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O'Dwyer's Newsletter

The Inside News of
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GRAYLING SMOKES OUT EU

Grayling has picked up a big anti-smoking campaign from the European Commission's Directorate-General for Health and Consumers covering 27 nations of the European Union.

Huntsworth's global PR flagship is to handle media relations, content development, outreach and special events to convince adults aged 25 to 35 to quit smoking.

Publicis Groupe's Saatchi & Saatchi handles the advertising component of the communications program.

Huntsworth CEO Peter Chadlington believes the March win of British Airways business, a three-year deal covering 38 countries, opened the door for Grayling to scoop up larger mandates.

He said in March that the trick is to "convert our expanding international pipeline into new clients."

The EU combined with the DHL courier business in 17 countries is worth nearly \$25M.

Huntsworth touts Grayling as the second largest independent global network after Edelman. It is helmed by Michael Murphy.



NEXT FIFTEEN NAMES NEW CHAIR

Next Fifteen Communications Group has tapped Internet Advertising Bureau chair Richard Eyre as chairman of the PR holding company.

He takes over for Will Whitehorn, who resigned in January after seven years at Next Fifteen, which owns PR units like Bite Communications and M Booth.

Eyre, 57, has 35 years' experience in digital media and marketing at firms like RDF Media, Digital Bridges and Bess Technology. He is a director for several companies, including Results International Group, Grant Thornton and the Guardian Media Group.

NF CEO Tim Dyson said Eyre's digital experience will be key to the company's PR growth.

"The PR industry is going through an exciting market transition that is creating significant growth opportunities in digital marketing for Next Fifteen," Dyson said in a statement. "Richard's knowledge of the broader marketing industry will be invaluable as we go through this transition."

Other NF units include The Blueshirt Group, Text 100 and The OutCast Agency.



Whitehorn

FACEBOOK HIRED B-M FOR GOOGLE KNOCK

Facebook admitted to hiring Burson-Marsteller last week in an ongoing media flap sparked when a potential op-ed source courted to knock FB rival Google published the PR firm's overtures online.

USA Today last week said it was among "top-tier media outlets" targeted by B-M to place news stories and editorials about how Google's Social Circle email feature violates the privacy of users.

Speculation broke out about who B-M was working for – the firm declined to say – until a Facebook spokesman confirmed to the *Daily Beast* that the social network hired the firm. Facebook said it hired B-M because Google is moving into social networking services and also because Facebook "resents" Google's attempts to use FB data in those services.

The client and PR firm have since parted ways.

The episode began when Burson reached out to blogger and privacy advocate Chris Soghoian to write a critical op-ed about Google's service. When a Burson exec – former *National Journal* scribe John Mercurio – declined to name its client, Soghoian posted his email exchanges with B-M online, sparking a spate of outrage.

B-M has called the situation "highly unusual" and said it does not represent standard practice at the firm. "Whatever the rationale, this was not at all standard operating procedure and is against our policies, and the assignment on those terms should have been declined," the firm said in a statement.

PRSA president Rosanna Fiske, in a rare rebuke of a PR agency, criticized B-M for not revealing its client.

CAPUTO TRAVELS TO TRAVELERS

Lisa Caputo, who was executive VP-global marketing and corporate affairs at Citigroup, is moving to insurance giant Travelers Cos. on June 1 for the executive VP-marketing & comms. position.

Prior to Citi, Caputo served as press secretary to First Lady Hillary Clinton and a deputy assistant to the president.

At Travelers, she will report to executive VP Doreen Spadorcia for marketing and chief legal officer Alan Schnitzer for communications matters.

Most recently at Citi, Caputo was managing director and senior banker of the public sector group of its institutional clients operation. She also served as chief marketing officer, among other posts and established and helmed Citi's Women & Co, membership business to financially empower females.



Caputo

MONITOR FILES \$3M LIBYA PACT

The Monitor Company Group, which faced heat for its representation of Col. Gaddafi's Libya in the aftermath of the rebel uprising, has just retroactively filed its contract effective May 1, 2006, showing fees of \$3M and expenses capped at \$2.5M.



Gaddafi

Filed May 6 with the Justice Dept., Monitor says its effort was to "take advantage of improved diplomatic relations, between Libya and the U.S. in the wake of the Bush II Administration's move to remove designation of the African nation as a terror-supporting state."

Monitor managing partner Stephen Jennings acknowledged the company "made some mistakes along the way."

Libya, which was responsible for blowing up Pan Am 103 over Lockerbie, Scotland, "suffered from a deficit of positive PR and adequate contact with a wide range of opinion-leaders and contemporary thinkers," according to Monitor's proposed "program of action."

