



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

August 22, 2011 Vol. 44 No. 32

NM TOURISM CZAR PLANS PR REVIEW

New Mexico is expected to put its tourism PR and advertising contracts out for bid later this month as a new tourism secretary seeks to put her stamp on the state's marketing efforts.

Development Counsellors International won a competitive pitch process last May to guide the low-six-figure account, ousting incumbent Ballantines PR.

Monique Jacobson, a former marketing exec for PepsiCo who was named state tourism secretary in January, said RFPs are expected by the fall.

Jacobson said, noting that current contracts were up for renewal at the start of the 2012 fiscal year, when they were extended three months until the end of September.

Karyl Leigh Barnes, senior VP/partner at DCI, told O'Dwyer's the firm is planning to respond to the RFP.

Jacobson is concerned with New Mexico's ranking as 24th on a list of places people want to visit, noting she thinks it should be among the top three in the U.S.

Twelve firms pitched last year's PR review.

Publicis' M&C Saatchi is the incumbent for New Mexico's \$2.5M-a-year advertising account. PR billings are set at \$120K this year.



James Orr/N.M. Tourism Dept.

BANK LOBBY TAPS PR CHIEF

The American Bankers Association will have a new PR face in September as the trade group for the \$13 trillion banking industry replaces 20-year veteran Ginny Dean.

The Podesta Group's Stephanie Matthews O'Keefe will take over as executive VP of communications for the Washington, D.C.-based group on Sept. 6.

ABA president and CEO Frank Keating said the group is fortunate to recruit the former investment banker "at such a critical time for the banking industry."

O'Keefe has been a principal and director of business development for the past year at Podesta, which she joined in 2010 after a year as senior VP/comms. for the Export Import Bank of the U.S.



O'Keefe

Her longest tenure has been with the non-profit development group Local Initiatives Support Corp., where she stepped down in 2009 as senior VP, external affairs, after 15 years. She was also an investment banker at Credit Suisse First Boston.

A West Virginia native, O'Keefe was state director for the 1996 Clinton-Gore re-election campaign.

ABA represents the \$13 trillion banking industry.

IPG SELLS FACEBOOK STAKE

Interpublic has unloaded half of its five-year-old stake in Facebook for \$133M, a significant return on its initial \$5M investment.

The advertising and PR conglomerate bought a small stake of less than one-half a percent of FB in 2006.

CEO Michael Roth said an attractive opportunity to divest a portion of its position presented itself as he also announced that IPG would spend \$150M buying back stock, expanding on an existing \$300M re-purchase program started back in February.

Interpublic late last month reported a 31 percent rise in second quarter net income to \$108.9M as revenues jumped to \$1.7B. Its shares are around \$8.90, toward the lower end of its \$7.49-\$13.35 range over the past year.

Based on the sale of IPG's small stake, Facebook's valuation is pegged around \$66B.

Roth said Facebook's "ubiquity" has meant the "strategic value of our initial investment has moderated, while the financial value of that stake appreciated significantly."

IPG did not disclose the buyer of its stake.

The company first divulged the stake in a footnote to its 2010 annual report, noting it had become big enough to require the company to disclose it to the SEC.

"From time to time, we make investments in privately held companies that we believe may be of interest to the advertising and marketing sector," IPG said in that report. "Certain of these investments, the most significant of which is Facebook, have significantly appreciated compared to their cost..."

IPG PR units include Weber Shandwick, GolinHarris, Rogers & Cowan and DeVries PR.

ATLANTA SEEKS ECODEV PR

Atlanta's economic development authority is looking for a firm to develop and execute a PR program to buff its image among citizens, media and elected officials and increase the number of business relocation leads via outreach to companies and brokers.

The Atlanta Development Authority has an RFP open through September 7 asking for an "aggressive, proactive and integrated" PR approach to "tell its story and shape its identity and reputation for the long term," according to the document.

The 35-year-old ADA installed a new president and CEO in May – Brian McGowan, former U.S. Deputy Assistant Secretary of Commerce and COO at the U.S. Economic Development Administration for the Obama administration.

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

VCU EYES PR SUPPORT

Virginia Commonwealth University, the Richmond school of 32,000 that became last year's Cinderella story in the NCAA basketball tournament, is looking for an agency help to burnish its image nationally and boost enrollment.

VCU issued an RFP on Aug. 11 for PR and marketing communications and is accepting proposals through September 13.

The school's board of visitors approved a new strategic plan in May to "set a vision" for VCU to be the "nation's top urban, public research university." Much of the communications work outlined in the RFP will go toward supporting that new vision.

The RFP notes that surveys show awareness of the school as a quality, affordable public university with gaps in familiarity of VCU as a major research university which contributes significantly to the local economy.

