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O'Dwyer's Newsletter

The Inside News of
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OMC GOBBLES UP MARINA MAHER

Omnicom has acquired Marina Maher Communications, the marketing-to-women specialist shop with 2010 fees in the \$25M range.

Marina Maher, who founded the New York-based firm in 1983, will remain at the helm of the consumer products and healthcare firm as part of OMC's diversified agency services group.

The 66-year-old executive believes OMC's global reach will benefit her clients, a roster that includes Procter & Gamble, Kimberly-Clark, Bimbo Bakeries, Post Cereals, Merck and Pfizer.

Tom Harrison, CEO of DAS, cited MMC's standing as a "constant innovator" that played a major role in developing iconic brands such as Covergirl cosmetics and Head & Shoulders shampoo.

He also noted the shop's ability to develop "brand communities" around "sensitive women's health issues as contraception, infertility and bone health."

MMC is now a sister agency to Fleishman-Hillard, Porter Novelli, Ketchum, Cone, Brodeur Partners, Kream Gavin Anderson and Clark & Weinstock.

WEBER SHANDWICK QUILTS KELLOGG

Weber Shandwick has resigned the Kellogg Co. account that it picked up last month with sister Interpublic Group shop Current Lifestyle Marketing.

Brandy Ruff, Kellogg's director-brand relations is looking for a shop to handle the account.

Kellogg awarded the business to WS after it won a competitive pitch with incumbent Ketchum, Edelman, Fleishman-Hillard and MSLGroup.

Harris Diamond, CEO of WS, told O'Dwyer's "that unfortunately something came up in another part of the corporation," adding it is "something that happens once in a blue moon." Kellogg is a "great piece of business that we hated to give up," added Diamond.

CORZINE GETS PR COUNSEL

Embattled banker and former New Jersey governor Jon Corzine is relying on RLM Finsbury for PR counsel amid the collapse of MF Global, the brokerage firm he led until this month.

RLM Finsbury was engaged by Corzine's law firm, Dechert LLP, the firm of experienced Wall Street defense attorney Andrew Levander.

RLM partner Steven Goldberg, a former Sitrick and Company member who is an attorney, is speaking for Corzine.

As previously reported, FTI Consulting is working with MF Global, which fired all 1,066 employees of its broker-deal unit.

KETCHUM ENROLLS AT PENN STATE

Penn State is using Ketchum to deal with the sex abuse scandal that has rocked the university, leading to the firing of long-time Nittany Lions head coach Joe Paterno and resignation of school president Graham Spanier.

The story hit a new low after alleged sex abuser and former defensive coordinator Jerry Sandusky told NBC that he liked to "horse around" and shower with young boys. Sandusky, who retired in 1999, is charged with 40 counts of abuse.

James Donnelly is head of Ketchum's crisis team. He could not be reached.

Alicia Stetzer, Ketchum's associate manager of corporate communications, confirmed that Ketchum is "currently providing counsel to the board of trustees of Pennsylvania State University."

Stetzer added that the "details of all our client assignments are confidential."

BOLTON TAKES TOP PAGE POST

Roger Bolton, a veteran corporate communications and public affairs exec, has been tapped as president of the Arthur W. Page Society, following the exit of Julia Hood.



Bolton

Bolton, a trustee since 2006 and former chair of the group, retired as senior VP of communications for Aetna in 2006 and held PR posts at IBM and the U.S. Dept. of the Treasury under President George W. Bush, among others.

He takes up the post Dec. 5 at Page, the 28-year-old exclusive group of top communications execs mostly from the *Fortune* 500.

"Roger's full-time stewardship will ensure that the advances that we have made at the Page Society during the past few years will continue, and that we will grow even stronger and more relevant," Page chairman and FedEx communications senior VP Bill Margaritis wrote in a memo to members Nov. 15.

Hood is returning to publisher Haymarket to oversee *PR Week* and *DM News* on Nov. 21 after a year as Page's first paid president.

The group, which held an extensive national search before hiring Hood, previously had executive directors, the most recent being Tom Nicholson, who held the post from 2007 to 2010. He is now at association manager SmithBucklin.



CLIENT CUTS TO LEAD TO HUNTSWORTH CUTS

Huntsworth, the U.K. PR holding company owner of Grayling, Red, Citigate and Huntsworth Health, said it will fall short of profit expectations this year as more than £4M in scheduled Q4 projects were cancelled because of global economic uncertainty.

The hit has Huntsworth planning cutbacks.

“On the assumption that these client cutbacks are further signs of a lasting economic downturn in our primary European markets, we have taken the decision to reduce our cost base to ensure that, within six weeks, at the start of 2012, we will have returned the group to its historic operating margins,” said chief operating officer Sally Withey.



Peter Chadlington

Despite the setback, the company said third quarter like-for-like revenue increased seven percent and noted “significant,” seven-figure business wins locked up recently will become operational in Q1 of 2012.

