



**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**

June 20, 2011 Vol. 44 No. 24

CENTCOM SLATES MONITORING, PR PACT

Centcom, the U.S. Central Command based at MacDill Air Force Base, is taking proposals through late June for PR, monitoring and media analysis of its operations, primarily in Iraq and Afghanistan.

The sweeping contract will cover a 24/7 monitoring and engagement operation, from broadcast TV and newspapers in various languages, to blogging, social media and overall analysis of public and media opinion of the command's interests.



SOS International is an incumbent for some of the work outlined in the solicitation, while Fulcrum Worldwide, the Rendon Group and other companies have provided similar support to the military.

Knowledge of media mapping, conducting research on foreign communicators like journalists and religious leaders, experience with social networking, blogs and online forums, and developing sources are among the experience the military is looking for in a contractor.

Centcom put out a feeler for interested parties last spring. Since then, Gen. James Mattis has taken over as commander, replacing Gen. David Petraeus, who was tapped by the president last June to oversee the Afghanistan war.

Proposals are due June 27. The government hopes to make an award as soon as July 15. Information on the RFP and pitch process is at odwyerpr.com at this link: odwpr.us/kdLJ0B.

EX-CONGRESSMAN HILL TO APCO

Baron Hill, the five-term Indiana Democratic Congressman who was defeated by Republican Todd Young in November, is now senior VP in APCO Worldwide's government relations practice.

In his 10-year service on Capitol Hill, the Hoosier was a member of the Armed Services, Joint Economic, Science & Technology and Energy & Commerce Committees.

Earlier, he was a state Congressman for eight years and financial analyst at Merrill Lynch.

Hill, 57, expects his "lasting networks" that he built in Washington will benefit APCO clients as they work the political landscape.

He also becomes a member of APCO's International Advisory Council.



Hill

FACEBOOK FRIENDS LOCKHART FOR COMMS.

Joe Lockhart, the former Clinton White House press secretary who founded Glover Park Group in 2001, is slated to join Facebook as VP of global communications.

Lockhart's appointment comes weeks after reports that the social networking giant was in discussions with former Obama press secretary Robert Gibbs. It also gives Facebook political and PR experience at a time of scrutiny over privacy issues and a rumored IPO for the company.



Lockhart

Lockhart, along with Al Gore staffers Michael Feldman and Carter Eskew, built Glover Park into a Democrat-heavy PR and public affairs shop with operations in New York and Washington, D.C., that handles corporate, political and issues work.

At Palo Alto-based Facebook, which he is slated to join July 15, he'll report to global VP of communications Elliott Schrage, an attorney who moved to Facebook from Google in 2008. He'll manage the company's corporate, policy and international communications teams.

Brandee Barker, a former Zeno Group VP, left Facebook after four years in November.

Lockhart, a former journalist, worked on the agency side at Bozell Sawyer Miller in the early '90s in between stints in politics with Dukakis-Bentsen in '88 and the Clinton-Gore reelection in '96. He was a producer and assignment editor/manager for SKY TV, CNN and ABC.

CALIF. TRANSIT AGENCY EYES PR AUDIT

The transit agency for suburban San Francisco is casting a net for a PR agency to assess its communications operation and provide a strategic communications plan for the organization.

The Contra Costa Transportation Authority issued an RFQ on June 10 for an audit and plan for its media relations, website, fact sheets, public outreach, events and other PR tasks.

The Authority's governing body is considering a ramp up of its communications and sees the audit and plan as an initial step to moving forward on that potential expansion.

The open RFP was sent to more than 50 agencies, including Ketchum, Fineman PR, Fenton, Landis Comms and Solem & Associates.

Contra Costa County counts more than one million residents.

Proposals are due July 14. Download the RFP at odwyerpr.com/rfps.

FLORIDA TROLLS FOR SOCIAL MEDIA HELP

Visit Florida, the tourism juggernaut for the Sunshine State, is calling for proposals to develop a social media strategy to support its global brand.

VF wants a digital plan with “clear, measurable and aligned” objectives encompassing the tourism entity, its consumer and business to business websites, micro-sites and other online properties.



Its outreach is expected to include participation in conversations across the web with the goal of influencing the decision to book trips to Florida, enable travelers to share their experiences, and ultimately build a network of “engaged and enthusiastic brand advocates,” according to a proposal document.

The call for proposals also notes the SM plan is to include a “description of how Visit Florida and the [firm] will respond, quickly and appropriately, as the trusted source on Florida tourism, to rapidly developing public relations situations such as 2010’s Deepwater Horizon oil spill.” VF worked with Ketchum on its PR response to the Gulf spill.

