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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## DENHERDER B-M/U.S. CEO; FORD TO VC

Burson-Marsteller has named Dave DenHerder, chief of its Direct Impact grassroots operation and WPP's ex-global client lead for the key Ford Motor account, U.S. CEO, succeeding Pat Ford, who moves to the global vice chairman for client service slot. The moves are effective Jan. 1.

DenHerder joined DI in '05 as COO. He had been a regional political director for the Bush/Cheney 2004 campaign, organizing and managing activities in seven states. Earlier, he served in the White House as liaison and special assistant to Secretary of Labor Elaine Chao.



Ford, DenHerder

Ford has helmed the U.S. since '06. Since joining B-M in '89, he has served as senior managing director in the PA practice and chairman of the corporate-financial practice.

Before B-M, he was VP-PA at the American Enterprise Institute for Public Policy Research in Washington, D.C.

Mark Penn, B-M's CEO, said in a statement that "no one has exemplified the entrepreneurial spirit of Burson-Marsteller more than Dave DenHerder."

DI's president Nicole Cornish takes over for DenHerder Last month, Laura Hall, consumer and brand marketing managing director, was named Ford Motor lead.

## BIEBER USES HILTZIK FOR SEX DEFENSE

Singer Justin Bieber is using New York crisis pro Matthew Hiltzik to handle charges that he fathered a child in the aftermath of a quickie following a concert last October in Los Angeles.



The woman, Mariah Yeater, filed a paternity suit against Bieber last week, seeking child support and reimbursement for expenses connected with her child. Bieber denied Yeater's allegations during an appearance on "The Today Show." He said his celebrity makes him a "target, but I'm never going to be a victim."

Hiltzik said in a statement "it's sad that someone would fabricate malicious, defamatory and demonstrably false claims," adding Bieber will "vigorously" pursue all legal remedies.

Hiltzik made his mark in Democratic politics and entered the PR world as corporate comms. chief at Miramax.

## FTI TACKLES MF GLOBAL

FTI Consulting is counseling brokerage firm MF Global through its high-profile Chapter 11 bankruptcy.

FTI revealed the strategic communications assignment during its Q3 earnings call Nov. 2. The business consulting firm, which also offers services in M&A, bankruptcy/restructuring and tech consulting, also said it is advising Kodak.

The brokerage, led by former politician and Goldman Sachs partner Jon Corzine, was brought down by heavy bets on European debt.

Corzine voluntarily stepped down from the helm on Nov. 4 after a two and a half-year stint.

### **Q3 Net Jumps 46%**

FTI Consulting on Nov. 2 reported a 20 percent increase in third quarter revenue to \$413.8M, although the business advisory firm said its strategic communications operation saw only a three percent climb to \$57M mostly due to currency fluctuations.

Net income for Q3 climbed 46% to \$29.4M compared with Q3 of 2010.

FTI said several key financial communications and restructuring projects benefited its PR unit, but it continued to be impacted by "ongoing sluggish capital markets activity."

During Q3 its communications unit, FD, was renamed under the FTI banner.

That unit accounted for 12% of total earnings with 579 staffers via financial and brand comms., public affairs, and crisis comms.

For the first nine months, the communications division posted revenues of \$143.3M.

President and CEO Jack Dunn said Latin America, particularly Brazil, continued to exceed expectations.

## LAK HANDLES SYMS BANKRUPTCY

Linden Alschuler & Kaplan is handling the Chapter 11 filing of "off-price" retailer Syms Corp. and its Filene's Basement unit.

CEO Marcy Syms, daughter of founder Sy Syms, said in a statement that the 46-member chain was hurt by large department stores mimicking its discount strategy and the growth of private label chains during the "worst economic downturn in our lifetimes."

She thanked Syms' "educated consumers and bargain hunters for their dedicated support over many years." The liquidation of the Syms and Filene's stores is expected to run through January.

Syms was founded in 1959. Filene's, which opened in 1909, was acquired by Syms during a bankruptcy auction in 2009. Filene's recently emerged from bankruptcy, but was struggling to rebuild its customer base.

## **SAUDI ARABIA SCOOPS UP NUKE COUNSEL**

Saudi Arabia's King Abdullah City for Atomic and Renewable Energy has tapped Pillsbury Winthrop Shaw Pittman for legal advice and counsel regarding "the development of a peaceful commercial energy program within the Kingdom," according to the Oct. 10 engagement letter.

Saudi Arabia, which controls 20 percent of the world's oil, plans to spend more than \$100B to build 17 nuclear reactors by 2030, opening the door for lucrative U.S. contracts. The Kingdom reportedly funded Pakistan's nuclear weapons program.

On behalf of KACARE, Pillsbury works to ensure the nuke program is in compliance with international treaties, handle commercial relations and develop a training program for Saudi nationals as part of a knowledge transfer program.

Pillsbury may also engage in political activities for KACARE.

The agreement letter stresses that Pillsbury's representation is with KACARE, not the Kingdom of Saudi Arabia.

KACARE was established by royal decree and is administratively linked to the Government of Saudi Arabia.

