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Editor-in-Chief**

O'Dwyer's Newsletter

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

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OK EYES PR TO BOOST TECH

Oklahoma's economic development agency is reviewing its PR account to support efforts to cultivate a technology industry in the Sooner State.

The entity, dubbed Economic Development Generating Excellence, or EDGE, wants to bolster research institutions with grants and private funding, and foster formation and growth of advanced technology companies, among other objectives.



Oklahoma City-based Anglin PR is the incumbent.

An RFP issued Dec. 14 says EDGE wants a PR firm to assist the program in achieving "greater awareness of and involvement within Oklahoma communities," while helping to attract more federal interest and funding, and boosting responses to solicitations.

Its PR audience is broken into three groups: policy-makers, tech researchers and innovators, and Oklahoman stakeholders who benefit from greater investment in tech research.

Deadline for proposals is Jan. 6, 2012. View the RFP: <http://odwpr.us/vxFTTZ>.

J&J TAPS SNEED

Johnson & Johnson, which has been rocked by a series of product recalls, has named Michael Sneed VP-global affairs in January.

He will take over the duties of Brian Perkins, who is retiring in March.

Since 2007, Sneed has been group chairman for vision care and a member of the company's medical devices and diagnostics group operating company.

He joined J&J's marketing department in 1983 rising to marketing manager of its personal products unit and later VP of its worldwide over-the-counter drug business before doing a stint in Europe.



Sneed

In a memo, J&J CEO William Weldon said Sneed will better align the company's "global functions to support growth and provide a dedicated focus to all aspects of our reputation."

Carol Goodrich, director, corporate media relations for J&J, said Sneed takes the new role Jan. 1.

His team will include Perkins, who will "transition responsibilities consistent with his announced retirement in early 2012," and Ray Jordan, VP-PA and corporate communications.



Happy Holidays to all our readers. The next issue of the newsletter will be Jan. 3. Follow breaking news on odwyerpr.com.

CA HIGH SPEED RAIL SUSPENDS PR SEARCH

California's troubled High Speed Rail effort has suspended a search for a new PR firm after Ogilvy quit its multimillion-dollar pact earlier this year.

Ogilvy resigned the contract in late June and is scheduled to wrap up its work on Dec. 19.

The High Speed Rail Authority's board issued a new RFP for PR representation in early fall and eight firms responded. Seven pitches were deemed qualified for consideration.

Lance Simmens, deputy director of communications for the Authority, told the board Dec. 13 that management has undertaken an examination of its outreach efforts over the past several weeks and is exploring a proposal to consolidate efforts "into a more efficient and effective public outreach matrix," according to a copy of his memo to the board.

That plan could include the hiring of from six to 10 staffers to handle PR in-house.

Simmens recommended that the authority complete its review before considering a new PR contract.

DFW AIRPORT SEEKS MIDEAST, INDIA PR

Dallas/Fort Worth International Airport is on the hunt for a PR agency with operations in Dubai, India and Africa as it seeks to woo airlines and foster ties with those growing international travel hubs.

According to an RFP open through Dec. 23, the airport's public affairs unit wants PR support to identify and facilitate contact with key stakeholders and leaders in those regions for missions by airport officials throughout 2012.

Emirates Airlines plans to start nonstop flights from DFW to Dubai on Feb. 2 and part of the PR work will be promoting that new service in the United Arab Emirates and "managing a year-long media plan to generate positive articles," according to the RFP. View the RFP: <http://odwpr.us/w3p8go>.



DFW Airport tower

FLORIDA A&M TAPS DKC, ISSUES RFP

Florida A&M University, enmeshed in a crisis after the alleged hazing-related death of a drum major in its vaunted marching band, has hired New York-based DKC in the short-term and issued an RFP for an agency to develop a crisis communications plan and provide PR support to the school.

Florida A&M has been working with Tallahassee-based Ron Sachs Communications on a pro bono basis after the November death of 26-year-old Robert Champion sparked scrutiny of hazing by marching band members, but Florida A&M's board of trustees decided to put the work out for competitive bidding.



DKC was hired last week on a one-month, \$30K pact.

The board of trustees on Dec. 13 released an RFP open through Dec. 22 for long-term PR help. The RFP calls for planning and development of a crisis management plan, media relations counsel, regular PR meetings with the board of trustees and senior university officials, and other messaging help.

A one-year contract with two option years is planned. View the RFP: <http://odwpr.us/tH5d0w>.

NAT STRATEGIES DECLARES PAK PACT DEAD

National Strategies has declared null and void a \$35K a month contract inked that was supposed to go into effect Oct. 1, 2010 with the Committee Supporting Democracy and Justice in Pakistan.

