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O'Dwyer's Newsletter

The Inside News of
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Communications

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PENN STATE PANEL TURNS TO KEKST

Kekst & Co. is handling Penn State's probe into the alleged sex abuse by the former Nittany Lions defense coordinator Jerry Sandusky.

Jeffrey Taufield, managing director of the Publicis Groupe property, told O'Dwyer's the work is for the "special committee of the Pennsylvania State University board of trustees that is investigating the university's actions with regard to the allegations of child abuse."

Kekst's Penn State team includes Tom Davies, Jeremy Fielding and Jim Fingerth.

Penn State's full board of directors turned to Omnicom's Ketchum for PR counsel when news of the allegations became national headlines, leading to the firing of football head coach Joe Paterno and resignation of president Graham Spanier.

Kenneth Frazier, Merck CEO, is the trustee who heads the special committee.

The committee has hired the firm of former FBI director Louis Freeh – Freeh Group International Solutions – to probe the abuse and the way the allegations were handled by the university. [Freeh was also named trustee for MF Global's bankruptcy case.]

Sandusky faces criminal charges for allegedly assaulting eight boys over 15 years. He claims innocence.

Kekst also worked Ohio State University's crisis surrounding the memorabilia-for-cash scandal that triggered the fall of its revered football coach Jim Tressel.

FLORIDA REVIEWS DISASTER CAMPAIGN

Florida's emergency management entity is reviewing via RFP its public education effort campaign for hurricane preparedness in the Sunshine State on a year-long contract.

The Florida Division of Emergency Management wants a firm to guide its five-year-old "Get a Plan!" campaign, which educates Floridians about hurricane safety and preparing for other events.

Public service announcements for TV, radio and Internet, along with polling and research and event support are included in the pact.

Orlando-based ad and PR agency Evok is the incumbent after beating seven other pitches for the account last year.

Proposals are due Jan. 4, 2012.

View the RFP at <http://odwpr.us/t1Lj5>.



APCO REPS MF GLOBAL'S TRUSTEE

APCO Worldwide is handling media for MF Global court-appointed trustee, James Giddens, who is handling the distribution of assets to customers of the former investment firm of Jersey Senator/Governor Jon Corzine.

Financial media reported that the estimate of the amount of "missing assets" has doubled to \$1.2B.

APCO executive VP and crisis pro Kent Jarrell is spokesperson for the trustee.

He told O'Dwyer's that APCO was "retained by the Trustee for the Liquidation of MF Global Inc. in the hours following the Trustee's appointment by a federal judge in New York on Oct. 31."

Jarrell, who served as lead on the Lehman Bros. liquidation, also handled media for Merck's Vioxx litigation, WorldCom's restructuring, Ford Motor's battle with Firestone and Alaska Airlines' plane crash probe.

On MF Global, Jarrell is supported by APCO staffers in New York and Washington, D.C.

Customer accounts of \$5.5B were frozen in the aftermath of MF Global's collapse.

Giddens, so far, has distributed \$1.5B in collateral to customers and is returning \$520M in cash.

He said he remains committed to returning 100 percent of client money.

LONGTIME OSCAR PR PRO TO EXIT

Longtime Oscar PR pro Leslie Unger is stepping down in December as communications director for the Academy of Motion Picture Arts and Sciences.

The Academy installed a new CEO, Dawn Hudson, in June and tapped film PR and marketing vet Christina Kounelias as chief marketing officer in late July.

The Academy's PR was placed under Kounelias' purview.

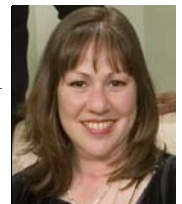
Unger is slated to exit on Dec. 2 after 19 years with the Academy.

She joined in 1992 as a publicity coordinator and took the reins as communications director in 2007 on the retirement of John Pavlik after the 79th Academy Awards that year.

Pavlik was the Oscars' first in-house PR head, setting up the Academy's unit in 1992.

Unger most recently handled the resignation of Oscar producer Brett Ratner, following an anti-gay remark. His exit preceded the departure of comedian Eddie Murphy as host of the event.

The 84th Academy Awards event is planned for Feb. 26, 2012 with Billy Crystal as host.



