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O'Dwyer's Newsletter

The Inside News of
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U.S. SEEKS PR SUPPORT FOR IMMIGRATION

The federal agency in charge of legal U.S. immigration, which announced a push to lure immigrant entrepreneurs to the U.S. last week, kicked off today a search for a PR firm to expand its outreach efforts, including support of its e-Verify system.

U.S. Citizenship and Immigration Service, part of the Dept. of Homeland Security, has opened an RFP process through mid-September for outreach to increase employer participation and educate workers and the public about the e-Verify program, which has faced some criticism, especially in the agriculture sector.

The outreach is also expected to cover the SAVE program, which verifies immigration status for those seeking benefits like social security.

UCIS' Verification Division runs the e-Verify and SAVE programs and is conducting the PR search.

A one-year contract with two options is expected. The RFP can be downloaded from the government's procurement portal at <http://odwpr.us/pan2XU>.

UCIS on Aug. 3 announced a series of initiatives, including policy, operational and outreach efforts, to spur job creation by attracting foreign entrepreneurial talent, an effort strongly supported by Silicon Valley.

U.S. Immigration and Customs Enforcement, a sister agency that handles criminal illegal aliens, called off an RFP process early this year after determining that in-house resources could handle its outreach plans.

QORVIS FILES BAHRAIN WORK

Qorvis Communications, which has been repping Bahrain as sub-contractor to Bell Pottinger, has now registered its own \$40K-a-month pact with the beleaguered Kingdom.

Working for the Ministry of Foreign Affairs, the Washington-based firm provides press and PR services in the U.S. for Bahrain.

In his engagement letter, Qorvis managing partner Michael Petruzzello says the shop is "very enthusiastic about this new assignment and confident of its ability to get the job done."

Bahrain staged a bloody crackdown on dissenters earlier this year. That was done with assistance from troops from the United Arab Emirates and Saudi Arabia, a Qorvis client.

Qorvis continues to work with Bell Pottinger to promote the stability of Yemen, another mideast hotspot. That effort is a \$30K-a-month job.



PASTER, WPP PR CHIEF, DIES AT 66

Howard Paster, former chairman and CEO of Hill & Knowlton and a veteran advisor to President Bill and Hillary Clinton, died Aug. 10. He was 66.

Paster led H&K for eight years, from 1994-2002, joining the WPP unit after directing the Clinton White House Office of Legislative Affairs and advising the president.

He had recently led WPP's PR division – including H&K, Burson-Marsteller, Ogilvy PR Worldwide, Cohn & Wolfe – as executive VP and counseled President Barack Obama on Congressional relations.

"He was that rare mix of administrative efficiency and strategic brilliance," said H&K's global chairman and CEO Jack Martin, who added that Paster played a big role in his decision to sell Public Strategies to H&K in 2010.

President Obama and Secretary of State Hillary Clinton issued a statement Thursday morning remembering Paster for a dedication to public service, as well as for passion and candor. "As my Assistant for Congressional Relations, Howard made a tremendous difference in ensuring that my administration was able to carry out some of our most crucial initiatives," said Obama.

Paster was also chief operating officer for Hillary Clinton's 2008 campaign.

H&K vice chair Tom Hoog credited Paster with engineering the firm's turnaround.

"With its morale shaken, the firm needed more than the routine corporate steps of cost-cutting and talent development," he said. "[Howard] knew corporate culture was required, and ... [he] knew that integrity had to be authentic and had to flow from the top down."

Paster, who also helped Clinton pollster Mark Penn transition into the CEO role at Burson-Marsteller, was also elected president of the Little League Foundation in 2002. An annual award for urban volunteer initiatives for youth baseball is named after Paster and his wife, Gail.

Retailer L.L. Bean has ordered a centennial PR campaign from Weber Shandwick as the Maine-based outfitter plans for the milestone in 2012.

The Interpublic unit has worked on 100th-year efforts for Harley-Davidson and General Motors, as well as the 75th anniversary of Ocean Spray.

L.L. Bean does not have a PR agency of record. GSD&M of Austin, Tex., is handling advertising. Events, PR, retail activities and social media are planned.



Paster

MD SEEKS PR PRESCRIPTION FOR EXCHANGE

Maryland is mulling outside agency support to study PR and advertising for its healthcare exchange set up under the federal healthcare reform law.

The state issued an RFP on Aug. 5 to study and make recommendations for how the Maryland Health Benefit Exchange should conduct its outreach communications.

Gov. Martin O'Malley signed the exchange's creation into law on April 12. The public entities will serve as marketplaces for citizens to buy insurance as outlined under the federal healthcare law, which requires their creation by January 2014.

