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Editor-in-Chief

O'Dwyer's Newsletter

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

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NOKIA PLUGS INTO NEXT FIFTEEN

Three Next Fifteen Communications Group PR firms will handle Nokia's global PR account, following a competitive review.

Text 100, Bite Communications and 463 Communications have been tapped to guide PR for the telecom in the U.S., U.K. and its home base of Finland.

Ketchum was the U.S. incumbent, while Golin Harris and Good Relations worked Finland and the U.K., respectively.

Earlier this year, Nokia said would be adopting Microsoft's Windows Phone 7 software for its smartphones in a billion-dollar deal between the companies.



ATOMIC SOARS WITH SONY

Sony Electronics awarded its U.S. PR and social media business to Atomic PR, which is part of Huntworth's flagship Grayling, following a shoot-out between full-service agencies and digital/social media shops.

An Atomic staffer declined to give the budget for the work, but noted that the amount is "truly significant and consistent with mass market products lines from a world-class brand."

The account covers Sony products such as personal computers, tablets, cameras, home theater, audio products plus stores. Atomic bagged the business because of its "refreshing analytic mindset" and "most interesting creative ideas," according to John Dolak, VP-communications at Sony Electronics.

Sony is currently wrestling with fallout from the security breach of its PlayStation online network.



PR EXEC WORKS EVANGELICALS FOR ROMNEY

Likely presidential hopeful Mitt Romney has brought in a PR executive experienced in outreach to the evangelical Christian community as the former Massachusetts governor seeks to improve his tepid standing among a key Republican voting bloc.

Romney's camp said it has hired Mark DeMoss, who founded The DeMoss Group in Atlanta 1991 handling PR exclusively for Christian clients like the Billy Graham Evangelistic Association, FamilyLife and Compassion International.



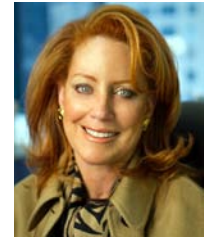
DeMoss

ROBINSON LEAVES RL&M FOR BLACKROCK

Linda Robinson, founder of WPP's Robinson Lerer & Montgomery, has left the firm after 25 years to head global marketing and communications at asset manager BlackRock.

RL&M partner Jim Badenhausen and executive VP Craig Brown are also joining BlackRock in communications roles.

Robinson, a former Reagan administration press hand, formed RL&M in 1986 with Walter Montgomery and Ken Lerer after she headed corporate affairs at then-Warner Cable Communications. She is a director of BlackRock, but will step down from that role in joining the firm.



Robinson

Montgomery is CEO of RL&M while Lerer moved on to co-found the Huffington Post and serve as EVP at AOL Time Warner.

BlackRock has more than \$3.6 trillion under management across a variety of holdings. The company merged with Barclays Global Investors in 2009.

A memo from BlackRock CEO Laurence Fink provided to O'Dwyer's said the hires come as the company "continues to enhance the management of our brand and reputation."

Brown takes a director slot working under Robinson, while Badenhausen serves as managing director and global head of corporate communications. Badenhausen manages media relations and internal communications.

NOAA SEEKS LIGHTENING SOCIAL MEDIA HELP

The National Oceanic and Atmospheric Administration is calling for proposals for a lightening awareness social media campaign ahead of a national week of recognition in June.

The National Weather Service, part of NOAA, slates National Lightning Safety Week June 19-25 this year as summer is peak season for lightning strikes in the U.S., where nearly 60 people are killed and hundreds injured each year.

The PR effort is expected to include blogger relations, distribution of existing PSAs to sites like YouTube and Yahoo! Video, as well as development of a multimedia press release and online monitoring, among other tasks.

NOAA said it expects to award a one-year contract with four options years. Proposals are due May 26.

Statement of work can be viewed at <http://bit.ly/kAmEkB>.

HEALTH PROS TO McD'S: BOOT RONALD

More than 500 healthcare pros and medical institutions signed a letter to McDonald's CEO Jim Skinner asking him to stop marketing "junk food" to children in an effort to combat the "staggering" rates of obesity and diabetes among the nation's young.



The letter appeared May 18 as a full-page ad in the company's hometown *Chicago Sun-Times*, *New York Metro*, *Boston Metro*, *San Francisco Examiner*, *Minneapolis City Pages* and *Baltimore City Paper*.

The ad's full-text at LettertoMcDonalds.org contends that the dramatic rise in sickness "mirrors the growth of your business – growth driven in large part by children's marketing."

It zeroes in on corporate mascot Ronald McDonald and other promotions "to appeal to kids in environments that informed parents and health professionals can't constantly monitor-from schools to libraries to the Internet."

