



**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**

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COYNE WINS HONG KONG TOURISM

Coyne PR has picked up the Hong Kong Tourism Board in a competitive pitch to position "Asia's world city."

John Gogarty, executive VP of Coyne's travel and hospitality group, says the PR firm sees an opportunity to "take Hong Kong beyond the travel pages" into the diverse consumer lifestyle media.

The Parsippany, N.J.-based firm is to maintain a news bureau and organize FAM trips. It plans to leverage its clout with celebrities for endorsements of the Chinese city that "offers an adventure around every corner." Crisis management also is on the menu.

Coyne ranks No. 14 on O'Dwyer's 2010 roster of independent firms. It had income of \$16M, up 32%.



Photo: HKTB

CALTRANS RELEASES NEW RFP

The California Department of Transportation, known as CalTrans, has re-started an RFP process for its \$2.1M public engagement account.

A February RFP was scrapped and a new request was issued this week with a deadline of June 21.

The account covers building relationships with community groups and other outreach to communicate with the public regarding transit issues in the state.

The RFP notes the "suspicion of government, the emotions of stakeholders, and the politics of power plays" is making the outreach task difficult.

Berkeley, Calif.-based Moore, Iacofano, Goltsman is the incumbent. RFP at odwyerpr.com/rfps.

LEVY GETS EXTENSION AT PUBLICIS

Publicis Groupe shareholders June 7 approved raising the age limit for members of its management board to 75 from 70, a move that enables its 69-year-old CEO, Maurice Levy, to continue service beyond the Dec. 31 expiration of his current term.

Publicis noted that Levy will continue to lead it through the transformation of the communications market through the digital age and expansion into emerging markets. He will also have more time to plan for an orderly succession at the French ad/PR conglomerate.

Levy said Publicis is enjoying strong growth this year and its "robust financial situation enables us to look to the future with serenity."

In 2007, Publicis raised the mandatory retirement age to 70 from 65 to accommodate Levy.

EDELMAN HIRES KUNDRED, CLINTON

Edelman has hired Curtis Kundred as president of its U.S. western region, succeeding Gail Becker, who held that post since 2003. Becker was named western chair and also will focus on development of Edelman's Latin America and Canada regions.

Kundred served as regional president at Fleishman-Hillard's eastern/western operations and Canadian chief. He joins Edelman July 1 and will be based in San Francisco.

Edelman's western region generates 22 percent of domestic revenue from key clients such as Microsoft, HP, AMD, Volkswagen, Adobe and Charles Schwab & Co. It has offices in S.F., Silicon Valley, Sacramento, Los Angeles, Portland and Seattle.



Kundred



Clinton

John Clinton, who served as Grey Worldwide Canada chief for nearly a decade, assumes the helm of Edelman Canada on August 17. He takes over for Heather Conway.

Based in Toronto, Clinton will be responsible for clients such as Labatt, RIM, Starbucks, Kraft, Unilever, and Pfizer, 160 staffers and offices in Montreal and Vancouver.

Clinton departed Grey in 2008 and joins Edelman from Transcontinental Media, where he was senior VP/digital solutions and new media. Before Grey, he chaired J. Walter Thompson's Canadian operations and ran the global ad business for Kellogg's in New York.

In citing the convergence of PR, digital and advertising, Richard Edelman expects Clinton's background to "help expand our remit among marketing and communications officers."

FORDHAM SEEKS TO ENROLL PR FIRM

Fordham University has kicked off an open PR agency search through mid-July.

The 169-year-old Jesuit school based in New York issued an RFP for an agency of record for a one-year contract asking for a media relations plan to assist its news and media relations with publicizing the university, faculty and achievements.

Source Communications of New York is the incumbent and has been invited to pitch.

Fordham is in the midst of a capital campaign to raise \$500M by its 175th anniversary in 2016.

RFP at odwyerpr.com/rfps.

BAHRAIN DEFENDS AGAINST AFL-CIO ATTACK

Bahrain has hired Sorini Samet & Assocs. to fight a call by the AFL-CIO for the U.S. to withdraw from the five-year-old free trade pact between the two countries because of the Kingdom's crackdown on protest.



Khalid Bin Ahmed Bin Mohamed Al Khalifa is Bahrain's foreign minister.

In April, the AFL-CIO filed a complaint with the Office of Trade & Labor Affairs that called the "ongoing brutal repression of peaceful protest" a violation of the trade pact.

The union believes the U.S. "simply should not provide preferential trade treatment to a country that has and continues to engage in well-documented widespread and serious violations of human rights, including labor rights, of its citizens and residents."

