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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## FLORIDA COUNTY SEEKS TOURISM PR

Florida's Manatee County is reviewing a four-year PR contract for tourism with an RFP process open through late August.

The Bradenton Area Convention & Visitors Bureau, covering a southwest Florida region between Tampa and Sarasota and funded by a tourism tax on hotel stays, issued an RFP July 21 with the goal of tapping a PR firm to boost county tourism through positive media exposure and other PR tools like social media.

The account includes overall PR strategy, media relations, monitoring, and special projects like media tours and crisis communications.

The area's main attractions are its 150 miles of coastline that include Anna Maria Island, Longboat Key, Bradenton and Lakewood Ranch. Eco-tourism has been a focus for the region.

Hayworth Creative PR of Oromond Beach, Fla., is the incumbent.

Deadline is Aug. 23. RFP: <http://odwpr.us/odzrAJ>.

## EDELMAN EXITS BURGER KING

Edelman, which has represented Burger King since 2005, has declined to re-pitch the business of the fast-feeder that was purchased by 3G Capital in October.

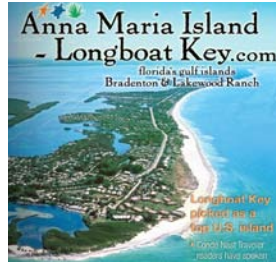
Richard Edelman told O'Dwyer's that Burger King planned to slice its PR budget in half, but wanted a similar commitment to the account from the No. 1 ranked firm. Under those conditions, there was no way the firm could succeed, he said.

3G Capital, backed by a group of Brazilian investors, acquired Burger King for \$4B including debt. The transaction was the biggest restaurant deal in a decade, according to Bloomberg.

3G Capital bills itself as a value-oriented investment firm that works to maximize the potential of brands. It has implemented a global restructuring and a zero-budgeting program at Burger King that resulted in a \$6.8M first-quarter loss compared to a year ago \$48M profit. Sales tumbled eight percent to \$552M.

A Burger King staffer confirmed that the company is looking to hire a new firm, but did not provide details.

Goldman Sachs, Bain Capital and TPG Capital bought Burger King from Diageo for \$1.5B in 2002. The company went public in '06.



## MDC SEES GAINS AS REVENUES SURGE

MDC Partners on July 28 reported a nearly 42% increase in second quarter revenue over Q2 2010 to \$240.5M on net income of \$3.9M.

The advertising and PR holding company, which owns PR units like Allison & Partners and Sloane & Co., said organic revenue jumped 21% for the quarter, including 25% at its strategic marketing services division, which includes ad and PR agencies.

MDC shares rose nine percent to \$19.91 on Friday following the news, pushing to a 52-week high of \$20.11.

"The second quarter was exceptionally good for us," chairman and CEO Miles Nadal said in a conference call. "Our growth is across the board, across our entire portfolio."

MDC recorded \$28.6M in net new business for Q2, up 42% from 2010, including Target of Canada, Fiat and LG. Tech and digital were 51% of its Q2 revenue.

Nadal said July 28 he has created the post of innovator-at-large for MDC and tapped Jonah Disend, a founder of MDC strategy and design unit, Redscout, to fill it. His expanded role is to help "rouse an innovative view of the world among MDC companies."

MDC in June brought in former Fallon Worldwide COO David Dabill to plot the company's international expansion.

## IPG'S PR UNITS CHALK UP 9.6% Q2 GROWTH

Interpublic also July 28 reported a 31 percent rise in second quarter net income to \$108.9M on an eight percent revenue rise to \$1.7B.

Solid overseas revenue growth of 15.7 percent to \$752.9M fueled the ad/PR combine's performance.

Harris Diamond, who heads Weber Shandwick and chairs IPG's constituency management group, told O'Dwyer's that PR revenues advanced 9.6 percent for the quarter as clients spent to "build-out" their businesses. He also noted that budgets for social media programs are proving to be "additive" rather than "subtractive" to traditional PR offerings at WS, GolinHarris, Rogers & Cowan and DeVries PR.

Diamond said both PR and CRM turned in "terrific" performances.

IPG CEO Michael Roth noted that stepped up investment in people trimmed profit margin from 11 percent to 10 percent this year as salaries/related expenses rose 10.6 percent to \$1.1B. "Margin enhancement" is a priority for the balance of the year.

Roth noted that organic growth hit the 6.8 percent mark for the first-half. That puts IPG in line to hit its four to five percent full-year organic growth goal.

## **XE BRINGS IN PR REINFORCEMENTS**

Xe Services, the security contractor previously known as Blackwater, has hired D.C. PR firm Gibraltar Associates as the company looks to build its ties in the capital and move forward with new ownership.

Xe, purchased by an investor consortium, USTC Holdings, in December, is also moving its headquarters staff to Arlington, Va., from its base in Moyock, N.C., to establish a D.C. “footprint,” according to CEO Ted Wright.