The Cambridge, Mass.-based company drew up a list of potential visitors to Libya including Jim Woolsey (ex-CIA dir.), Robert Spencer (Jihad Watch), George Soros (investor), Daniel Pipes (Middle East Forum), San Nunn (ex-senator, CEO, Nuclear Threat Initiative), William Kristol (*Weekly Standard*) and Tom Friedman (*New York Times*).

Monitor promised "operational support for publication of positive articles on Libya" in outlets such as *The Economist*, *Washington Post*, *Wall Street Journal*, *NYT*, *Financial Times* and *Foreign Affairs*.

RACEPOINT WORKS JORDAN'S EMBASSY

The Monitor Company tapped Larry Weber's Racepoint Group to handle communications in its effort to upgrade "Jordan's narrative in Washington" under its \$77K-a-week contract with the Hashemite Kingdom.

The goal is to transform Jordan's Embassy from the traditional role as a "bricks and mortar" building of diplomats to a "high-performance" outpost positioned "strategically as a key node in a network of relationships involving state and non-state actors," according to the Cambridge-based Monitor's action plan.

The D.C. upgrade is to serve as a template for key Jordanian embassies in London, Brussels and Paris.

Weber heads the Racepoint team that includes Peter Prodromou, head of its global corporate, PA and reputation practices, and Anne Potts, senior VP. The Waltham, Mass.-based firm is to "recommend the deployment of paid and unpaid media to generate mindshare for Jordan and support of its objectives."

Massachusetts Senator John Kerry, chairman of the Foreign Relations Committee, is named as a key target for Jordan. Racepoint is to work with Jordan's Embassy's PR staff to "engage each point in the circle of influence around Senator Kerry, bringing third party validation and a halo effect to achieve desired outcomes."



Kerry

GLOBAL TRIO COMBINE FOR PR INSURANCE

WPP is teaming with two global insurance giants to create a policy that would pay out up to \$100M to holders enmeshed in a reputation crisis for PR, lobbying and advertising efforts.

The *Financial Times* reported May 8 that WPP, parent to Burson-Marsteller and Ogilvy PR, among other units, is banding with Aon and Zurich Financial Services for the image insurance policy, which would carry an annual premium around \$5M.

The companies are initially marketing the service to current clients like Dell, ExxonMobil and Bayer, according to the FT.

The move comes as global giants like BP and Toyota have taken major reputation hits that have called for massive (and expensive) campaigns to repair their images.

The Times said WPP chief Martin Sorrell has been involved in the development of the insurance policy and noted WPP would advise holders on PR and ad spending for the first few months of a crisis up to \$25M.

L.A. HOUSING REVIEWS CALLS FOR PITCHES

The Los Angeles Housing Authority is reviewing its PR account with an RFP process open through late May.



The work includes strategic PR counsel, media relations, crisis communications, and preparation of op-eds and remarks for commissioners and LAHA's director under the supervision of its intergovernmental relations department.

The Authority, created in 1938, has a staff of 1,000. It owns and manages more than 7,000 units in the city while handling assistance for 50,000 other units and developing new projects.

A one-year contract with two year-long options is expected to be awarded. Proposals are due May 27.

Download the RFP at odwyep.com/rfps.

KELLY RESIGNS N.I. BIZDEV POST

PR man Declan Kelly, 42, has stepped down as U.S. economic envoy to Northern Ireland following a two-year stint.

The former journalist sold Gallagher and Kelly PR to then-Financial Dynamics for about \$20M and headed its U.S. operations.

FD, in turn, was sold to FTI Consulting in 2006. Kelly was executive VP and chief integration officer there before Secretary of State Hillary Clinton nominated him for the N.I. slot.

Kelly told the *Belfast Telegraph* that he did the best he could do in Northern Ireland and is now reviewing a number of options.

Kelly will decide his next move after spending time with his family in New York City and Tipperary.

Alastair Hamilton, CEO of Invest NI, said in a statement that Kelly is "someone with immense drive, determination and enthusiasm." He helped NI "gain an unprecedented level of access to the boardrooms of corporate U.S.A."



Kelly

ABC IS TOP NETWORK 'BRAND'

ABC was identified by consumers as the "must keep" TV brand in the U.S. edging out the three other major networks, according to an annual survey by Solutions Research Group. CNN is seen as tops among TV news outlets.



SRG polled 1,400 Americans over age 12 in March for its annual study of the top 72 brands in TV, finding that 47% chose ABC over CBS, FOX and NBC among stations they would keep given a list of 72 network brands and asked to identify which would be on a limited "must keep" list.