Separately, AFL-CIO president Richard Trumka wrote a letter to Defense Secretary Robert Gates urging him to speak out against the "armed crackdown on every civil society institution in Bahrain," which is descending "irreversibly" into dictatorship. Bahrain is home to the U.S. Navy's Fifth Fleet.

SS&A is to advise Bahrain on crafting a response to the Labor Dept. complaint and engage Obama Administration officials and Congress on its behalf.

The one-year contract also calls for lining up third-party support for Bahrain from relevant human rights groups, businesses, think tanks and scholars.

SS&A charges Bahrain's Ministry of Foreign Affairs fees ranging from \$100 to \$550 an hour.

Qorvis Communications, via a subcontract with Britain's Bell Pottinger, also works the Bahrain beat. It promotes the Kingdom's commitment to the war against terrorism and peace in the Middle East.

The work was good for nearly \$230K in fees for the six-month period ended March 31.

FINN VENTURE PICKS UP WIRELESS GROUP

Finn Partners, the Ruder Finn spinoff led by Peter Finn, said it has locked up a major contract with CTIA-The Wireless Association, the top trade group for the mobile communications sector, following an RFP process.

Finn is charged with promoting the group and its two trade shows via PR, public affairs and events support.

The group did not previously work with a firm in the capacity that Finn will handle.

CTIA president and CEO Steve Largent said Finn will tout the U.S. wireless industry and its position as a world leader as the mobile sector and CTIA's membership continues to "evolve."

EVP Christine Bock, who heads the firm's mobile and telecom unit, leads the account. Offices in New York, D.C., Chicago and San Francisco will play a role.



WCG MAKES TECH PUSH

Healthcare firm WCG has hired Tim Marklein, who once headed PR for Hewlett-Packard's \$30B enterprise unit, to lead its technology operation and expand the firm's analytics group.

He also served as corporate PR director responsible for guiding HP's communications for its merger with Compaq.

Marklein joins WCG from Weber Shandwick, where he founded its measurement & strategy group.

Jim Weiss, CEO of WCG, says an investment in technology is a natural extension from its life science and healthcare base. He calls healthcare and technology foundational businesses in the global economy. Marklein's combination of technology experience and analytics makes him an "ideal hire" for WCS, added Weiss.

In noting that agency technology practices were largely built during the '80s or '90s, Marklein sees a "rare opportunity to define and build an integrated technology practice of the future without legacy or limitations tailored to the individual needs of our clients."

San Francisco-based WCG ranked No. 6 in O'Dwyer's 2010 ranking of independent firms with \$37M in fee income.

WEINER MULLS CRISIS HELP

Congressman Anthony Weiner is considering hiring a crisis firm in an effort to rebound from his Twitter mess, according to the *Wall Street Journal* of June 8.

The paper notes that Weiner has been relying on his own instincts to manage the crisis, which "has been badly mismanaged."

With staffers, the embattled Democrat, who faces an ethics probe and loud calls to resign, arranged the June 6 interview at which he broke down after admitting that he lied and actually did send suggestive photos of himself to various women.

Nobody screened the credentials of people who attended that interview, which featured conservative blogger Andrew Breitbart taking the podium before Weiner's arrival. Breitbart's website published the photos of the Queens/Brooklyn Representative.

The Journal suggested that New York PR guru Howard Rubenstein may be contacted by Weiner, but such outreach has not yet to be made.

Weiner says he has no plans of resigning.

GROUPON TAPS GLOBAL COMMS. HEAD

Groupon, the rapidly growing deal site headed toward an IPO, has brought in a former Versign and Yahoo corporate communications hand as VP of global communications.

Bradford Williams, who left Verisign in November as VP of worldwide corporate communications, joined Groupon this month. He was previously a communications consultant for Alibaba.com and VP of corporate communications at both Yahoo and eBay.

The move comes after the Chicago-based company filed June 2 for an IPO valuing it in the \$30B range. It has hired Brunswick to support financial communications and retains SS|PR for media relations work.

CBS NEWS UPS PR STAFF FOR NEW ERA

CBS News has elevated two top communications executives as the division begins a new era under evening news anchor and managing editor Scott Pelley.

Sonya McNair, the former *New Yorker* PR director who joined CBS in 2009, was elevated to senior VP, communications, for CBS News.

Kelli Raftery, a freelancer who joined the entertainment division on the West Coast last year, was tapped as VP of communications for news and will relocate to New York reporting to McNair.



McNair

CBS Corp.'s longtime PR chief Gil Schwartz called the transition "an exciting time of change and development" for the network's news unit.

"60 Minutes" alum Pelley made his anchor chair debut on Monday, taking over for Katie Couric.

CBS News president David Rhodes called McNair a "trusted advisor" since his arrival in February.