Unger

FRANKLIN PARTNERS WITH LIBYA NGO

The Franklin Partnership has inked a \$15K a month one-year pact to represent Libya El Hurra Foundation and its programs to promote good governance, increased transparency and regional governmental accountability in the post-Col. Gaddafi country.

El Hurra was founded by Hassan Tatanaki, a philanthropist and chairman of oil drilling contract company Challenger Ltd. in the first week following the demonstrations against Gaddafi's government. Challenger drills for energy giants such as Marathon Oil and France's Total.

According to the Foundation's "proposed civics responsibility list," it will assist in "development and implementation of a national reconciliation initiative" and help establish "a common platform for advocacy based on a proposed future constitution."

The non-profit will foster the education and empowerment of women to equip them with "understanding and skills sets" needed to engage politically and increase their economic independence.

TFP managing partner Omar Nashashibi, a former staffer at the Office of Management and Budget and House Ways and Means Committee, is to update D.C. policymakers about the Foundation's progress regarding humanitarian support, civil works projects and infrastructure development.

TFP has agreed to postpone \$5K of its monthly retainer until a mutually agreed time, but no later than the Sept. 30, 2012 contract termination date.

GEORGIA REVIEWS EMERGENCY PR PACT

Georgia's emergency management and homeland security agency is reviewing its PR account with an RFP open through early December.

Cookerly PR beat GolinHarris in 2007 in the first review of the Georgia Emergency Management Agency contract, which had a six-figure annual budget and was subsidized by the federal department of homeland security.

The incumbent firm launched a mobile app for GEMA in late September.

The state agency's PR efforts have centered on Ready Georgia, a campaign urging Georgians to be prepared for natural disasters or other emergencies for up to 72 hours following an event.

Firms must register with the state's procurement portal to pitch the account. Deadline is Dec. 2.

Info: <http://odwpr.us/scOUN8>.

WEF's LUFKENS MOVES TO B-M

Matthias Lufkens, who has headed digital strategy at the World Economic Forum since '04, is moving to Burson-Marsteller on Feb. 1. He will oversee the WPP unit's digital efforts in Europe, Middle East and Africa.

Lufkens also is a columnist dealing with social networks for French-Swiss magazine *Bilan* and a frequent speaker at tech/new media conferences.

Based in Geneva, Lufkens will develop integrated communications strategies, online reputation and business management, interactive design, and mobile marketing programs for clients.

Jeremy Galbraith is CEO of B-M EMEA operation.

PRN'S WILLIAMS DIES AT 66

John Williams, a sales/marketing veteran of PR Newswire died Nov. 22. He was 66.

The member of the founding family of the *Dunkirk (N.Y.) Evening Observer* began a career in journalism in 1966 at the *New York Daily News*.

After a brief stint at the News, Williams served in Vietnam as a member of the Air Force, where he documented effectiveness of combat fighters in the Mekong Delta and the Central Highlands.

He returned to journalism in 1970, reporting for United Press International in Los Angeles and New York.

Williams joined Citibank's PA unit in 1973 and CBS' corporate PR operation in 1978. He exited Business Wire for the senior VP/sales and marketing post at PRN Newswire in 1986.

At PRN, Williams is remembered for spearheading its push into China. He lobbied parent company UBM plc to invest in China via a partnership with Xinhua Financial Network.

Williams took command of Xinhua PRN, spending time in Beijing and Shanghai to manage sales and marketing operations.

Dave Armon, ex-president at PRN, said Williams "had a keen sense of knowing where the economic levers of power would change globally and what opportunities lied within."

Rachel Meranus, PRN VP, said of Williams: "He was a fiercely loyal person and fostered loyalty amongst those with whom he worked. John challenged each of us to do better, to think bigger and to be the best that we could be."



Williams

NASCAR VET SETS UP PR SHOP

Ramsey Poston, a longtime top communications staffer at NASCAR, has set up a crisis-focused PR shop in Maryland with the auto racing titan as a client.

Poston stepped down this fall after more than seven years as managing director of corporate communications.

NASCAR in April tapped Taylor's Brett Jewkes as its first chief communications officer after a year-long revamp of its PR.

It also brought in LPGA Tour PR pro David Higdon over the summer as a managing director.

Poston's firm, Tuckahoe Strategies, is based in Denton, Md., and has affiliated with crisis and litigation PR firm Levick Strategic Communications and PA shop Dominion Strategies.

