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O'Dwyer's Newsletter

The Inside News of
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Communications

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WPP ACQUIRES GLOVER PARK GROUP

WPP has acquired Glover Park Group, the Washington-based Democratic public affairs operation with more than 140 people.

GPG, which has revenue in the \$60M range, is to operate as a standalone agency.

Founding partners and former advisors to Vice President Al Gore Carter Eskew, Chip Smith and Mike Feldman are to remain in charge for the "foreseeable future."

Joe Lockhart, the other founding partner and Clinton White House spokesperson, exited for Facebook during the summer.

GPG works for clients such as Verizon Wireless, Visa, Korea, Toyota, Churchill Downs, Pfizer, News Corp., BNSF, American Postal Workers Union, United Federation of Teachers and ADP.

It also counseled Solyndra, the bankrupt solar power company that has been in the news due to its \$540M federal loan guarantee.

GPG has offices in New York, Los Angeles and Boulder, Colo.

WPP has an extensive Washington PA presence via its Public Strategies Inc. and Burson-Marsteller's Prime Policy Group units.

EL PASO LOOKS FOR IMAGE BOOST

El Paso, sister city of Mexico's Ciudad Juarez which is plagued by drug-related violence, wants a PR firm to bolster its image.

The city's RFP, according to a report on the El Paso Inc. site, says the "negative focus given to the issues plaguing Ciudad Juarez" affects the region's "ability to recruit talent, attract visitors and causes anxiety."

The branding campaign will build on El Paso's high safety ratings by CQ Press for cities of more than 500K people. Last month, *Newsweek* gave El Paso its top ranking on a list of "can-do capitals" for progress based on the "quality-of-life" front.

According to the RFP, the city wants a PR firm to work with travel writers "with the aim of providing a positive, organic experience in their visits to El Paso." It wants to "explore the non-traditional off-the-beaten path activity" available in the area.

The budget has not been determined.

RFP link: <http://odwpr.us/sLiuir>.



RADIO SHACK TUNES IN WEBER SHANDWICK

RadioShack has tuned in Weber Shandwick as its agency of record for PR, following a review.

WS, led by its Dallas office, will work with Interpublic units Current Lifestyle Marketing and multicultural firm AXIS for the electronics retailer's PR, CSR and digital efforts.

Incumbent Cohn & Wolfe, which handled the launch of Radio Shack as "The Shack" in 2009, did not pitch. GCI Group, which was absorbed by C&W, was Radio Shack's previous agency.

Molly Salky, VP of investor relations for Dallas-based Radio Shack, said hiring WS to develop and execute the company's "framework for PR" allows it to focus more on marketing and merchandising.

Radio Shack operates 4,670 stores in the U.S and Mexico, in addition to thousands of kiosks and dealer outlets worldwide.

The company said Nov. 29 that it has kicked off a formal review of its creative advertising duties for the U.S. via Select Resources International.

It spent \$206M on ads in 2010. Butler, Shine, Stern and Partners is the incumbent dating back to "The Shack" launch in 2009.

COONEY/WATERS BUYS CORKERY FOR \$6M

Cooney/Waters Group has acquired New York-based healthcare and medical PR shop The Corkery Group for \$6M.

Lenore Cooney, CEO of CWG who sold the firm to U.K.-based Creston in late 2010, sees the deal for 25-staffer Corkery as the "next stage of growth" for her firm. She sees Corkery's strength in analysis and health policy complementing CWG's product marketing experience.

The Corkery Group will continue under that name as a division CWG with offices to be combined next year. Karen O'Malley takes the president title as founder David Corkery slides into a senior advisory role. They are both former staffers of Fenton Communications.

Corkery, which has worked with the American Society of Clinical Oncology, The John M. Lloyd Foundation, Gilead Sciences and the Bill and Melinda Gates Foundation, reported revenues of \$6.3M through the first nine months of 2011, off the pace of \$9.9M in 2010.



OLYMPUS PR, IR CHIEF IN CROSSHAIRS

The Tennessee-based investment firm that is Olympus Corp.'s largest non-Japanese shareholder has called for the ouster of Olympus PR chief Akihiro Nambu and others since axed from the financially troubled imaging company.

Southeastern Asset Management of Memphis, which has a 5% stake in Olympus, said Nov. 1 that Nambu, general manager of PR and IR, along with two directors and the company's auditor, should resign immediately and dissociate themselves from the company. The directors, including a former president and chairman of the company, and auditor quit last week.

Nambu, in his IR role, reportedly signed off on filings that helped the company hide \$687M in costs used to conceal losses dating back to the 1990s. He continues as Olympus' primary spokesman through the crisis.

Southeastern is working with Tokyo-based independent PR firm Ashton Consulting to get its message out in Japan.