VF, which has a budget topping \$100M, is accepting pitches through July 25 for a one-year contract.

It hired *St. Petersburg Times* editor Kevin McGeever to the new position of editor, digital and print consumer communication, in early June.

PODESTA PITCHES 'GREEN BUILDINGS'

Podesta Group represents the U.S. Green Building Council, which is working to promote the White House’s Better Buildings Initiative that was introduced by President Obama in February.

The administration pitched the Initiative as a “win the future” program that would make commercial and residential buildings more energy efficient while creating “green jobs.”



The USGBC, Natural Resources Defense Council and the Real Estate Roundtable released a study June 13 predicting the Initiative would generate 77,000 jobs and have a ripple effect to bolster the manufacturing and services sectors, if Congress approves various tax credits and deductions.

Roger Platt, senior VP of global policy & law at the USGBC, said the Initiative would “lower energy consumption, reduce our nation’s dependence on foreign oil and allow America to retain its competitive edge in the international marketplace as a leader in constructing, retrofitting and operating high-performing buildings.”

Podesta staffers lobbying on behalf of USGBC are Ed Rothschild, former executive director of American Public Gas Assn. and PA director of Citizen Action; Paul Brathwaite, ex-executive director of the Congressional Black Caucus, Izzy Klein, former communications director to Sen. Chuck Schumer (D-NY), and David Morgenstern, aide to former Republican Senators Lincoln Chaffee (RI) and Paul Coverdell (GA).

CRC BUILDS AUDIENCE FOR PALIN

CRC Public Relations is whipping up buzz for the debut of Victory Film Group’s, “The Undeclared,” a documentary of Sarah Palin slated for national debut in AMC Theaters on July 15.

Alexandria, Va.-based CRC, which is known for its conservative client base, is supporting publicity for the film across the country. It’s slated to initially debut in several large cities, although major markets like New York and Los Angeles are not yet on the radar.

Victory Film Group produces conservative-themed films and the Palin film is expected to be favorable toward the former Alaska governor and potential presidential candidate. It is running a campaign to let viewers vote to bring the film to their cities.

The film’s publicity materials dub Palin a “galvanizing reformer” who brought on “sudden and relentless reform” to the Frontier State.



TEXAS BIZ SCHOOL ISSUES RFP FOR PR

The University of Houston’s college of business is on the hunt for PR support of the institution and its newly minted interim dean.

The C.T. Bauer College of Business issued an open RFP June 13 calling for proposals to bolster PR and external relations for the college and interim dean Latha Ramchand, who was appointed in March.

A six-month contract is planned, beginning in July, with a possible extension up to one year.

The 69-year-old business school was renamed for Ted Bauer after the Aim Management Group co-founder donated \$40M in 2000. He died in 2004.

The college’s MBA program ranks 94th of 437 business schools in *U.S. News & World Report’s* 2011 tally.

Ramchand took over the business school after its previous dean, Arthur Warga, stepped down on a medical leave.

Deadline for proposals is June 24.

Download the RFP at odwyerpr.com/rfps.

H&K TAPS 10 DOWNING ST. DIGITAL PRO

Rishi Saha, who runs digital communications at 10 Downing Street and ran the online campaign that swept Britain’s Conservative Party to power, is joining Hill & Knowlton August 1.

As regional director, Saha will be responsible for H&K’s digital game plan across Europe, Africa, Middle East and south/central Asia. He is to be based in Dubai.

Sally Costerton, chairman Europe and AMEASCA, feels that Saha’s political and digital background brings a fresh perspective to the WPP unit.

“In increasingly democratized media environment presents fresh opportunities and challenges for brands and how they interact with publics,” said Costerton in a statement.

MEREDITH SHUTTERS READYMADE

Meredith Corp. is shutting down *ReadyMade*, the do-it-yourself magazine aimed at 20-somethings, because it was unwilling to commit an investment to grow the brand that it acquired in 2006.

The shutdown enables Meredith to “devote additional resources to key strategic growth initiatives, including digital platform expansion,” said a statement from Meredith CEO Steve Lacy.

Meredith acquired the bi-monthly to attract a younger audience than readers of its *Ladies Home Journal* and *Better Homes and Gardens* flagship magazines.

ReadyMade’s ad pages slipped 8.5 percent during the first-quarter, after a robust 18.5 percent gain in 2010.

Meredith is taking a one-time charge for the ReadyMade shutdown and the elimination of 75 staffers companywide.