Poston, who helped manage the racing league's response to the death of industry titan Dale Earnhardt after a crash in 2001, said his firm will specialize in crisis and litigation support.

Poston moved to NASCAR in 2004 from Powell Tate, where he was a senior VP capping a six-year career at that Interpublic shop.



Poston

DODD ADDS VP/COMMS. AT MPAA

Anna Soellner, who led communications for liberal think tank Center for American Progress, has moved to the Motion Picture Association of America as VP of corporate communications.

Soellner will report to her former CAP colleague, Laura Nichols, executive VP for global communications at MPAA who joined the group in September.

Soellner developed the Center for American Progress' "Reel Progress" screening series about the issues covered by motion pictures, in addition to leading communications for the think tank. She previously worked the Hill and Treasury Department.



Soellner
Photo: CAP

New MPAA CEO Chris Dodd, the former U.S. senator from Connecticut, said in a statement that CAP had "one of the most innovative communications shops in DC," adding that Soellner will help the group "explain just how movies matter from job creation to being America's cultural touchstone.

Dodd also installed lobbyist Cybele Daley as senior VP of government affairs for the movie industry's trade group.

Daley was at Van Scoyoc Associates, where she handled the MPAA, among other clients.

She worked in the Bush Justice Department as a principal deputy assistant attorney general and acting assistant AG.

SKIPPER HELMS ESPN

Walt Disney Co. has named John Skipper, 55, ESPN president and co-chairman of Disney Media Networks to succeed George Bodenheimer, who becomes executive chairman.

Skipper has been in charge of ESPN's programming and production for the past six years.

He also played a key role in contract negotiations with Major League Baseball, National Basketball Assn. and National Football League.

Skipper reports to Disney CEO Robert Iger and Bodenheimer, who wanted to relinquish control of day-to-day operations.

The 53-year-old Bodenheimer began his career in ESPN's mailroom in 1981.

Iger, in a statement, said Disney has focused on succession at all levels for some time now, and "consistent with that approach, George initiated conversations last spring that led to this announcement."

Prior to ESPN, Skipper worked at Straight Arrow Publishing's *Rolling Stone* and *US Weekly*. He exited to Spin before moving to Disney in 1990.

Skipper was responsible for the launch of *ESPN the Magazine*.

ESPN chalked up more than \$8B in revenue last year. Disney controls an 80 percent stake, while Hearst owns 20 percent.



Skipper

GUARDIAN PUTS PAIDCONTENT UP FOR SALE

Britain's Guardian Media Group is listening to offers for PaidContent, the media news site that it acquired three years ago.

The company said the sale will enable a more intense focus on building an American presence for its flagship *Guardian's* website.

Coady Diemar Partners is handling the transaction that is expected to be in the \$15M range.

A Guardian spokesperson says though the auction of PaidContent is in the very early stages, the company is talking to a "select number of potential buyers."

GALLUP DIES

George Gallup Jr., who expanded the scope of the polling firm that was founded by his father in 1935, died Nov. 21 of liver cancer. He was 81.

Gallup, who had studied to be an Episcopal priest, is remembered for being the first national pollster to gauge opinion on religion and practices.

He founded the Princeton Religion Research Center in 1977. Information from Gallup's surveys led to books such as "The Search for America's Faith."

The Gallup family sold its poll to Selection Research in 1981.



Gallup

PITTSBURGH PRESS REVIVED

The *Pittsburgh Post-Gazette* has revived *The Pittsburgh Press* as an online subscription service for content that breaks after the morning Post-Gazette is printed.

The Press was shuttered in 1992.

"It sounds just like a newspaper, except it's not on paper," the Post-Gazette told readers last week. "Instead, it is a vibrant, full-color electronic edition that will leave your fingers ink-free."

Subscribers to the Post-Gazette and to its current e-edition, PGe, will be able to sign up for free subscriptions to The Press. Others can receive it for 10 cents a day, Monday through Friday.

TIMES EXPANDS TECH COVERAGE

The *New York Times* said it has significantly expanded its Bits technology coverage and news site with a larger footprint in Silicon Valley.

Coverage is led by deputy technology editor Quentin Hardy and lead blogger and columnist Nick Bilton, and overseen by Technology Editor Damon Darlin, along with Hardy and deputy tech editors David Gallagher and Suzanne Spector.

