



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

July 25, 2011 Vol. 44 No. 28

CDC UNIT SEEKS RAPID RESPONSE PR HELP

The unit of the Centers for Disease Control and Prevention that handles environmental health and toxic substances has released an RFP to potentially hire multiple firms to handle rapid response communications as needed.

The RFP issued July 1 and open through Aug. 2 outlines a contract with a \$10M ceiling. The pact will be on an IDIQ, or as needed basis, and could go to a single agency or multiple firms.

The National Center for Environmental Health, Agency for Toxic Substances and Disease Registry put out a feeler in April to gauge agency interest, noting then that an RFP could be forthcoming.

The proposal request with the center's office of communication calls for support as its scientists and investigators probe hazardous waste sites around the U.S. "Issues at such sites often arise suddenly in response to emerging science, news events or new information presented," says the RFP.

Experience in environmental health communication and risk communication are required.

Download the RFP at <http://odwpr.us/pHRK6q>.



CDC's Atlanta h.q.

PANETTA NAMES PA TEAM

Newly minted Secretary of Defense Leon Panetta has named his top public affairs lieutenants, including a top PA aide during his tenure as CIA director and a PA advisor to Adm. Mike Mullen, chairman of the Joint Chiefs of Staff.

George Little, director of PA for Panetta at the CIA since October, moved to the Pentagon on July 19 as deputy assistant secretary of defense and press secretary.

Little takes over for Geoff Morell, a former ABC News correspondent who stepped down last month with the exit of Defense Secretary Robert Gates.

Panetta has also tapped Mullen PA aide Capt. John Kirby as deputy assistant secretary of defense, spokesman and director of media operations.

A Navy PA officer, he has been on Mullen's communications team for 10 years and will take up the new post in August.

Doug Wilson, assistant secretary of defense, remains the Pentagon's top PA official, to whom the new recruits will report. Wilson, in a statement, called Little and Kirby "two of the most respected and trusted communicators in Washington."

OMC POSTS 13% GAIN IN Q2 NET

Omnicom on July 19 reported a 13.1 percent rise in second-quarter net income to \$275M on a 14.7 jump in revenues to \$3.5B. Its Fleishman-Hillard, Porter Novelli and Ketchum-led PR operation grew 7.1 percent to \$311.7M in Q2, outpaced by the \$1.6B advertising unit, which was up 18.5 percent, and the \$1.2B CRM operation, up 15.1 percent.

The PR division registered a 1.3 percent increase in organic growth for the latest quarter.

OMC CEO John Wren spent \$277M for acquisitions during the first-half, \$44M of that amount were "earn-outs." Synergy, a London-based scientific communications shop, was the biggest pick-up for the quarter. It is now part of DDB Health.

For the first-half, OMC earned \$477M (+17.3 percent) and recorded revenues of \$6.6B (+11.4 percent).

WPP MERGES RLM, FINSBURY

WPP is merging New York's Robinson Lerer & Montgomery and London's Finsbury Group to create RLM Finsbury, a move that creates a trans-Atlantic financial and corporate PR combination from two firms that have worked closely together over the years.

Walter Montgomery becomes CEO of RLM Finsbury, while Richard Rudd, co-founder of Finsbury, takes the chairman role.

Montgomery says the merger provides a "world-wide platform."

The new entity launches with 180 staffers in New York, London, Brussels, Dubai and Abu Dhabi. A Hong Kong office is slated to open during Q3.

THEME PARK OPERATORS SEEK PR PITCHES

The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.

The International Association of Amusement Parks and Attractions has 4,000 individual members from entities like zoos, theme and amusement parks, museums and aquariums.

The Alexandria-based group, led by new CEO Chip Cleary, wants media relations support with experience in crisis communications and the travel/tourism PR sector as it engages consumers through the media and reacts to situations. Colleen Mangone, manager of media relations, is taking pitches with in-person meetings slated for mid-August in Virginia.

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



NM SPACEPORT LAUNCHES PR SEARCH

New Mexico's push to become the center of the commercial space travel industry is on the hunt for a PR agency via an RFP as the country's first spaceport project faces budget cuts amid the sluggish economy.

The New Mexico Spaceport Authority, the public-sector entity overseeing construction of Spaceport



Artist's rendering of Spaceport America.

America in Upham, N.M., near the White Sands Missile Range, issued an open RFP for PR firms on July 19 to handle PR outreach, media tours, and similar tasks.

The move comes just months after the SA project was hit by a 57 percent budget cut by the state legislature and has fallen more than a year behind schedule. New leadership was installed earlier this

year and construction continues.

Virgin Galactic is slated to be the anchor tenant of the world's first commercial spaceport.

Proposals are due Aug. 1. Download the RFP at <http://odwpr.us/o9rput>.