Withey said client cuts in the U.K. and Europe are in “fast-moving” consumer goods, consumer durables, environmental and CSR programs, while U.S. clients are showing “nervousness” in the pharmaceutical industry leading to slowing spending decisions and delaying new business starts.

During Q3, Citigate reported 15.5% growth, Grayling 5.2%, Huntsworth Health 3.7% and Red 15.6%, the company said last week.

In its more detailed first-half financial report in late August, Huntsworth had 1.3% revenue growth for the first half of 2011 to £88.1M as CEO Peter Chadlington said clients are taking much longer to make spending decisions and a “subdued” IPO and M&A market hurt Citigate.

SITRICK MOUNTS PR DEFENSE FOR SIMONS

Sitrick and Company is handling the PR defense of real estate mogul and Indiana Pacers owner Herbert Simon and his wife, Bui, as they face a series of lawsuits from former household employees in Los Angeles.

The Simons won a court victory Thursday against a former nanny seeking back wages, two months after a superior court judge tossed claims made by a driver and another nanny previously employed by the couple, who claimed they were fired after becoming disabled and pregnant, respectively.

“We would not have been setting the right example for our children had we decided to simply write a check to avoid negative publicity,” Bui Simon said via Sitrick’s Tony Knight, the former *Los Angeles Daily News* city editor and 14-year veteran of the firm.

The couple has sued the attorney for the former staffers, Joseph Davis, for defamation via L.A. law firm Glaser, Weil, Fink, Jacobs, Howard, Avchen & Shapiro.

Simon is a co-founder of publicly traded Indianapolis-based shopping center developer Simon Property Group.

EDELMAN STAFFS ZENO VALLEY OUTPOST

Edelman’s Zeno Group has opened a Silicon Valley outpost led by the parent firm’s San Mateo office GM Todd Irwin in a bid to “broaden the scope” of its technology work.

Zeno CEO Barby Siegel cited a “real appetite in the marketplace for a mid-size agency.”

For Zeno, which saw revenue surge 24% last year to nearly \$12.5M, San Mateo is its sixth office and second on the West Coast alongside Los Angeles. Its tech roster has included Life Technologies, Webtrends, and Zinio.

Irwin brings four staffers with him from Edelman/San Mateo to Zeno, including VPs Victoria Brown, Monica Walsh, Katie Wood Znameroski and Mary Ellen Ynes.

Edelman’s U.S. technology practice head Maria Amundson is taking over the Edelman/San Mateo GM slot vacated by Irwin, who led the office since 2008 with clients like Adobe and Mozilla.

Richard Edelman, CEO of parent company Daniel J. Edelman Inc., said the move allows each firm to “better serve a greater number of clients in a critical and rapidly expanding market.”

Edelman’s Valley operation was based in Mountain View until the 2006 acquisition of San Mateo-based A&R Partners, when the tech operations were merged into A&R’s San Mateo base.

MILLENNIUM BOOSTS LEBANON/U.S. TIES

Beirut-based Millennium Group Services, a real estate development and media combine, has hired Bridges International to enhance Lebanon’s ties with the U.S.

Millennium also seeks to foster support for Lebanon’s Future Movement political party of the country’s former billionaire prime minister Saad Hariri. Future Movement played a major role in the exit of Syrian troops from Lebanon in 2005.

Hariri’s coalition government collapsed in January shortly after he had an Oval Office photo-op with president Obama.

Bridges, which receives a \$17M monthly retainer under the one-year pact, is to maintain contract with U.S. government official, reporters, academics and think tankers.

It is to give updates on political, economic, military and cultural developments in Lebanon.

CLEARY TO HEAD NAPEO

Pat Cleary, senior VP-digital affairs in Fleishman-Hillard’s Washington office, takes the helm of the National Assn. of Professional Employer Organizations on Dec. 5.

He will succeed interim CEO Joe Cole, who since February headed the trade group that covers 90 percent of the \$70B human resources/compensation/benefits management sector.

Prior to F-H, Cleary held PA, communications and policy posts at the National Assn. of Manufacturers. He also served as chair of the National Mediation Board, deputy assistant secretary for policy at the Labor Dept. and a member of the Congressional blue ribbon panel on Amtrak.

NEWSWEEK SHUFFLES EXEC CARDS

Ed Felsenthal, *Newsweek* executive editor, and Tom Weber, managing editor, have resigned their positions.

Tina Brown, who presides over *Newsweek/Daily Beast*, has named Mark Miller, a former Newsweek editor, to replace Felesenthal.

Miller, who had been editor at the *Texas Tribune*, takes the director of editorial operations position.

Justine Rosenthal, who was editor of *The National Interest*, takes over for Weber.

