



**Jack O'Dwyer,
Editor-in-Chief**

O'Dwyer's Newsletter

**The Inside News of
PR and Marketing
Communications**

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December 12, 2011 Vol. 44 No. 48

XENOPHON TAPPED BY CDC

The CDC's Agency for Toxic Substances and Disease Registry, which handles environmental health, has tapped Washington, D.C.-based Xenophon Strategies to handle rapid response communications as needed, following an RFP process.

The ATSDR, part of the National Center for Environmental Health, sought pitches to work with its office of communications as its scientists and investigators probe hazardous sites around the U.S.

The PR contract is capped at \$10M over 60 months, including one base year and four options.

Xenophon is led by former Air Transport Assn. PR chief David Fuscus. Its government clients have included the General Services Administration and U.S. Coast Guard.

The CDC unit issued the RFP in July, when it was engaged with the Environmental Protection Agency on an Exxon crude oil spill in the Yellowstone River.

ROEMER JOINS APCO

Tim Roemer, a six-term Democratic congressman from Indiana and former ambassador to India, has joined APCO Worldwide as senior VP. He also will serve in the independent firm's global political strategies and international advisory council consulting groups.

As ambassador, Roemer led the effort to open India for U.S. goods (India moved from 25th top U.S. trading partner to No. 12) and tackled issues such as money laundering, terror financing and assisted the country on its global center for nuclear energy partnership.

At APCO, he teams with Lalit Mansingh, India's former ambassador to the U.S., to advise clients on ways to crack Indian market.

In Congress, Roemer was a political centrist remembered for his work on education issues and as an early backer of the Dept. of Homeland Security.

He also served on the 9/11 Commission and the Washington Institute's presidential task force on combating the ideology of radical extremism.

John Lovallo, an agency vet who set up his own New York shop in 2005, has moved to Levick Strategic Communications as a senior VP to establish a New York presence for the D.C. crisis specialty firm. He founded Lovallo Communications Group in 2005 after senior VP stints at Ogilvy PR Worldwide and Makovsky + Company. The move effectively merges LCG into Levick.



Roemer

CANADIAN ENERGY COS. PUSH KEYSTONE

A coalition of Canadian oil sands companies has hired the lobbying firm of former Texas Republican Congressman Jack Fields to lobbying on behalf of TransCanada's controversial Keystone Pipeline designed to transport shale oil from Canada to refineries in the Lone Star State.

The In Situ Oil Alliance is composed of Calgary-based companies Athabasca Oil Sands Corp., Connacher Oil and Gas Ltd., Laricina Energy Ltd., MEG Energy Corp. and Petrobank Energy and Resources is backing the push made by Fields' Twenty-First Century Group.



Fields, who represented Houston in Congress, reps the coalition on issues related to Canadian oil sands including Keystone, North America-Made Energy Security Act and repeal of Section 526 of the Energy Independence and Security Act, which bans federal purchase of shale oil.

He's assisted by Jocelyn Hong, former aide to Sen. John Glenn and member of President Clinton's transition team, and Jay Grimes, a former House Armed Services Committee staffer.

A Congressional showdown on Keystone is slated this week. House Speaker John Boehner plans a vote House on the Middle Class Tax Relief & Job Creation Act, a package that includes extension of the payroll tax cut, extending unemployment insurance and approval of the Keystone pipeline as a job-creation measure.

President Obama, on December 7, promised to veto any payroll tax measure that is linked with Keystone. He plans to rule on Keystone after next year's election.

TransCanada uses Van Ness Feldman, Bryan Cave, and McKenna Long and Aldridge as its Washington representatives.

ARKANSAS REVIEWS ANTI-SMOKING PR

Arkansas has kicked off a review of its \$1.3M anti-tobacco PR efforts with an RFP process through late January 2012.

The campaign, dubbed "Stamp Out Smoking," works to educate adults and youth about tobacco prevention and cessation programs through various forms of media, including PR, grassroots, sponsorships and paid PSAs. It has run in the state in some form since 1993 but was transformed in 2001 with the Master Settlement Agreement between the states and Big Tobacco.

Cranford Johnson Robertson Woods of Little Rock is the incumbent. Proposals are due Jan. 20.

View the RFP: <http://odwpr.us/tSupJ6>.

FLORIDA A&M GETS CRISIS COUNSEL

Florida A&M University has received informal crisis communications counsel from Ron Sachs Communications over the past two weeks as the Tallahassee institution reels from the apparent hazing-related death of a drum major in its marching band.

The school's board of trustees is considering a one-month, \$10K contract to officially hire a firm and has also mulled a longer PR commitment of up to a year.