LOUISIANA NAMES TOURISM LINEUP

Louisiana will roll its tourism, culture and recreation marketing communications with four firms, following an RFP process for the \$5.6M account.

Deveney Communications and Trumpet of New Orleans, Williams Creative Group (Shreveport) and Miles Media of Sarasota, Fla. have been tapped from among 21 proposals to handle PR, creative and branding for the state's Dept. of Culture, Recreation and Tourism.

Trumpet leads a \$3.4M creative/brand contract, while Deveney and Williams Creative will handle a \$200K PR pact, and Miles Media won a \$1M Internet marketing assignment.

The state issued an RFP in March to review the work, which covers the state's vital \$9.3B tourism industry which was shaken by last year's Gulf oil spill.

The new pacts follow a \$15M PR and marketing contract awarded by the state's seafood industry in May.

AT&T VET TO MWW GROUP

Rich Robbins, former director of social innovation at AT&T, has joined MWW Group as VP in its digital dialogue unit.

At the telecom giant, Robbins led social media strategy for its external affairs operation and served on the companywide digital leadership council. He did outreach to communities/events such as the New York Tech Meetup, SXSW Interactive, Netroots Nation and PopTech.

Robbins represented AT&T on the State Dept.'s 2009 technology delegation to Baghdad to help develop Iraq's social media scene. That group included executives from YouTube, Twitter, WordPress, Google and Blue State Digital. He also handled AT&T's partnership with "Rock the Vote," the group that encourages political participation of young Americans.

Jared Hendler oversees MWW's social media activity.

ALPEROWITZ JOINS WCG

WCG, the San Francisco-based healthcare powerhouse, has recruited Craig Alperowitz for the group director slot in charge of developing PR strategies for clients in the consumer products/entertainment categories.

The 18-year veteran joined WCG on July 11 and is experienced in PR, corporate visibility and issues management campaigns.

Most recently, Alperowitz was executive VP at Lippe Taylor responsible for its consumer /consumer health clients such as Nestle Brands, IKEA and David's Bridal. Earlier, he was managing director at DeVries PR, working on E&J Gallo, Tropicana, Samuel Adams brewery, Procter & Gamble's health/lifestyle unit, BankAmerica and NutriSystem.

In the entertainment sector, Alperowitz did publicity for Liam Neeson, Courteney Cox, Reese Witherspoon and represented films such as "Lord of the Rings," "Austin Powers 2" and "Rush Hour" while at Sony Pictures, and New Line Cinema.

At the legendary Niehaus Ryan Wong shop, Alperowitz represented Steve Jobs' Pixar Animation Studios.

CEO Jim Weiss told O'Dwyer's that Alperowitz's hiring "further supplements a consumer/social media/new media capability we are building out as part of an overall strategy to diversify selectively and strategically in terms of the industries we serve and services and capabilities we offer and bring to our clients."

Said Weiss: "Hires like Craig not only help us to expand and diversify our client base, but also add expertise that our foundational healthcare clients are asking for and seeking more as their businesses and communications efforts evolve and adapt to the new media landscape."

WCG is No. 6 on O'Dwyer's roster of independent firms. It posted \$37M in 2010 fees income.

MSL STAFFERS WOUNDED IN SHOOTING

Two young staffers of MSLGroup's Atlanta office were wounded in a shooting spree at a midtown parking lot on July 15 which left another young woman dead.

A 22-year-old security guard has been charged with one count of murder and two counts of aggravated assault, according to Atlanta police.

MSL in a statement called the incident a "senseless shooting" and identified the two injured employees as Lauren Garcia, a 23-year-old intern, and Tiffany Ferenczy, a 24-year-old assistant A/E. Police said Garcia was shot in the back and Ferenczy in the ankle.

Ferenczy was released from the hospital on July 16 while Garcia remained hospitalized.

"We remain in close communications with Lauren's and Tiffany's families and will continue to support them in any way we can," MSL said, noting the suspect is in no way associated with MSLGroup or its employees.

The shooter killed 26-year-old Brittney Watts and took her car before shooting the two MSL staffers on the way out of the parking deck, according to the *Atlanta Journal Constitution*.



Alperowitz

NEWS CORP., BROOKS BOLSTER PR; SCOTLAND YARD PR IN FOCUS

News Corp. has bolstered its PR arsenal with Sard Verbinnen & Co. and Glover Park Group amid the U.K. hacking scandal that has tarnished the media giant's image.

SV, based in New York, and D.C.-based Glover Park will help the company present its case to media, investors and Capitol Hill as the story continues to simmer and federal authorities look into allegations of possible hacking in the U.S. at the behest of lawmakers.

The firms join Edelman and Rubenstein

Communications which are counseling News Corp. execs, including CEO Rupert Murdoch.

