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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## PATERNO BRINGS IN CRISIS PR COUNSEL

Penn State University's ousted football coach Joe Paterno called in McGinn & Company, formerly TMG Strategies, last week as the academic institution reeled from a child sex abuse scandal centered on a former Paterno assistant coach.

The firm, representing the Paterno family, is led by PR veteran Dan McGinn and has counseled clients like General Motors, Texaco and 3M, specializing in crisis, environmental disasters, and litigation issues.

Before the university's board of trustees fired him, Paterno, 84, said he would retire at the end of this season after 61 years, following revelations of the abuse scandal alleging a former assistant of Paterno's, Jerry Sandusky, sexually assaulted at least eight young boys.

"At this moment the Board of Trustees should not spend a single minute discussing my status," Paterno said in a Nov. 9 statement issued via McGinn. "They have far more important matters to address. I want to make this as easy for them as I possibly can."

He was fired the next day.

McGinn co-founded Ryan-McGinn in 1987 after working on Capitol Hill and sold it to Interpublic in 1998. He started The McGinn Group a few years later.

The firm was acquired by Publicis' MS&L in 2007 but bought itself out and is again independent.

## CHIME STRUCK BY LOSS OF U.S. PACT

Chime Communications plans to cut PR staff and take a restructuring charge due to the earlier than anticipated wind-down of Bell Pottinger's pact with the State Dept. for Iraq and Afghanistan-related communications.

CEO Lord Bell said Chime "continued to trade well in a difficult environment." He noted that without the U.S. work, sports marketing now becomes a bigger part of the overall revenue base.

Prior to the restructuring charge, Chime expects 2011 profit to "be in line with both our budgets and market expectations," said Bell in a statement.

While PR is growing, Bell sees the need to make investments in that sector. Chime will be acquisitive and Bell expects "organic growth from our existing businesses and their expansion into disciplines and geographies in which we do not currently operate."

Bell, however, said the weak economy will prevent Chime from matching its growth rate of the last few years. Chime's other PR units include Good Relations, Harvard, Resonate and Search Relations.



Paterno in 1969

## WS DELIVERS RUSSIA EXPO PITCH

Weber Shandwick is promoting Russia's bid to snag the 2020 World Expo in a competition with bids from Brazil, Dubai, Turkey and Thailand.

The Interpublic unit, which managed the successful five-continent PR campaign that won the 2014 Olympics for Russia's Sochi, is pushing the Expo's "open mind" theme that was submitted to Expo officials in Paris on Oct. 28.

Erik Bugulov, the head of Russia's Expo bid committee, cited Weber Shandwick's experience "promoting high-profile Russian projects" among reasons for awarding it the account.

Russia is pitching Ekaterinburg, the country's fourth largest city, as host for the Expo.

Ekaterinburg, which is located in the Ural Mountains, is a major industrial/scientific center and the third biggest transport hub after Moscow and St. Petersburg.

Weber Shandwick backed successful Expo bids for Shanghai (2010) and Milan (2015).

The winner of the 2020 Expo will be announced in 2013.



## CUNNINGHAM MOVES TO MSLGROUP

Jon Cunningham, senior VP consumer marketing at Edelman, has moved to MSLGroup's New York office.

He takes the senior VP personal care post and lead on Procter & Gamble's global oral care account.

Cunningham reports to Katie McCue, senior VP and global account director for that P&G portfolio.

At Edelman since April 2010, Cunningham was responsible for global PR for Microsoft's Xbox and spearheaded work on Unilever's AXE brand in North America.

Earlier, he spent 13 years at Huntsworth's Red Consultancy both here and in London and did a nearly three-year stint as GM of Red's New York office.

**Tom Super, who led PR and communications for the meatpacking industry,** has moved to the National Chicken Council as VP/comms., following the exit of

13-year veteran Richard Lobb. Lobb stepped down as the Council's chief spokesman in October after 13 years after the installation of new Council chairman Lampkin Butts, president and COO of Sanderson Farms.

Super exits the American Meat Institute as VP of public affairs after three-plus years planning communications, including media relations and social media.

He also led its National Hot Dog & Sausage Council. Janet Riley is senior VP/PA for the AMI.

## **ISRAEL EYES PR HELP ON GLOBAL FRONT**

Israel's Ministry of Tourism has tapped incumbent Geoffrey Weill Associates for U.S. PR and U.K. travel PR firm Hills Balfour, following an RFP process, as the Jewish State is planning tourism PR campaigns in Europe and North America.

Five firms pitched the U.S. pact as agencies responding to the RFP were said to include 5W PR, and Edelman.

A U.K. official confirmed the hiring of Hills Balfour, but a representative of the Ministry of Tourism in New York did not return inquiries.