The board on Dec. 8, in the same meeting it considered its PR options but took no action on that front, reprimanded university president James Ammons over the death of 26-year-old Robert Champion in November after the acclaimed marching band performed at a football game in Orlando.

An investigation is pending as to the cause of death, but speculation has centered on the marching band's tradition of hazing of new members. A band member won a \$1.8M civil suit against other members over a 2001 incident in which he was paddled to the point of kidney damage. A 2006 hazing incident led two A&M students to serve jail time for another paddle beating.

Ron Sachs, president of RSC, told O'Dwyer's he has counseled the school on a volunteer basis over the past few weeks as the crisis mounted. His firm is being considered for a formal contract with the school, although trustees have also suggested putting a contract out for bids.

Sachs, a resident of Tallahassee, is on the school's board of visitors for its school of journalism and graphic communication and described his crisis counsel as "ex officio."

Florida A&M terminated band director Julian White four days after the death of Champion and suspended several students, although state law enforcement officials, acting at the request of Gov. Rick Scott, have requested that those moves be delayed pending their investigation.

An eight-member task force led by former Florida Attorney General Bob Butterworth has been tapped by the university to investigate. The band's performances have been suspended pending that probe.

KAYE TO HEAD BIDEN COMMS.

Melanie Kaye, a former reporter who is a VP at GMMB, is slated to take over the director of communications slot for Second Lady Jill Biden with the departure of Courtney O'Donnell.

Kaye was as a director at Dittus Communications before moving to GMMB in 2007. She entered the agency realm after a stint as press secretary to Wisconsin Gov. Jim Doyle, which followed journalism posts at the Green Bay News-Chronicle, The Hill and WisPolitics.com.

O'Donnell, who joined Biden at the outset of the Obama administration, headed marketing for the William J. Clinton Foundation and was an account director for Fenton Communications after several Democratic PR posts, including press secretary for the late Elizabeth Edwards during the 2004 Kerry/Edwards presidential bid.

Politico reported O'Donnell is moving to Germany with her family.

GRIMMER SELLS ARTICULATE COMMS.

Laura Grimmer, who founded Articulate Communications ten years ago, is selling the New York-based technology/financial PR shop to partner/senior VP Audra Tiner.

The deal enables Grimmer to pursue her passion for cooking. She has enrolled at Soho's French Culinary Institute and begins classes for the six-month program in January.

Grimmer, an avid mountain climber and long-distance runner, envisions a career in high-end catering, but told O'Dwyer's "if the chance to cut carrots at Daniel pops up, I would jump at the opportunity."

The former Associated Press staffer and New York GM at FitzGerald Communications said she's had many buyout offers in the past, but after 17 years in the PR business the "time just felt right to sell."

Tiner, who joined Articulate two and half years ago, is a "strong leader and great business development person," according to Grimmer, who said she knew early on that Tiner would be the one to take over the business.

Tiner, has counseled Articulate clients such as Sapient Global Markets, Portware, Detica NetReveal and Fix Protocol. Before joining the firm, the Boston native worked at SeeBeyond, Progress Software and Cambridge Technology Group.

Grimmer would not disclose the price for the soon-to-be 15 staffer firm with the opening of a London outpost. It is enjoying a robust 2011 as fees are expected to jump 30 percent to a record \$2.5M. Tiner takes the Articulate helm Jan. 1.

EX-CONGRESSMAN MOFFETT REPS LEBANON

Former Connecticut Congressman Toby Moffett is repping Lebanon on a pro-bono basis, handling introductions for Lebanese officials to U.S. policymakers, arranging meetings and pushing for foreign aid.

The relationship stems from Moffett's long-time friendship with Lebanon's ambassador to the U.S., Antoine Chedid.

Moffett, a Democrat, served in Congress, while Chedid was press attaché and political officer at the Lebanese embassy in D.C. He heads The Moffett Group, which has done work for Egypt.

Lebanon is in the news as its banking/trading/services economy is expected to take a big hit from Arab League sanctions slapped on neighboring Syria.

Lebanon also filed a complaint against Israel at the United Nations regarding a Nov. 29 missile attack on its territory. Israeli forces those missiles into south Lebanon in retaliation for artillery fired from Lebanon into northern Israel. Israel has said Hezbollah was not responsible for the attack. Lebanese president Michel Sleiman called the attack on Israel the work on an individual and a violation of international law.

Bridges International has a \$17K a-month contract to promote the economic, political and cultural interests on Lebanon in the U.S. That work is through Beirut-headquartered Millennium Group Services.