Bloomberg first reported the PR moves noting News Corp. has lost \$8B in value since the scandal flared in early July.

Murdoch and his son James, who is chairman of News Corp.'s News International unit, appeared before Parliament July 19 in a showing summed up by *New York Times* media writer David Carr who said the elder Murdoch "apologized for everything and took responsibility for nothing."

James Murdoch's testimony that he wasn't aware of hacking at News of the World was contradicted publicly a day later by *ex-News of the World* editor Colin Myer and former NI legal manager Tom Crone. Members of Parliament are seeking clarification of the discrepancy.

The event also took an odd turn when a comedian attempted to hit the elder Murdoch with a shaving cream pie in the face.

Brooks Turns to Bell Pottinger

Former News International chief Rebekah Brooks, meanwhile, is using Bell Pottinger as PR rep in the aftermath of her arrest July 17 and ahead of an appearance before a parliamentary hearing into the News of the World phone hacking scandal.

Brooks' lawyer Steven Parkinson reached out to BP chairman David Wilson for the PR work. The former journalist handles BP's global push for Emirates Airline and was news chief at British Airways and PR manager for P&O European Ferries.

Parkinson says the arrest of Brooks caused the former News of the World editor "enormous reputational damage" and wants the police to "give account of their actions."

News Corp. announced last week that Lord Gribner is to chair its independent management and standards committee responsible for investigating hacking, police payments and any other areas that it believes are necessary.

Gribner has more than 40 years of commercial litigation experience and chaired the board of governors of the London School of Economics from 1998-2007.

The MSC reports to Joel Klein, News Corp executive VP and director. He answers to Viet Dinh, chair of News Corp.'s nominating and corporate governance committee.

Klein is special advisor to Rupert Murdoch/chief of News Corp.'s educational push, ex-New York City chancellor and deputy White House counsel to Bill Clinton.

Dinh was special counsel to the Senate Banking Committee during the Whitewater probe and to Senator Pete Domenici during the impeachment trial of President Clinton.

Scotland Yard PR Chief Focus of Probe

Another PR pro has been drawn into the simmering News Corp. hacking scandal in the U.K. over his role in awarding a PR contract for the British police.

Scotland Yard said July 19 that its own PR chief has been referred to an independent commission investigating the British police's involvement in the News Corp. hacking scandal.

Dick Fedorcio, director of public affairs for the U.K.'s Metropolitan Police, will be probed for his interactions with another PR pro and former ex-News Corp. exec,

Neil Wallis, the former executive editor of now-defunct News of the World who moved to U.K. PR agency Outside Organization as a managing director and set up his own shop, Chamy Media.

Wallis, who was arrested on July 14 in the hacking scandal, did PR consulting work for the Metro Police, which announced the probe of 58-year-old Fedorcio on July 19.

"The context of this referral is in connection with the ongoing high level public interest in the relationship between News International and the MPS and, in particular, the relationship between Neil Wallis and Mr. Fedorcio and the circumstances under which the contract was awarded to Chamy Media," the police, also known as MPS and Scotland Yard, said in a statement.

Fedorcio is a veteran U.K. executive who was awarded an Order of the British Empire by the Queen in 2006.

Earlier, he worked at Westminster Advisers and directed communications for the U.K. Electricity Association. He was president of the Institute of PR in 1992.

In testimony last week, Police Commissioner Paul Stephenson said 10 of Metro's 45 PR staffers are former employees of News Corp.

WSJ Edit Board Sees No Hacking

The *Wall Street Journal* editorial oversight board says it "found nothing to even hint that the sort of misdeeds alleged in London have somehow crept into Dow Jones," according to its report published July 25 in the newspaper.

The five-member board chaired by Tom Bray, former *Detroit News* editorial page director, was formed to oversee editorial integrity of Dow Jones & Co. after it was acquired by News Corp.



James and Rupert Murdoch appear before Parliament July 19.



Fedorcio

MEDIA NEWS continued**NEWS CORP SCANDAL (Cont'd)**

The board admits that WSJ has “changed in focus, style and content since coming under News Corp ownership,” but it believes there has been no “political, ideological or commercial pressure” applied by senior management on reporters and editors to influence their news judgment.

The committee faults the WSJ for being slow in pursuing the phone hacking scandal that led to the shutdown of News International’s News of the World earlier this month.

The Journal, however, “is doing much better now with aggressive coverage, fitting placement in the paper, and unflinching headlines.”

The committee knocks a July 14 WSJ report of an interview of Murdoch by Bruce Orwall, in which the News Corp. chief claimed the crisis was being handled “extremely well in every way possible.” Murdoch admitted to making just “minor mistakes,” and said he was “getting annoyed with the coverage, but will get over it.”