**Jerusalem**

The ruling Likud Party in Israel retained Rubenstein PR for a three-month pact through September this year as the Palestinian Authority pushed members of the United Nations on a vote for statehood over the summer.

But Israel's outreach to agencies in Europe and the U.S. is an effort to position the country beyond its long-running conflict with the Palestinians.

Conflicting reports about the ministry's PR searches have surfaced in mainstream and trade press, and firms said by sources to have pitched for the work denied doing so last month.

The London office of Israel's tourism entity put out an RFP in February for the U.K. and Ireland search, calling for pitches for a contract promoting the country to tourists.

It did not work with a firm in the U.K. prior to hiring Hills Balfour, said a representative.

London-based Hills Balfour has worked with tourist boards including Arizona, Chicago, Portugal, Tahiti and Mauritius.

The U.K. tender was followed in August by an RFP covering the U.S. and Canada "in an effort to positively change image perceptions" of the country.

Israeli Foreign Minister Avigdor Lieberman said in January that the country planned to hire a network of European firms to handle PR throughout the continent, where Israel does not enjoy the steadfast support it gets in the U.S., and to position the country beyond the Palestinian conflict.

A report out from Israel daily newspaper *Yedioth Ahronoth* in January said all of Europe's Israeli embassies were ordered to survey three local PR firms to counsel diplomats.

## **KERCINIK MOVES TO OGILVY**

Alan Kercinik, who led the Mars Chocolate account for North America as executive VP at Weber Shandwick, has moved to Ogilvy PR Worldwide in Chicago as EVP of its cross-practice Strategy+Planning unit.

Kercinik, who handled the M&M's Pretzel launch last year and was director of engagement for North America at WS, was previously with Zeno Group and Arc Worldwide.

He started out at Hill & Knowlton and also has personal blogs at [alwaysjacked.com](http://alwaysjacked.com) and [thirtymag.com](http://thirtymag.com).

At Ogilvy, Kercinik reports to Jennifer Scott, global managing director for the S+P practice.

Ogilvy is owned by WPP. WS is part of Interpublic.

## **U.S. TRAVEL GROUP TAKES NEW NAME**

The organization set up to launch the U.S.'s first nationally coordinated marketing campaign has taken on a new name, "Brand USA," to better reflect its public-private-backed mission.

The former Corporation for Travel Promotion, based in Washington, D.C., unveiled the new identity Nov. 7 in London as the group ramps up operations following its creation by Congress earlier this year from passage of 2010's Travel Promotion Act.



**Brand USA's new logo**

In August, CTP tapped WPP agencies including Hill & Knowlton and JWT for a \$200M global marketing account, which is slated to launch in spring 2012 pitching the U.S. for leisure, business and "scholarly" travel. High Lantern Group does CTP's PR.

Chris Perkins, the veteran adman who was named chief marketing officer of CTP in late August, noted the challenges of promoting the U.S. in outlining the group's goals.

"What is so compelling about the United States is that no one thing can explain who we are as a nation," he said, adding the group's campaign next year will be "showcasing the best of America and spreading the message that we welcome visitors with open arms."

Brand USA is funded from private sector investment and federal Homeland Security dollars collected from international visitors under the visa waiver program. Its leadership stresses that it does not use tax dollars.

Diamond Resorts CEO Stephen Cloobek is chairman of Brand USA, which, he said, "will help reposition our great nation in the market for travel."

## **GERSON GLOBAL FORGES 'TEAM MOROCCO'**

Gerson Global Strategic Advisors, which received \$1M from Morocco in March, for a campaign to promote investment and the "great strides" that the northern Africa country has made toward democratization has parceled out \$270K of that booty for PA/PR support, according to its Justice Dept. filing.

Davis Manafort Inc. collected \$100K of that cash. That firm is headed by Rick Davis, who was national campaign manager for the McCain/Palin presidential ticket, and Paul Manafort, a founding member of Republican lobbying powerhouse Black Manafort Stone & Kelly, which is now part of WPP's Prime Policy Group.

Brown Lord James, the firm of former Beatles manager Peter Brown, received a payment of \$43K for its work.

Media Tech Capital Partners earned a \$30K fee. Porter Bibb, a former investment banker, *Newsweek* White House correspondent, *Rolling Stone's* first publisher, corporate development director at the New York Times Co., and Ted Turner biographer, heads that operation. A current focus of Gerson is to create awareness of Morocco's Nov. 25 parliamentary elections among think tanks and government officials in London, New York and Washington.

**ROMENESKO RESIGNS POYNTER**

Jim Romenesko, who sold his must-read journalism blog to the Poynter Institute a dozen years ago, quit last week after he was criticized by PI director Julie Moos for failing to put quotation marks around sentences of stories that he was aggregating for the site.