## **RETHMEIER REPS TRAVEL INDUSTRY**

Blain Rethmeier has traded the insurance sector for the travel industry as he takes on a senior VP role to lead public affairs and government relations for the U.S. Travel Association, formerly the Travel Industry Assn.

He exits the senior VP/PA slot at the American Insurance Association.

The Washington, D.C.-based USTA post was vacated as Geoff Freeman was promoted to executive VP and chief operation officer of the trade group for the \$1.8T travel sector.

Visa reform, the Transportation Security Administration and coordination with the newly created U.S. Corporation for Travel Promotion are on Rethmeier's agenda as he pitches the travel sector's importance to consumers and as key to job creation and economic growth.

Rethmeier exits the AIA after four years, joining in May 2007 from the White House, where he was a special assistant to the president for communications, handling PA for the National Economic Council and Homeland Security Council.



**Rethmeier**

## **BRUNSWICK EXPANDS CHINA OPERATION**

Brunswick Group is set to open its third China office on Nov. 1, a Shanghai outpost headed by former Morgan Stanley Asia corporate communications co-head Po Ling Cheung.

The firm, which has 50 staffers in Beijing and Hong Kong, is also dispatching 11-year New York partner Cindy Leggett-Flynn to Hong Kong in a managing partner post covering its Asia operations.

Internet search giant Baidu, China Sunergy and 'Net services company Bitauto are among Brunswick's clients in the People's Republic.

## **LOSS WIDENS AT MDC**

MDC Partners reported a \$17.6M Q3 net loss, up from the \$9.5M year ago level due to a slowdown in spending by existing clients and "some modest delays in new projects and campaigns," said CEO Miles Nadal.

The company registered a \$3.6M operating loss compared to a \$1.4M profit in 2010. Revenues surged 33.4 percent to \$238.2M.

Nadal is bullish on long-term growth, citing "exceptional organic revenue growth and strong new business pipeline."

For the year, MDC chalked up a \$20.8M net loss, down from \$22.4M. Revenue was up 43.3 percent to \$696.4

MDC's PR properties include Allison & Partners, Exponent PR, Kwitken & Co, HL Group and Sloane & Co.

## **WV SEEKS PR TO WOO TECH SECTOR**

A public-private coalition working to foster a technology industry and infrastructure in West Virginia is requesting proposals through Nov. 7 to develop a PR strategy.

TechConnectWV wants a firm to create a "comprehensive communications strategy" to boost awareness of the group and its goals, especially among entrepreneurs.

The RFP says a preference will be given to West Virginia-based firms.

TechConnectWV was created at the West Virginia Coalition for Technology-Based Economic Development in 2006. It wants a social media strategy, traditional PR like media advisories, op-ed placements and press releases, along with assistance in coordinating five tech conferences, among other tenets.

Last month, the federal Economic Development Administration gave TechConnectWV a \$250K to help woo high-tech jobs to the state.

Key sectors the state is trying to build on include advanced energy, biometrics, biotechnology and chemicals/advanced materials.

RFP: <http://odwpr.us/v4jIPt>.

## **OBAMA STAFFER TO PLANNED PARENTHOOD**

Dana Singiser, President Obama's special assistant for legislative affairs, moves next month to Planned Parenthood Federation of America as its VP-public policy and government relations.

In the White House, Singiser worked on development of the healthcare reform push with a concentration on women's health issues and expanded access to coverage.

She served on Hillary Clinton's presidential campaign, and then switched to Obama's presidential bid. Singiser has Capitol Hill experience earned during a three-year-stint as staff director of the Senate Democratic Steering and Outreach Committee. She is a veteran of the Clinton White House and Dept. of Commerce.

Dawn Laguens, PPFA executive VP for public policy, advocacy and communications, believes Singiser will play a key role as the organization works to "fulfill the potential of the new healthcare reform law and ensure that all women have access to the affordable, quality healthcare they need."

**NEWS CORP NET DIPS 5%**

News Corp. reported that first-quarter fiscal 2012 net dipped 4.7 percent to \$738M as revenues rose seven percent to \$8B.

CEO Rupert Murdoch said the media combine leveraged its "strong assets and solid management team to successfully navigate these unpredictable times."

The quarter included a \$91M restructuring charge connected with the shutdown of the *News of the World* tabloid that was enmeshed in the U.K. phone hacking scandal.

That closure is responsible for the 38 percent drop in operating profit at News Corp.'s publishing group. It earned \$110M on a flat \$2B revenue base.

Murdoch reported double-digit profit growth at its Fox TV, direct broadcast satellite TV and filmed entertainment operations.

"Rise of the Planet of the Apes" was a key performer, generating more than \$450M in worldwide box office receipts.

**Mook Replaces J. Murdoch Aide Cook**

Beryl Cook, a close associate of News Corp. deputy COO James Murdoch, is stepping down from her executive VP and chief human resources officer slot on Nov. 30.

The New York-based Cook wants to return to the Asia-Pacific region to be closer to her family.

Cook, a 22-year veteran of News Corp., worked with Murdoch when he ran British Sky Broadcasting in London.