The winning agency will work with VCU's division of university relations, which encompasses communications and PR, creative services and marketing.

A one-year contract with four year-long options is expected.

RFP: <http://odwpr.us/o1dG1L>.

The VCU Rams mens' basketball team reached the Final Four in the NCAA tournament in March for the first time, upsetting the No. 1 seed Kansas Jayhawks before falling to Butler.



VCU's 2011 Final Four appearance raised awareness of the school.

OHIO STATE ADDS KEKST TO CRISIS TEAM

Ohio State University rang up a \$267K tab with New York-based Kekst and Company for crisis PR through mid-July as the school tackled a memorabilia-for-cash scandal that led to the ouster of its football coach and star quarterback.

The Associated Press obtained documents through a public records request that found the school's crisis response and management has cost \$800,000 between March and mid-July.

Shelly Hoffman, former director of corporate PR for Nationwide, heads media relations as assistant VP for Ohio State.

Jim Lynch, a PR veteran of the Ohio Dept. of Natural Resources, directs the day-to-day operations of the PR unit.

Football coach Jim Tressel resigned in May after initially being suspended when the school said he was aware that Ohio State players swapped or sold memorabilia to a tattoo parlor in Columbus, violations revealed in December by the NCAA.

The scandal has been a blow to the image of Ohio State and its football program, which won eight championships in 10 years under Tressel.



Ohio State

SITRICK EXPANDS, REVAMPS AS TWO DEPART

Two top staffers of Sitrick and Company have exited as the Los Angeles-based firm retools and expands in the Bay Area, Midwest and New York.

Glenn Bunting, executive VP of the firm who was promoted in October, left on Aug. 5 after overseeing its San Francisco, Silicon Valley and Miami operations. Dave Satterfield, a three-year veteran of Sitrick and former editor of the *San Jose Mercury News*, also left with plans to join a new firm started by Bunting, according to sources.

Bunting in an email to colleagues said that he was "compelled" to leave the firm. He did not return a call from O'Dwyer's but has posted a note on his LinkedIn profile that reads: "I recently left Sitrick And Co. as executive VP to start my own firm based in San Francisco specializing in strategic communications, PR and crisis management." He is listed as president and CEO of "GFBunting LLC."

Chairman and CEO Mike Sitrick said he has promoted Lance Ignon, a former journalist who opened Sitrick's San Francisco office in 2007, to lead the Bay Area region and replace Bunting. The firm has handled high-profile assignments in the region in recent years, including counsel to embattled H-P CEOs Patty Dunn and Mark Hurd.

Sitrick also said its digital chief, Aaron Curtiss, will head a new Denver office with an eye on business in the Midwest and Rocky Mountain region. The two-year staffer spent more than 20 years at the *Los Angeles Times*.

Sitrick added that he's looking for two more senior people in the Bay Area and two for the Denver outpost.

The firm has also tapped Michael Claes, a seasoned crisis hand for Burson-Marsteller and Hill & Knowlton most recently with The Dilenschneider Group, as a member of the firm in its New York office.

Sitrick had been searching for a New York chief to replace Jeff Lloyd, who was looking to return to his Los Angeles home after eight years in the Big Apple. [Richard Wool, who did a stint as Sitrick's New York office head and left the firm in 2004, sued Sitrick in April 2010 after its 2009 sale to Resources Connection. That case continues.]

Also this month, Jason Booth, a former *Wall Street Journal* scribe most recently at Saylor and Company, has returned to Sitrick, where he was for five years from 2002-08. He is based in Los Angeles.

COUNTY WANTS 'SHOULDER SEASON' PR

A tourism business improvement organization for California's "Wine Coast" county is dangling a \$200K contract to promote the region during the so-called shoulder season from November through June.

The San Luis Obispo County Tourism Business Improvement District has an RFP open through Aug. 25 to organize a promotional campaign to build occupancy for area lodging, drive increased unique visitors and increase California market visitation.

Budget is set at \$202K with a campaign expected to launch on Nov. 1. Lifestyle PR firm Parker Sanpei & Associates works with the county's Visitors and Conference Bureau. RFP: <http://odwpr.us/oM3V2z>.

HARPO RECRUITS DISCOVERY'S PATTERSON

Chance Patterson, VP of international communications for Discovery Communications, has been cast in the top PR slot at Harpo Studios, the production juggernaut of Oprah Winfrey.

Patterson fills a post being vacated by Lisa Halliday, a 12-year veteran who is moving back to Los Angeles from Harpo's Chicago base.

Patterson takes the title of senior VP, corporate affairs and communications, Harpo Studios. He'll report to Sheri Salata and Erik Logan, presidents of Harpo and OWN: Oprah Winfrey Network.

