



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

# O'Dwyer's Newsletter

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

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## **DEL. REVIEWS TRAFFIC SAFETY PR**

Delaware is reviewing its highway safety PR business with an open RFP process through early August.

The state's Office of Highway Safety, part of the Dept. of Safety and Homeland Security, currently works with two agencies but the RFP, issued July 1, says it intends to select a single firm to guide its public awareness communications, exclusive of media relations.



The account is federally funded and bills at \$1.6M for the fiscal year beginning October 1.

Deardorff Associates, Wilmington, is an incumbent.

The work includes updating the OHS' communications plan, PR materials, PSAs and other assignments spanning, free, social and paid media.

Traffic fatalities in the state are at 49 so far this year, compared with 26 at this point last year.

Agencies are required to attend a July 19 pre-bid meeting in Dover. Proposals are due Aug. 19.

Download the RFP at [odwyerpr.com/rfps](http://odwyerpr.com/rfps).

## **LIBYAN REBELS PICK PATTON BOGGS**

The Interim Transitional National Council of Libya has hired Patton Boggs in its effort to gain U.S. recognition of the rebel group as the sovereign government of Libya and access to the billions in financial assets controlled by Col. Gaddafi.



**Boggs**

Tommy Boggs leads the account and reports to Ali Aujali, Gaddafi's former Washington ambassador who now fronts for the Benghazi-based Libya rebel organization in the U.S. He also will supervise PB lawyers and other professionals who may work on the project.

PB has agreed to limit monthly fees to \$50K and has agreed not to seek payment until the Council obtains the necessary funds to pay its lobbying bill.

In return, the Council agrees to "pay all accrued fees and expenses of PB immediately upon receiving legal title or authorization to any assets that give it sufficient ability to pay our fees in the U.S," according to its engagement letter with PB.

The Libyan rebels hired the Harbour Group in April to work on a pro-bono basis.

## **OGILVY, CALIF. RAIL SET TO PART WAYS**

Ogilvy PR Worldwide and the California High-Speed Rail Authority are set to part ways after less than two years on a four-year, \$9M PR contract.

Michael Law, managing director of Ogilvy's West Coast operation, said in a letter to the rail authority that the firm was unable to develop a solid working relationship with the state agency "and that impeded the kind of top-notch work we are accustomed to providing our clients."

Former authority board member and state senator Quentin Kopp earlier this year urged officials to cancel the PR contract because of public criticism of the \$45B rail project, which aims to build high-speed rail lines between Los Angeles and San Francisco.

The rail authority account had a tumultuous start in 2009. Ogilvy beat Porter Novelli in November of that year after Mercury Public Affairs won an initial RFP but quit the pact amid media pressure over its ties to the Schwarzenegger administration.

Ogilvy had billed more than \$2M through February 2011, the first year of the expected four and a half-year contract. That work has included an overhaul of the authority's website, drafting statewide distribution materials, reaching out to elected officials and community leaders, and producing hundreds of outreach meetings. The work has extended from Sacramento to D.C.

The PR contract is expected to be discussed at a meeting of the authority's board this month.

## **EX-GM PR CHIEF DRIVES TO H&K**

Chris Preuss, one-time executive VP-global communications at General Motors and president of its OnStar telematics unit, has joined Hill & Knowlton.

As part of WPP auto team in Dearborn, Preuss will work on WPP's Ford Motor's PR team, while developing a global transportation practice for H&K.

Preuss led GM's communications effort during its bankruptcy, U.S. bailout and global restructuring that set the stage for the automaker's comeback.

Ken Luce, global COO of H&K, called Preuss a "major addition to our team" that will "strengthen our stance as a truly global partner with Ford."



**Preuss**

In his 13 years at GM, Preuss was VP-Europe communications, executive director of global product and brand, director of government affairs and technology communications and director of Cadillac communications. He also worked at Chrysler and headed auto accounts at GolinHarris, MSLGroup and Campbell & Co.

## **SAN FRANCISCO PORT PLANS PR RFP**

The Port of San Francisco, which encompasses some of that city's prized landmarks and key commercial activity, is preparing an RFP to bring in PR help as it slates a 150th anniversary and the hope of landing the 2013 America's Cup.

Encompassing an eight-mile stretch of waterfront from the anchorage of the Golden Gate Bridge, the port includes Fisherman's Wharf, the Embarcadero and AT&T Park, as well as commercial shipping facilities. It is planning its 150th anniversary in April 2013 and will host the 34th America's Cup that year, pending an environmental review, as well.



Renee Dunn Martin, communications manager for the port, told O'Dwyer's an RFP was scheduled to be released on July 6. That release has been postponed, however. Martin said to keep an eye on [sfport.com](http://sfport.com) for updates.

