



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

O'Dwyer's Newsletter

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

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LEWIS COO BUYS OUT TRAVEL PRACTICE

Lewis PR chief operating officer Paul Charles has led a management buy-out of the firm's travel division as the agency said it will focus on its core technology and consumer clients.

Charles is teaming with Lewis director Julia Perowne, a former hotel PR pro, to launch Perowne Charles Communications with about 10 total staffers. Lewis had teamed the two together in 2009 to build its travel and consumer business.



Charles, Perowne

Financial terms of the deal were not disclosed.

Lewis CEO Chris Lewis said the firm's strategic consumer plan does not include a niche focus on travel, although he said the business exceeded expectations. He said proceeds from the sale will be invested back into its consumer operation with another announcement to come shortly.

Lewis brought in Charles from Virgin Atlantic in 2009 in the COO post. He was director of communications for the airline and had been a Lewis director since 2005.

Perowne oversaw all travel accounts at Lewis. She was previously at The Massey Partnership, a U.K. travel PR shop.

Lewis, based in London and San Francisco, has handled clients like COMO Hotels and Resorts, Seasons and Maharajas' Express.

MCDONALD'S NAMES NEW PR CHIEF

McDonald's Corporation has promoted its VP of global external communications to fill the senior role vacated in January by Jack Daly, who died in early February after a battle with cancer.

The fast-food giant based in Oak Brook, Ill., said May 31 that 25-year veteran Bridget Coffing was named senior VP of corporate relations, serving as chief communications officer and overseeing all corporate PR functions from media relations to CSR and government relations.

Daly was 62 when he retired. He joined McDonald's in 1992 from its PR agency, GolinHarris. Coffing followed that same path through GH to McDonald's 25 years ago.

Coffing reports directly to CEO Jim Skinner. In a statement, he said Coffing will strengthen the company's efforts to "make a difference as a corporate citizen."



Coffing

INSURER ADDS CRISIS PR TO COVERAGE

The Chubb Group of Insurance Companies, the global insurer, has added up to \$300K in crisis communications and other support to its corporate policies, the latest move tying reputation to corporate insurance.

The move by Warren, N.J.-based Chubb follows the creation by WPP, Aon and Zurich Financial of a corporate reputation insurance policy providing up to \$100M for PR, lobbying and advertising efforts.

Chubb said the added feature will help businesses manage a major liability crisis expected to generate significant adverse national or regional media attention. Examples given were a manufacturing plant explosion, hostage situation at a financial institution, tainted batch of products or workplace violence.

Sard Verbinnen & Co., Abernathy MacGregor Group and MSLGroup, as well as the risk and litigation consulting firm USIS/Kroll, are the firms approved by Chubb for crisis/PR services.

March Schussel, PR manager for Chubb, told O'Dwyer's that the company has many clients that may not have a PR agency on retainer, so the policy will help them get a firm in place in the event of an incident.

Should they have their own PR counsel, they are certainly welcome to opt for that but the firm must be approved by Chubb to be eligible for the insurance coverage, he added.

In addition to PR, the crisis funding could go toward temporary living expenses, counseling and other related expenditures.

WIDMEYER GETS PETKUS

Doug Petkus, a veteran healthcare pro with more than 30 years of experience, is now senior counsel at Widmeyer Communications.

He was VP-corporate communications at Wyeth until its acquisition by Pfizer. In that role he served as chief corporate spokesperson, handled all financial/disclosure communications, dealt with product recalls/litigation and did media relations for Wyeth's Women's Health Initiative.

Before joining Wyeth in 1996, Petkus held PR positions at Abbott Laboratories, Schering-Plough and Hill & Knowlton (Procter & Gamble, Kodak, Wendy's, National Hockey League). Most recently, he was running Petkus Communications Consultants.

Washington-based Widmeyer chalked up \$10.6M in fees last year. That was up 8.4 percent from 2009.



Petkus

QATAR WORLD CUP PR BID DENIED AWARD

Amid corruption allegations over Qatar's successful pitch for the 2022 FIFA World Cup, the PR campaign that boosted the bid was denied a top award by voters for the Chartered Institute for PR's annual competition last week.

Vero Communications' effort for the Qatar 2022 bid committee was named a finalist for a CIPR Excellence Award in the global PR category, but lost to a Unilever campaign by salt PR at the annual event June 1.

The country's victory was a surprise around the world and Vero's entry for the PR competition was titled "From Long Shot to 2022 World Cup Host."

Qatar in December beat the U.S., Australia, South Korea and Japan for the 2022 tournament.