The Maryland law which created the exchange requires a report to the state's general assembly on its PR strategy by December 21. It had received \$7.2M in federal funds as of late May to implement the exchange, with more grants possible as progress is made.

The state wants a final report on PR options for the firm hired by the RFP process by November 15.

A seven-month contract overseen by the Governor's Office of Health Care Reform is planned for the evaluation.

In addition to the RFP, the state is assembling a public-private steering committee to oversee and review strategic communications for healthcare reform in the state.

Proposals are due Aug. 26. Download the RFP at <http://odwpr.us/oO6eMo>.

HENDERSON FILLS RITE AID COMMS. SLOT

Corporate PR veteran Susan Henderson was named to the top communications slot at Rite Aid Corporation, following the retirement of Karen Rugen last month.

She was consulting for Gagen MacDonald after recently serving as VP of communications for Harley-Davidson over two years.

Henderson takes the role of senior VP and chief communications officer for the third largest drugstore chain in the U.S. with a mandate covering media relations, financial communications, issues management, associate and supplier communications and charitable initiatives.

Prior to Harley-Davidson, she was VP of corporate communications for Wm. Wrigley Jr. Company, VP of PR at Kohl's Department Stores and director of marketing communications for Miller Brewing Co.

She started out as a reporter for the *Columbus Dispatch*.

Rite Aid, based in Camp Hill, Pa., has 4,700 stores in 31 states with 2011 fiscal revenues of \$25.2B. Walgreens is the largest pharmacy chain in the U.S., followed by CVS.

Henderson reports directly to president and CEO John Standley, who noted in a statement her "extensive" consumer products and retail experience.



O'Malley at the bill signing ceremony in April.

CARGILL DEPLOYS RECALL RESPONSE

Food giant Cargill deployed a widespread communications response following last week's recall of 36 million pounds of ground turkey over possible contamination with a drug-resistant strain of salmonella bacteria.

Minneapolis-based Cargill, the largest private company in the U.S., mainly utilized in-house resources, although APCO Worldwide was called in to do media prep for its turkey business president Steve Willardsen.

Mike Martin, director of communications for Cargill in Wichita, told O'Dwyer's that director of media relations Mark Klein was deployed to the Springdale, Ark., processing facility where the recalled poultry meat originated. On site there, he handled local and regional media, including TV affiliate coverage that aired nationally.

Cargill set up conference calls multiple times daily late last week with Klein and corporate affairs head Mike Fernandez, a ConAgra veteran who joined the company last year from State Farm.

Cargill announced the recall Aug. 3 citing an internal investigation, as well as information from the Centers for Disease Control and a probe of the salmonella strain by the U.S. Department of Agriculture. It suspended production of ground turkey products at the Arkansas plant until the source of the outbreak is located.

"Given our concern for what has happened, and our desire to do what is right for our consumers and customers, we are voluntarily removing our ground turkey products from the marketplace," Willardsen said.

The company also enlisted Minneapolis-based Rust Consulting to work with its in-house consumer relations team and set up a call center. Through Aug. 7, the company received more than 24,000 consumer inquiries, said Martin, who handles media inquiries from Wichita.

Cargill's Minneapolis-based communications team monitors the Internet and social media, he added.

The USDA said a total of 79 people from 26 states have been infected with the outbreak strain of salmonella heidelberg between March 1 and August 3. One person has died.

Cargill posted 2010 fiscal revenues of \$107.9B.

CESSNA COMMS. VP FLIES EAST

Cessna corporate communications VP Bob Stangarone has resigned from the aircraft maker with plans to relocate to the East Coast.

He held the top post at Wichita-based Cessna for six years after stints in aircraft sector PR at Rolls-Royce North America, Fairchild Dornier and Litton, among others. He is a commercial pilot and earlier served as managing editor of *Business & Commercial Aviation* and *Air Facts*.

Aviation PR veteran Doug Oliver is director of corporate communications at Cessna, which is owned with units like Bell Helicopter and Greelee by conglomerate Textron. Oliver told O'Dwyer's he's not yet aware of succession plans for Stangarone.



Henderson



Stangarone

OPRAH'S TOP COMMS. EXEC EXITS

Lisa Halliday, the top communications executive for Oprah Winfrey and her media juggernaut Harpo Productions, is stepping down after 12 years.

Halliday plans to return to Los Angeles to "pursue other interests," she said in a statement to O'Dwyer's.

Her Harpo resume includes the recent launch of Winfrey's struggling OWN network, along with scores of other campaigns and endeavors like "The Oprah Winfrey Show," "Dr. Phil" and *O, The Oprah Magazine*. She also handled the launch and occasional PR flare-up of Winfrey's school for girls in Africa.