The crisis was sparked in October when CEO Michael Woodford raised questions about past spending and investment losses at the company and was subsequently fired. Olympus first denied any problems but has since admitted to making \$687M in payments to cover investment losses for two decades. Its books are now being probed in the U.S., U.K. and Japan.

Woodford on Nov. 30 resigned from the Olympus board and held a press conference in New York to say he will attempt a proxy fight to support a new, "untainted" board.

Nambu issued a statement for the company on Nov. 30 to deflect media rumors that Olympus will not be able to file its second quarter fiscal earnings by Dec. 14. He said the company intends to meet that deadline, promising to "immediately disclose any further important information regarding filing of its quarterly report as such information comes to light."

Olympus faces a possible delisting from the Tokyo Stock Exchange as well as a shareholder class action in the U.S. The company says its management needs to stay in place to oversee reforms being enacted in the wake of the scandal.

F-H PARTNER EXITS FOR WU

Jill Friedman, senior VP and partner in Fleishman-Hillard's St. Louis public affairs unit, is moving to Washington University in the city as vice chancellor for public affairs.

She takes the reins Jan. 1, following the Sept. 30 retirement of Fredric Volkman after 31 years.

Friedman earned an MBA from WU's business school in 1999 and is a former aide to late Missouri Gov. Mel Carnahan and Sen. Patrick Leahy (D-Vt.). She joined F-H in 2001 and became a partner five years later.

Friedman leads PR, communications and marketing for the private research institution founded in 1853.

A 10-member search committee led by law school dean Kent Syverud decided on Friedman for the position.



Friedman

PMK*BNC RETAINS AUDI OF AMERICA

Interpublic's PMK*BNC has retained control of the Audi of America account following a competitive review, the car company said.

PMK*BNC "demonstrated a superior understanding of the Audi brand and our industry," said chief communications officer Jeff Kuhlman in a statement.



Chris Robichaud, CEO of PMK*BNC, called the review process a "worthwhile experience because it reinforced our areas of focus and allowed us to evolve our approach to the Audi business."

Joseph Assad, COO of PMK*BNC, is responsible for Audi from his perch in New York.

The Los Angeles office of the entertainment PR and social media firm also will work on Audi.

PMK*BNC has more than 150 staffers.

DSG ADDS OBAMA AIDE, NEW COO

Ellen Moran, chief of staff at the U.S. Commerce Department and President Obama's first communications director, is moving to WPP public affairs unit Dewey Square Group as a principal.



Moran

The former executive director of EMILY's List is slated to join the firm on Dec. 28. DSG chairman Chuck Campion called her "one of the nation's leading and most talented communications and political strategists."

Campion also said Democratic operative and grassroots tech exec John Giesser is returning to DSG as COO.

He replaces A. J. Donelson, who is leaving to start a global advocacy and communications shop and will consult with DSG through a transition period.

Giesser is stepping down as CEO of Spoken Hub, the tech firm he led for the past four years. He previously headed Sen. John Kerry's political action committee and was at DSG in the mid-1990s.

FLORIDA CITY SEEKS COMMS. PLAN

Coral Springs, Fla., is on the hunt for agency help to create a branding and communications strategy to pitch the city for prospective residents, businesses, sports and recreation.

A logo and slogan developed two years ago have been deemed unacceptable because, the city says, the concept lacked necessary input, data and research it now hopes to get from an outside agency.

The city, home to more than 120K and part of the Miami-Ft. Lauderdale region of the Sunshine State, is looking for letters of interest from agencies by Dec. 7 with a short-list of firms expected to be tapped to pitch in January.

Experience with government entity clients and community branding is preferred.

Anticipated budget is \$70K.

RFP: <http://odwpr.us/vJaGD0>.

DIGITAL GURU LANG TO HELM TIME INC.

Laura Lang, CEO of Digitas Inc. since 2008, is the new CEO of Time Inc. and its roster of magazines including *Time*, *Fortune*, *Sports Illustrated*, *Real Simple*, *Essence*, *Cooking Light* and *People*. She takes the helm in January.

Lang assumes the leadership position from an interim management trio of John Huey, Howard Averill and Maurice Edelson that was put in charge ten months ago.

Jeff Bewkes, CEO of Time Warner, cited Lang's "leadership experience, brand management expertise, understanding of digital and marketing and strong relationships with the creative and advertising communities," in making the announcement.

Lang is committed to Time Warner's plan to "lead the digital transformation of all its business" to "deepen its connections with consumers."

Digitas, which is owned by Publicis Groupe, is the No. 1 digital marketing agency. Lang joined Digitas in '99.

She also was president of Marketing Corp. of America and head of the consulting group of Yankelovich Clancy Shulman.

