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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## ISRAEL DRAFTS TOURISM RFP

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

A copy of the RFP, dated July 25, was forwarded to O'Dwyer's. Haim Gutin, Israel's commissioner for tourism for North and South America, is listed as overseeing the agency search. He could not be reached.

The RFP calls for proposals targeting the general, Jewish and niche markets to promote travel to the country "in an effort to positively change image perceptions." Proposals are due Aug. 28.

The ministry of tourism has six branches in the Americas, including Los Angeles, New York, Atlanta, Chicago, Toronto and Brazil.

Four U.S. airlines and Air Canada fly directly to Tel Aviv.

To pitch the account, agencies must have at least \$1.5M in annual billings in the past three years, operations on the West Coast of the U.S. and in Canada, and at least five years in tourism PR.

Competing PR accounts that will disqualify firms are Greece, Egypt, Jordan, Turkey, Cyprus, Morocco, Tunisia, Malta, Palestinian authority, Abu-Dhabi, Lebanon, Syria, Iraq, Iran, Saudi Arabia, Yemen and "other Persian Gulf" states.

View the RFP at <http://odwpr.us/ov19bC>.

## MWW HIRES EX-REP. WEINER'S PR GUY

MWW Group has hired Dave Arnold, who was communications director to resigned New York Rep. Anthony Weiner.

Arnold helped chart the rise of Weiner to top TV spokesperson for the Democratic party and leading contender to succeed Mayor Mike Bloomberg before he self-destructed earlier this year in the aftermath of a sextexting scandal.

MWW also hired Traci Carpenter, who served on the staffs of President Bill Clinton and New York Governor Andrew Cuomo, as director of speechwriting and content to oversee executive communications and material for the independent firm's corporate and consumer clients.

Carpenter worked for Clinton in the White House and at his foundation. She began her political career with former Michigan Governor Jennifer Granholm.



Jerusalem

## FED FINANCE ENTITY SEEKS PR

The financial institution used by the U.S. government to push private funds toward global projects that benefit U.S. foreign policy is conducting a PR search with an RFP process open through late August.

The Overseas Private Investment Corporation, an "independent" entity of the federal government based in Washington, D.C., recently completed a "messaging and branding exercise" and is now looking for agency help for work like website writing and development, social media/blog help, media relations and media training.



An RFP issued in July carries an Aug. 28 deadline, extended from its initial July 29 due date.

Click to download RFP <http://odwpr.us/n0r51H>.

## KODAK GETS PR HELP IN TAKEOVER DEFENSE

Kodak, the imaging giant enmeshed in a long turnaround push, is working with Joele Frank, Wilkinson Brimmer Katcher as it shores up defenses against a takeover amid a low share price.

The Rochester, N.Y.-based company, which saw second quarter sales drop five percent over 2010 to \$1.5B, implemented a shareholder rights plan on Aug. 1 that would activate a purchase right for each share held and ostensibly dilute any person or group trying to gain more than 4.9 percent of the company.



Kodak's shares are trading around \$2.19, on the lower end of its 52-week range of \$2.06 to \$5.95, after pushing the \$6 mark in late December and January.

Speculation over Kodak's financial future has simmered in recent years with some suggesting a bankruptcy filing is an inevitable result.

CEO Antonio Perez has pleaded for patience in his six years at the helm and continues to point to 2012 as the bounce-back year for Kodak.

JFWBK partners Joele Frank, Michael Freitag and Meaghan Repko are supporting the Kodak account.

In announcing the shareholder rights plan last week, Kodak said it is protecting \$2.9B in tax attributes that could be lost if there were an "ownership change."

That move came after it warned a week earlier that 2011 revenue will likely fall short of expectations as "legacy liabilities" and other costs draw cash.

## **BLJ WAS TAPPED BY SYRIA**

Brown Lloyd James, which worked for Libya's Col. Qaddafi, received \$25K from Syria for arranging a photo shoot for *Vogue* with First Lady Asma al-Assad, according to its just filed Justice Dept. registration.

She's the wife of Bashar al-Assad, who invaded Lebanon, allied with Iran/Hamas and is currently leading a bloody crackdown on protestors. Syria ranked as the fourth member of President Bush's "axis of evil."



**Asma al-Assad**

The BLJ assignment began Nov. 22 and ran until the article was published in March. BLJ's effort resulted in a flattering piece that was headlined "A Rose in the Desert."

It described Asma al-Assad as "glamorous, young and very chic-the freshest and most magnetic of first ladies." She's a "rare combination: a thin, long-limbed beauty with a trained analytic mind who dresses with cunning understatement."

