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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## U.S. CHAMBER HIRES EDELMAN

The U.S. Chamber of Commerce will work with Edelman to gauge the perception of its brand ahead of the business lobby's 100th anniversary next year.

J.P. Fielder, director of U.S. media relations for the Chamber, confirmed that Edelman won a competitive review, which this NL reported in March involved an RFP process with a handful of firms.

The Chamber is undergoing a PR shift of sorts with the exit of its VP of communications and strategy last month, Tita Freeman, a former Google D.C. hand who left for the Nation Retail Federation.

The group in March hired House Speaker John Boehner's digital media director, Nick Shaper, for a top slot overseeing digital strategic communications. He was previously director of Congressional Affairs for Adfero Group in D.C., which has worked with the Chamber, and started out on the Hill.

The Chamber was formed in 1912 after a call by President Howard Taft for a central group to keep business interests in touch and "American interests in closer touch with different phases of commercial affairs."

The group represents three million businesses and was the top lobbying spender last year with \$132.1M in outlays, according to the Center for Responsive Politics.



## MSLGROUP'S LAUER TO GCI HEALTH

Becky Lauer, who spent the last 11 years at MSLGroup as senior VP and director of broadcast media/global health, has moved to GCI Health.

Her new title is senior VP and director of media.

Wendy Lund, GCI Health CEO and MSL alum, praised Lauer as a "seasoned media guru respected by reporters and producers across the industry."

At MSL, Lauer handled strategic counsel and media relations for FDA hearings, drug approvals and crisis management for clients such as Pfizer, Eli Lilly, Johnson & Johnson, Genentech, Philips, Bayer and St. Joseph's Hospital.

In a 20-year media career, Lauer was producer for CNN, Fox News and CBS Evening News with Dan Rather.

GCI Health is part of WPP, while Publicis Groupe owns MSLGroup.

## RUDER FINN GROUP FORMS FINN PARTNERS

Ruder Finn Group is spinning off Finn Partners as a separate unit under Peter Finn later this year.

Currently, he shares Co-CEO duties at Ruder Finn Inc. with his sister, Kathy Bloomgarden. Ruder Finn spun off RF|Binder Partners in 2001 under Amy Binder, sister of Peter and Kathy.

As founder and managing partner of Finn Partners, Finn will preside over 160 staffers and \$25M in fees. RFG generated \$97M in 2010 fees and employed 602 at yearend.

Finn Partners will be housed in RFG's New York headquarters and move into Ruder Finn Inc. offices in Washington, Chicago, Los Angeles, San Francisco and Israel.

Finn expects the new venture will thrive in an era in which "innovation and partnership will be strong drivers of the brand." He has targeted digital/social media, consumer, technology, travel/economic development, corporate and the arts as areas of development.



Finn

## EIN SUPPORTS PR FOR DSK'S LEGAL TEAM

D.C. PR counselor Marina Ein is working with the legal team of former IMF chief Dominique Strauss-Kahn, who is under house arrest on sexual assault charges in New York.

William Taylor III of Zuckerman Spaeder in the capital and New York criminal defense attorney Benjamin Brafman are Strauss-Kahn's legal reps.

"We have a long-standing relationship with William W. Taylor III, Mr. Strauss-Kahn's attorney and we have been assisting Mr. Taylor in managing the process aspect of responding to media inquiries and issuing statements via newswires," she told O'Dwyer's.

Ein, who worked PR for former Rep. Gary Condit during the media frenzy amid the disappearance of aide Chandra Levy in 2001, runs an eponymous shop in D.C.

She shot down reports that DSK's legal team has been in contact with his accuser or her family. "Reports that Mr. Strauss-Kahn's attorneys or representatives are in contact with the complaining witness or her family are false," she said in a statement on behalf of Taylor.

Ein worked the 2004 release of Doubleday's incendiary "The Real Story of the Bush Dynasty" by Kitty Kelly ahead of the presidential election that year.

Reuters reported May 23 that Strauss-Kahn's legal team has reached out to D.C.-based TD International, a business consulting firm run by former CIA operatives, for counsel, as well.



Lauer

## **DUTKO DOES BIDDING OF MOROCCO'S KING**

The Moroccan American Center for Policy, a non-profit initiative of King Mohammed VI to improve ties with the U.S., has hired Dutko Grayling Worldwide through the remainder of 2011.

The unit of Britain's Huntsworth is to develop a strategic communications program, assist in thought leadership, handle media relations and identify third-party sources to promote the Center's agenda, according to the agreement between the two parties.