"One danger of this practice is that the words may appear to belong to Jim when they in fact belong to another," blogged Moos.



Romenesko

Romenesko, 58, never maintained that his blog was based on original reporting. He had planned to go on a part-time basis at PI by the end of the year and launch his own blog covering media, food, finance and real estate.

"We will change the blog's name in the coming days, but Romenesko will remain an important part of Poynter's legacy, one we value," blogged Moss.

Karen Dunlap, Poynter president, called Romenesko a "creative journalist and a fine person."

**HOOD EXITS PAGE, RETURNS TO PRW**

Julia Hood, who was named to the newly-created post of president at the Arthur Page Society last July, is returning to *PR Week* and its parent Haymarket on Nov. 21.

At Page, she had taken over for executive director Tom Nicholson.

Before joining Page, Hood was director of PRWeek and *Direct Marketing News*. Earlier, she was editor-in-chief of PRW and San Francisco bureau chief.

She returns to the British publisher as executive VP and board member in charge of PRW and DMN.

Via an e-mail, Hood told O'Dwyer's that Page's board "is working on a replacement and they'll make sure it's a smooth transition. At the end of the day, it was a great opportunity at Haymarket, and I've missed working in the media. But Page has been a great experience."

**TWITTER COMMS. CHIEF TO EXIT**

Twitter's VP of communications Sean Garrett, who built the high-profile company's PR function as its messaging service grew exponentially worldwide, is leaving the company after a year and a half.



Garrett

Garrett announced the exit on his Twitter feed: "My 2 yrs at Twitter felt like 10 but they were my favorite of my career. From no press list to building a team that's the best in the biz."

He joined the company in 2010 after co-founding and running tech PR and policy firm 463 Communications for six years.

The tech PR veteran was previously at 463 sister firm Bite Communications and earlier held posts at Applied Communications, Listen.com and Alexander Communications, among others.

"Indeed, for the first time since 1993, I'm going to take more than a two-week break between jobs," added Garrett, who said he has no plans yet to continue his career.

**DISCOVERY'S COO WALKS**

Pete Liquori, COO of Discovery Communications, is leaving the cable TV programmer at end of the year. The position is being abolished.

CEO David Zaslav praised the 51-year-old executive's "enthusiasm and creative vision" that brought a "fresh and important perspective" to the Silver Spring, Md.-based company.

He credited Liquori for the key role that he played in the launch of The Hub, Oprah Winfrey's OWN and 3net.

Prior to Discovery, Liquori held top positions at News Corp.'s Fox unit. He served as chairman/entertainment at Fox Broadcasting Co., CEO of FX Networks and senior VP marketing at a Fox joint venture.

Liquori also worked at Time Warner's HBO as senior VP marketing.

**PSAKI TO KEYNOTE WWPR EVENT**

Jen Psaki, who was president Obama's deputy communications director, will keynote Washington Women in PR's award lunch on Nov. 15.

Now serving as senior VP and managing director for the Global Strategy Group, Psaki was a member of Obama's team for five years, joining his campaign in '07 as traveling press secretary.

The event is slated at the Capital Hilton.

Psaki  
(ABC News)**LAGANI TAKES CRO POST AT MSLO**

Joe Lagani has been named to the newly created chief revenue officer post at Martha Stewart Living Omnimedia.

He will handle cross-platform integration and strategic partnerships for print/digital/mobile/TV/radio versions of *Martha Stewart Living*, *Martha Stewart Weddings*, *Whole Living* and *Everyday Food*.

Lagani, most recently, held the senior VP-ad sales slot at NBCUniversal/iVillage, the content community for women. He also was publisher of Conde Nast's *House and Garden* and Meredith's *Country Home*.

**NIKE STICKS WITH PATERNO, PENN STATE**

Erin Dobson, senior manager of global public affairs for Nike, told *The Oregonian* that the sports apparel giant has no plans to change the (unfortunate) name of the day care facility at its Beaverton headquarters -- the Joe Paterno Center.

Dobson, who said Nike is "deeply disturbed by the claims brought forth in the indictments," said the company's relationship with Penn St. "remains unchanged" amid the child sex scandal that has rocked the university and toppled football coach Joe Paterno and president Graham Spanier.

The *Oregonian* noted Nike's president and CEO, Mark Parker, is a 1977 graduate of Penn State.

Nike's website notes its Child Development Centers are providing exceptional full time, on-site care for 200 children aged six weeks to five years in our Joe Paterno Center.

**CANTER DIALS UP TO VIACOM**

Veteran media PR executive Kassie Canter has moved to the top communications post in Viacom's entertainment group.