Grimmer, Tiner

ABRAMOFF PAID COLUMNISTS

Former lobbyist Jack Abramoff paid sympathetic columnists/op-ed writers to pen stories in favor of his clients and issues about half a dozen times, he told watchdog Media Matters for America during an interview promoting his book, "The Hard Truth About Washington Corruption From America's Most Notorious Lobbyist."

Abramoff never offered to pay a reporter because "prudent lobbyists don't like to hang out with them." He also believes newspapers had no clue about the payments to their columnists.

Paying a columnist is a pretty straightforward process, according to Abramoff. The trick: the columnist has to get the item placed.

Abramoff regrets the payments. He thinks it's terrible and shouldn't be done "unless you are going to put a disclaimer at the bottom" of the article.

He believes lobbying payoffs to columnists are still going on. "During my time, other people did it, sure. I didn't invent that, I didn't come up with the idea. Others definitely do it and did it. I don't know if they still do it. Why wouldn't they? It's not like it is easily catchable, and it's not illegal," he said.

Ironically, Abramoff wanted to hire a ghostwriter to write his book but couldn't find anybody who could write in his voice. After trying out two writers, Abramoff just sat down and wrote the book himself about his illegal activities and the shady side of lobbying.

PENNEY MOVES ON MARTHA; CHANGES PR

J.C. Penney will invest \$200M in Martha Stewart Living Omnimedia over the next decade as part of a strategic alliance that will put Martha Stewart stores inside most of the 1,100 outlets of the department store chain. Its initial \$38.5M outlay gives Penney a 16.6 percent stake in MSLO.

Penney CEO Ron Johnson, architect of Apple's retail strategy who recently took the helm at the retailer, called the deal a "once in a lifetime opportunity."



The Martha Stewart brand "embodies quality, beauty, inspiration and possibility and we intend for Martha Stewart stores to be a key centerpiece of our new strategy to transform J.C. Penney into America's favorite store," he said in a statement. Penney also expects to benefit from cross promotional activities with MSLO's roster of magazines, digital and broadcast properties.

The Plano, Tex.-based department chain also revamped its PR roster, dropping M Booth, which is part of Next Fifteen, as agency of record. Interpublic's entertainment-oriented PMK-BNC unit, and DKC, pick up the work.

Margi Booth said she's delighted to have served Penney for the past six years and wishes it well as the chain seeks a new direction.

Penney lost \$143M during Q3 after \$265M in restructuring charges. Revenues slipped 4.8 percent to \$4B.

PIRATES PR CHIEF WINS MLB HONOR

Pittsburgh Pirates director of media relations Jim Trdinich has won Major League Baseball's top annual PR award, the Robert O. Fishel Award for Public Relations Excellence.

Trdinich, a 23-year veteran of the Pirates, started out as an intern in 1985 with the National League ballclub. He left for a National League post and returned to the Pirates in 1989 as assistant director of media relations, taking the director title at age 26 in 1991.

Officials of the 30 MLB teams and league staffers nominate honorees for the annual PR award, named after the late Yankees PR director and American League executive VP Robert Fishel, who died in 1988.

Jay Alves, VP of communications and PR for the Colorado Rockies, won the 2010 honors.

The award, given since 1981, goes to an "active, non-uniformed representative of Major League Baseball whose ethics, character, dedication, service, professionalism and humanitarianism best represents the standards propounded by Robert O. Fishel," according to MLB.

NY PR PRO COLE DIES AT 72

Robert Cole, a former sports reporter and veteran New York financial PR pro, died Nov. 30 after a bout with cancer. He was 72.

Cole ran Bronxville, N.Y.-based Cole Communications with his PR pro wife, Susan, for nearly two decades after several PR posts in the financial sector.



Bob and Susan Cole

He was director of marketing and communications for the Canadian Imperial Bank of Commerce, VP of comms. for the New York State Bankers Assn., corporate communications manager for Bank of America in the Eastern U.S., and PR officer for Chase Manhattan.

He started out as a sports reporter and columnist for the *New York Daily News* and later taught PR at St. John's and Pace universities.

He is survived by his wife, as well as two children and three grandchildren.

JAILED JOURNOS RISE 23%

The number of jailed journalists increased 23 percent to 179 on Dec. 1, reaching a 15-year high mark as repressive regimes cracked down on the free flow of information, according to the Committee to Protect Journalists.

Half of those imprisoned were online journalists. The all-time high of imprisoned journalists was 185 in 1996.

Iran repeated as the biggest gulag for writers, editors, and photographers, putting 42 of them behind bars. The Islamic state was followed by Eritrea (28), China (27), Burma (12) and Vietnam (9).