The tech reporting team was bolstered by the addition of Nicole Perloth, most recently the venture capital reporter for *Forbes*, and Brian X. Chen, a former reporter for *Wired.com*.

The Times said Bits content will have an expanded presence in print in the Monday paper that includes "Disruptions," a new column by Bilton.

An email newsletter is slated for weekday mornings and its mobile site has been revamped, as well.

Info: bits.blogs.nytimes.com.

MURDOCH LOSENS U.K. NEWSPAPER TIES

James Murdoch has resigned from the boards that oversee News Corp.'s British newspapers, *The Times*, *Sunday Times* and *Sun*.

The News Corp. deputy COO remains a board member of the overall U.K. parent operations, News International Group.

Rupert Murdoch's son is a leading actor in the parliamentary probe into the hacking scandal at the now defunct *News of the World* tabloid.

HOLLYWOODLIFE.COM GETS FIRST PUB

Carlos Lamadrid, senior VP and chief brand officer for Women's Day Brand Group, has been named executive VP and publisher of HollywoodLife.com, the entertainment site targeted to young women and launched by Bonnie Fuller in 2009.

Lamadrid was previously VP and publisher of *JANE Magazine* and JANE.com for Conde Nast and publisher of *Men's Journal* and its website at Wenner Media.

At HollywoodLife, he heads advertising, marketing and business development as the site's first publisher.

HL counts five million unique visitors per month.

In a statement, Fuller said Lamadrid is a "rare publishing talent who truly understands how to engage women."

NEW BOOK WARNS OF REP ATTACKS ON WEB

New York counselor Richard Torrenzano and former White House speechwriter Mark Davis have authored "Digital Assassination," warning people and companies about attacks on websites, some of them un-moderated, that can destroy reputations and businesses.

The book was published by St. Martin's Press at \$25.99 and is available in hardcopy at Amazon and also via Kindle.

Companies and people are being hit with false Wikipedia entries, false and malicious entries on un-moderated websites such as yelp.com, obscene fake images, and misuse of material on Facebook, say the authors.

The web has effectively brought an end to privacy and individuals and companies must start fighting back, they advise.

Objects of "stealth" attacks may not even know what's being said about them in various web venues, they point out in a chapter headed, "Silent Slashers."

Gossip-oriented websites have pushed aside traditional media and do anything but "balanced reporting," they say.

Digital Lynch Mobs Roam Web

They describe "crowd sourcing" that creates "instant digital lynch mobs."

Other hazards are "Evil Clones" in which a victim's name and image are used for "confessions to something terrible"; "Jihad by Proxy," in which moneyed interests engage in "motive laundering" in order to launch attacks; "Truth Remix," in which "a bad fact is spun into something far worse," and "Clandestine Combat," where competitors or enemies easily rob secrets of a victim.

Current and past headline stories are used to illustrate the authors' points. They show what victims of DA can do to minimize, neutralize and defeat the attacks.

Torrenzano Was at NYSE

Torrenzano, whose firm handles strategic communications and "high-stakes" issues management, was a member of the New York Stock Exchange's Management and Executive Committees for nearly a decade.

Davis, a speechwriter for President George H.W. Bush from 1989-91, has been with the White House Writers Group, D.C., comprised of former Presidential speech writers, since 1996.

Pre-publication reviews include a comment from General Michael Hayden, former Director of the Central Intelligence Agency and longtime head of the National Security Agency.

"Torrenzano and Davis blend a compelling narrative, killer anecdotes and page-turning prose into a sober account of what happens when the darker side of human nature harnesses the connectiveness and anonymity of today's web," he said.

Dick Grasso, former chairman/CEO of the New York Stock Exchange, said the book provides a "road map for navigating the potholes, pitfalls and landmines of our new digital world, a must read for every CEO and top executive."

Charlene Li, author of "Groundswell" and "Open Leadership," said those with a good reputation should read DA to protect themselves from "irreparable harm" via the web.

Michael Jones, COO, Public Broadcasting System, called DA "incredibly timely" and said it "unveils internet attacks by invisible destructive villains" and offers solutions for dealing with same.

VETERAN TIMES SCRIBE DIES AT 85

Tom Wicker, an influential political reporter and columnist for the *New York Times*, died Nov. 25 at his Vermont home. He was 85.