The 15-month pact was to “foster fact-based, accurate discussion of U.S./Pakistani relations among American opinion leaders.” Nat Strategies’ k-global unit was to lead the effort.

The Washington-based firm had envisioned travels to Islamabad to better familiarize itself about issues facing Pakistan and to build relationships with movers & shakers. It also planned to support a U.S. visit by President Zardari to the U.S.

Nat Strategies, on Nov. 30, informed the Justice Dept. that it “neither performed any services nor received any payments” from the Committee. It deemed the agreement null and void.

The original Justice Dept. documentation, it explained, was made “in anticipation of memorializing” the agreement.

Paul Johnson, k-global chief and former Fleishman-Hillard regional president, told O’Dwyer’s via email: “We stopped work in March. We were never paid.”

EDWARDS DRIVES TO GOLINHARRIS

Pam Edwards, an automotive PR pro, has joined GolinHarris in Los Angeles as a director in the automotive practice of the Interpublic unit.

She had been online business development manager and corporate communications manager at Volvo Cars North America, sold by Ford to China’s Zhejan Geely Holding Group in 2010. Edwards worked at PCGCampbell, where she handled Volvo and Korea’s Kia. She also was on Ketchum’s Acura team.

WPP, FORD SET UP SHOP FOR LINCOLN

WPP and Ford on Dec. 15 announced the set-up of a New York-based shop to serve the marketing needs of the carmaker’s Lincoln luxury brand.

They recruited Cameron McNaughton, who had been running his own auto consulting firm, to head the yet-to-be-named shop that is expected to have 45 staffers.

McNaughton has advised Audi, BMW, Chevrolet, Hill Holliday, Publicis and Porsche. He will report to Satish Korde, CEO of Team Detroit, which represents WPP’s Ford Business.

Jon Pearce, executive creative at BBH, takes the chief creative officer position at the Lincoln shop. Earlier, he spent seven years at Team One, which is the creative force behind the Lexus brand.

The new “Lincoln-only creative agency team, in partnership with Team Detroit and WPP is an important next step in our plan,” said Jim Farley, group VP, global marketing, Ford, in a statement.

WS GETS NEW HEALTH REFORM PACT

Weber Shandwick is poised to receive a \$2M extension from Massachusetts’ healthcare reform agency, a lucrative account it originally won in 2007.

The Commonwealth Health Insurance Connector Authority, which supports the state’s groundbreaking universal healthcare plan, put its strategic communications out for bids in mid-September, receiving proposals from WS and another agency which officials visited on-site before making a decision.

Richard Powers, communications director of the authority, recommended WS get a new, 18-month contract at a Dec. 8 board meeting. The pact is valued at \$2M for the first 12 months starting January 1, 2012, with a budget to be determined after that. The contract also carries three year-long options. He noted the firm’s blended rate of \$190/hour is the same as its original 2006 pitch and WS does not take media commissions on any ad buys.

WS/Cambridge handles the account.

KPMG TAPS OSTER AS COMMS. CHIEF

Seth Oster, head of communications and public affairs for the Environmental Protection Agency, is stepping down for the top communications slot at KPMG.

Bruce Pfau, the KPMG vice chair and human resources exec who has recently overseen communications, dubbed Oster’s role as “the firm’s chief communications officer,” compassing all internal and external communications as well as “overall image building.”

Oster is slated to join the audit giant’s headquarters in Montvale, N.J., on Jan. 16 in the title of executive director of communications.

A senior advisor to EPA administrator Lisa Jackson, he exits the federal agency as associate administrator for the office of external affairs and environmental education. He was appointed to the EPA by President Obama after leading global communications for the Motion Picture Association of America. Previous PR postings included the Screen Actors Guild, Sen. Diane Feinstein (D-Calif.), Hill & Knowlton and Napster.

ROBINSON EXITS AS NYTC CEO

Janet Robinson, 61, is stepping down as CEO of the New York Times Co. after a 28-year run at the media company. A search is on for her replacement.

Arthur Sulzberger, chairman of the company, thanked Robinson for her significant contributions during the “challenging years we most recently faced.”



Robinson

He cited accomplishments such as “leading our continuing transition to a multi-platform company and directed steps that resulted in an improved liquidity position and significant cost reductions.”

Sulzberger will helm the NYTC until Robinson’s replacement has been found. She will serve as consultant for a year, earning \$4.5M.

Robinson is a former elementary school teacher who is remembered for her close ties to the advertising community. The NYTC lost \$98.6M for the nine-months of 2011 after restructuring charges. Revenues slipped three percent to \$1.7B.

AMANPOUR RETURNS TO CNN

Christiane Amanpour is returning to CNN International after a year and a half of anchoring ABC’s “This Week.”

She had replaced George Stephanopoulos, who had move to ABC’s “Good Morning America.”