**Patterson**

A lawyer, Patterson led communications for Discovery Networks International, which is in 200 countries. He previously led corporate communications and government affairs for Sirius XM Radio, including during the XM/Sirius merger.

Earlier stints included KPMG (gov't relations) and law posts with Tucker Flyer & Lewis and Calfee Halter & Griswold.

In addition to Winfrey's branded empire, Harpo developed "Dr. Phil," "Rachael Ray," "The Dr. Oz Show," and "The Nate Berkus Show," among other projects.

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.

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.

LETTER SUGGESTS HACKING COVER-UP

A four-year-old letter written by former News of World correspondent Clive Goodman and released publicly by a U.K. parliamentary committee last week claims that phone hacking was "widely discussed" at editorial meetings at the News Corp. property until a former editor and PR advisor to the U.K. prime minister banned mentions of it.

Andy Coulson, the former editor named in the letter, was hired by Prime Minister David Cameron as a PR aide last year before he quit as the hacking scandal simmered.

Coulson has previously denied any knowledge of hacking at the paper.

The Guardian reported Aug. 16 that the letter confronts Rupert and James Murdoch with the "humiliating

prospect" of being recalled before Parliament and says that Goodman's claims "raise serious questions about Rupert Murdoch's close friend and adviser, Les Hinton," who was sent a copy of the letter but did not give it to police.

One member of parliament said the letter "is the most significant piece of evidence that has been revealed so far. It completely removes News International's defense. This is one of the largest cover-ups I have seen in my lifetime."

Goodman served time in prison in 2007 for accessing voice messages of royal family aides. He sent the letter to a News Corp. HR representative after being fired and CCed Hinton.

News Corp. has reiterated that its board has set up a committee to co-operate with the U.K. police investigation and is working with authorities on the ongoing investigation.

MSG TABS HISTORY CHANNEL EXEC

Chris Moseley, senior VP of marketing for the History Channel, has moved to MSG Entertainment to oversee brand strategy and product development for the Rockettes dance company.

Mosley, as senior VP, product management and brand oversight, will be looking for ways to expand the brand with an eye towards merchandising and partnerships through multimedia beyond the traditional Radio City Christmas Spectacular show, MSGE said.

She helped the History Channel forge alliances with entities like the Library of Congress and Bank of America and kicked off its successful "History Made Every Day" campaign.

She was previously executive VP and chief marketing officer for Hallmark Channels Worldwide and led marketing for ABC Network and Discovery Communications.

**Mosley****TIME WARNER MAKES MIDWEST CABLE PLAY**

Time Warner Cable said it is spending \$3 billion in cash to acquire Insight Communications Company, a cable operator with 750,000 customers in Indiana, Kentucky and Ohio.

Insight is owned by a group led by The Carlyle Group, which took the firm private in 2005.

Glenn Britt, chairman and CEO of Time Warner Cable, said Insight's "well-run, technologically advanced systems" will fit well with its Midwest operation.

TW said after one-time costs, the deal will save about \$100M through programming expense savings and cost reductions, the bulk of that amount within two years of closing the deal.

Insight said he it serves about 537,000 high-speed data subscribers, 679,000 video subscribers and 297,000 voice subscribers.

The deal faces antitrust and FCC approval.

BRIEF: Washington Post news editor and columnist **Jefferson Morley** has moved to Salon.com as Washington editor.

MACGILLIS EXITS WASH POST FOR TNR

Alec MacGillis, a national politics and domestic policy reporter at the *Washington Post*, has moved to *The New Republic* as a senior editor ahead of the 2012 presidential race.

He will be the magazine's main reporter on the campaign.

Senior editor Jonathan Chait said he has admired MacGillis' work for years. "Now he's joining us, which is a huge coup for TNR and a treat for our readers," he wrote on the TNR blog. "Alec is both an excellent reporter and a deeply incisive analyst. Look for his campaign coverage beginning this fall."

MacGillis was previously with the *Baltimore Sun* and *Concord Monitor*.

RD LAUNCHES FACEBOOK CONTEST

Reader's Digest opened a reader contest Aug. 16 to award money and a published byline in the magazine.

The promotion, "Your Life... The Reader's Digest Version," is anchored on RD's Facebook page and asks participants to write a lesson, simple advice, funny moment or other life story in 150 words.

The contest coincides with the release of a book (hardcover and e-book) of the same title, which is excerpted in the magazine's September issue and combines reader stories and jokes from the magazine's archives.

RD global editor-in-chief Peggy Northrop will judge the contest with staff. "This opens the door for them to share in a whole new way and to get their friends, families and fellow readers involved in the action," she said.