ABC has the current No. 1-rated network show, "Dancing with the Stars." CBS, with "NCIS" and "60 Minutes," has the most programs in the top 10, according to Nielsen Co.

Notably, the number of respondents who put one of the top four networks on their must keep list is down to 77% from 83% in 2008. By age, 84% of those over 50 want one of the big four, but only 68% of viewers ages 20-29 included one of the quartet.

ESPN is the top cable brand among viewers, according to SRG, followed by Discovery, Food Network, History Channel, USA and TNT. In the coveted 18-49 demographic, Comedy Central enters the top 10 among viewers.

SRG noted HBO fell out of the top 10 for the first time since 2007 while TNT moved up from No. 12 to the 10 slot and Food Network was in the top 10 for the first time in four years.

CNN was the must keep news network and No. 22 overall in the 18-49 demo, compared with cable news ratings leader Fox News, which landed at No. 32.

KAPLAN LEAVES COURIC FOR AMANPOUR

Rick Kaplan, Katie Couric's executive producer on "CBS Evening News" has moved to ABC News for that same position with "This Week with Christiane Amanpour."

Kaplan also is in charge of political coverage as the Walt Disney-owned property gears up for the key 2012 elections.

ABC News president Ben Sherwood called Kaplan a "towering figure in broadcast news."

Kaplan spent half his broadcast career at ABC in roles such as executive producer of "Good Morning America," "Nightline," "PrimeTime Live" and "World News with Peter Jennings."

Kaplan also served as president of CNN/U.S. and MSNBC before rejoining CBS in 2006 to handle Couric ascension to the anchor slot. He worked at CBS during the 1970s on the evening news that was hosted by Walter Cronkite.

Scott Pelley, "60 Minutes" correspondent, takes Couric's anchor seat on June 6.

**Kaplan****COMCAST HIRES FCC COMMISH**

Comcast is hiring Federal Communications Commission commissioner Meredith Attwell Baker as senior VP-government affairs at NBCUniversal after her term expires at the end of June.

Baker, one of two Republicans out of the five FCC commissioners, voted in favor of the Comcast-NBC venture and was critical of the nearly one-year time the FCC spent on reviewing the merger.

She faces a lifetime ban on lobbying concerning the Comcast/NBCU agreement and a two-year ban on court-ing FCC officials.

**Baker**

Kyle McSlarrow, president of Comcast/NBCUniversal's D.C. operations, praised Baker for her "exceptional relationships in Washington."

Baker reports to McSlarrow and will work closely with Rick Cotton, executive VP/general counsel and assume the duties of Bob Okun, who is launching a government affairs firm.

Before the FCC, Baker worked on telecommunications and information policy issues in the Bush II Administration. She guided the national roll-out of digital TV.

She also held posts at Williams Mullen Strategies, Covad Communications and the Cellular Telecommunications Industry Association.

LEHRER STEPS DOWN AT PBS

Jim Lehrer, 76, is stepping down June 6 as daily anchor of the "PBS Newshour" after a 36-year run at public TV.

Lehrer will appear each Friday to moderate the weekly news analysis of *New York Times* columnist David Brooks and syndicated writer Mark Shields.

He will still help guide the editorial direction of NewsHour and its producer MacNeil/Lehrer Productions.

He said it's time to step down with the completion of the integration of its online and on-air operations.

Lehrer expressed complete confidence in the program's current line-up of Gwen Ifill, Judy Woodruff, Jeffrey Brown, Ray Suarez and Margaret Warner to produce "serious and fair-minded reporting."

The PBS NewsHour, which was called "The NewsHour with Jim Lehrer" until December 2009, was launched in October 1975 as "The Robert MacNeil Report" with Lehrer as D.C. correspondent. It was renamed the "The MacNeil/Lehrer Report" in 1976 and in September 1983, the duo kicked off "The MacNeil/Lehrer NewsHour."

Lehrer believes the removal of his name from the program helped PBS enhance its brand in the public mind and "recognized the unique freedom and support public broadcasting gave us in creating an alternative form of television journalism and building an audience for it."

**Lehrer**

MEDIA NEWS continued**MTV VET BLACK PROGRAMS PR AT AMC**

Cable network AMC has brought in former MTV communications chief Marnie Black to fill its vacant senior VP of PR slot.

**Black**

Theano Apostolou, who held the post and helped guide the channel's "Mad Men" to media and public acclaim, left in January for Starz Entertainment.

Black had been running her own New York-based PR shop with broadcast clients like NFL Networks and CNN.