SMITH EXPANDS PR PORTFOLIO AT NBCU

NBC Universal veteran Hilary Smith has been elevated to senior VP, communications, for the media giant's newly formed digital portfolio, including pieces from merger partner Comcast like Fandango and DailyCandy.

Smith was a senior VP of NBCU's women and lifestyle entertainment networks division (iVillage and other properties) since 2009. She takes the PR reins for the media company's entertainment and digital networks and integrated media unit, a group of properties that also includes Swirl, Television Without Pity and its "Hispanics at NBCU" initiative.

During her tenure, she worked the NBC-Vivendi Universal merger and acquisitions of Telemundo and Bravo.

Smith joined the company in 1998 from CBS as a press manager for "Dateline." She reports to division president Nicholas Lehman and EVP/comms. Cameron Blanchard.

HERBERT JOINS DEMOS

Former *New York Times* columnist Bob Herbert has joined the Demos think tank in New York as distinguished senior fellow. He is to contribute to the organization's blog, Policyshop.net, and the *American Prospect* magazine, which has a partnership with Demos.



Herbert

Demos published Herbert's first blog, "The Jobs Emergency and America in Crisis" on June 7.

Herbert was columnist at the Times from 1993-2011.

He had reporting jobs at the *Daily News*, *Star-Ledger*, NBC, WCBS-TV and WNYC-TV.

Herbert is the author of two books and is working on a new one called "Wounded Colossus."

Demos says it works to promote an equitable economy and empowered public sector.

COOPER TO EDIT NJ DAILY

Matt Cooper is the new editor of *National Journal Daily* and charged with giving Washington leaders precisely what they need to know about Congress to succeed, according to Ron Fournier, editor-in-chief of the National Journal Group.

Cooper joined the *National Journal* in September as managing editor of its White House coverage.

Formerly, he was White House correspondent for *U.S. News & World Report* and deputy D.C. bureau chief for *Newsweek* and *Time*.



Cooper

NBCU'S KHANNA TO MGM

Roma Khanna, who was president of Universal Network's international and digital initiatives, is the new president of MGM's TV and digital group.

She is to oversee sales, production, licensing, acquisitions and content creation, as well as opportunity for MGM's 4,100 title-plus film library.

At NBCU, Khanna was responsible for more than 70 TV properties including Syfy Universal, Hallmark Channel and Diva Universal.

She reports to Co-chairman and CEOs Gary Barber and Roger Birnbaum.

WNET TAKES OVER N.J. PUBLIC TV

WNET, New York City's public TV station, is assuming operation of the New Jersey Network, a move by Governor Chris Christie to get the Garden State out of the broadcasting business.

A new WNET subsidiary called New Jersey Public Media will be formed to develop a newscast dedicated to events in the state.

There will be coverage of Trenton and a Sunday public affairs program.

WNET says it will create partnerships with media, cultural institutions and community groups throughout New Jersey to provide local color.

NJN currently employs 120 staffers, who will lose their jobs under the deal.

WNET sees the need for about 20 people to produce the newscast.

Christie is also selling four state-owned radio licenses to New York Public Radio (WNYC) and five others to Philadelphia public outlet, WHYY.

PBS NAMES KAPLAN OMBUDSMAN

Joel Kaplan, dean of the S.I. Newhouse School of Public Communications at Syracuse University, is the new ombudsman for the Corporation for Public Broadcasting. He takes over for Ken Bode whose term expired in December.

Kaplan says he looks forward to improving transparency, encouraging greater objectivity/balance and making sure that CPB is responsive to comments and questions for the public.

Before joining Syracuse University, Kaplan was an investigative reporter for the *Chicago Tribune* and *The Tennessean* of Nashville.

Patricia Harrison is CEO of CPB.

MEDIA NEWS continued**ELLWOOD TAPPED FOR USA TODAY GM SLOT**

Susie Ellwood, who was running the Detroit Media Partnership, has been named executive VP and GM of Gannett's *USA Today*.

She reports to publisher David Hunke, who called Ellwood "a proven leader with tremendous industry experience and insights" that will be put to good use as USAT is transformed into a "world class, multi-media company."

Ellwood takes charge of editorial and business operations. Hunke oversees USA Weekend, USA Today Sports Media Group and the Detroit Media Partnership that manages the business functions of the *Detroit Free Press* and *Detroit News*.

Joyce Jenereaux succeeds Ellwood in Detroit. She joined the Partnership in 1990 as a financial analyst. She served as controller, VP and senior VP-finance before rising to the top spot.

**Ellwood****EVANS JOINS REUTERS**

Harold Evans, the 82-year-old former *Sunday Times of London* editor and husband of Tina Brown, has been named editor-at-large at Reuters.