In a memo, Jim Walton, CNN’s worldwide president, said, “Christiane Amanpour has been synonymous with international reporting and with CNN for many years.” She is the “leading international journalist working in television news,” he added.

Amanpour will continue to file reports for ABC.

MAHARAJ GETS LAT EDITOR JOB

Davan Maharaj, managing editor of the Los Angeles Times, is taking over for Russ Stanton, who is stepping down on Dec. 23 after a four-year run.

Stanton, 52, led the LAT during a time of tumult as the newsroom staff dropped from more than 900 to 550.

Maharaj, 49, has worked for the paper for 22 years, serving in Orange County, Los Angeles and east Africa.

He was assistant foreign editor and took on the business editor slot in 2007. As managing editor, he was responsible for foreign, metro, national, sports and business staffs.

Maharaj promised to push the LAT forward “especially in the digital and mobile space.”

RUTLEDGE QUILTS CABLEVISION

Tom Rutledge has quit the COO post at Cablevision, triggering speculation that the metro New York cable operation could become an acquisition target by bigger operations like Comcast or Time Warner Cable.

The departure of the 58-year-old executive follows the recent exit of cable unit chief John Bickham.

Cablevision CEO Jim Dolan praised Rutledge for having a “rare combination of technological vision and operational excellence.”

SAUDI PRINCE PUMPS \$300M INTO TWITTER

Prince Alwaleed bin Talal, whose Kingdom Holding has investments in Apple, News Corp., eBay, General Motors and Citigroup, has invested \$300M in Twitter.

“Our investment in Twitter reaffirms our ability in identifying suitable opportunities to invest in promising, high-growth businesses with a global impact,” said Alwaleed in a statement.

It describes the investments as a “strategic stake” that came about after “several months of negotiations and comprehensive due diligence.”

Kingdom Holding believes “social media will fundamentally change the media industry landscape in the coming years and Twitter will capture and monetize this positive trend.”

The microblogging site has more than 100M active users. It handles 250M tweets per day.

Alwaleed, who is the richest Arab businessman, is the nephew of Saudi Arabia King Abdullah. *Forbes* pegs his net worth at \$19.6 billion.



Alwaleed

BELL DEFENDS BELL POTTINGER

Tim Bell, the British ad and PR magnate, released a statement today defending his Bell Pottinger PR unit against a series of negative articles about its operations for domestic and foreign clients while criticizing the two news organizations at the heart of the “manufactured furor.”

The articles, produced by *The Independent* and the Bureau of Investigative Journalism, came about after staffers from those entities posed as representatives of Uzbekistan in search of PR support.

Bell, who heads BP parent Chime Communications, said the news organization’s tactics were “underhand, unethical and improper, and that their reporting of the matter has been partial, not even-handed and deliberately slanted.”

Bell said, because of that belief, he will not respond to any other allegations from the paper, which he said is emailing, calling and writing to BP clients.

“I regret that this fuss has occurred, and I am upset at the damage done to our reputation and the well-being of members of our company,” he said, adding the firm does not take the allegations “lightly” and has instituted an internal review.

Bell said BP staffers made it clear in the faux Uzbek meetings that they needed assurance the government was committed to enacting positive reforms before moving forward with any PR.

“We said it would be counter-productive to communicate if substantial change was not underway,” he said. “We said such a campaign would not work.”

Regarding allegations that BP staffers manipulated Wikipedia entries, Bell said he spoke to Wikipedia founder Jimmy Wales and “accepted his offer to come in and advise our people on how to work with the Wikipedia community.”



Bell

(Photo: BBC)

JEWISH LEADERS SEEK FAIRER MEDIA

Media, with few exceptions, took a severe beating Dec. 15 on charges that they are not fairly representing Israel in their news and editorial columns.

Benjamin Brafman, one of three panelists speaking at the 5th Avenue Synagogue before 263 people, said Israel is “unfairly ostracized” in the media, a view that was shared by the other two panelists, James Taranto, editor of the *Wall Street Journal*’s online opinion page, and Ronn Torossian, CEO of 5W Public Relations.

Brafman, a criminal defense attorney whose clients have included Dominique Strauss-Kahn, Jay Z and Plaxico Burress, said that getting media to correct erroneous reports was nearly impossible.

Taranto also found much evidence of media bias against Israel and said the only medium that supported Israel’s 1981 bombing of the Baghdad nuclear reactor was the WSJ.

WSJ, which claims a balanced view of the Mideast, is the only paper in the U.S. that is “growing,” he added.

Torossian also declared that media bias against Israel is obvious but that the country is making fundamental mistakes in PR.

Military veterans don’t belong in PR posts and diplomats should be able to speak the language of the country to which they are assigned, he said.