With the executive VP/comms. title, Canter heads all corporate communications and publicity for the media giant's entertainment properties, including Comedy Central, TV Land and Spike TV, among others.

She left Oxygen after six years in 2008 heading PR and public affairs for the women-oriented cable network as chief communications officer. She has been consulting since then.

Canter was previously senior VP of corporate communications and media relations for NBC after four years with Robinson Lerer & Montgomery, which she departed in 1997 as a senior VP.

**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.

Labour MP Tom Watson, who is driving the hacking probe, believes its “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.”

**MURDOCH OFFENDED BY MAFIA CHARGE**

News Corp. deputy COO James Murdoch took offense at an suggestion made during today's U.K. parliamentary hearings that the company has a Mafia-like “code of silence” when it comes to phone hacking, according to a report in the BBC.

Labour MP Tom Watson, a harsh critic on News International, asked Murdoch if he was aware of the code of “omerta,” where people are sworn to secrecy and operate with no regard to for law.

He then wanted to know if that was an accurate description of the company's British operation.

“Absolutely not, I frankly think that is offensive and that's not true,” responded Murdoch.

Replied Watson, “You must be the first mafia boss in history who didn't know he was running a criminal enterprise.”

Murdoch said Watson's statement was “inappropriate,” a point shared by another MP who said “oh come on” after the Mafia claim, according to BBC political editor Nick Robinson who attended the hearing.

Murdoch denied that he misled the panel during his testimony in July. He also said News Corp. would consider shutting *The Sun* if it became embroiled in a hacking scandal that led to the shutdown of the *News of the World*.

The son of News Corp. CEO Rupert Murdoch said the recent arrest of a Sun journalist is a “matter of great concern,” but he has “no knowledge of any of the other papers being involved in the hacking of phones.”

London's police have estimated that the NOTW may have hacked the phones of up to 6,000 people since 2002.

**OBAMA NOMINATES PUBLIC DIPLOMACY CZAR**

Tara Sonenshine, a National Security Council communications advisor during the Clinton administration, has been nominated by President Barack Obama to the State Department's top PR post targeting the international public.

The White House said Obama intends to nominate Sonenshine as Under Secretary for Public Diplomacy, to replace former Discovery Communications chief Judith McHale, who stepped down in July.

Sonenshine is currently executive VP of the United States Institute of Peace, the non-partisan federal institution best known for convening the Iraq Study Group in 2006.

A former producer and reporter for ABC News, she held several posts during the Clinton administration, including special assistant to the president and deputy director of communications for the NSC.

She was previously at the Brookings Institution studying foreign policy and communications.



**Sonenshine**

**McHale Back to Ralph Lauren**

McHale, meanwhile, has re-joined the board of directors of Ralph Lauren Corp.

She left the fashion brand's board in 2009 upon her appointment by Obama to the top public diplomacy role, based at the State Dept.

“Her global leadership experience will be particularly valuable as we continue to strengthen and expand our business around the world,” chairman and CEO Ralph Lauren said in a statement.

McHale was with Discovery for 20 years and is former general counsel to MTV.

McHale took up the global PR post at the State Dept. in April 2009 with a goal of helping repair the U.S. image abroad following the launch of wars in Iraq and Afghanistan, and the global financial crisis in 2008.

She traveled extensively touting State Department exchange and education programs and expressing, among other beliefs, the need for the U.S. to “listen more and lecture less” and follow a more strategic public affairs approach.

“This is not a propaganda contest – it is a relationship race,” McHale 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 stepped down in 2006 as president and CEO of Discovery after 20 years there.

Karen Hughes, now with Burson-Marsteller, former ad exec Charlotte Beers, and diplomat Margaret Tutwiler held the public diplomacy post during the Bush administration.

**NEWS OF PR FIRMS****KAPLOW NAMES 'EDITOR-IN-CHIEF'**

Kaplow has named Nick Charles to the newly created position of editor-in-chief and executive director of content.

His role is to manage information across multiple platforms including traditional media, digital and social communities. As the "voice of Kaplow," Charles will provide "content-driven consultation and strategy" to its clients, according to the release.

Previously, Charles was global head of content at Porter Novelli, where he worked on Gillette, Hewlett-Packard, Timberland, Capitol One, Merck and McDonald's.

He has held posts at the Personal Democracy Forum, Home Front Communications, America Media, *Essence* magazine (managing editor) and AOL Black Voices (editor-in-chief).



**Charles**

**RF FORGES TIES WITH KYODO**

Ruder Finn Inc. has formalized a partnership with Kyodo PR, the first PR firm to be listed on the Tokyo stock exchange.

RF gains access to Kyodo's network of offices in Japan and Korea, which serve more than 250 clients. The firms have been handling projects together for the past 10 years.