Steven Adler, editor-in-chief of Reuters, called Evans "one of the greatest minds in journalism."

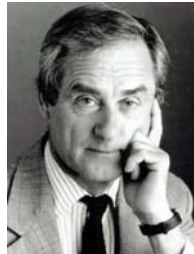
Evans will provide counsel on stories and newsroom issues and moderate conversations with newsmakers to be presented live on Reuters.com.

The kick-off discussion about China debuts tomorrow with former Secretary of State Henry Kissinger and ex-U.S. Ambassador to China and Republican presidential candidate Jon Huntsman.

Evan edited the *Sunday Times* for 14 years and the *Times of London* for a year. He recently penned a memoir, "My Paper Chase: True Stories of Vanished Times."

Since moving to the U.S. in 1984, Evans served as editorial director of *U.S. News and World Report*, founder of *Conde Nast Traveler* and president of Random House trade group.

Brown edits the *Newsweek/Daily Beast* combo. Adler, former editor of *BusinessWeek*, joined Reuters in February.

**Evans****KELLEY NAMED D.C. TIMES EDITOR**

Ed Kelley, editor of *The Oklahoman* since 2003, takes the editor slot at *Washington Times* Media on July 1.

In a 35-year career at the paper, he is remembered for leading coverage of the Alfred Murrah Federal Building bombing in Oklahoma City in 1995 and the high-profile trial of bomber Timothy McVeigh.

**Kelley**

Thomas McDevitt, president of the *Times*, hailed Kelley's "traditional sense of news credibility and valuable insight into new media."

Kelley says he looks forward to continuing the *Times*' "long history of trusted news and conservative opinion."

He began his career at *The Oklahoman* as summer intern in '74. Kelley became a full-time reporter in '75 and served as city and business editor before taking the spot.

The *Times* editor slot has been vacant since November.

LABENSKYJ JOINS CREDIT.COM

Natalia Labenskyj has joined Credit.com as PR director, working out of the New York office of the San Francisco-based company.

The former director of communications for ABC News handled PR for "This Week with Christiane Amanpour" and "Nightline."

Labenskyj also promoted ABCNews.com and its mobile operation. Earlier she was a publicist at *Newsweek*.

Credit.com provides tools, services and educational resources to help consumers make smarter financial decisions.

Labenskyj is to develop corporate messaging, media outreach and partnerships for Credit.com, which was founded by Adam Levin, former consumers affairs director for New Jersey.

ESPN DEBUTS 'GRANTLAND'

ESPN launched its long-form journalism site, Grantland.com, on June 8, led by sports writer Bill Simmons.

Simmons, whose sports criticism and coverage is laced with pop culture references, has recruited a small stable of writers from print and around the 'Net with plans to expand with blogs and podcasts, as well as a quarterly publication.

During its first week, writer Chuck Klosterman penned a piece on how DVRs dilute sports on TV while *Spin*'s Andy Greenwald jabbed HBO for recycling character actors.

Simmons, in writing for the site's debut, cited four goals. First, to "find writers we liked and let them do their thing"; second, to find sponsors and integrate them so the site remains free; third, "take advantage of a little extra creative leeway for the right reasons not the wrong ones; and fourth, to hire "young, mostly up-and-comers, all good people with good ideas who aren't afraid to share them."

ESPN is part of Walt Disney Corp.

**BECK TO CHARGE VIEWERS**

Glenn Beck will adopt a subscription model for his GBTV Internet operation as he departs from Fox News on June 30.

He plans to launch a two-hour "Glenn Beck" show to run after Labor Day in the 5 p.m. slot that he had on Fox.

GBTV plans to charge \$4.95 a month to watch the Glenn Beck program. Full access to the site is to go for \$9.95 a month.

NEWS OF PR FIRMS

HORN MAKES S.F. LEADERSHIP CHANGE

Horn Group has recruited Tim O’Keeffe from Hill & Knowlton to lead its San Francisco office as managing director.

He replaces Linda Clarke, who held the MD slot for just over a year and has left the tech shop.

O’Keeffe, a senior VP at H&K who started his career at HG 15 years ago, has handled PR accounts like Ford, Sony and Dolby. Previous stints included Fleishman-Hillard and Ruder Finn.



O’Keeffe

HG, led by CEO Sabrina Horn, has also added Orlando DeBruce (VP) from Zebra Technologies and Vitor Souza (director) of BitDefender in San Francisco.

HG, which is coming off a strong 2010 during which revenue grew 23 percent to \$7.5M, also has a New York office. Clients include Tibco, WhiteHat Security and Answers.com.