According to an RFP request from port staff to its governing body of commissioners earlier this month, the search will tap three contractors on an "as needed" basis to handle strategic media relations concerning its facilities, tenants and operations. The tentative PR commitment is partly due to the fact that the America's Cup is not yet officially booked for the city.

Budget is \$600K over four years.

The port's financial stability "relies to a large extent on public perceptions and attraction of visitors," according to the memo, which adds that creation of a more comprehensive media relations plan and marketing program is needed to maximize "positive visibility."

## **BGR REPS OUSTED THAILAND LEADER**

BGR Government Affairs represented Thailand's ousted former Prime Minister Thaksin Shinawatra though the July 3 national elections that made his sister, Yingluck Shinawatra, the first female leader of the country of 62M people.

In 2005, Thaksin became the only PM of Thailand to complete a term in office and win re-election.

The telecommunications tycoon was ousted in a bloodless military coup in 2006 and has been living in exile in Dubai.

Yingluck's election has raised speculation about the return of her brother who enjoys widespread populist support but is viewed warily by the armed forces and middle class segment of Bangkok, according to the July 7 *Wall Street Journal*. She told the *Journal* that her first priority is to get Thailand's economy on track.

BGR communicated with the State Dept. and Congressional offices on behalf of Thaksin. It encouraged the U.S. Government to be "an advocate for fairness, transparency and the democratic process in Thailand," according to its Justice Dept. filing.

The firm received no compensation for that work, which is now complete.

## **NAVISTAR NAMES SPANGLER COO**

Navistar International, the commercial and military truck, bus and diesel engine giant, has named Jim Spangler chief communications officer.

The 25-year-plus PR veteran spent a dozen years at Tenneco, where he held the VP-global communications post.

Previously, Spangler was global PR and media relations director for Arthur Andersen and a staffer in Amoco's PA and government affairs group. He began his career as reporter for City News Bureau in Chicago.

Navistar announced \$94M on \$6B first-half sales for 2011.

The Warrenville, Ill.-based company announced June 28 the return of former VP-marketing Al Saltiel to its executive ranks.

Saltiel, who is now chief marketing officer, had been serving as president of Navistar's joint global truck venture with Caterpillar.



**Spangler**

## **H&K WINS MIAMI BEACH**

Hill & Knowlton has aced the competitive pitch for the Miami Beach Visitor and Convention Authority and is charged with cultivating the destination's image as a "sexy, sophisticated and fun getaway."

The WPP unit is to bolster brand awareness among both tourists and business groups via media outreach to consumer and trades, events and corporate communications efforts.



Cori Zywtow Rice, president of H&K Miami, calls Miami Beach a "diamond" among worldwide destinations and looks forward to "ramping up its glorious image."

Elsie Howard chairs MVBCA.

There was no incumbent for the \$250K account. The RFP was released in April.

## **CSR PRO TO MSLGROUP**

Anne Erhard has joined MSLGroup in Boston as senior VP in its cause marketing/CSR practice.

The Cone veteran has handled high-profile campaigns such as the American Heart Assn.'s "Go Red for Women," and L'Oreal USA's "For Women in Science" efforts.

Erhard will work with Scott Beaudoin, who is MSLGroup's North American CSR chief, on key accounts like Procter & Gamble and Kellogg's.

Clients are "seeking to seamlessly connect marketing and communications efforts to the higher purpose their brands stand for and the benefits that products and services can provide," said Beaudoin in a statement. Erhard will help "brands amplify their soul and their sales."

MSLGroup is part of France's Publicis Groupe.

Erhard is co-author of "Breakthrough Nonprofit Branding: Seven Principles for Powering Extraordinary Growth," which was published in 2010.

Meghan Gross is managing director of MSL Boston.



## NEWS OF THE WORLD SCANDAL RAGES

Andy Coulson, the former *News of the World* editor who became a top PR aide to British Prime Minister David Cameron, turned himself in to police in the U.K. on the morning of July 8 for his role in the ongoing phone-hacking scandal at the now-shuttered News Corporation media property.



James Murdoch

Coulson was editor of the paper from 2003-07. He left after a reporter and outside investigator were arrested for phone-tapping, although he said he did not know the hacking was taking place, a position he has maintained through this year.

Coulson then became a top communications official for the Conservative Party in the U.K. and joined Cameron's administration as communications director. He stepped down in January as the hacking scandal gained steam, saying "when the spokesman needs a spokesman, it's time to move on."

James Murdoch, who heads News Corp.'s Asia and European operations, said yesterday that the company is shuttering the 168-year-old *News of the World*.