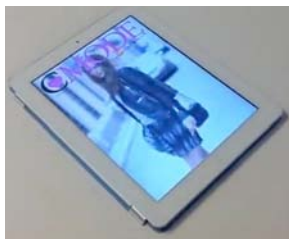
Jane Lynch, the star of the Fox TV series "Glee" and next month's Emmy Awards host, was recruited to submit the contest's first entry.

G.S. Schwartz and Cataldi PR are supporting the effort with Schwartz handling a wider PR scope as part of RD's "Your Life ... The Reader's Digest Version" campaign.

BONNIER PACKAGES BLOG AS IPAD PUB

Stockholm-based Boom Publishing, part of Bonnier Magazines, has launched a digital-only weekly magazine, *C Mode* by *carolinesmode.com*, an iPad app compilation of blog content by Swedish fashion blogger Caroline Blomst.

C Mode was built on Bonnier's Mag+ technology and is available initially only for the iPad. Single issues cost \$0.99 and a one-month subscription is \$2.99. An Android version is slated for the fall.

**TRIBUNE STAFFERS SETTLE SUIT**

Past and present Tribune Co. staffers last week settled a federal suit against the company's employee stock ownership plan trustee GreatBanc Trust for \$32 million.

Tribune staffers took ownership of the company on its buyout by Sam Zell to become a private company four years ago. The employees filed the suit a year later arguing that the plan violated federal pension laws.

About 13,000 former and current staffers will split the windfall.

CRISIS PLANS, CONFIDENCE LACKING

While most top executives and risk managers say their companies have crisis plans in place, only 29 percent feel very confident their firms would respond effectively in a crisis situation.

Those figures were revealed in a survey of 50 C-suite executives, general counsel and risk managers by Levick Strategic Communications and law firm Pillsbury Winthrop Shaw Pittman, the latter which recently counseled BP's Deepwater Horizon partner Moex Offshore.

Sixty-three percent of respondents said their companies do not conduct annual training drills or exercises, a high figure that Pillsbury partner and crisis chief Tom Campbell said could be contributing to the uncertainty and lack of confidence. He also pointed out that one-third of companies with a crisis plan could not recall the last time it was reviewed or revised.

The survey also showed social media could be a cause for any lack of faith in crisis plans as well. Fifty-two percent said their companies' crisis plans do not specifically address adverse content on Twitter, Facebook or YouTube, while 21% said they did not know and 26% said their plans do address social media.

Richard Levick, CEO of LSC, said too many companies operate under the assumption that because crises are unpredictable, there is little that can be done to prepare. "But what companies can be sure of is that sooner or later, a crisis will indeed hit, and when it does, legal risks, business operations, and reputation management all have to be dealt with simultaneously and decisions often have to be made in a matter of hours, or in some cases, where human lives are at stake, a matter of minutes," he said.

Although only a small percentage say they are very confident in crisis plans, the companies of those surveyed have been enmeshed in various crisis situations over the past three years. Forty-two percent said their firms were the subject of a government probe, while 24% said their companies have faced a natural disaster, data loss or security breach. Another 21% experienced at least one worker accident or death and nine percent felt the wrath of protesters or a consumer boycott.

Forty-two percent said a team of executives involving a mix of general counsel, VP of corporate comms., CTO, risk officer and COO has primary responsibility for reporting back to the CEO and board in a crisis.

Thirteen percent said that duty falls solely on the VP of communications.

The positive news from that data is that nearly 80 percent said their companies made changes – additional training and a crisis audit were the most cited tweaks – to crisis protocol following such incidents. And while few are "very confident," a majority of 56% said they are at least "somewhat confident" in their companies' crisis plans.

Among several crises outlined in the survey, executives responding cited a data breach or security as the situation that would most negatively impact their businesses, followed by a natural disaster and power outage.

Full results of the survey can be downloaded at pillsburylaw.com/siteFiles/Publications/2011CrisisResultsfinal.pdf.

NEWS OF PR FIRMS**TRADE SHOW MANAGERS SEEK PR PUSH**

The global association for trade show managers is on the hunt for PR counsel through an RFP process open through the end of the month.

The International Association of Exhibitions and Events, based in Dallas, founded in 1928 and representing 8,000 trade show and exhibition managers, issued the RFP earlier this month calling for media relations support from a PR partner with extensive experience in the not-for-profit trade association sector.



“The exhibitions and events industry has been requesting a public relations campaign for quite some time and IAAE is now positioned to work with industry experts and outside counsel to create a long-term campaign that markets the lasting value of the industry and the face-to-face medium as worthwhile and critical to business today,” reads the document.