KPR was founded in 1964 by Sakae Ohashi, who remains at the helm.

Japan is the No. 4 importer and exporter of goods behind the U.S., China and Germany.

Kathy Bloomgarden, CEO, says the Kyodo move "underpins our strategy to be set up in the best way in all major hubs around the world to help our clients respond immediately to the 24-hour global news cycle to protect or enhance reputation."

**BRIEFS: BlissPR**, New York, has formalized a health-care practice, BlissHealth, which works with clients in the biotechnology, medical device and diagnostic health services, and other sectors. Miriam Weber Miller, who built the life sciences practice for FischerHealth and was an executive VP for FH/Porter Novelli Life Sciences, heads the unit with Julie Johnson, a former senior VP at Ruder Finn and associate MD for WeissComm Partners. ...**APCO Worldwide** has created an integrated offering to help clients manage communication efforts involving material issues and events. Kent Jarrell, executive VP and director of the firm's Washington, D.C.-based litigation communication practice, heads the practice. "From mergers and lawsuits to product launches and leadership transitions, these events may greatly impact a company's reputation, brand and financial stability, for better or worse," he said. ...*Chief Executive Magazine* named **Makovsky + Company** founder Ken Makovsky to its list of the "Top 10 CEO Blogs," a group that includes the CEOs of retailer Zappos, media giant Thomson Reuters, and cruise line Royal Caribbean, among others. Makovsky blogs at [blog.makovsky.com](http://blog.makovsky.com).

**NEW ACCOUNTS****New York Area**

**Crenshaw Communications**, New York/Silverpop, email marketing and marketing automation services, as AOR following a competitive review. Work includes PR and marketing comms., media relations, executive visibility, and social media.

**The Brandman Agency**, New York/PUBLIC Chicago, Ian Schrager's latest hotel opening, for a three-month PR project handling the transformation of The AmbassadorEast, built in 1926.

**The Thomas Collective**, New York/i-Health, brain health supplements, for media relations for its brands Culturelle, Estroven, AZO and Brainstrong, following a review.

**Workhouse**, New York/David Drebin, photographer, for PR for his authorized book of photos about boxer Manny Pacquiao.

**Swordfish Communications**, Laurel Springs, N.J./Gourmet Ads, global food advertising network based in Sydney, Australia, for a trade publicity campaign, and the New Jersey State Senate Campaign of Phil Mitsch, who lost last week to incumbent James Beach.

**East**

**Duffy & Shanley**, Providence, R.I./BrewGene, beer recommendation mobile application and website, as AOR for marketing communications.

**Tierney**, Philadelphia/Verizon Wireless, as AOR for PR for the Tri-State Region, including Pennsylvania, Delaware and New Jersey, an expansion of its efforts.

**202 Communications**, Springhouse, Pa./PPC, manufacturer and developer of advanced connector technologies for the cable and telecommunications industries, as AOR for media relations and marketing communications.

**Warschawski**, Baltimore/Robert Talbott, men's and women's clothing brand, to develop and refine its strategic brand position and conduct ongoing marketing and communications.

**Buffalo Communications**, Vienna, Va./MacNeill Engineering Worldwide, sport cleat maker of the Champ brand, for golf sector PR and marketing.

**Southeast**

**Dodge Communications**, Atlanta/Pate Rehabilitation, services for individuals with acquired brain injuries, for an integrated communications campaign in the local, regional and national marketplace.

**Trevelino/Keller**, Atlanta/Revenue Analytics, business consulting, for PR.

**West**

**TOBIN & Associates**, San Rafael, Calif./1-800-COLLECT, collect calling brand now available for cell-phone customers, and Compact Imaging, for PR and digital work.

**Bullfrog & Baum**, Los Angeles/Andaz West Hollywood, for PR, the firm's first hotel client.

**International**

**Grayling**, Madrid/Código Software, Spanish R&D company focused on software design and development, to corporate communications specifically targeting software developers and IT systems managers in Spain and the US.

— **Greg Hazley**

## NEWS OF SERVICES

### RESEARCH VET GILFEATHER TO KOSKI

Veteran marketing and opinion researcher John Gilfeather has moved to Koski Research, San Francisco, as executive VP based in Stamford, Conn.

Gilfeather is a founding member of the Institute for PR's Commission on Measurement and Evaluation. He spent 30 years at Yankelovich, and nearly a decade at Roper/GFK (vice chairman and head of Roper Public Affairs) and TNS (executive VP).

Gilfeather, who had been running his own shop for the past two years, said the new post "allows me to get back to what I love doing - working closely with clients, practicing the craft of research at a high level and being part of a fantastic team."