Halliday moved to Chicago for the position in 1999 after serving as VP of national publicity for The Walt Disney Company's Buena Vista Pictures Marketing division, where she worked for nearly a decade.

Harpo expects to name a successor within the month.

Winfrey this month took over the CEO reins of the OWN network, which slates a talk show with Rosie O'Donnell for the fall. The network launched on January 1 but has underperformed expectations after a splashy launch.

CNN'S BOHRMAN GETS CURRENT POST

David Bohrman, former Washington bureau chief for CNN, is now president of Al Gore's Current TV. He assumes programming duties.

As special events producer at CNN, Bohrman introduced the tough-screen "magic wall," which is now standard fare in political coverage. He became CNN's chief innovation officer earlier this year.

Bohrman reports to Current co-founder Joel Hyatt, who took over CEO duties from Mark Rosenthal in July.

His first task is to develop shows to bracket Keith Olbermann's "Countdown."



Bohrman

AKIN GUMP WORKS HILL FOR GOOGLE

Akin Gump Strauss Hauer & Feld joins Google's rapidly expanding army of lobbying firms to work Capitol Hill for the online search giant.

Burson-Marsteller's Prime Policy Group, The Lugar Group, Crossroads Strategies and Gephardt Group Government Affairs signed on with Google last month.

Akin Gump is to "provide information on the nature of Google's business in light of general allegations that it raises competition concerns," according to its federal filing.

Its Google team includes Jaime Tucker, aide to former House Speaker Newt Gingrich and Georgia Senator Coverdell; Christine Hesse, ex-counsel to the Senate Banking Committee, and Scott Parven, former Aetna staffer and founder of Parven Pomper Strategies.

Google on Monday announced plans to acquire Motorola Mobility in a mobile deal worth about \$12.5 billion.

The deal was unanimously approved by the boards of directors of both companies.

AOL BREAKS AD LOSING STREAK

AOL today reported its first growth in advertising revenue since 2008 as the company bulks up in the aftermath of its March Huffington Post acquisition. Despite an eight percent dip in revenues to \$319M, ad revenues were up five percent.

CEO Tim Armstrong called the second quarter results "another meaningful step forward in the comeback of the AOL brand." The company is "singularly focused on becoming the next great media company for the digital age."

AOL chalked up an \$11.8M net loss for the period. That compares to a \$1.1B deficit for 2010 after a \$1.4B write-off for the Bebo social networking site.

LONDON POLICE PR CHIEF PROBED

The PR chief for London's Metropolitan police is now being investigated for misconduct by an independent commission looking into the News Corp. hacking scandal, British police said Aug. 10.

The probe comes weeks after Metro police said director of public affairs Dick Fedorcio was being referred to the commission for his dealings with a PR pro and former News Corp. executive, Neil Wallis.

Fedorcio has remained on the job as U.K. authorities have dealt with rioting in the country. He leads a PR staff of about 45 and will now be working from home as part of an extended leave during the probe, police said.

Metro Police said the commission will examine whether Fedorcio "has committed any act of gross misconduct."

The police said July 19 that Fedorcio was referred to the commission because of his relationship with Wallis and the circumstances under which a PR contract was awarded to Wallis' firm, Chamy Media.



Fedorcio

LIZ MURDOCH PUTS BOARD SERVICE ON HOLD

Elisabeth Murdoch, the 42-year-old daughter of News Corp. CEO Rupert Murdoch, has decided that it would be "inappropriate" to join the board of the media combine at its October annual meeting.

The senior Murdoch said in February that he expected his daughter to join the board after the \$680M deal to acquire her Shine Group TV production company.

The Murdoch family controls a 40 percent voting stake in News Corp.

Murdoch, 80, is a director with sons James, 38, and Lachlan, 39.

Viet Dinh, a director at News Corp., issued a statement on Aug. 5 to say the independent board members agree with Rupert Murdoch's decision to delay her directorship.

"Both Elisabeth and the Board hope this decision reaffirms that News Corp. aspires to the highest standards of corporate governance and will continue to act in the best interests of all stakeholders, be they shareholders, employees or the billions of consumers whom News Corp. content informs, entertains and sometimes provokes every year," said Dinh.

SOCIAL MEDIA GURU JOINS APCO

Christal Goetz, a nine-year veteran of the social media scene, has joined APCO Worldwide as senior VP of its StudioAPCO and online services group.

**Goetz**

The former VP-corporate practice at New Media Strategies, has managed campaigns for consumer products, pharmaceutical, transportation and retail companies.

Goetz was in charge of more than 50 staffers who handled 80-plus clients. She recently handled the communication strategy for the merger of United Airlines and Continental Airlines. Other blue-chip clients included PepsiCo, Nestle and Chrysler.