Earlier in her career, Lang worked at Pfizer, Quaker Oats and Bristol Myers.



Lang

BUFFETT BUYS OMAHA WORLD-HERALD CO.

Warren Buffett's Berkshire Hathaway is buying its hometown newspaper, *Omaha World-Herald*, and its six sister dailies in Nebraska and Iowa.

The OW-H "delivers solid profits and is one of the best-run newspapers in America," said Buffett in a statement. He said OW-H's chief Terry Kroeger will remain in his post and promised complete editorial freedom for the papers.

OW-H Co. is owned by employees, retirees and the Peter Kiewit Foundation. The deal is expected to close by the end of the year.

Kroeger said the sale to BH provides a "unique opportunity to address long-term capital needs and continue local ownership."

He called the employee-ownership structure "restrictive" and something that "limited the ability to raise capital from non-employees."

The half-dozen acquired dailies are in Grand Island, York, North Platte, Kearney and Scottsbluff (Neb.) and Council Bluffs (Ia).

The deal includes shoppers and World Marketing Inc., direct marketer with outposts in Omaha, Dallas, Chicago, Atlanta and Los Angeles.



B-H has owned the *Buffalo News* since 1977 and has been an investor in the Washington Post Co.

It acquired Business Wire in 2006.

SMITH REPLACES GLOCER AT TR

Jim Smith, COO at Thomson Reuters, takes the top spot from Tom Glocer on Jan. 1 as efforts continue to revive the fortunes of the combine's financial information/analytics unit.

Smith, who assumed the No. 2 spot in September, had headed TR's professional division (legal, accounting, tax and healthcare information), which is growing at a double-digit clip.

The 52-year executive was COO of Thomson Corp. and chief of its Thomson Learning academic and reference group. He began his career as a journalist and rose to head Thomson's U.S. newspaper group.

Glocer, who also is stepping down as a board member, said the transition plan that he launched is now complete.

David Thomson, chairman of TR, credited 52-year-old Glocer with turning around Reuters and guiding its sale to form TR.



Smith

PRESTON NAMED REAL SIMPLE PUBLISHER

Sally Preston, a former group publisher at Martha Stewart Living Omnimedia, becomes publisher of *Real Simple* on Jan. 3.

Since joining MSLO in 2005, Preston was responsible for *Martha Stewart Living*, *Martha Stewart Weddings*, *Everyday Food* and *Whole Living* plus digital, TV and radio initiatives.

Earlier, Preston worked at *Organic Style*, *O, the Oprah Magazine* and *Better Homes & Gardens*.

At RS, Preston will report to Evelyn Webster, executive VP at Time Inc.'s lifestyle group, who called her a "media industry veteran and a dynamic leader."

Kristin van Ogtrop edits RS.

HILLKIRK OUT AS USAT EDITOR

John Hillkirk, editor-in-chief at *USA Today*, is stepping down at the Gannett Corp. property to become senior editor for investigative reporting projects.

A search is on for his replacement.

The 56-year-old has been with the nation's No. 2 paper since its 1982 launch.

He ran the Money section for nearly a decade before being upped to executive editor in 2004. Hillkirk assumed the e-i-c role two years ago when Dave Hunke was upped to publisher.

He was a business reporter at the *Times-Union* in Rochester, N.Y., and the *Valley Dispatch* in Tarentum, Pa.

In a memo, Susie Ellwood, GM, praised Hillkirk's nearly 30 years of work, "especially the last two years as editor during this critical transformation phase."

USAT's circulation of 1.8M trails the *Wall Street Journal's* 2.1M circ.



Hillkirk

CAMPBELL RIPS U.K. PRESS

Alastair Campbell, former newspaper editor and Tony Blair's ex-PR chief, attacked the British press for promoting a "culture of negativity" that is poisoning the quality of life in the U.K., the *Financial Times* reported Nov. 30.

The former *Daily Mirror* political editor testified that papers report only the facts that fit their agenda and then they "fuse them with comment and conjecture."

In addressing the Leveson inquiry into the News Corp. phone hacking scandal, Campbell blamed top management of newspapers for overseeing the cultural shift to negativity.

Campbell holds the most scorn for the downmarket Associated Newspaper group, which includes the *Daily Mail* and *Sunday Mail*, while Rupert Murdoch's News International's papers maintain a "kind of strand of optimism and a strand of hope about the country and the future."

News International shuttered its *News of the World* paper that was implicated in the phone hacking of Milly Dowler, the 13-year-old kidnap victim.

Campbell believes the British people are fed up with tabloid trash.