Publisher Ray Chelstowski is also out after a 10-month stint. Eric Danetz, a veteran of CBS Interactive, will assume his duties.

Brown believes the shake-up will make Newsweek more "nimble."

DISNEY'S IGER TO APPLE BOARD

Walt Disney Co. CEO Bob Iger has joined Apple's board of directors and will serve as a member of its audit committee.

Apple CEO Tim Cook said in a statement that Iger's strategic vision at Disney based on "generating the best creative content possible, fostering innovation and utilizing the latest technology, and expanding into new markets around the world makes him a great fit for Apple."

Iger, a good friend of the late Apple CEO Steve Jobs, joins the company as it slates a run into the TV market.

Jobs, who sold Pixar Animation to Disney, sat on its board as one of its major shareholders

Apple also named Art Levinson non-executive chairman of the board. The Genentech chairman is Apple's longest serving co-lead director.



Iger

PEYSER NAMED EDITOR OF BTM

Mark Peyser, who joined *Budget Travel Magazine* earlier this year after a 20-year stint at *Newsweek*, has been promoted from deputy editor to editor.

During his last decade at Newsweek, Peyser was its chief TV critic and penned stories on Donald Trump, Katie Couric and Martha Stewart's legal woes.

He was named Newsweek's arts & culture senior editor slot in 2006.

Peyser has written for the *New York Times*, *Condé Nast Traveler*, *Vogue* and *Life*.

At BTM, he takes over for Nina Willdorf.

NEWS CORP.: AUSSIE UNIT IS HACK-FREE

News Corp. has completed a three-month review of expenses at its News Limited newspaper group in Australia and found no evidence of phone hacking or payments to government officials.

A team of more than 25 auditors scanned about 700K transactions over the past years of cash outlays of at least \$100 and all transactions over \$10K.

Two retired judges reviewed the process.

The papers scrutinized include *The Australian*, *Daily Telegraph*, *Herald Sun*, *Herald Sun*, *Courier-Mail* and *The Advertiser*.

John Hartigan, News Ltd. CEO, said the review proved his faith in the standards of his journalists. "I said at the start of this process I had no reason to suspect any wrongdoing. An incredibly diligent piece of work has confirmed that. Nevertheless we will use this opportunity to put in place measures to further reinforce our standards," he said in a statement.

Hartigan is leaving News Ltd. on Nov. 30 after a 41-year run.

CBS LAUNCHES ALL-NEWS RADIO IN DC

CBS Radio will introduce an all-news format on 99.1 FM in January to serve the Washington D.C., Virginia and Maryland listening area.

The company runs "all news all the time" formats in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit and Boston.

CBS has named Robert Sanchez its program director in D.C. He currently is assistant director of news & programming for WCBS Newsradio 880 in New York and a veteran of the station's sister outlet 1010 WINS.

Michelle Komes-Dolge, who was WTOP-FM news director, managing editor and producer, is joining as news director.

NIEROB SPEAKS FOR ROBERT WAGNER

Hollywood PR vet Alan Nierob is handling the media crush surrounding actor Robert Wagner as Los Angeles police re-open the investigation of the 1981 drowning of his actress/wife, Natalie Wood.

Dennis Davern, the former captain of the yacht *Spendour*, says the couple argued before Wood vanished. The skipper claims that once he realized Wood was missing from the boat he wanted to search the Pacific waters for her, but Wagner told him not to.

Hours went by before the Coast Guard was alerted about non-swimmer Wood's disappearance, according to Davern.

The body of the actress was found about a mile away from the boat. The autopsy report showed that Wood had bruises on her arms and face. The coroner ruled that her death was accidental.

Davern, who wrote "Goodbye Natalie, Goodbye Splendour" in 2009 to tell his side of the story, is making the media rounds to express regret that he did not search for Wood.

Wagner has maintained that Wood took the boat's dinghy to go ashore.

Nierob issued a statement to say that Wagner's family fully supports the work of the Los Angeles County Sheriff's Dept. and trusts that it will "evaluate whether any new information relating to the death of Natalie Wood Wagner is valid, and that it comes from a credible source or sources other than those simply trying to profit from the 30-year anniversary of her tragic death."

Nierob, of Rogers and Cowan fame, has repped Mel Gibson, Marie Osmond, Jennifer Lopez and Denzel Washington.



UTAH MAYOR QUILTS PR JOB AMID SCANDAL

The Mayor of West Valley City, Utah, has quit his PR job at a Salt Lake City agency after writing more than a dozen articles under a phony name.

Mike Winder resigned from The Summit Group after two years on Nov. 15, apologizing for penning articles about his city to Utah media under the name Richard Burwash.

**Winder**

“I am hoping that my departure will demonstrate that The Summit Group is an agency that always strives for the highest ethical practices and open and forthright relationships with the media,” he said in a resignation letter read to the West Valley City council.