Her decade-long tenure at MTV, where she left as senior VP/comms., included the infamous Janet Jackson Super Bowl wardrobe malfunction as well as the launch of its hit video game "Rock Band."

At AMC, she reports to Ellen Korner, executive VP of communications for AMC parent Rainbow Media.

DAILY NEWS CARTOONIST GALLO DIES AT 88

New York Daily News cartoonist Bill Gallo died May 10 at White Plains Hospital of complications from pneumonia. He was 88.

His last cartoon ran April 19 and featured his trademark Basement Bertha character shopping for a dress in the hope of snagging an invite to the royal wedding.

The Daily News has posted an archive of some of his best work online.

Gallo, whose career at the News spanned 70, years had been sick for the past few months, writing from his home or hospital bed and sending his cartoons by overnight mail to his editors.

Mort Zuckerman, chairman and publisher of the News, said Gallo's death "marks the end of an era." He was a "class act" determined to make his mark in the city and world, added Zuckerman.

Gallo was honored with the Ellis Island Medal of Honor on May 7 for his work in promoting New York City as a "melting pot" by incorporating various cultures and personalities into his more than 15,000 cartoons.

The son of immigrants from Spain and Argentina called America "mankind's greatest invention." He could not attend the ceremony at Ellis Island's Great Hall.

HARPER'S TOPS ROLLING STONE, NEW YORKER

Harper's magazine and writer Scott Horton took the top prize in the Reporting category of the American Society of Magazine Editors May 9 in New York for his expose of prisoner conditions at the Guantanamo Naval Base in Cuba.

Horton's article, "The Guantanamo Suicides," written with the help of whistle-blower Sgt. Joe Hickman, questioned whether three violent deaths at the prison in 2006 were suicides.

Horton detailed torture and alleged mistreatment of the 200 prisoners at the base. The finding of suicides remains as officials have chosen the "expedience of political silence," wrote Horton.

Also up for an award in the Reporting category were Jane Mayer's article in the *New Yorker* about the Koch

brothers titled, "Covert Operations: The Billionaire Brothers Who are Waging a War Against Obama," and "The Runaway General," an article by Michael Hastings in *Rolling Stone*.

General Stanley McChrystal's candid remarks in Hastings' presence resulted in his removal as head of the war in Afghanistan.

New York Post media columnist Keith Kelly had revealed that a lawyer for David and Charles Koch had written to ASME saying that no award should go to Mayer because her article was "ideologically slanted" and "agenda-driven."

**Tom Wolfe at the 'Ellies.'****Four Win Two Ellies Each**

Two Ellies each went to the *Los Angeles*, *New York* and *New York Times* magazines and to *National Geographic*, which won "Magazine of the Year" for having the best digital and print editions.

NG won for "Best Single Topic Issue" for its "Water: Our Thirsty World."

The cream of the magazine industry was on display but the proceedings were marred by too many speeches that were too long, causing the event to go well past 11 p.m.

"The Wrap" called the night "excruciatingly long" and after one particularly long speech, host Katie Couric said, "No offense, but now I know why none of you guys went into television."

Gawker called it "the longest night in magazines." The acceptance speech of *GQ* design director Fred Woodward was called "just ridiculously, embarrassingly long."

Author Tom Wolfe received a creative excellence award as "founder of the new journalism."

Two of his books, "The Right Stuff" and "The Bonfire of the Vanities," started out as series in print magazines.

The *New Yorker* had nine nominations but won only one Ellie -- for public interest.

Vanity Fair columnist Christopher Hitchens, who is undergoing treatment for cancer, won for a series of columns on his illness.

Wolfe said that most investigative reporting is coming from the print side of media rather than broadcast.

KATZ JOINS AOL HUFFPO

Neil Katz, executive editor at CBS.com, has joined AOL Huffington Post Media Group as executive news editor.

Katz also will handle special projects and launch new sites.

Arianna Huffington called Katz someone with a "proven track record of successfully growing online news sites" and an "impressive video background."

Prior to CBS, Katz was freelance video journalist at PBS' Frontline and reporter/photojournalist at the *New York Daily News* and *The Star-Ledger*.

NEWS OF PR FIRMS**SITRICK LOOKS FOR N.Y. CHIEF**

Sitrick and Company is looking for a replacement for managing director Jeff Lloyd, who runs the New York office of the noted crisis/issues management firm that is headquartered in Los Angeles.

**Lloyd**

The 20-year S&C veteran wants to return to his home in L.A. after an eight-year stint in NYC. The firm is considering crisis-savvy candidates both internally and externally. It has a strong track record of hiring journalists.

Lloyd has counseled Chapter 11 situations (Global Crossing and XO Communications) and dealt with stories dealing with privacy, security and criminal matters.