Earlier this month, USTC tapped lobbying veteran and former Clinton White House counsel Jack Quinn as a director of the company. He is chairman of the Quinn Gillespie & Associates shop in D.C.

John Procter, partner at Gibraltar, told O’Dwyer’s his firm was brought on to help Xe’s new owners communicate the “focus and goals in terms of moving ahead as a company.”

After Xe was referred to Gibraltar, Procter said the firm did a lot of due diligence, as it often does, before taking on the client.

“We were impressed in a number of conversations with its new leadership and board,” he said. “They are the best in field at what they do.”

Procter has the unique experience of being a former Blackwater “protectee” when he was a press officer for the Coalition Provisional Authority in Iraq in 2004.

Xe, pronounced “zee,” was sold to USTC in December 2010 by founder and former Navy SEAL Erik Prince following a series legal and image woes. USTC’s primary backers are private equity firms Forte Capital and Manhattan Partners.

Corallo Comstock, the D.C firm of two former Justice Dept. PA staffers, and Burson-Marsteller, via its BKSH & Associates unit, worked for the company in 2007-08 when it was under intense scrutiny.

Xe currently holds contracts with the State Department and Dept. of Defense, law enforcement, corporate and foreign governments.

## **FORMER PN CEO OSTROWSKI GOES TO APCO**

Helen Ostrowski, former CEO of Porter Novelli, is now senior advisor for APCO Worldwide’s healthcare practice, which is chaired by Robert Schooling.

She helmed PN from 2002 to ’08. Her PN tenure included heading New York, global health and the Americas operation.

Earlier, Ostrowski five-year stints at Wang Assocs. Health Communications and Schering-Plough. She worked from ’69 to ’79 as PR manager at American Cyanamid.

Ostrowski is former chairwoman of the Council of PR Firms and president of the Healthcare Businesswomen’s Association.

Stig Albinus, APCO’s New York healthcare chief, says Ostrowski will be “crucial to moving our global healthcare practice in new directions.”

Ostrowski is eager to expand the independent firm’s marketing and consumer-focused work.



## **ISRAEL’S LIKUD PARTY TAPS RUBENSTEIN**

Israel’s ruling conservative Likud party has retained Rubenstein Public Relations to a three-month contract to reach out to media outlets to publicize its political positions and project the party in a “positive and constructive manner.”

The contract inked by Richard Rubenstein, president, also has the New York-based firm doing damage control to “minimize negative publicity or counteract negative media or other statements.”

RPR receives a \$10K fee for its efforts. It is required to seek approval for out-of-pocket expense in excess of \$100. The firm may be called on for additional services at a mutually agreed on cost.

RPR’s contract runs through September, the month in which the United Nations may vote to recognize a Palestinian state.

The U.S. and the Government of Prime Minister Benjamin Netanyahu strongly oppose any bid by the U.N. to recognize a separate Palestinian state.

Palestinian president Mahmoud Abbas July 27 urged his people to take to the streets in support of the vote, according to an Associated Press report. “We are led by the protests of the Arab Spring, which we all say should be peaceful,” he said.

## **GULF FISHERY TROLLS FOR OUTREACH HELP**

The interstate commission that promotes and manages the U.S. fishery in the Gulf of Mexico is trolling for outreach support as part of its Oil Disaster Recovery Program.

The Gulf States Marine Fisheries Commission, covering Alabama, Florida, Louisiana, Mississippi and Texas, has issued an open RFP as it seeks help in communicating and building support for a new electronic “traceability program,” which tracks seafood from its location of harvest through the supply chain.

The commission sees traceability as a key marketing advantage for Gulf seafood within its efforts to reverse a sector decline following last year’s BP-Deepwater Horizon oil spill.

The RFP notes that major retailers like Whole Foods and Wal-Mart have said they will only sell certified marine products with specific labels, so the commission sees the tracking system as a potential marketplace advantage for its products.

Much of the outreach is within the industry to dealers and processors, as well as stakeholders to act as a liaison and evangelist for the ODRP program and traceability initiative.

The commission expects a contract will run from sometime in August through 2014. An official pegged the budget as under \$400K.

Proposals are due Aug. 22. Download the RFP at <http://odwpr.us/pp03a>.

The Louisiana Seafood Marketing Board in May hired three agencies to run a \$15M, BP-funded marketing campaign in support of Gulf-caught seafood from that state.



**SHOWTIME'S LICATA TO NBC ENTERTAINMENT**

Rich Licata, executive VP-corporate communications at Showtime Networks, is taking that newly created post at NBC Entertainment.

Reporting to chairman Robert Greenblatt, Licata will serve as chief press officer and handle promotions for programming, talent and awards for the network and Universal Media Studios.

Licata joined Showtime in 2004. His credits include arranging publicity for shows such as "Nurse Jackie," "Weeds," "Californication," "The L Word" and "The Borgias."