Earlier this month, Harty promoted Jim Carr to oversee LHJ, BH&G and *Family Circle* and Gayle Butler to handle content activities for the national media group.

NBC's O'DONNELL MOVES TO CBS

Norah O'Donnell is leaving NBC to be chief White House correspondent at CBS News, principal substitute anchor on “Face the Nation,” which is hosted by Bob Schieffer, and a “60 Minutes” contributor.

O'Donnell joined NBC from *Roll Call* in 1999.

Jeff Rhodes, CBS News president, said O'Donnell’s experience on D.C.’s “top beats – at the White House, on Capitol Hill, and at the Pentagon – will make her a great addition to our growing Washington bureau.”

CBS is moving Chip Reid, current top D.C. reporter, to a national beat.

At NBC, O'Donnell also was contributing correspondent to “Today” and “Weekend Today.” She was a regular on “The Chris Matthews Show.”

She called her move to CBS a “once in a lifetime opportunity.”



O'Donnell

MCGRAW-HILL PUTS TV STATIONS ON BLOCK

McGraw-Hill Cos. has hired Morgan Stanley to sell its \$100M broadcast business as the company decides to focus on its information services and educational units.

The stations include ABC affiliates in Denver, San Diego, Bakersfield and Indianapolis and Azteca America aligned properties in Denver, Fort Collins, Colorado Springs, San Diego and Bakersfield.

The broadcast unit reported an 18 percent boost in revenues last year and stands poised to gain from a surge in political advertising tied to next year’s election.

McGraw-Hill is pitching the units as stations in

“desirable markets that should be attractive to strategic and financial buyers with a focus on media.”

CEO Terry McGraw II, expects the divestiture will demonstrate that the owner of Standard & Poor’s, J.D. Power & Assocs. and Platts energy information services is “committed to driving superior shareholder value by focusing on high growth global brands and businesses.”

CBS TEAMS WITH NATIONAL JOURNAL

CBS News has forged a partnership with the *National Journal* to create a multi-platform geared for coverage of the 2012 presidential contest.

The team will report for CBS News, cbs.com, and NationalJournal.com with editorial, video and social media updates.

Ron Fournier, editor-in-chief of NJ, promised staffers with do “reporting that challenges conventional wisdom, drives the conversation and breaks news on a regular basis.”

SCRIPPS TAPS STAUTBERG FOR PAPERS

E.W. Scripps & Co. has given its chief financial officer & treasurer, Timothy Stautberg, responsibility for its newspaper operation.

He replaces Mark Contreras, who stepped down in May after a six-year run.

The newspaper group reported a 5.7 percent decline in first-quarter revenues to \$106M and a plunge in profit from \$16.6M to \$5.4M.

Scripps CEO Rich Boehne, says Stautberg understands that “despite changing business conditions, there is an economic benefit to be gained from great journalism that builds stronger communities.

As CFO, Stautberg restructured the newspaper group that includes the *Memphis Commercial Appeal*, *Knoxville News Sentinel*, *Corpus Christi Caller Times*, *Naples (Fla.) Daily News* and *Ventura County (Calif.) Star*.

Scripps will look for new CFO.

THE FORWARD REVAMPS WEBSITE

The Forward has redesigned and expanded its website to position as a daily “must-read” for those wanting a Jewish perspective on news, cultural events, food and the arts.

The New York-based publisher added online content such as “Forward Thinking,” discussion of top Jewish news; “The Yiddish Scene,” culture and essays, and columns by Eric Alterman (professor at CUNY Graduate of Journalism and *The Nation* writer), David Hazony (Jerusalem-based contributor to *Commentary* and *The New Republic*) and Deborah Lipstadt (professor of modern Jewish and Holocaust studies at Emory University).

Samuel Norich, publisher, says the revamp is the natural progression of the paper that started in “the 19th Century as a daily Yiddish paper, evolved in the 20th Century to a weekly English and Yiddish newspaper and moved to the 21st Century embrace of digital media channels to be more accessible and more immediate news source, appealing to Jews and to a broader community.”

Trylon SMR handles The Forward’s PR.

TWEETS COST PR FIRM VIDEO GAME CLIENT

Video game publisher 2K Games fired PR agency theRednerGroup after the boutique firm's president warned in a tweet that the firm would blacklist writers who pen negative reviews of 2K's latest release "Duke Nukem Forever."

The company said June 15 that it "does not endorse" comments by Jim Redner and that "theRednerGroup no longer represents our products."