DEADSPIN'S EDITOR SHIFTS TO GAWKER

A.J. Daulerio, editor of Gawker Media's *Deadspin* sports/lifestyle site, is shifting to the company's flagship *Gawker* property on Jan. 1.

He will replace Remy Stern, who becomes a consultant. Stern joined Gawker Media in 2010 when the company acquired CityFile.

Gawker's audience is nearly 5M a month. *Deadspin* attracts more than 2.5M people monthly.

Senior editor Tommy Craggs succeeds Daulerio at *Deadspin*.

LAWRENCE MOVES TO NJG

Jill Lawrence, who writes for the *TheDailyBeast* and *The Atlantic* online, is taking the managing editor/politics spot at the *National Journal* Dec. 12.

The former *USA Today* national political correspondent and *PoliticsDaily.com* columnist also has been published by the *Washington Post*, *Boston Globe* and *Atlanta-Journal Constitution*.

Ron Fournier, editor-in-chief of the National Journal Group, said in a statement that Lawrence has a "deep understanding of the intersection of politics and policy."

He believes Lawrence is the "perfect fit for a politics team charged with delivering insight that takes our audience far beyond the horse race."

COMCAST UPS KIRIACOULACOS

Comcast Corp. has upped Peter Kiriacoulacos to the executive VP procurement slot at Comcast Cable and senior VP procurement at NBCUniversal unit.

He had been a senior VP at the cable operation.

At NBCU, Kiriacoulacos will report to Stuart Epstein, CFO.

He is to lead capital and operating expense-based vendor negotiations, including overseas supplier diversity initiatives.

ZYNGA LOOKS FOR IR HELP

Zynga, which is preparing a \$10B initial public offering and kicking off a road show this week, is looking to hire an investor relations director.

The gaming company is advertising that post on its website. It is looking for someone with at least 10 years of experience to "communicate the company's strategic, commercial and financial objectives to the broader investment community and relay feedback from investors as to the perception of the company's performance and strategy."

The objective of the IR program "is to educate and update investors and security analysts about the company to achieve a fair relative stock price."

San Francisco-based Zynga is headed by Mark Pincus. He's the son of legendary IR pro and Financial Relations Board founder Ted Pincus, who died Sept. 30.

Zynga also has PR intern posts for college students available at its headquarters.

M Booth and The Outcast Agency handle U.S. PR for Zynga. Former MySpace PR head Dani Dudeck leads communications.

**NESTLE TEAMS WITH LABOR GROUP**

Nestle, the Swiss company which has received negative press over the years as activists have bashed it for promoting infant formula in the developing world as an alternative to breast milk, this week became the first food company to partner with the Fair Labor Association to improve working conditions in the Ivory Coast, the world's biggest exporter of cocoa.

The FLA will investigate whether farmers in the Ivory Coast that supply Nestle use child labor.

The non-profit will advise Nestle on ways to eliminate child labor and promote sustainable farming. Jose Lopez, executive VP/operations at Nestle, said "child labor has no place in our supply chain."

The FLA effort kicks off in January.

SPECIAL OLYMPICS RAPS AZ PR PRO'S TWEET

The Special Olympics cut ties with Arizona PR firm Rose Moser Allyn after an agency partner made a quip about "special ed" people and "midgets" in a tweet.

Jason Rose was apparently trying to make a joke about Phoenix Coyotes hockey fans when he said on Twitter that those two groups pose "marketing challenges" for the team, according to Fox 10 Phoenix.

"I was actually trying to convey criticism about some colorful commentary at a Coyotes game I had been to last week, and realized when I started getting criticism on Twitter that was not the message that was conveyed," Rose told the network.

The Special Olympics Arizona said it has a "zero tolerance policy" for such comments and acknowledged that Rose reached out to apologize.

"We realize this is a great opportunity to educate society to make sure this type of thing does not happen in the future," said the group.

NEWS OF PR FIRMS**PUBLICIS GRABS TOP POLAND INDEPENDENT**

Publicis Groupe has acquired Poland's top independent PR firm, Ciszewski, a 17-year-old agency founded by the country's former sports minister.

The new Ciszewski MSL, which operates as three units covering PR, sports marketing and financial communications, becomes MSLGroup's top unit in Poland, working alongside an existing Warsaw office of the agency. Clients include Microsoft, insurer PZU, and Carlsberg.

Founder and president Jerzy Ciszewski is a former journalist and Secretary of State for the Ministry of Sport of Poland and worked the PR push that landed the European soccer championships for Poland and Ukraine in 2012.

Publicis, which did not reveal the cost of the deal, cited International Communications Consultancy Organization figures which forecast 10% PR growth in Poland this year after hitting €113M in 2010.

MSLGroup chief Olivier Fleurot said the move is part of the agency's push into fast-growing markets in Central and Eastern Europe.