The *Los Angeles Times* described Cook as a "key member of James Murdoch's 'shadow government' as he began to amass power and groomed as successor to his father, Rupert Murdoch."

The younger Murdoch is slated to reappear Nov 10 before the U.K. parliamentary committee on culture, media and sport to take further questions regarding the phone hacking scandal at the now shuttered *News of the World* tabloid.

Cook began her career as a journalist, working for News Ltd. in Australia, *Fiji Times* and Star TV in Asia.

Rupert Murdoch praised her "curiosity, creativity and endless energy." He understands her decision to leave New York, according to a statement. Cook will take a human resources "strategic advisor" slot at the media giant.

Jeff Mook, who is News Corp.'s senior VP of global compensation, takes over Cook's duties. He is an HR veteran of Towers Perrin, AT Kearney, Reader's Digest, DuPont and Interpublic.

Mook will report to Chase Carey, deputy chairman, president and COO of News Corp.

**CORNISH TAKES OVER FOR NORRIS AT NPR**

Audie Cornish, host of NPR's "Weekend Edition Sunday" will replace Michele Norris on "All Things Considered" at the beginning of the new year.

Norris decided to step down after her husband, Broderick Johnson, took a post on President Obama's re-election team.

In a note to staffers, acting senior VP-news Margaret Low Smith called Cornish a "warm and famil-

iar voice to NPR audiences and an outstanding journalist and storyteller."

She will team with Melissa Block and Robert Siegel.

Cornish, in September, took over the Weekend Edition job, from Liane Hansen, who hosted that program for more than 20 years.

She previously reported from Capitol Hill for NPR and was part of its six-person reporting unit during the 2008 presidential election.

Cornish made the move to Washington, D.C., from Nashville, where she covered a 10-state territory in the South for NPR.



Cornish

**LEVINE TAKES HBO POST**

Pamela Levine joins Time Warner's HBO unit Nov. 15 as executive VP marketing. She will handle marketing for HBO and Cinemax plus guide their digital and retail efforts.

Levine is a 16-year veteran of Twentieth Century Fox and exits as co-president of domestic theatrical marketing.



Levine

She worked on more than 140 movies including "Avatar," "Borat," "Alvin and the Chipmunks," "The Devil Wears Prada," "The Simpsons Movie" and "Taken."

Levine also worked on franchise flicks such as "X-Men" and "Night at the Museum."

Before the co-presidency job, Levine was senior VP-marketing, planning & research.

At HBO, Levine will report to Eric Kessler, co-president, who believes she will "bring an exciting new perspective as well as an appreciation for the unique nature of our brand and business model."

**SINCLAIR SPENDS \$385M FOR FREEDOM**

Sinclair Broadcast Group is spending \$385M to acquire eight TV stations owned by Freedom Communications.

The stations are located in West Palm Beach, Grand Rapids/Kalamazoo/Battle Creek, Albany, Chattanooga, Lansing, Medford-Klamath Falls (Ore.) and Beaumont-Port Arthur-Orange (Tex.). They cover 2.6 percent of U.S. households.

David Smith, CEO of Sinclair, said the deal allows the Baltimore-based broadcaster to expand its middle market position and network diversification.

Sinclair's TV group reaches 24 percent of households.

**FENTON HIRES ITS FIRST EXEC PRODUCER**

Victor Neufeld, executive producer at ABC's "20/20" newsmagazine, takes the same title at Fenton to help clients produce their own new media content.

He spent 15 years at "20/20" and another decade producing "Paula Zahn Tonight on CNN," "CBS Early Show" and ABC's "World News Tonight."

(Continued on page 4)

**MEDIA NEWS continued****FENTON HIRES EXEC PRODUCER** (Cont'd from 3)

Neufeld has worked with high-profile TV talent such as Martha Stewart and Anderson Cooper.

David Fenton hailed Neufeld as a “master storyteller.” In his statement, the PR chief said “there is nothing more important in modern media than telling compelling, vibrant, unforgettable stories that help create movements, stimulate change and enhance our lives.”

Neufeld said he’s entering the PR world because companies facing the shrinking traditional media landscape must turn to PR outfits like Fenton to “navigate through the dispersed and fragmented news environment.”

**BROOKS HAULS IN \$2.7M**

Rebekah Brooks, who resigned the CEO post at News International in July, has received a \$2.7M severance package, use of limousine/driver and a London office, according to a report in the *Guardian*.

The former editor of the now-shuttered *News of the World* tabloid, was a favorite of News Corp. CEO Rupert Murdoch. She stepped down as news of the phone hacking scandal reached a feverish pitch.

Brooks edited the NOTW from 2000-03 and then edited its sister publication, *The Sun*, from '03 to '09. London police arrested a Sun journalist last week on charges of bribing a police officer.

Rupert's son James, who was Brooks' boss, is to testify Thursday before the U.K. parliamentary committee that is probing the hacking scandal.

Labour MP Tom Watson, who is driving the hacking probe, believes it’s “remarkably curious that such a generous package is given to Ms. Brooks when others have been cut loose,” according to British press reports. “It is almost as if she hasn't really left the company.”