Bloomberg reported that the episode is threatening to become the biggest crisis of News Corp. chief Rupert Murdoch's career. The fallout from the scandal comes as Murdoch is trying to acquire outright the British cable operator BSkyB in a deal that requires government approval.

### Murdoch Shuttters Paper

*News of the World* was to officially close after Sunday's ad-free edition, according to James Murdoch, Rupert's son and heir apparent.

On July 7, he cited "serious problems" and "repeated wrongdoing" in his statement to staffers announcing the shutdown.

The paper allegedly hacked the phone of a 13-year-old girl murder victim and family members of soldiers killed in Iraq and Afghanistan.

The younger Murdoch told workers the 168-year-old paper is "sullied by behavior that was wrong. Indeed, if recent allegations are true, it was inhuman and has no place in our company. The *News of the World* is in the business of holding others to account. But it failed when it came to itself."

He thanked employees not caught up in the scandal for their good work: "So please hear me when I say that your good work is a credit to journalism. I do not want the legitimacy of what you do to be compromised by acts of others. I want all journalism at *News International* to be beyond reproach."

Murdoch welcomes "broad public inquiries into press standards and police practices and will cooperate

with them fully." All revenue earned by the final edition will be devoted to charity.

### Rupert Weighs In

News Corp. CEO Rupert Murdoch on July 6 called allegations of phone hacking and payments made to the police by *News of the World* as "deplorable and unacceptable," according to a statement released by the media combine.

He pledged its *News International* unit, which is headed by Rebekah Brooks, is "fully and proactively cooperating with police."

News Corp. has named Joel Klein, the former New York public school chief and executive in charge of the media combine's educational ventures, and independent director Viet Dinh, a former assistant attorney general during the Bush II administration, to provide oversight of the hacking situation and guidance to the board.

Prime Minister Cameron told Parliament July 6 that inquiries are needed into the reports that *News of the World* hacked the phone of a 13-year-old girl who was abducted and murdered in 2002 while Brooks served as editor of the tabloid.

"We are no longer talking here about politicians and celebrities, we are talking about murder victims, potentially terrorist victims, having their phones hacked into," Cameron said. "It is absolutely disgusting, what has taken place, and I think everyone in this House and indeed this country will be revolted by what they have heard and what they have seen on their television screens."

At a news conference July 8, Cameron said press and pols had become too close. "The truth is, we've all been in this together. Party leaders were so keen to win the support of newspapers that we turned a blind eye to the need to sort this issue."

### TIMES CURBS COLUMNISTS PR APPEARANCES

The *New York Times* has barred popular tech columnist David Pogue from making appearances like a controversial PR trade publication speech he made recently which is being sold in video form by Ragan Communications.

Times public editor Arthur Brisbane wrote July 6 that his inquiry into the matter led to an internal review by the paper and, as a result, Pogue is now barred from talks like the Ragan speech, which was dubbed "Pitch Me Baby" and is being sold by Ragan for \$159.

Brisbane said such appearances are prohibited by the Times' ethics policy. Pogue, as a freelancer, was not previously held to the same standard as staffers.

Philip Corbett, associate managing editor for standards at the times, told Brisbane that a popular columnist like Pogue "is identified closely with The Times, so it's important that he take care to avoid conflicts of interest that could reflect on his Times work." Pogue said he has agreed "not to do any more speaking for Ragan or any PR-related event or organization."

(Continued on page 4)



Coulson



Pogue

**MEDIA NEWS continued**

Pogue has been a frequent target of ethics debates. *Newsweek* tech writer Dan Lyons in May questioned whether Pogue dating tech PR executive Nicki Dugan represented a conflict of interest for the columnist.

Pogue was also the subject of a Times public editor column in 2009 over his role writing books about products he reviewed for the paper.

**LONG-TIME ROCK CRITIC SCOTT DIES AT 92**

Jane Scott, rock 'n' roll critic and "What's Happening" columnist for the *Cleveland Plain-Dealer* for more than 40 years, died July 4. She was 92.

**Scott**

She began as society writer for the CP-D in 1952, and made the transition to rock in 1966, when she snagged at interview with Paul McCartney of the Beatles.

Scott is remembered for going Corvette shopping with Jimi Hendrix, singing "California Girls" with the Beach Boys' Brian Wilson at a

Cleveland hotel lounge, traipsing through the mud at Woodstock, predicting superstardom for Bruce Springsteen and getting pecked on both cheeks by Bob Dylan.

Affectionately known as the "world's oldest teenager," Scott retired in 2002, an event that was covered by the BBC and "Good Morning America."