The "fawning treatment of the Assad family and its portrayal of the regime as tolerant and peaceful generated surprise and outrage in the Washington foreign policy community," reported theatlantic.com.

Vogue senior editor Chris Knutsen defended the piece as a "profile of the First Lady, and not a referendum on the al-Assad regime."

BLJ collected \$1.3M from Libya in 2009 for arranging Qaddafi's visit to the United Nations.

## **ELEVATION BURGER SERVES RFP**

Elevation Burger, the nation's first organic hamburger chain since opening in Falls Church, Va. in 2005, is looking for a PR firm to support its market expansion program.

Elevation expects to grow from 25 restaurants to yearend to 100 by the end of 2013.



**The Elevation Burger**

The chain features beef from grass-fed cows, hand-cut french fries cooked in olive oil and shakes made from ice cream and hormone free milk.

EB identifies "discerning parents" as its core market.

They choose healthier dining options for their children and themselves. That market includes "overly concerned mini-van driving moms" along with "Prius/Saab station wagon environmentally conscious types," according to the RFP.

The company is looking for PR, media/blogger outreach, "relationship building with appropriate centers of influence," community relations and Twitter/Facebook development.

The PR firm will identify organizations that EB staffers should join and work for placement on the Food Network and similar channels.

EB expects to interview five firms for the job that will have a monthly retainer from \$3K to \$5K. August 31 is the deadline for proposals.

James Stewart (james@elevationburger.com) is handling the search.

## **PERDUE REVIEWS SOCIAL MEDIA**

Perdue is reviewing its social media work with Fleishman-Hillard as part of a wider review of its creative advertising account handled by Interpublic's Deutsch in some form for the past 40 years.

A spokeswoman for Perdue told O'Dwyer's that F-H's PR account is not part of the account review, only its social media work.

F-H, part of Omnicom, recently handled Perdue's "Verifiably Good" YouTube contest, a campaign to support a new USDA Process Verified Seal on its products which had consumers shoot clips using the campaign's slogan. The firm is expected to pitch in the review.

*Ad Age* reported that the poultry giant ended its decades-long run with Deutsch, kicking off a review for creative, digital, media buying and social media. The company says the move is an effort to consolidate its marketing.

In June, the *New York Times* previewed a broader advertising mix from Perdue beyond its iconic spots featuring Frank Perdue and, more recently, his son, Jim, as the company sought to reach consumers more concerned about the food they eat.

Search firm Select Resources is handling the review.



## **PRIME POLICY GROUP PICKS UP IBM**

IBM has signed up Burson-Marsteller-affiliated Prime Policy Group to handle corporate tax reform, patents, cyber-security issues, trade and labor matters.

Big Blue shelled out \$2M in D.C. lobbying outlays during the first-half of the year, according to its federal filings.

The company, which had \$26.7B in second quarter revenue, sought input on matters related to the Patient Protection and Affordable Care Act, Dodd-Frank Wall Street Reform and Consumer Protection Act, free trade agreements with Korea, Panama and Colombia, digital economy trade pacts and conflict minerals.

PPG has nine staffers handling IBM including chairman Charlie Black, former Republican National Committee spokesman; Gardner Peckham, ex-national security advisor to House Speaker Newt Gingrich; Pam Turner, former assistant secretary for legislative affairs at the Dept. of Homeland Security and Keith Smith, alum of United Technologies Corp.

## **ALLISON TARGETS LONDON**

Allison & Partners, which is owned by MDC Partners, has opened its first overseas office in London. Susanna Hughes, a native of the U.K., heads the operation.

Scott Allison selected London for the A&P outpost because it's a "magnet for foreign investment and a hub for global brands."

Hughes has worked on B2B, consumer technology, travel and professional services clients.

San Francisco-based A&P registered \$15.5M in 2010 fees, up six percent over '09.

**NET SLIDES 50% AT WASH POST CO.**

The Washington Post Co. on Aug. 5 reported a 50 percent slide in second quarter net income to \$45.5M as its Kaplan education unit failed to make the profit grade. Second period revenues declined 10 percent to \$1B.

Kaplan generated \$628M of revenues for the period. That was down 15 percent from last year's performance. Operating income tumbled 82 percent to \$20.4M as enrollment at Kaplan University and Kaplan higher education campuses tumbled 30 percent to 78,534 students.

WPC also was hurt on the financial front with the introduction of the Kaplan Commitment program in which students get free trial periods to help determine if the program is right for them. That cut revenues \$27M in tuition revenue for the first-half.

WPC expects Kaplan's operating income will decline for the remainder of the year. A restructuring is in the works, which could result in a "material" cost for the year.