Watson plans to ask Murdoch about the comp package given to Brooks.

**NEWS CORP ACQUIRES THOMAS NELSON**

News Corp.'s HarperCollins Publishers unit has inked a deal to acquire Thomas Nelson Inc., a top publisher of religious books.

TNI, which was founded 1798 in Edinburgh, went private 18 months ago in a move engineered by equity firm Kohlberg & Co.

The Nashville-based company produces bibles, inspirational tomes, curriculum, audio, video, e-books and apps for electronic devices.

It has annual revenues in the \$200M range, which is a nice chunk of the \$1.4B religious book market.

TNI's “Heaven Is For Real” is a current top-seller. Other recent titles are “Who Switched Off Your Brain,” “A Gentleman Walks Down The Aisle,” “God’s Shelter For Your Storm,” and “Healing Hearts.”

Brian Murray, CEO of HarperCollins” expects its worldwide marketing reach and e-book distribution in 175 markets “provides an opportunity to further expand the readership of Thomas Nelson’s distinguished authors.” He sees the new addition as a “good complement to Zondervan,” HarperCollins’s religious flagship.

HarperCollins is expected to close on the TNI deal by the end of the year.

**PR FIRM SPLITS WITH SWANK AMID SCANDAL**

Celebrity PR powerhouse 42West dropped client Hilary Swank after the actress made a paid appearance at the birthday of Chechen strongman-president Ramzan Kadyrov.

*Entertainment Weekly* reported that Leslee Dart’s PR firm and Swank disagreed on how to handle fallout from the Oct. 5 event.

The U.K.’s *Independent* reported last week that Swank fired her manager after the scandal broke, revealing that she took a six-figure fee to attend the birthday event with other celebs like Seal and Jean-Claude Van Damme.

The *New York Times* notes Kadyrov has made Chechnya “one of the more stable republics in the restive North Caucasus region ... but only at the expense of widespread human rights violations, including abductions, torture and assassinations, according to international critics.”

**ROONEY DIES AT 92**

Andy Rooney, the curmudgeonly commentator featured on CBS News’ “60 Minutes,” died Nov. 4 in New York, five weeks after retiring after 60 years with the network. He was 92 and passed away from complications after minor surgery.

Rooney announced his retirement during his final 60 Minutes segment Oct. 2, his 1,097th essay for the show, according to CBS News.

Rooney broke into journalism covering World War II for *Stars and Stripes* and he was hired by CBS in 1949 after trying to make it in Hollywood. He later became a producer and writer for Harry Reasoner and debuted on 60 Minutes in 1978.



**Rooney**

“Management at CBS has made it clear – they have no plans to replace him with anyone,” said veteran CBS News journalist Steve Hartman. “Which just proves what most of us knew all along – there will never be another Andy Rooney.”

**GRENATSTEIN HELMS ADWEEK**

Lisa Granatstein, editorial director for content syndication platform Mochila, was named managing editor of *Adweek*, following the departure of Michael Wolff.

“Few in this business have Lisa’s editorial instincts and breadth of knowledge,” said executive editor Jim Cooper, to whom she reports.

The move is a return to the Adweek group of publications as she was previously with Mediaweek for a decade. MW and Brandweek were consolidated under the Adweek masthead in spring 2011.

Prior to MW, she was a reporter for *Time* magazine, and later became an associate editor of the magazine’s technology spinoff, *Time Digital*.

She began her career in journalism at the Canadian Broadcast Corporation in Toronto.

Wolff left in October after less than a year at the trade magazine.

## NEWS OF PR FIRMS

### KEKST, BRUNSWICK LEAD US M&A ADVISORS

Kekst and Company and Brunswick Group continued to lead U.S. M&A PR advisors in the third quarter by number of deals and value, respectively, according to mergermarket.

Publicis-owned Kekst counseled 76 U.S. transactions through Q3, ahead of Sard Verbinen & Co. (73), Joele Frank, Wilkinson Brimmer Katcher (70), Brunswick (65) and FTI Consulting (63).

Measured by value, Brunswick was involved in U.S. transactions worth more than \$195.6B, edging Sard (\$140.8B), Abernathy MacGregor Group (\$136.1B), Kekst (\$112.4B) and Joele Frank (\$107.8B).

Five of the year's largest global M&A deals so far in 2011 took place in Q3, including Express Scripps' \$33.4B move on Medco Health Solutions in July (Brunswick and Abernathy MacGregor Group, respectively), Nippon Steel's \$22.5B acquisition of Sumitomo Metal (N/A), United Technologies' \$17.9B deal for Goodrich Corp. (Joele Frank, Wilkinson Brimmer Katcher), BHP Billiton's (Brunswick) \$14.8B pitch for Petrohawk Energy.