The committee feels that piece allowed Murdoch to “get his side of the story on the record without tougher questioning.” It has discussed the story with involved editors.

As the scandal unfolded, the committee has had “candid, useful meetings” with editor-in-chief Robert Thomson and other senior editors. “We have found them open to suggestions about steps to be taken to make sure that no issue of journalistic integrity lurks hidden and that the standards of Dow Jones are reinforced,” it said.

The committee responded to a July 20 request from the Senate about whether it probed if now resigned Dow Jones CEO Les Hinton had any knowledge of the hacking situation.

The panel says that was beyond its mandate of assuring editorial integrity at the WSJ: “No journalist at Dow Jones has even whispered to us before or since Mr. Hinton’s resignation that he pressured him or her or condoned or promoted journalistic misconduct.”

The committee promises to investigate even a suspicion of misconduct.

“We are not apologists for the owners, nor do we constitute a Committee Against Change. We are meant to be monitors of journalistic integrity on behalf of the staff and, importantly, on behalf of this newspaper’s readers,” it said.

\$100K REWARD FOR HACKING TIPS

ProtectOurElections.org, a progressive grassroots organization, is offering a \$100K reward for information that leads to the arrest of any News Corp. staffer convicted of hacking the phones of U.S. citizens or bribing officials for info on Americans. Tipsters are promised confidentiality.

Kevin Zeese, a spokesperson for POE, sent a letter on July 11 to FBI director Robert Mueller urging a probe of “HackingGate” and the possibility that News Corp. violated the Foreign Corrupt Practices Act.

Attorney General Eric Holder confirmed earlier this month that various federal agencies are looking into allegations of hacking in the Americas.

Zeese believes that since the hacking scandal has reached the inner sanctum of News Corp CEO Rupert Murdoch, as evidenced by the resignations of his trusted lieutenants like News International CEO Rebekah Brooks and Dow Jones chief Les Hinton, illegal activities may have occurred in the U.S.

POE has launched the ProsecuteNewsCorp.org website for updates on the scandal. It wants whistleblowers to send info to Tips@ProsecuteNewsCorp.org.

FitzGibbonMedia handles PR for POE.

LEONHARDT TAPPED AS NYT D.C. CHIEF

David Leonhardt, who writes the “Economic Scene” weekly column for the *New York Times*, becomes the paper’s Washington bureau chief on Sept. 6.

Managing editor Jill Abramson, who is taking over as executive editor for Bill Keller the same day, said Leonhardt’s “strengths as a reporter, columnist and magazine writer are dazzling.”

In making the announcement, Abramson said Leonhardt’s “original take on key issues has strengthened our news report in deep and important ways.” He takes over for Dean Baquet, who is assuming Abramson’s current post.

Leonardt, 38, joined the NYT in 1999 as a business writer. He got the column in 2006. Before joining the NYT, Leonhardt wrote for *Business Week* and the *Washington Post*.



Leonhardt

DARPA PLANS SOCIAL MEDIA RESEARCH

The Department of Defense’s R&D agency has committed \$42M to fund social media research projects geared toward strategic communications as it sees current analysis tools to be too “dependent on chance.”

The Defense Advanced Research Projects Agency, or DARPA, is known for its key contributions to the creation of the Internet as well as advanced weapons and vehicle systems, said in an agency announcement July 14 that the spread of blogs, social networking sites and media sharing technology like YouTube provides an opportunity for armed forces to better understand the environment in which they operate.

“Events of strategic as well as tactical importance to our Armed Forces are increasingly taking place in social media space,” reads the DARPA document on the planned program. “The tools we have today for awareness and defense in the social media space are heavily dependent on chance.”

DARPA is soliciting technical proposals for the SM research through August 30. It outlines among goals for the program:

Detect, classify, measure and track the (a) formation, development and spread of ideas and concepts (memes), and (b) purposeful or deceptive messaging and misinformation.

Recognize persuasion campaign structures and influence operations across social media sites and communities. Details: <http://odwpr.us/oEv9Lr> (PDF).

NEWS OF PR FIRMS**PUBLICIS SEES U.S SLOWDOWN IN Q2**

Publicis July 21 reported a 2.7% rise in second quarter revenue to 1.4B euros (\$2B) as organic growth ticked up 7.6% amid a Q2 slowdown in the U.S. offset by developing countries.

North American revenue slid 5.9% to 639M euros (\$917M), although organic growth in the region was up 5.3%, buoyed by media growth and healthcare business.

"Second-quarter growth was very strong in virtually all countries and regions around the world despite a slowdown observed in the USA which was offset by growth in developing countries," said CEO Maurice Levy. "Despite a moderate slowdown in the second quarter, the USA achieved organic growth of 7.2% driven by solid media growth and the sizeable contribution of the healthcare sector."