Deadline is Aug. 31. RFP: <http://odwpr.us/rsQ0yI>.

BYOIR ALUMS PLAN REUNION

Alumni of Carl Byoir & Associates are planning a September reunion in New York and reaching out to as many former staffers as possible for the event.

October 1 will mark the 25th anniversary of the firm’s acquisition by Hill & Knowlton in 1986.

The event is being planned for September 27 with cocktails and a dinner. Venue has not yet been set.

An organizing committee includes Virgil Scudder, Nancy Glaser, Bob McEwen and Allen Faust. They’re looking for any Byoir alums (contact Brenda[at]virgilscurder[dot]com] or RSVP to Evelyn Picciano (evelyn.picciano[at]avon[dot]com) by Aug. 26.

CB&A, once one of the most prominent agencies in PR, merged with Foote Cone & Belding in 1978. PR agency pioneer Carl Byoir set up shop in 1930.

WS OUTFITS PR FOR L.L. BEAN

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.

Steve Fuller, chief marketing officer for L.L. Bean, said the company, which does not have a PR agency of record, admired that

work, adding that the firm brought a clear understanding of the brand and business objectives to its pitch.

L.L. Bean was founded in 1912 by a Maine hunter and fisherman, Leon Leonwood Bean, who sold boots.

Weber Shandwick’s Boston office heads the account, with assistance from New York and Chicago.

Fuller said details of the anniversary will be unveiled in January. GSD&M of Austin, Tex., is handling advertising.



Photo: Aude.

NEW ACCOUNTS**New York Area**

MWW Group, New York/Vimeo, online video, as agency of record, including launch of a multi-tiered media relations campaign to boost consumer brand awareness of Vimeo among consumers. MWW’s consumer lifestyle and technology practice leads the work.

G.S. Schwartz & Co., New York/*Reader’s Digest*, for a PR campaign centered on its marketing campaign “Your Life ... The Reader’s Digest Version.” (See page 4)

Feintuch Communications, New York/SmrtGuard, mobile security, as AOR to implement a strategic communications campaign.

The S3 Agency, Boonton, N.J./DaVinci Pasta, pasta made and imported from Italy, to publicize an upcoming celebrity chef event with Nick Stellino of “Nick Stellino Cooking with Friends.”

East

Greenough Communications, Boston/Virtual Computer, desktop virtualization, as AOR for PR.

South

The Eisen Agency, Newport, Ky./JANCOA Janitorial Services, for a marketing communications campaign including branding, media relations, speaking opportunities, interactive and sales strategy.

Southeast

TARA, Ink., Miami Beach/Yves Saint Laurent and Chloé, for PR for the fashion houses’ Bal Harbour Shops boutiques; RumbaTime, for PR and event coordination for the silicone watch maker at Lord & Taylor in New York; Neiman Marcus, for PR for the fashion retailer at its Bal Harbour Shops; Brookstone, for PR for the retailer’s 3rd annual Fashion’s Night Out in New York, and ZINGARA, for PR for the lifestyle brand’s boutique at Aventura Mall in Florida.

Mountain West

Method Communications, Salt Lake City/Mindshare Technologies, customer feedback solutions; EPIC Ventures and Peterson Partners, investment firms; Zettaset (formerly GOTO Metrics), data analytics, and CompleteSpeech, speech therapy technology, all for PR.

West

The Pollack PR Marketing Group, Century City, Calif./American Public Gardens Association, for PR and brand outreach. APGA, based in Pennsylvania with a membership of 500 public gardens across the U.S., is a previous project client.

MAYO Communications, Los Angeles/Children of the Caribbean, non-profit for disadvantaged children across the Caribbean.

International

Weber Shandwick, Shanghai/Suntech Power Holdings Co., China-based solar panel producer, for global corporate communications, including PR counsel, positioning, media training and relations, and reputation management. WS’ San Francisco and Toronto offices will handle North America. WS won the assignment after a competitive pitch and the firm’s previous work in developing a comprehensive corporate communications program for Suntech.

— Greg Hazley

NEWS OF SERVICES**CULP TO DIRECT DEPAUL PR, AD PROGRAM**

Ron Culp, the PR mentor and professor who stepped down as a Ketchum partner earlier this summer, has signed on as the first professional director for the graduate PR and advertising program at DePaul University, where he has taught as an adjunct professor.

Culp will recruit instructors, create academic programs and raise the visibility of College of Communication program with an eye on preparing students for the post-graduate environment, said the school's dean, Jacqueline Taylor. He'll also teach a graduate course, "Career Strategies for Public Relations and Advertising."

"At this stage of my career, it's both important and personally rewarding to help others launch their own careers," he said.

