of nuclear energy.

The PR firm also seeks joint ventures for Rosatom in uranium enrichment based on Russian technology.



ROSATOM

BLACK BOUNCED FROM NYC SCHOOLS POST

Cathie Black, the former Hearst Corp. executive hand-picked by New York Mayor Mike Bloomberg to run the nation's largest school system, is being replaced.

"The First Lady of Magazines" succeeded Joel Klein, who now is a top aide to Rupert Murdoch on educational businesses. She was the first woman head of the 1.1M student system.

Her appointment met with a storm of opposition from parents and public school administrators who were stunned that a non-educator was given the chancellor spot.

Deputy chancellor John White, who was in charge of teacher effectiveness, classroom innovation and labor policy, announced April 6 that he is leaving to head the New Orleans system. He is the fourth top educator to exit since Black

was took the job three months ago. Her approval rating is below the 20 percent mark, according to a Quinnipiac poll.

Bloomberg touted Black's business-savvy in giving her the post. He lauded her as a "great New Yorker" and a person who is "brilliant, innovative and driven."

Deputy Mayor Dennis Walcott, who advises Bloomberg on educational issues, is Black's replacement.

At Hearst, Black was responsible for 2,000 staffers working at titles such as *Cosmopolitan*, *Town & Country*, *Esquire*, *Marie Claire*, *Good Housekeeping*, *Popular Mechanics*, *Harper's Bazaar* and *Redbook*.

Earlier, she was president and publisher of *USA Today* and executive VP at its parent company, Gannett.

Black served as president & CEO of the Newspaper Assn. of America and was the first woman to head a major weekly magazine when she became publisher of *New York* in 1979.



Black

IPG OWNS FACEBOOK STAKE

Interpublic owns an investment stake in social networking behemoth Facebook that is worth between \$200M and \$300M, according to a report in the *Financial Times*.

IPG divulged its holding in a footnote in its annual report. "From time to time, we make investments in privately held companies that we believe may be of interest to the advertising and marketing sector," IPG disclosed.

"Certain of these investments, the most significant of which is Facebook, have significantly appreciated compared to their cost, but there can be no assurance as to the terms on which we would be able to dispose of any such investment," the company said.

The FT notes that the Facebook stake is "welcome for the group, which is recovering from a tough few years during the recession. That investment is now big enough to require IPG to file it with the Securities and Exchange Commission.

IPG reportedly paid less than \$5M in 2006 for its less than one-half percent stake in Facebook. The social networker is valued at \$15B.

BECK CALLS IT QUILTS AT FOX

Glenn Beck is leaving his daily Fox News Channel program by the end of year, opting to develop other on-air and online programming for the News Corp property.

"Glenn Beck" has been a staple of Fox News since its early 2009 launch.

Fox News and Mercury Radio Arts, Beck's production company, released a statement April 6 to announce that Beck "intends to transition off of his daily program, the third highest rated in all cable news, later this year."

Roger Ailes, CEO of Fox News, lauded Beck as a "powerful communicator, a creative entrepreneur and a true success by anybody's standards."

In turn, Beck believes "America owes a lot to Roger Ailes and Fox News." He added: "[I] cannot repay Roger for the lessons I've learned."

Joel Cheatwood, senior VP/development at Fox News, is joining Mercury on April 24 to manage the new partnership. Fox News Channel claims Beck's program averaged more than 2.2M total viewers since it debuted 27 months ago.



Beck

ROMANO EXITS WAPO FOR BEAST

Lois Romano, a 30-year veteran of the *Washington Post*, is taking a job at Tina Brown's *Newsweek/Daily Beast* operation. She joined the Post after the shutdown of the *Washington Star*.

According to a memo from WaPo's national editor Kevin Merida, Romano is a "specialist at writing political profiles and covering the Washington scene." She wrote for the paper's "Style" section until 1995 and pioneered the "The Reliable Source" column.