Publicis said profit for the first half is up 8.5% over 2010 at 231M euro. Organic growth for its PR operation rose five percent.

Levy noted the French conglomerate's first half was "rich in acquisitions" to fuel growth. Deals included digital consultancies Rosetta and Big Fuel, as well as China PR giant Genedigi. "Clearly, in order to accelerate our profitable development, we will need to give priority to investment and to talent, particularly after two years of a salary and hiring freeze," he said.

REGAN ACQUIRES 5S TO BOLSTER NY

Regan Communications, the \$20M Boston-based firm, has acquired boutique beauty/fashion shop 5s PR.

5s founder Jessica deGuardiola is relocating to New York and takes a VP title at Regan, starting August 1.

George Regan, president of the No. 11 independent firm, said deGuardiola brings an "outstanding" roster of clients that creates a new dynamic for the firm in the Big Apple.

Clients have included designer Sophie Blake, JFS Design Studio, New York attorney Daniel Gershburg, Artu' Boston and Fabricadabra.

Regan added Boca Raton's Barry Epstein Associates in June.

DeGuardiola, who started out as a PR assistant for Saks Fifth Avenue in 2004, said Regan's travel and hospitality PR will compliment her background in the fashion and lifestyle sector for an "even stronger foothold in the New York market."

Regan, which also has outposts in Connecticut, Rhode Island and Cape Cod, posted revenue of \$19.5M in 2010, according to the O'Dwyer's rankings.

BRIEFS: **Burson-Marsteller** has forged an exclusive affiliation with **Professional PR** New Zealand, part of PPR Group, which has eight Australian and New Zealand offices. B-M Asia chief Bob Pickard said the deal is timely as the world economy focuses more on Asia, noting three of New Zealand's top five trading partners are now Asian countries. ...**Ruder Finn**, Inc. has debuted a corporate social responsibility practice led by SVP Sarah Coles and based out of a new company hub in Boston. RF's CSR work includes PepsiCo, and an effort for China's Tsinghua University.



deGuardiola

NEW ACCOUNTS**New York Area**

Feintuch Communications and **151 Ventures**, N.Y./MIIAtech, search and analytics software, for a PR, marketing and business development campaign.

Feintuch has also picked up Kenaz Translations, a Ukraine-based translation and localization company, to help it enter the U.S. and Canadian markets.

Child's Play Communications, New York/My Twinn, custom-made lookalike dolls, for traditional PR and social media.

Rubenstein PR, New York/Tofutti Brands, publicly traded dairy-free products marketer, for PR for the company and its products.

Lippert/Heilshorn & Associates, New York/E-Waste Systems, London-based electronic waste processing company, as U.S. PR and IR firm.

Workhouse PR, New York/Foster McGinty, guitar musician, for a comprehensive PR plan for domestic publicity and concert events, and AvroKO, design and concept firm, as AOR.

R&J PR, Bridgewater, N.J./iPlay America and Encore Event Center, as AOR for PR for the amusement park and banquet hall.

S3 Agency, Boonton, N.J./Essex County South Mountain Recreation Complex, for destination marketing for its Turtle Back Zoo, miniGolf Safari and Codey Arena.

**East**

The Castle Group, Boston, Mass./Pete and Gerry's Organic Eggs, New Hampshire family farm; FutureM, Boston tech event slated for September, and Next Generation Insurance Group, for PR.



Greenough Communications, Medford, Mass./Network Health, healthcare plan for 170K Mass. Residents, as AOR for PR.

V.K. Fields & Co., Raleigh/Carolinas Minority Supplier Development Council, for national PR.

Southeast

The Zimmerman Agency, Tallahassee, Fla./PhoneGuard, for PR and social media. PG last week announced a partnership with Justin Bieber to advocate responsible texting through its Drive Safe phone application.

Midwest

Karwoski & Courage PR, Minneapolis/A-dec Dental Equipment; Kinze Manufacturing, agricultural equipment manufacturer, and the law firm of Felhaber, Larson, Fenlon & Vogt, for PR.

West

LEWIS PR, San Francisco/Powerwave Technologies, wireless solutions, for a media relations campaign in North America.

Weber Shandwick, Los Angeles/Boingo Wireless, as AOR, following a competitive pitch. The account, announced this month, started in January.

— Greg Hazley

NEWS OF SERVICES

CISION Q2 REVENUE DIPS

Sweden-based PR software company Cision AB said second quarter organic growth climbed two percent in the U.S. but slid three percent overall as revenue dipped to SEK 242M (\$38.3M) from 285M a year earlier.

Currency fluctuations hit Cision's revenue in Q2 to the negative effect of SEK 38M, more than triple the effect of a year earlier. Eighty percent of the company's revenue is generated in foreign currency.