Ronald is an "icon as recognized as Santa Claus, and the McDonald's model of marketing is used by a range of abusive industries," says the group.

Skinner is asked to retire marketing to children for food high in salt, fat, sugar and calories, as well as Ronald and toy giveaways.

McDonald's says it's concerned with health issues and that it takes its "communications to children very seriously." It is committed to being part of a dialogue on children's health and nutrition. The fast-feeder also says parents have told it that "they appreciate our Happy Meal choices." GolinHarris represents McDonald's.

Corporate Accountability organized the ad campaign that received signatures from organizations such as the Massachusetts Public Health Assn., American Academy of Child and Adolescent Psychiatry, and Physicians Committee for Responsible Medicine.

LOMBARDO REJOINS STRATEGYONE

Steve Lombardo, founding president of Edelman's StrategyOne, is rejoining the research unit as CEO with the acquisition of Lombardo Consulting Group by the No. 1 independent PR firm.

The LCG deal adds Pfizer, U.S. Chamber of Commerce and Kayak.com to StrategyOne's client lists that boasts General Electric, PepsiCo, Unilever, eBay and AstraZeneca.

Lombardo made his mark as a pollster for the campaigns of Republicans Kit Bond, John Ashcroft, Judd Gregg, Pete Wilson and George Bush I during the 1990s. His most recent political work was the Romney for President campaign in 2008.

During his first tour at Edelman, Lombardo launched its well-regarded Edelman Trust Barometer. He reports to Neal Flieger, chair of StrategyOne, which has more than 80 staffers in the U.S., U.K., France and the United Arab Emirates.



Lombardo

KEKST WORKS BENIHANA FIGHT

Benihana Inc., the Japanese restaurant franchise based in Miami, has hired Kekst and Company as it sues the widow of the brand's founder and co-owner and attempts to revamp company shares, a move which would dilute the family holdings.

The Miami-based company last week sued Keiko Aoki, the widow of the company's founder, and Benihana of Tokyo, one of the franchise's largest shareholders which also operates franchises throughout the globe.

The suit was filed May 12 in Miami-Dade County, Fla., alleging that the widow, Keiko Aoki, directed board member Takanori Yoshimoto, who was also named a defendant, to "engage in actions damaging to all Benihana stockholders," including an attempt to "dilute" the brand's value and "deceive the public" into thinking the trademark is in question.

Aoki defended herself in the *Miami Herald* May 18. "I never damaged the company," she said. "They were the ones that caused the problem, not me. They infringed on our territory so of course, I had to protect BOT."

Benihana Inc. charges breach of contract, civil conspiracy, and injury to reputation, among other claims.

Kekst's New York office is working with Benihana. Georgeson is supporting investor relations.

Benihana said May 13 that it has moved to eliminate its two classes of stock, a proposal which Aoki said she would fight. The change was proposed by the company's board after it abandoned possible pursuit of a sale. It goes must be approved by shareholders.



Benihana chef

YOUNG ACCEPTED TO DARTMOUTH

Roddy Young, a senior VP at MSLGroup in D.C., will head north to Dartmouth College in June as VP of communications for the Ivy League institution, following a national search.



Young

Young had been at MSLGroup and sister Publicis unit TMG strategies for the past nine years specializing in crisis and litigation communications. His tenure included a major recall for Nestlé USA, Chevrolet's launch of the Volt, and Western Union's defense and Latino outreach against a large class action suit in 2003.

During the second term of the Clinton administration, he was press secretary to NASA Administrator Dan Goldin after working PR for Rep. Esteban Torres (D-Calif.).

Young, a Univ. of Maryland grad, joins academia on June 10. He'll head Dartmouth's office of PA and guide the school's overall communications reporting to senior VP for advancement Carolyn Pelzel.

Search committee chair Marcelo Gleiser said in a statement that Young was the "absolute top choice" for the post. "He understands the communications challenges that universities today face and he has creative solutions for approaching them," he said.

MILLER-MCCUNE GRABS EIC FROM ATLANTIC

Maria Streshingsky, managing editor for *The Atlantic*, has been named editor-in-chief of *Miller-McCune* starting in July.

She has been with *The Atlantic* since 2007 directing a staff of more than 30. Previous stints included *Mother Jones*, *AAA World* and *Via Magazine*.

Sara Miller McCune, founder and chair of the Santa Barbara-based magazine, said in a statement that the publication wanted an editor with a “long-range vision” as it looks to expand its presence in the “national dialogue.”