Redner, a former director at BNC PR who also worked at Edelman, had already backtracked from Twitter comments earlier last week when he said some reviewers had gone "too far" with reviews and that the firm was "reviewing who gets games next time and who doesn't based on today's venom."

Redner apologized via Twitter after the comments were widely covered online and said he would contact reviewers individually to apologize as well.

"Again, I want everyone to know that I was acting on my own," he said. "2K had nothing to do with this. I am so very sorry for what I said."

Reviews of the new game have tended negative.

Gamers, Journalists React

Ben Kuchera, gaming editor for tech news site *Ars Technica*, wrote that while retaliation from companies and PR reps happens, it has rarely if ever been done publicly.

"Anyone who has done this job for any amount of time has suffered through a dry spell after giving a publisher a bad review, but this is the first time the threat of a blacklist has been made public," he wrote of the Redner incident.

Meanwhile, gamers reacted to 2K's firing the agency in various forums.

"Jim Redner is one of the more dedicated and professional PR people I've had the opportunity to work with," wrote one commenter, aegies, on the neogaf.net forum, after Redner's firm was dismissed by 2K games last week. "It sucks that a single mistake is going to put such a crunch on his career. We've all said something stupid we wish we could take back at some point."

Others were less sympathetic.

"One bad mistake is all it takes. You're a PR man," wrote another commenter, rez, on the same forum. "If you're the reason for bad PR, that's it, you're done. You spend your whole career getting **** like this drilled into your head. It isn't a 'a little slip,' it had to have been a very conscious decision."

2K is one of four clients listed on Redner's website as of June 16.

Redner told blogcritics.org that the incident is a setback but he'll continue to run the boutique firm.

"This has set me back and rightly so, but I will push forward and move on," he said. "theRednerGroup will survive this controversy in some form or fashion."

**VANCOUVER'S BILLION-DOLLAR PR HIT**

Vancouver, which had been riding the PR bounty of the 2010 Winter Olympics, was seen as squandering its sports goodwill last week when rabid hockey fans took to the downtown area to flip and burn cars, shatter glass and cause otherwise rampant destruction June 15 as the Canucks fell to the Boston Bruins in the Stanley Cup final.

"In my opinion what happened last night was a million dollars in damage but a billion dollars' worth of bad publicity for the city of Vancouver," Bob Whitelaw, who was hired by Canadian authorities in 1994 to learn the lessons of similar hockey-fueled riots back then, told CTV of the PR damage.

The city's tourism entity, Tourism Vancouver, has been urging Twitter and Facebook followers to post positive statements about the city using the hashtag #ThisIsMyVancouver.

TV offered this statement the night of the riots last week: "This is a sad day for Vancouver. Rest assured that this is a small group of people that have caused these problems, and their actions in no way represent Vancouver."

CT SCHOOL FOOD PROVIDERS EYE PR

The trade group for companies that supply meals for Connecticut's schools is reviewing PR proposals to burnish the sector's image amid national scrutiny of school food brought on by Jamie Oliver's "Food Revolution."

The School Nutrition Association of Connecticut issued an open RFP this month to hire a PR agency that can target consumers in the Nutmeg State "in relation to the perception of school food service and increased awareness and positioning on public perception campaigns such as [Oliver's program]."

While its media relations budget is small – \$15K-\$18K is set aside for the expected contract – the move suggests Oliver's show is having an impact on the image of school districts and the food service sector.

Oliver is the British transplant whose popular ABC show goes into communities and public schools to highlight unhealthy meals and encourage ways to curb obesity among kids.

His recent target has been Los Angeles after focusing on West Virginia in the first season, which won an Emmy.

While the Connecticut group is headed by school food directors, its top sponsors include General Mills, HPC Foodservice, ConAgra, Campbell's and Nestle Waters.

Oliver's show has seen a ratings drop in its second season.

ABC pulled it from the schedule during May sweeps but it resumed airing in June.



Oliver



NEWS OF PR FIRMS**GOLINHARRIS 'PREVOLVES'**

GolinHarris unveiled last week a firm-wide revamp the Interpublic unit has dubbed G4.

GH said the reorganization will see titles like account executive and supervisor give way to "strategist" and "catalyst."

"There's a word in the urban dictionary, 'preolve,'" said president and CEO Fred Cook. "It starts with PR and it means intentional change. We're preolving, we're changing intentionally to stay ahead of the game."

**Cook**

The G4 plan focuses on four areas the firm's brass see as critical to communications. They are strategists, creators, connectors (channel experts), and catalysts, the "change agents" who tie it all together and make sure it's delivered.