Utah’s *Deseret News* reported that Winder had more than a dozen stories published over a two-year period in outlets like the *Deseret News*, KSL.com and the *Oquirrh Times*, some of which quoted himself as mayor.

The mayor said he stopped using the pen name when he learned it violated the policy of the *Deseret News*’ freelancer network he used to publish the works.

“Since The Summit Group knew nothing about my pen name until last week, I feel that this is an important step to absolve the agency from any association with this issue,” said Winder, who created a fake online profile to produce the stories.

Dennis Jolley, a public affairs and marketing director for the University of Utah and president-elect of the Salt Lake City chapter of PRSA, condemned the acts of the mayor.

“By choosing to take a shortcut via deception, Mayor Winder not only damaged his own reputation, but that of West Valley City, the city’s elected representatives, and communications professionals,” he said in a statement.

Winder told the *Deseret News* he wanted to “restore balance” to its coverage of his city, which he said published more crime stories than other news.

Summit Group partner told the *Salt Lake Tribune* “it doesn’t reflect how we do business.”

“We say who we are when we do our job,” he said, telling the *Tribune* that he met with employees Monday to “re-emphasize the expectations of the firm.”

ASSANGE HIRES PR FIRM

Julian Assange, who is currently appealing the Nov. 2 decision of a British judicial panel to deport him to Sweden, has hired Stockholm’s Ullman PR.

The WikiLeaks founder faces rape and sexual assault charges in Sweden.

Harald Ullman decided to represent Assange because he’s “entitled to a good lawyer and a good PR agency to handle the huge media” that will cover a trial, according to a statement on his firm’s website. He believes Assange is “innocent of the charges of rape as alleged.”

Ullman said Assange, who is an Australian citizen, worries that Sweden may extradite him to the U.S. to

face Espionage Act charges connected to Wikileaks disclosures. “Sweden has previously extradited people on behalf of the U.S. So fear is not unfounded,” noted Ullman.

The U.S. arrested Pfc. Bradley Manning for allegedly leaking sensitive documents to WikiLeaks. If convicted, he could face more than 50 years in jail.

FALLON GUIDES ABRAMOFF

Janet Fallon of Washington’s PR Options is guiding the “redemption tour” of convicted lobbyist Jack Abramoff, who served three and a half years in federal prison on corruption charges.

**Abramoff**

The *New York Times* (Nov. 13) reported the 53-year-old Abramoff is unemployed, insolvent and trying to redeem and rebrand himself via media appearances on “60 Minutes,”

“Hannity,” “The Early Show,” and “Piers Morgan Tonight.”

Abramoff, who has written a tell-all memoir, “Capitol Punishment,” is available for speaking engagements (“Congress for Sale” theme) and working on a reality TV show with the producer of “Are You Smarter than a Fifth Grader?”

In an email exchange with O’Dwyer’s, Abramoff credited Fallon for “doing all this incredible work for me.” He considers her “truly phenomenal.” Prior to establishing PRO, Fallon was at Weber Shandwick.

Abramoff, who has his own website with links to Facebook and Twitter, owes his former Indian tribe clients \$40M.

CFPB CONSIDERS MEDIA MONITORING

The newly created federal bureau regulating consumer protections from the financial sector is considering whether to hire a media monitoring vendor to track issues in media and online outlets like blogs and message boards.

The Consumer Financial Protection Bureau, which started on July 21 and was created in the wake of the 2008 financial crisis under the Dodd-Frank Act, sought informal proposals from monitoring vendors earlier this month.

The CFPB issued a request for information on Nov. 2 to learn about companies’ capacity to “collect public media information about consumer financial issues” from sources like press releases, news, websites and transcripts, according to the RFI.

The CFPB put out a feeler to hire freelance writers for assignments like online articles and blogs in October.

President Barack Obama tapped former Ohio attorney general Richard Cordray to head the CFPB.

Jen Howard left the press secretary post at the Federal Communications Commission in December for the same post at CFPB.

Richard Cordray, former attorney general of Ohio, has been nominated as director of the agency.

NEWS OF PR FIRMS**TEA TIME FOR LINHART**

Tea marketer Celestial Seasonings has tapped Denver-based Linhart PR as AOR after working with Burson-Marsteller for the past six years.

Forty-two-year-old CS, owned by Melville, N.Y.-based The Hain Celestial Group, is relying on Linhart for media and blogger relations, events, digital strategy and engagement for its teas and kombucha products.

B-M's Chicago office has worked with the specialty tea marketer since 2005.

Blake Waltrip, VP and chief marketing officer at CS, cited Linhart's experience in the natural foods and consumer packaged goods sectors as key to the hire.

FIRMS WORK DRUG SUPPLIER DEAL PURSUIT

Drug suppliers PharMerica and Omnicare are relying on outside PR counsel as the latter continues its acquisition pursuit, kicked off in August with a \$456M hostile bid rejected by PharMerica's board.