C&W ACQUIRES CHINA FIRM

WPP's Cohn & Wolfe has inked a deal to acquire China's impactasia, an independent PR firm operating throughout the country.

C&W plans to merge its Beijing and Shanghai offices with impactasia, which also has a Hong Kong outpost, to create an 80-staffer agency handling a range of clients.

C&W CEO Donna Imperato said the deal will position her firm "very well" to meet increasing client demand for support in Greater China and tap business in the region.

Susan Field and Sarah Woodhouse, based in Hong Kong, retain their positions as CEO and Group MD, respectively, now atop Cohn & Wolfe-impactasia. Lydia Shen, currently managing director of C&W China, and Fiona Ng, MD of impactasia, become MDs of the combined unit, responsible for mainland China reporting to Woodhouse.

Impactasia clients include Rolls Royce, Hotels.com, Guinness, Pernod Ricard, MGM Hospitality, Robert Half International, Mandarin Oriental Hotel Group and Sofitel Luxury Hotels.

BRIEF: Boca Raton-based **TransMedia Group** is opening an office in Sao Paulo, Brazil, via a strategic partnership with Atitude Press. Tom Madden, TransMedia's CEO, said Florida Gov. Rick Scott's recent trade mission to Brazil highlighted the importance of that country's thriving economy to the Sunshine State. The firm has represented regional clients like Associacao Brasileira de Franchising (Brazilian Franchising Association), as well as private postal network SkyShop Logistics.

RFP: PR consultant to support Calgary's 2012 celebration as the "Cultural Capital of Canada." Budget: \$25K-35K. Deadline: 12/12. Details: <http://odwpr.us/ulgoyU>.

NEW ACCOUNTS**New York Area**

Euro RSCG Worldwide PR, New York/Coty, global beauty and fragrance company, as AOR for corporate communications, including media outreach and global message development. Euro lead strategist Karina Meckel serves as global account director.

Makovsky + Company, New York/Aspex Eyewear, as AOR to increase visibility of its EasyClip, EasyTwist, Takumi and Greg Norman product lines.

The Morris + King Company, New York/Unruly, platform for social video advertising, as AOR for PR. **Bullfrog & Baum**, New York/Alain Ducasse, chef and restaurateur, as AOR for PR, marketing and social media.

East

The AXIA PR Firm, Jacksonville, Fla./North Florida Sustainability Resource Center, an initiative of the U.S. Green Building Council North Florida Chapter, for \$6,000 worth of pro bono regional PR.

South

Prim PR, Memphis, Tenn./Monica "Queen" Carruthers of AskQueen.com, stylist, for strategic planning, media relations and e-marketing.

Southwest

Rocket Red, Dallas/Glowpoint, cloud managed video services, as AOR, including crafting the company story, a brand/logo refresh, development of sales support and collateral materials and the design and launch of a new website.

West

Continuum Crew, San Francisco/Aging Technology Alliance, trade group of companies that develop and market tech products for the senior market, as AOR for marketing, following an RFP, including advertising and a media plan, digital, collateral production, and PR.

Public Communications Worldwide, Garden Grove, Calif./Nixle, civilian messaging applications for local, state, and federal law enforcement agencies, as AOR, including PR focused on print, broadcast and online media.

GolinHarris, Irvine, Calif./BillFloat, bill payment provider intended to give consumers more time to pay bills, for consumer/trade media outreach and PA support, and the University of Redlands, private liberal arts university, for regional and national media relations outreach efforts.

The Phelps Group, Santa Monica, Calif./Susquehanna Health, integrated hospital system based in Lycoming County, Pa., as AOR for marketing comms. following a national search. Work includes brand and digital strategy, brand development, production, and media planning and buying.

International

Good Relations, London/ The Prince's Countryside Fund, project of the Prince of Wales to fund projects for sustainability in the rural U.K., for strategic counsel, media relations and social media advice as support on promoting the Fund's flagship event, National Countryside Week and assist with partnership development. Good is part of the Bell Pottinger Group.

— Greg Hazley

NEWS OF SERVICES**PRN KICKS OFF 'THE EARNIES'**

PR Newswire has created a "community-chosen" awards program for earned media campaigns in social media dubbed The Earnies.

Rachel Meranus, VP of marketing & communications for PRN, said The Earnies will recognize how communicators are successfully rethinking the "old model" and embracing the new opportunities by engaging with audiences through social conversations that are ongoing.

Individual practitioners, brands and organizations are eligible to participate in the program, which is initially focused on the U.S. and hosted on PRN's AGILITY@work web site.

Submissions will be reviewed by a panel of social media pros like Edelman's David Armano, Matt Johnston of uTest and Tim Moore, SVP of Maximum and CEO of CrushIQ, among others.