**MSNBC SUSPENDS HALPERIN**

MSNBC has suspended political analyst and *Time* writer Mark Halperin for a vulgar remark that he made about President Obama during the "Morning Joe" program June 30.

In commenting about the president's performance during a June 29 press conference, Halperin, who thought he was on seven-second delay said, "I thought he was a d--k yesterday."

Clip: <http://odwpr.us/pfzPso>

The producer did not delay the remark MSNBC, in a statement, called Halperin's comments completely inappropriate and unacceptable.

"We apologize to the president, the White House and all of our viewers," the network said. "We strive for a high level of discourse and comments like these have no place on our air."

Halperin apologized later in the program and said that he completely agrees with MSNBC's statement. He offered a "heartfelt and profound apology to the president, to my MSNBC colleagues, and to the viewers."

Time reprimanded Halperin, warning him "that such behavior is unacceptable."

White House advisor David Axelrod told the *Washington Post* the remark was "stupid and tasteless," but added that Halperin is "a decent person and a good journalist."

**Halperin appears on 'Morning Joe' June 30.****QORVIS HIRES D.C. TIMES PRO**

Qorvis Communications, the No. 8 independent firm with \$29.7M in 2010 fees, has hired Kevin Chaffee, a 17-year veteran of the *Washington Times* as senior advisor.

Michael Petruzzello, Qorvis CEO, touts Chaffee as an expert on D.C.'s "political and social power structure."

He expects Chaffee will help clients navigate Washington by bringing his "tremendous knowledge and experience with the media and the Washington social and political community."

**Chaffee**

Chaffee was editor and writer at the D.C. Times, where he penned more than 2,000 pieces on the social and arts scenes. Earlier he was senior editor at *Washington Life Magazine*, where he remains as editorial consultant.

**MUSIC PR VET TO MUN2**

Hanna Bolte, a music industry PR veteran who handled corporate communications and media relations for publishing giant BMI, is leaving for a newly created post at Hispanic cable network mun2 in Los Angeles.

Bolte will take on the role of VP of media and talent relations, effective July 11, running media strategy for the NBCUniversal property.

Bolte was at BMI (Broadcast Music Inc.) for 15 years in a variety of media relations roles after stints at Epic Records, MCA, Zoo Entertainment and EMI Records. At mun2, she reports to GN Diana Mogollon and Telemundo VP/corporate comms. Michelle Alban.

**NEWS CORP DITCHES MYSPACE**

Rupert Murdoch has unloaded Myspace to Specific Media, an advertising network for \$35M, far below the \$100M target that News Corp had hoped for, according to a report on AllThingsD.

The deal includes halving the number of Myspace's 400 staffers and other cost cuts.

News Corp acquired Myspace for \$580M in 2005 and raced to get its Internet albatross off the books before the beginning of its new fiscal year on July 1.

Myspace CEO Mike Jones plans to oversee the restructuring and will transition to Specific and then exit in two months. "While I regret we won't be working together at Myspace any longer, I am very proud of the work we have done here and believe we have performed with excellence — even under extremely difficult circumstances," he wrote in a memo to staffers.

Tim Vanderhook, CEO of Specific, called Myspace a "recognized leader that has pioneered the social media space. The company has transformed the ways in which audiences discover, consume and engage with content online."

Vanderhook and his brothers Chris and Russell founded Los Angeles-based Specific in 1999. It helps marketers buy ads across web, video, mobile and TV platforms.

News Corp is getting a less than five percent stake in Specific in the transaction.



**NEWS OF PR FIRMS****LARGE FIRMS LEAD PROFIT TURNAROUND**

The average profitability of PR agencies last year returned to its 2008 level after dipping in 2009 but remains far off margins of 2007, according to a survey by StevensGouldPincus.

The gains have come mostly by firms with revenue of more than \$10M as smaller agencies dragged down the average profit margin last year, SGP found.

Profits have also apparently been bolstered by fee cuts as the average monthly minimum fee dropped to \$8,385, down from \$9,808 in 2009.

Average agency profitability hit 15.6% in 2010, according to SGP, up from 13.5% a year earlier and in-line with figures from 2008 as the economic downturn took hold. Last year's up-tick remains off the robust 19.7% margins of 2007.

SGP polled 104 U.S. firms for its 10th annual "Benchmarking" survey, finding that smaller firms (those under \$3M) brought down overall profitability for the bunch as that small segment registered profit of only 13.1%. In contrast, the largest firms, those topping \$25M in revenue and charging a minimum monthly fee of \$12,811, recorded a 16.5% profit margin, and firms with revenue from \$10M-\$25M (\$12,222 average fee) surged to 17.8%. The mid-range firms from \$3M-\$10M also fared well at 16.2%.