TAG HEUER DROPS TIGER

Swiss watchmaker Tag Heuer has cut ties with Tiger Woods, according to a statement from its CEO Jean-Christophe Babin. The sponsorship was reportedly worth \$10M.

The move takes "account of the sensitivity of some consumers." Babin hopes Woods can "overcome his difficulties."

The company had a ten-year relationship with Woods. It stopped promoting his image in the U.S. in late 2009 when his sex scandal became public.

Babin will continue to support Woods' charitable foundation from proceeds of a watch that he designed, reported the Associated Press. He called Woods a "huge talent" with great mental strength.

Tag Heuer's current brand ambassadors include Leonardo DiCaprio, Marie Sharapova and Sebastien Ogier.

The roster of former sponsors of Woods includes Accenture, Gillette, AT&T, *Golf Digest* and Gatorade.

**NEWS CORP BEATS WALL ST.**

News Corp. reported fourth quarter fiscal revenue rose to \$8.96B and operating income jumped nearly nine percent to \$892M.

Net income fell 22 percent to \$683M as the company took a hit on the sale of MySpace.

The performance beat expectations and News Corp. moved to increase its dividend by two cents a share.

CEO Rupert Murdoch said cable network programming and TV segments boosted the quarter.

Increases at those two units were offset by decreases at its film unit, which benefited from the global blockbuster *Avatar* last year.

"While it has been a good quarter from a financial point of view, our company has faced challenges in recent weeks relating to our London tabloid, *News of the World*," said Murdoch, noting the scandal has had "no material impact on our other operations."

"We are acting decisively in the matter and will do whatever is necessary to prevent something like this from occurring again," he said.

UNILEVER TARGETS 'TWEENS'

Unilever, the company behind the Degree, Dove and Suave deodorant brands, recently hosted a back-to-school party in Manhattan to promote the Dove go fresh Rebalance line to tweens.

The "Back To School Bash," was hosted by Unilever and Weber Shandwick and took place on Aug. 2 at Hudson Studios and specifically offered tween girls a night of pampering and fun.

They were treated to makeovers with professional stylists followed by a photo shoot with Stardoll and a meet-and-greet with parenting expert and author, Rosalind Wiseman.

**Wiseman, right, with 'tween' fans at the event.**

Wiseman signed copies of her books "Boys, Girls and Other Hazardous Materials" and "Queen Bees and Wannabes: Helping Your Daughter: Helping Your Daughter Survive Cliques, Gossip, Boyfriends, and the New Realities of Girl World," while the girls snacked on finger foods and sipped fruity drinks.

Campaign Aims at Parents of Tweens

The new Dove go fresh scent, Rebalance, was introduced at the party in the form of a deodorant, body wash and body mist.

The event was held as part of Unilever's "Don't Fret The Sweat" campaign, aimed to help parents and children to "successfully navigate the tricky tween years." According to a survey commissioned by the campaign, 53% of 8-to-12-year-olds and 85% of parents feel stressed about the upcoming school year, including feeling anxiety about hygiene, appearance and personal care.

No longer children, but not yet adults, tweens are often attracted to brands and products that are "cool" or allow them to feel independent and grown-up.

Although the Dove products are not specifically designed for tweens, it's no surprise that the brand would be looking for a unique way to target this demographic - and more importantly - their parents.

Tweens are now the source of more than \$40 billion in annual spending power.

Reaching out via social media alone is difficult due to COPPA regulations and other online restrictions for children under 13, so companies like Unilever are trying to reach out to this age group by treating them to fun, interesting experiences that make them feel special.

NEWS OF PR FIRMS**HERTZ ROLLS BID WITH BRUNSWICK**

Brunswick Group is supporting PR efforts of Hertz Global Holdings as the rental car company renews and extends its pursuit of acquiring Dollar Thrifty Automotive Group.

The protracted fight for Dollar Thrifty has drawn in top agencies like Joele Frank, Wilkinson Brimmer Katcher, which is working for Avis, and Sard Verbinen & Company, which is helping Dollar Thrifty urge shareholders to wait on offers from Avis and Hertz pending anti-trust clearance.

Hertz last week for the second time extended the deadline of its offer – this time from Aug. 5 to September 9 for a bid worth about \$2.1B. Its \$1.46B offer was shot down by DT shareholders last September. The company also engaged Innisfree M&A Inc. to woo shareholders.

Brunswick managing partner Steve Lipin and director Jayne Rosefield are supporting the Hertz account out of New York.

Avis spent \$1B in June to acquire a rental car operator covering the EMEA region and has not recently commented on its intentions for Dollar Thrifty.

DT said in June that it is working with both Hertz and Avis on anti-trust clearance.