Israeli PR people are hampered by having no expense accounts, he said, while PR pros in other Mideast countries have them.

England’s BBC was said to be habitually unfair to Israel and treatment of Israel by French media was said to be worse.

Bias Found in NYT

Israel Prime Minister Benjamin Netanyahu this week rejected a request from the *New York Times* for an op-ed piece, saying via senior advisor Ron Dermer, that NYT has a long record of unfair treatment of Israel, said story in the Dec. 15 Jerusalem Post.

Netanyahu as well as many in the audience were upset over a column by NYT’s Thomas Friedman Dec. 13 in which he said that an “ovation” for Netanyahu in Congress earlier this year “was bought and paid for by the Israeli lobby.”

Dermer wrote that a study of 20 op-eds about Israel in the NYT and its subsidiary the *International Herald Tribune* in the last three months found that 19 were “negative” about Israel.

NYT also has failed to heed Senator Daniel Moynihan’s view that “everyone is entitled to their own opinion but no one is entitled to their own facts.”

Cited was the issue of Palestinian statehood. The Dermer letter said an NYT story in May “turned on its head” the fact that the Palestinians rejected the UN partition plan in 1947 that was accepted by the Jews and then joined five Arab states in launching a war against Israel.

Algemeiner Leads PR Drive

Algemeiner, which says it’s the “fastest-growing Jewish newspaper in America,” co-sponsored the panel with the Gershon Jacobson Foundation.

Torossian has contributed numerous articles about Israel’s PR and other matters to the paper.

Says Algemeiner: “Our modern day challenge is ignorance, misinformation and a gross lack of positive and pro-active communication about Israel and the Jewish people.”

The paper has built a worldwide team of entrepreneurs using an online and social networked media platform that will use “the most advanced media tools” to reach a worldwide audience.

The guiding principle, says Algemeiner, is that “in order for Israel to have an impact in the arena of global opinion, the Jewish people need to write our own story, define our own headlines, and frame our own narrative.”

In place of a reactive and defensive mode, we

strive to be at the forefront of every story, proactively ensuring that Israel’s empowering voice is heard, and influencing other outlets in kind.”

The Torah Café videotaped the program and will make it available for viewing on its website.

ROTHMAN RAPS FRIEDMAN

Congressman Steve Rothman is demanding an apology from *New York Times* columnist Tom Friedman who wrote Dec. 13 that the Congressional standing ovation received by Israel Prime Minister Benjamin Netanyahu in September was “bought and paid for by the Israel lobby.”

The New Jersey Democrat released a statement that read:

“Thomas Friedman’s defamation against the vast majority of Americans who support the Jewish State of Israel, in his New York Times opinion piece today, is scurrilous, destructive and harmful to Israel and her advocates in the US.

“Mr. Friedman is not only wrong, but he’s aiding and abetting a dangerous narrative about the US-Israel relationship and its American supporters.

“I gave Prime Minister Netanyahu a standing ovation, not because of any nefarious lobby, but because it is in America’s vital national security interests to support the Jewish State of Israel and it is right for Congress to give a warm welcome to the leader of such a dear and essential ally. Mr. Friedman owes us all an apology.”

Friedman believes Netanyahu would receive a much different reception if he spoke at a different venue, such as the University of Wisconsin.

“My guess is that many students would boycott him and many Jewish students would stay away, not because they are hostile but because they are confused,” he wrote.



Ronn Torossian, James Taranto, Benjamin Brafman.

NEWS OF PR FIRMS**YOUTH SPORTS GROUP GETS CRISIS COUNSEL**

The Amateur Athletic Union, which oversees youth and amateur sports programs for 500,000 participants nationally, has brought in Ron Sachs Communications as it navigates a child molestation probe centered on its former president and CEO.

Sachs organized the Dec. 14 press conference for the group following a graphic Dec. 9 ESPN report that two former athletes have accused ex-AAU president Bobby Dodd of molesting them as children and exhibiting questionable behavior in the 1980s.

AAU said it has contacted Memphis police and announced changes to its safety policies at the news conference.

Dodd went on medical leave in November and the group said he will not be returning.

Sachs, which has been counseling Florida A&M University through its hazing crisis, is handling PR and crisis communications for AAU, which is based in Orlando at the Walt Disney Resort.

ESPN called the group “one of the largest and most powerful in youth sports.”

ICR HANDLES MICHAEL KORS DEBUT

ICR provided financial communications counsel to Michael Kors Holdings Limited, the luxury apparel marketer which saw its share price surge 25 percent on going public today.

The 30-year-old brand, based in Hong Kong and named after the “Project Runway” designer and judge, posted 2011 fiscal revenue up 58% to \$803M on sales of handbags, shoes and clothing.