Brinkmanship between the competitors eased somewhat in late October as the two companies, the No. 1 and 2 providers of drugs to hospitals and nursing homes in the U.S., agreed to share information under a confidentiality agreement to allay any anti-trust concerns that could arise from a combination. PharMerica cited regulatory scrutiny as a key objection to the initial takeover proposal.

Joele Frank, Wilkinson Brimmer Katcher is counseling Omnicare, while Sard Verbinnen & Company advises PharMerica.

Both Omnicare and Pharmerica volleyed criticism last week that the other is blocking a deal.

"To date, PharMerica has impeded progress and ignored the message sent by its stockholders," said a statement released by Omnicare this week.

APCO ENTERS ABU DHABI

APCO Worldwide has opened an Abu Dhabi office a year after acquiring Dubai-based JiWin PR.

Brad Staples, president, international for APCO, said the "difficult" economy has created a growing demand for corporate advisory and strategic communication services beyond "simple PR support."

That includes regulatory, political and commercial issues that exist in the Arab region amid the "Arab Spring" this year.

The new outpost is in Abu Dhabi's media free zone TwoFour54, and is led by Wael Kanakri, a former journalist and Burson-Marsteller staffer in the city.

BRIEFS: Intrepid, Salt Lake City, was the top winner with 11 Golden Spike Awards, including Best of Show, given by local chapters of PRSA and IABC on Nov. 9. It won the top honor for its use of direct marketing to promote Mountain Medical's imaging services to referring physicians. The marketing strategy received a perfect score from both judges. ...**Fiona Hutton & Associates**, Los Angeles, marked its 10th anniversary on Nov. 15 handling communications, advocacy and outreach programs for clients like the California Association of Health Plans, Home Depot and The Nature Conservancy.

NEW ACCOUNTS**New York Area**

KCSA Strategic Communications, New York/East Coast Diversified Corp., for investor relations and PR following its acquisition of mobile application development company Rogue Paper.

JS² Communications, New York/Triomphe, Manhattan eatery, and Lantern's Keep, lounge at New York's Iroquois hotel, for press representation.

Susan Blond Inc., New York/NuVo Condoms, for launch of a philanthropic initiative "NuVo Cares" in which the company donates a condom to "people in need" in the U.S. for every "like" it gets on Facebook.

Makovsky + Company, New York/Frank Crystal & Company, insurance brokerage; Dataram Corp., tech manufacturer; Ipsen, pharmaceuticals; Symphony Financial Partners, investment management firm focused on Asia Pacific; Extreme Reach, video advertising management and delivery; Equities First Holdings, securities-based lender; Isagenix, for support of its nutraceutical brand Product B; Stroz Friedberg, digital risk management and consulting firm, and Medi-Scripts, point-of-prescription marketing solutions for the pharma sector.

East

Prompt Communications, Boston/VistaCloud Ventures, to manage its social media outlets and media relations for its iOS game, Squigs.

HB, Newton, Mass./Aquanima, a unit of The Santander Group, for a strategic direct marketing campaign targeting C-level banking executives.

BCF, Virginia Beach/The Limelight Lodge of Aspen, Colo., for a 2012 marketing campaign including brand re-positioning, a new website and PR and social media.

French/West/Vaughan, Raleigh, N.C./Gear4, iPod, iPhone and iPad audio brand; Good Look Ink, cosmetic transdermal hair replication procedures, and CompareCards.com, credit card comparison and application site, for PR.

Southeast

Centurion Strategies, Tampa/Mike Richards, professional hockey player for the Los Angeles Kings, for marketing and PR.

Midwest

Zizzo Group, Milwaukee/Continuum Hospitals of New York, NBC New York and the New York Daily News, to develop a community health and outreach initiative called "Live Well New York" to inspire people to be better stewards of their health.

Mountain West

GroundFloor Media Communications, Denver/Orange Leaf Frozen Yogurt, self-serve, choose-your-own-toppings frozen dessert chain, as AOR for PR, including strategic planning, traditional and social media strategy and execution, media relations and issues management.

International

Bell Pottinger Public Affairs, London/Oil & Gas UK, industry representative for offshore oil and gas, for PA counsel. Claire Jakobsson, director of the energy unit at BP, heads the account.

— Greg Hazley

NEWS OF SERVICES

NEW SITE FOR CQ RESEARCH UNIT

First Street Research Group, the research arm of Washington-based CQ Press' "political intelligence" First Street unit, launched a new website for showcasing its reports and analysis of the lobbying industry, firststreetresearch.cqpress.com.

The site, previously housed on the First Street website, includes new research reports and analysis, as well as archived material.

The First Street platform covers congressional and federal staffers, registered lobbyists, clients of registered lobbying organizations, FEC PACs, congressional and federal organizations, and registered lobbying organizations with contact information and profiles.