RF|BINDER EXPANDS CSR SCOPE

RF|Binder Partners said it has expanded its corporate responsibility practice through a partnership with Susan Ellis, a 15-year veteran in CSR and sustainability.

Amy Binder, CEO of RFBP, said the sector has emerged as a critical part of business strategy with accountability toward shareholders, customers, investors, employees, activist groups, and the media.

The firm has worked on campaigns for Bank of America, Staples, Toyota Motor North America, Pfizer, and Whole Foods Market.

Ellis, founder of Liliun Consulting, said such campaigns have impacts beyond improving reputation. "They help to educate consumers about more sustainable ways of living," she said.

BRIEFS: Kemp Goldberg Partners, Portland, Me., officially launched a public affairs practice and Washington, D.C., outpost this month at 2025 M Street NW, Suite 800. The firm recently added senior A/E Chris Philbrook, former aide to Sen. Susan Collins (R-Me.) and Treasury Sec. Hank Paulson. ...**MWW Group**, New York, has partnered with Social Media Week to provide PR support and counsel for the biennial conference. MWW President and CEO Michael Kempner said the event is "among the most influential gatherings in the digital marketing industry." The event is slated for September 19-23 simultaneously in twelve cities across the globe. Info: socialmediaweek.org. ...**Christopher Foltz & Company**, Chicago, is planning to launch a new entertainment division in September with charity "high on the agenda." Clients in the music, television, radio, motion pictures, athletics, authors, and comedy sectors are handled. Info: www.ChristopherFoltz.com.

NEW ACCOUNTS**New York Area**

Gibbs & Soell PR, New York/LORD Corporation, adhesive, coating and motion management technologies, for strategic counsel and program implementation for corporate and employee communications via G&S' practices focused on advanced manufacturing and technology communications.

DKC, New York/ULTA, beauty retailer, for national consumer PR, including creative partnerships, product placement, celebrity seeding, regional store openings, and social media . ULTA has 394 stores across 40 states.

Lou Hammond & Associates, New York/Holiday Isle Beach Resort & Marina (Fla.); Oheka Castle Hotel & Estate (N.Y.), and Scrub Island Resort, Spa & Marina (British Virgin Islands), for PR.

Spring, O'Brien, New York/Insight Cuba, provider of legal people-to-people travel to Cuba, for PR in the U.S. The firm worked with IC in 2003 before the Bush administration banned legal travels to the country, a move reversed by the Obama White House. SO president Chris Spring said the client received its license June 28 and plans inaugural trips August 11 with regular departures commencing mid-September.

YaYa Publicity, New York/Pour La Victoire and Kelsi Dagger, footwear lines, for PR.

The S3 Agency, Boonton, N.J./Stacy Garcia, designer and hospitality industry trend forecaster, to help raise her profile among consumer media.

East

Ogilvy & Mather, Washington, D.C./ National Heart, Lung, and Blood Institute, for a five year, multimillion-dollar contract for its The Heart Truth campaign, a client since 2001.

Buffalo Communications, Vienna, Va./Brain Center International, for a publicity and media relations program for its soon-to-launch, golf-specific software.

Southeast

TransMedia Group, fort Lauderdale, Fla./Linda Webb, star of an upcoming reality series, "Fraud Dog," for PR. TMG has also picked up Court Story Communications, a New York PR firm focused on law firm clients, to make it more widely known in "litigious areas like Florida."

Shamin Abas PR, Palm Beach, Fla./Alex and Ani, eco-friendly jewelry company, for PR.

The Gab Group, Boca Raton, Fla./SPIN Ultra Lounge, nightclub, for PR, marketing, graphic design, and special events.

West

Investor Relations Network, Tustin, Calif./Freeze Tag, family friendly video games for smartphones, tablets and PCs, for IR and corporate comms.

International

The Jeffrey Group, Sao Paulo/Bayer and Johnson & Johnson, for PR in Brazil. TJG handles J&J's OTC and women's health units, adding on its work in oral care and corporate comms. Bayer CropScience expanded its work with the firm to include a multi-year customer relationship program. TJG already handles corporate comms. for Bayer and other work for Bayer HealthCare.

— Greg Hazley

NEWS OF SERVICES**PR RECRUITER EXPANDS TO MIDWEST**

West Coast-based recruiter PR Talent has expanded to Chicago with the addition of former Edelman VP Nikita Davis.

PRT president Jim Delulio said the hire, along with the promotion of senior recruiters in two other cities, shows a sign of "continued strength" in the PR job market.

Davis was VP of recruitment for Edelman in a six-month stint that followed more than three years at Ketchum. She also brought in staff for Marina Maher Communications, Burson-Marsteller and CMP Media.