Streshingsky

USA TODAY SHUFFLES MAG, ‘YOUR LIFE’

Gannett’s *USA Today* said it has merged the content teams of *USA Weekend* magazine and the newspaper’s “Your Life” lifestyle section and tapped new leadership with digital experience in order to better serve female readers of the magazine, newspaper and digital properties.

The move adds more digital content to USAW, noted Charles Gabrielson, who continues as president/publisher of the magazine, which is distributed by more than 840 affiliate newspapers.

AOL veteran Christine Allegro has been named GM of the USAT Your Life group, which now includes editorial and design for the USAW magazine.

Also from the digital realm, Nancy Kerr, a *Washingtonpost.com* editor, has been named editor of USAT Your Life to oversee the edit and design for the newspaper section, website and magazine.

Heather Frank, VP of consumer media for USA Today, oversees the merged editorial team.

SALEMBIER, SMITH ON MOVE AT HEARST

Hearst Magazines is moving Valerie Salembier, senior VP and publisher of *Harper’s Bazaar*, to the publisher and chief revenue office slot at *Town&Country*.

Carol Smith, chief brand officer at *Elle*, takes the HB publisher post.

Both moves are effective June 1 and both report to Michael Clinton, president of marketing and publishing at HM.

Salembier headed *Bazaar*’s annual anticounterfeiting initiative, which features the website fakesareneverinfashion.com, and hosted summits in New York and London.

Before joining Hearst in 1996, Salembier was publisher of *Family Circle*, president of the *New York Post* and publisher of *TV Guide*. She takes over for Jim Taylor, who is relocating to Massachusetts.

Smith worked at *Elle* for eight years. Most recently, she was VP and publishing director of the epicurean group at Conde Nast Publications. She is the founding publisher of *Parenting* and *Vibe* and was on the launch team of *Martha Stewart Living*.

**EBERSOL EXITS NBC**

Dick Ebersol, who built NBC’s Olympic franchise, has stepped down following a collapse of contract negotiations.

He was to spearhead a contingent of executives from NBC and parent company Comcast to Switzerland next month to bid for the rights to the 2014 and ‘16 Games. Fox Sports and Disney’s ESPN are expected to offer aggressive bids.

Mark Lazarus was named chairman of NBC Sports, succeeding Ebersol who began his career at ABC.

Ebersol joined NBC’s entertainment department in 1975 and is remembered for hiring Lorne Michaels to produce “Saturday Night Live.”

He took over NBC’s sports operations in 1989.



Ebersol

ARMSTRONG PR TARGETS CBS REPORT

Crisis specialists Fabiani & Lehane are pushing back hard in defense of Lance Armstrong in the wake of a damaging “60 Minutes” report that had a former teammate of the cycling champ accuse him of doping.

Armstrong hired veteran Democratic PR consultant Mark Fabiani last year as federal prosecutors kicked off a probe of Armstrong when another former teammate, Floyd Landis, said Armstrong used performance-enhancing drugs.

Scott Pelley led a six-month investigation for “60 Minutes” that culminated in a segment aired May 22 that had former Armstrong teammate Tyler Hamilton outline in detail Armstrong’s alleged drug use. Hamilton, who has failed drug tests for cycling competitions, returned an Olympic Gold medal this month and said Armstrong had helped him securing performance enhancing drugs in the past.

He also said Armstrong tested positive for PEDs but that the results were covered up by cycling authorities and Armstrong’s own personnel.

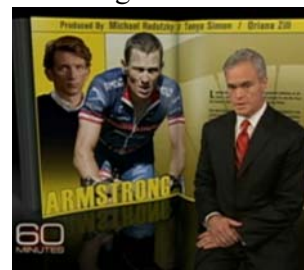
Armstrong declined to be interviewed for the report. Fabiani has established a website, facts4lance.com, with statements and responses to a growing chorus of accusations against Armstrong.

Fabiani blasted CBS for airing the report.

“Throughout this entire process CBS has demonstrated a serious lack of journalistic fairness and has elevated sensationalism over responsibility,” said a statement from F&L, based in Washington, D.C. “CBS chose to rely on dubious sources while completely ignoring Lance’s nearly 500 clean tests and the hundreds of former teammates and competitors who would have spoken about his work ethic and talent.”

Fabiani, who guided President Clinton through Whitewater, also pulled no punches for Hamilton.

“Tyler Hamilton is a confessed liar in search of a book deal – and he managed to dupe 60 Minutes, the CBS Evening News, and new anchor Scott Pelley,” he said.



NEWS CORP. SETTLES MILLER CASE

News Corp. has agreed to pay actress Sienna Miller \$162K in return for her dropping a lawsuit related to the phone hacking scandal revolving around its *News of the World* tabloid in the U.K.