**Gilfeather**

### BENZOR REJOINS FORMER COLLEAGUES

Point Media, a two-year-old Los Angeles-based broadcast and digital PR services company, has brought on Michelle Benzor as VP of business development and digital strategy.



**Benzor**

Benzor, based in New York, has been VP/sales and client services for broadcast PR shop MagicBullet Media. She is a veteran of On the Scene Productions, the former company of Point Media co-founders Maya Burghardt, Jim Bowling and Stacie Hunt.

PM handles video production, creative web branded content, multi-media news releases, microsites, SMTs, radio tours, and sizzle reels, among other services.

Clients have included Epic Records, Sprint Nextel, Boost Mobile, and Capitol Records.

At On The Scene, Benzor rose to VP of business development.

### PRN GAUGES 'SHARING' EFFECT

PR Newswire and social sharing measurement firm Crowd Factory report that while press releases are more frequently shared on Facebook, shares on Twitter drive significantly more traffic back to releases than FB.

The data shows 48 percent of press release sharing happens on Facebook, 37 percent occurs on Twitter and 15 percent is attributed to LinkedIn. But share on Twitter actually drives about 30 percent more press release views than FB, the companies found.

The companies said research shows that each "share" generates an average of nearly two click-backs to the original press release, increasing the total audience, or "social reach," for such content by nearly 70 percent.

Multimedia can increase the probability that content will be shared, according to the research. Adding a photo to a press release increases engagement by 14 percent, while video and a photo together doubles the engagement rate, PRN and CF found. Press releases that contain photos, video and audio generate the most engagement, with 3.5 times more than text-only releases.

## PEOPLE

### Joined

**Greg Tedesco**, social media strategist, Porter Novelli, to MWW Group, New York, as a senior digital strategist in the firm's Dialogue Digital unit. He is focused on social media programs for Sara Lee Corporation. Also, **Daisy Matias**, digital strategist for Reader's Digest, as a senior digital strategist on the Nikon account. **Tim Baker**, VP, digital strategies, FTI Consulting, joins MWW as senior digital strategist on McDonald's and Nextag. And **Arielle Jones**, previously with FD (now FTI), joins as an associate digital analyst.

**Mike Russell**, managing director, business development, Meredith Integrated Marketing, to MSLGroup Americas, New York, to the new position of senior VP of sales and business development covering its eight practice areas and 19 owned operations. He was previously with Hearst Corp and Time Inc.

**Tina Cassidy**, VP for Solomon McCown, to Inkhouse, Waltham, Mass., as chief content officer and senior VP. She is the firm's 25th staffer. Cassidy was a 17-year reporter and editor for the *Boston Globe* and is the author of "Birth: The Suprising History of How We Are Born."



**Cassidy**

**Kate Bruns**, press secretary, Sen. Olympia Snowe (R-Me.), to Hamilton Place Strategies, Washington, D.C., as a director. She was communications director to former Rep. Mary Fallin (R-Okla.).

**Matt Dornic**, director at Quinn Gillespie & Associates, to CNN, New York, to handle digital PR, starting Dec. 5. He takes over for Jennifer Martin, who moved to Apple's PR unit.

**Whitney Davidson**, senior A/E, GolinHarris, to Idea Grove, Dallas as VP of account services. **Clay Zeigler**, former assigning editor at the *Dallas Morning News*, joins as VP of content. **Joy Jennings**, a writer for Dean Foods, joins as an A/S.

**Keith Negrin**, director of client strategy, Maccabee Group, to Carmichael Lynch Spong, Minneapolis, as a senior counselor, leading clients like Sherwin-Williams in the firm's home industry group. He was at CLS



**Negrin, Finsand**

from 2004-07. **Jenna Bennett**, AA/E, LaBreche, joins as a senior associate on American Standard, H&R Block and S-W. **Perrie Finsand**, A/C, Weber Shandwick, to CLS as a social engagement specialist for CITGO and Lutron. And **Amber Fadok** joins as an associate in New York after an internship.

**Julianne Whitelaw**, director of corporate communications, Cisco, to Weber Shandwick, San Francisco, as senior VP and corporate practice leader for Northern California.

**Simon Ruparelia**, global program planner for digital marketing at Unilever, to GolinHarris, Singapore, to lead its Asia Pacific digital team.

## **PR IS 'PUBLIC ENGAGEMENT,' SAYS EDELMAN**

Richard Edelman, CEO of the world's largest PR firm (\$521M in fees in 2010), on Nov. 10 called on the PR community to strengthen its commitment to public dialogue and transparency.

Addressing more than 300 at the annual dinner of the Institute for PR at the Yale Club, New York, Edelman said PR should be thought of as "public engagement."