Wicker was associate editor of *The Tennessean* when he joined the Times' Washington bureau in 1960, covering politics and moving to the White House beat a year later, eventually earning acclaim for his coverage of President John F. Kennedy's assassination in Dallas in 1963.

He took over the D.C. bureau in 1964 from another Times legend, James Reston, although he was replaced two years later when other Times editors said he was spending too much time writing. He started the "In the Nation" column that year and was named associate editor of the paper a few years later.

Wicker retired from the Times in 1991 but went on to write several memoirs and novels on topics like Kennedy, President Richard Nixon, and the Attica prison riots.

In an obit, the Times called him "one of postwar America's most distinguished journalists" noting his columns "brought a hard-hitting Southern liberal/civil libertarian's perspective" to the op-ed page.



Davis, Torrenzano

NEWS OF PR FIRMS**BLUESHIRT WORKS YELP IPO**

The Blueshirt Group is providing financial communications counsel to Yelp as the online restaurant and business review network plans an IPO worth up to \$100M.

The seven-year-old San Francisco-based company filed on Nov. 17 to go public in 2012.

Yelp was founded by PayPal veteran Jeremy Stoppelman and counts 61.1M users and more than 22 million reviews of local businesses in several markets.

Reuters, comparing Yelp's planned offering to Group's IPO, called Yelp the "latest unprofitable Internet company to public." Its revenue is derived primarily from advertising. Net revenue for the first nine months of 2011 was up 80% over 2010 to \$58.4M, but its net loss was \$7.6M for the period.

Blueshirt, part of Next Fifteen Communications, is providing IR counsel and services. Managing director Todd Friedman, former VP of corporate communications and IR at E.piphany, heads the work.

GRAYLING'S MURPHY HONORED

Michael Murphy, global CEO of Grayling, received an honorary doctorate in business administration by Leeds Metropolitan University Nov. 16 as part of its International Graduation celebrations.

Leeds has one of Grayling's nine U.K./Ireland offices. Murphy is a fellow of the Chartered Institute for PR

"As Chief Executive of one of the world's leading PR consultancies, and as one of the most highly respected leaders of the public relations profession globally, Michael is an inspiration to the graduates of today," said Barbara Colledge, dean of the faculty of business & law, adding that Grayling has been a supporter of the university and employs a number of our graduates, two of whom are directors.

Murphy led Huntsworth's acquisition of Trimedia in 2003, which merged with Mmd and Grayling.

CAMPAIGN SUPPORTS NYC ANIMAL SHELTERS

New York PR pro Sean-Patrick Hillman and his wife, Kylie Edmond, a singer/songwriter, have launched a campaign to collect toys and food for homeless dogs in New York dubbed Rock & Rawhide.

Hillman, executive VP of New York-based Corbin-Hillman Communications, said the effort is focused on dogs at the New York City Animal Care & Control shelters.

The campaign has brought in more than 700 items like chew toys, bones and leashes, as well as monetary donations.

The campaign is at facebook.com/rockandrawhide. Info: rockandrawhide@gmail.com.

RFP: Washington State University, advertising and promotions support for its sports programs to "energize" fan base and "change the culture" by improving the image of WSU athletics. Deadline, 12/16. Info: <http://odwpr.us/tl0N10>.

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

Krupp Kcommunications, New York/"Awkward Family Pet Photos" (Three Rivers Press, November 2011) and "An Invisible Threat" (Howard Books, November 2011), for book marketing. Both titles have landed on the New York Times bestseller list.

5WPR, New York/GreatApps.com, media company focused on app marketing and consumer use, for PR.

Tartaglia Communications, Somerset, N.J./Max Planck Florida Institute, brain circuits research, to manage national PR, marketing and scientific writing. MPFI is a Florida institute established by the Max Planck Society for the Advancement of Science, a German-based non-profit. The O'Donnell Agency, West Palm Beach, handles Florida media/community rels.

MAX PLANCK
FLORIDA INSTITUTE

East

202 Communications, Springhouse, Pa./PPC, maker of connector technologies for the cable and telecommunications industries, for strategic communications planning, media relations, and marketing comms.

Marriner Marketing Communications, Columbia, Md./Reinhart FoodService, for a strategic review and an internal/external communications program.

Southeast

Tracy Louthain Communications, Santa Rosa Beach, Fla./Newman-Dailey Resort Properties, vacation rentals, property management, real estate and association management, to oversee its PR program.