PATINO ADDS SAN DIEGO RECRUITER

Patino Associates, the Washington, D.C.-based executive search firm focused on the PR and IR sectors, has brought in San Diego-based Russell Reynolds Associates recruiter Jennifer Pennell.

With the hire, Patino establishes an outpost on the West Coast in San Diego.

Michael Patino, managing director and CEO of the firm, said the sluggish economy has "done little to slow" the need for strategic communications hires, particularly in tech, a sector which he said is growing nearly four times that of any other industry.

She was previously director of PR at SMG, a sports marketing firm.

GEORGIA PRSA HOSTS PHOENIX AWARDS

Primrose Schools and agency Jackson Spalding took home top honors at the Georgia Chapter of PRSA's annual Phoenix Awards this month.

The agency and client won the Best of Phoenix Award for the "Primrose School Family Dance-off" anti-obesity campaign at the event at the Cobb Energy Center in suburban Atlanta.

Among the individual honorees was Mickey Nall, managing director of Ogilvy PR Worldwide in Atlanta, who was inducted into The Order of the Phoenix, the Chapter's highest honor. Nall was recently elected to be PRSA's 2013 national chair and CEO.

Other honorees included Judy Wicks, VP of Fiserv, who was named Radiant Star, the chapter's award for a member with more than 20 years of experience. Julie Ralston, comms. director of the Atlanta Regional Commission, was awarded the George Goodwin Award recognizing a chapter member for significant contributions to the community through volunteer service.

BRIEF: **Doyle Albee** president and COO of Metzger Associates, was named a strategic advisor for PitchEngine, the social news dissemination platform. "I continue to believe they're helping to lead PR's evolution from a one-way push to a two-way dialog," Albee, an Adolph Coors Co. vet, said of PitchEngine.

EVENT: Wed., Nov. 30, 8:45 - 10:00 a.m., **EPPS-NY** and the International Cinematographer's Guild host a panel discussion on entertainment friendly news shows. Info: <http://odwpr.us/vrpp76>.

PEOPLE

Joined

Harry-Jacques Pierre, deputy press secretary for Massachusetts Attorney General Martha Coakley from 2007 to this year, to Rasky Baerlein Strategic Communications, Boston, as associate VP of its issues management practice.

Bruce Ginsberg, who led business development for ClickFire Media, to Emanate, New York, a unit of Omnicom's Ketchum, as director, growth catalyst. He previously led bizdev for Ryan Partnership, EURO RSCG Impact, and US Concepts/CoActive Marketing.

Benet Wilson, online managing editor for business aviation, *Aviation Week*, to the Aircraft Owners and Pilots Association, Frederick, Md., as director of media relations. She was airports and security editor for *Aviation Daily* and was formerly senior manager for media relations at Delta Air Lines in addition to posts with Rolls-Royce and Mesa Air Group.

Kevin Briody, who handled social media marketing at Ignite Social Media, to Pace Communications Greensboro, N.C., as director, digital strategy.

Kim Sammons, VP for the cause alliance firm For Momentu, to senior VP and deputy director of the Atlanta office of GCI Health. She will focus on expanding the firm's work to support the patient advocates, including traditional and online influencers. Sammons is a former senior VP at Porter Novelli and VP of PR for the Arthritis Foundation.

Kevin Russell, global director of PR & strategic communications, Ernst & Young, to Newedge, Paris, as managing director and global head of brand & communications, based in its London office.

Mayang Schreiber, VP, IndoPacific Edelman, to Burson-Marsteller, as CEO and market leader of its Indonesian operation based in Jakarta. She reports to Bob Pickard, president & CEO of Burson B-M Asia-Pacific. She succeeds Daisy Primayanti, who left the firm and was formerly marketing comms. manager of the Ethical (Rx) Department for Roche Indonesia and served at Ogilvy PR Indonesia.

Promoted

Nicole Summer, A/M, **Elizabeth Kidder** to A/E, and **Katherine Morrison** to A/E, Goodman Media International, New York.

Gina Maffei, to senior associate, Widmeyer Communications, Washington, D.C., in the firm's higher education practice. **Nora Kubach** was upped to producer and project manager in its digital & creative group and **Brittanie Mabry** was promoted to senior A/E and **Brandon Thomas**, who took part in Widmeyer's fellowship program, was hired as an A/E; both are on the PreK-12 education team.



Ginsberg



Briody



Sammons



Schreiber

BRUNSWICK GUIDES EMBATTLED SINO-FOREST

Sino-Forest Corporation, the Chinese forestry company under investigation by Canadian securities regulators, is relying on Brunswick Group in New York and China for PR support as it works to refute a scathing analyst's report and satisfy concerns about its financials.