Romano has been a national correspondent focused on the southwest and led the paper's coverage of the Oklahoma City bombings.

She follows WaPo's former media guru Howard Kurtz to Brown's operation.



Romano

IRAQI POLICE PR CHIEF ARRESTED

The head of media relations for Iraq's Dhi Qar province was arrested last week after writing articles critical of the government, according to watchdog groups.

Murtadha al-Shatour, the PR chief for the provincial police based in Al-Nasiriyya, was taken into custody by Iraqi security forces on April 4 after he published a web article in January criticizing government security policies, according to the Committee to Protect Journalists.

He is a regular contributor to *Azzaman*, an independent daily newspaper.

The Journalistic Freedom Observatory, an Iraqi media watchdog, said politicians were behind al-Shatour's arrest. *Assafir Press* reported that his piece criticized Prime Minister Nouri al Maliki's process for choosing security ministers from his own party. The publication said al Maliki ordered the arrest.

Ranking of New York PR Firms

Firm	2010 Net Fees	Staff
1. Edelman	112,536,873	583
2. Ruder Finn	70,665,000	295
3. Cooney/Waters Group	14,088,673	38
4. Hunter Public Relations	12,005,679	72
5. 5W Public Relations	11,393,178	69
6. Taylor	10,856,020	N.A.
7. Makovsky + Co.	10,800,000	50
8. Peppercom	10,470,758	N.A.
9. RF Binder Partners	10,200,000	63
10. CJP Communications	10,077,944	46
11. Kaplow Communications	9,391,061	52
12. APCO Worldwide	7,427,800	23
13. Linden Alschuler & Kaplan	6,355,000	34
14. Lou Hammond & Assocs.	5,944,317	31
15. Development Counsellors Int'l	5,936,428	43
16. Text 100 Global	5,500,000	40
17. Catalyst Public Relations	5,134,552	25
18. Bliss Public Relations	5,134,000	33
19. Quinn & Co.	4,874,043	40
20. ICR	4,447,536	24
21. Gibbs & Soell	4,312,120	29
22. Intermarket Communications	3,929,978	17
23. CooperKatz & Co.	3,909,356	27
24. The Horn Group	3,690,000	5
25. Widmeyer Comms.	3,596,617	15
26. CRT/tanaka	3,482,650	N.A.
27. Allison & Partners	3,331,000	7
28. Middleberg Comms.	3,300,000	18
29. Dukas Public Relations	2,791,630	15
30. Affect Strategies	2,572,299	13
31. Padilla Speer Beardsley	2,432,652	N.A.
32. Coyne PR	2,370,800	13
33. Zeno Group	2,343,498	18
34. Travers, Collins, Buffalo	2,288,788	13
35. Regan Comms. Group	2,017,245	N.A.
36. Text 100 Global, Rochester	2,000,000	13
37. Bender/Helper Impact	1,952,348	N.A.
38. Trylon SMR	1,723,708	10
39. TGI Healthworks, Upper Nyack	1,238,120	5
40. LVM Group	1,184,081	6
41. Feintuch Comms.	827,427	4
42. Wordhampton PR, E. Hampton	821,130	8
43. Target 10 Niche Marketing & PR	820,543	4
44. Butler Assocs.	602,042	2
45. Bridge Global Strategies	444,560	3