The Gab Group, Boca Raton/Lisa Manzione, author, for a multi-level media strategy campaign for her children's book series, "The Adventures of Bella & Harry."

South

Clyne Media, Nashville/Lowell Manufacturing Company, Missouri-based manufacturer of professional AV products, for marketing and PR, including media relations, technical writing and editing.

**Mountain West**

Snapp Conner PR, South Jordan, Utah/Profire Energy, burner management systems and services for use in oilfield combustion, for PR targeting the energy and business communities in the U.S. and Canada.

Southwest

Ivie & Associates, Flower Mound, Tex./Pamida Stores Operating Company, general merchandise chain in the Midwest, for PR, marketing, creative and photography.

West

Capital Group Communications, San Francisco/Bitzio, smartphone applications, social media and marketing optimization, for investor and media rels.

Lauber+Partners, San Francisco/Cavitation Technologies, nanotechnology-based device maker, as AOR for PR and IR.

International

Promedia, Istanbul/Red Hat, open source software and technology, as AOR for PR following a competitive review.

— Greg Hazley

NEWS OF SERVICES**PR TALENT ADDS LONDON OUTPOST**

PR Talent, the California-based executive search firm, has opened a London office under Diane Alexis, VP of international and eastern region U.S. recruiting.

Alexis led recruitment efforts for *Fortune* 500 companies and executive search firms in the U.S. and Europe based in New York. Her clients have included Lifetime Networks, MTV Networks, Pfizer, Mediaedge:cia, L'Oréal and others.

The firm expanded to the Midwest with the Chicago hire of former Edelman VP Nikita Davis in August.

NYWICI HOSTS FEMALE MARKET EVENT

New York Women in Communications will host "Cocktails & Conversations," a Dec. 6 panel discussion on reaching the female market.

Moderated by Lesley Jane Seymour, editor-in-chief of *More* magazine, panelists include; Jackie Bird, CEO of Redbean Society; Tracy Chapman, principal of Just Ask a Woman; Sarah DaVanzo, Strategic Planning director, Trends + Culture of The Kaplan Thaler Group, and Mary Wallace Jaensch, CEO of Semprae Laboratories.

The event runs from 6:00 to 8:00 p.m. at the Warwick New York Hotel, 65 West 54th Street (at 6th Avenue). Cost: \$41 (non-members); \$26 (members).

EVENTS: Wed., Nov. 30, 5:00-7:00 p.m., MyPR Genie NYC Networking Event: How to Leverage Social Media to Attract Venture Capitals & Angel Investments. Heartland Brewery Times Square, NYC, 127 W. 43rd street in Times Square. Cost: \$20. Info: <http://odwpr.us/vs7sWh>.

Wed., Nov. 30, 8:00-12:00 p.m., Issue Management Council, The Fundamentals of Issue Management. Speaker: Dr. Jennifer J. Griffin, Professor, Strategic Management & Public Policy, School of Business, The George Washington University. Location: 1201 Pennsylvania Avenue, NW – 11th Floor Conference Room, Penn Quarter, Washington, DC. Cost: \$295. Info: <http://odwpr.us/viKVK6>.

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. Featured speakers: Tom Farkas, director, programming & special events, New York 1; Cat Greenleaf, features reporter, WNBC NewsChannel 4 & host of "Talk Stoop." Location: ICG, 80 8th Avenue, 14th Fl (Enter on 14th Street) New York. Cost: \$45.00. Info: 888-399-3777.

Thu., Dec. 1, 11:30-2:00, PRSA-GA, "When Social Media becomes the Front Lines of Communications," what happens and how to manage social media when it becomes the front lines of communication for a company or client. John Kraft of Georgia Power and Ike Pigott of Alabama Power will discuss how weather disasters led to a change in PR efforts. Registration and info: <http://bit.ly/ttt5Wd>. Location: Maggiano's-Buckhead, 3368 Peachtree Road NE, Atlanta.

PEOPLE**Joined**

Carolyn Knott, senior A/S at HMH and Publicis Dialog, to WPP's The Food Group, New York, as PR director for the unit that handles the Louisiana Seafood Promotion and Marketing Board and Perdue's foodservice division. **Adam Yellin** was named interactive creative director and **Carrie Nevaril** as creative director.