GH, which works for McDonald's and Dow Chemical among its largest clients, previewed the changes in the *New York Times* ad column June 15.

Cook told the Times that the firm is reorganizing around areas important to clients that are not perceived as strengths in PR, including strategy, creativity, technology and analytics.

Video of Cook discussion the changes is at odwpr.us/lgLT8Y.

BLACK TWIG EYES SAN FRANCISCO

Black Twig Communications, St. Louis, said it will open a San Francisco office later this year as the firm expects to pass \$10M in revenue for 2011.

Black Twig, which posted nearly \$7.9M in 2010 with 43 staffers, also has a New York office.

Managing partner Tom Geiser said as the firm has grown, so have the number and scope of inquiries it receives.

"We have conversations currently for business in Lebanon, Ethiopia, Ukraine and India," he said.

Geiser said the firm expects to offer PR, creative and marketing services out of San Francisco.

Clients include Cablevision Systems, Hydroflo Pumps and Domino Foods.

BRIEFS: Omnicom Group, which owns firms like Ketchum and Porter Novelli, said June 17 it has formed Omnicom Greater China, a new unit based in Beijing to serve as a dedicated business for mainland China, Hong Kong, Macau and Taiwan. OMC has more than 40 agencies in 30 locations in the region. CEO John Wren said the move reflects the region's strategic importance. Serge Dumont, SVP and president of Omnicom Asia-Pacific since January 2006, was named vice chairman of OMC reporting to Wren to head the operation. ...**CJP Communications**, New York, was named one of the 10 "Great Entrepreneurial Places to Work" in the New York tri-state area by the *New York Enterprise Report*, a magazine for small and mid-sized business owners. The mag cited CJP's "Army of Entrepreneurs" business model.

NEW ACCOUNTS**New York Area**

Quinn & Co., N.Y./Hong Kong-based Langham Hotels & Resorts, as AOR following a lengthy RFP process. Langham is a wholly owned subsidiary of Great Eagle Hospitality Group. It is publicly traded on the Hong Kong Stock Exchange.

**Langham's London hotel**

Workhouse, New York/AvroKO, design and concept firm, for domestic publicity and special events as AOR.

East

Stanton Communications, Baltimore/Vertis Communications, marketing communications; AlBioTech, biologics and specialty diagnostics, and Rommel Motorsports, operator of three of the largest Harley-Davidson dealerships in the U.S., for PR. The firm is also working with the State of Maryland for the Maryland 9/11 Memorial Committee and the Maryland State Arts Council. Stanton recently relocated to larger space at 300 E. Lombard Street near Baltimore's Inner Harbor.

Barb Clapp Advertising & Marketing, Lutherville, Md./Dept. of Veterans Affairs Maryland Health Care System, for scripting and production of a series of PSAs to educate the state's veterans about health care services available through the VA.

Southeast

Diamond PR, Miami/The Westin Playa Bonita Panamá, upscale resort under construction and slated to open in October 2011, as AOR.

Mountain West

Catapult PR-IR, Boulder, Colo./Gorilla Logic, mobile, Internet and enterprise software, as AOR, including media/analyst relations and social media support. Catapult was retained after handling the launch of its FoneMonkey 5 open source testing tool for iPhone and iPad applications.



Wall Street Communications, Salt Lake City/Mosart Medialab, developer and vendor of the Mosart Newscast Automation system for news, sports, weather, and live broadcasting applications, as AOR to develop its profile in the industry trade press.

West

JS2 Communications, Los Angeles/1321 Downtown Taproom Bistro, Torrance, Calif.; City Tavern, Culver City; Esquela Taqueria, L.A.; FARMSHOP, at the Brentwood Country Mart; L'Epicerie Market, Culver City; MB Post, Manhattan Beach, and Mohawk Bend, Echo Park, all for PR.

The Pollack PR Marketing Group, Los Angeles/U.S. Digital Gaming, legally-compliant online gaming system, as AOR.

Red Light PR, Los Angeles/Omni Ventures, for media relations for its PRVCY Premium apparel and accessories collection.

— Greg Hazley

NEWS OF SERVICES**MEASUREMENT GURUS SET GOALS FOR 2020**

PR measurement gurus outlined four priorities for the industry at an International Association for Measurement and Evaluation of Communication event in Lisbon last week, including adoption of standards for gauging social media and the return on investment of PR.

The confab, which is also organized by the Institute for PR, last year came up with measurement guidelines known as the Barcelona Principles, a list of seven guidelines meant to provide a basis for PR measurement and targeting the still widely used practice of ad value equivalency.