The Washington Post-led newspaper group recorded revenues of \$162.8M, down six percent from '10. Operating loss dropped to \$2.9M from \$14.3M.

During the first-half, WP registered a daily circulation of 531,400 and Sunday circulation of 745,300. Those numbers are down 4.5 percent and 4.1 percent, respectively.

**USA NETWORK FORMS PUBLIC AFFAIRS UNIT**

NBCUniversal's USA Network has formed a public affairs division to handle efforts like cause marketing promotions tied to programming and build off of its successful "Characters Unite" anti-prejudice campaign.

Toby Graff, former senior VP of PA and corporate communications for Lifetime Networks and press secretary for then-First Lady Hillary Clinton, has been named senior VP to oversee the new unit.

She has been consulting for USA for the past two years on the "Characters Unite" campaign, an anti-discrimination effort kicked off in 2009 which had the network partnering with non-profits.

Last year's campaign included a documentary hosted by Tom Brokaw, digital outreach and awards.

Graff's mandate includes oversight of on-air, digital, community, employee, press and sponsorship elements of the new endeavor, the network said.

"We saw firsthand the positive effects this program had across the country and will continue to build on its success through this new division, led by Toby with her vast experience and commitment to public service," said a statement from USA co-presidents Chris McCumber and Jeff Wachtel.

At Lifetime, Graff created its "Every Woman Counts" voter campaign and developed its "Extraordinary Women" series of profiles. She helped that network push for legislation involving backlogged DNA evidence from rape kits and anti-slavery bills geared toward women.

USA, which is 40 years old in 2011, has a potential audience of 102M homes.

**Graff****ROBINSON TAKES NBCU DIVERSITY POST**

Craig Robinson, general manager of KNBC in Los Angeles, takes the executive VP/chief diversity officer at NBCUniversal on August 15.

He succeeds Paula Madison, who stepped down in May.

Robinson's role is to promote a corporate culture that values different ethnic and lifestyle backgrounds throughout NBCU and act as liaison to national and local officials. He reports to CEO Steve Burke.

Robinson worked at NBC broadcast properties in Washington and Columbus before moving to Los Angeles.

During its bid for NBCU, Comcast pledged to step up its diversity efforts.

**Robinson****EX-NEWS OF THE WORLD EDITOR ARRESTED**

Stuart Kuttner, former managing editor of the now-closed *News of the World*, was arrested by London police today as part of the investigation of the News Corp.'s hacking scandal.

The 71-year-old Kuttner stepped down in July 2009 after a 22-year stint at the tabloid that is the focus of the hacking probe. He handled finances, according to reports in the British press.

Metro police did not name

Kuttner, saying that an individual was arrested "on suspicion of conspiring to intercept communications," according to a statement.

*The Guardian*, which has been leading the probe of News International's hacking story, identified the arrested man as Kuttner, who is the 11th person arrested in the probe.

In her testimony in Parliament last month, Rebekah Brooks, ex-editor of *News of the World*, said she may have discussed payments to outside detectives with Kuttner, but didn't recall any specific incidents. Payments had to go through the managing editor's office, she added.

Brooks also said *News of the World*, like every other Fleet Street paper, used private detectives.

**ROBERSON MARCHES TO PARADE**

David Roberson has taken the VP/director of business development & partnerships slot at Parade Publications.

He assumes responsibility for print and digital offerings of *Parade* and *dash*.

Roberson joins from Alpha Media Group. Earlier, he worked as VP/finance & operations at Rodale, senior director of finance at Sirius Satellite Radio and in various positions at Time Inc. including general manager of This Old House Ventures.

**Kuttner testifies before Parliament last month.**

**MEDIA NEWS continued****HEARST CLOSES TWO U.K. MAGS**

Hearst Magazines is closing women's lifestyle titles *She* and *Cosmopolitan Bride* to concentrate on its newly acquired *Elle* and *Red*.

Arnaud de Puyfontaine, CEO of the U.K. operation, sent an email to staffers saying the company is "taking this decisive action now to strengthen our overall portfolio, focusing our investment on our stronger titles and digital expansion."

Management "looked long and hard at all options" before it opted for the shutdown.

Hearst picked up *Elle* and *Red* in its \$650M purchase of Hachette Filipacchi magazine division in March.

**FAST COMPANY'S COOK TO NJG**

Nancy Cook, senior editor and writer at *Fast Company*, is moving to the *National Journal* on Aug. 22 as chief budget and tax reporter.