Rachelle Schlosser, former senior director of publicity at Sony Music, to the League of American Orchestras, New York, in the newly created position director of media relations. She is a former VP at Rubenstein PR and ran her own shop for the past decade.

Art Janik, consultant at ROC Group, to Walek & Associates, New York, as an A/E in the firm's global capital practice group. He was a consumer reporter at *Money* magazine before covering the global private equity and venture capital markets at PrivateEquityCentral.net and HedgeFund.net.

Jeffrey Callison, public affairs radio host of Capital Public Radio's "Insight," to the California Department of Corrections and Rehabilitation, as press secretary of media relations. He was previously a reporter and news director for the NPR affiliate.

Kenneth Hartmann, interactive specialist, Wildfire Interactive, and **Patrick Kerley**, senior digital strategist, Levick Strategic Communications, to Burson-Marsteller as directors in the firm's U.S. digital practice based in New York and Washington, D.C., respectively. Kerley was member of the late Alaska Senator Ted Stevens' communications team in D.C.

Rob Sharp, a former intern, returns to Randle Communications, Sacramento, as an A/E.

Hudson Haines, digital media specialist, PSM, and **James Bailey**, digital content developer, Yep Roc Records, to French/West/Vaughan, Raleigh, N.C., as graphic designer/front-end developer, and digital staffer, respectively. **Barrie Hancock** was promoted to senior VP at FWV handling the International Gemological Institute, Gemesis Diamond Company, Saft and Structure House. **Amanda Fennell** was upped to A/E handling Moe's Southwest Grill restaurants, The Jimmy V Foundation, Gear4, Polar Ice House, and the Downtown Raleigh Alliance.

Don Bartholomew, VP of digital research, Fleishman-Hillard, to Ketchum, Dallas, as senior VP of digital and social media research for its Ketchum Global Research Network, managing operations in the firm's South and Midwest regions. David Rockland, partner who heads KGRN, said Bartholomew, who pens the MetricsMan blog, bolsters the firm's research, measurement and analytics offering.

Promoted

Eric Becker to VP of corporate communications, Starz Entertainment and Starz Media, New York. He joined in 1999 from On Command Corp. Theano Apostolou is SVP of corporate communications and programming publicity. Starz is part of Liberty Media Corporation.

Mary Danielson to director of corporate comms., BlueCross BlueShield of Tennessee. She joined in 2002.

PRSA CONFAB CHIEF GETS 12% PAY HIKE

Karla Voth, VP of special events and programs at PR Society of America, whose main duty is running the annual conference of PRSA, got a 12% pay boost in 2010 to \$152,279 as the Society showed its approval of her job performance.

Voth's salary in 2009 was \$135,746.

Total compensation to Voth was \$182,890, including \$24,542 in retirement and other deferred compensation and \$6,069 in nontaxable benefits, according to the IRS Form 990 for 2010 filed by the Society.

Formerly the fifth highest paid staffer, she is now the third highest paid after COO Bill Murray, whose total compensation rose to \$377,231 from \$373,618, and CFO Phil Bonaventura, who took a 10% salary hit to \$165,532 from \$184,000. His total compensation was \$204,101 (vs. \$221,706 in 2009).

Arthur Yann, VP-PR, took a 5% cut to \$130,000 from \$137,687. Others taking cuts were John Robinson, VP-development, to \$132,559 from \$140,610, and Barbara McDonald, VP-marketing, from \$126,554 to \$121,571.

Newly listed in the pay report were Jeneen Garcia, VP-PRSSA and academic affairs, \$106,316, and Melissa Yahre, VP-membership services, \$105,500.

Dropping from the list was Jennifer Ian, former VP-membership services, who was paid \$121,739 in 2009 and who left the Society.

STANTON HANDLES BAIN BUY-BACK

Stanton PR & Marketing is handling Bain Capital's re-acquisition of Physio-Control, emergency medical response technology unit, from Medtronic.

Mitt Romney's former firm took Physio public in 1995, reaping about \$170M in the deal. Bain paid \$8M to acquire the Richmond, Wash.-based Physio from Eli Lilly 16 months earlier.

In the last deal, BC is paying \$487M for Physio in a transaction that is expected to be completed during the next year's first-quarter.

Physio markets Lifepak monitors/defibrillators used by ambulance staffers and automated external defibrillators used by lay responders at airports, schools and job-sites in the case of a cardiac emergency.