He established and spearheaded S&C's IR practice and worked in financial crises including restatements, proxy fights and high-profile resignations.

BRIEFS: **Ogilvy PR Worldwide's** Sacramento office and **Activate Direct** have partnered on a digital public affairs offering focused on the Western U.S. Bryan Merica, CEO of AD, and Michael Law, president of OgilvyWest, lead the initiative to conduct issues campaigns, legislative affairs and ballot initiatives, to name a few, in the digital sphere. ... **Weber Shandwick's** Tokyo office unveiled a web-centric platform May 12 to show "a more accurate understanding" of the rebuilding of Japan economy in the wake of the March tsunami and subsequent nuclear disaster which has shaken the country. The initiative, called "Real Voices, Real Japan," highlights the views of citizens and business leaders, social media posts, along with photos and video to feature the country's efforts to recover and offer PR advice the companies with interests in the region. Japan CEO Akihiko Kubo said the firm has been issuing a daily "Quake Update" briefing since the March 11 disaster, noting that the international business community is "keenly interested" in Japan's economic recovery. .. **Next Fifteen Communications Group** has acquired digital shop **Bourne**, a Glasgow-based firm with London and New York offices, for a base payment of about \$3.2M (£1.95M). Bourne, which had revenue of £2.5M in 2010 and about three dozen staffers, handles services like creative and planning, content development and SEO for clients including Dell, Ricoh and Symantec. Dan Kersh is CEO and said the deal gives his firm "greater breadth" for clients and adds to its "long-term vision." ... **Sitrick and Co.** and **Brunswick Group** are handling PR for the \$3.3B all-cash deal for Warner Music launched by Access Industries, the company of Russia-born billionaire tycoon Len Blavatnik. Crisis counselor Michael Sitrick is PR rep for Blavatnik. Brunswick has New York and London staffers handling media for the Warner/Access deal. ... Washington, D.C.-based **Story Partners** said its May 10 benefit for Alabama tornado victims (5/8 NL) raised more than \$350,000. About 400 guests and the Alabama congressional Delegation attended the event. Photos are at <http://bit.ly/mtdUcD>.

NEW ACCOUNTS**New York Area**

MWW Group, New York/Frontier Airlines, as AOR for PR and social media following a competitive pitch process. The independent firm is charged with raising awareness of the brand in its hub markets and the destinations it serves. Republic Airways of Indianapolis acquired Frontier of Denver in 2009.



G.S. Schwartz & Co., New York/Y Enterprise, high-tech facility based in Yonkers, N.Y., for a PR program to attract interest and tenants, as well as to establish the city as an emerging tech center. Digital and traditional media are a key focus.

Kaplow, New York/Case-Mate, mobile technology cases and accessories, for PR.

5W PR, New York/Beezid.com, penny auction website launched in 2009, as AOR for PR.

Trylon SMR, New York/SocialGuide, angel-backed, Brooklyn-based aggregator of social network commentary on TV shows, as AOR for media relations.

HWH PR, New York/Hugh MacLeod, author, for PR for his new book, "Evil Plans: Having Fun on the Road to World Domination," (Portfolio 2011).

K PR, New York/Infusium 23, hair care products, for PR.

Coyne PR, Parsippany, N.J./South African Tourism, as AOR for PR. Coyne's travel & hospitality unit under EVP John Gogarty was tapped to manage and execute an integrated marketing and PR push to promote travel to the country from the U.S., including consumer and trade events, media tours, sponsorships, partnerships, and news bureau services.

**Cape Town, SA****New England**

HB, Newton, Mass./Ocean Thermal Energy Corp., renewal energy, for brand identity, design development, website and PR.

Southeast

Jackson Spalding, Atlanta/Primrose Schools, early childhood education, as AOR for work including a national online, interactive ad campaign and local print, digital and radio advertising. It has been PR AOR for Primrose since 2008.

Midwest

Liebler Group Communication Strategists, Detroit/Hospice of Michigan, for PR. Seasonal clients Foresight Research and Paint Creek Center for the Arts have returned for summer PR.

West

The Cimarron Group, San Diego/White Star Marketing, for consumer and trade marketing, including digital, for its Vivid Vodka brand.

International

MCS, Netherlands, and Quadrant Communications, Belgium/Cisco, for PR in the Benelux countries, a consolidation following a review. MCS and Quadrant have partnered as Check Twice PR for the account.

— Greg Hazley

NEWS OF SERVICES**NAVY PA SEEKS FACEBOOK MONITOR**

The U.S. Navy's public affairs unit focused on social media is in the midst of a search for a social media monitoring vendor to track its Facebook activities, which have surged since a SEAL team took out bin Laden this month.