Licata

He worked with Greenblatt at Fox Broadcasting, where he was senior VP/publicity and PR handling "The Simpsons," "Beverly Hills, 90210" and "The X-Files," and at Showtime.

According to his statement, Greenblatt believes Licata has "the skills, the showmanship, and the passion to oversee the kind of strong and multi-faceted press and PR campaigns needed at NBC and UMS at this moment in time."

Licata was previously EVP, television and digital Media, at Rogers & Cowan.

**BBC SLICES 25% OF PR STAFF**

The BBC is slicing its 185-member PR and communications staff 25 percent in an effort to cut costs by about \$6M, according to a report in the Guardian.

Part of the Beeb's "delivering quality first" program, the cutbacks will lead to the sacking of 30 staffers and not filling 15 jobs when they become vacant.



The network began a voluntary redundancy program on July 29. It runs through Sept. 2. The BBC will fire staffers in the event that not enough of them decided to leave on their own.

Julian Payne, told the *Guardian* that the Beeb's cutbacks will result in promoting fewer programs, radio shows and digital content.

"The aim being to keep promoting high quality programs to our audiences while also managing the huge volume of incoming media inquiries that we receive every week," he said.

Payne expects a greater emphasis on cost-effective social media outreach to promote programming.

Ed Williams, who directed communications for the BBC, is not affected by the PR downsizing. He took a post at Edelman.

**The Dallas Morning News has pulled the plug** on its eight-year-old free entertainment tabloid, *Quick*, with a final issue slated for Aug. 4.

DMN publisher Jim Moroney said *Quick* has been a "valuable part" of a strategy to reach different consumer audiences it can now reach via [dallasnews.com](http://dallasnews.com), [GuideLive.com](http://GuideLive.com), and mobile apps, among other outlets.

**AOL PR EXEC OUT IN SHAKEUP**

AOL's corporate communications VP Lauren Hurvitz is exiting the company after 10 months amid an overhaul under CEO Tim Armstrong.

Hurvitz, former executive VP of corporate comms. for MTV, joined AOL in October. She was previously with WPP's Robinson Lerer & Montgomery and replaced AOL's 10-year communications head, Tricia Primrose Wallace.

AOL's Armstrong has also ousted his sales head, Jeff Levick, and HR leader Kathy Andreasen, just months after the portal's merger with the Huffington Post.

A memo from Armstrong circulating online said AOL is consolidating all marketing and corporate communications into a unit run by Maureen Sullivan, senior VP of corporate communications and marketing for AOL and Armstrong's former chief of staff at Google.

**GANNETT NAMES FIRST MARKETING VP**

Gannett has named NBCUniversal's Debra Goetz for the VP-marketing post in charge of brand development, consumer/trade advertising and strategic initiatives at the media combine.

In that new position, Goetz is responsible for building visibility for Gannett and delivering high-impact exposure for Gannett's advertising partners.

She held the VP-integrated strategic marketing post at NBCU, where she helped launch the "Healthy at NBCU" and "Hispanics at NBCU" programs and worked on its "Green is Universal" push. She also designed customized marketing plans for advertisers such as General Mills, General Electric, Sony Pictures and Subaru.

Earlier, Goetz worked Univision Communications, Young & Rubicam and Morgan Stanley.

At Gannett, Goetz reports to senior VP Maryam Banikarim.

During the first-half, Gannett reported a 2.9 drop in revenues to \$2.6B on an 18.9 percent decline in net income to \$263M.

**TOCCI TAKES TIME OUT FROM TIME OUT**

Allison Tocci, president of *Time Out North America*, is taking the presidency post of the City Parks Foundation in New York.

Her departure after a 15-year stint follows the purchase of *Time Out North America* by London-based private equity firm Oakley Capital Investments.

Aksel Van Der Wal, global CEO of Time Out, assumes Tocci's duties at the publisher of weekly listing guides, which is seeking a more prominent digital presence.

**JONES JOINS CNN**

Athena Jones has joined CNN in Washington as a general assignment reporter.

Jones served as White House producer at NBC, where she wrote packages and reported on air for both the network and MSNBC. She covered the Clinton and Obama campaigns for NBC and *National Journal*.

Earlier, Jones worked for Reuters in Argentina and Bloomberg News in Argentina and Chile.

**INTERN INC. LOOKS FOR PR**

Intern Inc., the social networking company that arranges internships for high school/college students at companies such as General Electric, Google, Deloitte, Monsanto and PricewaterhouseCoopers, is looking for a PR firm to bolster its profile in the academic and corporate communities.

Launched in 2009, Intern Inc. has financial backing from former Google CEO Eric Schmidt.

Earlier this year, it ran an “ultimate internship” with Schmidt competition. Intern Inc.’s website includes a plug from Schmidt in which he says “tomorrow’s business leaders will greatly benefit from organizations like Intern Inc. that offer opportunities to gain valuable, direct experience.”