For 2010, revenue per professional rose to \$205,941, up from nearly \$198K in 2009.

**NEW SHOP EYES PET PR**

John Eccleston, who runs the boutique firm OpenGate Marketing, has teamed with pet journalist Julia Szabo to launch Tail Wag Media, a New York-based PR and marketing shop focused on the pet sector.

Eccleston noted the number of PR agencies with "human wellness" practices, but said there are few that cater to general PR.

The two met when Szabo was writing for the New York Post and Eccleston pitched her for client Safe Paw, an ice melter.

Szabo said Eccleston pitched the agency idea a few months ago "and, in his persuasive manner, convinced me to join him." Info: [tailwagmedia.com](http://tailwagmedia.com).



**Eccleston and Szabo**

**CHAR PR TARGETS REAL ESTATE**

Boutique firm CHAR PR has launched in New York focused on the real estate sector and handling brokerages, individual and teams of sales and rental agents, developers and projects in the commercial and residential markets.

Charlotte Kullen, a former reporter and publicist, was VP of PR and marketing for Bellmarc Realty and an A/S for Padilla Speer Beardsley. She started out as a reporter for the Daily Record (Gannett) and City News Bureau of Chicago. Info: <http://charlottekullen.com/>

**BRIEF: Trevelino/Keller**, Atlanta, was named one of the best small businesses in the South by Business Leader. T/K was No. 21 in Georgia and No. 150 out of the 300 ranked.

**NEW ACCOUNTS****New York Area**

**Child's Play Communications**, New York/Music

Together, music education for young children, for national and local traditional media and blog outreach.

**The Morris + King Company**, New York/WANT!, mobile photo sharing app, as AOR for PR.

**Stanton PR & Marketing**, New York/Conning & Company, asset manager and insurance sector "thought leader," for PR.

**Beckerman**, Hackensack, N.J./ABS Partners; Avidan Management, N.J.; Claremont Companies; First Potomac Realty Trust, and Hollister Construction Services, all real estate and building-related clients.

**East**

**SHIFT Communications**, Boston/Mimecast, cloud-based email management, as N.A. AOR for PR.

**Rasky Baerlein Strategic Communications**, D.C./Massachusetts Eye and Ear, for strategic communications on healthcare issues

**South**

**Cranford Johnson Robinson Woods**, Little Rock, Ark./Highline Technical Innovations, pinksheets-traded hydrogen fuel system manufacturer, for PR and IR.

**Southeast**

**Ron Sachs Communications**, Tallahassee/National Solar Power, Melbourne, Fla.-based provider of utility scale solar power solutions, as AOR for PR.

**Mountain West**

**Turner PR**, Denver/Destination Hotels & Resorts, fourth largest independent hospitality management company in the U.S., as AOR for PR and social media. DH&R has 38 luxury and upscale hotels, resorts and conference centers.

**West**

**JS2 Communications**, Los Angeles/Evite, online event invitation service, for a six-month PR contract to launch a new initiative in July. JS2's N.Y. office will assist. Evite conducted a three-month search.

**PCGCampbell**, Los Angeles/Mercury Insurance, for a promotional campaign targeting tennis fans.

**Allison & Partners**, San Francisco/Julep, boutique nail salon, nail polish, and hand and foot care product company, and LaseResults, skin care line, for PR and integrated marketing.

**Vantage Communications**, San Francisco/Vernon Wells, left fielder for the Los Angeles Angels, for development of an official website and for his charity, Perfect 10 Charity, via the firm's VNTG creative unit.

**North of Nine Communications**, San Francisco/a new innovation communications boutique based in San Francisco, was named agency of record by Plantronics, audio communications, as AOR. NoNC is a boutique unit of Burson-Marsteller.

**LANE PR**, Portland/Burgerville; Cannon Beach (Ore.) Chamber; D.A. Davidson & Co./Davidson Companies; Demitri's Bloody Mary Seasonings; Evergreen Wings & Waves Waterpark; Music & Arts, Maryland-based musical instrument rental company acquired by Guitar Center in 2005; Northview Hotel Group, which recently bought three resorts in Oregon; Nyxio Technologies; Tree Top; and ZAGG.

— Greg Hazley

**NEWS OF SERVICES****SIMON EYES D.C. MARKET**

New York-based D S Simon Productions, which is marking its 25th year in 2011, has opened a Washington, D.C., office under the direction of VP Christine Deerin.

**Deerin**

Deerin, who joined Simon in 2002, previously headed the company's satellite media tour unit and directed West Coast operations from Los Angeles.

She noted the approaching political campaign year and the greater need to "cut through the clutter" by delivering messages through multiple channels in announcing the new outpost.