She'll build a Chicago operation for PRT and also recruit for its New York outpost with newly promoted VP Diane Alexis. Marisa Mayer was also upped to VP for the Western region out of San Francisco.

He added that he sees the demand for public relations talent continuing to grow as corporations beef up their communications departments and require more PR services to help them manage ever-evolving social media and digital tools.

Delulio set up Huntington Beach-based PRT in 1998.

**Davis****VMS INKS ASIA-PACIFIC DEAL**

Monitoring services company VMS has signed a deal with Asia-Pacific monitoring provider Media Monitors Pty Ltd to provide content from Australia, New Zealand, China, Singapore, Hong Kong and Malaysia to VMS clients.

VMS CEO and president David Stephens said the deal and other recent moves for VMS are intended to help multinationals move away from the past that had them cobbling together monitoring and analytics networks.

Media Monitors has 15 offices in the A-P region.

Names Top Sales Exec

David Evans, VP and general manager for Wolters Kluwer Financial Services, has moved to VMS as senior VP of news sales. He'll focus on PR clients in the corporate, agency, government, NGO and non-profit sector.

Evans was previously VP of sales for Uniform Information Services.

SOMALIA FAMINE RELEASES FREE ON PRN

PR Newswire is waiving fees for the distribution of news releases related to the famine in Somalia, where drought and years of conflict have killed thousands and put as many as a half million children at risk of starvation.

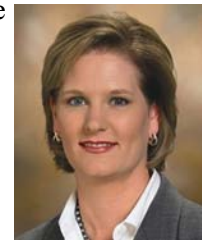
PRN said organizations that want to communicate efforts of assistance towards the crisis can do so through its global wire.

Non-member should send releases to nyhubs@prnewswire.com while members can use the Online Member Center to send a release.

Releases on the famine are at <http://latest.prnewswire.com/page/famine-in-somalia>.

PEOPLE**Joined**

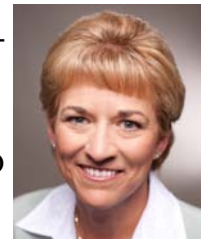
Laura Moore to Easton-Bell Sports, the sporting goods company created with the 2006 merger of Riddell Bell and Easton Sports, as senior VP, corporate communications, reporting to president/CEO Paul Harrington and overseeing public affairs, media relations, crisis communications, PR and internal comms. She was senior VP, PR and internal comms., for Regions Financial Corp., VP of global comms. for Kimberly Clark, senior VP, comms. and PR, RadioShack Corp., and VP, corporate comms., for Zale Corp. E-B's brands include Easton, Bell, Riddell and Giro. MSLGroup does PR.

**Moore**

Lynette Viviani, founder and president of Viviani PR, to Zito Partners, New York, as a senior leader as the firm acquires her shop. She was previously director of media relations and planning for Bell Atlantic NJ (now Verizon).

Carol Schechter, VP and director of Academy for Educational Development's Center of Health Communication, to Abt Associates, Bethesda, Md., as VP of health communication for Domestic Health.

Laura Monica, who has been running her own shop, to Washington, D.C.-based energy provider Pepco Holdings as VP, corporate communications, a post vacated by the March move of Debbi Jarvis to a corporate citizenship and social responsibility role. She reports to CEO Joseph Rigby and was previously senior VP, corporate comms., for American Water in four years with that large utility and senior VP, corporate comms., Numerica Financial. Monica ran High Point Communications on and off for 15 years.

**Monica**

Rebecca Davis, who handled digital media planning and partnerships at Discovery Communications, to Ogilvy PR Worldwide, Washington, D.C., as an executive VP and group head of its 360° Digital Influence unit.

Gabrielle Hannafan, manager of corporate comms., Healthcare Realty Trust, to Revive, Nashville, Tenn., as marketing and business development manager for the healthcare PR firm.

Michele Chandler, associate editor for technical publishing company Althos, to Crossroads PR, Raleigh, N.C., as a PR staffer.

Tracy Blinder-Gurrisi, group manager, Lippe Taylor, to Jones Public Affairs, Washington, D.C., as an A/D in the firm's Boston office. She was previously with Solomon McCown & Co.

Marylou Ferry, a Los Angeles PR pro and former communications aide to Washington Gov. Gary Locke, to join Scripps College, Claremont, Calif., as VP for communication and marketing, effective Aug. 22. She recently ran her own firm consulting higher education clients and was VP in Fleishman-Hillard's Los Angeles public affairs unit after a stint as director of corporate political affairs at BP's Arco gasoline unit.

FLORIDA TOURISM ACCT OPEN FOR PR BIDS

Florida's Collier County, which has fought to counter PR fallout from last year's BP oil spill, is reviewing its tourism PR account with an RFP process open through Aug. 24.