The Centennial, Colo.-based company competes with Monster.com and Internships.com.

Olga Sarmiento, PR coordinator, is handling the PR search for CEO Derek Rundell.

She told O’Dwyer’s that “PR is very important” to Intern Inc, which would like to have a firm in place by the beginning of the key back-to-school season. The firm looks to spend from \$5K to \$10K a-month based on services offered.

Sarmiento can be reached at olgasarmiento3 [at] gmail [dot] com.

**PRESS CLUB TO HONOR POST’S BALZ**

The National Press Club said *Washington Post* chief correspondent Dan Balz will receive the 2011 Lee Walczak Award for Political Analysis at a dinner Aug. 10.

NPC President Mark Hamrick called Balz “a legend in political journalism, calling him a “very current example of best practices for our profession and in that way is an inspiration to us all.”

The award is named after a political journalist who covered U.S. presidents from Richard Nixon to George W. Bush, including for *Business Week* from the 1970s to 2006.

He died from cancer in 2008 after a two-year stint as White House enterprise editor for Bloomberg News.

Balz has been a political reporter for the Post since 1978 and was named chief correspondent, a new title at the paper, in July.

**Balz****24/7 NEWS RADIO KICKS OFF IN CHICAGO**

Private equity and Emmis Communications-backed Merlin Media has launched a 24-hour news radio station in Chicago, FM News 101.1.

Merlin says it is the Windy City’s only 24/7 all-news slot and notes that the station’s content is accessible through online video, social media, mobile, and tablets.

Randy Michaels, CEO of Merlin, said: “I’ve long had a nostalgic love affair with the big AM stations known for the format, and today – as music moves to the iPod – it’s time for spoken word to move to FM.”

A full list of journalists and on-air talent is at <http://odwpr.us/qu5uwD>.

MediaLink is handling PR.

**MILK BOARD PULLS ‘PMS ADS’**

After much public criticism, the California Milk Processor Board has cancelled its most recent ad campaign, “Everything I Do is Wrong.”

The campaign, introduced on July 11 by the Milk Board and ad agency Goodby, Silverstein & Partners (part of the Omnicom Group), focused on the claim that the calcium in milk helps reduce PMS symptoms.

The campaign featured a series of print ads showing men holding cartons of milk, apologizing for “listening to what you said and not what you meant” or for “not reading between the right lines”, as well as a website for men that gave advice on how to deal with menstruating wives and girlfriends.

In response to numerous complaints that the campaign was sexist – including a petition on change.org started by *Ms. Magazine* – the Milk Board has pulled the ads. The petition, which received 9,339 signatures before it was closed on July 21, called the campaign “overwhelmingly sexist, playing on the tired stereotype of menstruating women as volatile monsters.”

The Milk Board has also replaced the original website Everythingidoiswrong.org with GotDiscussion.org and released the following statement:

“Over the past couple of weeks, regrettably, some people found our campaign about milk and PMS to be outrageous and misguided – and we apologize to those we offended. Others thought it was funny and educational. It has opened up a topic that affects women, of course, but also relationships.”

The new site also includes a “representative sampling” of comments made about the campaign, ranging from “Ads were funny, artistically pleasing, and definitely over-the-top” to “These ads are bad enough to cause lactose intolerance.”

Steve James, executive director of the Milk Board, told the *New York Times*, “Taking down everythingidoiswrong.org is not a failure in any way. I don’t see it as ending it or pulling the plug. We accomplished what we set out to accomplish.”

In a blog entry for Ms. Magazine, Amy Borsuk called the Change.org petition a “success” but suggested that the Got Discussion website is “a flimsy stand-in for a real apology and a real end to the campaign.”

She continued, “While discussion is certainly healthy, the Milk Board is still using this campaign to sell its product—now it’s just using the controversy rather than the ads themselves.”

She also expressed concern that the “discussion” on Twitter and on the Got Milk Facebook page would quickly result in even more sexist remarks.

**Publicly traded radio programmer Westwood One** is acquiring radio ad sales reps Dial Global in an all-stock deal, the parties said August 1.

The deal is expected to close in the fourth quarter of 2011.

The companies said the merger creates a “diverse” radio programming, services and advertising sales company.

Dial Global is owned by Oaktree Capital Management’s Triton Media Group.

**NEWS OF PR FIRMS****ALTERNATIVE MEDICINE AGENCY SEEKS PR**

The federal agency which studies “unconventional” medicine is taking proposals for a gamut of health communications and PR work with an RFP review process open through mid-August.

The National Center for Complementary and Alternative Medicine, part of the National Institutes of Health, is looking for PR agency support for strategic health communications, research, promotion of NCCAM, media relations, and rapid response PR, among several other tasks outlined in a statement of work document.

Graves Fowler, Gaithersburg, Md., is the incumbent.