Ron Fournier, editor-in-chief of National Journal Group, said Cook's "smarts, experience and business acumen will be a huge benefit" for readers wanting to stay ahead of the "absolutely critical action on the federal budget and taxes."

Prior to *Fast Company*, Cook covered business and economics at *Newsweek*. She also worked at National Public Radio and the *Standard-Times* in New Bedford, Mass.

**BRUNSWICK DIRECTOR FILLS DISNEY SLOT**

Kathryn Kranhold, a New York-based director for Brunswick Group, has been tapped to fill the vacated senior VP, corporate communications, slot at The Walt Disney Company.



**Kranhold**

Jonathan Friedland left the post in January for the VP, global corporate comms., slot at Netflix.

Kranhold, like Friedland, is a former *Wall Street Journal* staffer. She covered finance, advertising and energy, among other sectors, during a 12-year term at the paper. She later moved on to Sard Verbinen & Company.

She takes the reins for Disney's communications, including corporate reputation, executive comms., financial and legal reporting to executive VP/comms., Zenia Mucha.

**TWITTER RECEIVES \$800M SHOT OF CASH**

Twitter has received an \$800M cash infusion from an investment group led by Russia's DST Global. The *Mercury News* calls the transaction the "largest capital investment in history."

Twitter released a statement from DST founder Yuri Milner in which he called the microblogging site "one of

the few companies that has truly changed the world."

Milner added: "Twitter's astonishing growth is a testament to how important it is becoming to more people every day, and why we couldn't pass up the change to be a bigger part of its future."

The investment values Twitter, which has estimated annual revenues in the \$200M range, at \$8B.

DST invested \$400M in Facebook two years ago.

**LYLE TAPPED FOR NATIONAL GEO PREXY**

David Lyle has been named CEO of National Geographic Channels U.S. in charge of programming for the venture between Fox Cable Networks and the National Geographic Society. He had handled west coast development.

Based in Washington, D.C., Lyle is responsible for NGC, Nat Geo Wild and Nat Geo Mundo. He has been with Fox since '05, previously as president of Fox Look, which specializes in international licensing and production, and Fox Reality, handler of unscripted shows.

Prior to Fox, Lyle was with production companies including Freemantle Media, Pearson TV and Australia's Nine Network. At Freemantle, he launched "American Idol."

Tim Kelly, president of the National Geo Society, says Lyle will be "focused on delivering compelling popular programming that reflects, enhances and delivers on the substance of the National Geographic brand and mission."

**NIGHTLY BUSINESS REPORT EYES TEXAS**

PBS' "Nightly Business Report" has opened a Houston bureau under a deal with HoustonPBS and KUHF Houston Public Radio.

The partnership is NBP's first bureau in Texas.

"We are excited to expand into Texas and provide our viewers with up close reports on the most important business news stories of the day in Houston, one of the country's leading economic and social centers," said Mykalai Kontilai, chairman and CEO of NBR Worldwide, which owns the program.

NBR said the Houston bureau will cover both breaking news and feature stories on topics like oil, energy, and healthcare.

HoustonPBS counts 2.2 million viewers a week and airs more than 24,000 hours of programming a year.

Patricia Torres-Burd, executive director of content at HoustonPBS, said Houston is a city that "leads in business and economic news on a local, national and international level."

**Starz Entertainment and BBC Worldwide Productions have forged** a multi-year deal to develop, produce, and distribute television series.

The series, one-hour dramas, will air on Liberty Media-owned Starz's television networks in the U.S. and Canada.

BBC Worldwide will distribute the series internationally.

The programs in development have not yet been announced. "Torchwood: Miracle Day" is the first scripted series produced by BBC currently on STARZ.

## NEWS OF PR FIRMS

### BRUNSWICK, KEKST LEAD FIRST HALF

Brunswick Group and Kekst and Company were the top U.S. M&A PR advisors by volume and number of deals, respectively, during the first half of 2011, edging Q1 leaders Abernathy MacGregor Group and FD.

Brunswick handled 44 deals through June worth roughly \$104.7B in the U.S., including Q2's largest U.S. transaction as it advised ING Direct USA's \$9B acquisition by Capitol One.

The firm also led globally with 105 transactions worth \$138B.

Brunswick was trailed by volume by Sard Verbinnen & Co. (\$102B), Kekst (\$97.9B) and Abernathy MacGregor (\$68B).