CPJ reports the Iran maintains a "revolving prison door with furloughs and new arrests" of journalists, who are subjected to inhumane treatment.

(Continued on next page)

JAILED JURNOS (Continued from page 3)

China cracks down on reporters involved with Tibetan and Uighur minority groups.

Independent journalists, noted Joel Simon, executive director of CPJ, “are bearing the brunt of this unprecedented rise in the incarceration of journalists” since they often lack institutional support to legally defend themselves.

CPJ reports that the freedom to report improved in South America. No journalist was jailed in the Americas on Dec. 1, though reporters were held for short periods during the past year. Eight reporters were jailed in Central Asia, a record low for the past six years.

There’s potential for progress in No. 4 jailer Burma, which just received a visit from Secretary of State Hillary Clinton. CPJ wants Burma to junk its Electronics Act, which jails people for sending “unsanctioned information” over the Internet.

“Burma’s transition to democracy will not be legitimate without legal reform to ensure press freedom,” said Simon in a statement. “Draconian laws restricting reporting must be abolished, and imprisoned journalists immediately released.”

CPJ FETES JOURNALISTS, RATHER

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” and that Rather himself was “correct,” according to Pompeo’s report.

Attendees pay 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.

U.S., IRAN FIGHT PR WAR

With tensions mounting on the diplomatic and PR fronts between Iran and the U.S, the U.S. State Dept. last week unveiled plans for a virtual Tehran embassy intended to “penetrate the electronic curtain of isolation the Iranian leadership has imposed on its people,” according to its public affairs unit.

The move came a day before Iranian officials released state-produced video of what they say is a U.S. intelligence drone shot down in Iran.

Images of the aircraft from a video produced by Iran were run throughout global media, including newspaper front pages across the world, including the *New York Times*.

The new virtual embassy for Tehran, features a welcome by Secretary of State Hillary Clinton encouraging users to use social media tools to communicate and criticizing the current Iranian regime for stifling communications, especially digitally, among its citizens and violating human rights.

“Departing from the Persian empire’s historical role as a crossroads of civilizations, the Iranian regime has gone to great lengths to restrict what the Iranian people see, hear, and think -- violating widely held standards of human rights,” said a fact sheet distributed by State Dept. public affairs staffers.

The U.S. has not had a physical, standalone embassy in Iran since the hostage crisis of 1979, operating instead from a section of the Swiss embassy in the capital.

Iran’s foreign affairs spokesman issued a statement Dec. 8 saying the U.S.’s virtual embassy “highlights the confession to the big mistake they have made in severing ties between two nations and turning their back to Iranian people.”

Iran, meanwhile, rolled out the drone with video footage of the aircraft under the country’s flag saying its own electronic attack forced it down.

U.S. officials have acknowledged to reporters that a CIA drone went missing, but said the aircraft which flies at 50,000 feet likely crashed, raising questions about the in-tact drone depicted in the Iranian propaganda film.

NEWS OF PR FIRMS

FINN HITS THE GROUND RUNNING

Finn Partners, the Ruder Finn Group spinoff led by co-CEO David Finn, officially opened on Dec. 7 and said it projects \$30 million in revenue for 2012. That is up from a \$25M forecast earlier this year.

Finn, who led RFG with sister Kathy Bloomgarden, announced the plans in May to set up FP with an initial staff of about 180 housed in RF's New York base with operations across the U.S. and in Israel.

Finn said current clients have reacted positively to the move and existing business has grown, in addition to new wins like IEEE, TomTom and Harper Collins Publishers.

Existing clients include CTIA - The Wireless Association, Dole Packaged Foods, the Jamaica Tourist Board, Liz Claiborne Inc., and Vonage.

New website is finnpartners.com.

TONIC LIFE, HORNER WIN PEPPERPOTS

Tonic Life Communications took home two Pepperpot Awards, including Best of Show, from PRSA/Philadelphia for programs centered around asthma and the need for improved asthma education in America's schools in the chapter's annual competition.

The "Everyone Breathe" Asthma Education Grants Program with Sunovion Pharmaceuticals received a first place Pepperpot in the community relations category and also won the Best in Show designation at the Franklin Institute event December 6.

"Everyone Breathe" also took home a second place Ladle award in the "Highly Targeted PR Program" category.



L-R: Tonic Life VP Kelly Kutchinsky, A/S Celeste Longwell, and A/E Michelle Vroom with the Best In Show award for the 'Everyone Breathe' campaign.