Ranking of Southeast PR Firms

Firm	2010 Net Fees	Staff
1. French/West/Vaughan, Raleigh	13,597,663	74
2. Capstrat, Raleigh	11,800,000	88
3. Edelman, Atlanta	11,450,491	68
4. Jackson Spalding, Atlanta	8,451,961	65
5. Gibbs & Soell, Raleigh	7,712,189	24
6. Taylor, Charlotte	6,393,306	N.A.
7. McNeely Pigott & Fox, Nashville	5,906,421	56
8. Dye, Van Mol & Lawrence, Nashville	5,228,376	43
9. CRT/tanaka, Richmond	5,051,083	N.A.
10. Peritus PR, Louisville	4,053,861	33
11. Seigenthaler PR, Nashville	3,902,301	22
12. Jarrard Phillips Cate, Nashville	3,286,129	12
13. Dodge Comms., Roswell, GA	2,875,240	21
14. Brandware PR, Atlanta	2,284,864	11
15. Godwin Advertising, Jackson, MS	2,062,298	8
16. Trevelino/Keller Comms., Atlanta	1,898,152	12
17. Luckie & Co., Birmingham	1,311,409	5
18. Guthrie Mayes, Louisville	1,182,133	8
19. Katcher Vaughn & Bailey, Nashville	1,152,110	10
20. MDi Media Group, Mobile	367,556	3
21. Intermark Group, Birmingham	305,289	2

Ranking of Los Angeles PR Firms

Firm	2010 Net Fees	Staff
1. Edelman	13,620,035	105
2. Davies, Santa Barbara	8,359,275	28
3. Rogers Group	5,351,676	22
4. Cerrell Assocs.	4,789,582	23
5. Zeno Group	4,042,605	20
6. Bender/Helper Impact	3,789,852	42
7. Revive PR, Santa Barbara	3,750,000	14
8. Phelps Group, Santa Monica	3,364,150	19
9. MWW Group	2,707,000	N.A.
10. RL PR & Marketing	2,659,828	20
11. Ruder Finn	2,551,000	10
12. ICR	2,316,876	N.A.
13. IW Group, W. Hollywood	2,043,000	10
14. Allison & Partners	1,659,696	7
15. Blaze PR	1,361,558	9
16. VPE Public Relations, S. Pasadena	1,173,095	14
17. CRT/tanaka	1,116,442	N.A.
18. J Public Relations, San Diego	1,046,385	14
19. Edge Comms., Encino	715,924	3
20. Lee & Assocs., Costa Mesa	699,658	5
21. Taylor	582,365	N.A.

Ranking of Chicago PR Firms

Firm	2010 Net Fees	Staff
1. Edelman	81,772,888	503
2. Jасulca Terman & Assocs.	6,066,569	42
3. FoodMinds	5,647,086	19
4. Public Communications	4,913,153	45
5. L.C. Williams & Assocs.	4,385,887	26
6. Zeno Group	3,727,672	29
7. MWW Group	3,356,000	N.A.
8. Gibbs & Soell	3,249,169	26
9. APCO Worldwide	2,596,000	10
10. O'Malley Hansen Comms.	2,385,000	13
11. Ruder Finn	1,950,000	1
12. Taylor	1,468,309	N.A.

Ranking of Washington, D.C., PR Firms

Firm	2010 Net Fees	Staff
1. APCO Worldwide	59,310,400	210
2. Edelman	56,648,883	282
3. Qorvis Comms.	29,713,320	98
4. Levick Strategic Comms.	9,023,546	40
5. Hager Sharp	8,048,546	45
6. Imre, Baltimore	7,698,000	66
7. Crosby Marketing, Annapolis	7,542,845	44
8. Widmeyer Comms.	6,991,285	39
9. Merritt Group, Reston, VA	6,196,736	33
10. GYMR	5,758,162	29
11. Spectrum	5,390,000	22
12. MWW Group	4,314,000	N.A.
13. Gibraltar Assocs.	3,981,151	14
14. Zcomms., Bethesda, MD	1,933,985	12
15. Jones Public Affairs	1,712,916	13
16. Zeno Group	1,142,000	9
17. Ruder Finn	1,142,000	14
18. Allison & Partners	744,000	6

Ranking of New Jersey PR Firms

Firm	2010 Net Fees	Staff
1. MWW Group, East Rutherford, NJ	\$20,913,000	N.A.
2. Coyne PR, Parsippany	13,680,300	60
3. Beckerman, Hackensack	6,133,666	48
4. Comms. Strategies, Madison	3,948,888	15
5. MCS Healthcare, Bedminster	3,874,213	19
6. Winning Strategies, Newark	3,449,750	20
7. Rosica Strategic PR, Paramus	1,917,017	18

NEWS OF PR FIRMS

TCG OPENS IN ISRAEL

The Cline Group, Philadelphia, has opened an Israel office in Jerusalem intended to improve the firm's service to current and prospective clients in the U.S., Europe and Israel.