League Table of PR Advisers to US M&A: Value				
Ranking			H1 2011	
H1 2010	H1 2011	Company Name	Value (\$m)	Deal Count
4	1	Brunswick Group	104,652	44
3	2	Sard Verbinnen & Co	102,236	47
2	3	Kekst and Company	97,872	53
6	4	Abernathy MacGregor Group (AMO)	86,028	35
1	5	Joele Frank Wilkinson Brimmer Katcher	54,602	41
47	6	Hering Schuppener Consulting (AMO)	54,466	7
5	7	FD	34,576	48
9	8	CNC	21,057	6
7	9	Finsbury Group	19,830	17
17	10	Cubitt Jacobs & Prosek Communications	16,894	6

Kekst continued to be the most prolific U.S. PR advisor working 53 deals during the first half and leading the period for the second straight year.

FD topped all M&A counselors globally by volume with a hand in 122 deals, following by Brunswick and Kekst.

Most of the largest deals for the first half took place during the first quarter. Johnson & Johnson's (Kekst) \$21B acquisition of Synthes GmbH was the top transaction for the second quarter.

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2	6	Abernathy MacGregor Group (AMO)	86,028	35
7	7	Finsbury Group	19,830	17
8	8	Owen Blicksilver Public Relations	3,245	15
9	9	Edelman	6,452	14
11	10	Integrated Corporate Relations	430	14

That was followed by Takeda Pharmaceuticals' (Edelman) \$13.8B move on Nycomed Int'l (FD, Kekst).

The largest transaction of the year continues to be AT&T's (Brunswick) acquisition of T-Mobile (Kekst and Hering Schuppener Consulting), a March transaction worth \$39B.

**RFP:** West Virginia, planning, integrated PR, creative design for urban renewal authority; deadline 8/19. View the RFP at <http://odwpr.us/oi4Twu>.

**EVENT:** PRSA/National Capital Chapter presents a morning panel seminar on getting a government PA job, Aug. 13. Details: <http://odwpr.us/p4niJO>

## NEW ACCOUNTS

### New York Area

**Edelman**, New York/Access Pharmaceuticals, biopharmaceuticals company focused on treatments in oncology, cancer supportive care and diabetes, for media outreach aimed at introducing MuGard and building awareness of its ability to treat oral mucositis. Bruce Hayes, GM of Health for Edelman, called the client an "emerging player in the cancer supportive care industry."



**JS2 Communications**, New York/"Tricks The Devil Taught Me," off-Broadway play to open Aug. 18 at the Minetta Lane Theatre in New York.

**5W PR**, New York/Footzyrolls, rollable shoes, as AOR for PR, and MyRegistry.com, gift registry services, for media relations, celebrity seeding, spokesperson procurement, product integrations, co-branded partnerships and event management.

**Redpoint Marketing PR**, New York/Prestige Cruise Holdings, for PR for its cruise brands Regent Seven Seas Cruises and Oceania Cruises, following a two-month competitive pitch process with eight agencies.

**Missy Farren & Associates**, New York/Roadtrips Inc., sports events travel; Mission Hill Family Estate, British Columbia; Colonial Williamsburg's Golden Horseshoe Golf Club, and AlliSports, action sports lifestyle brand, for PR.



**Susan Blond Inc.**, New York/Hemanshu Nigam, online security expert; Give Back Hollywood Foundation, non-profit connecting celebrities with charities, and Parragon, publisher of illustrated non-fiction books, for PR.

**Whitegate PR**, Queens, N.Y./Author Sarah Cavallaro, for PR for her self-published novel, "Dogs Have Angels Too."

### East

**Lewis PR**, Boston/Dreamstime, seven-year-old stock photography community, for a media relations and thought leadership campaign in North America. Rich Young, VP for Lewis, leads the program.

**Warschawski**, Baltimore/Baltimore Collegetown, consortium of 14 colleges, for brand-centric market research and creation of a strategic marketing plan; Baltimore Education Scholarship Trust (B.E.S.T.), which has 20 member schools, for a new website, and Outdoor Community Daily, online site for outdoor activity enthusiasts, for logo and web design.

### Midwest

**Leonard & Finco PR**, Green Bay, Wisc./Jet Air Group, fixed base air travel operator located at Austin Straubel International Airport in Green Bay, to develop and implement a strategic PR program.

### West

**Wonacott Communications**, Los Angeles/Fantage.com, virtual community for kids ages six to 16, as AOR for PR and social media to increase visibility and support efforts to promote future product releases.

— Greg Hazley

## NEWS OF SERVICES

### IABC RAMPS UP EXEC DIR SEARCH

IABC has kicked off a search for an executive director to lead the global group of communications pros. The association has hired McLean, Va.-based Patino Associates to head the search after interviewing several firms.

Longtime president Julie Freeman is stepping down at the end of the year.