She was previously with Associated Press Television News and the American Stock Exchange after starting out in TV news production.

Simon, meanwhile, has named Ken Fry to head its West Coast business as a senior VP.

**KEF OPENS IN NC**

KEF Media, an Atlanta-based broadcast and digital PR shop, has opened a new office in Charlotte, N.C., headed by former NASCAR publicist Adriana Wells.

Wells, who is returning to KEF, takes the role of client service manager. She began her career with KEF co-presidents Linda Buckley and Yvonne Goforth-Hanak at Universal Studios in Orlando and was later a senior producer for the firm guiding sports and entertainment projects. She has recently led PR for Turner Motorsports and TRG Motorsports.

**Wells**

Goforth-Hanak praised Wells' strong understanding of the business and "vast experience in all facets of PR" in announcing the move. Wells is at awells[at]kefmedia[dot]com or 704/662-5950.

**DOW JONES BEEFS UP PR SERVICES TEAM**

Dow Jones & Company has named two PR sector veterans to its Corporate Markets Group, which includes its PR and corporate communications services offerings.

Andrew Eberle, former executive VP of Interpublic's Constituency Management Group, was named U.S. regional sales director focused on the PR market. He was previously with The Weber Group prior to its acquisition by IPG.

Lusine Kodagolian, who managed research and analytics for Hill & Knowlton, joins DJ&C as media consultant to work media measurement and analysis for Fortune 1000 clients.

**HPRA OPENS AWARD COMPETITION**

The Hispanic Public Relations Association has opened the entry period for its PRemio Campaign Awards through August 12. Campaigns in 11 categories will be honored, including technology, healthcare, beauty/fashion, and crisis management. Work must have been conducted between June 1, 2010 and June 1, 2011. Entry fees are \$100 for members and \$200/non-members.

HPRA is also accepting nominations to honor professionals in four categories through July 15. Info: [www.hpra-usa.org](http://www.hpra-usa.org).

**PEOPLE****Joined**

**Mandy Mladenoff**, managing director, SHIFT Communications' San Francisco office, to Matter Communications, Newburyport, Mass., as general manager. **Jim Baptiste**, former managing director at Davies Murphy Group, joins as director of marketing. Also, **Ariane Doud** was promoted to A/D and

**Mladenoff**

**Matt Mendolera-Schamann** to A/M.

**Shira Zackai**, A/M, Steinreich Comms., to M Booth, New York, as broadcast director. She was previously with Alliance Bernstein and Hill & Knowlton.

**Echter**

**Michael Echter**, who led new business for MSL New York, to sister agency Publicis Consultants USA, New York, as director of client engagement and growth. Echter helped bring in Amazon.com, Outback Steakhouse and the global AOR assignment for United Technologies while at MSL. He was previously with Burson-Marsteller, NW Ayer, Gillespie/McCann-Erickson and PR21/Edelman.

**Mark Levine**, founding executive director of the Center for After-School Excellence at TASC, to Widmeyer Communications, Washington, D.C., as senior counsel. He is the 71st Assembly District Democratic Leader in Manhattan.

**Dana Dorsheimer**, assistant A/E, TBC, to Warschawski, Baltimore, as a junior associate.

**Krista Arkfeld**, marketing manager, Royco Hotels, to real estate investment trust Supertel Hospitality, Norfolk, Neb., as director of corporate communications. Royco was previously the primary operator of Supertel's 93 hotels.

**Kmiecik**

**Colleen Kmiecik**, comms. manager, Little Caesars Pizza, to The Quell Group, Troy, Mich., as account director. She was previously at Marx Layne.

**Lindsey Fairless**, previously with GasPedal and the Social Media Business Council, to PetersGroup PR, Austin, Tex., as a social media specialist.

**Joshua Carlson**, former PR director, Atlona Technologies, to Wall Street Communications, Salt Lake City, Utah, as an account manager, home entertainment and pro A/V.

**Chad Tendler**, regional manager of comms., Prudential Corp. Asia, to director of corporate comms., Asia-Pacific, Dow Jones, effective July 21.

**Promoted**

**Peter Grollman** to VP, government affairs, community relations and advocacy, The Children's Hospital of Philadelphia. He joined in 2007.

**Ashley Van Horn** to senior A/E, Eisbrenner PR, Royal Oak, Mich., handling accounts like Dana Holdings Corp., M-1 Rail, Priority Health and Robert Bosch.

**John Vita** to global head of communications - public policy and external affairs, Grant Thornton International, London.

**Van Horn**



## **BRUNSWICK MULLS SHARE DISBURSEMENT**

Brunswick Group chairman and founder Alan Parker is considering a plan to distribute 40 percent of the firm's shares to its 80 or so partners, according to U.K. reports.