Josh Cline, CEO of TCG and a veteran of Regan Communications Group, said his firm handles Israeli emerging growth companies of all sizes and non-profit organizations and claims to be the only firm in America and Israel with a dedicated global team partnering with the Israeli community.

"It is very important for Israeli companies today to have a global team with international experience," he said.

Managing director Daniel Goldstein will oversee development of the Israel outpost. He previously led brand management, marketing, PR and social media strategies for a large "Taglit-birthright" program sponsoring youth trips to Israel.



Cline, Goldstein

ERA REVIEWS PR ACCOUNT

Real estate giant ERA Franchise System is in the midst of a search for a PR agency, confirmed Melissa Campbell, director of PR, who joined the company in January.

ERA hired Gibbs & Soell in early 2009 after a competitive review as its first retainer firm but the two have parted ways.

Campbell said the company is entering the final stretch of the review process and has met with firms of various sizes to find a "strategic agency partner." She hopes to hire a firm by June 1.

Campbell moved to ERA from sister company real estate company NRT. Both are units of New Jersey-based Realogy.

UFC PR DIRECTOR STARTS FIRM

Jen Wenk, PR director for the widely popular mixed martial arts events producer Ultimate Fighting Championship, has left to form StarPR in Las Vegas.

Start-up client is Authentic Sports Management, which represents several MMA fighters.

UFC hired Caren Bell as VP of communications in January from S2BN Entertainment, where she held the same title. Bell was VP/comms. for Live Nation, director of U.S. media relations for Nike, and senior VP of global comms. for Tommy Hilfiger.

Wenk, who is accredited by PRSA, spent six years heading UFC PR, guiding and defending its image as MMA rose in popularity in the U.S. and abroad.

RFP: Shaker Heights, a leafy Cleveland suburb, is on the hunt for a PR agency as it prepares for its centennial in 2012 and looks to attract more businesses. The city of 30,000 was cheered by recent census figures that showed it only lost 3.3 percent of its population, a positive sign in recession-plagued Ohio. An RFP calls for PR agency pitches through April 15 to guide media relations and pursue awards and recognitions for the city. Download the RFP at odwyerpr.com/rfps.

NEW ACCOUNTS

New York Area

Cornerstone, New York/Ace Hotel & Swim Club Palm Springs' Desert Gold events package, for PR outreach, onsite management of events and gifting suites and VIP outreach.

Crenshaw Communications, New York/20x200, art e-commerce website, as AOR for PR targeting the art, technology, and business communities.

5W PR, New York/KRUPS, appliances, for an integrated PR program to promote its products and legacy in the consumer marketplace. Elements include media and trade relations, social and digital media activations, celebrity integrations, co-branded partnerships, special events and more.



DQMPR, New York/Finnair, Finland airline which is expanding its Asia routes, for PR.

Vision Media Marketing, Secaucus, N.J./The Phoenix Center, non-profit school for students with special needs, for PR. The firm has also landed several Democratic candidates for office in New Jersey.

East

Schwartz Communications, Waltham, Mass./Dartfish, video technology for sports federations and other groups for performance training, as AOR for PR.



Howard, Merrell & Partners, Raleigh/Gear to Grow, Utah-based organization which takes donations from outdoor retailers and distributes them to non-profits, for an integrated communications campaign.

Southeast

GolinHarris, Atlanta/Morehouse School of Medicine, for strategic counsel, branding, message development, thought leadership, direct marketing, media relations, digital, and special communication projects and initiatives.