The Navy, through an RFP earlier this month, said it is looking for a monitoring service to track keywords in all major worldwide languages, including Arabic, and have the ability to delete "blocked words" within five minutes of appearing on the Navy's Facebook page and notify Navy PAOs.

Another set of terms are deemed "watch term words" to be flagged, but not deleted.

The Navy's Facebook page has more than 308K "fans" and garners scores of comments and postings each day, from criticism and debate to PA messaging and photos.

Wired reported May 2 that traffic to the Facebook pages of the Navy, SEALs and Army surged in the aftermath of Osama bin Laden's death May 1. Citing data from FanGager, *Wired* said the Navy page averaged about three dozen posts per day over the last month, a figure that surged to 595 on the Monday after the bin Laden operation.

A small team of public affairs officers within the Navy office of the chief of information, known as CHINFO, manages the armed force's social media efforts.

SIMON, NST ENLIST ERMEY FOR WD-40

D S Simon Productions, New York, and Nuffer, Smith, Tucker PR put together a satellite media tour for WD-40 that shot on the aircraft carrier U.S.S. Midway and featured actor and military gunnery Sgt. R. Lee "Gunny" Ermey to raise money for three charities focused on members of the military and their families.

The tour featured a live obstacle course race by ROTC members on the deck of the Midway and featured a new WD-40 collectible series of cans. In the clips, Ermey shouts "Drop and give me 40!"

Purchases of the cans until Memorial Day will benefit the Armed Services YMCA, the Wounded Warrior Project and the Veterans Medical Research Foundation.

Coverage of the campaign has been posted at [To www.vlogviews.com/Dropandgiveme40](http://www.vlogviews.com/Dropandgiveme40).

AS GETS SEARCH BIZ

Search firm Agency-Select said it has been chosen to handle reviews for HTC (consumer and lifestyle PR search in Israel), Verifone (PR search in Poland), Personyze (PR search in the U.S.), N-Trig (PR search in Taiwan), MSGPlus.net (UK and Israel PR search), Zerto (U.S. PR search) and Hanita Coatings (green PR search in Israel).

AS doesn't charge a fee for its searches but takes a commission from the agency that wins the account.



Lee Ermey in the WD-40 SMT produced by Simon and NST.

PEOPLE**Joined**

Martin Mbugua, a former *New York Daily News*

reporter, to Princeton University, as spokesman, following a shuffling of the school's communications unit. Mbugua (BOO-gwah) takes over for **Emily Aronson**, who moves to a new post as campus life writer and special projects assistant. Former spokeswoman **Cass Cliatt** was promoted to direct news and editorial services last year. Mbugua joins the school from the Murphy Institute of the City of New York, where he was communications and marketing manager. He was previously senior news editor for the University of Delaware.



Mbugua

Ann Hemingway, executive VP and director of account management excellence, Euro RSCG Worldwide PR, to Ogilvy PR Worldwide, New York, as a senior VP/healthcare. She also did stints at Edelman, MS&L Worldwide and TSI Communicatins. **Bob Blount**, director of social analytics and insights, WCG, joins Ogilvy as senior VP, 360°Digital Influence group focused on healthcare.

Jake Dell, former VP of marketing and development, Studio One Networks, to the Episcopal Church's office of communication advertising and marketing, New York, as senior manager.

Taylor Carson, development coordinator, Florida Hospital Heartland Medical Center, to the American Le Mans Series presented by Tequila Patrón, as manager of PR, media svcs.



Carson

Eric Schultz, comms. director, Democratic Senatorial Campaign Committee, to the White House, as associate communications director focused on the Dept. of Justice and other oversight-related topics. The WH said **Lauren Paige** has transitioned to director of message planning and **Andrew Bates** has moved from media monitor to press assist.

David Goldman, who led global comms. for Expansion Media, to The Cline Group, Philadelphia, Pa., as VP of global comms. and practice leader for technology and clean tech.

Eduardo Aguirre, former U.S. ambassador to Spain and Andorra, to APCO Worldwide, Washington, D.C., as a member of its Global Political Strategies group.

Promoted

Lindsay Hutter to global head, change and internal communications, a new post, Hill & Knowlton, New York, leading the firm's effort to build a global practice in the area. She also leads H&K's internal communications and continues to serve her current role as U.S. practice leader for change and internal communications.



Hutter

Jared Bryan to assistant A/E, Eisbrenner PR, Royal Oak, Mich. His clients include Bosch, The Business of Plugging In and Dana Holdings Corp.