Culp left Ketchum in June to pursue academic interests and PR consulting. He has mentored countless PR pros through his Culpwrit blog and teaching positions.

DePaul, based in Chicago, is the largest Catholic university in the U.S.

**Culp****SIMON ADDS PRODUCTION VET FARR**

Michael Farr, who was senior VP and GM for On the Scene Productions in New York for more than 12 years, has joined D S Simon Productions as senior VP and managing director of content.

**Farr**

Farr, who has been at News Broadcast Network for the past year, leads high-end production and entertainment projects at Simon like corporate and web videos, as well as satellite media tours.

Farr said he likes the company's mix of new media like HD broadcast and social media with traditional broadcast PR services. "I'm really excited to be with a company like D S Simon which embraces the future while excelling at traditional services as well," he said in a news release.

Farr is a former producer and director with extensive work in live concerts.

PRN INKS BRAZIL DEAL

Brazil financial market news provider Agência Estado has partnered with PR Newswire to reproduce PRN releases on its content platforms, which include AE Broadcast, AE Mídia and AE Comunicação Empresarial. AE counts more than 15,500 subscribers, including newspapers, magazines, sites and radio and TV broadcasters.

"The new service will reach the trading desks of the financial market, the terminals of the editors of the Brazil's main communications vehicles and the largest media vehicles and content portals in the country," said AE general manager Daniel Parke.

PRN last year bought out its Brazil and Argentina joint ventures to establish a regional operation in Latin America based in São Paulo. It also took interests in Brazilian tradeshow and conference operators Navalshore and Sienna Interlink.

PEOPLE**Joined**

Arielle Bernstein has returned to Makovsky + Company, New York, as a VP in its health practice. Bernstein has been a Harris Scholar at the University of Chicago and maintains a post as research manager for



its biological sciences division. **Elaine Andreovich**, senior PR associate, Green Room PR, has also joined Makovsky as an A/S. She was with MCS Healthcare PR and the Girl Scouts: Lenni-Lenape Council.

Donna Jannine, senior A/E, Adams Unlimited PR & Marketing, to Zimmerman/Edelson, Great Neck, N.Y., as accounts manager in its PR division handling its corporate, municipal and education clients. She was also an A/E at Todd Shapiro & Associates.

Dan Verakis, an entrepreneur who ran his own firm for four years, to Cramer-Krasselt, Chicago, as senior VP, director of PR. Verakis had been running a new venture, SafetyBook.com, a product-safety monitoring service. He held PR posts for Monsanto Co., Whirlpool and the Grossman Group, among others.

**Verakis**

Laura Rotondo, former PR manager for the American Society of Interior Designers, to Delucchi Plus, Washington, D.C., as a digital PR A/E. She was an account associate at GMMB and interned at Edelman.

Carlos de León, former VP at Ketchum, to Allison & Partners, San Francisco, as senior VP in its consumer practice.

Scott Calahan, founder and former CEO of Boston Portfolio Advisors, to Global Communicators, Washington, D.C., as a member of its board of senior international advisers. He founded BFA in 1979 and served as CEO until 2008.

**Calahan**

Margit Wennmachers, co-founder of OutCast Communications who left the firm for Silicon Valley venture capital outfit Andreessen Horowitz last summer, has been named a non-executive director of Next Fifteen Communications Group, the holding company for firms like Text 100, M Booth and OutCast. Next Fifteen acquired OutCast in 2005. NF chairman Richard Eyre, who joined the company in that role in May, cited Wennmachers' experience and "outstanding reputation in Silicon Valley" as assets to the board. Wennmachers was with Blanc & Otus before setting up OutCast with Caryn Marooney, who left the firm earlier this year for client Facebook.

Promoted/Anniversary

Jim Ghiglieri to senior VP, corporate communications SHAZAM, an electronic funds transfer network based Des Moines, Iowa. He was previously a community banker.

Laura Gross, PR and event services manager for Howard, Merrell & Partners, Raleigh, N.C., has marked her 15th year with the firm.

BRUNSWICK, FD WORK AUTONOMY, H-P DEAL

Brunswick Group and FD are advising U.K. business software provider Autonomy as the company has agreed to be acquired for up to \$11.7 billion by Hewlett-Packard.

The deal is generating global headlines as H-P considers sweeping changes to its business with a possible spinoff of its personal computer operation.

H-P has not yet been reached about outside PR counsel for the deal. Sard Verbinen & Co., then part of Citigate, helped H-P woo support for its \$25 billion 2002 acquisition of Compaq, which would essentially be unraveled with a PC spinoff.