He said this reflects "the evolution of business as a positive force in society" and said it "calls for business to participate meaningfully in the continuous global conversation."

Those who violate the new norms of communication are in for rude shocks, he said, singling out mishaps at the Bank of America and Tokyo Electric Power Co.

BofA had to reverse its \$5-per-month debit card fee and TEP lost its bid for a 15% rate hike because it failed to disclose information promptly when a tsunami damaged its plants, said Edelman. The power company had "zero credibility" because of its stonewalling, he added.

Edelman described the increasingly complex communications lineup which now includes mainstream media; hybrids like Huffington Post; social media, and owned media (company websites and applications).

"Every company should be a media company," said Edelman. "New influencers," he said, are the 25,000 people who provide half the world's tweets. "They're passionate, fast, and prolific, which makes their expertise and personal experience resonate globally," he said.

### **PR Must Be in C-Suite**

PR pros must operate at the same level as the general counsel, operations manager, chief marketing officer and the director of corporate strategy, he added.

Said Edelman: "The role of PR must now be greater – to create coherence out of complexity. As the stakeholder discipline, we are the profession that pays attention to the broad interests of the corporation. We belong right in the middle of the continuum of advisors, with one foot planted on the policy side and the other on the communications side."

PR pros who are chief communications officers or agency executives are already doing the following, he said: "Working with leaders to catalyze employees. Co-creating products with customers. Cooperating with civil society. Interacting with communities. Informing regulators and legislators. Re-assuring investors."

The outcomes of "public engagement" will be "increased trust, changed behavior, deeper communities and commercial success," he said.

### **J&J's Nielsen Honored**

IPR gave Bill Nielsen, retired corporate VP of public affairs for Johnson & Johnson, the group's Alexander Hamilton Medal for lifetime achievement in PR.

Nielsen retired after 17 years in the top J&J post, following stints at Carl Byoir & Associates and Hill & Knowlton.



**IPR president Frank Ovaitt with Edelman at the Nov. 10 event.**

## **FIRMS JOINS BAKU OLYMPIC PITCH**

The Olympic bid committee for Azerbaijan's 2020 pitch has tapped Burson-Marsteller, pmplegacy and Adore Creative to handle PR, brand positioning and advertising, respectively.

B-M, part of WPP, is charged with strategic communications counsel, media relations and PR services for the bid team promoting the capital city of Baku.

Chime Communications' pmplegacy will oversee branding, narrative and presentations, while Adore Creative, which helped pitch Russian's 2014 Winter Olympics and 2018 World Cup bids, guides advertising and creative.

Yaqub Eyyubov, Deputy Prime Minister of Azerbaijan who heads the Baku 2020 Bid Committee, said: "We know that they will do an excellent job for us, as we set out our credentials to be selected as a 2020 Candidate City in May 2012."

Baku's pitch will tout its economy as among the fastest growing in the world thanks to natural reserves, while noting its transportation hub and modern sports for the Games. The effort is backed by the Russian Olympic Committee.

Jeremy Galbraith, CEO of Burson-Marsteller in Europe Middle East and Africa, said the firm is "thrilled and honored" to handle the assignment. "Baku is an untold story," he said.

## **U OF AKRON TAPS COMMUNICATORS**

The University of Akron has installed two top communications executives after a national search for the new positions, aiming to "tell our story more broadly," according to president Luis Proenza.

The appointments follow the exit earlier this year of associate VP for communications Barbara O'Malley after three years for Webster University.

Wayne Hill, a 20-year veteran of Midwest PR giant Edward Howard, was recruited as associate VP and chief marketing officer of the university.

Hill was president of EH when the firm was acquired by Fahlgren Mortine in 2010. He stepped down in June.

Earlier stints included director of communications for Ohio's attorney general and secretary of state, and VP of community relations for Warner Amex Cable.

Hired alongside Hill is Eileen Korey, a former journalist who has been VP of communications at MetroHealth Medical Center in Akron for the past seven years. She takes the new post of associate VP/chief communications officer for the university.

The university recently completed a \$300M construction revamp, including nine new buildings and renovations of 14 others.

Proenza added: "It is time to tell our story more broadly, to take bold actions to secure our future and take a giant leap forward. That is why Wayne Hill and Eileen Korey are here."



**Hill, Korey**

## PR OPINION

**Having obtained support from the National Press Club, *PR Watch* and a half dozen bloggers in our bid to squash PR Society of America's O'Dwyer boycott and defamation campaign, the O'Dwyer Co. is knocking on the doors of journalist and educator groups whose codes pledge support to journalists.**

These are well-heeled organizations with codes and promises to journalists as lofty as any PRS ever dreamt up for its members.