The country has been besieged by allegations this month sparked when the *Sunday Times* of London gave evidence to the British Parliament that FIFA officials took bribes from Qatar in the competition for hosting duties for the world's most-watched sporting event. The allegations also claimed that payments were made to FIFA voters to sway the 2010 bid campaign.



Lee

London-based Vero Communications is led by Mike Lee, who headed PR for London's successful 2012 Olympic bid. Lee was questioned earlier this month by the British House of Commons on the Qatar bid and said there was no wrongdoing.

Qatar Denies Reports

The Qatar Football Association issued a nearly 1,700-word statement last week denying the allegations and criticizing the report.

"To have this achievement tarnished by completely unsubstantiated and false allegations and for those allegations to be propounded by the Parliament of the United Kingdom is something we find distressing, insulting and incomprehensible," said the QFA.

The episode has had a deleterious effect on the image of FIFA, which recently suspended two executive members after they allegedly tried to sell their votes for 2018 and 2022.

GROUPON GETS FINANCIAL PR HELP

Online coupon and deal site Groupon has brought in Brunswick to shore up its financial communications ahead of a highly anticipated initial public offering.

The Chicago-based company filed its IPO registration statement June 2 with the SEC setting a lofty valuation of \$30B. Media have been quick to point out that figure surpasses Google's value when it went public.

Groupon is expected to lead a small group of social sites eyeing public markets that includes Facebook gaming giant Zynga along with Facebook itself.

Brunswick is supporting Groupon's internal staff led by agency vet Julie Mossler on financial PR matters. The company continues to work with Chicago-based SS|PR as well.



PANAMA INKS \$300K PACT WITH MVC

Panama has signed well-connected Mehlman Vogel Castagnetti to a \$300K pact for government affairs work for Congressional approval of a free trade agreement with the U.S.

Pending FTAs with Panama, Colombia and South Korea have stalled over the issue of financial support for American workers who lose their jobs due to foreign competition.

MVC is the firm of Bruce Mehlman, former assistant secretary for commerce for technology policy during the Bush II White House;

Alex Vogel, chief of staff to former Senate Majority Leader Bill Frist, and David Castagnetti, ex-aide to Sen. Max Baucus.

The one-year contract went into effect May 16. It requires MVC to submit a monthly report of "deliverables" to Panama. The client will review each deliverable before paying the \$25K monthly retainer. Expenses for "large volume or large scale entertainment" must be okayed in advance by Panama, according to its contract with MVC.



EX-SEN. GREGG TO GOLDMAN

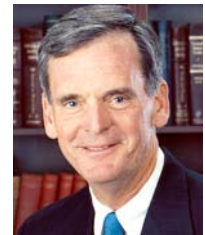
Former Republican Senator Judd Gregg has joined Goldman Sachs as a strategic advisor.

The three-term New Hampshire senator and two-term governor believes he can bring "some ideas and perspectives" to help the investment banker serve its clients.

Goldman CEO Lloyd Blankfein said Gregg's "experience and insight" will contribute to the company's growth.

Gregg is remembered for turning down an offer from President Obama to serve as Commerce Secretary.

Goldman, meanwhile, took a hit as word leaked it has been subpoenaed by the Manhattan District Attorney for information about the bank's actions amid the credit crisis.



Gregg

MDC TAPS DABILL FOR FOREIGN PUSH

MDC Partners has hired David Dabill to plot international growth for the parent of Allison & Partners, Kwitken & Co. and Sloane & Co.

He is former COO of Fallon Worldwide and a veteran of Leo Burnett's London office. Dabill began his career as a tax manager at Arthur Andersen.

As MDC's chief administrative officer, Dabill also is in charge of financial reporting and network operations.

MDC CEO Miles Nadal praised Dabill's "combination of business acumen, global strategic insights, industry expertise, technological savvy and management skills," in announcing the new hire.

Dabill is the "perfect cultural fit and will be a great catalyst for MDC's further transformation and its global expansion," according to Nadal.

ABRAMSON SUCCEEDS KELLER AT NYT

Jill Abramson, managing editor and former Washington bureau chief at the *New York Times*, is taking the executive editor job of Bill Keller on Sept. 6.

Keller, 62, who ran the NYT's newsroom for the last eight years, will become a full-time writer for the *New York Times Magazine* and the paper's news and opinion page.

Arthur Sulzberger, publisher of the NYT, accepted Keller's decision to step down with "mixed emotions."

He's happy that Keller is remaining at the paper so staffers can "benefit from his solid judgment, wisdom and insights" and readers will hear his "powerful voice on a wide range of issues," according to Sulzberger's statement.

Abramson, 57, called her new post a "dream job for any journalist."