Bloomberg reports the settlement involves a deal in which News Corp. will disclose contents of about 8,000 e-mails and possibly some journalists' notebooks.

Miller, who appeared in the films "Factory Girl" and a remake of "Alfie," is one of more than 20 celebrities who have sued News Corp. and its properties during the past four years.

In a statement, News International says it "admitted liability in certain cases and offered a genuine and unreserved apology." It hopes to settle other cases as quickly as possible.

News Corp. admitted that it used hacked voice mails in 11 stories published about Miller in 2005-06.

Bloomberg notes the Miller settlement follows news that London police are considering whether to investigate News International CEO Rebekah Brooks about reporters paying cops for information.

ORBITZ ASKED TO DROP ADS FROM FOX

Washington's FitzGibbon Media is guiding the launch of MediaMatters' DropFox campaign designed to pressure advertisers to pull ads from Fox News due to what it perceives as the News Corp. property's "alarming deviations from the usual standards of a news organization."

Travel website Orbitz Worldwide is the first target as members of three gay organizations signed a letter to that company's CEO, Barney Hartford, to "raise our concerns about your association with a network that advances destructive anti-gay rhetoric."

The organizations, GLAAD, Courage Campaign and Equality Matters, acknowledge that Orbitz, which also runs a gay-specific site, has done "great work" in "partnering and catering to the LGBT community." They blast Fox for bias "on everything from gay marriage to the repeal of DADT" and conclude that its "coverage is driven by a political agenda and cannot be considered an objective news source."

The gay rights groups want Orbitz to rethink its advertising backing for Fox.

Fox News denies any bias in its coverage.

Brian Hoyt, VP-corporate communications and government affairs at Orbitz, was contacted for corporate reaction to the DropFox effort. He provided a statement in which Orbitz played up its strong support of gay rights and its "perfect score on the Human Rights Campaign's 'corporate equality index.'"

Orbitz says its advertising carries an "inclusive message reflective of our diverse audience." The company noted it "might need to agree to disagree" at times with organizations that it supports.

**AT&T CALLS IN GIBSON**

AT&T has hired the Gibson Group to work its proposed merger with T-Mobile, which is under spirited attack by Sprint Nextel for creating what it calls a wireless sector "duopoly" with Verizon.

Joe Gibson is a veteran Capitol Hill hand who worked at the House Judiciary Committee as chief minority counsel to Rep. Lamar Smith, who now heads that panel.

Smith (R-Tex.) said the proposed AT&T/T-Mobile deal raises important questions about competition in the telecom industry and the effect on American consumers.

Gibson served as Smith's chief of staff during his campaign to become Republican leader on the Committee.

He also played a role in crafting the Telecommunications Act of 1996 and served in the Justice Department as deputy assistant attorney general in its office of legislative affairs. He is the author of two books "Persuading Congress," and "A Better Congress: Change the Rules, Change the Results."

**Gibson****FIRST LADY'S PRESS SEC EXITS**

First Lady Michelle Obama's press secretary, Katie McCormick-Lelyveld, is stepping down to return to the private sector in Chicago.

Hannah August, a regional communications director at the White House, will take over for McCormick-Lelyveld, who has not announced her new job but said she will not work for the Obama-Biden campaign.

"Katie has been with me since the very beginning and I've relied on her intelligence, grace, quick wit, humor and friendship through the campaign and at the White House," Obama said in a statement.

August, who has covered the South and women's issues for the White House, was a press secretary at the Justice Dept. and comms. deputy at the Democratic Senatorial Campaign Committee.

Obama said deputy press secretary Semonti Stephens was promoted to deputy communications director.

BRAGMAN GUIDES 'COMING OUT' OF LEMON

Hollywood PR pro Howard Bragman guided the "coming out" of ex-CNN weekend anchor Don Lemon, who reveals that he is gay in his upcoming book, "Transparent."

Lemon, who has just been replaced by Wolf Blitzer, worked TV jobs in Philadelphia, Chicago and New York before the CNN post.

He is one of a handful of TV anchors or hosts who have acknowledged they are gay.

Lemon, 45, decided to reveal his sexual identity after being approached to write a book after he appeared on a panel called "The Black Man in the Age of Obama."

Bragman, founder of 15 minutes and formerly of WPP's Bragman Nyman Cafarelli, has helped other celebrities "come out," including basketball star Sheryl Swoopes, actress Meredith Baxter, country singer Chely Wright and Chaz Bono.

NEWS OF PR FIRMS

CHAMBERLAIN CREATES SMALLER SHOP

Chamberlain Communications Group, part of inVentiv Health, said it has launched a new agency, SharedVoice PR, focused on providing integrated communications to mid- to-small sized healthcare companies and divisions.