The company’s shares went public on the New York Stock Exchange under KORS, a day after the IPO price was raised to \$20 per share from \$17-19.

The company raised \$944M on selling more than 47M shares in the IPO.

ICR senior managing director Joe Teklits, who heads the firm’s retail group, and Jean Fontana, senior VP for retail, apparel and footwear accounts, handle the Michael Kors business for Norwalk, Conn.-based ICR.

The *New York Times* ran a feature on Kors Dec. 15.

SHAZAAAM! DONATES PR SERVICES

Shazaaam! PR, Novi, Mich., is marketing its 10-year anniversary by giving 10 charities each a \$100,000 in pro bono services.

“We could have thrown a big party, invited hundreds of people and have had everyone enjoy some good food and great company,” said founder and president Adrienne Lenhoff, who said she “wanted to celebrate by doing something that will have far more permanence and impact.”

The firm will post the nominated organizations on its website, www.shazaaam.com, Jan. 2 for online voting through Jan. 23.

BRIEF: **Ruder Finn** spinoff Finn Partners was honored by Dress for Success with the not-for-profit organization’s Model of Excellence Award in New York Dec. 6 for its pro bono PR counsel over the past three years.

NEW ACCOUNTS**New York Area**

MMGY Global, New York/Telluride Tourism Board, for an integrated PR and social media campaign focused on growing awareness for Telluride’s appeal outside of ski season. MMGY is the former MMG Mardiks and Y Partnership.

Keith Sherman & Associates and **The Hall Company**, New York/Portuguese International Gourmet Festival, for U.S. PR.

East

Dodge Communications and Version 2.0

Communications, Boston, and **Scratch Marketing +**

Media, Cambridge, Mass./NaviNet, real-time health-care communications network, for PR.

Southeast

Schwartz Media Strategies, Miami/Apollo Bank, formerly Credit Union Bank; BrickellHouse condominium development; Carrfour Supportive Housing, non-profit; Espacio USA, builder; Hospitality Operations, hotel developer; Lydecker Diaz law firm, and Resorts World Miami, resort project under development.

Midwest

Clarus Communications, Chicago/Braintree, online payments processor, for PR.

Southwest

Blue Heron Communications, Norman, Okla./Triton Boats, as AOR for PR.

Zion & Zion, Phoenix/Fascinations, intimacy merchandise, as AOR for advertising, PR, and social media.

Marmel Communications, Henderson, Nev./Freedom Environmental Services, “green” grease and wastewater collection and recycling, for PR and IR.

West

Bateman Group, San Francisco/Qualys, software-as-a-service for IT security risk and compliance management; Antenna Software, mobile business software, and Sociable Labs, on-site social commerce solutions for online retailers, for PR and social media.

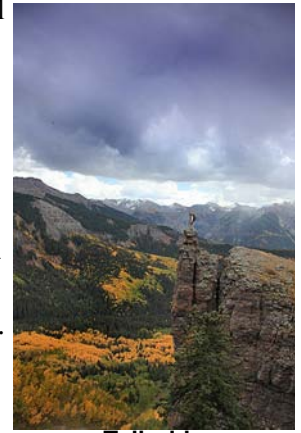
JMPR Public Relations, Woodland Hills, Calif./Barrett-Jackson Auction Company, organizer of The World’s Greatest Collector Car Auctions, for global PR outreach and media relations.

PCGCampbell, Torrance, Calif./JDR Motorsports, Australian motocross and supercross team, to manage the marketing-communications and sales operation for its U.S. off-road motorcycle team.

International

Fast Track, London/Carlsberg, world’s fourth-largest brewer, to develop its global PR and communications program for its UEFA EURO 2012 sponsorship, following a competitive pitch. Fast Track is part of Chime Communications.

Grayling, London/Codice Software, Spanish R&D company focused on software design, to manage corporate comms. in Spain and the U.S.



Telluride

NEWS OF SERVICES

CONRAD RAPS MEDIA BIAS

Bob Conrad, Ph.D., who conducts the goodthebadthespin blog about PR and the media, has authored "SPIN!" in which he claims that "the news reporting process is prone to error—and is getting worse."

He covers "where news bias really begins" and "why public trust in the news media is at an all-time low."

The 90-page book is to be released Jan. 3, 2012, but copies are available now at \$14.95 via Amazon.

"Spin" has been in the title of at least nine books about PR including *Deadly Spin* (healthcare) by Wendell Potter; *The Father of Spin* (bio of Edward Bernays) by Larry Tye; *Spin Cycle* (about the White House) by Howard Kurtz, and *Spin Sisters* (women of the media "sell unhappiness and liberalism"), by Myrna Blyth.