Categories include Best Use of Video in Social Media, Best Connection to Twitter, LinkedIn or Facebook Audience and We Can't Believe That Worked.

Deadline to submit is Dec. 20th.

Info: <http://odwpr.us/tl7CYQ>.

CMT INKS TAXI MEDIA DEAL WITH ABC

Creative Mobile Technologies, provider of in-vehicle technology, and its media subsidiary, Creative Mobile Media, have signed an exclusive deal with ABC to provide premium content and advertising through ABC's local stations and sales forces in major U.S. media markets via taxicabs.

The deal includes WABC-TV in New York, where CMT's equipment is installed in 6,600 yellow medallion taxis. The deal is effective January 1, 2012.

CMT/CMM said the deal includes about 10,000 taxicabs across the country, with thousands of additional cabs expected in 2012.

HULT OFFERS MA IN INT'L MARKETING

The not-for-profit Hult International Business School has created a one-program for a master's degree in international marketing.

The program is offered through its campuses in San Francisco, London, and Dubai.

Ian Dougal, global dean of HIBS, said the offering includes basic curriculum like management and strategy along with specialized knowledge of the digital landscape, including online advertising, social networks, and new product development. Info: hult.edu.

BRIEFS: Research giant TNS has tapped Kantar global account director **James May** as executive VP of its newly formed Southeastern region. He was previously with Millward Brown in the U.K. and Spain before moving to the U.S. in 2004. ...The **African Press Organization**, a press release wire in Africa, said it inked a pact with France Telecom-Orange to handle press releases targeting the continent. ...The **Santa Barbara Conference & Visitors Bureau and Film Commission** and **Pace Communications** produced NEXT: Santa Barbara, an iPhone, iPad and Android mobile app intended to connect visitors with the city.

PEOPLE**Joined**

Bob Rowley, executive director of government and community relations at Elmhurst College, to Northwestern University, Evanston, Ill., as director of media relations, effective Jan. 3, 2012, announced Alan K. Cabbage, Northwestern's VP for university relations. He is a 30-year veteran of the *Chicago Tribune*, including stints as national editor, foreign correspondent, Jerusalem bureau chief, White House and Pentagon correspondent.

**Rowley**

Karen van Bergen, global leader for Omnicom's Philips Electronics account, to Porter Novelli, New York, as a senior partner and managing director. Bergen has been a senior partner and senior VP at Fleishman-Hillard, half of the OMC team that makes up OneVoice to serve Philips. She is relocating from Amsterdam to New York, starting Jan. 1. She takes over for interim MD **Joe Russo**, an assistant managing director for the firm who continues in that role.

Beth Conner, A/S, Edelman, to Makovsky + Company, New York, as an assistant VP in its health practice.

Eliza Merves, AA/E, Ogilvy PR Worldwide, joins Makovsky's health unit as an A/E.

**Conner, Merves**

Valerie Carter, senior VP of PA, Ricochet PR, to Jones Public Affairs, Washington, D.C., as a senior VP to lead the firm's health policy team. She is a 15-year veteran of Merck & Co., handling government relations. **Regan Hiatt**, director of comms., Cancer Support Community, joins the firm's Cambridge, Mass., office as a senior A/E.

Nick Francis, former head of communications for Takeda Pharmaceuticals Europe and Eli Lilly & Co., to WCG, London, as director. **Rena Radia**, account manager, ROAD Communications, to WCG/London in that same title. San Francisco-based WCG said it is planning to move into a larger space in central London early next year to accommodate expansion. Also, **Emili Barwick** has completed WCG's first internship program in the London office and joined the staff as an account associate. **Robin Nasby** was promoted to A/M.

Promoted

Leslie Linton to senior VP, MWW Group, New York, in the agency's media strategies practice. The former TV news producer joined the firm in 2005.

Kris Dorsey to VP and senior art director and **Ann Lentz** to VP and director of production services, Dix & Eaton, Cleveland. Dorsey is a 25-year veteran of the firm. Lentz joined in 1998.

Dale Elwell to VP of account services, Hitchcock Fleming & Associates, Akron, Ohio. **Jim Kiel** to interactive solutions architect and **Sam Russell** to integrated media specialist.

RF|BINDER LAUNCHES 'GENERIC LIPITOR'

RF | Binder Partners is supporting Ranbaxy Pharmaceuticals as the India-based drug marketer rolls out Atorvastatin, the first generic competition to Pfizer's blockbuster cholesterol drug Lipitor.

Ranbaxy, which is based in Princeton, N.J. in the U.S., received final approval Nov. 30 from the U.S. Food and Drug Administration to market the generic drug under a deal with Israel-based Teva Pharmaceuticals.