S3, R&J SCORE IN JERSEY

The S3 Agency, Boonton, N.J., cleaned up at the 43rd Jersey Awards hosted by the Advertising Club of New Jersey June 2 at The Chart House in Weehawken.

The agency took home 24 awards, including "Best of Magazine Advertising" and "Best of Public Relations" a year after winning top interactive honors in the competition. S3's tally included 16 first place, one second place and five third place awards for clients like Eight O’Clock Coffee, Jaguar Cars and Wyndham Worldwide.

R&J PR, Bridgewater, N.J., won five honors, including first place honors for crisis communications (Arnot Ogden), press conference (Integrity House) and public affairs (National Sprinkler Assn.).

BRIEFS: **Ketchum** is sponsoring the second annual Young Marketers Competition during the Cannes Lions Festival June 19- 25. The event is aimed to recognize in-house marketers age 30 or under and their work in front of industry leaders at the global awards festival. Ketchum CEO Ray Kotcher said the exclusive sponsorship allows the firm to connect with the "next generation of top marketers" and recognize their work. ...Miami-based **LGD Communications** has created a marketing communications division focused on travel and tourism for the Latino market. LGD Latino is led by GM Rafael Torres with affiliate offices throughout Latin America. ...**Firmani + Associates**, a 17-year-old Seattle PR and marketing firm, has moved to the South Lake Union neighborhood in the city to a 4,000-square-foot space in a building the firm purchased and renovated at 306 Fairview Avenue North. ...**Donovan Group**, Milwaukee, which focused on the education market, has released "Media Relations: Handbook for School Leaders," a PR guide published by Julian John. Cost is \$14.99 via Amazon.com. ...**Focus Media**, Goshen, N.Y., worked with Ulster County Tourism to produce its annual travel guide for 2011. The firm handled copy development, design and layout for the 68-page, full-color magazine.

NEW ACCOUNTS

New York Area

JS2 Communications, N.Y./

Marsha Mason, actress, for representation for film, TV and theatrical productions, as well as her cosmetic and natural product lines, and Sanjaya Malakar, finalist from "American Idol" season 6, for PR for album releases and performances.



Mason, Malakar

jacobstahl, New York/Agennix, biopharmaceutical company publicly listed on the Frankfurt Stock Exchange, for PR support focused on trade media and comms. planning, including work at global and U.S. medical meetings. It has U.S. operations in Houston and Princeton, N.J. and is developing a compound for non-small cell lung cancer and sepsis.

Imperial Consulting Network, Port Jefferson, N.Y./StrikeForce Technologies, pink sheets-traded online identity theft and data security breach services, for PR and media relations.

Verasoni Worldwide, Fairfield, N.J./

First Impressions, dental industry publication, for global marketing and PR targeting readers and advertisers.

The Investor Relations Group, New York/Assured Pharmacy, pharmacy services for patients and physicians in treatment of chronic pain, for IR and PR.



East

BackBay Communications, Boston/SRS | Shareholder Representative Services, as AOR for PR, including media relations with help from BC's New York and London offices.

Buffalo Communications, Vienna, Va./Club Glove, golf bags, luggage and accessories maker, for PR.

William Mills Agency, Atlanta/Interactive Advisory Software, wealth management technology for investment and financial advisors, for PR.

Midwest

Lola Red PR, Minneapolis/European Wax Center, body waxing franchise, as AOR for PR.

Mountain West

Turner PR, Denver/Filson, apparel and accessories, for digital outreach and development of its blog, FilsonLife; Brown Palace Hotel (Denver), for digital and influencer outreach, PR and marketing, and the Society of American Travel Writers, for social strategy and implementation.



West

Lewis PR, San Diego/ScienceLogic, IT operations and cloud management, for a media relations campaign in North America. Katie Eakins, VP, heads the work.

International

Bell Pottinger, London/G4S, international security services, for PR to enhance its profile and reputation in markets around the world, following a competitive pitch process. The company has operations in 120 countries and more than 625,000 employees.

— Greg Hazley

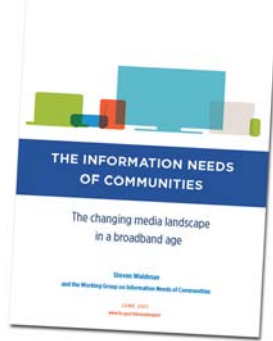
NEWS OF SERVICES

FCC CITES DECLINE IN VNRs

Video news releases, for decades a staple of the PR repertory, are used less and more carefully by newsrooms in the wake of Federal Communications Commission fines and a damaging report in 2006 by a PR watchdog, the FCC said in a lengthy report on the state of the media June 9.