The firm said SVPR, based in New York and New Jersey, is part brick and mortar and part virtual network of healthcare pros under the leadership of Reba Auslander, executive VP.

Michelle Strier, a former Chamberlain staffer based in Arizona, has been hired as senior VP.

AWARDS: HJMT Communications, Westbury, N.Y.,

won two Folio awards, including a Social Networker Award for best of use of Facebook for a Girls Scouts of Nassau County campaign. The firm was also honored by EO Global's New York chapter for its social media efforts on behalf of clients. "Social Media has become a huge part of our business" and a "vital part of



Topper, right, with Donna Ceravolo, CEO of Girl Scouts of Nassau County.

the PR mix" said Hilary Topper, CEO. ...**PRSA's North Carolina** chapter held its second annual InSpire Awards dinner May 5 at Brier Creek Country Club in Raleigh, giving out 48 honors. Fleishman-Hillard and Gibbs & Soell PR tied for Silver Best in Show honors, while French/West/Vaughan won Bronze honors. A full tally is posted at <http://www.ncprsa.org>. ...

Lynn Casey, CEO of Minneapolis-based **Padilla Spear Beardsley** was honored by the

Minneapolis/St. Paul Business Journal with its 2011 Career Achievement Award, the top honor among the publication's annual "Women in Business" awards. The Journal cited her PSB role as well as civic and non-profit engagements in the Twin Cities area. ...



Casey

Madison Alexander PR, Irvine, Calif., reports Network Products Guide honored the agency with the 2011 IT PR Campaign of the Year award in Las Vegas this month for a campaign for Lieberman Software. ... **JSH&A PR** picked up two Golden and two Silver Trumpets from Publicity Club of Chicago's annual awards at a ceremony May 6, including a gold win in the new media category for its "S'mores: 'Snacktivity' for Summertime Memories" campaign for The Hershey Company. L.C. Williams & Associates won gold with client First Alert for the "Get Alarmed" campaign. Full list of winners is at <http://bit.ly/jmaJu9>.

BRIEF: Independent agency network **Pinnacle**

Worldwide has launched a new website, www.pinnacleww.com, developed by member firm Bailey Gardiner of San Diego.

NEW ACCOUNTS

New York Area

Hawkins International, N.Y./Enchantment Group, Ariz. resort and spa management company, and Conrad New York, Hilton hotel slated for late 2011 opening in lower Manhattan, for PR.



RF|Binder Partners, New York/Life Extension, anti-aging research and dietary supplements marketer, as AOR for PR following a competitive search. Key is raising awareness among baby boomers while increasing sales.

Feintuch Communications, New York/Jonathan Spira, author, researcher and tech industry pundit, for his new book, "Overload! How Too Much Information Is Hazardous to Your Organization" (John Wiley & Sons, May 31, 2011). Feintuch has worked with Basex on projects over the past 15-years and will conduct book reviews, publicity, speeches and book tour.

Conversation, New York/Snagola, online sales promotions, for social media development, management and outreach.

GCI Health, New York/American Academy of Nurse Practitioners, as AOR to increase awareness of nurse practitioners and the group, touting the role of NPs in "transforming [the] healthcare system."

East

Outreach Strategies, D.C./AGree, food and agriculture policy initiative co-chaired by former MPAA chief Dan Glickman, for public affairs.



Backers include the Ford Foundation, Bill & Melinda Gates Foundation, and William & Flora Hewlett Foundation, among others.

Midwest

MSLGroup, Chicago/Sealy Corporation, mattress bedding manufacturer, as AOR for PR. The firm pitched and won with sister agencies Leo Burnett and Spark. MDC Partners' Cramer-Krasselt was the incumbent but didn't participate in the review.

Mountain West

104 West Partners, Denver, Colo./eWise, financial management solutions; North Plains, rich media management software, and Smartling, Multilanguage web development software, for communications.

Intrepid, Salt Lake City/Taubman Centers, as AOR for PR for the 800,000-square-foot City Creek Center retail development in Salt Lake City, including strategy, media relations, event coordination and messaging.

West

Joshua Paul Vittek and Associates, Los Angeles/Richard Smith, contemporary jazz guitarist, for PR support of the upcoming release of a new recording.

BG Global, Los Angeles/Emanuel Andr n Chocolates, Swedish chocolate company, as AOR for PR in North America, including marketing and social media.

International

Dash PR, Sydney, Australia/Transcend Information, global storage and multimedia products, for PR in Australia and New Zealand.