This year in Lisbon the group of about 180 delegates set a goal of 2020 to tackle the four priorities, listed as follows, with percentage of support for each from among the 180 attendees listed:

- 1) How to measure the return on investment (ROI) of public relations (89%)
- 2) Create and adopt global standards for social media measurement (83%)
- 3) Measurement of PR campaigns and programs needs to become an intrinsic part of the PR toolkit (73%)
- 4) Institute a client education program such that clients insist on measurement of outputs, outcomes and business results from PR programs (61%)

The priorities were designated from 12 issues outlined by the group.

David Rockland, global director of research & measurement at Ketchum, said Barcelona last year was meant to provide a foundation of an agreement on PR measurement. The Lisbon priorities are about looking to the future. "We have set a course for the future and where this field needs to head in the next several years," he said.

SHORTSTACK OFFERS FB PAGE TEMPLATES

ShortStack, a Facebook page design service, is offering free templates for brand pages on the social networking platform with fans totaling from 100 to 2,000.

SS offers 40 different templates for landing pages, eliminating the need to write code.

The templates offer multiple tabs and other elements, but will display a ShortStack icon at the bottom of the tabs. Users with more than 2,000 fans or "likes" can use ShortStack's premium service (beginning at \$30/month) without the SS branding.

SS features include scheduling production of content for deployment at a particular time, contests and sweepstakes and fan-only content, as well as integration with other social media feeds and other features.

LATERGY, IPRESSROOM ALIGN

Latergy, the video communications firm headed by Medialink and MultiVu veteran Larry Thomas, has partnered with iPressroom, an online news room service.

The firms, which announced the deal at NIRI's annual conference last week, will collaborate to produce digital news pages that incorporate video content for PR, investor relations and marketing efforts.

Tom Madden, the former CEO of Primezone, a newswire sold to Nasdaq, said multimedia, specifically video, is the preferred online medium for delivering IR and PR messages.

PEOPLE**Joined**

Kevin Silverman, VP of digital influence strategy, Ogilvy PR Worldwide, to Ruder Finn, New York, in the new role of director of healthcare innovation. He has counseled Bayer, Boehringer Ingelheim, Bristol-Myers Squibb, Dey, GlaxoSmithKline, and Merck, among others.

**Silverman****Koeneman**

Claire Koeneman, president of the Financial Relations Board, to Hill & Knowlton, New York, as executive VP and domestic practice leader of the financial communications group of the WPP property. She reports to Dan Bartlett, CEO of H&K USA.

She served 17 years at FRB, handling transaction-related financial communications, including mergers & acquisitions, restatements, IPOs and secondary offerings.

Christine Lynn, VP of worldwide marketing for NASDAQ OMX, to VP, marketing services, Choice Hotels International, Silver Spring, Md. She was previously executive director of corporate communications and advertising at XO Communications.

Mark Wisniewski, Internet marketing manager, Horizon Services, to Aloysius Butler & Clark, Wilmington, Del., as social media manager, a new post.

**Hart**

Leslie Hart, principal of Fry Communications and consumer insights columnist for *Kitchen & Bath Design News*, to O'Reilly/DePalma, Frankfort, Ill., as a New York-based partner for the building and architecture brand consultancy. She was editor and publisher of *Kitchen and Bath Business* and director of strategic marketing at

Meredith Corporation.

Robert Udall Glazier, deputy secretary of external affairs, California Business, Transportation and Housing Agency, to the California Public Employees' Retirement System, San Francisco, as deputy executive officer for external affairs overseeing public and government affairs and stakeholder relations, starting July 1. He replaces Patricia Macht, who is retiring at the end of the month. CalPERS is the country's largest public pension fund with \$225B in assets.

Promoted

Nick Ragone to director of Ketchum's Washington, D.C., office. A partner in the firm, he was an associate director in New York and head of that office's corporate, issues and crisis, and media relations teams. He takes on day-to-day oversight of the 120-person Washington, D.C., office, starting July 5.

**Ragone****Elected**

Pat Harden, founder and managing partner of Harden Communications Partners, Oakland Calif., was elected chair of the San Francisco Public Relations Round Table's 2011 board of directors.

JAPAN NUKE OPERATOR TO LIQUIDATE PR

Tokyo Electric Power Company, the embattled Japanese nuclear power operator, will liquidate its large PR operation to raise cash for damage payments, according to the Japanese news agency Kyodo.

TEPCO plans to shutter its 400-person TEPCO Public Relations Co. operation, which was set up in 1984 and came under withering criticism amid the ongoing nuclear crisis at its Fukushima Daiichi power plant.