She joined the NYT in 1997 from the *Wall Street Journal*, where she was deputy D.C. bureau chief. Earlier she edited *Legal Times*.

Dean Baquet, 54, assistant managing editor and D.C. Washington bureau chief since 2007, succeeds Abramson.

He was national editor at the NYT, but left for the *Los Angeles Times* in 2000 for the managing editor post.

Baquet became editor of the paper in 2005, leaving over a dispute about cutbacks.

SCHILLER RESURFACES AT NBC

Vivian Schiller, who resigned the presidency of National Public Radio after the Juan Williams and fundraising flaps, is joining NBC News mid-July as chief digital officer.

She will lead efforts of NBC, MSNBC as well as EducationNation.com and theGrio.com.

Prior to NPR, Schiller was senior VP at New York Times Co. and general manager of NYTimes.com. She was chief of the Discovery Times Channel venture between NYTC and Discovery Communications. Schiller also headed CNN's long-form programming efforts.

Her title at NBC News is a new one. Steve Capus, NBC president, expects Schiller's "background in journalism, combined with expertise in the digital space will add a strong new pillar to the NBC News leadership team.

Schiller resigned on March 9 in the aftermath of the "sting" operation orchestrated by conservative political operative James O'Keefe, who secretly videotaped the network's chief fund-raiser making disparaging remarks about the Tea Party and Republicans.

That came three months after the Williams flap, which saw the NPR board criticize Schiller's handling of it.



Abramson



Keller

CBS NEWS PUSHES BACK ON ARMSTRONG

CBS News chairman Jeff Fager has deflected criticism and a call for an apology from Lance Armstrong's lawyers after a scathing "60 Minutes" segment said the cycling champion used performance enhancing drugs.

Fager, who is executive producer of the top-rated news program, on June 1 issued a lengthy, point-by-point rebuttal of Armstrong's legal team's May 31 volley, saying the network stands by the story as "truthful, accurate and fair."

"Lance Armstrong and his lawyers were given numerous opportunities to respond to every detail of our reporting for weeks prior to the broadcast and their written responses were fairly and accurately included in the story," said Fager.

Armstrong declined to be interviewed for the report, which featured former teammate Tyler Hamilton implicating himself and Armstrong in doping.

Fager also pointed out that Armstrong has not addressed Hamilton's allegations, as well as those of another former teammate, George Hincapie. He also noted Hamilton gave the same testimony about Armstrong under oath to federal officials.

The *Austin-American Statesman* obtained the letter from Armstrong's lawyers, John Kecker and Elliot Peters, to CBS which said several points in the "60 Minutes" report were "incorrect, false and broadcast in error." The expressed hope that CBS would "rectify the mistake," adding, "Beyond that, we will have to see where this takes us."



Fager

HARTMAN MOVES TO NBC

Rome Hartman, who as executive producer launched "CBS Evening News with Katie Couric," is joining NBC News to handle the debut of Brian Williams' primetime newsmagazine slated for the fall.

The 24-year CBS veteran produced more than 100 reports for "60 Minutes" and served as senior producer for "60 Minutes II." He is exiting the executive producer slot at BBC News, where he developed "BBC World News America," the Beeb's first newscast tailored for the U.S., to join Team Williams.

At NBC, Hartman will work with David Corvo, who has been promoted from executive producer at "Dateline" to senior executive producer for primetime news.

Corvo was at Dateline for 10 years.

Steve Capus, president of NBC News, said Hartman is "the perfect person" to collaborate with Corvo on the debut of the one-hour broadcast.

TRIBUNE UPS LARSEN, DROPS KERSTING

Tribune Co. named Nils Larsen, chairman of the broadcasting operation, CEO, and eliminated the president post that was held by Jerry Kersting. He takes command of 23 TV stations WGN national cable network and WGN-Radio.

Eddy Hartenstein, who was named chief of Tribune Co. last month, called Larsen "thoughtful, creative with the vision necessary to maximize the effectiveness of the group."

Larsen remains chief investment officer of Tribune Co.
HEARST SHUFFLES RANKS

MEDIA NEWS continued

Hearst, which has just completed the \$919M acquisition of 100 of Lagardere SCA's magazines, has shuffled its executive ranks to oversee the expanded portfolio of the No. 2 publisher after Time Inc.

James Meigs, editor-in-chief of *Popular Mechanics*, is now editorial director of the men's enthusiast group. That move adds *Car and Driver* and *Road & Track* to his responsibilities.

Patricia Haegele, publisher of *Good Housekeeping*, and Kate Kelly Smith, publisher of *House Beautiful*, are upped to publishing directors. Haegele gets oversight of *Country Living* and *Woman's Day*. Smith picks up *Elle Décor* and *Veranda*.