Cohn & Wolfe, Atlanta/Valvoline, for launch of its NextGen motor oil, including consumer PR strategy, sponsorship activation, event management and traditional and digital media engagement. C&W has worked with Valvoline since 2009 and is U.S. AOR.



West

LEWIS PR, San Francisco/TransGaming, video game distribution across multiple platforms, for a media relations campaign in the U.S. and Canada, following a competitive pitch process. Syreeta Mussante, VP, leads the program.

R. Antonette Communications, Long Beach, Calif./Bike Long Beach, for a road safety awareness campaign with Canyon Country, Calif.-based The Wolcott Company, and the City of Claremont, Calif., for a tourism marketing initiative with Wolcott and Glendale firm Be in the News.

Bob Gold & Associates, Torrance, Calif./Outside Television, TV network affiliated with *Outside* magazine, for a strategic communications program. — **Greg Hazley**

NEWS OF SERVICES

GRUPP LEAVES IPR; OVAITT RETURNS

Robert Grupp, president and CEO of the Institute for PR, Gainesville, Fla., for nearly two years, is going back to his consulting business and will be succeeded by Frank Ovaitt, previous president/CEO.

IPR has had some difficulties raising funds in the past several recessionary years. Net assets fell to \$234,238 in the year ended Dec. 31, 2009 from \$288,325 in the previous year. Revenues declined to \$635,222 from \$747,700, according to its most recent available report dated May, 2010.

Grupp's salary was \$150,000. He and Ovaitt each got \$72,750 in 2009.

Donald Wright, trustee who is a professor of PR at Boston University, was paid \$40,000 for conducting a forum for IPR. Trustee Don Stacks received \$10,000 as a forum director.

Ovaitt will continue to be based in McLean, Va., where his home is.

Michelle Hinson, who has been working part time in recent months, will continue as director of development. Full-time staffer is Jenn Moyer, Foundation operations manager.

Matt Gonring, co-chair with Mike Fernandez, said Grupp "expanded our global platform and provided important leadership through a challenging economic environment for all not-for-profit institutions."

He said IPR is "fortunate to have someone of Ovaitt's caliber" to come back. Ovaitt had previously served five years as president/CEO.

Fernandez also thanked Grupp for his "commitment and important contributions."

Grupp and Ovaitt continue as trustees.

WPIX HAUNSS TO WEST GLEN

WPIX-TV reporter Allison Haunss has joined digital publicity company West Glen Communications, New York, as a producer.

Haunss exits the New York-based Tribune station after three and a half years.



Haunss

She will continue to freelance at WPIX-TV while working at WestGlen.

Haunss was previously with News 12 Connecticut, serving as anchor for its weekday evening and nightly news casts.

Earlier stints were in Pittsburgh, Amarillo, Monroe, La., and Sioux Falls, S.D.

PRN UNVEILS LATINO CONTENT PACKAGE

PR Newswire introduced a digital media player and landing page service geared toward Latino audiences and media last week dubbed ARC Latino.

The service is aimed to combine video, photos, coupons and promotion content in a single distribution point formatted in English and Spanish. Content is distributed through Hispanic PR Wire and PRN's Hispanic Digital Network.

Video and audio content, limited to five segments per ARC page, can be shared across the web and embedded into pages or blogs.

PEOPLE

Joined

David Kalson, executive managing director, RF | Binder Partners, to Ricochet PR, New York, as CEO. Prior to 10 years with RFB, he was at parent Ruder Finn for four years and handled clients like Entergy, Eli Lilly, and Irving Oil. **Todd Aydelotte**, founder and president of Ricochet, held the CEO title after former partner CEO **Josh Silverman** left the firm in 2009. Earlier stints for Kalson included Hill & Knowlton, E Bruce Harrison and a 10-year term as director of PR for the American Institute for Physics.