Tonic Life VP Stephanie DeViteri was given the Maxine Elkin Award for Distinguished Service.

Jack Horner Communications, Philadelphia, won a Pepperpot with client Parata Systems in the "Highly Targeted Public Relations" program category.

Parata's "Honoring Unsung Pharmacy Leaders" program developed with Pharmacy Times won the nod. The firm also won a handful of ladle awards in the competition and VP Mike Gross was honored with The President's Award from the chapter.

BRIEF: Kenya-based Apex Communications

Limited has become an exclusive network partner of Omnicom's Porter Novelli with the new name Apex Porter Novelli. The firm added Frontline PN in Dar es Salaam, Tanzania, last year and has a long-running partnership in Nigeria.

NEW ACCOUNTS

New York Area

Laura Davidson PR, New York/Ocean House, luxury resort in Watch Hill, Rhode Island, as well as its sister property, The Weekapaug Inn, when it opens in fall 2012.

Nancy J. Friedman PR, New York/Fodor's Travel, travel guides and resources; Pod Hotel, Manhattan, for launch of a second location, Pod 39, on East 39th Street, in April 2011; Condado Vanderbilt and Copamarina Beach Resort and Spa, Puerto Rico resorts, all for integrated marketing communications.

G.S. Schwartz & Co., New York/*Reader's Digest*, a previous client, for its "We Hear You America" program; Citrin Cooperman, account and consulting firm; Street Safe, GPS app providing security protection services; Severn House; U.K.-based publisher, for a digital media program, and WOW! Stuff, U.K. product development firm, for launch of its My Keepon toy.

Workhouse, New York/Occupy This Album, a compilation album of music from the Occupy Wall Street movement set for winter 2012 release, for PR.

East

PAN Communications, Boston/Abicalçados, the Brazilian Footwear Industry Association, as AOR for the U.S. to advance the interests of Brazilian shoe manufacturers.

Aloysius Butler & Clark, Wilmington, Del./Standard Distributing Company, beer distributor, for PR and social media.

Schulte Sports Marketing & PR, Woodstock, Md./Sports Jewelry by Dana Hoiles, for media relations/PR.

Articulon, Raleigh, N.C./Holiday Express, holiday event in Raleigh, for PR.

Southeast

Uproar PR, Orlando/ Twice As Warm, clothing seller which matches donation to people in need with each purchase, as AOR for PR.

The Buzz Agency, Delray Beach, Fla./Jones Lang LaSalle, for two Miami shopping centers; The Max Group, four restaurants; Clearly Derm; SKLAR Furnishings; PDS Agricultural Solutions; Symphonia, and the City of Boca Raton Police Athletic League.

Midwest

Dittoe PR, Indianapolis/Atlas Van Lines, national moving company, as AOR for PR, following a competitive review.

Mountain West

Wall Street Communications, Salt Lake City/I-MOVIX, extreme slow-motion video technology, to develop and maintain a presence in trade press for the broadcast, video production, scientific equipment, and educational technology markets.

West

J PR, San Diego/Davanti Enoteca; Donovan's Prime Seafood, and Saltbox Dining & Drinking, all San Diego eateries. The firm, which also has a New York office, has added Park Avenue Tavern, and Block 16 Hospitality, which include Las Vegas dining spots The Barrymore, LBS Burger, Pinks, Holsteins Shake and Buns, soon-to-be Public House, and Patty Wagon food truck.

— Greg Hazley

NEWS OF SERVICES

AMID U.K. PA SCRUTINY, PR GROUP SPLITS

The U.K.'s Public Relations Consultants Association has withdrawn from the U.K. Public Affairs Council, which it co-founded, and said it will support the British government's move to create a registry of public affairs pros in the country.

The maneuvering comes as the U.K.-based PR and PA powerhouse Bell Pottinger has been the focus of a series of articles about its work for clients. A website created by UKPAC to host a voluntary registry of PA pros has been beset by criticism for months.

PRCA and the Chartered Institute of PR created the UK Public Affairs Council in 2010 and have worked to create a voluntary registry for PA pros in the country.

"It is with regret that we have reluctantly concluded that UKPAC will not be able to deliver the statutory register that the government has decided to introduce," said PRCA chairman Sally Costerton. "Thanks to repeated delays and inaccuracies in its work, UKPAC simply lacks the credibility and competence to meet the government's objectives."

Costerton said PRCA now believes an independent registry should be created to include all PA pros, including those in-house at companies, think tanks, trade union and lobby groups, not just those employed by multi-client consultancies as was previously planned.