Hearst has shifted *Esquire* publisher Kevin O'Malley to the publishing post at *Elle*.

Frank Bennack, CEO of Hearst, says completion of the Lagardere deal underscores a "commitment and belief in magazines and the brands and content they represent."

He believes "magazines continue to connect with their audiences and remain the natural partners for advertisers who want to reach engaged and receptive consumers."



CLEMONS TO THE ATLANTIC

Steve Clemons has joined *The Atlantic* as editor-in-chief of its "AtlanticLIVE" site and Washington editor-at-large for the magazine.

Clemons was a director at think tank New America Foundation, where he was executive VP for eight years; and founded its American Strategy Program. He'll continue there as a senior fellow.

The Atlantic noted he was also one of Washington's early political bloggers, publishing the "Washington Note," which will be added to TheAtlantic.com

Clemons was also EVP of the Economic Strategy Institute, senior policy advisor on economic and international affairs to Sen. Jeff Bingaman (D-N.M.), and the first executive director of the Nixon Center.



Clemons

WIRELESS SECTOR DOWNPLAYS WHO REPORT

CTIA – The Wireless Association, the global trade group for mobile phone carriers, is downplaying the widely covered World Health Organization report that classified cellphones as a possible cancer risk.

John Walls, VP of public affairs for the D.C.-based group, said the study by the WHO's International Agency for Research on Cancer did not conduct new research and based its findings on reviewed published studies. He noted the IARC has given the same "score" to pickled vegetables and coffee.

The WHO announced the finding on May 31 that it now lists mobile phone use as a "carcinogenic hazard" in line with lead.

Although the organization said no adverse health effects have been established, the report re-opened a

topic that has loomed over the wireless sector for years, despite no direct links between cancer and the devices. The IARC estimates there are five billion mobile phone subscriptions globally.

The study specifically pointed to the radiofrequency electromagnetic fields produced by mobile phones as a potential increased risk for the brain cancer glioma.

Walls, a former TV anchor who is the top spokesman for CTIA, stressed that the Federal Communications Commission found no evidence of a cancer connection while the Food and Drug Administration said scientific evidence has not provided a link between cellphones and health problems.

"This IARC classification does not mean cellphones cause cancer," he said.

The Brussels-based Mobile Manufacturers Forum, a trade group of mobile radio equipment makers like Samsung, Panasonic and Alcatel, stressed that it is "significant" that the IARC study did not find mobile phones to be a "definite nor a probable carcinogen."

Michael Milligan, secretary general of the MMF, said if consumers are concerned they can limit exposure by using "hands-free" devices and by making sure they use mobile phones in areas of good reception.

OLBERMANN STAFF TAKES SHAPE

Current TV has installed a slate of producers for Keith Olbermann's "Countdown" program set to debut on June 20.

David Sarosi, a member of Olbermann's crew at MSNBC, was named executive producer of the live show, which will air weeknights at 8 p.m. on cable and the web.

Olbermann said in a statement that Sarosi produced the old show's two most essential segments - the program "open" with its question "Which of these stories will you be talking about tomorrow?" and "Worst Persons in the World" for most of the past five years.

Leslie Bella-Henry is joining as senior producer after spending the last 10 years at CNN as a senior producer for "Lou Dobbs Tonight" and "Moneyline."

Bob Lilly, senior segment producer at "Countdown," is another MSNBC and CNN veteran and was most recently managing satellite coverage of the Haiti earthquake and co-produced a short film on nuclear disarmament for the United Nations. He was the lead writer when "Countdown" debuted in 2003.

Aaron Volkman was named senior producer/line producer, joining the program from the MLB Network. He also did stints at CBS and ESPN.

Christopher Ballante, formerly of CNN, was named director of "Countdown."

BRIEF: The Los Angeles Times Media Group has named Emily Smith to the new post of senior VP, digital. She was VP and GM of Disney Interactive Media Group and is the the first hire of new Times Media Group president and COO Kathy Thomson, who re-joined the Tribune property in March after a stint at FLO TV. Smith also worked at NBCUniversal's iVillage and AOL.

NEWS OF PR FIRMS

KETCHUM TOPS BIG APPLES

Ketchum took home PRSA/New York's Best of the Best Award at the group's Big Apple Awards June 2 for a consumer products marketing campaign with client Centrum, the multivitamin brand of Wyeth.

Ketchum's "Centrum Inspires Women to Love Feeling Healthy and Energized" effort was feted at the 34th annual event at the Millennium Broadway Hotel in New York.