The boards of both Autonomy and H-P announced last week their approval of the deal, which has H-P paying a 64 percent premium on Autonomy shares in a tender offer. The Autonomy acquisition is being pitched as H-P's increased focus on software and cloud computing and a turn away from its PC business.

Autonomy had 2010 fiscal revenues of \$969M. H-P's posted 2010 net revenue of \$126 billion.

MEDICARE EXTENDS KETCHUM WORK

Ketchum's ongoing work promoting electronic health records for the federal government received a \$1.1M boost last week as the firm locked up a year-long modification of its efforts for the Centers for Medicare and Medicaid Services through August 2012.

The Omnicom unit landed a \$25M contract for a two-year paid and earned media campaign with the U.S. Dept. of Health and Human Services in March 2010 to back digital health records, which are mandated by the Health Information Technology for Economic and Clinical Health, or HITECH, Act of 2009.

Ketchum added a nearly \$4M contract later that year with the Centers for Medicare and Medicaid Service for similar PR work. The latest pact builds on its existing contract and was awarded based on federal contracting rules that allow for such assignments to be given based on a pre-approved lot of firms.

All of the electronic health records PR work has been funded under the federal stimulus law.

ALAN MOUNT, AGENCY FOUNDER, DIES AT 75

Alan Mount, founder and retired president of New York agency Mount & Nadler, died Aug. 10 after suffering a recent heart attack. He was 75 and lived for the last 10 years in Hallandale, Fla.

Mount was a colleague with Hedda Nadler at Irving L. Strauss Associates during the 1970s before they teamed up form M&N in 1980. He was previously director of PR at Ziff Davis Publications and enjoyed theater and writing throughout his life.

Earlier in his career, he did a stint as personal PR aide to Allen Funt of "Candid Camera" and was an information office for U.S. Army recruiting for two years after college.

M&N claims to be the oldest PR firm specializing in mutual funds and money management organizations.

"Thirty-one years ago, that was considered daring," said Nadler. "Alan and I had rare experience in that area, so we ventured forth. We never regretted our decision." Mount retired in 1999.

FORMER STAFFERS APOLOGIZE TO H&K

Two former Hill & Knowlton Australia executives have apologized to the firm for poaching clients and staff, part of an out-of-court settlement after H&K brought legal action against them and Edelman, where they both now work.

Michelle Hutton, now Australia CEO for Edelman and former Australasia CEO for H&K, and Anna MacIntosh, consumer marketing director at Edelman who previously led H&K's Australia consumer practice, have admitted in letters to H&K that they were "involved in soliciting certain clients and staff of H&K" while employed at Edelman.

Following my departure from Hill & Knowlton Australia Pty Limited (H&K), I was involved in soliciting certain clients and staff of H&K. This occurred in the course of my employment by Edelman Public Relations Worldwide Pty Limited. I recognise that my conduct was not appropriate in the circumstances and I apologise to H&K unreservedly.

Yours sincerely

Hutton's apology letter.

"I recognize that my conduct was not appropriate in the circumstances and I apologize to H&K unreservedly," each said in apology letters to H&K's Asia-Pacific president and CEO Vivian Lines.

Dave Robinson, president and CEO of H&K's Australia, Middle East, Africa and South/Central Asia region, told O'Dwyer's the complaint brought in Supreme Court of New South Wales was resolved out of court "substantially in the favor" of his agency.

In a statement to O'Dwyer's, Hutton said she is pleased that the legal proceedings against her, MacIntosh and Edelman have been concluded.

"A range of allegations were made against each of us, and we have jointly defended our conduct and position in relation to these matters very strongly," she said. "We look forward to putting the proceedings behind us and getting on with business at Edelman Australia."

H&K is part of WPP. Edelman is independent.

EDELMAN SNAGS H&K SEATTLE CHIEF

Edelman has recruited Hill & Knowlton's Seattle general manager to head the firm's own 100-staffer Seattle operation as executive VP and GM.

Will Ludlam is slated to join the top independent firm on Sept. 6. He moved to H&K in 2008 after a decade at Porter Novelli, where he was managing director for Asia-Pacific and led its consumer work for H-P when it was the Omnicom unit's biggest global account.

He was previously with H&K/Seattle predecessor The Rockey Company, which it acquired in 2000. Other stints included KVO and Waggener Edstrom.



Ludlam

Edelman/Seattle's top business includes Microsoft, Starbucks, AMD and Best Buy.

Ludlam handled accounts like ExxonMobil, KeyBank and Seattle Children's Hospital for H&K. Senior VP Christiaan Brown has been appointed Seattle GM for H&K to replace Ludlam, who said he worked with Brown for 12 years and called him a "superstar."