King Mohammed VI

The Center's mission to keep U.S. government officials and opinion makers informed about developments in Morocco and the role played by the kingdom in political developments in North Africa and the Middle East.

The contract, which went into effect May 16, is worth a \$10M monthly retainer.

The pact includes a non-compete clause that forbids Dutko Grayling staffers from working for Morocco's rival, Algeria, and the Sahrawi Arab Democratic Republic.

Morocco is at odds with SADR over control of neighboring Western Sahara, a former colony of Spain.

The non-compete runs for one year following termination of the contract with the Center.

Dutko Grayling reports to Jean AbiNader, head of the Center's communications team and frequent source (BBC, CNN, Reuters) for input on U.S./Arab relations.

It also represents King Mohammad's economic development arm, Moroccan American Trade & Investment Council.

## **BIDEN PRESS SECRETARY TO EXIT**

Elizabeth Alexander, longtime press secretary to Vice President Joe Biden, is stepping down for a law career.

Biden's office said Secretary of the Interior deputy communications director and press secretary Kendra Barkoff will take over for Alexander in June.

Alexander was Biden's Senate press secretary and kept the role through the 2008 and the Obama administration.

In a statement, Biden called her a "trusted adviser" for the past five years.

"Together, we've logged a lot of miles, and through it all she's been tough, determined and loyal," he said. "Her energy, intellect, and professionalism will be missed enormously, even as I'm excited for her to start the next chapter of her career."

Prior to her stint at Interior, Barkoff was press secretary to Sen. Bob Casey (D-Pa.) and worked communications for Sens. Richard Durbin (D-Ill.) and Maria Cantwell (D-Wash.).

She finished law school at Georgetown University before entering the White House.

Biden hired *Washington Post* reporter Shailagh Murray as his communications director in March as Jay Carney moved to the White House press secretary slot.

## **RUBENSTEIN ENTERS BIG TOP**

Feld Entertainment has selected Rubenstein Communications to promote its Ringling Bros. and Barnum & Bailey Circus, Disney on Ice, Disney Live and Feld Motor Sports (Monster Jam and Supercross) brands, following a competitive pitch for the estimated \$30K-a-month pact.

The contract of Hill & Knowlton, which represented Feld for more than a half-dozen years, expired in 2010

Stephen Payne, VP-corporate communications, said Virginia-based Feld recently picked up where it left off last year when it suspended an RFP process. He said the company's rapid growth made the selection of a firm more critical and a pool of firms narrowed to six finalists last year agreed to pitch again for the recent review.

Rubenstein was tapped due to its strength in working for leading brands, particularly in the entertainment space, said Payne.

Feld has been a target of the People for the Ethical Treatment of Animals, which vowed last year to "educate" the selected PR firm with materials critical of circuses.



## **UTAH REVIEWS 911 PR ACCOUNT**

Utah is bidding out a public education campaign on the appropriate use of dialing 911 and the limitations some citizens may have in an era of VoIP and mobile phones.

The state issued an open RFP May 24 for agency pitches as officials aim to curb inappropriate calls to the emergency service and educate the public about information that can help 911 operators and how various phone systems will work with the service.

Salt Lake City-based Penna Powers Brian Haynes has previously handled the campaign. The outreach will include schools, community organizations, church groups and other demographic groups within the population.

Utah plans a one-year contract with four year-long options. Proposals are due June 15.

Download the RFP at [odwyerpr.com/rfps](http://odwyerpr.com/rfps).

## **H&K FLIES WITH BIRDS AT CANNES**

Hill & Knowlton is hosting a seminar at the Cannes Lions Festival with Peter Vesterbacka, the "mighty eagle" at Rovio Mobile, creator of the Angry Birds phenomenon. Vesterbacka will discuss the development of the Angry Birds from casual game to cultural touchstone and discuss the changing mobile landscape.



The seminar promises to probe "whether gamification can turn work into play and thereby increase brand engagement," according to H&K's release.

The seminar slated for June 21 will include a Twitter Q&A moderated by Amanda Groty, H&K's global strategy director.

### OAKLEY TAKES CONTROL OF TONY

Oakley Capital is spending \$23M for a 66 percent stake in *Time Out New York*, the entertainment and listings magazine that was launched in 1995. Its website attracts 1M visitors per month.

The deal gives Oakley rights to the Time Out brand in the U.S. (excluding Chicago), Canada, Mexico, Central America and the Caribbean.

Peter Dubens, director of Oakley, says the investment firm plans to “build an entirely, new scalable digital transaction platform” to provide readers a “complete customer experience,” according to the *Financial Times*.