Jane Wilson, CEO of the Chartered Institute for PR, called PRCA's exit from the UKPAC "disappointing, adding that it came without consultation with CIPR and is "counterproductive."

"The CIPR believes industry unity is the key to ensuring that the current negative impressions of lobbying in the media do not lead to over-regulation of our industry," Wilson said.

Wilson said the lobbying industry has "nothing to fear" from a statutory registry and urged the government to "introduce one as soon as possible."

The Bell Pottinger controversy was sparked after reporters from the Bureau of Investigative Journalism posed as officials of Uzbekistan and recorded conversations with BP executives.

BP has blasted the reporting as "unethical."

NIRI GETS NEW BOARD MEMBERS

The National Investor Relations Institute elected four new directors after its Nov. 29 annual meeting.

Bob Burton, managing director of Lambert, Edwards & Associates; Mark Donohue, senior director, IR and corporate communications for Impax Laboratories; David Myers, VP, IR, Express Scripts, and Deborah Pawlowski, CEO, Kei Advisors will server four-year terms.

They take slots vacated by Sally Curley, Don De Laria, Carol DiRaimo and Doug Wilburne.

Jeff Morgan is president and CEO of NIRI.

BRIEF: PR software provider **Cision** has signed Mile High United Way of Denver as a client. MHUW serves Denver and four other counties in the region and was founded in 1887 as the first "United Way" organization.

PEOPLE

Joined

Olga Fleming, senior counselor at Chandler Chicco's Biosector 2, to Cohn & Wolfe, as executive VP, managing director of the firm's New York healthcare practice. She was a senior VP at Fleishman-Hillard's CPR Worldwide, where she managed N.Y. and London teams and led "Lilly Oncology on Canvas," an international disease awareness campaign implemented. She is a former VP for Weber Shandwick.



Fleming

Lydia Mihalek, VP of marketing, CIT Group, to Performance Learning Systems, Allentown, Pa., as chief communications officer, overseeing PR, corporate identity, brand strategy and media relations globally.

Rachel Tobin, reporter, *Atlanta Journal-Constitution*, to Jackson Spalding, Atlanta. She was previously at the *Atlanta Business Chronicle* and the *Fulton County Daily Report*.

Vince Galloro, who spent a decade covering the hospital industry for *Modern Healthcare*, to Jarrard Phillips Cate & Hancock, Nashville, as the first staffer in its new Chicago outpost.



Galloro

James Hope, who handled vehicle launch programs at Volvo Cars of North America, returns to Kia Motors America, Irvine, Calif., as national manager of product PR.

Tad Hutcheson, VP of marketing and sales, AirTran Airways, returns to Delta Air Lines, Atlanta, as VP, community/public affairs. He worked in Delta's planning and marketing departments prior to leaving the company in 1995.

Promoted

Christin Jeffers to A/E, Catapult PR-IR, Boulder, Colo.

Jared Bryan to A/E, Eisbrenner PR, Royal Oak, Mich. He handles Bosch, Dana Holdings, Linamar, and Schuler.

Randi Berris, director of editorial services at The Quell Group and a former journalist, will head the Troy, Mich., agency's media training services, conducting "what is news" orientation sessions for clients and media training workshops.

Sean Fitzgerald to executive VP, China, and director of the Shanghai office of Ketchum. He has been a partner and managing director of Ketchum West (L.A. and San Francisco) and will relocate to Shanghai in January. **Dave Chapman**, partner and director of Ketchum West, assumes responsibility for the region.

Honored

Judith Harrison, senior vice president, staffing and diversity & inclusion at Weber Shandwick, was recognized by New York Women's Agenda on Dec. 6 in New York for her career-long commitment to building a multicultural workforce. Nineteen-year-old NYWA is a coalition of 100 women's professional and advocacy organizations.

FIJI GIVES QORVIS \$40K MONTHLY PACT

Qorvis has scooped up a \$40K a month pact from Fiji to promote business and investment in that Pacific state. The contract is for a year.

Fiji's government, which was installed following a military coup in 2006, has just announced an economic plan that reduces/drops taxes for 99 percent of taxpayers and eases rules for foreign investors. It promises elections in 2014 in a move back to parliamentary democracy.



The government, which is not recognized by the U.S., has been criticized by its neighbors for cracking down on human and labor rights. A labor delegation led by Australia and New Zealand will visit Fiji this week to investigate matters.

Fiji, on Dec. 6, distributed – via PR Newswire – news of a report by the Australian Strategic Policy Institute that criticized Australia's effort to isolate Fiji, both politically and economically. The report found that Fiji is advancing by forging fresh partnerships with China and other Asian nations.