PR OPINION

PR Society of America leaders, faced with stiff opposition to a \$30 dues hike and fearing loss of control of the Assembly, have proposed adding more than 30 ex-chairs/presidents as voting Assembly delegates.

They are currently non-voting delegates.

The ex-chairs/presidents could go as chapter delegates since delegates may be either "elected" or "appointed" under the new bylaws.

Few members know it but the ex-chairs/presidents get lifetime free admittance to the conference (\$1,075 is current "early bird" rate) and lifetime free dues.

This largesse in effect makes them "employees" ready to do the bidding of leaders/staff.

Delegates Compromised by National \$\$

Also compromised are the presidents and presidents-elect of the 110 chapters who have enjoyed a stipend worth at least \$750 each to attend the so-called "Leadership Rally" in June.

These are the same members who vote in the Assembly since the new bylaws call for the chapters to send their "presidents or presidents-elect" or their designees as delegates.

It would be a more obvious conflict of interest if the presidents/presidents-elect accepted such payments from national at the Assembly itself.

The chapters should be footing the bill and maintaining their independence. They're supposed to hold the feet of the board to the fire, not serve as its lapdog.

Lack of independence is only too evident in the Assembly. None of the 109 chapters supported Central Michigan in 2006 when it wanted to model PRS governance after that of the ABA and AMA (i.e., Assembly tells the board what to do).

Ex-Chairs a Reactionary Force

The former elected heads of PRS, almost all of them solo practitioners or in small PR firms, have shown themselves to be a reactionary force in PRS politics.

Twenty-one of them banded together with PR professors in 2002 to block discussion in the Assembly of a bid to let any PR student in the U.S. join the PR Student Society of PRS.

Membership is limited to the 300 colleges with PRS chapters, eliminating as members students at 3,700 other colleges. Only 10,000 of the hundreds of thousands of PR/communications/English majors can join.

The profs didn't want more competition for the already scarce PR jobs. This proposal was never again brought up in the Assembly.

A "deal" reportedly was made with the APRs that they would allow non-APRs into the Assembly as long as the student "thing" was never brought up again.

PRS in 1977 had signed a Justice Dept. consent decree promising to stop any anti-competitive activities. Two bars to competition were removed from the PRS Code (that told members not to solicit the accounts of other members or charge contingency fees).

The educator bloc replaced the Counselor bloc as the dominant force in PRS many years ago.

Fiske Dodges; the "Big Lie"

Chair Rosanna Fiske, asked again on PRSAY last week what benefits would be cut if the dues hike did not go through, said she just didn't know and there was no way of knowing until the dues proposal passes or fails. She told the July 27 teleconference the same thing.

This is an evasive, disingenuous response.

The "Leadership Rally," which has produced not a single white paper on anything in 11 years, could be cut, saving upwards of \$150,000. It compromises the integrity of the chapter presidents/presidents-elect.

"Blackball" Bill Murray describes it as a "discrete" budget item but "indiscreet" would be a better term.

Hundreds of thousands, perhaps millions have been left on the table because students can't join from 3,700 colleges.

Millions could be saved over the years by publishing Tactics and Strategist online-only. PRS thinks it's still the 1950's when *PR Journal* was the only magazine in PR.

Millions have been left on the table by ignoring the huge New York market for national conferences. Only one in 23 years (and counting) has been scheduled while two have illogically been sited in Philadelphia. Some groups only have their annual conferences in New York.

PRS as of Dec. 31 had \$1.1M in member funds in common stocks, a use of funds not recommended for non-profits. The shaky market jeopardizes this much-needed money.

Big Lie Told to Member Prospects

PRS says it's dedicated to truth-telling but its website fails to tell member prospects that they will be second-class citizens until they "make their bones" (i.e., take the APR test to show blind loyalty).

"Bones" are usually made in the mob by killing or injuring someone.

Not telling someone something important is just as big a lie as uttering an untruth.

Prospects don't know they will be looked down upon until they fork over not only \$225 plus \$65 application fee but another \$410 to start the APR process (getting back \$110 if and when they complete it).

They are not told they can never run for national office without the APR nor can they serve on the Ethics Board. The nominating committee, all-APR until a bylaw was changed, still had 14 APRs among its 19 members in 2011.

Non-APRs Lost Big in 2010 Assembly

The bid to let non-APRs run for the board was swamped by a 173-104 vote in the 2010 Assembly accompanied by demands that the subject never be brought up again.

The Assembly, which allowed non-APRs as members by a narrow five-vote margin in 2004, is still three-quarters APR. Thirteen of the 25 biggest chapters are headed by APRs.

Ten of the 11 members of the 2009 bylaws re-write committee were APRs (when two should have been based on 18% of members being APR).

— Jack O'Dwyer