Brian Schwartz, former director of client solutions for Synaptic Digital, told the FCC in an interview last fall that his company, the former Medialink, does not use the term “video news release” much any more but that the content is still used because it is free and TV news resources are limited. Schwartz left Synaptic in November.

Doug Simon, president of New York-based D S Simon Productions, told the FCC that VNRs have become irrelevant in the wake of third-party video and the “near-death experience” of TV News. “VNRs aren’t a relevant communications tool anymore,” he told the FCC via email. “I don’t have anything else to add.”



Simon’s firm produced a VNR spot that the FCC said was misused by a Minneapolis Fox affiliate in 2006 and led to a fine earlier this year.

Former Hearst VP Fred Young told the FCC that proper use of VNRs with identification is acceptable for news rooms. “Today if you clearly identify where [the VNR] came from, I have no problem with it,” he told the FCC. “It is the people who are taking it and passing it off as news that bothers me.”

Kevin Benz, news director for News 8 Austin, said the station uses VNRs from the state that are related to outdoor activities, but they are fully vetted and the source is identified on air and online. “If there is something that we feel is overly promotional, or only promotional, we don’t air it,” he said.

Others are more wary.

Steve Schwaid, director of news and digital content for an Atlanta CBS affiliate, said the station does not use VNRs unless there is a drug recall and it’s the only video available. “But we do not take VNR handouts, period,” he said.

Hearst’s current guidelines call for identifying VNR video used, but its stations do not use VNRs “as a whole,” according to the FCC report. A news director for FOX 13 Salt Lake City said the station burns “courtesy of” into the videotape before it’s even reviewed to prevent VNR footage from being used as B-roll for another story without attribution.

The FCC notes that some argue that enforcement actions against VNRs violate First Amendment rights. FOX has a case pending in defense of its VNR usage arguing that it did not violate sponsorship ID rules because it was not paid to air the VNR content.

The News Corp. property also says the FCC encroached on its “discretion in making editorial choices.”

PEOPLE

Joined

Mary Harris, who ran her own firm and was PR manager for Nieman Marcus, to BankUnited, Miami Lakes, Fla., as senior VP, director of marketing, handling corporate communications, PR, advertising and community relations. She was formerly VP, marketing, for Union Bank.



Harris

Derek Kent, U.S. media relations director for Nike, to the Canadian Olympic Committee, Toronto, in the new role of executive director, corporate and brand communications, starting July 18. The 41-year-old bilingual Montreal native was based in New York for Nike and was formerly senior manager, corporate comms., and head of corporate comms. for Nike Canada. Earlier, he was VP at Toronto-based Teritas Comms.

Scott Rasmussen, executive creative director, Carton Donofrio Partners, to Crosby Marketing Communications, Annapolis, Md., as creative director. Earlier, he was CD at Temerlin McClain, Dallas.



Rasmussen

Nicole Perez-Krueger, a publicist for Rogers & Cowan, to PMK*BNC, Los Angeles, as a VP in its talent department. She reps Christina Aguilera, Lauren Conrad and Jewel, among others. **Stacy Freeman-Weitz**, a veteran of UTA’s corporate communications unit, was named VP of corporate communications for PMK*BNC. Also, **Joanna Cichocki** and **Chris Dilorio** were promoted to VPs.

Adam Weissman, A/S, SGW Integrated Marketing Communications, to R&J PR, Bridgewater, N.J., as an A/S handling accounts like Samsung Digital Imaging and iLuv Creative Technology.

Weissman, 32, was previously with DBA PR.

Chris Rak, previously at Oxford Comms., to Aloysius Butler & Clark, Wilmington, Del., as a digital media analyst. **Alexandra Schnabel**, who was at Yigal Azrouel, was named an A/E in its PR unit.

Promoted

Claire Allanche will move to EADS North America, Arlington, Va., as director of special projects, starting in September. She is VP, head of international media relations and head of communications for France at the aerospace and defense contractor’s Cassidian division.



Allanche

Paul Keable to deputy managing director, MSL Canada, Toronto. Also,

Martha McKimm to consumer practice Leader, **Aaron Michiels** to VP/consumer, and **Celine Rouzard**, to A/S.

Dirk Popp to CEO of Ketchum Pleon Germany, based in Dusseldorf. He oversees 350 staffers across seven offices. He’s a 15-year veteran of the Omnicom firm and was named Dresden office head in 1997, adding Dusseldorf in 2009. He became a partner in 2010.

FINSBURY GUIDES HAYWARD'S COMEBACK

Finsbury is guiding the energy comeback of former BP CEO Tony Hayward, who June 9 registered a \$1.6B public offering for his Vallares investment vehicle on the London Stock Exchange.