The RFP says the federal agency expects to award a contract to a single firm for the entire scope of work.

NCCAM’s purview ranges from research on treatments like acupuncture and meditation to medicine like probiotics and herbal/botanical remedies with a goal of presenting safety and utility reviews of such alternatives to the public. Its 2010 fiscal year budget was \$128.8M.

The resulting year-long contract contains five option years. Proposals are due Aug. 10. RFP: <http://odwpr.us/oOXr06>.

**MOROCCO TAPS NY FIRM FOR TOURISM PR**

Morocco, which experienced violence in one of its top tourism cities among the “Arab Spring” uprising, has brought in New York-based HL Group to guide its tourism PR in the U.S., following an RFP.

Chakib Ghadouani, who handles marketing for the Moroccan National Tourist Office in New York, told O’Dwyer’s HL was recently engaged through 2013.

HL beat three other firms for the account, which could reach seven figures over the three-year span, according to the RFP, which calls for general tourism PR support like media relations and press tours targeting the U.S. market.

5W PR worked with the MNTTO in 2010 on a pop-up information center campaign in New York to promote travel to Marrakesh, the Mediterranean resort city rocked by a bombing on April 29. Casablanca was hit by terrorist bombings in 2007.

HL, which also has a Los Angeles outpost, is led by Armani vet Michele Cerwin and its ranks include PR executives with earlier stints at Freud Communications, Tiffany & Co. and CBS News.

A non-profit tied to Morocco’s King Mohammed VI hired Dutko Grayling Worldwide in May to bolster ties with the U.S.

Brown Lloyd James, the New York PR firm, this spring worked a \$40K strategic communications assignment for Morocco as a subcontractor to Gerson Global Strategic Advisors, which has a \$2.5M pact through 2012.

**BRIEF:** **Lois Paul & Partners** is moving from Boston suburb Woburn to Beacon Street in the city. The 25-year-old firm, owned by Omnicom’s Fleishman-Hillard, said the new space at One Beacon St., 2nd floor, has a more open floor plan, better views and easy access to major highways, public transportation and Logan Airport. LP&P makes the move Aug. 29.

**NEW ACCOUNTS****New York Area**

**G.S. Schwartz & Co.**, New York/imc2, Dallas-based interactive marketing agency, and Vertical Search Works, online search, for PR.

**Nancy J. Friedman PR**, N.Y./THE OUT NYC, boutique hotel, nightclub and events center, as AOR for PR as the “urban resort” seeks to become a key destination for gay patrons.



**Widmeyer Communications**, New York/Harlem RBI, youth baseball and softball programs, for event support, media relations outreach, social media counsel and press material development; Leveraging Investments in Creativity, or LINC, for strategic comms. counsel, message development, social media counsel and media relations; Math for America, to communicate the value of the non-profit program to a broader audience, and PENCIL, non-profit connecting the business community with New York City public schools, for messaging, partner outreach, and strategic counsel and media relations.

**The S3 Agency**, Boonton, N.J./Design by Lolita, for introduction of a new collection, Love My Accessories, in the fall.

**East**

**MMI PR**, Cary, N.C./Avjet Biotech, which is handling a technology portfolio developed at N.C. State University for producing biofuels from triglycerides and for producing products from genetically modified marine microalgae, as AOR for PR.

**Articulon**, Raleigh, N.C./Brady, HVAC system maker and a client since 2010, has reengaged the firm as its agency of record.

**Southeast**

**Trevelino/Keller**, Atlanta/Restaurant Management Recruiters, to manage the company’s PR, including the rollout of a proprietary technology platform for the restaurant recruiting industry.

**BlueIvyCommunications**, West Palm Beach, Fla./Junction International, translation, localization, and cross-cultural communications services, for PR.

**Mountain West**

**Catapult PR-IR**, Boulder, Colo./SparkFun Electronics, DIY products, as AOR for PR.

**West**

**LANE PR**, Portland, Ore./Nyxio Technologies Corp., consumer electronics, for PR.

**aLine media PR**, Los Angeles/Rocco e Dante, Italian leather handbag and accessory line, publicity, celebrity outreach, and promotional services.

**International**

**The Communications Group**, Toronto/Marshall Mattress, 112-year-old mattress maker, for PR.

**Ruder Finn**, Shanghai/TOD’s, luxury Italian leather goods; Girard-Perregaux, high-end watches; Belles Montres, watchmaker and collectors showcase, and De Grisogono, a Swiss jewelry brand, for PR.



**NEWS OF SERVICES****VOCUS Q2 REVENUE JUMPS; LOSS NARROWS**

Vocus reported a 20 percent increase in second quarter revenue to \$28.5M, compared with Q2 of 2010, as its net loss narrowed to \$755K from \$2M in '10.