Search committee chair Robin McCasland said IABC is on the hunt for a “visionary leader and strategic thinker.”

The group has set a September 2 deadline for resumes and expects a first round of interviews by mid-month. An announcement could come in early November.

The group wants a director to help grow its membership and develop new global chapters by developing products, services and networking opportunities.

Nearly 40 percent of IABC’s 15,000 members hail from the corporate side.

Resumes and referrals go to Michael Patino (Michael [at] patinoassociates [dot] com, 703/293-6333).

### DN&A LANDS METROLINK PACT

Dietrich Nelson & Associates, Los Angeles, won an RFP process for media and video production with Metrolink, the Southern California commuter rail service.

DN&A is charged with providing media-related and creative video projects on topics like safety training, PSAs, and Positive Train Control (PTC) on a three-year contract.

Six firms competed for the pact, which has two option years.

DN&A has produced several news packages and internal videos for Metrolink primarily focused on the Authority’s implementation of its safety innovations including the collision absorption technology in its railcars.

### PRN ADDS SEGHERI TO WEST COAST

Michael Seghieri, who worked in radio ad sales in the Bay Area, has joined PR Newswire in San Francisco to head a West Coast Sales team for its multimedia unit MultiVu.

A divisional VP, he reports to Todd Grossman, VP of MultiVu.

He was a sales manager for Cumulus Broadcast’s KSAN radio and was previously local sales manager at Univision Broadcasting’s KVVF. He was also a senior A/E at Clear Channel Communications’ KMEL.



Seghieri

**Jennifer Mastin Giglio, Judy Lubin and Tara Silver** were named winners of **Washington Women in PR’s** 2011 Emerging Leaders Awards, which go to PR pros ages 21-35.

Giglio is a VP for the specialized communications group at Ogilvy PR Worldwide. Lubin is president of Public Square Communications and Silver serves as managing director, SilverStrategy.

## PEOPLE

### Joined

**Matt Gonring**, VP and chief communications officer, Pactiv Corp., to Jackson National Life Insurance Company, Lansing, Mich., as VP of corporate comms. He was previously a consultant at Gagen MacDonald, VP of global marketing and comms. at Rockwell Automation, VP of corporate comms. for Baxter, and managing partner for integrated marketing and comms. at Arthur Andersen, among other posts.



Gonring

**Casey Francis**, PR and comms. officer, Commonwealth Brands, to Christian publisher Thomas Nelson

Publishers, Nashville, as director of corporate communications. She headed corporate and gov’t relations at CB.



Smith, Gonzalez

**Andrew Fimka**, director of political and legislative advocacy, National Federation of Independent Business, to Story Partners, Washington, D.C., as a director. Also, **Heather Coddington**, communications specialist, Northwest Media Productions, joins as an associate and **Tamara Williams**, administrative coordinator at Telecommunications Industry Association, as an executive assist.

**Amelie Smith**, A/E, Lou Hammond & Associates, to Fleishman-Hillard, Atlanta, as an A/E in its consumer practice group. **Mary Claire Keane** joins the unit as an assistant A/E from Liz Lapidus PR. Also joining are **Tammy Gonzalez**, analyst at BMO Capital Markets (VP), **Paul Donsky**, comms. director for the Georgia Conservancy (managing supervisor), and **Megan Matteucci**, reporter for the *Atlanta Journal-Constitution*, in F-H’s corporate practice group. The firm also added Aspen Marketing social media strategist **Caroline Dabek** (A/S), and SJ Pharmaceuticals comms. manager **Andrew Groom** (AA/E) to its digital practice group. **Paul Barren**, an A/S for Porter Novelli, joins F-H/Atlanta’s healthcare unit as an A/S.

### Promoted

**Gary Trask** to PR manager, Buffalo Communications, Vienna, Va. The former editor-in-chief of *North Shore Golf* handles resort, destination and real estate clients for the golf-centric firm.

**Mark Kaplan** to VP of public affairs, The Mosaic Company, Plymouth, Minn. He headed its Florida PA team and was chief of staff to former Gov. Jeb Bush.

**Jill Hamilton** to Weber Shandwick, Johannesburg, as its first regional director for Africa. The U.S. native has worked in Africa for more than 10 years and started WS’ African affiliate network ZK PR in 2003 in Tanzania.

### Named

**Joe Boyd**, founder and CEO of MCS Healthcare PR, Bedminster, N.J., was named one of *PharmaVOICE Magazine’s* “100 Most Inspiring People in the Life Sciences.” Boyd started MCS in 1985.

## **GADDAFI REGIME SEEKS PR**

Libyan dictator Muamar Gaddafi has cast a net for a PR agency as NATO forces continue to bomb his country in support of a rebel insurgency.