The Australian government funded that think tank report.

The Qorvis contract gives the firm the right to use Fiji's name in marketing materials, press releases and on its website.

WASHINGTON SEEKS PR FOR DISCOVER PASS

The Evergreen State has allocated \$150K and is seeking proposals from firms to market the Washington Discover Pass, a new vehicle access permit for state land which has fallen short of expectations of bringing in \$64M in revenue in two years.

The state issued an RFP open through December 15 for an agency to develop a promotional plan for the \$30 pass, which was launched in July with hopes that its revenue would help plug a \$30M shortfall in the state's parks budget.

The *Seattle Times* reported Dec. 1 that the pass has received a "lukewarm" reception generating only \$7.2M through its first four months.

The RFP calls for a campaign with social media, promotions and advertising through the summer of 2012. RFP: <http://odwpr.us/u5IEYo>.

ANTI-POVERTY GROUP SEEKS PR SUPPORT

A D.C.-based national anti-poverty group is on the hunt for strategic communications support with an RFP open through early January.

The National Association for State Community Services Programs, which helps states push low-income families toward self-sufficiency, wants PR, social media, communications and media relations support of its programs like weatherization assistance, Community Services Block Grants, and other efforts.

The RFP, released Dec. 5, calls for agencies to register intent to pitch by Dec. 16 with proposals due by Jan. 2. RFP: <http://odwpr.us/uV2ppK>.

BUDD DIES AT 88

John F. Budd Jr., a member of major PR groups and counselor to blue chip companies who nevertheless kept a maverick frame of mind, died Nov. 21 at age 88.

He had run his own firm since 1991 after 30 years at the former No. 2 firm of Carl Byoir & Assocs. and seven years at Emhart.

Budd criticized corporate PR for having little impact on financial scandals such as Enron and Tyco in the early 2000's and the more recent scandals involving AIG and major financial institutions.

Corporate PR people said Budd, a ten-year member of (PR) Seminar who was given the PR Society's Gold Anvil in 1988, behaved more like "courtiers than counsel." He felt they were mostly "ignored" or just used to transmit corporate messages created by others.

Surviving Budd are his wife of 58 years, Elaine, a mystery writer and critic; daughter Tracy McRoberts, and son Jonathan. A brother William lives in California and sister Marjorie in Florida.

A memorial service will take place Thursday, Dec. 29 at 11 a.m. at St. John's of Lattingtown, Long Island.

Budd was at Byoir from 1949-79, rising to group VP and member of the plans board. He was at Emhart Corp. as VP-external relations from 1979-86. He returned to Byoir, then a unit of Hill & Knowlton, as vice chairman from 1988-91.

He then set up The Omega Group of senior PR counselors who worked with numerous blue chips including AT&T, General Motors, Merck, Deere, BellSouth, Union Carbide and Sara Lee as well as educational institutions including Columbia, Syracuse and Wesleyan Universities. He became an expert on nonprofit boards, serving on 22 of them.

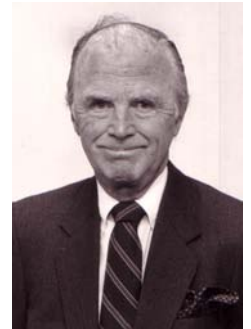
LIPPE TAYLOR ADDS DUO

Lippe Taylor Brand Communications has added Eric Blinderman as executive VP and Lori Rubinson as chief strategy officer to the roster of the beauty & fashion shop in New York.

The firm describes Blinderman as a "card-carrying generalist." Blindermann spent 14 years at Fleishman-Hillard, where he rose to chair its North American consumer practice.

Earlier, Blinderman led Weber Shandwick's consumer practice in New York (Century 21, Bank of America, McNeil and Unilever) and spent three years at CJP Communications (The Hartford, Keep America Beautiful and Pitney Bowles).

Rubinson began her career in brand management at P&G, before moving to Clairol. She is former chief strategic officer at Marina Maher Communications and executive VP at Bratskeir & Co. Burger King, Revlon, and Chiquita Bananas have received counsel from Rubinson. She joins LTBC from The Joey Company, where she spearheaded Church & Dwight's Trojan condom brand's effort to target women customers.



Budd in 2008

PR OPINION

Martin Sorrell, CEO of WPP, the biggest ad/PR conglomerate, has emerged as PR's No. 1 spokesperson, a role that has been abdicated by leaders and staff of what should be PR's most visible booster—PR Society of America.

The Sorrell style—regularly engaging in free-wheeling banter with the press—is the opposite of that of PRS elected leaders and president Bill Murray who don't even present themselves to rank-and-file members for questioning and who are currently enforcing a PR trade press boycott.