RANBAXY

Bloomberg said revenue from Atorvastatin could hit \$650M during the first 180 days, according to a survey of analysts. Ranbaxy has an exclusive six-month window to market the generic competitor under FDA "first-to-file" rules.

Lipitor is the best-selling prescription drug of all time generating \$10.7B in revenue in 2010. Pfizer has scrambled to ink deals with drug benefit managers to lower prices on Lipitor to compete with the generic newcomer.

Charles Caprariello, VP of corporate communications and government affairs for Ranbaxy, said RF is handling Atorvastatin. The Ruder Finn unit has worked with Ranbaxy since 2003.

VINDEL EXITS RED FOR KETCHUM PLEON

David Vindel, managing director of technology at Huntsworth's Red Consultancy, will move to Ketchum Pleon early next year.

The 16-year PR veteran will become European managing director/technology post and London practice chief.

Vindel, who was at Band & Brown Communications before Red, has handled Adobe, Symantec, McAfee, Autonomy and Vodafone.

He will report to Avril Lee, CEO of Ketchum Pleon's London outpost, and Esty Pujadas, global high-tech practice director.

Pujadas believes Vindel's "gravitas and leadership style" will make him a good fit at Ketchum Pleon, which counts IBM, Siemens Network, Google and IBM as clients.



Vindel

F-H TAPS JEFFERSON FOR LOBBYING PUSH

Fleishman-Hillard has hired Jefferson Consulting to provide lobbying support for Hewlett Packard's Enterprise Services operation on defense information technology issues.

JC is the firm of Julie Susman, who had managed McDonnell Douglas' health information systems operation in D.C. and negotiated contracts with the Dept. of Veteran's Affairs.

Previously, she served as deputy chief counsel to the Senate's Committee on Veterans Affairs.

Susman works the H-P business with M.J. Sivulich, ex-legislative director for Teledyne Brown Engineering.

HP's enterprise group is the reincarnation of Electronic Data Systems, which was founded by Ross Perot.

F-H is part of Omnicom.

'SLACKTIVISTS' SHOW PULSE

People who passively "like" causes on Facebook or post an icon on a social profile ("slacktivists") are more actively engaged in issues than what was previously thought, according to the "Dynamics of Cause Engagement" survey conducted by Ogilvy PR Worldwide and Georgetown University's Center for Social Impact Communication.

The survey found that slacktivists are more than just clicks and shares.

They are twice more likely to volunteer their time than non-social media promoters and five times more likely to encourage others to contact political officials.

Jennifer Wayman, executive VP at Ogilvy and director of its D.C. social marketing unit, says the survey shows there is "real value inherent in these relatively small actions that should not be underestimated."

The complete survey results are available at <http://bit.ly/dynamicsresearch>.

H&K REBRANDS

Hill & Knowlton has rebranded as "Hill+Knowlton Strategies" to reflect the heritage of the 84-year-old firm and its ability to deliver strategic communications counsel based on extensive research.

CEO Jack Martin says the "new brand points to a shifting market for our clients, one with an explosion of information and a revolution in the ability of almost everyone to find that information."

H+KS, which was founded in Cleveland by John Hill, has 85 offices in 46 countries. It is part of WPP.

HILL+KNOWLTON
STRATEGIES

MACDOUGALL WORKS RIB-X IPO

MacDougall Biomedical Communications is guiding media and investor relations for Rib-X Pharmaceuticals, the antibiotic maker planning an initial public offering worth up to \$80M.

New Haven-based Rib-X is focused on developing antibiotics for hospital treatment of serious and life-threatening infections like bacterial skin infections. Its IPO prospectus filed Nov. 28 notes the hospital antibiotic market hit \$10B in 2006 and in the seven major global drug markets totaled \$20B in 2009.

MacDougall, based in Wellesley, Mass., has worked the Rib-X account since 2010.

The venture-backed drug maker, founded in 2001, includes 2009 Nobel Prize for chemistry winner Thomas Steitz, a professor at Yale University.

AFTRA'S DEHANN MOVES TO 42WEST

Christopher DeHann, who handles PR for the American Federation of Television and Radio Artists, is moving to 42West. He exits AFTRA on Dec. 16.

DeHann is an 11-year veteran of AFTRA, which has been holding merger talks with the Screen Actors Guild. His replacement has not been announced.

AFTRA has 70K performers and journalists working in the news and entertainment media sector. SAG represents 125K actors. Pamela Greenwalt is SAG's communications executive director.

AFTRA is a client of 42West, headed by Leslee Dart.

PR OPINION

CBS-TV's Dan Rather left his job as a goat in 2004 after he published a fake document about President George W. Bush's military record.