AIG MAKES INVESTOR PITCH

American International Group, which became the poster child of the 2008 financial crisis and took a sustained public and political PR beating that even included its PR operation, has begun making a pitch to investors as it slates a \$9B public offering of stock with the U.S. Treasury this month.

Asked if AIG is working with outside PR counsel, Mark Herr, an attorney who is VP of corporate affairs and media at AIG, told O'Dwyer's via email that the company's internal communications is managing the pitch.



Time cover from March 30, 2009.

AIG executives have kicked off a "road show" to promote the 300-million share offering, which started May 11. Currently in Europe and Asia and eying sovereign wealth funds, the execs will woo investors in New York, Boston and other U.S. cities next week, said the *Financial Times* and *Wall Street Journal*.

The Treasury owns slightly more than 92% of AIG, or 1.66 billion shares, following its September '08 bailout.

AIG's PR efforts were the focus of intense criticism in 2009 as members of Congress and media put its roster of four agencies - Burson-Marsteller, Kekst & Co., Hill & Knowlton and Sard Verbinen - in the crosshairs. *Time* magazine wondered if the taxpayer-floated company was "spending too much on public relations" while Rep. Elijah Cummings called the PR spending a "prime example of AIG misusing funds." AIG said at the time that the enormous media and public interest required the PR support.

Two years later with a new PR team at the helm, AIG goes to investors with an offering scaled back from a more ambitious \$20B plan in the works last month.

ARK. REVIEWS GAME/FISH PR AFTER AUDIT

Arkansas' game and fish commission is reviewing its six-figure advertising and PR pacts with an RFP process through late May, following scrutiny by a state audit which questioned costs.

The commission, which has a \$92M overall budget, has been in the local spotlight after a state audit found some contracts for PR and legal services exceeded specified limits, while another PR firm started working before its pact was approved.

Little Rock advertising and PR firm Cranford Johnson Robinson Woods was paid more than \$278K over its allotted \$300K contract over the past two years, according to the March audit by the Arkansas Division of Legislative Audit first reported May 11 by the *Arkansas Democrat Gazette*.

The probe also found that Little Rock PR shop Martin-Wilbourn Partners started billable work on a communications audit late last year a month before the state commission okayed its short-term contract, worth \$50K. The game and fish commission, meanwhile, issued an RFP May 10 for the advertising and PR pacts seeking a "fresh perspective" for the work.

Download the RFP at odwyerpr.com/rfps.

LOUISIANA SEAFOOD TAPS TRIO

The marketing entity for Louisiana seafood has tapped a trio of firms to burnish the sector's image in the wake of last year's Gulf oil spill, following a March RFP.

The work is funded with \$15M from BP.

GCR & Associates, a New Orleans-based consulting firm, was tapped as lead agency with Graham Group of Lafayette, La., and New York-based The Food Group in support of the \$15M contract with the Louisiana Seafood Marketing Board.

GCR will lead a series of meetings and oversee the implementation of the marketing and

"We know that the image of Louisiana seafood was significantly damaged by the Gulf oil spill disaster and we are thankful that BP provided us with the necessary funding to begin to rebuild our brand," Harlon Pearce, chairman of the board, said in a statement.

The Food Group is part of WPP and has represented the Tabasco brand for several years, the board noted.

The RFP garnered 35 proposals.



PN BRINGS IN HP LEAD

Porter Novelli has brought in Darlan Monterisi to head its global HP business.

Monterisi, who takes an executive VP title, joins the Omnicom firm following a two-and-a-half-year stint at Rockstar Games, where she was global PR director for the publisher of the blockbuster and sometimes controversial "Grand Theft Auto" series of videogames. She left Rockstar, part of Take Two Interactive, in March.

Julie Winskie, global president of clients at PN, said Monterisi's "diverse" experience handling large product launches and social media programs, among her assignments makes her a good fit for HP.

Monterisi was previously an account director at Mullen on business like H&R block and the U.S. Dept. of Defense. She was a Marine Corp. PA officer serving the First Marine Expeditionary Force in Fallujah, Iraq.



Monterisi

H&K PUTS BAILEY IN CHARGE OF NYC

Hill & Knowlton has named Ian Bailey, co-founder of Capital C Partners, executive VP and general manager of its New York office.

Prior to Capital C Partners, which handles corporate positioning, financial and crisis PR, Bailey served as executive VP at Weber Shandwick working the financial and IR beats in its New York and U.K. offices. He also worked at Financial Dynamics and FitzGerald Communications in a more than 20-year PR career.



Bailey

Bailey reports to U.S. CEO Dan Barlett, who praised the new hire's breadth of experience.