The company added 601 net new PR software subscription customers during the period, including Darden Restaurants, Five Guys Enterprises and Time Warner Cable, a 30 percent increase from 435 added last year. It closed the quarter with 9,857 clients, putting the company on pace for the 10,000 mark in Q3.

CEO Rick Rudman, in a conference call discussing the Q2 earnings on July 26, categorized the quarter as "better than expected with strong performance across the board, both in the U.S. and overseas, with good renewals and strong momentum in social media and small business."

Vocus spent \$13.3M on sales and marketing during Q2, up from \$11.5M in 2010 as its sales force grew and it paid out more commissions on increased sales.

The company forecasts third quarter revenue in the \$28.6M-\$28.8M range.

Rudman said Vocus plans to roll out a new version of its core service in Q3, integrating its PR offerings with marketing and social media. The "cloud-based" suite is expected to be offered to customers in Q4, Rudman said.

**PR NEWSWIRE U.S. REVENUE SLIPS**

PR Newswire parent UBM reported first half revenues rose 9.1% to £474M, although U.S. revenue from its PR Newswire-led division dipped 3.6% in the U.S.

UBM's targeting, distribution and monitoring division (PRN) overall posted a 4.4% increase to £95.2M on gains in Europe (up 49.2% to £9.4M), Canada (4.6% to £16M) and Asia/Latin America (13.6% to £5M).

In the U.S., PRN's largest market where it has relationships with the PR and/or IR departments of 22,000 U.S. companies, revenue slid to £37.5M in '11 from £38.9M during the first half of '10. UBM CEO David Levin called that performance "resilient."

Operating profit for the PRN-led unit fell 14.1% in the first half.

UBM's events business is its largest sector and was the focus of four acquisitions this year as revenues hit £177.1M (up 27.1%) in the first half.

Events is followed by data services (£100.2M, +1.6%), targeting, distribution and monitoring (£95.2, +4.4%), print (£59.7M, -19.7%) and online (£41.8M, +35.3%).

**BW OFFERS MOBILE ALERTS**

Business Wire is offering a mobile alert service to deliver news releases to smartphones and other devices via text message.

The messages include a company name, press release headline and a link to the full-text press release on BW's mobile news site.

Laura Sturaitis, EVP, said clients told BW they want to reach audiences wherever they are—which increasingly is "on the go."

BW said clients can contact their local rep for information on how to add the service to releases.

**PEOPLE****Joined**

**Rick McCabe**, VP of Edelman's sports and entertainment marketing practice, Matter, to PMK\*BNC, New York, as senior VP of brand communications. He previously was the top communications executive at *Sports Illustrated*, guiding PR for the weekly magazine, SI Digital properties, *GOLF Magazine*, *SI For Kids*, and supporting the rebranding of the SI franchise. He reports to Joseph Assad, COO of PMK\*BNC New York.

**McCabe**

**Jennifer Yuille**, head of marketing and public affairs for Polyvore, to Facebook, New York, to head consumer media relations. She was a producer for CBS, CNN and MSNBC.

**Teague**

**Harry Teague**, former U.S. Congressman, to Turner Government and Public Affairs, Washington, D.C., as a consultant. The one-term Democrat from New Mexico in a Republican district lost a re-election bid in last year's GOP mid-term sweep. He'll focus on legislative and regulatory counseling, including sectors like energy, environment and health at Turner, the firm of former Fleishman-Hillard lobbying VP Caren Turner.

**Adora Andy**, press secretary and deputy associate administrator for comms. at the U.S. Environmental Protection Agency, to the Justice Department, as press secretary. Brendan Gilfillan takes on the deputy role at EPA while Betsaida Alcantara becomes press sec.

**Daniel Son**, comms. director, Rep. Sean Duffy (R-Wisc.), to Hamilton Place Strategies, Washington, D.C., as a director. **Courtney Bishop**, production assistant, NBC News Channel, joins as an associate.

**Nathan LoCascio**, media relations assistant for the Arizona Cardinals, to the Pittsburgh Steelers, as public/media relations manager. He replaces Burt Lauten, who was promoted to communications coordinator.

**Gayle Joseph**, who handled the Microsoft account as VP at Airfoil PR, to Lambert, Edwards & Associates, Grand Rapids, Mich., as partner and managing director responsible for operations in southeast Michigan. She was previously VP of PR for Mullen Advertising's Detroit office, handling General Motors and GE Plastics, and was director of global comms. for Guardian Industries Corp. She was also SVP at John Bailey & Associates. **Chea Tyrrell**, comms. coordinator, Michigan Townships Assn., joined LE&A as an associate in its healthcare unit.

**Joseph**

**Rory Macmillan**, director of government and public affairs, EMEA, for Nike Corp., to The Carlyle Group, London, as principal and director of external affairs for Europe, the Middle East and Africa. Earlier posts included L'Oréal Group, the European Toiletry & Cosmetic Industry Association and the International Food Industry Additives Association.