Ranking			Q1-Q3 2011		Q1-Q3 2010	
Q1-Q3 2010	Q1-Q3 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
3	1	Brunswick Group	195,571	65	66,912	192.3%
4	2	Sard Verbinen & Co	140,801	73	59,679	135.9%
5	3	Abernathy MacGregor Group (AMO)	136,139	60	39,130	247.9%
2	4	Kekst and Company (Publicis Groupe)	112,443	76	68,439	64.3%
1	5	Joele Frank Wilkinson Brimmer Katcher	107,880	70	80,639	33.8%
6	6	FTI Consulting	62,565	63	33,365	87.5%
53	7	Hering Schuppener Consulting (AMO)	55,689	9	542	10,175%
7	8	Finsbury Group	26,705	27	18,818	41.9%
10	9	CNC	22,803	8	9,006	153.2%
11	10	Maitland (AMO)	19,848	11	7,891	151.5%
17	11	Tulchan Communications	18,951	10	3,576	429.9%
13	12	Cubitt Jacobs & Prosek Communications	16,185	7	5,217	210.2%
30	13	Euro RSCG C&O (AMO)	14,143	6	2,162	554.2%
23	14	Citigate	11,344	21	2,608	335.0%
8	15	Kreab Gavin Anderson	10,078	3	13,365	-24.6%
99	16	Hinton & Associates	9,400	1	153	6,044%
24	17	M:Communications	8,184	11	2,563	219.3%
-	18=	Public Strategies Inc	8,156	1	-	-
-	18=	Qorvis Communications	8,156	1	-	-
-	20	JKL Group (Publicis Groupe)	7,443	2	-	-

Source: mergermarket

Globally, Brunswick remained atop the deal advising charts by value (\$245.5B) and FTI held its lead for the number of transactions in which it played a role (177).

Making strong gains in the U.S. rankings were Blueshirt Group, which climbed from No. 24 by deal count in 2010 to No. 13 in Q3 2011 with 14 transactions, and BackBay Communications, which vaulted from No. 70 in 2010 to No. 20 in 2011 with 10 deals.

### OPTIMISM FADES AMONG FOREIGN PR PROS

Overseas PR consultants are less optimistic for the fourth quarter than they were earlier in 2011, according to a survey of agency heads in 19 countries by the International Communications Consultancy Organization.

While 51% said they believe PR market conditions will remain stable in Q4, only 34% said they see fee income increasing in Q4 as the ICCO notes growth predictions progressively declined as the year went along in its quarterly surveys. In January, 83% predicted growth, a figure that fell to 71% in April and 62% in July.

## NEW ACCOUNTS

### New York Area

**GCI Health**, New York/Cervilenz, for U.S. communications support to increase awareness of the company's obstetrics device that measures cervical length and helps assess the risk of premature birth.

**The Brandman Agency**, New York/Four Seasons Resort Nevis, for PR following a two-year, \$110 million renovation.

### East

**Susan Davis International**, Washington, D.C./Everglades Foundation, for strategic and special events counsel, as well as production and management for the 2012 Everglades Water Supply Summit, January 17-18 in Tallahassee; Fannie Mae's Help the Homeless Walk, for volunteer outreach, logistics support, and event registration for the Nov. 19 event, as well as media relations support for the Help the Homeless Program; Joint Women's Leadership Symposium, for strategic counsel, media outreach, and event management for the March 5-6 event.

**French/West/Vaughan**, Raleigh, N.C./Strata Solar, solar energy systems and installations, as AOR for PR.

### Southeast

**TARA, Ink.**, Miami Beach/Melissa & Doug, toy and children's learning products company; The Light Group, for support of its expansion to the Miami market; HIGHBAR at DREAM South Beach, rooftop bar and lounge at the DREAM South Beach hotel; Mitchell Group, cosmetic manufacturer's skincare product line, OMIC Skincare; Chalk Ping Pong and Billiards Lounge, eco-friendly, interactive entertainment venue, and Discovery Miami Beach, guided audio tour, for national and local market PR.

**SBPR**, Fort Lauderdale/Gulfstream International Airlines, as AOR for PR for the private equity-owned operator re-launched in May out of bankruptcy. GIA operates with code share and alliance agreements with Continental, United and Copa Airlines and has a fleet comprised of 21 Bechcraft 1900D aircraft seating 19 each.

**TransMedia Group**, Boca Raton, Fla./The Salt Suite, "halotherapy treatment" spa set to open in December, for PR.

**RealTime Marketing Group**, Delray Beach, Fla./Marble of the World, for social media support.

### West

**Rogers & Cowan**, Los Angeles/The Latin Recording Academy, as AOR for the 12th Annual Latin Grammy Awards on Nov. 10. Interpublic's R&C handled the first 10 Latin Grammy events but did not work PR for the event last year. Executive VP Maureen O'Connor leads the campaign from Los Angeles. R&C also picked up the 8th Annual Bahamas International Film Festival, which it has handled for the past four years.

### International

**The Communications Group**, Toronto/L-EAT GROUP, eatery group owned by chef Tony Loschiavo, as PR consultants of record. 52 Pick-Up, also of Toronto, was awarded its advertising account.

— Greg Hazley

**NEWS OF SERVICES****PRN EXEC COUNTERS MW SUIT CLAIMS**

Shoeb Ansari, chief information officer for PR Newswire at the center of a \$25M lawsuit against PRN by rival Marketwire, shot down in a court filing MW claims that he violated a separation agreement and solicited former MW staff to get proprietary information on behalf of his current employer.