Media reports describe a pitch letter emailed from Libya's Ministry of Information to agencies in New York and London seeking help in turning the international PR tide against Gaddafi's 42-year regime.

"Libya has been under an unjustified media and PR attack which led to NATO's military involvement," reads the request, which seeks a firm to "present our just and fair case to the world" as the pitch from Ali Darwish says the regime has "good moral, political and legal logic supporting our position as the legitimate, sovereign and popular government of Libya," according to a *New York Post* report.

UPI confirmed the request for an agency with a Libyan diplomat at the United Nations saying the government "is trying to have the support of people outside the country."

The Monitor Company and Brown Lloyd James have worked for the Libyan government in recent years.

## **FTI COMMS. UNIT UP 7.5%**

FTI Consulting today said second-quarter revenues rose 15 percent to \$400.4M, including a 7.5% increase at its strategic communications unit, FD, to \$53.6M.

Net income slipped to \$16.9M from \$25M a year earlier in Q2.

President and CEO Jack Dunn said the PR division "more than held its own" in the quarter, noting FTI's economic consulting and technology units led Q2 growth with 46% and 33% increases.

FD was named the most active PR firm by M&A deal count in the first half of 2011 by mergermarket, working 122 transactions worth \$84.8B. That was up from 101 in the first half of 2010.

Corporate finance/restructuring down slightly from Q2 2010, and forensic/litigation consulting, up 15.6%, round out FTI's five main units.

For the six-month period, strategic communications posted just under \$100M in revenue for FTI with 562 staffers, up from \$93M and 561 staffers a year earlier.

## **EX-DHS PA CHIEF TO PORTER NOVELLI**

Sean Smith, who led public affairs for the Dept. of Homeland Security until April, has been named a senior VP in Porter Novelli's crisis communications unit.

Smith, a former aide to Sen. Joe Lieberman, will split time between New York and Washington, D.C., reporting to PA chief Kiki McLean.

Smith was 2006 campaign manager and spokesman for Lieberman during the senator's primary loss to Ned Lamont. Lieberman went on to defend the Connecticut seat as an independent.

Since leaving the DHS this spring, Smith has been teaching media, politics and global affairs at Yale University.

He penned a Huffington Post piece in July on media coverage of the 2010 BP oil spill in the Gulf of Mexico, which he handled while at DHS.

## **JWI FILES PR WORK FOR IVORY COAST**

Jefferson Waterman International, which was called in by Ivory Coast politico Alassane Ouattara earlier this year in his struggle to take the presidential reins from Laurent Gbagbo, has a contract worth \$750K for the second-half of the year with Ouattara's government.

French troops ousted Gbagbo in April, paving the way to power for Ouattara.

JWI's "engagement letter for advocacy services" for Cote d'Ivoire calls for a campaign to enhance its "image and reputation in government and private American circles." Those circles include media, think tanks, commercial organizations, NGOs and commercial institutions.

JWI will "pay particular attention to the attitudes of human rights organizations in this post-conflict era."

Human Rights Watch has called on President Ouattara to bring to trial those who were involved in the slaughter and rape of thousands that were carried out by both sides during the political stand-off. The Ivory Coast has established a Dialogue, Truth and Reconciliation Commission to investigate the atrocities.

Charles Waterman, former CIA operative and vice chairman of the National Intelligence Council, heads JWI.



**Ouattara**

## **OBAMA AIDE IN PA ROLE AT U. OF CHICAGO**

Susan Sher, a White House aide and First Lady Michelle Obama's chief of staff before stepping down earlier this year, returned to the University of Chicago on Aug. 1 in a new public affairs and strategy post.

Sher, an attorney, takes the title of executive VP for corporate strategy and PA for the university's medical center, as well as senior advisor to university president Robert Zimmer.



**Sher**

Her scope includes external and corporate relations, as well as governance, communications, community engagement and labor relations.

She was VP for legal and government affairs for the medical center from 1997-09.

"She knows the strengths of our institution already, as well as the challenges we face, and she has considerable experience working with our local community as well as city, state and national leaders," said medical school dean Kenneth Polonsky.

Sher left the university in 2009 to join the Obama administration as associate White House counsel.

**Intern Inc., the social networking company** that arranges internships for high school/college students at companies such as General Electric and Google, 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.

Olga Sarmiento, PR coordinator, is handling the PR search for CEO Derek Rundell. She can be reached at olgasarmiento3 [at] gmail [dot] com.