Pew Research Center's Project for Excellence in Journalism says its goal is to "help journalists and citizens." It is part of the Pew Charitable Trusts that have \$5.5 billion in assets and spend \$250M+ yearly.

A request for help has been sent to Tom Rosenstiel director of the Project, who was formerly media critic for the *Los Angeles Times* and chief congressional correspondent for *Newsweek*.

He is also vice chair of the Committee of Concerned Journalists and was its executive director.

CCJ, based in the NPC building in D.C., is "concerned about the pressures facing journalism" and wants to "set it apart from other forms of communication." It conducts classes for journalists. Executive director Mark Carter has been asked to examine the PRS boycott and defamation campaign.

### **ProPublica Is Cold as Ice**

Next on our list is ProPublica, whose journalists are among the highest paid in the world – editor-in-chief Paul Steiger getting \$571K plus \$18K benefits; managing editor Stephen Engelberg, \$341K/\$35K, and Richard Tofel \$320K/\$27K (figures from the 2010 Form 990 filed Aug. 1).

The lofty pay is matched by ProPublica's lofty goals: "produce journalism that shines a light on exploitation of the weak by the strong and on the failures of those with power to vindicate the trust placed in them."

We're happy to see ProPublica is getting funds besides the original \$10M it got from Herbert and Marion Sandler. ProPublica got \$3.8M+ from 1,300 donors in 2010 for its 34 reporters.

Mike Webb, ProPublica's PR head, thus far is not talking to us or answering e-mails.

### **Poynter Is Hesitant**

Another major player in journalism ethics/training is the Poynter Institute, St. Petersburg, which "exists to help good journalists get better."

Assets are more than \$60M. Nelson Poynter, publisher of the *St. Petersburg Times*, set up the Institute which included ownership of the newspaper and its affiliates, *Congressional Quarterly* and *Governing* and *Florida Trend* magazines.

Says Poynter: "Our goal is to provide journalists with everything they need to achieve excellence and thus to continue the life's work of Nelson Poynter."

The Institute is in the news because its most famous journalist, Jim Romenesko, quit last week after Julie Moos, director of Poynter Online, criticized him for fail-

ing to put proper quotation marks around sentences in stories. He was paid \$185K plus \$19K in fringes in 2008, according to the latest report available on Foundation Center 990 Finder.

Karen Dunlap, Ph.D., president, was paid \$215K plus \$53K from related organizations and \$27K/benefits.

Kelly McBride, senior faculty member on ethics, reporting and writing, was not sure the PRS boycott was something that PI would take a stand on. McBride and Dunlap were e-mailed background on the boycott/defamation campaign.

### **Another Brush-off From CPJ**

The Committee to Protect Journalists, which focuses on problems of journalists in other countries, is looking at what we sent it.

PR head Gypsy Kaiser said our problem with PRS is "not considered a grave priority." CPJ had assets of \$12.6M at the end of 2009. Executive director Joel Simon was paid \$172K plus \$8,239 in benefits. Chair is Sandra Mims Rowe, of *The Oregonian* from 1993-2010 and now with Arizona State University as visiting professor in journalism ethics.

The Reporters Committee for Freedom of the Press of Washington, D.C., sounds like a good bet but communications director Debra Hernandez said the Committee is only concerned with helping those who seek information from government bodies.

We hope it will take a deeper look at the PRS boycott since the thousands of government and military PR pros in PRS have just learned that the way to deal with a critical news medium is interfere as much as possible with its coverage and conduct a campaign of defamation against it.

### **Yann Conducts Negative Campaign**

Such a campaign has been conducted by VP-PR Arthur Yann on the Society's website and others including prwatch.com and thegoodthebadthespin.com.

PR Watch, for instance, was told by Yann that its behavior, like ours, "falls well outside the ethical standards imposed by the Society of Professional Journalists."

Thegoodthebadthespin, written by Robert Conrad, Ph.D., was criticized by Yann for carrying an O'Dwyer posting and had its ethics questioned. Ed Lallo, former PRSA chapter officer and founder of newsroomink.com, has been accused of pitching the Society in "an extortion-like way." The Yann posting added: "As the saying goes, there's honor among thieves. Or put another way, a disregard for professional ethics makes strange bedfellows."

Blogger Jane Genova, who called PRS's boycott "dumb as dirt," was told by Yann on her blog: "So, if you'd like your clients to call into question your firm's own ethics, you're certainly welcome to side with Mr. O'Dwyer."

Lucy Siegel, who blogged that the O'Dwyer boycott was "totally unprofessional, unethical and childish," was told by Yann: "You seem to have missed my point. What Mr. O'Dwyer writes is biased, misleading and often, flat out lies."

— Jack O'Dwyer