He is looking to unveil Time Out editions in 50 cities by 2013.

Oakley purchased a 50 percent stake in *Time Out London* for \$18M in November.

That magazine is expected to benefit as the official travel guide of the 2012 London Olympics.



### Hano Moves to TO Chicago

Randy Hano, former publisher of *Chicago Magazine*, on June 13 assumes the same post at *Time Out Chicago*, which is not affiliated with the New York edition.

He takes over for Ivy Lester, who left earlier this year.

Hano was senior VP at MetroCorp Holdings, publisher of *Boston Magazine* and *Philadelphia Magazine*. He also held advertising jobs at the *Chicago Sun-Times* and *Boston Herald*.

### MARTHA STEWART GOES SHOPPING

Martha Stewart Living Omnimedia has hired Blackstone Group to explore the sale or partnership opportunities for the media combine formed by Martha Stewart, the doyenne of the domestic arts.



Stewart

Blackstone Advisory Partners was tapped to “review and respond” to investors who have expressed an interest in MSLO, which posted a \$6.8M first-quarter operating loss compared to a \$3.4M year ago deficit. Revenues came in flat on \$52.7M in revenue for Q1.

The New York-based company also is using Alan Schwartz, a merger and acquisitions pro at Guggenheim Partners.

He is former CEO of now defunct Bear Stearns.

The *Wall Street Journal* reports the major challenge facing MSLO and any potential partner is that it's “increasingly difficult to squeeze money of Ms. Stewart, whose smiling, impeccable image and television shows made her one of the most ubiquitous and bankable figures for much of the past two decades.”

### DISNEY BACKS OFF SEAL TRADEMARK

Walt Disney Co. reversed course May 24 and said it would withdraw its application to trademark the term “SEAL Team 6” after the U.S. Navy moved to protect the SEAL trademark.

Disney took a barrage of criticism for its initial move to capitalize on the elite unit that took down Osama bin Laden.

The Navy filed trademark applications after Disney's move and said it believed it owns the rights to the name.

### WSJ'S SANDBERG JOINS BLOOMBERG

Jared Sandberg has exited the *Wall Street Journal* to become editor of Bloomberg.com.

He covered the wealth and banking beats for the News Corp. property.

Sandberg was a senior writer at *Newsweek*, reporting on the technology scene before moving to the WSJ in 2000.

At Bloomberg, he reports to Josh Tyrangiel, editorial director of Bloomberg digital and editor of *Bloomberg Businessweek*.

### BRUNI NAMED TIMES OP-ED WRITER

Frank Bruni, former chief restaurant critic of the *New York Times*, has been named an op-ed columnist for the revamped “Sunday Week in Review” section.

Andrew Rosenthal, editor of the opinion pages, inked a memo to promise staffers that Bruni's column will be a “sharp, opinionated look at a big event of the last week, from a different or unexpected angle, or a small event that was really important but everyone seems to have missed, or something entirely different.”



Bruni

Bruni's column will be “an anchor” of the section, Rosenthal said.

Bruni, 46, joined the Times from the *Detroit Free Press* in 1995.

He spent three years in the Washington bureau and was named Rome bureau chief in 2002.

Bruni is the author of “Ambling into History” about the first presidential campaign of George W. Bush, and “Born Round,” a personal account of his struggle over weight gain.

The Times reported that Bruni will be the first openly gay columnist at the paper.

### NCR'S FEUERHERD DIES AT 48

Joe Feuerherd, *National Catholic Reporter* publisher and its editor-in-chief, died May 26 after an 18-month fight against cancer. He was 48.

He joined NCR as an intern in 1984 and then left for the office of Rep. Tom Downey (D-N.Y.), where he rose to the press secretary slot.

Feuerherd returned to NCR in 1988 as D.C. bureau chief and exited after three years for the Housing Opportunities Commission of Montgomery, MD.

He went back to NCR in 2002, becoming publisher and E-I-C in 2008.

**MSNBC SUSPENDS SCHULTZ**

MSNBC host Ed Schultz was suspended by the network May 25 after he made inflammatory remarks about a female conservative talk show host on his radio program.

Schultz called pundit Laura Ingraham a “right-wing slut” on the air of his radio show, syndicated by Dial Global.

Schultz apologized on air Wednesday, calling his remarks “vile and inappropriate” and asking for Ingraham’s forgiveness.



“I have embarrassed my family. I have embarrassed this company,” he said. “I have been in this business since 1978, and I have made a lot of mistakes. This is the lowest of low for me.”