— Greg Hazley

NEWS OF SERVICES**NBN TAPS ROBBINS FOR MIDWEST**

Zane Robbins, former VP/Midwest for Synaptic Digital, has joined News Broadcast Network, New York, as VP of client services for the Midwest region.

He'll be based in Chicago.

Robbins was previously with KEF Media, where he was director of media relations focused on the Midwest, before moving on to Medialink, now Synaptic, as GM for the Midwest.

He left Medialink for Atlanta-based start-up, A-1 Broadcast, before returning post-merger to Synaptic Digital.

NBN president Michael Hill said the hire reflects an "expectation of growth" as the PR sector is "emerging now into a strong economic recovery."

PIMS GATHERS TROOP DONATIONS

Printing and PR distribution services company PIMS, New York, has partnered with Operation Gratitude, which sends care packages and personal letters to deployed U.S. military members and those recovering in transition units.



PIMS is facilitating donations of products to OG through its sales representatives.

OG annually sends more than 100,000 packages containing products like snacks, toiletries and entertainment items valued at about \$125. Info: 212-279-5112 or pimsmultimedia.com.

PRESSKING OFFERS VRANK

PR services company PressKing has launched a free tool to grade brands based on web indicators like SEO, mentions and social media activity.

The service, called Vrank and available at vrank.com, assigns a grade which PK says "evolves" over time.

PK CEO Charles Mignot said the Vrank was developed as brands are making more efforts to improve online visibility but often lack a "clear vision" of their current situation.

AGENCYFINDER REVAMPS

Richmond, Va.-based search company AgencyFinder said it has a revamped website of data for advertising and PR searches.

Enhancements at agencyfinder.com include video, an expanded Q&A database and a streamlined agency invitation and client evaluation platform.

Charles Meyst, CEO, said the site has more than 80 pages of content plus thousands of case studies and agency essays intended to help clients evaluate and select agencies.

AF does not charge search fees but makes money on registration and subscription fees from agencies in its database.

BRIEF: **PR Newswire** said it is a corporate partner of the Black Enterprise Entrepreneurs Conference + Expo, slated for May 22-25, 2011 at the Atlanta Marriott Marquis. Attendees will get 30% off PRN's multicultural news packages.

PEOPLE**Joined**

Amy Speak, who handled pharma and biotech accounts as a VP at Porter Novelli, to LaVoie Group, Salem, Mass., as VP of public and media relations. She previously held market development and sales management posts with GMP Companies, Genzyme Genetics and BioSource International.

**Speak**

LaVoie has also promoted **Carey Pilato** to senior VP, PR, in New York. She joined in 2010.

**Ardan**

Roger Ardan, VP and group head of professional services, Gibbs & Soell, to Middleberg Communications, New York, as managing director of its professional services group. He was previously a senior VP at Edelman for 12 years. CEO Don Middleberg said the hire will help his firm expand its work with law and prof. services clients.

Jeff Oldham, managing partner, Sextant Public Affairs, to 720 Strategies, Washington, D.C., as managing director leading day-to-day operations of the PR and PA shop. He was previously deputy VP for alliances, affordability & access for PhRMA and senior VP at Direct Impact.

Omar Velarde-Wong, program manager, NeighborWorks America, to Environics Communications, Washington, D.C., as a multicultural communications specialist. He was previously communications director at the Hispanic Association on Corporate Responsibility and a senior A/E at Hill & Knowlton.

Kent Propst, exec. Director, Peru State College Foundation, to Central Methodist University, Fayette, Mo., as executive director of marketing communications, starting June 15. He takes over for Don Cullimore, who is retiring after 14 years. He was VP, college relations, at Peru and earlier VP of community rels. for North Idaho College.

**Propst**

Stephanie Proos, U.S. West PR rep for Kumon Math and Reading Centers, to Morgan Marketing and PR, Irvine, Calif., as a senior A/E handling restaurant and luxury clients, including 118 Degrees, Chapter One: the modern local, Togo's Eateries, and Panda Restaurant Group. She was previously an A/E at PCGCampbell Marketing & Comms.

Joel Williams, formerly of Edelman, KB Home and Marketing Support Inc., to O'Reilly/DePalma, Frankfort Ill., as an account director.

Promoted

Meghan Gross to managing director of MSLGROUP's Boston office. The Publicis unit said her appointment reflects an "increased focus" on regional New England clients. She joined MSL earlier this year after heading comms. for two Boston-based national law firms and now reports to Renee Wilson, president of the Northeast region.

**Gross**

PUBLICIS ACQUIRES BIG DIGITAL SHOP

Publicis Groupe has acquired Rosetta, the largest independent digital agency, for \$575M in cash and earn-outs.