PRS's last press conference was in 1993.

WPP has a special duty to take a close look at PRS because Mickey Nall, the head of its Atlanta office, is 2012 chair-elect and WPP PR units have at least 95 members of PRS including 43 at Hill & Knowlton. This gives WPP "clout" with the Society.

Burson-Marsteller has 19 members; Ogilvy, 13; Cohn & Wolfe, 11, and Public Strategies, 9.

Sorrell: Future of PR "Bright"

Sorrell, who released a statement Dec. 1 that said, "The future of PR and PA is bright and different and better than at any time in the past." In that same statement, he championed the value of "third party endorsement," words that almost never appear in U.S. PR literature.

"If we can get someone to write or say something good in editorial content, particularly in a trusted newspaper or magazine or on a respected TV channel, this will be more effective than placing a paid-for ad next to the content," said the Sorrell statement.

He's dubious about the value of social media, saying, "There are questions about whether social networks are effective in delivering commercial messages. Do friends or fans appreciate commercial intrusion when they are effectively writing modern-form letters to their friends or fans?"

Credibility Is PR's Problem

Another problem with PR and SM is that PR has virtually no credibility among consumers.

That was established by the "Credibility Index" study published in 1999 after three years of planning and two years of field work among 2,500 members of the public. About 5,000 pages of materials were created. Professors from Harvard and Columbia were key players. The PRS and Rockefeller Foundations donated \$150,000 to fund the study that found "PR specialist" ranked 43rd on a list of 45 believable info sources.

In hindsight, it's a study that never should have been made. PR pros had long before positioned themselves as "advocates" and anything from an advocate is going to be taken with a grain of salt.

PR can bring attention to a subject but today's consumer will prowls the web looking for what experts say.

Leaders and staff of PRS, instead of mounting a campaign to show that PR can be responsive to the press and public, lapsed into shock.

The 1999 board, headed by Sam Waltz, announced a month before the study was released that O'Dwyer

reporters were taking up too much staff time with questions and leaders and staff would no longer answer them. A member then charged the board with violating five articles of the PRS Code.

There was only one PR person on the staff of 40+—PR director Richard George. Patrick Jackson, 1980 president who led the revolt against New York dominance, had decreed that staff should be almost 100% association professionals. His press policy ("duck 'em and screw 'em") also continues to be followed.

Betsy Kovacs, XVP from 1980-94, only employed one experienced PR pro during her term, Donna Peltier, who worked from 1984-94.

PRS: Hospital without Doctors

George was hit with two other major negatives.

The College of Fellows published a two-year study of 16 PR executive recruiters that found that APR had virtually no impact in the job market and was even "a negative."

The Exterior Insulation Finishing Systems industry (EIFS) charged that the firm of PRS treasurer Lee Duffey was engaged in a negative campaign bankrolled by the brick industry that employed a front group called the Stucco Home Owners Coalition.

Such charges were so convincing that the nomcom decided not to nominate Duffey as chair-elect although the six previous treasurers had moved up to that post.

PRS nominated two members who were not even on the board—Kathy Lewton as chair-elect and Michael McDermott as treasurer. Lewton defeated Duffey and Joann Killeen defeated McDermott by one vote.

George quit in October 1999 just before the national conference. His predecessor, Steve Erickson, had done the same thing in October 1996. He had only joined PRS in June 1995 but became exasperated with the board's anti-press policies. He left after a shouting match between him and COO Ray Gaulke and 1996 president Louis Morales witnessed by several members.

The best PR director was Libby Roberge (Aug. 2001-June 2003) who not only talked to us but sent 150 member directories to the press and released new and renewal membership stats (5,903 were added in 2002 but 5,769 left, a renewal rate of 70.5%. Two other PR hires, Janet Troy (2004-2008), and Joseph DeRupo (2007-09), were not even members of the Society.

Troy told the *Bergen Record* in 2004 that she was "flabbergasted that this organization with all these offerings existed and I was clueless to it."

Cedric Bess, a 2000 graduate of FIU, served from 2002 to March 9, 2007 when he quit. He captured the attitude of the PR dept. when he mistakenly e-mailed this reporter the following in response to a question: "Can't I just e-mail (O'Dwyer) a smart remark to p.s.s him off?"

WPP Should Investigate

WPP's PR/PA revenues are \$1.3 billion or almost 10% of the \$16B total. The firm should assign one of its 153,000 employees to visit our offices and explore the history of PRS and its current impact on the field. — *Jack O'Dwyer*