The network said management met Schultz Wednesday afternoon and accepted his offer to take one week of unpaid leave for the remarks.

“Remarks of this nature are unacceptable and will not be tolerated,” said a statement from MSNBC, which earlier this year suspended another host, Keith Olbermann, for making political donations. Olbermann has left the network.

In a Facebook message, Ingraham took a swipe at Schultz: “First, I was surprised to learn that Ed Schultz actually hosted a radio show. ...Second ... I’m tempted to insert one additional zing--about men who preach civility but practice misogyny.”

Later, she accepted the apology: “It seemed heartfelt, it seemed like he really wished he hadn’t said it, and I accept that apology. We disagree on big issues and I’m tough, I can take the critique and I can take the humorous critique. We don’t want to Google our names and find certain words popping up which unfortunately you can’t erase.”

MSNBC moved Schultz’ “The Ed Show” into the 6 p.m. slot in April 2009 and he took over Olbermann’s 10 p.m. slot in January of this year.

Schutz, during the controversial program, was talking about Ingraham’s praise of Reagan drinking a beer in an overseas appearance in contrast to her criticism of Obama in Ireland.

He said: “...this right-wing slut, what’s her name? Laura Ingraham? Yeah, she’s a talk slut.”

**REYNOLDS MOVES ON NYC SMOKING BAN**

Reynolds American is running a campaign for its Camel SNUs spitless smokeless tobacco brand to engage New Yorkers as Mayor Michael Bloomberg has banned smoking in city parks, pedestrian malls and beaches.

Via full-page ads in the *Wall Street Journal*, *New York Daily News* and *USA Today*, Reynolds American urges “NYC smokers to enjoy freedom without the flame” by sucking on a SNUS.

“Camel SNUS is the perfect tobacco pleasure to enjoy virtually anywhere,” reads the ad copy.

Reynolds American has developed a website to “share your support for tobacco freedom.”

**MCHALE TO STEP DOWN AS U.S PR CHIEF**

Judith McHale, the former Discovery Communications chief who has served as the U.S.’s image chief at the State Dept., is planning to step down, according to the May 23 *Washington Post*.

McHale, as Undersecretary of State for Public Diplomacy and Public Affairs, has traveled extensively since being nominated to the post in April 2009 by President Barack Obama and played a role in repairing the U.S. image abroad in the wake of two wars and the financial crisis.



McHale

Although her departure has not been confirmed, a statement released by the U.S. Commission on Public Diplomacy wished McHale well and thanked her for her service.

“We recognize and appreciate that she has focused her efforts on raising the profile of her office and on enhancing the capability of the Department of State to effectively engage foreign public audiences across the globe,” said the group. “In light of the extraordinary events ongoing – and to come –around the world, public diplomacy has never been so vital to the national security interests of the United States. We look forward to having an equally productive relationship with Judith’s successor as the Commission continues its mission to appraise the efforts of the United States Government to engage foreign publics.”

Educational programs have been key to her global outreach efforts.

“This is not a propaganda contest – it is a relationship race,” she told the Center for a New American Security in Washington, D.C., in June 2009. “And we have got to get back in the game.”

She spent 20 years at Discovery, stepping down in 2006 as president and CEO, and is a former general counsel for MTV Networks.

**BEAST NOTES TECH WRITERS PR GIRLFRIEND**

*New York Times* tech columnist David Pogue’s relationship with Outcast Agency VP Nicki Dugan was questioned for a conflict of interest by the *Daily Beast* May 27.

Writer Dan Lyons said the romance “has many buzzing about a possible conflict of interest” in Silicon Valley as he dubbed Pogue “one of the most influential gadget gurus in the world.”

Times editor Damon Darlin said Pogue disclosed the relationship to him in December. He told the Beast that Pogue hasn’t covered any of Dugan’s clients and asked the agency not to pitch him.

In addition to the Times, Pogue is a frequent TV tech pundit as Lyons wrote that he “can drive sales of a new gizmo with a few exuberant words or crush a company’s dreams with a thumbs-down on a new product.”

OutCast, based in San Francisco, is a tech-focused shop owned by Next Fifteen Communications Group. Its client roster includes Facebook and Yahoo.

Lyons noted Pogue has written articles about OutCast clients and competitors without disclosing his relationship.

## NEWS OF PR FIRMS

### MERRITT MARKS 15

Merritt Group, Reston, VA, marked its 15th anniversary May 12 with a bash at Chef Geoff's Tysons Corner.