Kalson

Ryan Donmoyer, Bloomberg News reporter, to Ernst & Young, Washington, D.C., in a senior writing role focused on developing "strategic thought leadership" for the firm's tax practices, as well as for the global organization. Donmoyer joined Bloomberg in D.C. covering tax policy in 2000.

Timothy Peters, former director of corporate affairs at McDonald's Corp., to Edelman, as a senior VP in the firm's Chicago corporate affairs practice. Peters was senior director of global stakeholder engagement and, earlier, director of corporate citizenship and issues management. He was founder and principal of Allianceworks Group, a public affairs consultancy, and worked in legislative and political roles for former U.S. House Speaker Dennis Hastert (R.-Ill.) and other members of Congress.

Michelle Welsh, entrepreneurship editor, *Crain's Detroit Business*, to Eisbrenner PR, Royal Oak, Mich., as an A/E. She previously was corporate comms. manager with Blue Line Foodservice Distribution. The firm has also added **Amber Kaipi** as marketing coordinator on its Walsh College account, and **Kara Yadach** as an A/C.

Promoted

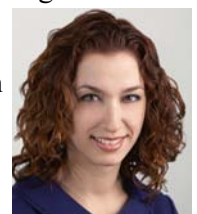
Ashley Hoptay and **Megan Sedahl** to A/Es, HCK2 Partners, Dallas. **Allison Lowe Burum** was upped to senior A/E and **Thomas Moore** to account director.



Hoptay, Sedahl

Chris Capossela was promoted at Microsoft to take over for outgoing marketing chief **Mich Mathews**, the former PR chief who said last week she is retiring from the company. Capossela was named senior VP of consumer channels and central marketing, overseeing corporate communications, advertising and marketing.

Stacy Nobles to director of communications, Wolters Kluwer Corporate Legal Services, the U.S. division of European information services company Wolters Kluwer. She joined six years ago after stints with Peppercom and Connecting Point Comms. and leads internal and external comms.



Nobles

STUDY: AMAZON HAS BEST U.S. REPUTATION

Amazon.com rose 20 places to become the most reputable U.S. company for 2011, according to an analysis of the 150 largest U.S. public and mutual companies conducted by the Reputation Institute.

Amazon, ranked 21 last year, led Kraft Foods, Johnson & Johnson, 3M and Kellogg's to round out the top five.

The RI uses polling to gauge "trust," "admiration," "esteem" and "good feeling" about the companies to form a score. The Institute says those emotional responses are based on seven dimensions of a company - leadership, citizenship, governance, workplace, innovation, products/services and performance.

Time Warner posted the largest gain on the reputation index for 2011, up nearly 15 points from 2010, when it fell by 7.45 upon its split from AOL. Other notable improvements for the 2011 index were General Motors (#110; +10.69), Ford (#57, +7.18), Citigroup (#144; +9.11), Morgan Stanley (#123; +8.04) and State Farm (#48; +7.60).

Taking the biggest hits were Rite Aid (#93; -10.73), Goldman Sachs (#147; -9.60), McDonald's (#115; -9.93), AT&T (#133; -7.92), General Electric (#65; -7.26), and Microsoft (#47; -6.55).

The Institute said sector reputations that were battered during the financial crisis, including automotive and banking, showed signs of rebounding this year.

Of the seven dimensions that drive a company's image, the RI said the products/services provided, governance and citizenship account for nearly half of a company's reputation.

MEMORIAL SET FOR BURGER

A memorial service for the late PR icon Chet Burger has been set for Saturday, May 7, at the Century Association's Club, 7 West 43rd Street, in New York at 2:30 p.m.

Burger, who died at 90 on March 22, is credited with building PR's recognition as a management function during his long career.

Guests are asked to RSVP by April 15 to Jim Arnold (james[at]jamesarnold[dot]com) as capacity is limited. Wine and hors d'oeuvres will be served after the ceremony.