Lara Wyss, director of global consumer and brand PR, Starbucks, with Edelman senior VP Suzy Kiwala.

Edelman won the competition's top honor for research, measurement and evaluation for a CSR campaign with Starbucks for Earth Month.

Ketchum was the top winner with five awards. Its Emanate and Access Communications units also picked up an Apple each.

Weber Shandwick earned three Apples, including work for FreshDirect, Powermat and crisis communications for the New Orleans Convention and Visitors Bureau. CRT/tanaka, Hunter PR and Porter Novelli took home two awards apiece. Several firms won single awards.

Ron Culp, a partner and managing director for Ketchum, was presented with the chapter's John W. Hill Award for leadership in the practice of PR and ethics.

Lighthouse International director of communications Leslie Gottlieb won the group's Philip Dorf Award for mentorship. More photos and full list of winners is at <http://odwpr.us/k3oeDo>.

T/K EYES HEALTH 'QUALITY' CLIENTS

Atlanta-based Trevelino/Keller has set up a health practice focused on companies the firm says markets products designed for "extending the quality of one's life without compromise." T/K said it has embraced the local farming movement, as well as natural and organic products, and will key in on companies who make products "from the land vs. the lab," according to principal Dean Trevelino.

He said the focus includes national associations and non-profits that educate the public, as well as IT companies designed to create efficiencies in the healthcare sector and other "health disruptors."

NEW ACCOUNTS

New York Area

Cohn & Wolfe, New York/3M Display and Graphics, to support the positioning and launch of software technologies over the next twelve months. Work includes market research, go-to-market strategy, brand positioning, communications planning, media and influencer relations, event planning and digital strategy.



Hawk Associates, New York/

WaterPure International, atmospheric water generators that produce drinking water from ambient air, for IR and media consulting.

Trylon SMR, New York/SecondScreen Networks, ad network for social TV, for media relations.

Whitegate PR, New York/Peaceable Kingdom Essentials, herbal remedies for pets, for PR.

Rose Communications, Hoboken, N.J./Playworld

Systems, playground equipment, as AOR after handling assignments last summer, and Apex Tool Group, industrial hand and power tool producer, for media relations, social media strategy and special projects counsel.



East

Warschawski, Baltimore/AtSite, sustainable real estate services, for branding and marketing communications.

Maroon PR, Columbia, Md./WTOP Radio, for marketing and PR consulting to garner media exposure for the station, WTOP.com and its talent, and Virginia Hospital Center, for media relations, social media and strategic partnership efforts.

Buffalo Communications, Vienna, Va./Sea Pines Resort, Hilton Head Island golf intensive property, for golf-focused PR and media relations.

Southeast

TransMedia Group, Fort Lauderdale, Fla./The Multiple Sclerosis Foundation, for PR for its 25th Anniversary Gala on Dec. 3, and Kesi Case, fashion designer, for PR.

Midwest

Ogilvy & Mather and **Ogilvy PR Worldwide**,

Chicago/Chicago Ideas Week, seven-day October event, for advertising, creative, PR, and digital and social media.



West

Placemaking Group,

Sacramento/Comstock Mortgage, to redesign the lender's website.

Santa Cruz Communications, Los Angeles/Viajes El Corte Ingles, Spanish travel company, for national consumer and trade media relations support, as well as coordination and execution of events surrounding the opening of the company's U.S. headquarters in Miami and launch of TripCruises.com.

— Greg Hazley

NEWS OF SERVICES

PAGE CENTER AWARDS GRANTS

The Arthur W. Page Center for Integrity in Public Communication at Penn State Univ. has awarded 10 grants worth \$55,600 and named 16 communication researchers to be Page and Johnson Legacy Scholars for 2011-12.

The scholars who received grants include Kati Tusinski Berg (Marquette Univ.), and Kim Bartel Sheehan (Univ. of Oregon) "Social media as a CSR communication channel: Understanding firms' decision processes"; Tina McCorkindale (Appalachian State Univ.), "Clouded transparency: An analysis of the perspectives and policies of social media in organizations"; Kirsten Johnson and Tamara Gillis (Elizabethtown College), "Markers of credibility and mainstream representatives: Developing a social media credibility inventory"; Thomas Bivins, Tiffany Derville Gallicano, and Yoon Cho, (Univ. of Oregon), "A survey of readers to determine ethical guidelines regarding ghost blogging"; Homero Gil de Zuniga, Renita Coleman, and Tom Johnson (Univ. of Texas), "The dialogic potential of Social Media: Assessing the ethical reasoning of companies' public relations on Twitter and Facebook"; Marcus Messner (Virginia Commonwealth Univ.), "To tweet or not to tweet? An analysis of ethical considerations in social media campaigns of non-profit organizations"; Richard Waters (North Carolina State Univ.), "The impact of organizational disclosure in social media success: Building the framework of the theory of engaged communication," and Marcia DiStaso and Denise Bortree (Penn State Univ.), "The ethics of social media measurement on Facebook and Twitter."