Hans Gieskes, CEO of the PR services company, said Q2 revenue fell mainly due to negative currency effect and to a lesser extent from negative organic growth and the impact from acquisitions and divestments.

Q2 was a quarter of "strong profitability" in North America, he said, citing the region's third straight quarter of organic growth, despite struggles at its media monitoring-dependent Canada operation, which is slated for a repositioning.

The U.S. is Cision's top market with 140.7M in revenue in Q2, down from 162.7M for the same period of 2010.

North American revenue overall slipped to 171M from 203M a year earlier. U.S. organic growth of two percent was down a notch from Q2 2010's 3% increase.

Gieskes said divesting its costly Monitor and Analyze business in Finland has improved margins in Europe and Cision reported improved margins and profit for the region.

Cision's European finance chief and managing director, Tosh Bruce-Morgan, was also named chief financial officer of the company, taking up the post in September. He is credited with a key role in turning around the European operation.

Overall profit ticked down to SEK 30M from 35M for Q2 of 2010.

BW, RUTGERS TEAM FOR 'MINI-MBA'

Rutgers University and Business Wire have partnered on a "mini-MBA" course, "Going Digital -The New Rules of PR," to educate PR pros and executives on practicing in the digital age.

The executive education program at Rutgers' Piscataway, N.J., campus will be offered Mon. -Thurs., Sept. 19-22 and limited to a class of 30.

BW said curriculum taught by Rutgers faculty will address current issues in public relations and investor relations it has helped Rutgers identify.

Participants will receive a certificate from the Rutgers Center for Management Development.

Cost is \$4,995, which includes all instructional materials on a pre-loaded Apple iPad 2 and fees.

More info: <http://odwpr.us/pteNrf>.

BRIEF: State Farm racked up more than \$45,000,000 in exposure time for its sponsorship of the 2011 Major League Baseball home run derby in early July, according to **Front Row Analytics**. State Farm received 2 hours, 6 minutes and 54 seconds of exposure during the event, said FRA, attributed to signage and verbal mentions by the ESPN broadcast crew.

PEOPLE

Joined

Stephen Brown, senior VP and consumer practice leader for MSLWorldwide, Atlanta, to Cohn & Wolfe, as executive VP, managing director for the WPP firm's Atlanta office. C&W's Atlanta roster includes Walmart, 3M, Solta Medical and Hyatt. He was director of corporate comms. at Macquarium and director, technology media relations for Ketchum.

Josh Rose, head of digital creative, Deutsch, to Weber Shandwick, N.Y., as chief creative officer, multi-platform campaigns. WS has also promoted Josh Gilbert to executive VP for strategy and Alan Kercinik to EVP, director of engagement for North America.

Brian Prenoveau, senior VP, ICR, to FriendFinder Networks, Sunnyvale, Calif., as director of investor relations. He was an analyst at Piper Jaffray, UBS and Friedman, Billings, Ramsey Group.

Alan Katz, formerly with Covanta, WNS Holdings, Hertz Global Holdings and CJP Communications, to Covanta Holding Corporation, Morristown, N.J., as VP, investor relations. He takes over for Marisa Jacobs, who is leaving the company.

Micki Steele, reporter, *Detroit News*, to Marx Layne & Company, Farmington Hills, Mich., as an A/E. She previously worked in media sales and advertising at ad agencies in Chicago and Metro Detroit.



Gerber

Katie Gerber, account director, Atomic PR, to Wonacott Communications, Los Angeles, as VP, interactive entertainment and consumer technology. She was previously at Disney Interactive Media Group.

David Lowe, who ran his own ad shop, Wheelhouse, to Chandler Chicco Companies' ad unit, 'nition Design, as creative director/advertising lead. He worked on the agency side and at ski maker Fischer. At 'nition, he focuses on corporate and direct-to-consumer advertising, PSA development and creative direction.

Stephanie Fedler, A/E, Nunez PR Group, to The Idea Grove, Carrollton, Tex., as an A/E. **Jill Diedrich**, A/E, Hackney Communications, joins as an A/C.



Fedler, Diedrich

Promoted

Sharon Cook to VP and director of corporate communications, Federal Home Loan Bank of Atlanta. She joined the bank in March 2008 from the CDC Federal Credit Union.

Cynthia Williams to lead corporate branding, product marketing and advertising, for financial services holding company BB&T, Winston, Salem, N.C. She continues as chief communications officer.

Emily Taffel-Schaper to senior A/E, rbb PR, Miami.

Leticia McCadden and **Rebecca Stella** were hired as account coordinators.

Deborah Lincoln to senior VP, corporate communications, International, a new position at Warner Bros Entertainment, based in London. She was VP/Europe.