**Ben Merritt with senior partner Alisa Valudes Whyte at the May 12 event.**

The independent firm, which saw a 10.6% jump in revenue last year to nearly \$6.2M, is led by founder and CEO Ben Merritt and has a San Francisco outpost, as well. The firm's creative team produced a video on its "humble beginnings," milestones and changes over the past 15 years. Link: <http://odwpr.us/jz1N8w>.

**AWARDS:** **French/West/Vaughan**, Raleigh, took home the two top Best of Show honors from PRSA/North Carolina's InSpire Awards May 11 at the Brier Creek Country Club. The independent firm led by Rick French won Silver Best in Show for its "Moe Magic Premiere" campaign as Moe's Southwest Grill Triangle Marketing Cooperative partnered with the Wachovia IMAX Theatre at Marbles to host a red-carpet premiere for the release of "Harry Potter and the Deathly Hallows." FWV also took home the Best of Show Bronze award for media relations for its "Creating a National Pundit" campaign with client Free Enterprise Nation. Full list of winners is at <http://odwpr.us/1l291b>. This NL reported an incorrect list of winners last week. ...**Northwestern Mutual's** "Leaving a Legacy" campaign won Best of Show honors at PRSA/Wisconsin's annual Paragon Awards May 19 at the Harley-Davidson Museum in Milwaukee. **Zeppos & Associates** took home 10 awards, including five awards of excellence and five awards of merit. **Bader Rutter & Associates** won five honors while **Laughlin Constable** received three awards of merit. Full list of winners is at [prsa.wis.org/current\\_winners.asp](http://prsa.wis.org/current_winners.asp).

**BRIEF:** **Vladimir Jones**, Denver, and **Voltage Digital Advertising Design**, Louisville, Colo., developed an iPhone application for client Xcel Energy called "Bulb Blasters," a game intended to educate consumers about how to save energy. The free download is available in the iTunes store.

## NEW ACCOUNTS

### New York Area

**Rubenstein PR**, New York/Visible World, targeted TV advertising services, for PR.

**MWW Group**, East Rutherford, N.J., and New

York/The Museum of Mathematics, set to open in New York in the fall; Latinum Network, business network focused on the U.S. Hispanic market, and StarGreetz, which delivers personalized messages using the voices and images of celebrities and iconic characters, for PR. The firm's media strategies team handles the work.



### East

**DPR Group**, Germantown, Md./Cetrom Information Technology, cloud-based IT services, as PR and marketing AOR.

**The Gab Group**, Fort Lauderdale, Fla./M Bar, new tapas restaurant and bar, for media and PR strategy.

**TransMedia Group**, Boca Raton, Fla./Judi Woolworth Donahue, great granddaughter of five and dime magnate F. W. Woolworth, to publicize how she lived most of her life in poverty before buying a thrift store costume that turned out to be part of Michael Jackson's early wardrobe estimated to be worth \$2M.

### South

**Blue August**, Jackson, Tenn./Crossbreed Holsters, holster manufacturer, for PR and editorial services aimed at building brand recognition in the law enforcement, defense, shooting sport and other markets.

### Midwest

**Euro RSCG Worldwide PR**, Chicago/Chiquita Brands Int'l, for launch of a crushed-fruit snack, part of an integrated campaign managed by Red Shoes Marketing. Euro enlisted *CS Magazine* editor-in-chief Korey Karnes Huyler to name 25 Chicago-area women who are "Crushing It" in their lives and were honored at a breakfast featuring the new product.

### West

**Bateman Group**, San Francisco/Motista, on-demand consumer connection intelligence service for marketers, as PR and social media AOR after a competitive review of area firms. Work includes day-to-day strategic communications counsel, messaging and content strategies, executive visibility, industry analyst relations, business, trade and vertical media outreach, blogger relations and social media campaigns. Bateman SVP Bill Bourdon and MD Lisa Melsted head the account team.



**Verde PR & Consulting**, Ventura, Calif./KeVita Probiotics Drinks, organic probiotic beverages which debuted this year, as AOR.

**PCGCampbell**, Los Angeles/SCE FCU, credit union originally for Southern California Edison employees now open to all state residents, for PR and media relations.

**Consortium Media Services**, Ventura, Calif./Storage Mobility, for PR to represent 21 PODS moving service franchises.

— Greg Hazley

**NEWS OF SERVICES****PAGE CENTER TAPS BOLTON AS CHAIR**

Former Aetna corporate communications exec Roger Bolton has been named chair of the advisory board of the Arthur W. Page Center for Integrity in Public Communication, the group's research center at Penn State University.

Bolton, a board member since 2006, takes up the post on June 1.