Princeton-based Rosetta, which counts clients in the healthcare, consumer products, telecommunications, and financial services sectors, is expected to generate \$250M in revenues from a nine-office network (New York, Cleveland, Los Angeles and San Jose).

The firm has more than 1,100 staffers serving clients such as Johnson & Johnson, Hewlett-Packard, Marriott, Allergan, Valvoline, T-Mobile and Bristol Myers Squibb.

Publicis CEO Maurice Levy said in a statement that the Rosetta addition will accelerate his goal of becoming the "human all digital agency." The deal bolsters Publicis' digital exposure from 28 percent to 30 percent of overall revenues. That digital number is expected to hit 35 percent in 2014.

Chris Kuenne founded Rosetta in 1998. He now reports to Jean-Yves Naouri, COO of Publicis.

McEWEN HEADS ZING

Bob McEwen, a 30-year communications pro, has been named president/CEO of Zing USA, which is owned by the Australia-based PR, experiential marketing and video production shop.

The veteran of Burson-Marsteller (midwest CEO), Fleishman-Hillard (executive VP) and Shandwick (Detroit chief and industrial practice group leader) has counseled blue-chips such as General Motors, Microsoft, Kellogg's, Ford, Hallmark and United Airlines.

Zing targets the fashion, beauty, lifestyle and retail sectors for its offices in New York and Los Angeles. It has worked for Coca-Cola's Fanta, Batiste shampoo, Clikthrough, Eylure, Revision Skincare and Nautica.

"Zing is a young, cool and edgy shop," McEwen told O'Dwyer's. His goal is to build on its DNA to include forays into the corporate, b-to-b and crisis categories and serve as mentor to its staff. Becoming a "Zinger" is a "breath of fresh air," added McEwen.

COAL INDUSTRY NAMES COMMS. CHIEF

Evan Tracey, who founded and heads political ad and issue tracking firm Campaign Media Analysis Group, has taken the top PR slot at the American Coalition for Clean Coal Electricity.



Tracey

Tracey is set to take the post of senior VP, communications, at ACCCE, the three-year-old Alexandria, Va.-based trade group which represents the top U.S. coal producers, utilities and railroads. He starts June 1.

Tracey, a regular media pundit, founded CMAG in 1997. The firm was acquired by TNS, which itself was acquired by WPP in 2008.

ACCCE counts about 40 members like Caterpillar, GE Energy, CSX, Southern Company and American Electric Power. Lisa Camoosa Miller is VP of media relations for ACCCE. She joined in 2009 from the National Community Pharmacists Association.

U.S. BUDGET NEEDS 'SHOCK TO THE SYSTEM'

Politicians must reflect courage, ingenuity and resolve to bring back more than 17M U.S. jobs lost over the last decade, PR counselor Robert Dilenschneider told PRSA's Westchester/Fairfield County Chapter May 19.

Dilenschneider, the former chief of Hill & Knowlton, said he sees the potential for a "renaissance" in the U.S. and the recreation of a middle class with a new emphasis on quality and craftsmanship if urgently needed tax dollars will fund projects through the country.

"Business needs tax incentives, support from Wall Street, which will surely criticize them, and the best possible advice they can get to plan competitively for their own operations to make this happen," he said at the Hyatt Regency Hotel event.

Entitlements Need Revisiting

Dilenschneider said the country first has to get its "budget in order," which will take a "substantial revisiting" of entitlement programs like Medicare and Social Security.

"There has to be some shock to the system," he said, noting the debt ceiling "will require serious debate" in Congress. "We should all applaud public officials with the courage to present us with some pretty unappetizing choices."

Dilenschneider sees hope that 64% of Americans are saving more and spending less and 61% say they've rethought their priorities in life.

"Our nation is very much the magnet to which others look for freedom and opportunity," he added.

LESLIE TAPPED FOR FOREIGN AID POST

Weber Shandwick chairman Jack Leslie has been tapped for a U.S. advisory committee intended to link the federal government and private sector over foreign aid.

Leslie was named as a member of the U.S. Agency for International Development Advisory Committee on Voluntary Foreign Aid by USAID administrator Raj Shah.

He'll advise USAID on its efforts to promote democracy, good governance and economic growth, the organization said.

Leslie said he is "honored" and looks forward to working toward "strengthening global development policy and results."

The committee was set up after World War II to coordinate humanitarian and development assistance overseas with the federal government and private groups.

Leslie, a member of the Council on Foreign Relations who received Senate confirmation in 2009 after a presidential appointment to an African development post, is one of 27 members of the committee.

He started his career as an aide to Sen. Teddy Kennedy (D-Mass.) before moving into political and PR consulting.