But he was a hero Nov. 22 when 900 of New York's media elite feted him at the annual black-tie Waldorf-Astoria banquet of the Committee to Protect Journalists.

He was honored for "a lifetime of distinguished achievement in the cause of press freedom" by CPJ which is dedicated to helping journalists (mostly in foreign countries) who face assassination, arrest and other forms of persecution.

Journalists were told to "fight the power," fight for "freedom of expression" and not to give in to intimidation or become obedient.

This message was given by reporter Eynulla Fatullayev, who was in prison in Azerbaijan in 2009 when CPJ gave him two awards.

Rather, who said in 2004 that he would not have used the questionable documents "if I knew then what I know now," sued CBS for \$70 million but the suit was tossed out of court. CBS had retracted the story. Producer Mary Mapes was fired and three other producers were forced to resign. The documents allegedly backed up Rather's claim that Bush did not complete required service in the Texas Air National Guard.

Rather Raps Big Media

Rather, 80, who had a 44-year career at CBS, blasted the news industry as being driven by profits and punditry rather than the public interest, reported Joe Pompeo of capitalnewyork.com.

"We are living in an age when big money owns everything...including the news," he said. "That cash bought a lot of silence for a long time," he added. "Enough time for unchecked power to get this country tangled into messes all around the world."

Reporter Kristin Jones' write-up for CPJ said Rather "called on his colleagues to restore the media to its role in service to the public, to once again ask hard questions, give megaphones to whistleblowers, and demand access to those who challenge power as well as those in power."

Rather Was "Correct," Says Lawyer

Rather was introduced by lawyer James Goodale who said "All the facts in that particular program were substantially correct."

Attendees paid as much as \$50,000 for a table and an additional \$76,770 in dollars was raised by passing around white paper bags, reported Pompeo.

He thought the "opulent" scene in the Waldorf ballroom was "somewhat incongruous" since it was accompanied by "images of military and police crackdowns in autocratic regimes that flashed across two large TV screens flanking the stage."

ABC News anchor Christiane Amanpour hosted the first half of the program and NBC's Brian Williams the second half.

All this advice to reporters to "fight power" and not be "intimidated" or "obedient" is music to my ears and I wish CPJ would play this tune for O'Dwyer staffers and

other American journalists.

So far, CPJ, now headed by Sandra Mims Rowe, former Pulitzer Prize chair and currently visiting professor of journalism ethics, Arizona State University, has said it is too busy to look into this situation. Paul Steiger, editor-in-chief, ProPublica, was previous CPJ chair.

I haven't been imprisoned or tortured but have been threatened (twice) with being beaten "to a pulp" by a PR Society of America Assembly delegate and have been repeatedly accused of crimes such as "harassing" PRS leaders by sending them questions and "eavesdropping" by listening to Society conference calls. Members provide the O'Dwyer Co. coverage of such calls.

This year PRS banned not only me but all reporters from its Assembly and circulated 23 pages of false charges against me. It only allowed me one rebuttal posting on its website before shutting down the discussion after four days.

Society Gives Bad Example

PRS has given a bad example of how to hire critical reporters, the National Press Club has said in urging the Society to drop the boycott. A similar rebuke was given by *PR Watch*.

The Society has ignored such advice and I'm looking for more press and PR groups to weigh in on this subject.

The U.S. press is in bad enough financial shape without 31,000 members of the PR Society being advised that "war" on the press is an acceptable response to coverage.

Newspaper ad revenues plummeted from \$49.4 billion in 2005 to \$25.8B in 2010 or almost \$24B yearly. If even half of the \$24B went to pay reporters at the rate of \$50,000 yearly, that would represent the loss of 24,000 jobs. Online income remains relatively small--\$3.04B in 2010.

Carnage is taking place in U.S. journalism although not in the form of murders, beatings and imprisonment.

Assets of CPJ: \$12.1 Million

Assets of CPJ at the end of 2009, latest Form 990 figure available, were \$12,134,907 vs. \$10,488,781 in the previous year. Top CPJ staffers are executive director Joel Simon (\$172K pay plus \$8.2K of other compensation), and deputy director Robert Mahony (\$120K Plus \$6.3K).

CPJ says on Form 990 that it works to "ensure that journalists everywhere are free to carry out their essential work to inform the public." This should include the U.S.

I was blocked, for no defensible reason, from visiting 47 exhibitors at the PR Society conference in Orlando Oct. 15-18.

This was interference with a reporter in performance of his duties to the PR public which wants news of new products and services.

CPJ offices at 330 Seventh ave. (between 28th and 29th sts.), are about 12 blocks from the O'Dwyer office. I hope one of the experienced CPJ journalists will visit us.

— Jack O'Dwyer