The Naples, Marco Island, Everglades Convention and Visitors Bureau, which markets the region as "Paradise Coast," slates a low six-figure budget for the work, currently handled by Virginia Beach-based PR shop BCF.

The last review was in 2007.

Fiscal year 2011 PR budget is set at \$125,667.

The RFP released July 27 says the CVB's advisory board and other officials are pleased with the quality of its PR activity but "they want more of it."

Strategy, outreach, media events, and social media are among tasks outlined in the RFP.

Although oil did not hit its beaches, the specter of the spill has loomed large. BP paid out more than \$80M in claims in Collier County and the CVB's website declares "The Paradise Coast is Clear" in a July 2011 update. CVB officials last month said they planned to pursue a \$389K claim with BP to cover lost tourist development tax dollars.

Download the RFP at <http://odwpr.us/peOpMZ>.

SPRING O'BRIEN BOOKS CHILE TOURISM

Spring, O'Brien has booked North American marketing communications duties for the Chilean government's tourism board, Turismo Chile, following a competitive review.

Latitude was the incumbent.

New York-based SO is charged with PR, trade relations, special events and advertising in the U.S. and Canada for the Santiago-based organization.

Chris Spring, president of the independent firm, said Chile has "come of age" offering both adventure as well as world class hotels and experiences.

Spring noted Chile is the 21st country the firm has handled since its 1982 start.

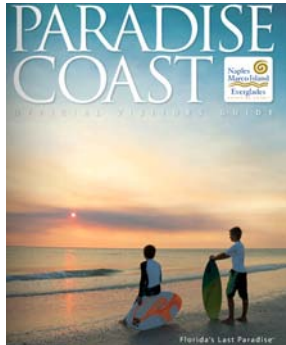
MSL TAPS YEO FOR MIDWEST CRISIS POST

MSLGroup has brought in agency vet Jack Yeo to head its new Midwest crisis and issues management operation.

Yeo, who was COO for Chicago PR firm Henson Consulting, takes a senior VP title with the Publicis unit in the Windy City.

Joel Curran, Chicago managing director for MSL, said the creation of a crisis and issues unit for Midwest clients fulfills an ongoing demand from current and prospective clients in the corporate and consumer space.

Yeo was a director during 12 years at Burson-Marsteller.

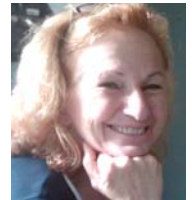


FENTON ADDS HEALTH PRO

Rose Mary Romano, a former government and NGO health communicator with extensive experience on Africa PR projects, has moved to progressive firm Fenton in Washington, D.C., as a senior VP.

The firm cited her resume as invaluable as it expands abroad.

She makes the move from Academy for Educational Development in the capital, where she was a senior communication specialist handling its work for C-Change, a USAID endeavor focused on social and behavior change communication.



Romano

Romano also led AED's South African office.

Lisa Witter, chief strategy officer at Fenton, noted Romano's work on large-scale, important government and UN-funded projects as key to the hire.

"As Fenton expands abroad, she'll bring invaluable on the ground experience in Africa and India," she said.

Romano held communications posts at the Dept. of Health and Human Services, Centers for Disease Control and National Institutes of Health, among other federal agencies. She worked health communications campaigns in Kenya, Albania, Namibia and Swaziland, among other countries, handling issues from maternal and child health to AIDS.

Fenton's roster includes Nelson Mandela's "Elders" project, several UN agencies, Human Rights Watch and the Bill & Melinda Gates Foundation, among others.

PB REPS CROATIA ON WAR CRIMES VERDICT

Patton Boggs has inked a \$60K a-month pact with Croatia to address issues arising from the April decision of the International Criminal Court that convicted two retired Croatian generals of war crimes against ethnic Serbs during the split-up of Yugoslavia during the 1990s.

A third defendant was cleared of charges.

The trial covered actions during a three-month campaign called "Operation Storm," a program that killed at least 150 civilians and forcibly drove tens of thousands Serbs from their homes in Croatia, according to a BBC report. An estimated 200K Serbs were evicted from Croatia in 1995.

The convicted generals -- Ante Gotovina and Mladen Markac -- are considered heroes in Croatia.

PB handles matters regarding "military standards and regulations" with respect to Operation Storm, according to its Justice Dept. filing. The firm also counsels Croatia on relations with the U.S.

Tommy Boggs and Ed Newberry, PB managing partner, lead the Croatia account. They report to the country's Minister of Justice.

RFPS

Norfolk (Va.) Airport Authority, advertising, marketing and PR, deadline 8/31: <http://odwpr.us/okrd10>

New Hampshire, public safety, comms. or PR firm for public education project; deadline 8/18: <http://odwpr.us/nQWjoN>.