Dilenschneider signs a book for PRSA board member Stephanie Harwood.



Leslie

PR OPINION

Key board members and past leaders of the International PR Association have resigned to protest what they see as abuses in financial reporting and governance, including the dissolution May 5 of the IPRA Council (the 74-member legislature of the group).

This reporter, a member of IPRA for many years, sees many parallels between IPRA and PR Society of America, although in this case IPRA is doing something even worse—abolishing what is the equivalent of the PR Society's Assembly.

The Council would be replaced with four officers and one director from each region of the world.

The latter are yet to be named.

Under protest is the election of Johanna McDowell of South Africa as president for 2012.

The dissolution of the Council was declared at the May 6 meeting in Brussels but there are many members who question this action, feeling that only the Council could dissolve itself.

Richard Linning, 2011 president, said May 13 that a committee of the last five IPRA presidents, operating under the new constitution, has “submitted its report on the membership and eligibility for election of the new governing body and for the conduct of future IPRA ballots.”

The last five presidents are Linning; Elizabeth Ananto of Indonesia; Maria Gergova of Bulgaria; Robert Grupp of the U.S., and Philip Sheppard of Belgium.

A number of members object to the leadership of staff CEO James Holt, who at one point resigned last year.

The resignation was accepted by Ananto. Dissidents feel he should not have the title of “CEO.”

Holt appears to be back at the helm although Ananto has complained that his \$80,000 salary takes up about 80% of the income of IPRA.

Dissident board members, including Ananto, claim they do not get adequate financial reports. They are upset that Nigel Chism of the U.K. has been treasurer since 2000 when there is a four-year limit for that office.

Tempers have flared on both sides of this dispute resulting in threats of lawsuits and legal opinions obtained from lawyers.

Two dissident directors have been “suspended” for several months as “punishment” for not toeing the line.

They disputed such suspensions as improper and unwarranted.

Among those resigning in protest are former directors Don Stacks of the U.S.; Jennifer Hardie of United Arab Emirates; Volker Stoltz of Germany and David Donahue of Australia, former Council head.

Lawyers Add to Poisonous Stew

Some members are particularly upset at the creation of a new U.K. corporation that will handle some of the affairs of IPRA.

Certain IPRA leaders are playing the same odious



Holt

legal card that we see at the PR Society—invoking state or government laws as superior to an association's own laws which is junk law in our book.

This leaves members at the mercy of whoever is interpreting state or government laws.

Every time a delegate suggests at a PRS Assembly that the board do something, a lawyer for the board pops up and berates the delegate by saying the Assembly must never, ever tell the board what to do since that is a violation of New York State laws. Such laws are said to “trump” PRSA bylaws.

That is nonsense since the boards of lawyers, doctors and accountants and many other professional groups take orders from their “Houses of Delegates.”

An attempt in 2006 to bring PRS in line with the ABA, AMA, AICPA, etc., was defeated by the APR-dominated Assembly.

Robert's Rules, described as the “authority” for the Assembly, say on page 49 that an “assembly” elected by members (and which then elects directors) has “full and sole power to act for the entire organization.”

Page 9 says a board is “subordinate” to such an assembly.

Poor Financial Reporting

There are complaints that directors and even officers of IPRA are not getting full and timely financial reports.

Latest figures on the IPRA website are for the year ended Dec. 31, 2009 and show an operating loss of 18,277 British pounds on revenues of 204,798 including 81,907 cost of sales and 141,168 administrative expenses.

Net assets for 2009 were 319,205, a decline of 16,101.

The PR Society has posted its 2011 first quarter results in the members-only area of its website with no explanation attached.

Revenues gained only \$14,457 to \$2,406,824 while expenses rose \$101,269 to \$2,249,139.

Salaries/fringes rose 8% to \$1,390,314 or 57% of revenues of \$2,249,824.

For a group the size of PRS, salaries/fringes should be less than 40% of revenues.

Another sign of PRS insiders feasting is the annual “Leadership Rally” that will take place June 9-11 (Thurs.-Sat.) in New York.

The 17 section heads and 10 district chairs have now been added to the 110 chapter presidents-elect who get \$550 towards their “June weekend in New York” for an outlay of \$75,350. In addition, each gets five free meals worth at least \$200 for another \$27,400 for a total of \$102,750 in grease to the compliant presidents-elect.

Many of the 137 can be counted on to toe the boards line at the Assembly.

This largesse is bestowed at a time of austerity for the Society which led treasurer Phil Tate to say April 12 that an “incredible \$1.5 million has been cut from operating expenses” and that there is “no room for further cuts and no obvious sources of new revenue.”

— Jack O'Dwyer