"Roger has made important contributions to the Page Center and its programs," said Lawrence Foster, who has chaired the board since its inception in 2004.

Bolton was senior VP of communications for Aetna and director of corporate media relations at IBM. He now consults for Gagen MacDonald and APCO Worldwide. He is a past president of the Page Society.

The Page Center at Penn State has awarded more than \$370,000 in research grants to 87 scholars in communications ethics since its start. It is supported by the Robert Wood Johnson Foundation and also hosts a repository of oral histories by PR and communications practitioners.

Bolton previously worked in public affairs at the Treasury Dept. during President George H. W. Bush's term and was an aide to President Ronald Reagan.

**PRN EYES WESTERN CHINA**

PR Newswire opened a Western China hub in Chengdu May 19 by holding an overseas communications conference at the Sofitel Wanda Chengdu. on May 19.

PRN said the outpost in the rapidly developing region is its fourth office in mainland China, including Beijing, Shanghai and Shenzhen.

PRN CEO Ninan Chacko was on hand for the event, which the company said drew more than 30 local businesses and government groups, as well as local media agencies.

"It allows us to further understand the communications needs of businesses across China, and provide them with a higher quality of service," said Yujie Chen, managing director of PRN/China.



**Tang Jiqiang of the Chengdu Hi-tech Industrial Development Zone and PRN CEO Ninan Chacko mark the new office's opening.**

**BRIEFS:** The world's two largest markets for PR – the U.S. and the U.K. – both rebounded from a five percent decline in fee income in 2009 to record a double-digit recovery in 2010, according to a survey by the International Communications Consultancy Organisation. . More info: <http://odwpr.us/lhPtvq>. ...

**Business Wire** promoted **Sarah Jager** as Texas regional sales manager covering the three offices in the Lone Star State and Oklahoma. Jager, who started as an A/E in Denver in 2001, reports to Southwest regional VP Dylan Frusciano.

**PEOPLE****Joined**

**Kimberly Ramalho**, global communications director for General Electric's Water and Process Technologies unit, to Lockheed Martin, Washington, D.C., as VP of communications for its Mission Systems and Sensors business, which employs about 15,000. Ramalho, 43, was previously with American Water and Siemens Corp.



**Ramalho**

**David Bashaw**, senior VP, Ogilvy PR Worldwide, to MSLGROUP, New York, as senior VP, deputy healthcare practice director. He reports to Jeanine O'Kane, North America Healthcare Director.

**Meg Blackburn**, publicist, Museum of Fine Arts, Boston, to art PR firm FITZ & CO, New York, as director of media relations. She was a senior publicist at the Museum of Modern Art in New York and senior editor at Muze Inc. The firm also named longtime director **Dan Tanzilli** director of strategic development.

**Kathy Fieweger** to executive VP and GM of the MWW Group's Chicago office. She also takes a leadership role in the firm's enterprise risk and labor relations practice. Fieweger joined earlier this year from Edelman, where she was a senior VP focused on crisis and issues management. Earlier, she was a VP at FD and director at United Airlines.



**Fieweger**

**Judy Brennan**, senior VP and director for Ketchum's Midwest corporate and healthcare practice, to Ogilvy PR Worldwide, Chicago, as executive VP and Midwest director of the firm's financial & reputation risk unit. She worked at Ogilvy in the mid-1990s and spent 12 years at Sard Verbinen & Co.



**Wallace**

**Jodi Meryl Wallace**, an independent counselor, to Middleberg Communications, New York, as director of strategic branding and creative.

**Amanda Butterfield**, anchor and reporter at NBC affiliate KSL-TV in Salt Lake City, Method Communications, Salt Lake City.

**Cherie Jacobs**, spokeswoman for Progress Energy Florida, to TECO Energy, Tampa, Fla., as manager of media and public relations, starting June 1. She takes over for Rick Morera, who is retiring July 1.



**Jacobs**

**Christopher Lloyd**, former arts and entertainment reporter and editor for the *Indianapolis Star*, to Coles Marketing Communications, Indianapolis, as senior copywriter and editor.

**Tom Freydl** to JS2 Communications, Los Angeles, as GM and VP of its New York office. His appointment follows the exit of New York head Alissa Pinck last month. Freydl held the same role at Allison & Partners and earlier was an MD at Ketchum Entertainment Marketing and started out at Bragman Nyman Cafarelli.

## **FINSBURY HANDLES HEDGE FUND DRAMA**

London-based Finsbury is guiding PR for IKOS, the \$2.5 billion, Cyprus-based hedge fund enmeshed in a global divorce and spying drama.