MW sued PRN in New York Supreme Court in late October, claiming Ansari violated a non-compete agreement after being fired in 2010. It also claims he recruited three MW staffers who were hired at PRN and led a campaign to "induce" them to provide proprietary information about MW. PRN says the suit has no merit.

"Neither PR Newswire nor I have any use or need for any proprietary information or trade secrets Marketwire may possess," Ansari said in the filing.

Ansari, who says his non-compete agreement expired before he joined PRN, says he spoke to three former MW staffers prior to their hiring at PRN, but denies MW's claim that he induced them to leave, adding "each of these individuals had expressed dissatisfaction with Marketwire and a desire to obtain work opportunities elsewhere."

Ansari also denies providing PRN with any proprietary information about his former employer, noting PRN's systems for dissemination, content management and workflow were in place before he arrived.

**VOCUS Q3 REVENUE CLIMBS 17%**

Vocus reported third quarter revenue rose 17% to \$28.9M as the PR software provider narrowed its net loss to \$212K from \$742K a year earlier.

The company added nearly 1,000 new annual subscription customers during the quarter, a 72-percent increase over Q3 of 2010 that included Monsanto, American Beverage Association and Trek Bicycle Corp., for a total of 10,855 active subscribers.

Looking ahead, CEO Rick Rudman said the company's new marketing suite is expected to drive growth in small and mid-market business as more than half of its business prospects have "marketing" in their job titles. Customers of its PRWeb online press release service are seen as a key potential customer base for the suite.

Rudman said Vocus' social media monitoring service unveiled in Q2 has been its most successful product launch thus far with expectations for revenue topping \$7M for the year.

Vocus is expanding a \$30M stock-buyback program to \$60M.

**BRIEFS:** **zcomm**, Bethesda, Md., is offering a free content service for reporters dubbed News Hub, which includes interview opportunities, story ideas and audio focused on the "news of the day" and lifestyle trends. The firm said it will provide an opt-in weekly digest every Monday with a sampling of content for the week ahead. Audio and news copy are available for free download by visiting [www.zpr.com/NewsHub](http://www.zpr.com/NewsHub). zcomm said it plans to include video, as well. Risë Birnbaum, CEO, said "hard news, sidebars and kickers available around the clock, our content is a click away."

**PEOPLE****Joined**

**Kristin Sadlon**, SVP of corporate reputation, Porter Novelli, to Cohn & Wolfe, New York, as a senior VP, corporate practice. **Russ Williams**, senior VP, Hayslett Group, joins as SVP, crisis and issues management, based in Atlanta.

**Williams**

**Steve Wymer**, communications director, Sen. Mike Johanns (R-Neb.), to TiVo Inc., Alviso, Calif., as director of corporate communications to lead external and internal comms. He is immediate past president of the U.S. Senate Press Secretaries Association.

**Jennifer Morris**, former spokeswoman for 2010 Senate candidate Dino Rossi and national press secretary for Sen. Mitch McConnell (R-Ky.), to Nyhus Communications, Seattle, as an A/S.

**Timothy White**, a lobbyist and VP at MWW Group, to Beckerman, Hackensack, N.J., as a VP to head the firm's public affairs practice. He was political director for the New Jersey Republican State Committee in 2004, special assistant to the Mayor of Jersey City and special assistant to the Bergen County Executive.

**Yaneisy Blanco**, A/E, Bristol PR, to Howard R. Miller Communications, Miami, as an A/E focused on bilingual press campaigns for travel and leisure clients.

**Beth Miller**, senior director, The Carrot Agency, and **Debra Hays**, managing supervisor, Fleishman-Hillard, to Carmichael Lynch Spong, Minneapolis, as principal and senior counselor, respectively. Hays, previously with Porter Novelli, leads efforts for clients Jennie-O Turkey Store, Martek and PowerBar.

**Laura Lane**, managing director and head of international government affairs, Citigroup, to UPS, Washington, D.C., to oversee the company's global government relations efforts. She takes over in mid-February 2012 for Arnie Wellman, who is retiring.

**Promoted**

**Andrea Hagelgans** to VP, strategic comms. and media relations, Camino PR, New York.

**Ralph Sutton** to international managing partner, National PR, London. He oversees operations in London, which he opened in 2003, and New York (2009) for the Montreal-based firm. Also, **Miranda Dini** was named managing partner in London, where National operates as AXON Communications.

**Jessica Goldberg DiPietro** to managing director, Lippe Taylor, New York. The former beauty editor started at LT as an A/S.

**Virginia Anagnos** to executive VP, **John Michael Kennedy** to VP, Goodman Media International, New York. Anagnos joined in 2000 while Kennedy signed on in 2008.

**Linda Kingman** to managing director, Insideedge, Chicago. She joined six years ago from sister Interpublic unit GolinHarris and was VP of corporate comms. for Kemper Insurance Companies.

**Megan Rouleau** to recruitment director, Bader Rutter & Associates, Milwaukee. The firm has also hired **Azure Ryerson** as a recruiter.