"On behalf of the whole family, we look forward to hearing from you and hope to see you soon," said a message from Chet's sons, Jeff and Todd Burger.



Burger

KKR'S McKILLOP TO EDELMAN

Peter McKillop, who was director of global communications for Kohlberg Kravis Roberts & Co., has joined Edelman as executive VP/financial communications.

At KKR, McKillop handled its high-profile listing on the New York Stock Exchange, branding, corporate, transactional communications and social responsibility matters.

Earlier, he was senior VP-communications at Bank of America's consumer and small bank operation, in charge of integrated marketing campaigns for checking, credit cards, small business lending and real estate.

McKillop served overseas in J.P. Morgan's Asia-Pacific operation. He spearheaded marketing and communications for Japan, Singapore, China, Hong Kong and Australia.

McKillop dealt with PA, crisis and strategic marketing in Japan for Burson-Marsteller.

At Edelman, McKillop reports to Justin Blake, managing director of corporate and public affairs in N.Y.

Blake expects McKillop will help companies that have taken a "reputational hit" in the financial category "that is among the least trusted sectors in the country."



McKillop

NY NON-PROFIT SEEKS PR FIRM

The Doe Fund, a \$50M New York non-profit that provides services and opportunities for the homeless and unemployed in the Big Apple, is looking for a PR firm via RFP through April 21.

The Fund said it wants an agency with non-profit experience in areas like prisoner reentry, homelessness and social entrepreneurship. It declined to identify the incumbent.

Media relations and training, online reputation efforts, speaking engagements and other PR tactics are included in the brief.

The group, which has a \$50M budget, 400 staff members and 50,000 individual donors, said it will narrow a field to three or four firms by the end of the month.

Download the RFP at odwyerpr.com/rfps.



BUSH'S TOP LOBBYIST TO JOIN CITI

Candida "Candi" Wolff is joining Citigroup May 2 as executive VP for global government affairs. She will report to Ed Skyler, executive VP for public affairs.

Wolff was President George W. Bush's top lobbyist from 2005-07, responsible for economic, international and national security issues. She assumes Citi duties of Nick Calio, who also was Bush's top lobbyist. He exited last year to helm the Air Transport Assn.

Wolff was deputy staff director to the Senate Republican Policy Committee, counsel to the Senate Steering Committee and counsel to former Wyoming Senator Malcolm Wallop. Most recently, she was a partner at D.C. law firm Hogan Lovells, which represents Japan and Saudi Arabia.

PR OPINION

Former Wall Street Journal ad columnist Joann Lipman, writing in the April 11 *Newsweek*, says that the WPP Group, whose clients spend \$72 billion yearly on media and PR, "can practically make or break any media operation."



Sorrell

Together with Omnicom (\$60B) and Interpublic (\$30B), the spending of these giants totals more than \$160B. They can decide who lives and who dies.

Their ad/PR units as well as many others decided that *PR Reporter*, *PR Quarterly*, *Reputation Management*, and four other PR publications should die. They did.

We're not talking just ads but subscriptions since almost no individual these days will fork

over personal money for a business publication. PRQ, a good outlet for PR professors and PR pros and which died in its 50th year, had less than 900 circulation and was lucky to have one ad per issue.

Its ad salesman told us he pounded on doors up and down Madison ave. for years and got nowhere.

Enormous power over media is in the hands of a few individuals. The ad buying arms of the conglomerates have multiplied this power.

Lipman, interviewing WPP's Martin Sorrell, found he is concerned over the plight of media since subscription and advertising are no longer sufficient to support them.

Sorrell favors paywalls for websites, consolidation of media, and government subsidies such as received by the BBC and Australia's free-to-air TV and radio stations.

Lipman notes that National Public Radio and public TV are the object of a "Republican outcry" about their government subsidies.