Vallares intends to focus in investments in the oil and gas sector in "emerging and under-developed areas" that include Russia, former Soviet Union states, Africa, Middle East, Asia and Latin America.

It sees opportunity driven by a big increase in energy demand due to "global industrialization and urbanization." At the same time, Vallares believes energy supply will be constrained by "insufficient investment" and "exploration and development challenges."

"We will have the cash, access to funds and the capability to unlock value where the current owners have neither the capital nor technical expertise to develop the assets," Hayward said in a statement.

Finsbury is part of WPP. Its sister firm, Ogilvy PR, works for BP.



Hayward (Photo: WEF)

S&W, BEGLEY ALIGN ENTERTAINMENT SHOPS

New York-based Sayles & Winnikoff Communications and Maggie Begley Communications of Los Angeles have struck an affiliation to work entertainment PR on both coasts.

The firms, which are collaborating for Skechers Entertainment, Unicom and Mobile Entertainment Summit, said they will pitch new projects, share services and combine resources while maintaining the two names.

Alan Winnikoff and Carina Sayles worked together at The Lippin Group before forming S&W in 2003. Their clients include Little Airplane Productions, Simon & Schuster and PBS Kids. Winnikoff is a veteran of Sony Music and IDG Books, while Sayles held posts at Walt Disney Studios, CBS Network and Goodman Media.

Begley, previously with NBC, Rogers & Cowan and Warner Bros., opened MBC in 1992 and counts among clients Barnes & Noble, ExxonMobil Masterpiece Theatre, and the Irish Film Board.

OGILVY DIALS UP ZTE

Ogilvy PR Worldwide has picked up U.S. PR duties for Chinese mobile handset manufacturer ZTE, the No. 5 maker of mobile phones worldwide.

Ogilvy takes over the account from Bite Communications following the review.

Mitch Peterson, senior director, strategic marketing for ZTE U.S., said the company's relationship with Edelman in China is unaffected.

ZTE, which is publicly traded in Hong Kong, is the No. 5 mobile phone maker after it was knocked down a peg by Apple earlier this year. The company said it expects to sell 12 million smart phones and tablets this year.

ZTE posted first quarter revenue of \$2.3B and net profit of \$19.4M.

GC FEASTS ON ITALIAN FOOD

The Italian Trade Commission has hired Global Communicators to handle PR and media outreach for its participation in the 2011 Summer Fancy Food Show, which is the nation's biggest specialty food and beverage event, slated for July 10-12 at D.C.'s Walter E. Washington Convention Center.

GC CEO Jim Harff notes that Italy plans 300 exhibitors on hand, making it the largest bloc from any country.

His shop will host a "conversation over breakfast" session showcasing chefs and food experts tackling the subject, "Fusion or Confusion." That is slated for Graffiato, a new Italian restaurant in D.C.'s Penn Quarter.

The Fancy Food Show has been held in New York since 1955. It is moving to D.C. because the Javits Center is undergoing renovation. Nearly 25K people are expected to attend the Show featuring foods/beverages from 80 nations.

GC has previous foreign food experience gained from representation of natural/organic food/drinks from Thailand. Harff told O'Dwyer's that GC is building a European practice that will benefit from its experience with the Italian Trade Commission.



Radicchio from Italy's Veneto region. (Photo: ITC)

EDELMAN'S WONSON TO WEBER SHANDWICK

Angela Wonson, a senior VP in Edelman's national healthcare media practice, has moved to Weber Shandwick for the executive VP slot in its health media shop.

Prior to Edelman, Wonson ran Calman Media, served as chief communications officer for the Cleveland Clinic and handled media relations for MSNBC, CNBC and NBC News' Brian Williams.

Wonson reports to Barbara Box, president of Weber Shandwick's New York and Chicago healthcare units.



Wonson

CAT CITY EYES IMAGE PUSH

Cathedral City, Calif., which has had a rocky reputation since the 19th century, has brought in Los Angeles-based Applied Storytelling on a \$140K, 10-month contract to buff and refresh its image.

While "Cat City" was famed for gambling in the late 1800s and known for its saloons during Prohibition, its latest PR challenge is the perception that it's the less desirable Coachella Valley neighbor of Palm Springs.

The city issued an RFP in February to seven California firms for pitches to create a new "narrative" for the city. Four proposals were received and three firms were interviewed.

Before the city council approved the contract, 5-0, on June 8, Allen Howe, assistant to the city manager, noted "our need to improve or refresh our city's branding message to the community" in the down economy to be in position to capitalize when economic conditions improve.