PR OPINION

Burson-Marsteller rightfully took a severe drubbing last week for its clandestine work in behalf of Facebook.

The firm admitted it was wrong in spreading negatives about Google for client Facebook. Facebook also admitted wrongdoing.

What got us was that PR Society of America chair Rosanna Fiske sent out remarks worldwide condemning B-M, figuring this was a golden opportunity to say how ethical the Society is and why doesn't everyone act like the Society.

She gave live interviews to media including the *New York Times* (twice), *Wall Street Journal*, *USA Today*, *The Financial Times* and the U.K.'s *Telegraph*. Other quotes were in *Advertising Age* and *Der Spiegel* of Germany.

There's only one problem: the PRSA Code only pertains to individual members.

The only PRSA member in the New York office of B-M is founder Harold Burson.

If the Society is going to criticize anyone, it would have to be Burson.

He agreed that the Society has "no jurisdiction" in this matter and that, in any case, he had no knowledge of B-M's work for Facebook. Only about two B-M people were involved in that, he said.

There are only 15 other PRS members among the 1,000 or so U.S. B-M employees-four in Pittsburgh, three each in Chicago and Dallas and others in various offices. Five of the members are junior staffers.

No Code Enforcement

The Code not only has no enforcement mechanism, but the Assembly last year removed the word "violation" twice from the bylaws so there can be no hint of PRS ever taking any action against a member.

Thus, although all its members are absolved from any criticism whatever, it's just fine for PRSA itself to bust on any organization that does something allegedly unethical.

Fiske said, among other things, that "Under the Society code, B-M would be obligated to reveal its client and to disclose the client's intentions."

The Code does not apply to organizations.

If B-M employees had participated in the described activities, or had knowledge of them, they would have such an obligation. But in no case would Fiske or anyone from the Society ever criticize such a person. This is a form of double standard.

The Society's website bragged about her being interviewed and quoted

She told the NYT that B-M violated the "essence of PR code of ethics 101." The WSJ was told that B-M was guilty of "lack of disclosure" and was "deceptive."

"Unethical and improper" were the words Fiske used in an interview with the *Financial Times*.

She told the *Telegraph* that the incident was an



Fiske

"embarrassment" to both B-M and Facebook and that it "reflects poorly upon the global PR profession."

The statement accuses B-M of "allegedly" engaging in "practices that are unethical and improper under the Society Code of Ethics."

"Honesty" is one of those "core principles," specifically meaning that members must "reveal the sponsors for causes and interests represented," the statement said.

PRSA Has Long Rap Sheet

PRSA, which has a rap sheet about as long as the Mississippi, has no business publicly chiding any organization. If it's going to chide organizations, it should start with itself.

PRSA relieved its members of facing ethics charges in 1999 after the firm of 1999 treasurer Lee Duffey was accused of using a false front to attack the EIFS form of construction. Duffey refused to reveal the clients behind the anti-EIFS campaign. Only three of the 40 employees of the Duffey firm were PRSA members and a probe apparently found none of them were involved.

Ethics head Bob Frause sent out a memo in 1999 saying the Code was unenforceable because members threatened lawsuits when under investigation and/or refused to cooperate. A new Code, created at a cost of nearly \$200K, removed enforcement.

Another reason for killing the Code was that a member accused the entire 17-member 1999 board of five ethical violations in voting a formal boycott against the O'Dwyer Co. This reporter was accused of wasting too much time of the PRSA staff in asking questions (including those about the Society's own 1999 survey that found "PR specialist" ranked 43 on a list of 45 "believable sources of information.")

Numerous Other Ethical Abuses

Since Fiske is such a believer in "honesty," we would ask her: How honest was the 2010 Society financial report that books dues as cash in violation of section 5.46 of the Financial Accounting Standards Board that says dues must be recognized over the period to which they relate?

How honest was the massive theft of intellectual property of scores of authors from 1980-94 which was sold in information packets at the rate of 3,600 a year and at prices of up to \$55 a packet?

How honest is withholding, since 2005, transcripts of the Assembly?

Only Assembly delegates are allowed to view the entire list of the delegates. How honest is that? Members don't know who is in the Assembly, what they say (unless they decide to physically attend an Assembly and stand in the back of the room) or how they vote. How honest is that? This is the very "failure to disclose" that Fiske complains about.

A delegate has twice threatened this reporter with beating me "to a pulp" and the name of this person is known to some delegates and at least one national director, according to an e-mail from VP-PR Arthur Yann to me. PRSA refuses to investigate this.

How honest is that?

— Jack O'Dwyer