**Parker**

Sky News' Mark Kleinman reported July 4 that a proposal was floated at a meeting of the firm's partners in Beijing in May which would make the shares tradeable after a three-year period.

Kleinman noted the deal raises the prospect of Parker, who owns 50 percent, eventually ceding control of the 24-year-old firm. Co-founders Louise Charlton and

Andrew Fenwick each maintain 10 percent stakes.

The *Financial Times*, citing an unnamed source, reported that the firm has seen a "string of high-profile departures over the past few years and equity was a major issue for all of them."

The plan would also put a price on the firm if its top shareholders ever decided to sell, Kleinman said.

Brunswick is among the M&A and financial PR sector's most prominent players.

In the U.S. during the first quarter, it worked 41 merger deals worth nearly \$68B, in addition to last year's high-profile assignments for clients like BP, Dubai's Department of Finance and Groupon.

Brunswick declined to comment on the reports.

FT said partners will be asked to give a capital contribution and will be given interest-free loans by the firm, a plan which could bring in as much as \$26m in income to fund capital requirements.

## **KAIGLER TAKES BOSTON SCIENTIFIC PR REINS**

Denise Kaigler, a corporate PR veteran of Nintendo, Reebok and Rockport, has taken the corporate communications reins at Boston Scientific, the Natick, Mass.-based medical device maker with \$7.8B in revenues last year.

She takes a role vacated by former Sen. Ted Kennedy aide Paul Donovan, who left the company in February after 11 years.

Kaigler for the past year had been chief marketing officer for 38 Studios, the online gaming company started by former Major League pitcher Curt Schilling and comic book titan Todd McFarlane.

She has the title of senior VP, corporate communications at Boston Scientific.

Prior to 38 Studios, she worked PR and corporate affairs at Nintendo of America, corporate communications, PR and citizenship at Reebok International (as well as head of corporate comms., U.S., the Adidas Group), and worked corporate comms. and marketing for The Rockport Company.

Kaigler started out in TV journalism in the mid-1980s before moving to PR with the Boys & Girls Clubs of Boston in 1990.



**Kaigler**

## **KOREA LANDS '18 OLYMPICS WITH PR HELP**

South Korea's bid for the 2018 Winter Olympics in the city of PyeongChang won the day on July 6, a push bolstered by two PR and marketing shops that helped the city edge efforts by France and Germany.

The successful pitch was the city's third attempt to host the games as it fell short for the 2010 and 2014 Games.

Vero Communications, the U.K. firm of Mike Lee, worked with the PyeongChang bid since February 2010, handling global media relations and training, messaging and strategy development.

"VERO is honored to have played a role in what is an historic campaign for the Olympic movement and Korea," said Lee, whose recent victories included London's 2012 Olympic win and the surprise Qatar 2022 World Cup bid.

Atlanta-based Helios Partners, which specializes in sports marketing and bids for large events like the Olympics, also supported PyeongChang's effort. The firm joined the pitch in mid-2009 as its lead agency developing an overall communications strategy.

PyeongChang 2018's CEO YH Cho credited Helios with building the bid's brand and messaging. "Our technical bid was strong, but Helios helped make the difference by creating managing our brand - 'New Horizons,' key messages, presentations and providing overall strategic advice," he said. Helios president Terrence Burns the New Horizons tag resonated with the International Olympic Committee because it offered a "value proposition" to the entire Olympic movement, not just to Korea.

Havas agencies represented Annecy, France, in that city's bid for the 2018 Games. Weber Shandwick, which helped Sochi, Russian, lock up the 2014 Winter Games, worked with Munich 2018.

## **BOMBARDIER RAIL UNIT REVAMPS COMMS.**

Bombardier Transportation, the Berlin-based rail equipment division of the Canadian conglomerate Bombardier, has revamped its communications with an eye on sustainability as high-speed rail and the China market are expected to boost demand for trains.

Under VP of comms. and public affairs Sharonn Christians, the company has divided its global PR apparatus into three regions - northern (North America, northern/central Europe); southern (Middle East, Africa, Latin America, southern Europe), and Asia-Pacific.

"Our new way of working allows us to communicate to maximum effect and strengthen our core message that now, more than ever, the climate is right for trains," said Christians, repeating BT's trademarked tagline.

Also in the revamp, Jessica Jung, a former HR hand at Sony Electronics' European base in Berlin who recently managed BT's graduate program and talent development, was appointed to the new post of head of CSR comms.



## PR OPINION

**Mickey Nall, head of the Atlanta office of Ogilvy PR Worldwide**, a major brand of the \$15 billion ad/PR giant WPP Group, has been accepted as a candidate for chair-elect of PR Society of America, raising our hopes of fairness and rationality returning to the Society.