PR OPINION

Dictatorships are able to remain in power

because they surround themselves with a cadre of “cronies” who are paid off one way or another and block the “people” from organizing, said an op-ed piece in the June 10 *New York Times* by Bruce Bueno de Mesquita and Alastair Smith. Professors at New York University.

However, if the dictators run out of money they are apt to lose support of their cronies and face rebellion, said the professors, who have authored “The Dictator’s Handbook.”

This is now happening at PR Society of America where leaders are saying its webinar/seminar business is under intense competition, it can’t find any new sources of income, and it has cut expenses to the bone.

It wants a \$30 dues increase, first rise in 10 years.

Not cut to the bone is staff pay/fringes which rose 3% in 2010 to a record \$5.52M or 52.8% of expenses of \$10.4M.

Some major chapters are rebelling against the hike, saying they have a hard time renewing members even at \$225. Members just “drop out” and “cherry-pick” meetings they want to attend, paying the non-member rate, say the chapter leaders.

Anti-New York Policies Come to Roost

The crude and cruel policies of the Accredited (APR) members vs. the New York chapter and New York PR/press community have come home to roost.

The APRs, who comprise only 19% of the 21,000 members, have had full control since the mid-1970s. They will not let non-APRs on the board, on the nominating committee, or on the Ethics Board. None were allowed on the 2009 bylaws re-write committee.

Their policies, as well as the staff-driven insistence on keeping h.q. in expensive New York, have cost the Society untold millions.

PRSA would have moved from New York in the mid-1980s had not the entire staff, with the exception of COO Betsy Kovacs, threatened to quit en masse.

Instead of courting the huge number of New York PR pros and communicators of all stripes (upwards of 20,000), the APR-run board moved h.q. from midtown to midtown South in 1987 and all the way downtown in 2004.

New Yorkers have been denied use of the PR library and meeting place they had enjoyed since the 1950s. The New York chapter was booted from PRS h.q. in 1992 on the ground of “lack of space” but never invited back although current offices have 22,000 sq. ft. for about 50 staffers.

Lacking a meeting place or any help from the h.q. staff, and snubbed endlessly by national leaders (no elected CEO has addressed the New York chapter in more than 20 years), the chapter has languished at 700 members or so for decades. Competitor New York Women in Communications soared to 1,400+.

Philadelphia 2, New York 0

Raw evidence of the APRs’ distaste for New York is the selection of Philadelphia for the national conference

for both 2007 and 2013 while neglecting New York which set the record for attendance in 2004 (4,000).

Attendance was boosted by the appearance of Donald Trump and the huge resident PR community. PRSA also did not have to pay for travel, room and board for the 25-35 staffers who go to a conference. Service firms saved a lot of money by not having to transport exhibits.

Having the conference in New York every year (like many groups) and moving most of h.q. out-of-town while leaving a midtown facility are the answers to the Society’s money problems – not a dues increase. Dues should be lowered.

Since money is such an issue now, the national board (no New Yorkers are on the 17-member board) should ponder the \$2,926,080 that was lost trying to pump life into the sickly APR program from 1986-2002.

The APRs are especially angry at the New York chapter because only 47 of the 677 current members are APR. That multiple-choice test, which involves no writing or creativity, earns nothing but the disdain of New Yorkers.

Webinar Biz Under Challenge

The PRS webinar business brought in \$772,198 in 2010 and was the second biggest generator of funds after the annual conference. But in recent months PRS has been giving away webinars to non-members as well as members, enlisting suppliers as sponsors.

Thomson Reuters is the sponsor of 20 free webinars.

The Society also has 52 webinars/teleseminars and “on demand” webinars that it sells mostly at \$150 for members and \$250 for non-members.

The Media Training Boot Camp hosted by T.J. Walker Sept. 23 is \$999 for members and \$1,099 for non-members.

The free webinars have angered some of the members who ask how can the webinars be described as a “member benefit” when they’re free to anyone?

Dictator Policies Dominate

Dictator-like policies have dominated for decades at the Society causing some members to believe it’s hopeless to oppose them.

Smith and de Mesquita say Robert Mugabe, for instance, has been able to stay in power in Zimbabwe because the “natural resource wealth” of the country gives him enough money to keep his cronies in line.

But financial problems including high unemployment in countries such as Egypt, Syria, and Morocco have led to defections in their cronies and popular rebellions.

When the money runs out, as it did in during the French and Russian revolutions, rebellions take place, the NYU profs say. A “substantial decline in American aid” touched off the uprising against Hosni Mubarak, they write.

PRSA has said its only alternative now is to raise dues since a committee found that the Society “already employs all significant means of revenue streams and that no material opportunities are being overlooked.” — *Jack O’Dwyer*