"From Sara Palin to Toyota, from science to environmental advocacy, the waters of truth are frequently muddied by the news media," says a release on Conrad's book.

It describes studies about the news media by researchers and tells Conrad's experiences in dealing with reporters. A number of "real-life examples" are given that "dig deep beyond headlines."

The *New York Times* is accused of using "faulty data from an environmental advocacy group to mislead the nation about its water quality."

Two reporters are said to have won Pulitzer Prizes "based on false or exaggerated news reporting."

Another topic is "What went wrong with the Toyota recall news coverage and why."

Conrad believes that a "false dichotomy" is created by non-scientists presenting an "antithetical view of biotechnology."

GOP RELIES ON PRN

The 2012 Republican National Convention tapped PR Newswire to serve as its "official newswire" for its 40th nominating convention set for Tampa Bay in late August.

PR Newswire will distribute news over its network and to the estimated 15,000 members of the press corps on site during the political event.

Convention CEO William Harris said PRN's network targeting both traditional and new media audiences, and social media tools, will strengthen its PR capabilities.

PROPHET TAPS WALKER FOR ANALYTICS

London-based brand and marketing consultancy Prophet has tapped James Walker as a senior partner to lead a new analytics practice.

CEO Michael Dunn said the hire reflects Prophet's "belief in the future of 'big data.'"

Walker has handled projects for clients like Honda, AT&T and Dell and sold a joint venture, Brand Science and Edge Consulting, to Omnicom, which then sold the business to Accenture. Previous stints include J. Walter Thompson and MindShare. He led Accenture's Marketing Science unit outside of North America until 2009.

He'll split time in New York and London for Prophet.

PEOPLE

Joined

Paul Coussan, press secretary for Rep. Charles Boustany (R-La.), to Howard Consulting Group, Washington, D.C., as an A/E. **Josh Levitt**, an intern, joins as project associate. **Emily Passini** was promoted to senior director of public affairs and Erin Thurston to senior A/M.

Rose Berg, who has more than 25 years of healthcare and brand marketing experience, joined Weber Shandwick's Seattle office as senior VP. She had been running her own firm, where she launched the "Partners for Our Children" venture with the University of Washington's Dept. of School and Health Services to improve child welfare. Berg also handled the Global Team for Local Initiatives and The Mockingbird Society, foster care advocacy organization.



Berg

Scott Samson, senior consultant for Geltz Communications, to MWW Group, Los Angeles, as a VP in its energy, sustainable solutions and clean tech practice.

Rachel Gould, client services team leader, Business Wire, to Rasky Baerlein Strategic Communications, Boston, as a senior A/E in its healthcare unit for clients like Steward Health Care, Boston Medical Center and Massachusetts Eye and Ear Infirmary.

Tim Massie, chief public affairs officer for Marist College for the past 17 years, to Watson Pharmaceuticals, Parsippany, N.J., as director of corporate giving to oversee its global philanthropy program.

Mollie Turner, VP, Gibraltar Associates, and **Lauren Smith**, associate director, Rational 360, to Jones Public Affairs, Washington, D.C., as account directors.



Turner, Smith

Turner was at Hill & Knowlton and the American Medical Association. Smith previously held posts at the Dept. of Veterans Affairs and Stanton Communications.

Tom Hayden, director of communications for Nashville Mayor Karl Dean's successful 2011 re-election campaign, to McNeely Pigott & Fox PR, Nashville, Tenn., as a senior A/E. He was comms. director for former U.S. Rep. Lincoln Davis (D-Tenn.).

Annie O'Dell, intern at Consumers Energy, and **Alexandra Sherbow**, intern at the Detroit Zoo, to Eisbrenner PR, Royal Oak, Mich., as A/Cs. O'Dell handles Dana Holding Corp., Linamar Corp., Schuler Inc. and Walsh College, while Sherbow works The Battery Show, The Detroit Jazz Festiva, Priority Health and Robert Bosch LLC.

Richard Lewis, a former top PR executive of World Wrestling Entertainment and Hanna Barbera, has been named senior VP of PR for Baristas Coffee Company, the Seattle-based coffeehouse chain once described as a cross between Hooter's and Starbucks.

PR REVIEW OF 2011

The Mortgage Bankers Assn. committed a major hypocrisy by railing against homeowners who walk away from mortgages worth far more than their homes but then sold its own h.q. for \$34 million less than the mortgage, stiffing the banks. *New Yorker* columnist James Surowiecki said Dec. 19 "It might be time for homeowners to do the smart thing" instead of the "right thing."

What got Surowiecki going was the bankruptcy American Airlines filed even though it has \$4 billion and "could have kept paying its bills." Homeowners are deluding themselves with "inflated expectations" of value returning to their homes, he wrote.