## **'REPUTATION AMBASSADORS' DRIVE PEPSI PR**

PepsiCo, which had relied on a CEO-driven PR model, now relies on a cadre of "reputation ambassadors" to create a "positive halo" for the soft drinks marketer, said Julie Hamp, senior VP-consumer relations & chief communications officer, Nov. 3 at the global strategic communications & measurement conference in New York.

The overall goal is to influence "movers to cut through the clutter to differentiate" PepsiCo from its competitors, she said.

Hamp detailed the ongoing effort to move beyond the soda image heritage to position as a socially responsible food & beverage operation that is committed to fighting obesity, improving nutrition, reducing water usage and cutting wasteful packaging.

For instance, PepsiCo's "story" for SunChips is more than being a good high-fiber alternative to be put in a kid's lunchbox. The storyline includes information about how SunChips are produced in a solar-powered production facility and packaged in bags that decompose quickly.

Hamp, a former General Motors executive, spoke about PepsiCo's engagement with the social media world. A mission control center at Gatorade headquarters monitors what is being said about it. Gatorade staffers respond to criticism and provide insights to help influence the conversation about the brand.

The company encourages staffers to share stories that run on its internal Pepline electronic newsletter that is filled with *USA Today*-type stories.

Hamp said 80 percent of the Pepline articles are relevant to outsiders. As long as staffers are completely transparent about their employment by PepsiCo, the company wants them to post Pepline stories on their individual Linked-In, Facebook and Twitter accounts.

Prime Research and the International Assn. of Business Communicators sponsored the event that was held at the Yale Club.

## **SPA PROMOTES SERBIA TIES**

Strategic Partnership Alliance has a \$420,000 deal to promote U.S. trade and investment with Serbia.

The Chicago-based firm headed by lobbyist Milan Petrovic also will pitch Congress and the White House to foster closer diplomatic ties.

SPA's work is under a subcontract with Washington's Roberti & White. Tony Podesta's Podesta Group "assigned" its \$100K a-month pact with Serbia to R&W in September.

R&W promises to further the strategic goals of Serbia and develop "beneficial and efficient political and economic relations between it and the U.S.," according to the assigned pact.

R&W is headed by Democratic politico Vincent Roberti, an advisor to Sen. Chuck Schumer, and Rich White, an aide to the late Sen. John Chafee (R-RI).

On Oct. 29, Serbian police arrested and then released 17 people who were thought to have ties to the Oct. 28 gun attack on the U.S. embassy in neighboring Bosnia's capital of Sarajevo.

## **SAGE ACQUIRES BROTMAN WINTER FRIED**

Vienna, Va.-based Sage Communications has acquired nearby Brotman Winter Fried Communications, a PR, marketing and events shop with a dozen staffers and a large roster of sports and entertainment clients.

Sage co-founder and CEO Larry Rosenfeld cited BWF's 40 years in business and "impressive" roster of clients in making the deal.

Steven Winter, president and COO of BWF, said his firm will continue to focus on its core events, sports and consumer business while adding capabilities in government, non-profit and tech work.

BWF clients include DC United, US Soccer Foundation and Major League Boxing, along with Starbucks, Portuguese Trade Council and Safeway Corp.

Sage, which offers marketing, advertising and PR services, works with Motorola Solutions' federal government division, the Dept. of Veterans Affairs and Quest Software.

BWF's founder and CEO, Charlie Brotman, merged his long-running PR shop with Winter Fried Communications in 1992. In addition to five decades of PR work, he has been the announcer for presidential inaugural parades in D.C. since 1957. He was also the stadium announcer for the Washington Senators baseball team from 1956-71.

## **CAIN COMMS. DIRECTOR GETS NEW POST**

Ellen Carmichael, communications director for Herman Cain's presidential bid until Oct. 1, has been tapped in that same role for freshman Rep. Raul Labrador (R-Idaho).

Carmichael, who joined the Tea Party-backed congressman's D.C. office on Oct. 31, was the Cain campaign's chief spokeswoman for a year before resigning in early October as she "decided to pursue other opportunities."

Senior Cain advisor J.D. Gordon took over spokesman duties on Carmichael's exit and is handling the sexual harassment crisis that has enveloped Cain's bid. He is a former Pentagon public affairs officer.

In a statement from Labrador's office, Carmichael said: "I am honored to serve such an unwavering conservative whose work to renew the American Dream has only just begun."

She told the *Idaho Statesman* that she signed "non-disparagement, non-disclosure and confidentiality statements" on exiting the campaign.

Labrador upset a GOP-backed primary candidate before unseating Democrat Rep. Walt Minnick for the Idaho seat in 2010.

## **F-H IS CREDITOR OF BANKRUPT MF**

Fleishman-Hillard is among creditors of MF Global, the brokerage firm led by ex-politico and Goldman Sachs partner Jon Corzine which filed for bankruptcy on Oct. 31 and is being investigated by federal regulators.

F-H/Chicago is listed in MF's filing as an unsecured creditor owed \$42K, among dozens of others including Raleigh digital ad agency Media Two, high-powered law firms, banks and CNBC. The Omnicom-owned F-H worked for MF in the U.S. and Asia.