SILICON GRAPHICS MOVES TO OGILVY

Silicon Graphics International, the reincarnation of the former tech dynamo of the 1980s and '90s, has moved its PR account to Ogilvy PR Worldwide.

Schwartz Communications previously handled the business.

The company, an influential computer maker suffered a decline that culminated with Chapter 11 bankruptcy in 2009. It was acquired by Rackable Systems in May of that year, and the resulting company emerged as SGI.



Ogilvy was tapped as global AOR, said the company's new chief marketing officer, Franz Aman, who joined SGI in July from SAP Labs. He said SGI is "thinking big" and added that Ogilvy will help share its story as a leader in technical computing to a broader global audience.

Ogilvy's San Francisco office leads the business. Ogilvy West president Michael Law said SGI's technology is in the forefront of research in areas as diverse as cosmology and cancer research and said the firm will tell the story of SGI's people, products and technology.

LEE LEAVES LOCKE FOR B-M

Esther Lee, who was senior policy advisor to Commerce Secretary Gary Locke and director of Commerce's office of innovation and entrepreneurship, has moved to Burson-Marsteller as chief marketing & new business officer.

The former CNN journalist counseled Locke, who is slated to become U.S. Ambassador to China, on technology, green investments, economic development and small business issues. Lee established the innovation office and helped launch the White House's "Startup America" program.

B-M CEO Mark Penn expects Lee, who becomes a member of B-M's business operations team, to be a "valuable counselor."

Prior to government service, Lee founded a digital media company, served as chief marketing and administrative officer at CIT Group's specialty finance unit and did marketing/sales stints at Siemens and Time-Warner.



Lee

BGR PROMOTES TRADE WITH BAHRAIN

The Bahrain Economic Development Board has given trade and investment promotion work to Lanny Griffith's BGR Group. Crown Prince Salman bin Hamad Al Khalifa chairs the board.

The Gulf State, which has been rocked by bloody "Arab Spring" street demonstrations, anticipates five percent economic growth this year, up from 4.3 percent in 2010. It is eager to build on the momentum of its U.S. free trade pact. Since going into effect in 2006, the agreement has spurred a 25 percent rise in bilateral trade to \$1.4B.

The Kingdom, which is home to the U.S. Fifth Fleet, has developed a "Vision 2030" program as a blueprint for development of its economy, government and civil society.

WEBER SHANDWICK HIRES GREEN TECH PRO

Julie Lydon, a cleantech and venture capital pro, has joined Weber Shandwick's San Francisco office as a VP to develop its green technology client base.

That California outpost handles Suntech Power, Bloom Energy, Vantage Point Capital and Ineos Bio.

Lydon, who has more than 15 years of PR experience, had been running her own firm for the past nine years and serving as senior consultant to SparkPR. She worked for Porter Novelli in Boston and New York on Hewlett-Packard, BMC Software and PricewaterhouseCoopers business.

In the clean-tech space, Lydon has counseled Pinnacle Engines, AlertMe, MTI Micro Fuel Cells, SoloPower and Solar Universe. Her venture capital experience comes from dealing with Index Ventures, Crosslink Capital and New Venture Partners.

William Brent heads Weber Shandwick's global cleantech operation that was established in 2005.

MATTHEWS MOVES TO RASKY BAERLEIN

Michael Matthews, who was a partner at LSG Strategies, has joined Rasky Baerlein as senior VP in the Washington office of the Boston-based shop.

At LSG, the Democratic campaign pro worked on the "Obama for America" presidential campaign. Earlier, he served as political director for the Democratic Congressional Campaign Committee and political director for the Gore/Lieberman effort.

Matthews has represented political organizations such as the National Abortion and Reproductive Rights Action League and California Livable Wage Coalition.

From '96 to '01, he directed the AFL-CIO's national labor political center that trains union members on campaign skills.

EX-BUSH, MICROSOFT PRO MULLS SENATE BID

Scott Stanzel, former deputy White House press secretary for President George W. Bush who runs a Seattle PR firm, is mulling a run for the U.S. Senate seat occupied by Washington Democrat Maria Cantwell.

Stanzel said in a statement that he has spoken with leaders in the state and former White House colleagues about the idea of a Senate bid, adding that he's focused on his pending wedding.

"After September, I'll work to grow my business and will consider this opportunity to be a constructive voice for Washington," he said.

Cantwell, former VP of marketing for RealNetworks, defeated incumbent Warren Magnuson in 2000 in a close race and was easily re-elected in 2006. She was pegged with a 40-52 positive-negative job performance rating in an Elwell Poll in May, although 46% said they are "inclined" to vote for her, while 36% said they were "certain" to vote to replace her.

Stanzel was a senior PR manager for Microsoft after work as a national press secretary for the Bush-Cheney re-election campaign in 2004. He led a 2010 campaign in Washington state in opposition to a ballot initiative that would have established a state income tax. The measure was torpedoed by 30 points.