The co-founders of the 17-year-old fund - Elena Ambrosiadou and Martin Coward – are divorcing and Ambrosiadou is accused of hiring investigators to spy on former employees, including Coward.

London-based Bell Yard Communications, a litigation PR specialist, is speaking for Coward.

The *Financial Times*, noting Ambrosiadou is one of Europe's richest women, on May 21 reported that an English court ordered her to pay damages to a former fund manager in response to allegations she hired a sleuth in a "large scale" surveillance operation as Coward moved to start a rival fund in December 2009.

IKOS, through Finsbury, on May 24 sought to clear up a "number of misleading and inaccurate articles" outlining nine different issues, accusing Coward of conspiring to take the company and misappropriate its technology, and saying IKOS "acted lawfully to protect investors' interests." The fund said criminal investigations are being pursued in Cyprus and Monaco.

Louise Beeson, a staffer for Bell Yard, told *Bloomberg News* that Coward "strongly denies the alleged wrongdoing" and noted he "does not recognize" the account provided by IKOS through Finsbury.

Finsbury is owned by WPP.

## **GREEN MOUNTAIN TAPS SLOANE**

Green Mountain Coffee Roasters, the publicly traded Vermont-based coffee brand, has hired Sloane & Company after a competitive pitch process.

Sloane was tapped to provide strategic financial and corporate PR support, according to S&C CEO Eliot Sloane.

The company, which also owns the single-cup coffee brand Keurig, is on a roll of late as it turned in a robust fiscal second quarter (\$647.7M revenue) and its stock is trading at a new 52-week high above \$81-a-share.



Omnicom's Cone and M Booth, part of Next Fifteen, have worked with Green Mountain. MDC Partners owns Sloane.

## **CARVILL MOVES TO INTEL**

Veteran semiconductor PR pro Jon Carvill has left the top communications slot at AMD spinoff GlobalFoundries for Intel.

Semiconductor bloggers report Carvill will help Intel burnish its image in the smartphone and tablet market, a key sector in which analysts have pressured the company to make better inroads.

Carvill joined AMD (senior manager, PR) when it acquired ATI in 2006 and later moved to guide PR for its manufacturing arm, later GF, in 2009.

Carvill takes a corporate PR and media relations post at Intel.

Intel's longtime tech manager George Alfs retired after 27 years with the company in January.

## **KEKST, STANTON WORK IPREO DEAL**

Publicis Groupe's Kekst and Company and Stanton PR & Marketing worked the \$425M cash sale of Veronis Suhler Stevenson's Ipreo Holdings to Kohlberg Kravis Roberts & Co.

Ipreo provides data and investor communications tool to banks and financial services companies.

Its Bigdough database contains "contact information for thousands of institutional investors that Ipreo clients can use to pitch hedge funds," according to the May 22 *Wall Street Journal*.

Ipreo generates revenue in the \$130M range and employs more than 600 people.

The acquisition price tag represents a return of three times on the capital that Veronis invested in Ipreo, notes the WSJ.

KKR sees ample growth overseas for its new unit. Kekst works for KKR, while Stanton reps VSS

## **BIELER ENROLLS AT JOHNS HOPKINS**

Glenn Bieler, associate VP for university marketing and communications at Case Western Reserve University, is stepping down to lead communications and public affairs at Johns Hopkins University in July.

Bieler will take the VP of comms. and PA title, a new post university president Ronald Daniels said was created to strengthen the school's "relationships with alumni, prospective students, parents, the local community and a broad array of other external and internal audiences."

Daniels added: "We want to tell the Johns Hopkins story."

The central administration communications post previously reported to a VP who also oversaw government and community relations.

Bieler, a former practicing attorney, exits after two-plus years at Case Western Reserve, which like JH, has research facilities, a top medical school and affiliate hospitals.

Earlier, he spent eight years at the Cleveland Clinic in various roles, including director of marketing and communications.



**Bieler**

## **FIRMS GUIDE ALGAE FUEL DEBUT**

Two Next Fifteen Communications Group units are handling PR and investor relations for Solazyme as the San Francisco-based algae fuel maker which went public May 27 with a nearly \$200M IPO on Friday.

The Blueshirt Group, acquired by Next Fifteen in 2010, is working IR while The Outcast Agency handles PR.

Solazyme priced its IPO at \$18 per share, above an earlier estimate, and the company raised about \$227M as shares surged on the debut.

The company said it will use the infusion to push its algae fuel technology to market.

It posted first quarter revenue from grants and research deals of about \$7.8M.