The Japanese government in April took over PR, including daily briefings, from the company after TEPCO was criticized for issuing confusing or erroneous information about radiation levels and other aspects of the nuclear accident.

Kyodo said the company needs to raise more than 600 billion yen (about \$7.5B) by liquidating assets like securities, real estate and other units to pay for damage caused by the nuclear crisis at its power plant.

MOULD RESIGNS FROM TVA

Energy PR veteran David Mould has resigned as senior VP of communications for the Tennessee Valley Authority after a two-year stint at the government-owned power company based in Knoxville.

TVA did not give a reason for the exit but said group president for external relations Kim Greene will oversee its communications operations until a replacement is named. "His experience in media relations and the utility industry have helped us strengthen our staff and our outreach to TVA's stakeholders," Greene said in a statement.



Mould

Mould joined TVA in July 2009 after heading public affairs at NASA for four years. He was previously special assistant to Secretary of Energy Spencer Abraham and earlier worked in PR and public affairs at PG&E, Mirant Corp. and Southern Company. He started out as a reporter for United Press International.

MARYLAND SLATES ANTI-CIGAR PR

Maryland is on the hunt for agency support to develop a campaign targeting influencers and anti-smoking groups about youth cigar smoking, which is on the rise despite declines in cigarette smoking.

The state's Department of Health issued an RFP June 15 for a healthcare communications campaign on a tight budget – \$60K in federal stimulus funds – targeting local and state officials and non-profit/advocacy groups to urge tighter regulation as young adults in Maryland have increased the use of smoking small cigars (22% in 2008).

The state notes that small cigars, or cigarillos, are taxed at a lower rate than cigarettes and come in fruit and candy flavors. Many youths also believe cigars are less harmful than cigarettes, the RFP notes.

"Exposing the dangers of these and other tobacco products along with manipulative tactics of the tobacco industry to sell tobacco products to youth will aid in shifting the social-norm environment towards non-tobacco use," reads the RFP.

Proposals are due July 7. RFP: odwyerpr.com/rfps.

HEBERT OPENS DEH GROUP

David Hebert, a Capitol Hill veteran and former senior VP/policy and government relations at the American Health Care Assn., has opened DEH Group in Alexandria, Va.

The former chief of staff to Republican Rep. Roy Blunt during his stint as House Majority Whip served as counsel at Alston & Bird before taking the AHCA post in 2006.

Prior to Capitol Hill, Hebert was director of federal government affairs at the American Assn. of Nurse Anesthetists and government affairs counsel at the National Assn. of Insurance & Financial Advisors.

DEH plans to offer message development, government relations, coalition-building, government affairs, lobbying and presentation tips to groups/people planning to meet with lawmakers.

Hebert has enlisted ex-California Congressman George Radanovich as senior advisor at DEH. The Republican, who retired in 2010, served on the Energy and Commerce, Budget, Foreign Relations and Resources Committee during his 16 years in Washington.

JEWISH DAY SCHOOL SEEKS PR EDUCATION

A large Jewish middle school in Miami is floating an RFP for media relations to "re-brand" the institution nationally.

The Samuel Scheck Hillel Community Day School, the second largest Jewish day school in the U.S., issued an open RFP June 15 for PR agencies with the goal of strengthening its reputation, "build loyalty" among constituents, and generate interest from prospective students, families and community members, the school said. That includes "re-branding" Hillel.

There is no incumbent firm for the assignment, said Ilana Lipson-Cohen, director of advancement. Hillel, as its known, counts 1,100 students from the U.S. and abroad. Proposals are due June 22 with a contract expected to run from July through at least November.

Download the RFP at odwyerpr.com/rfps.

WAL-MART SCORES BIG LEGAL WIN

Wal-Mart scored a major legal victory June 20 as the Supreme Court threw out a sex discrimination case that covered a potential 1.5M women who claimed they were discriminated against in the areas of pay and promotions.

The Supreme Court ruled, 5-4, that plaintiffs could not proceed as a class in the biggest employment discrimination case filed in U.S. history.

Justice Antonin Scalia wrote that the workers "provide no convincing proof of a companywide discriminatory pay and promotion policy."

Wal-Mart says it's pleased with decision. Gisell Ruiz, executive VP/people, said the company has strong policies in place that ban discrimination. "The Court today unanimously rejected class certification and, as the majority made clear, the plaintiffs' claims were worlds away from showing a companywide discriminatory pay and promotion policy," said a statement from Ruiz.