The Center's research theme for this year was "the ethics of social media in public relations."

BRIEFS: Mark Haefeli Productions, New York, handled electronic publicity and video for father-son duo Loudon and Rufus Wainwright, as they performed together for the first time ahead of a world tour. Rufus Wainwright will also be releasing a box set, "House Of Rules," on July 18. ...SEO and social media publicity provider **MyPRGenie** has unveiled two new



Rufus and Loudon Wainwright

applications for its platform -- Facebook Genie and Tweet Genie. The additions aim to allow users to create a news feed on Facebook and promote content through Twitter. One-month trials of its Pro+SEO service are free at myprgenie.com. ...**Lubetkin Global Communications**, Cherry Hill, produced a tribute video via its Professional Podcasts unit for the Jewish Community Foundation honoring the Raymond and Gertrude R. Saltzman Foundation for philanthropy in the South Jersey Jewish Community. The clip included interviews with Jewish community leaders and can be viewed at <http://wp.me/p10SEo-UK>.

PEOPLE

Joined

Katie Conover, senior VP, PA, Ogilvy PR Worldwide, to Ketchum, Washington, D.C., as a senior VP, public affairs. She was a producer for Fox News, CNN and C-SPAN. Also in PA hires, **Joe Wanger**, VP at GMMB, joins as VP and group manager. He is an Ogilvy, Dutko, Powell Tate and DNC veteran. **Brian Hart**, deputy chief of staff to Sen. Sam Brownback (R-Kan.), joins as VP, group manager, and senior media strategist. He was comms. director to former Sen. Judd Gregg (R-N.H.). Also, **Matthew Simmons**, a program director for Potomac Communications Group, joins as VP and A/S.



Revell-Pechar

Ann Revell-Pechar, who ran her own shop for 18 years, to Arketi Group, Atlanta, to open a Carolinas office in the Raleigh-Durham area. It is the firm's first foray outside of Atlanta.

Stephen Jewett, director of corporate comms. and public affairs, ConnectiCare, to DUBY McDowell Communications, Hartford, Conn., as a senior partner focused on PA. The firm noted Jewett has been an active spokesman at the state and national level during the health reform debate. He previously handled marketing and research at Griffin Hospital and was a longtime aide to Attorney General George Jepsen in addition to work in Democratic politics in the state.



Plecas

Amanda Plecas, director of PR, Tennessee Valley PBS station WTCL, to Wacker Chemie AG, a polysilicon production plant currently under construction in Cleveland, as site communications manager. She was also creative director at Waterhouse PR.

Ruth Rohs, manager of community relations, Comcast Mile High Region, to The IMA Financial Group, Denver, as VP of corporate communications and executive director of the IMA Foundation.

Nick Twork to manager, product communications, Porsche Cars North America, Atlanta. Twork, 31, joins from GM, where he managed PR for its Cadillac brand. As part of a realignment at Porsche, Gary Fong was named product experience manager and Dave Engelman, media relations manager, reporting to Twork.

Jennifer Weesies, previously with Biznet Internet Solutions, to Lambert, Edwards & Associates Grand Rapids, Mich., as an associate.

Eileen Crowley, a veteran healthcare consultant, to 3D Communications, Washington, D.C., as a member of the healthcare firm's team in its West Coast office in Monarch Beach, Calif.

Promoted

Mary Savoie, VP of industry services for The Options Industry Council, Chicago, was named executive director. She succeeds Susan Milligan, who left the cooperative funded by members like Nasdaq OMX, NYSE Amex Options and the International Securities Exchange.

CAMPBELL TARGETS CADBURY

Naomi Campbell is threatening legal action against Kraft's Cadbury unit after it ran an ad in the U.K. that compared the 41-year-old supermodel to a chocolate bar.

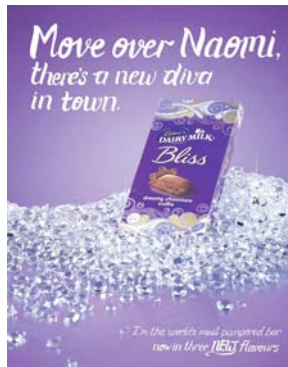
The company has apologized and pulled the ad.