Because of the miracle of debt (banks lend to ad/PR conglomerates because they are confident of getting the interest paid), conglomerate execs are among the highest paid. Debt of WPP is \$6.29B, Omnicom, \$3.20B, and IPG, \$1.74B for a total of \$11.23B. Revenues of WPP are \$15.2B, OMC, \$12.5B, and IPG, \$6.53. Since total income is about \$34B, debt is about one-third of that.

Would banks allow a PR firm with \$10M in income to have a debt of \$3M?

Yale Features 'Sex Week' Each Spring

The spin last week on sexual behavior at Yale was enough to make anyone dizzy.

The *New York Times* April 8 said women were being mistreated by men and that 16 have complained to the Dept. of Education.

This surprised Meghan Clyne of National Affairs who said Yale women themselves are part of an "anything goes" sexual climate that includes a "Sex Week" each spring.

Classes include talks by porn stars, lessons in masturbation, "erotic piercing," and a "fetish fashion show." Males parade around the campus shouting "No means Yes" and "Yes means any orifice."

The Women's Center at Yale has hosted films on lesbian pornography, "how to get the most out of sex toys,"

and workshops on drag.

Dr. Leonard Sax, in "Girls on the Edge," says drinking by college women, which lessens their inhibitions, has skyrocketed in recent years and that more women than males now "meet the clinical criteria for alcohol abuse."

Concentration of wealth in the hands of the top one percent of the U.S. population comes under attack in an article in the May *Vanity Fair* by Nobel-prize winning economist Joseph Stiglitz.

Stiglitz says the top one percent of Americans take in nearly a quarter of the nation's income and control 40% of the wealth (vs. 12% and 33% 25 years ago), and are inviting revolts of the type that have rocked the Mideast. The article is the most popular one in the issue, VF reports.

The April 10 *New York Times* had a major article on soaring CEO pay.

Among those taking good care of themselves are Connecticut State employees. CTSunlight.org reports that 1,126 make more than the governor (\$150,000).

The 12 top paid include UCONN doctors and administrators: Cato Laurencin, dean of the Med School, \$918K; Dr. John Nulsen, lead physician, Center for Advanced Repro Services, \$881K; James Whalen, assoc. prof., dermatology & surgery, \$839K, and eight others making \$500K+.

Jim Calhoun, basketball coach, makes \$2.3M; Geno Auriemma, women's basketball coach, \$1.6M, and Randy Edsall, football, \$1.5M. Police chief Robert Hudd gets \$246,961 to boss 76 cops while NYC's Ray Kelly gets \$189K to boss 37,838 cops. The UCONN board has no power over pay scales.

It's no wonder UCONN undergrads are paying \$100,000 for an education, a price 24X the price level of the 1950s although the CPI only rose eight times since then.

The Communication Sciences Dept. lists 49 undergrad courses including those on mass media's impact on "individuals and society"; TV, pornography and alcohol on TV; video games; ability to engage in small group situations; "frightening media, violent TV"; "communication technology in social change," etc.

The profs and the 450 undergrads in the dept. should examine the rankings of PR firms by this company and *PR Week/U.S.* because that's where a lot of PR jobs will be.

Required reading should be "Deadly Spin" by Wendell Potter, 20-year PR vet of Cigna of nearby Hartford, who shows the fierce pressures at work in politics, PR and the media. This book is worth more than all the PR texts combined.

PR Society of America has created "The Business Case for PR."

This is an unfortunate title even though, as far as we can determine, no elected leader or staffer is preaching it in person. The word "business" has a lot of bad meanings. When you give someone "the business," you are doing them harm. The "business end" of something is part that hurts them such as the head of a hammer. If you are "all business," it means you are cold and officious.

There is a harsh, hard sell quality about the word when PR is supposed to mean conciliation, compromise.

A better title would be: "PR: America's Corporate Conscience," or "PR: Corporate Truth-Teller." How about just "The Case for PR." But no "PR for PR" program is going to work if PR Society leaders/staff stay in seclusion or cloistered talking to themselves.

— Jack O'Dwyer