The January 2012 Harper's advises "Stop Payment! A homeowner's revolt against the banks." Christopher Ketchum says the title to many homes is cloudy because mortgages were shifted to and fro without filing with local county registrars and no one may now have a secure title. People could be paying to entities that don't own the home. He faults the Mortgage Electronic Registration Systems (MERS) created in 1995.

"Rich Get Richer," headlined the Oct. 26 *New York Times*, reporting that the top 1% more than doubled their share of income in the last 30 years. Quoted was a report of the Congressional Budget Office. The 1% saw their income rise 275% (inflation-adjusted) from 1979-2007 while after-tax income of the bottom one-fifth rose only 18%.

Economist Joe Stiglitz helped to ignite the "Occupy Wall Street" movement with his April *Vanity Fair* article entitled "Of the 1%, by the 1%, for the 1%."

The OWS crowd, practicing basic PR (which is to get noticed), and calling themselves "the 99%," won *Time* mag's "Person of the Year" award.

Poll Position found that 13% of Americans think they're in the "top 1%."

Among the poverty-stricken are America's newspapers and other media that have been hit with massive ad and circulation losses. Newspaper ad revenues plunged from \$49.4 billion in 2005 to \$25.8B in 2010-a \$24B annual whack which is a lot of journalist jobs.

There is a lot less space for story placements but PR firms are experiencing good growing weather because now clients have to keep track of a House of Babel of internet voices instead of a relatively few major media and trade papers. Most of these new voices are not susceptible to advertising or other pressures.

PR pros Rich Torrenzano and Mark Davis authored "Digital Assassination" showing how "digital lynch mobs" hijack good reputations using all sorts of tactics including "stealth attacks" (you don't know you're being wasted until it's too late). On balance, the internet may be more of a threat to organizations than an opportunity to promote products and causes. Financially-pressed media passed the hat for donations including Wikipedia (asking for gifts of \$5 and up), Fair, asking for donations of any size (it needs \$26,000 to keep going for its 26th year of "Fighting Big, Bad Media"), and

Columbia Journalism Review.

They should consider the tried-and-true method of raising \$\$ – give awards or a platform to biggies at high-ticket banquets. Doing this year after year are New York Women in Communication (\$500K Matrix Awards); Committee to Protect Journalists' fall banquet (CPJ has \$12.9M in assets); Hospitality Sales & Marketing Assn. Int'l awards dinner; Institute for PR annual dinner; New York Financial Writers' Assn. annual "Follies," and awards dinners of PR publishers, to name some of them.

Some members in the black-tie audience of the CPJ banquet at the Waldorf-Astoria remarked about the "incongruity" watching videos of journalists who had been murdered or tortured while dining in such splendor. CPJ is only a few blocks from our office and staffed by "expert investigative journalists" but so far we have been unable to entice any of them to come to our office and examine evidence that U.S. journalists are not only losing jobs by the tens of thousands (a form of assassination) but PR pros are being told the best way to deal with a critical news medium is to boycott it. Politics is the reason.

We attended the "Washington Business Hall of Fame" banquet in D.C. Nov. 29 that raised more than \$1 million for Junior Achievement. Honored by 1,100 attendees were five D.C. business leaders.

Key leaders and members of the International PR Assn., London, quit to protest what they called abuses and irregularities including the abolition of the 60-member Council (equivalent of PRS's Assembly). Only the Assembly can abolish itself, said the critics. IPRA, like PRS, says it's ruled by Robert's Rules, which give bodies like the Council and Assembly ultimate power.

The hypocrisy of the Mortgage Bankers in doing the very thing it condemns ("staggering" wrote Surowiecki) shows that the way organizations define "ethical" is different from the way most people define it.

The Federal Trade Commission in 1975 went after associations of doctors, lawyers, pharmacists, PR people and others because they had unethical "ethical codes" that barred price and other forms of competition. First target was the American Pharmaceutical Assn. whose code blocked ads with prescription drug prices.

Two FTC staffers visited PRS in the fall of 1976 and told it to remove bans against contingency fees and members pitching each other's accounts. The board brought the matter to the Assembly which refused to amend the code. Some delegates said they didn't know enough about the situation while others said "chaos" would result if anyone could pitch anyone else's accounts.

The result of this intransigence was that the Society was forced to sign and publicize nationally a consent decree accusing it of blocking "open competition" in the sale of PR services and having a mechanism (judicial panels) that "policed" enforcement of the code.



REVIEW (cont'd from page 7) _____
Docket No. C-2907, 90 FTC 324 was published Oct. 27, 1977, a supreme embarrassment to PRS and PR.