He has promised in his application (PDF) to “ask questions, play the devil’s advocate...I’m not a go-with-the-flow guy.”

Well, the first question he can ask is whether COO Bill Murray has or is about to get a new two-year contract as of Jan. 22, 2012. He can also ask Murray’s pay package, last seen at \$373K in 2009.

A new contract would mean a \$2.1 million commitment to the top three h.q. staffers at a time when the Society is pleading poverty and seeking a \$30 dues hike.

Murray’s two principal appointments, CFO Phil Bonaventura and VP-PR Art Yann, made \$221K and \$137K, respectively, in 2009 (total of \$731K for all three execs).

Society practice is to give a year’s severance to departing executives.

Nall’s pitch for chair-elect avoids concrete topics such as allowing non-APRs to run for office, providing a PDF of the members’ list, exploring the high cost of New York h.q., etc.

He can be opposed by other candidates who might take up real issues until Sept. 15.

### **Current Leadership is Worst Ever**

The current PRSA leadership, including elected officers and the powerful staff, is the worst we have ever seen. It blocks at almost every turn information flow in an age of information deluge.

Members can’t get the complete list of Assembly delegates and have lost the transcript of what delegates say since 2005. Their beloved members’ directory was taken from them in 2006 without a word to the Assembly. Ditto for New York h.q. which fled downtown in 2004, turning its back on midtown, where the communications industry is concentrated.

Members who participate in PRS e-groups are warned they face prosecution if they forward any e-mail or print more than one copy. The list of information blockages is almost endless and includes the removal of the single list of 110 chapter presidents.

### **What Has WPP Got to Gain?**

We wonder what WPP CEO Martin Sorrell will think of Nall’s candidacy?

Why would WPP associate its name and that of its precious Ogilvy brand with a group that tramples on its own bylaws, Robert’s Rules, its own Code of Ethics and simple logic?

Gary McCormick (who had quit the 2006 board), took the 2010 chair partly to publicize HGTV. Rosanna Fiske, 2011 chair, is pursuing an “Hispanicize” agenda partly in behalf of Florida Int’l University, which is 65% Hispanic. She is on her fourth trip to the board and is the

second PRS elected head from FIU (Debra Miller being the first in 1997). WPP does not need any publicity that PRSA could give it.

Ogilvy, which does about \$300 million in PR via 65 worldwide offices (exact figures have been withheld for conglomerate units since 2001), is not only a leading PR brand of WPP but a leading advertising brand.

Hill & Knowlton, Burson-Marsteller and the other PR brands of WPP grew 3.7% in 2010. Sorrell’s publicly-owned company must adhere to strict financial accounting standards and practice full disclosure.

PRS for decades has flouted the FASB rule that demands that dues be booked over a year’s time as earned. This bloats its “net assets” figure.

I doubt Sorrell will approve of PRS blocking journalists from seeing the Society’s audit and quarterly reports and its refusal to answer questions about its finances.

### **McCormick, Fiske Were Disappointments**

McCormick made a good start in 2009 by promising to put African-Americans and reporters on his Strategic Planning Committee. But he caved to board pressure and no such thing happened.

Defying a request by the 2009 Assembly to investigate e-mail voting, McCormick declared in mid-2010 that direct elections of board/officers was too difficult and too expensive (in spite of a Cornell University free and secure e-mail voting service that has been used 60,000 times by organizations).

Our opinion of him sank further when he and Murray delivered a blackball to the O’Dwyer Co. on March 19, 2010, in our offices. They came to deepen wounds, not to heal them.

Fiske disappoints in trying to push a dues increase without scheduling an appearance before any chapter membership. She has talked to only one chapter membership in her first six months (her own in Miami) based on available records.

Also on Fiske’s head is the disastrous performance of the 2011 nomcom headed by 2009 chair Mike Chersonson. A member of the committee is Art Stevens, who spearheaded last year’s unsuccessful “Committee for a Democratic PR Society.”

Failing to round up candidates for three districts, the nomcom has decided to declare three new at-large seats.

This defies Section V of the bylaws which say, “Each district shall be represented by at least one director” (Article V, Section 1).

However, there is another part of the ill-conceived new bylaws (Article VII) that says the nomcom can convert a district director to an at-large director if no candidate shows up for the district. Robin Perrin of the Pinkerton Academy, was named to represent the Northeast district in the 1990s when no one showed up for that district.

The Chersonson committee just did not look hard enough. There are about 400 APRs in each district and one can be appointed in the absence of any candidates.

— Jack O’Dwyer