A defeat for Wal-Mart would have cost the retail giant billions in back pay.

PR OPINION

The 21,000 members of PR Society of America are facing a \$30 dues hike to \$255 at a time of continued recession but are being denied a direct voice in this matter when they could easily have one.

Dozens of companies offer e-mail voting systems at low cost and one of the oldest and most popular services is free.

Condorcet Internet Voting Service, operated by Andrew Myers at the Cornell Computer Science Dept., has a secure system that has been used by more than 60,000 organizations since 2003.

Voting is by secure e-mails with the identity of the voter only known to the election supervisor and individual voter.

No one in the PRS leadership would know how anyone votes.

This would probably not sit well with the leaders who are accustomed to having sole possession of the electronic voting records of the Assembly delegates each year.

The last (and only) published list of Assembly votes occurred in 2004 when delegate Paul Wetzel of Boston asked for a roll call vote on allowing non-APRs in the Assembly.

Leaders and staff thus have sole possession of priceless political information—which chapters follow national leadership goals and which ones do not.

Among commercial e-voting companies, BigPulse provided a quote of \$4,130 for helping PRSA to conduct a secure vote of its national officers and board last year.

Board Ignored Assembly Request

Although the 2009 Assembly directed the board to report on the feasibility of direct elections to the 2010 Assembly, the board declared the matter closed in mid-2010, saying it was too costly and technically difficult.

Security concerns about e-voting are addressed by a national group formed in 2000, the Internet Voting Technology Alliance.

PRS has a habit of ignoring the wishes of rank-and-file members. Its polls have shown that members want national offices to be open to any dues-paying member and not just APRs. But this is ignored.

Only 3,898 (18.4%) of the 21,140 members are APR.

The national board only wants to be guided by the Assembly where three-quarters of the delegates are APR and chapters are under tight control.

Only two of the 110 chapters publicly supported the move last year to let non-APRs run for the board—New York and Los Angeles.

While national leaders are seeking a dues hike, there is no provision for either leaders or staff ever facing a live audience of members on this issue.

Unavailable COO Murray Typifies Leadership

President and COO William Murray, heading staff since Jan. 22, 2007, has never had a press conference and has spoken to only two chapters in that period according to available records.

During that time and even before that, info-blocking practices have proliferated.

Members, after 50 years, lost their annual printed directory of members in 2006. It's now only in online form, 50 names at a time. A PDF would be cheap and easy to create but leaders refuse to discuss this.

PR professors told me this was a big loss to students who were often given use of it. A group of professors asked PRS leaders for a PDF of the directory several years ago but were ignored.

Withheld since 2005 are not only the annual list of Assembly delegates but the transcripts and audiotapes of the Assembly. Leaders refuse to discuss broadcasting the meeting live or taping it for replay.

PRSA is probably the only group in the world with a secret legislature.

Removed last year was the list with the contact points of the 110 chapter presidents. Compiling such a list now involves visiting 109 other chapter websites.

This year the addresses, e-mails and phone numbers of the 17 national directors were removed from the Society website. At-large and district directors are not identified.

PR trade press trying to cover PRS can visit the “newsroom” and there is a link to “financials” but it turns out that “member codes” are needed. Reporters are also not allowed to join the Society. Press groups such as the New York Financial Writers allow PR pros as either members or affiliate members. In today's market, many writers flop from PR to press and back.

Although the PRSA Code champions the “free flow of information,” members have been told they can be prosecuted under federal and New York state laws if they forward any e-mails from MyPRSA or Society e-groups or make more than one copy of an e-mail in a discussion group.

VP-PR Blocks Media Interviews

The “newsroom” also has the PRSA “Media Policy” that says all members of the Society must first consult either VP-PR Arthur Yann or a PR staffer before responding to a press call. This includes officers and board members.

Members are forbidden to talk for or about the Society without the permission of the Society's PR staff.

Murray will speak to the Minneapolis chapter Thursday at 7:30 a.m. at Padilla Speer Beardsley.

The chapter, whose meetings are normally open to the press and prospective members, thus far is barring the press and non-members.

PRS/h.q. relations with the NY chapter are not only at a minimum but outwardly hostile.

No national leader has addressed the chapter in more than 20 years. PRS/NY's offices were evicted from h.q. in 1992. The national h.q. was moved downtown in 2004 resulting in loss of meeting rooms and a library for chapter members.

The nearly one hour round-trip to 33 Maiden Lane, a Federal Reserve building with airport-level security, makes it unusable for New Yorkers.

— Jack O'Dwyer