"Washington, D.C., is broken," he said.

PR OPINION

The PR Society's stance that anything in O'Dwyer media is unworthy of notice and no questions by us are to be answered, crumbled last week in the face of two developing stories.

One was our criticism of the PRS audit by PKF that ignored the FASB rule that dues must be booked over a year's time and definitely not immediately as PRS does.

The "balance sheet" of the Society is "out-of-balance."

The other topic is the hacking scandal of the Murdoch empire.

VP-PR Art Yann and allies, coat-tailing on this issue, accused this writer of "hacking" into teleconferences five times between May 22, 2007 and May 12, 2009.

Hacking as used in the Murdoch media scandals means listening into private telephone conversations.

There's a difference between that and reporting on teleconferences of leaders and members of PRS discussing matters that all PR pros should be aware of. The Society's motto is "Advancing the Profession and Professionals" (i.e., everyone in PR).

Upwards of 500 members are invited to the PRS teleconferences.

Yann, in a posting on *Ragan's PR Daily*, says anyone who doubts we reported on PRS teleconferences can come to his office for proof.

We will spare them the trip. Links to five teleconferences covered by odwyerpr.com are posted on the website this week.

Participation Is Scant

Few participate in such conferences. When questions are asked, they are not apt to be answered. "Leaders" and staff monopolize the mike just like they do at the annual Assembly.

Only two questions were asked at the end of an hour-long call May 22, 2007.

A member from "the Southwest" asked about the severance pay of Catherine Bolton, COO until Dec. 31, 2006. CFO John Colletti said details would be in IRS Form 990 to be filed in "mid-June."

Details of Bolton's severance were already in the audit that had been published. She got \$300,000 plus about \$28,000 yearly in retirement benefits.

Colletti's promise of a "mid-June" filing was two months off the mark since the actual filing was not made until Aug. 13.

PRS, like many trade groups, is a chronic late filer of Form 990—8/28/2008 for the 2007 return; 9/15/09 for '08, and 9/16/10 for '09.

Assembly delegates in 2009-10 did not get to see the 990. It wasn't on GuideStar until early the next year.

What Is Cost of Rally?

Another questioner wanted to know the cost of the "Leadership Rally" to which the 110 chapter presidents-elect are invited each year [the very people representing their chapters either in the year of the "Rally" or the next year].

Colletti said it's between \$80K and \$115K depending on attendance.

Costs have escalated because, in addition to the presidents-elect, the chairs of the 17 sections and ten districts have been added for a total of 137. The stipend from national has been boosted to \$550 from \$500.

Attendees also get five free meals (worth about \$200) including dinner at a Class A New York restaurant on Friday night. So $137 \times \$750 = \$102,750$ for starters.

Candidate Shortage Told at 4/9/2008 Conf.

The severe shortage of candidates was the topic at the April 8, 2008 teleconference.

A committee of 50 headed by Blake Lewis of Dallas (2011 candidate for treasurer) created a task force to work at attracting candidates. It also got the 2007 Assembly to pass a resolution demanding "transparency, complete openness" by the PRS board and the h.q. staff.

Although PRS had a record 11 vacancies to fill on the board, only two potential candidates showed up for two teleconferences that day.

Only about 5% of members are eligible for national office since candidates must not only be APR, but have headed a chapter, district, section or national committee or have voted in the Assembly.

Eight Candidates on 5/13/2008 Call

Eight candidates showed up at the conference call on May 12, 2008, posing nine questions.

Officers/staff took up about 40 minutes of the call with their own presentations.

Tom Eppes, currently Ethics Board chair, and a member of the 2008 board, asked if he could use the same letters supporters had given him when he ran for the 2006 board in seeking an officer's post on the 2009 board.

Nomcom Cheryl Procter-Rogers urged him to come up with "fresh letters."

Officers Plead for Bylaw Suggestions

Probably the most bizarre teleconference was that of Aug. 24, 2009, when Dave Rickey (currently running for chair-elect) pleaded for Assembly delegates and all members to send in ideas for the new bylaws as soon as possible.

This was improper because, under Robert's Rules, a group doing a bylaws revision is supposed to appoint a "large" committee representing all parts of the organization and meetings on the bylaws are supposed to be conducted apart from the annual meeting.

Ten of his 11 committee members were APR when only about 20% of the members are. They were all volunteers. Cindy Sharpe quit because there was no opportunity for members to question the committee face-to-face.

Disobeyed was the Robert's Rules rule that all articles of a revision must be placed one-by-one before an Assembly. Only a few were.

Proxies were allowed and made part of the bylaws in defiance not only of RR but New York State law that says proxies are forbidden if there is a specific bylaw against them.

— Jack O'Dwyer