After an analyst from Muddy Waters Research accused the company in June of "aggressively committing fraud," trading of its shares was halted on the Toronto Stock Exchange pending an investigation as the report questioned its claimed forest reserves and revenues.

Sino-Forest released the findings of an independent report on Nov. 15 which it says verifies assets and revenues called into question.

"We can categorically say Sino-Forest is not the 'near total fraud' and 'Ponzi scheme' as alleged by Muddy Waters," said CEO Judson Martin.

In the Muddy Waters report, which preceded a significant drop and suspension of trading in S-F shares as well as the resignation of its CFO, short-selling analyst Carson Block wrote: "As Bernard Madoff reminds us, when an established institution commits fraud, the fraud can become stratospheric in size. Sino-Forest Corp. is such an established institution fraud, becoming massive due to its early start, luck and deft navigation."

In a statement following Sino-Forest's release of the independent report's findings on Tuesday, Block said the "release has no credibility."

Brunswick partner Stanislas Neve in New York and Tim Payne in Hong Kong handle Sino-Forest.

The *Wall Street Journal* said S-F "came out fighting" with the release of the report this week, fighting both the charges against the company and a "wave of accusations against Chinese companies by short-sellers."

The *New York Times* noted the independent report was unable to verify some company data and statements at the heart of the case.

The Ontario Securities Commission has not commented on its investigation.

BACKOVER PILOTS AMERICAN AIRLINES' PR

American Airlines has upped Andy Backover, managing director of corporate communications, to the VP slot that Roger Frizzell held until he exited in October.

The five-year AA veteran takes command of media relations, social media, customer/internal communications, CSR and publishing.

At AA, Backover handled communications for the approval/launch of joint ventures with British Airways, Iberia and Japan Airlines.

He also directed the growth of American's Facebook and Twitter activities.

Before entering the airline business, Backover was director of corporate media relations at AT&T.

He worked for 13 years as a journalist at *USA Today*, *Denver Post* and *Fort Worth Star-Telegram*.

Weber Shandwick does PR for the Fort Worth-based carrier.



Backover

NETZERO DIALS UP BROADBAND PR SEARCH

United Online's NetZero unit, which launched in 1998 as a provider of free dial-up Internet access, is looking for a PR firm to support the launch of a mobile broadband service slated for early 2012.

CEO Mark Goldston announced Nov. 2 a five-year deal to market 4G wireless service via a partnership with Clearwire.

"Having revolutionized the dial-up market more than a decade ago, our goal is to bring the same level of innovation and competitive advantage to the 4G high-speed mobile broadband market," he said at that time.

Clearwater's 4G network is currently available in more than 70 cities with a combined population in the 130M range.

NetZero has promoted its brand via the "Defenders of the Free World" ad campaign and National Basketball Assn. sponsorship of "NetZero at the Half."

Woodland Hill, CA-based United Online was formed in 2001 with the merger of NetZero and Juno.

It acquired FTD Group, floral business, in 2008.

KEMPNER HOSTS BIDEN

MWW CEO Michael Kempner, a powerbroker in New Jersey Democratic politics, hosted Joe Biden at a fund-raiser held at his home in Cresskill on Nov. 15.

Money raised from the \$10K per-couple tab went to the Obama Victory Fund. The vice president traveled to Jersey following a labor rally at a firehouse in Euclid, Ohio.

Kempner, a "bundler" for the Obama campaign, hosted President Obama at a similar event in October 2010.

A ticket to the Obama event went for \$30,400 per-person.

CRENSHAW ADDS DUKEN DIET

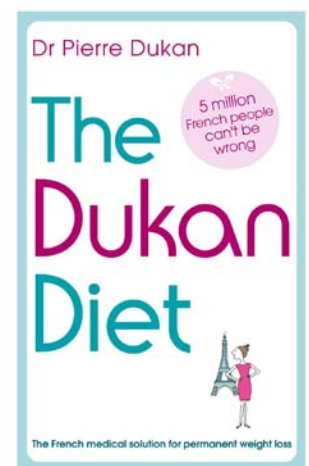
Diet Coaching Inc. has selected Crenshaw Communications following a competitive pitch to support the U.S. growth of its high protein and low fat diet created more than 35 years ago by French medical doctor Pierre Dukan.

Crenshaw is to help the Dukan Diet become a household name in the U.S. and help overcome comparisons to the Atkins, according to its RFP. Dukan ranks as the No. 1 diet in France.

The New York-based shop, which is helmed by Dorothy Crenshaw, is to differentiate the Dukan brand by playing up features such as its highly-personalized online daily coaching help.

It will target the weight-loss, fitness and health communities.

Nicolas Holleville, managing director of Dukan Diet's U.S. arm, expects Crenshaw to "help us build on our early success."



PR OPINION

PR Society of America is introducing new definitions of who is a reporter and what is meant by “information” in waging its battle against the O’Dwyer Co.