## **CHIAMES FILLS VACANT SEAT AT ORBITZ**

Chris Chiames, a veteran airline sector corporate communications exec, has booked a seat with Internet travel company Orbitz Worldwide to oversee corporate comms. and government affairs.

He takes over for Brian Hoyt, who left Orbitz after six years in June for the VP of PR slot at the National Restaurant Association.

Chiames, as VP of corporate affairs, splits his time between Washington, D.C., and Orbitz' Chicago base.

Publicly traded Orbitz Worldwide posted 2010 revenue of \$757M on a net loss of \$58M.

Chiames made the move to Orbitz on July 20 from George Washington University, where he was executive director of the Cheney Cardiovascular Institute.

Earlier stints included top PR posts in the airline sector, including senior VP of corporate affairs for US Airways, managing director of PR for American Airlines, and manager at the Air Transport Association.

He was also a managing director at Burson-Marsteller and, in the 1980s, press secretary to former House Majority Whip Tony Coelho (D-Calif.).



**Chiames**

## **QORVIS TAKES ON EQUATORIAL GUINEA**

Qorvis Communications is taking over the Equatorial Guinea account from Cassidy and Assocs. as of August 13.

The independent PR firm had represented that oil-rich African state and its strongman of more than 30 years Tedoro Obiang as subcontractor to Cassidy.

Under the one-year pact, Qorvis is to conduct online reputation management, handle media engagement and offer general PR services. It will receive a \$60K monthly retainer.

There is an option to renew on a month-to-month basis.

Qorvis reports to Jeronimo Osa Osa Ecoro, Equatorial Guinea's minister of information.

## **SV&C POLLS NEWS CORP. SHAREHOLDERS**

Sard Verbinnen & Co. is surveying institutional shareholders of News Corp. about post-Rupert Murdoch leadership, its dual-class stock structure and other governance issues, according to a report by Bloomberg.

SV&C, which was hired by News Corp. in the wake of the phone hacking scandal, is offering COO Chase Carey for interviews, said Don Yacktman of Yacktman Asset Management. He thinks that's a "nice gesture." Wall Street believes Carey's elevation to the helm would put News Corp. back on track.

Key News Corp. shareholder Saudi Prince Alwaleed bin Talal has expressed support for the management of 80-year-old Murdoch.

News Corp. shares are down 11 percent to \$16 since the Guardian reported July 4 that the now defunct News of the World hacked the phone of murdered teen-ager Milly Dowler.

George Sard, chairman and CEO of SV&C, declined to comment.

## **GERMANY BOOKS MMG FOR DIGITAL PR**

MMG Mardiks has won a competitive pitch for a digital PR contract with the German National Tourist Office.

Seven firms pitched for the account after the U.S. branch of Germany's tourism board, based in New York, issued an RFP in May (PDF) for an "online PR company" to support its American push through online and social venues.

Chuck Mardiks, managing director of MMGM, called the country a "dynamic destination" adding that it is "without a doubt" one of my personal favorite travel" locales.

The RFP called for an increase in the number of online articles about Germany as a travel destination, as well as implementation of social media tools and practices to engage North American journalists.

MMG Mardiks, which also handles tourism PR for Sarasota, Fla., and the state of Colorado, said a key focus of the German effort is the GNTO's twitter account.

Germany counted 60M international visitors in 2010.



## **MWW TAPS COHEN TO BLEND TECH/CONTENT**

Ephraim Cohen, one-time executive VP & technology general manager at Edelman, has joined MWW Group as executive VP to drive the integration of technology and content.

Cohen told O'Dwyer's that tech companies once were in the business of selling routers, phones or computers, but now must develop their own content to connect brands directly with consumers.

Content producers, likewise, face an array of social media, online, video and mobile technology options that are available for community building efforts.

The trick is to combine MWW's hardware, software, digital and research expertise to develop integrated communications programs.

Cohen, based in New York, joins MWW from The Fortex Group, which he founded after exiting Edelman.

Earlier, he was assistant editor at *BusinessWeek's* executive programs unit and manager of the International AntiCounterfeiting Coalition and Digital Future Coalition in Washington.



**Cohen**

## **FINSBURY'S KYLE TO BRUNSWICK**

Tripp Kyle, who helped build a U.S. presence for Finsbury, has moved to rival Brunswick Group as a partner in New York.

Kyle exits Finsbury after five years that included heading its alternative investment management practice as associate partner and working for clients like Aquiline Capital Partners, Highbridge Capital Management and D. E. Shaw Group. He was previously at Credit Suisse First Boston and Citigroup Smith Barney.

Brunswick said Kyle will focus on financial institution practice clients like asset managers and hedge funds, handling issues including shareholder activism, M&A and corporate governance.

## PR OPINION

**PR Society of America has made a commitment** of at least \$3 million by giving COO Bill Murray a three-year contract to the end of 2014.