## PR OPINION

**PRSA must drop its double standard** on ethics violations or face the charge that it is hypocritical.

Chair Rosanna Fiske rightly criticized Burson-Marsteller staffer John Mercurio and B-M itself after Mercurio refused to identify client Facebook when asked to do so.

The Society Code says members must “reveal the sponsors for causes and interests represented.”

However, B-M has done something the PR Society never does—admit wrongdoing.

B-M says it should not have taken on Facebook under the condition that it spread criticism of Google without identifying Facebook as the client.

It’s time for the Society to take its own medicine. “Physician, heal thyself” (Bible, Luke 4:23).

The Code also says members must “Act promptly to correct erroneous communications for which the practitioner is responsible.”

Here’s a specific instance of an erroneous communication from VP-PR Arthur Yann to this writer (with my rebuttals in italics):

E-mail from Arthur Yann, VP-PR, PRSA, to Jack O’Dwyer, Oct. 22, 2010

Please stop with the lies, Jack; and stop cc’ing people on your emails who have no bearing on the situation, nor care to.

On the contrary, you were dozing right in the middle of the afternoon session, which is extremely embarrassing to me personally: to have a reporter, to whom I granted press credentials, sleeping in front of 400 members and 17 Board members, all of whom I serve.

*[I closed my eyes during a break in the afternoon session which focused on the meaning of APR and the future of PR. I was awake in the a.m. when the APR-dominated Assembly trounced the bid of the “Committee for a Democratic PRSA” to let non-APRs run for the board for the first time in 35 years].*

And while we’re going down that road, I’d like to bring a few other behavioral items to your attention:

- A tape recorder went off in your bag — even though I told you weeks in advance that recording the Assembly proceedings was not permitted — causing at least three delegates to get up from their seats to ask you to shut it off.

*[The “play” button was accidentally hit; nothing was recorded; this the first time recording an Assembly was forbidden].*

- You starting taking pictures when you arrived — even though I told you weeks in advance that you weren’t permitted to take pictures — until one of the members of my staff asked you to stop.

*[I thought I could take a picture of the Assembly room before it started; never before had reporters been forbidden to take pictures before or during an Assembly].*

- You tried to sneak into the luncheon — even

though I told you weeks in advance that you weren’t allowed to attend the luncheon — and then you verbally assaulted Judy Phair and other delegates about the policy.

*[I stood at the door so delegates could see I was being blocked. I said I should be admitted since I was “credentialed” for the Assembly and had gone to 38 previous Assembly lunches; national director Lynn Appelbaum and 2005 president Phair said they were helpless to intervene].*

- Following the Assembly, you got into a verbal (and by some accounts, physical) altercation with an Assembly Delegate, which was observed by a Board member and other conference attendees.

*[A large man with a blonde crew cut rushed out of a front door of the Hilton while I was waiting for a ride, shouting obscenities at me and threatening to beat me “to a pulp”; he ran away when I asked his name and told a doorman to call the police].*

I wonder if Huey, Pedersen, Honick et al, would support you so blindly, if you behaved toward their organizations in the manner in which you behave toward PRSA.

When I told you that I’d make photos available upon request, you made zero mention of a publishing timeline nor deadline. I will tell you again what I told you yesterday: I will send you a selection of photos once we receive them from our photographer.

*[I obviously needed photos right away for the story of the Assembly rejecting non-APRs on the board; Yann refused to let John O’Dwyer into the room; he would have taken digital photos and put them on our website within minutes].*

Now, if you’ll please excuse me, I’m going back to the Board-approved policy of ignoring your nonsense, and to doing meaningful work on behalf of our members.

Arthur Yann, APR, Vice President, Public Relations Society of America; 212.460.1452

### Yann Blames Board for His Actions

Yann says the policy of “ignoring” me is “board-approved.” So he puts the blame on the board for this unethical policy.

The board highly approves of his actions since it made him the fourth highest paid staffer after less than a year on the job.

Joining in August 2008, his pay was \$137,687 by 2009, surpassing veterans Karla Voth, VP-special events (\$135K); Barbara McDonald, VP-marketing (\$126K), and Jennifer Ian, VP-membership (\$121K). Health, pension and other benefits are in addition.

It’s false to describe the verbal attack on me as an “altercation” which means a “dispute” or a “fight” as though both parties are to blame.

I was standing, minding my own business when I was shouted at and placed in fear of imminent physical harm by a man who rushed up to me.

Members pledge to “Protect and advance the free flow of information.”

Since at least one national director knows who the assailant is, Fiske and other leaders should criticize him and order him to apologize to me.

— Jack O’Dwyer