It is arguing that this writer cannot be a “reporter” because I am “a publisher and salesman” and that while it supports the “free flow of information,” that information has to be “accurate and truthful.”

Publisher/editors are common in media and all bloggers have both duties (if they want to eat). Many bloggers are heads of PR firms who are also functioning as “citizen journalists.”

How can “information” not be accurate and truthful, is our question? It wouldn’t be information if it were false. The Society uses accurate and truthful as “weasel words” to block the flow of information it dislikes.

It should adopt the definition of truth used in court: “The truth, the whole truth, and nothing but the truth.” PR’s mission is often telling the positive side of a story while leaving out other elements.

PRS, under advice from Venable, 500-lawyer D.C. firm, conducts a “slash & burn” legal-type offensive against anyone who dares criticize it.

The O’Dwyer Co. and other critics are hit with a barrage of charges including unethical behavior, “extortion,” violations of the Code of the Society of Professional Journalists, and lack of knowledge of the issues (“You seem to have missed my point,” posted VP-Arthur Yann to blogger Lucy Siegel).

Society Fears Lawsuit

Yann and the Society have doubts about this slam-bang approach as embodied in the 23 pages of charges against this writer that PRS has circulated far and wide.

Yann admits in a posting on PRSAY that the Society was afraid to publish the 23 pages itself because of a possible defamation lawsuit by this writer.

Sending the 23 pages “privately to Mr. O’Dwyer and challenging him to make it public protects PRSA against possible legal action,” he wrote, adding: “While we’re certain there’s no merit to such a suit (we’ve simply used Mr. O’Dwyer’s own words and actions against him), frivolous lawsuits are filed in this country every day, and we’d prefer to avoid that distraction.” That comment is the eighth of 18 postings in the PRSAY dialogue that started Oct. 26 and was shut down Nov. 1 after this writer posted one of numerous corrections that are needed. Usual web practice is to let such dialogues run indefinitely.

PRS and Yann are wildly swinging the legal axe and they could end up inflicting a severe wound on their own selves. The 23 pages, the comments in postings on the PRS website Oct. 26 (referenced above), and the Oct. 19 “Newsroom” posting about the National Press Club’s request for PRS to drop the O’Dwyer boycott, contain numerous false and defamatory statements.

NPC Statement Is Misrepresented

The Oct. 19 Yann statement, which led the opening “What’s New” section of the Society’s website from Oct. 19 to Nov. 18, misrepresents what NPC said in the

release it sent Oct. 19 to 390 major media with bureaus in D.C. PRS is obviously worried about the NPC’s stance and has done what it can to undermine NPC’s action.

The Oct. 19 Yann statement says, “And in its own statement, the NPC could not help but concede that many of Mr. O’Dwyer’s actions are ‘unfortunate’ and ‘even highly disagreeable.’ It strikes us as ironic that NPC would question PRSA’s actions, while at the same time excusing Mr. O’Dwyer’s.”

NPC did not “concede” anything about PRS’s charges against us. The sentence by Executive Director William McCarren says, “While we find many of the points in the letter unfortunate and even highly disagreeable, we do not think they constitute a reason to ban a reporter who has been allowed access for 40 years.”

McCarren is not “conceding” anything as claimed by Yann but is saying the “points” raised by Yann are “unfortunate” and “disagreeable.” He is not admitting the truth of such “points.”

This writer in a phone conversation and in e-mails to McCarren challenged all the major points in the 23-pages. He decided to take no position except to say that the charges are “unfortunate” and “disagreeable.” They’re all false and twisted just like Yann’s interpretation of what was in the NPC statement.

The PRS Code says “Ethical practice is the most important obligation” of a member but PRS doesn’t put its money where its mouth is. Spending on ethics totaled \$2,649 in 2010 and \$2,891 in 2009 which is 0.02% of total spending of \$10 million. It is the smallest item in the budget.

Legal swords are brandished and waved around threateningly by PRS. It has accused this writer of breaking the law at least a dozen times.

It is Not a Crime to Cover PRS

A Bill of Rights is needed for reporters covering PRS. The Society must stop charging any of them with crimes such as “hacking,” “harassment,” “eavesdropping,” “invasion of privacy,” “falsely characterizing professional credentials,” or “interfering with the employment and educational relationships of leaders.”

It must abandon the claim that it’s “private” because if it were private it would not have to file public 990 financial forms with the IRS.

Reporters should be able to join PRS and have access to all activities and reports including financial documents.

The Assembly and sessions at the national conference should be open to reporters from established media. No meals need be provided.

The restrictive “Media Policy” in the Newsroom must be removed. Demanding that all press contacts with members and officers be cleared with Yann or his staff contradicts the Society’s promise to advance the flow of information.

Yann and his staff should respond to all questions by reporters or members and abandon the policy of non-response.

— Jack O’Dwyer