## PR OPINION

**The 1,460 registrants at the 2011 PR Society of America** conference in Orlando Oct. 15-18 included 106 federal, state and local government employees who learned that the way to deal with critical press is boycott it and follow that up with a campaign of slander and defamation.

Among the students of this lesson were 26 registrants from the military including those from the U.S. Army, Navy, Air Force, Marine Corps, Coast Guard, Dept. of Defense, and the National Security Agency.

May of them either were aware then or are now aware of the PRS boycott of the O'Dwyer Co. that includes all O'Dwyer employees and "assigns." Thousands of words about the boycott have appeared on the Society website and VP-PR Arthur Yann has sent thousands more to blogs and websites such as PRwatch.org, thegoodthebadthespin.com and Jane Genova's blog.

This writer is accused of telling "flat out lies" and being "unethical" and "unprofessional." The "ethics" of the three websites above have been questioned for even carrying any comments by O'Dwyer.

PR Watch's behavior "falls well outside the ethical standards espoused by the Society of Professional Journalists," Yann posted on Oct. 11 on PRW.

Several members of the military talked to us and listened to our side of the story.

They were sent the lengthy statements of the National Press Club and PR Watch which took evidence from the O'Dwyer Co. and PRSA and decided that the boycott was not justified.

Legal decisions against press boycotts have also been examined by this website but lawyers say our most powerful document by far is the NPC press release sent to 390 major media Oct. 19.

### **Military Should Fight This**

Government PIOs and the military who spent upwards of \$1,500 each of taxpayer money to attend this meeting should publicly criticize the boycott in the strongest terms.

Governments and the military are common objects of Freedom of Information requests and even legal actions. Their PR and PA people should not sit quietly by when an organization that purports to represent them is involved in a formal press boycott.

The 80 other government PR people at the conference were from bodies such as the Tennessee Valley Authority, New York State Health Foundation, Louisiana Dept. of Revenue, Arkansas Commission of State Lands, and numerous city governments and tourism bureaus.

### **Many Military Units Represented**

Military present in Orlando included:

**Rear Admiral Vic Beck**, Vice Chief of Info, U.S. Navy.

**Lt. Commander Brook DeWalt**, Dir., Strategic Comms., Office of U.S. Defense Representative to Pakistan; former PA Director, Guantanamo Bay, and former PA Officer to Commander at the International

Security Force/U.S. Forces, Afghanistan. He took part in a Society interview Jan. 22, 2010.

**Adam Bashaw**, Deputy Dir., PA, U.S. Marine Corps, who was Director of PA, U.S., Navy, from 1986-2010. He displays the Society's new "APR+M" after his name, signifying he passed a special process for military PR accreditation.

**Robert Bryant**, Chief Security Officer, Defense Info. Sys. Agency.

**Paul Roszkowski**, Chief Petty Officer, Coast Guard PI

**Angela Billings**, National Media, Air Force.

**Arlene Goyette**, Strategic Comms. Dir., DoD.

**Jamie Higdon**, Deputy Chief, Strategic Comms. U.S. Citizens and Immigration Service.

**Louis Leto**, PA specialist, National Security Agency.

**Charles Taylor**, PA, Defense Security Cooperation Agency.

**James Pinkelman**, Dir., Comm. Integration, U.S. Marine Corps.

**Isidro Reyna**, Deputy PA Officer, U.S. Army Engineers.

**Timothy Boulay**, PA Dir., U.S. Navy Military Sealift.

**Barbara Burfiend**, Defense Visual Information, former president National Capital chapter.

**William Dixon**, Sr. Media Advisor, U.S. Forces, Afghanistan.

**Julie DeBardelaben**, Deputy Dir., Strategic Comms., Civil Air Patrol.

**Diana Struski**, Dir., Strategic Comms., Dept. of Army, Southern Regional Medical Command.

### **Courts Usually Support Media in Boycotts**

Case law involving media boycotts has been sent to us by The Media Law Resource Center, which promotes First Amendment Rights.

Maryland Governor Robert Ehrlich banned executive employees from speaking with two *Baltimore Sun* journalists he said failed to "objectively report" on his administration; Youngstown, Ohio Mayor George McKelvey blacklisted the *Youngstown Business Journal* because it criticized him, and Maryland County Sheriff Richard Voorhaar purchased all copies of *St. Mary's Today* which had criticized him and his political allies.

A 19-page study by Judith Bonilla, Rachel Fugate, Amy Mushahwar and Charles Tobin of Holland & Knight, Washington, D.C., said the cases "are just a few examples of a seemingly recent and alarming trend in efforts by government officials to directly suppress the dissemination of news or to indirectly alter press coverage." It concludes that "First Amendment retaliation action is the best weapon available to journalists to combat some government officials' latest efforts to coerce favorable coverage."

While those cases involve government, the same principles apply to the private sector. Reporters and media that believe they are being improperly charged with wrongful coverage should present their cases to the public and to the courts, if necessary. — *Jack O'Dwyer*