Yeo

PR OPINION

Elizabeth Badinter, known in some French quarters as the country's "most influential intellectual," could serve as a role model for U.S. female PR pros who currently outnumber males but find themselves aced out of top positions including those at their own industry association—PR Society of America.

Liberal-leaning Badinter, who inherited the controlling interest in Publicis from her father, Marcel Bleustein-Blanchet, who died in 1989, was the subject of an 11-page profile in the July 25 *New Yorker*.

Author of the article, titled "Against Nature," is Jane Kramer, who has covered topics in Europe for the magazine since the 1970s.

PR Society chair Rosanna Fiske complained this month that while women now dominate in numbers in PR including PRS itself which is 70% female, "far too few women have senior leadership posts particularly at the agency level."

Women have to assert themselves in PR and a good start would be in their own association where 40 of the 50 biggest chapters are headed by women, giving those chapters control of the Assembly.

Badinter, author of "Conflict: The Woman and the Mother," to be published in the U.S. in January, took on all interviewers last year when her book was published in France.

She feels that women who want to combine motherhood and careers should resist pressure from those who say this is "unnatural" and a threat to their babies.

She favors the ban on burqas or other face coverings for women, favors gay marriage, and is against an enforced balance of males and females on electoral lists.

The French magazine *Marianne* polled its readers and found they consider her France's "most influential intellectual." The dictionary definition of intellectual is someone who is "extremely rational," avoiding emotions and prejudices in making judgments.

Where is PR's Badinter?

Where is the Elizabeth Badinter in PR is our question?

Her staunch individualism and idealism are no doubt helped by the fact that she has been independently wealthy since birth.

The PR wing of Publicis in the U.S. is MSLGroup.

Publicis clients include Procter & Gamble, maker of Pampers, and Nestle (powdered milk), products that make life easier for mothers although they are "unnatural." However there is no suggestion that such clients influence Badinter's thinking. She is "chair of the supervisory board" of Publicis while Maurice Levy is chairman and CEO.

Two cornerstones of the Badinter philosophy are opposition to inequality and any policies that limit human rights.

Burqas, already banned in French public schools, were outlawed in public places last year with only one dissenting vote being cast in both the Senate and National Assembly. She is currently battling the intrusion

of religious beliefs into a baby care center in Chanteloup-les-Vignes, 20 miles from Paris.

Religious Muslims are demanding that boy and girl babies be separated, that women wear what Badinter calls "masks," and that utensils that never touched meat be used. Some Muslims won't let their children go to the public pool.

One Muslim refused to touch female babies and would not let women touch him. He demanded they not look at him when speaking to him.

APR Is the Religion at PRS

APR has approached the status of a religion at the PR Society. The APRs cling to it with blind faith and are impervious to change.

The small minority (18%) of APRs not only blocks non-APRs from running for national office but has choked off the flow of information to members and the press in numerous ways.

Even intellectuals can't operate if they don't have the facts. Key lists removed include the full membership list which should be in convenient, inexpensive PDF form; list of Assembly delegates; single list of chapter presidents; list of h.q. staffers (except for seven names), and list of committees and task forces and their members. Transcripts of the Assembly have been withheld since 2005.

Society Takes on \$3M Obligation

Since PRS is asking members to cough up more for dues, the spotlight is on how the Society is spending its money. APRs lost \$2.9 million from 1986-2002 on the program.

The three-year contract with president/COO Bill "Blackball" Murray involves an obligation of about \$3 million since he no doubt will keep his two chief hires, CFO Phil Bonaventura and VP-PR Art Yann. PRS normally pays a year's severance to departing executives.

In Murray, PRS has a highly paid "president" who does not act that way. He is not out pitching the Society's "Business Case for PR" and in fact rarely makes appearances to chapters or elsewhere. He blackballed the O'Dwyer Co. last year, saying the Society had no obligation to deal with it and has chosen not to.

The 2006 search committee, headed by Debra Miller, had trouble finding anyone interested in the COO post at PRS. It was then decided to dangle the title of president in order to attract candidates.

The job went to Murray who was in his own firm after losing his 20-year job at the Motion Picture Assn. which had gone through management changes after the retirement of longtime leader Jack Valenti in 2004.

The PRS committee knew from the beginning that Murray had a speech problem, since diagnosed as spasmodic dysphonia (involuntary spasms of vocal cords and other muscles that cannot be cured). They knew it could impact his role as a spokesperson for the Society but ignored this.

Everyone is for hiring a handicapped person but not if the handicap interferes with performance of duties, as it does in this case.

— Jack O'Dwyer