## PR OPINION

**Women are presidents of 40 of the 50 biggest chapters of PR Society of America** including eight of the top ten. The 40 chapters have 180 votes in the Assembly, more than enough to control a body that has about 275 members.

Women also comprise 70% of the current 21,000 members. They're outnumbered 10-7 on the board by men.

Question: then why do women allow the top four posts at h.q. to be in the hands of men, three of whom are doing awful jobs and who are overpaid (three-quarters of a million dollars yearly?!)

When a PRS executive had to walk the plank last year to cut payroll, it was a woman who was chosen -- VP membership marketing Jennifer Ian, a seven-year veteran who made \$121K. It took her a year to get a new job.

If the women decide to organize and lead their chapters in the Assembly, they could bring about democratic practices including ending the monopoly the APRs have on the national board and could inject a host of other reforms including placing members at h.q. where they could monitor spending first hand.

Women are presidents of nine of the top ten chapters that have a total of 66 votes in the Assembly. The only male among the top ten is Brian O'Connor of the L.A. chapter.

Among the top 15, there is one other male -- Todd Bailey of Central Ohio.

Brigitte Johnson heads National Capital with 1,300+ members in its area and 14 delegates; Karla Harvill heads Georgia with 900+ and 10 delegates, and Sandra Fathi heads New York with more than 900 members and ten delegates.

Other chapters in the top ten headed by women are Meredith Bagnulo, Colorado, six delegates; Brooke Worden, Minnesota, five delegates; Michelle McCormick, Houston, five delegates, Susan Ferraro, Detroit, four delegates, and Kathryn Reith, Puget Sound, four delegates.

A leader could be Sande Smith, San Francisco president, who is director of communications of the Women's Foundation of California, a politically active organization that "makes change happen."

**We have documented our complaints about the performances** of Bill "Blackball" Murray, who carries the title of "president" but does not act presidential; VP-PR Art Yann whose PR practices are at the caveman level, and CFO Phil Bonaventura, whose financial reports are either late or lacking.

The fourth highest-paid PRS executive, VP-development John Robinson (\$140K), we have no quarrel with.

Bonaventura, for instance, posted on Aug. 5 the Q2 report only it was hidden in the first half report. This is a cheap accounting trick.

The gambit concealed the fact that an operating profit of \$157,685 in Q1 was wiped out in Q2 by a loss

that totaled \$312,797 resulting in a first half operating loss of \$155,112. Members should not have to do the arithmetic.

We're leaving out for the moment \$84,671 in what is mostly interest and dividends and is called "investment income," which was reported for the first half.

### Salary, Other Data Withheld

Indefensible is the withholding of 2010 IRS Form 990 long after the audit was published. This document was withheld from both the 2009 and 2010 Assemblies.

Bonaventura allows staff and leaders to talk about the Society's "reserves" when corporations don't have reserves. They have net assets.

PRS's net assets are as phony as a three-dollar bill because they book dues as cash, a violation of FASB. Bonaventura should not allow this.

Even if PRS had the finest CPA on staff and finest outside CPA firm, they would be no substitute for members working at h.q. Only the "most staff" and leader-loyal PR pros have been allowed at h.q. since about 1980. I call him "Blackball" Murray because he spent an hour in my office last year saying he had "chosen" not to deal with the O'Dwyer Co. He thinks press relations is dealing with reporters. It's dealing with the facts they dig up.

His stance is a violation of the Society Code.

Under Murray and predecessors, information-blocking practices have multiplied and include loss of the printed members' directory; loss of transcripts and audiotapes of Assembly; loss of national list of delegates (there is no list at all as of this writing); blocking press from seeing PRS financials; refusal of leaders to face members in-person on issues like the dues hike, bylaws re-write, and the bid to let non-APRs run for the national board.

### Yann Is 'Czar of Silence'

The media policy on the Society website says any member who receives a call from a reporter about PRS must report this to Yann or one of his staffers before responding to the reporter.

Last year Yann "credentialed" us for the Assembly but not for the ensuing national conference that we had covered for about 40 years in a row. There is no rhyme or reason to such decisions.

He barred us from the Assembly lunch when we needed to interview delegates about the defeat of the bid to let non-APRs run for the board.

### Fiske Wants Top Posts for Women

Fiske, in a PRS website posting Aug. 5, notes that 70% of Society members are women and women now dominate in numbers the PR industry.

But she says not enough of them have the top posts. She should ponder why the four highest paid posts in the Society are held by men including three whose performance is lacking.

Giving this dysfunctional organization more money in the form of a dues hike is not the answer.

Men made a mess of the Society that women could now clear up.

— Jack O'Dwyer