The offending piece showed a Cadbury Dairy Milk Bliss bar sitting on a bunch of diamonds with the tagline, "Move over Naomi, there's a new diva in town."

Campbell rapped the piece as insulting and hurtful: "It's upsetting to be described as a chocolate, not just for me, but for all black women and black people as a race."

She received support from the non-profit Operation Black Vote, which knocked the ad as offensive to black women. "Racism in the playground starts with white children calling black children 'chocolate bar,'" said a statement from OBV head Simon Woolley.

Cadbury, in its statement, said: "It was certainly never our intention to cause any offense, and the campaign itself is a light-hearted take on the social pretensions of Cadbury Dairy Milk Bliss."



B-M PLUGS INTO SURGING POWER MARKET

Burson-Marsteller has launched a global energy practice to cash in on the projected 40 percent rise in demand for power, according to CEO Mark Penn.

In announcing the group, Penn noted that energy issues are "increasingly global, interconnected and complex" as evidenced by tragedies in the Gulf of Mexico and Japan. He is targeting energy companies (oil, coal, wind, solar, hydro and bio), regulatory and associations for issues/crisis management, positioning, siting, coalition building, sustainability and CSR.

The WPP unit has based the new group in Beijing. Key leaders of the operation include Bob Pickard, Doug Dew (Asia-Pacific), Mike Lake, Jim Cunningham, Beth Diamond (North America), Ramiro Prudencio (South America), Bill Royce, Roland Bilang (Europe) and Stephen Worsley (Middle East).

ALLISON EYES DALLAS MARKET

Allison & Partners has entered the Texas market with the hire of MWW Group veteran Matt Averitt to staff a new Dallas presence.

The outpost, A&P's ninth, was "not a question of 'if,' but 'when,'" said COO Andy Hardie-Brown. He said the firm will target the growing tech, manufacturing, transportation and corporate entities in the area.

Averitt was also with Burson-Marsteller and Trinity PR in the Dallas/Fort Worth region after starting out at GolinHarris and Publicis Dialog.

Allison, which has expanded to Atlanta and Seattle over the past year and a half, is part of MDC Partners.



Averitt

EGYPT CUTS CLS&A

The Egyptian Press & Information Office formally cut ties with Chlopak Leonard Schechter & Assocs. at the end of February.

The Omnicom unit kicked off work for the government of Hosni Mubarak in April '09, receiving a monthly fee of \$45K. The Washington, D.C.-based firm earned \$202K in fees/expenses for the half-year ended April 30 for advancing the "level of communications, awareness and media/policymaker attention of Egypt," according to its Justice Dept. filing.

CLS&A partner Peter Schechter and senior VP Tom Carver worked the Egyptian beat.

On the foreign client front, CLS&A continues work for Kenya. That includes "strategic planning, message development, research, media outreach, policymaker and influencer outreach, development of materials, organization of events and cultivation of third parties."

Guided by Schechter, that effort resulted in \$214K in fees/expenses during the latest reporting period.

LIME's STRAUSS TO ALLIANCE

Claudia Strauss, who founded and led MDC Partners' PR and promotions shop LIME, has been tapped as CEO of Grey's lifestyle and entertainment firm Alliance in New York.

Strauss has been a managing partner of LIME parent Kirshenbaum Bond Senecal and Partners since 1999.

Her campaigns included the creation of a Meow Mix TV show on the Oxygen Network and consumer generated coupons for Lucky Brand Jeans, among other efforts for brands like Bic, Lexus and Wendy's.

Strauss said she'll focus on social, experiential, promotional marketing and branded content at the Grey unit, which counts the National Football League, 3M and Daffy's among its clients. Grey is part of WPP.



Strauss

EX-REP OBEY JOINS GEPHARDT

Former House Appropriations Committee chairman Dave Obey has joined Gephardt Government Affairs.

The Wisconsin Democratic Congressman, who was a close ally of Minority Leader Nancy Pelosi, declined to seek re-election last year, saying he was "bone-tired" after 41 years of service that spanned nine presidencies.

Obey is a senior fellow at the Wisconsin Institute for Public Policy and Service, where he works with students to encourage engagement in governmental policy.

In Congress, Obey also chaired the Foreign Operations subcommittee and Labor, Health and Human Services subcommittee.

Former House Majority Leader and presidential candidate Dick Gephardt says Obey knows the ins and outs of government funding like no other. He admires Obey's "ability to negotiate, problem solve and develop legislative strategy."



Obey

PR OPINION

Jill Abramson will take over Sept. 6 as the first woman editor of the *New York Times*. This is an open letter to her as well as PR pros everywhere.

Hello Jill:

Congratulations on your appointment! You are taking on a big job that requires courage and avoidance of communications politics.