Murray, whose blacklisting of the O'Dwyer Co., delivered in person by him in our office, is a violation of the Society's Ethics Code, will no doubt keep his two chief hires—CFO Phil Bonaventura and VP-PR Art Yann.

Murray's pay/benefits as of 2009 totaled \$373K while Bonaventura received \$221K in pay/benefits and Yann got \$137K in pay alone (benefits not revealed).

Since PRS traditionally gives a year's severance to departing execs, total projected tab is four times \$731K or \$2.92M (not including raises).

This huge outlay comes at a time when the Society says it "desperately" needs a \$30 dues hike to continue and improve services to members.

Although federal law requires associations to tell members how much their top staffers make, the release on Murray said: "Financial terms of the contract were not disclosed."

Pay information is required in IRS Form 990 but PRS files this late in the year and it's not electronically available until early the next year (two years after the fact). Members will have to wait until early 2012 to find out (in convenient web form) what Murray and other execs made in 2010. The 990s were withheld from the 2009 and 2010 Assemblies.

The 2010 Form 990 was initially due May 15 but extensions can postpone this to as late as Nov. 15. PRS won't say when the 990 will be filed.

### **Q's Blocked; Assembly to be "Dis-Assembled"**

The two teleconferences July 28 for delegates and leaders were marred by two horrors—audible questions were banned from the p.m. session and chair Rosanna Fiske announced the 2011 Assembly would be "dis-assembled"—broken up into a dozen or more chat groups.

[This NL has a record of everything said on the two conference calls but did not "hack" into them in any improper way; numerous members feel the calls should be public record since PRS says it speaks for the entire industry; members have every right to describe the conferences to anyone].

The a.m. session included a question by Laura Neff-Henderson, president of the Blue Ridge chapter, on the high pay of PR staffers as described by this website.

Fiske refused to discuss the topic and told Neff-Henderson to call back for a private discussion. Salary/benefits of PRS staffers totaled \$5,529,699 in 2010, a gain of 3%, or 52.5% of revenues of \$10,513,366. They rose 8% in the first quarter of 2011 to \$1,390,314, or 57% of revenues of \$2,249,824 (which were up \$14,457 while expenses rose \$101,269 to \$2,249,139). 2Q financials have yet to be revealed.

J.R. Hipple, a member of the task force on the dues hike, told the conference that there was a "pay freeze" but did not mention it was only for 2009.

The dues hike committee, which said it looked at whether other groups were raising their dues, should look at the percentages spent on pay/fringes of h.q. staffers of the major professional associations.

The American Bar Assn., as of 2008 (latest report publicly available), spent \$61,477,433 in pay/benefits of staffers from income of \$148,492,260, or 41% of revenues.

The National Investor Relations Institute, a peer association of PRS, gave 39% of its revenues to staffers in 2008 (\$2,240,082 of revenues of \$5,738,140) but this rose to 47.6% in 2009 because of the recession (\$2,274,900 of revenues of \$4,772,934).

The American Institute of CPAs pays between 35-40% of revenues to staffers. Pay/fringes were \$67,591,960 in 2007 on revenues of \$209,426,998 or 32% of revenues but rose to \$98,492,054 of revenues of \$199,806,139 in 2009 or 49% of revenues.

Reason for the jump was that AICPA reported only \$3.8M in pension contributions in 2007 but \$30.5M in such contributions in 2008. In 2006, \$65M was spent on the staff on revenues of \$194M or 39%.

### **Murray Is Eloquent on "Ethics"**

Murray waxed eloquent in both the a.m. and p.m. sessions on the importance of ethics to Society members.

He told the a.m. session that the Code of PRS is the "best example" of one of the "intangible" services that the Society provides to members—"an embodiment of our values...our aspirations as professionals...a living thing that we provide" including standards.

In the p.m. session, Murray described the Code as "a great example of an intangible benefit" provided to members, "not a thing that you can touch and feel, it's really our values as a community."

A survey of members, he said, found that "one of the most important things they get is the Code of Ethics." He praised the volunteers and the members of the Board of Ethics for answering questions and providing guidance on a day-to-day basis.

Murray also emphasized the importance of the "Business Case for PR" which describes PR to various audiences and described other benefits of PRS including its online PR Journal, the job website, publications, awards program and forums for discussions and networking.

PRS spent \$2,649 on "Ethics" in 2010 and \$2,891 on it in 2008. It is the smallest item in the budget. There is no program in which PRS leaders or staff publicly appear to discuss PR or the Business Case for PR or take questions from reporters.

As is usual with Society teleconferences and Assemblies, leaders took up most of the time with their own presentations.

At the p.m. session, Fiske talked for the first 14 minutes; conference co-chair Bonnie Upright for six minutes; Hipple for 13 minutes, and Murray for seven minutes. Only at 40.29 minutes of the p.m. session were questions allowed and none of them were allowed on the microphone.

— Jack O'Dwyer