Similar intransigence is taking place as the Society ignores the advice of the National Press Club and PR Watch to halt its blockage of coverage of the Assembly (by all reporters) and stop any other interference with press coverage. PRS cannot reasonably stiff the nation's premiere press group.

The Society champions the “free flow of accurate and truthful information” but in a democracy this is only determined via vigorous public debate (such as the grueling series of 12 debates for the Republican Presidential hopefuls). PRS leaders and staff were in hiding all year from press and members, even blocking member questions on so-called “teleconferences.”

The web is seen as empowering individuals and helping them organize their own groups. There are 56 PR groups on LinkedIn including Social Media Marketing with 195,000 members and 20 special interest groups. Gerald Haman's “Innovative Marketing & PR Group” claims 150,000+. Such groups have to become politically active and do things that bring credit to the PR industry.

Still under consideration by the U.S. Justice Dept. is the charge that PRS retaliated by barring us from any sessions of the 2011 annual conference after we sought the use of assistive hearing devices. Retaliation of any sort against those seeking such assistance is strictly forbidden.

The bogus hearing aid industry is in for a shake-up. No longer needed, in this day of the web, are visits to fancy offices staffed by high-priced people using expensive equipment to make numerous unneeded tests (resulting in costs of thousands of dollars for devices that may not work). Excellent aids are now available on the web at under \$30. A Bell & Howell \$19.50 aid performs better for us than aids costing thousands. The new aids come with three sizes of soft plastic tips that fit any ear (no need for costly custom moulds). Also good: the \$17.10 SSI aid from China.

Today is the 12th anniversary of the all time high that Omnicom stock reached—\$53.50 on Dec. 19, 1999. It's currently around \$41. Debt is \$3.2 billion on revenues of \$13.6B. WPP, which reached \$92.50 on Feb. 7, 2000, is \$50. Debt on revenues of \$14.9B is \$7.19B. IPG, which hit \$55 in 2000, is \$9. Debt on sales of \$6.97B is \$1.72B.

WPP's Martin Sorrell, who regularly gives press conferences that tout the importance of PR and who addressed the Institute for PR in 2008, has emerged as PR's No. 1 booster (in the absence of anyone doing that in the U.S.).

“Fighting Big, Bad Media” is the goal of FAIR, which faulted “the media monopoly” for promoting

“deficit hysteria” and failing to give enough coverage to the threat of earth-warming. NYT columnist Paul Krugman is not criticized since he is one of the loudest voices calling for more spending to get the economy moving.

Evidence of Big Media sticking together is the shutout it pitched against “The Tylenol Mafia,” a 619-page book by former Johnson & Johnson employee Scott Bartz that shows the Tylenol poisonings of 1982 and 1986 almost certainly took place in the J&J distribution chain and not at the store level. Much evidence was destroyed or under the control of J&J.

Bartz got publicity in Chicago but the *New York Times*, although it wrote many thousands of words about J&J this year, did not return calls and e-mails from Bartz. Network affiliates including Fox, NBC, ABC and CBS covered the book but not the networks themselves. This was blatant news management since the mainstream press covered a reopening of the case in 2009 when suspect James Lewis's apartment was searched and when the FBI said in 2010 that DNA of “Unibomber” Ted Kaczynski was sought in connection with the murders. Neither man could possibly have done the poisonings but by re-opening the case many documents were sealed for another 25 years. The Bartz book may get some exposure next year, the 30th anniversary of the poisonings.



Martin Sorrell
(Photo: WEF)

Another story NYT skipped

(except for a couple of AP items) was the rape charges against college's most famous athlete, the devoutly religious Garret Wittels of Florida Int'l University, who owned a 56-game hitting streak in baseball. He and two other FIU students were accused of raping two allegedly 17-year-old women at the Atlantis in late 2010. NYT had pulled out all the stops when three Duke students were accused of rape in 2006. Wittels quit FIU at the end of his junior year to join a St. Louis Cardinals farm team. The rape charges against all three were dropped.

Although executives and editors of NYT and 20+ other media including the *Washington Post*, *Economist*, *Financial Times* and *Time* mag plus the investigative ProPublica have spoken at (PR) Seminar, the annual gathering of 150 or so top corporate and PR execs, none of them have ever mentioned its existence. Seminar took in 49 new members this year meaning that about number of PR execs lost their jobs because job loss means dismissal from the group and replacement by someone new.

It's about time NYT wrote about the PR Society. Jack Felton, 1987 president who headed a 2000 task force studying the much-criticized nomination process, said “a little elite group” had taken control of PRS and was trampling on the Society's principles and rules. Directors, who once were forbidden to return to the board, now can do so indefinitely. Rosanna Fiske, 2011 chair, is on her fourth trip to the board. Only APRs could serve on the nomcom and it's still nearly 100% APR.

— Jack O'Dwyer