NYT has suffered under the lash of the internet and the shift of ads from daily newspapers to TV. Newspaper ads fell from \$49 billion in 2003 to \$22B by 2009, noted an article of ProPublica last month by John Sullivan, who has also written many articles for the NYT.

TV ads, meanwhile, grew from \$52B in 2000 to \$65B in 2010 and internet ads rose from \$7B in 2000 to \$35B in 2010. Magazine ads dipped but recouped to around \$20B.

The ad/PR conglomerates have put media buying in a few hands who can decide which media will live and which will die. They have obviously put daily newspapers on the "Do Not Resuscitate" list.

Sullivan's article was headlined, "PR Industry Fills Vacuum Left by Shrinking Newsrooms." PR pros outnumber reporters by nearly five-to-one (240,000 to 49,000) according to the U.S. Dept. of Labor.

Almost wherever a reporter turns these days, there is a PR person standing guard.

Despite PR's influence on the flow of news, information and access to newsmakers, the NYT has avoided this subject for decades.

You Will Face Criticism

Critics are already on your case, noting you lack the usual heavy grounding in international and that your appointment may be the NYT "riding the diversity wagon," as the *New York Post* said June 3.

Your series of columns in 2009 comparing the bringing up of a puppy with bringing up a baby will open you to criticism.

This series, in which you tracked your dog through "puppy kindergarten" and being an "adolescent," was a switch from the serious reporting you did in nine years at the Wall Street Journal.

PR Seminar Starts Meeting Today

By coincidence, Monday, June 6 is the first day of the annual meeting of PR Seminar, the gathering of about 150 PR executives of blue chips who craft corporate PR and corporate advertising policy nationwide.

Media chieftains and editors typically address this group whose members control much corporate advertising. The meeting, steeped in secrecy, sends the wrong message to the entire communications industry.

Participants are supposed to be experts at press relations. What they're expert at is dodging and/or manipulating the press.

Helping them in this is none other than NYT. I hope you will crack this wall of secrecy.

NYT writers and editors have been going to Seminar since the 1970s but have never written a word about it.

A.H. Raskin, labor columnist and editorial writer for NYT, spoke to it in 1973 on changing conditions for unions. He dismissed Seminar's claims of "confidentiality" to me and recapped his speech. He saw the need for off-the-record discussions but said most speakers would not mind supplying a summary of their talks to the press.

The Business Roundtable's annual meeting long ago made its "peace" with the press. Sessions were confidential but speakers could be interviewed after the meetings.

Big press has allowed Seminar to get away with its secrecy for too long.

John Geddes addressed PRS in 1996 on "The Future of Print Journalism" when he was NYT financial editor. He is now managing editor for news operations.

NYT, Forbes PR Heads Attended

Regulars at PRS for many years were Catherine Mathis, headed NYT PR from 1997-2009, and Monie Begley Feurey, of corporate communications of Forbes.

Bob Christie, recruited from WSJ to replace Mathis in 2009, was "well known and well liked within the WSJ newsroom," wrote Koblin, but "the same could not be said of Mathis, whom reporters and editors seemed to know in passing."

Christie recruited Danielle Rhoades-Ha from DJ to head editorial PR and hired Goodman Media, which had worked for DJ/WSJ when Christie was there.

Your PR Staff Is in a Bunker

I hope you will look at your own PR staff which is as well hidden as any corporate PR dept. A search in the "Contact Us" part of your website reveals no names under "public relations."

NYT is currently skipping two huge stories—the rape charges against three Florida Int'l University students and evidence of holes in PR's No. 1 crisis success story—J&J's handling of the Tylenol murders in 1982.

NYT sent an armada to cover the rape charges against three Duke students in 2006 but so far has only run two graphs about the FIU rape charges—both lifted from AP stories.

The alleged rapes occurred at the Atlantis, one of NYT's biggest advertisers. Illegal underage drinking may have taken place.

I called Christie to ask why this story wasn't being covered.

He wouldn't come to the phone.

Former J&J employee Scott Bartz says there are indications that Tylenol capsules were poisoned from within the company and not by some "mad person."

Major media such as NYT, *the Economist*, *Christian Science Monitor*, *Financial Times* and *Fortune* are faulted for repeating that J&J acted "quickly" in 1982 in pulling Tylenol off shelves nationwide.

Five days is not "quick" and the initial recall was for two small lots distributed in the Chicago area.

NYT should report on the Committee for a Democratic PR Society of America, which garnered 450 signatures last year in a thus far futile effort to curb governance abuses, and the revolt at the International PR Assn.

— Jack O'Dwyer