Physio president Brian Webster will helm the 1,000 employee operation when it returns to Bain's fold.

Alex Stanton handles media for Bain's latest deal.

HAVAS NABS SINGAPORE PR SHOP

Havas has taken a majority stake in Singapore PR firm Siren-Communication, a six-staffer shop focused on digital PR and social media.

The newly minted Euro RSCG Siren works with clients like Brocade, IDA Singapore and ISC Global. Founder Karen Flynn, a veteran of Burson-Marsteller, Blue Communications and MSLGroup, takes a managing director title at Euro.

The Siren play follows Havas' 2010 acquisition of Honk Kong-based financial PR shop Porda in the Asia-Pacific PR market. The



Flynn

French ad/PR combine has also nabbed Chinese health-care communications firm MedMed and Australia's Host in the region.

David Jones, global CEO of Havas, said the deal is part of the company's desire to grow its digital business and presence in the Asia-Pacific region, which was key to Havas' five percent revenue increase in Q3.

PIERPONT GRABS EDELMAN/DALLAS GM

Teresa Henderson, GM of Edelman's Dallas office for the past six years, is moving to Pierpont Communications in the city as senior VP and GM.

Henderson takes over the Dallas outpost of the four-office Texas firm on Jan. 3. She'll also counsel clients across the state, based on her experience in energy, tech crisis and corporate reputation, among other sectors, for clients like Barnett Shale Energy Education Council, FedEx and ExxonMobil.

Prior to Edelman, she directed Ketchum's Texas operations and worked in-house corporate communications at Current Technology and its predecessor Danaher Corp.



Henderson

LEONARD TO PPG

Burleigh Leonard, a former White House and RJR Nabisco staffer, has joined Prime Policy Group as a senior consultant.

He is to focus on nutrition, food safety, agriculture, farm credit, trade issues and business development for the WPP-owned operation.

Leonard served in the Reagan White House as special assistant and executive secretary for the President's Cabinet Council on Food and Agriculture.

He began his career as legislative assistant to Sen. John Danforth (R-MO), handling international trade, agriculture, energy and environmental issues.

Leonard also was a staffer on the Senate's Committee on Agriculture, Nutrition and Forestry, tackling issues concerning trade, crop insurance, food safety and farm commodity programs.

After leaving the White House, Leonard joined the Washington office of RJR Nabisco. He was upped to VP-government relations for areas such as taxation, advertising, trade and health.

Leonard also ran his own government relations firm that handled corporate and trade association clients.

Charlie Black, chairman of PPG, has worked with Leonard for many years during his public and private sector tours of duty said of the new hire: "No one else in Washington has a command of these issues and an ability to navigate the legislative landscape the way Burleigh does."

Jeff Leopold, a veteran of Porter Novelli and Ogilvy PR Worldwide, is the new PR director at Sharp Electronics, which is based in Mahwah, N.J. He reports to Bob Scaglione, chief marketing officer.

Most recently, Leopold worked at Cunet as corporate marketing chief.

PR OPINION

PR Society of America is seeking a new definition of PR but it must look at its own house first for a clue to what has happened to PR. It's got nothing to do with Twitter, LinkedIn or the web.

A camel known as the law put its nose into the PRS tent and now the whole camel is in the tent causing havoc.

Latest evidence is the remark by VP-PR Arthur Yann that the Society is "well within our rights to ban any and all reporters from attending" (the Assembly).

This may be good law but it's bad PR. For one thing, it shows that the PRS press boycott is not just against the O'Dwyer Co. but the entire PR trade press. No reporter covered the 2011 Assembly.

PRS's reactionary governance policies are in contrast to those of the Canadian PR Society www.cprs.ca whose annual general meeting is not only open to the press but is audiocast live on the web for anyone to see. A transcript is then provided. CPRS posts its audit on the web (PDF) and just voted a dues increase of \$30 to \$250 in which all 1,600 members cast their votes by regular mail. Dan Tisch of Argyle Communications, Toronto, is on the redefining PR committee.

PRS Lacks Staff for "PR for PR" Program

The presence of only three PR pros on the PRS staff of more than 50 means there's a shortage of people to carry out any "PR for PR" program. Yann does not address business groups and he acknowledges in an entry on thegoodthebadthespin.com that COO Bill Murray has spasmodic dysphonia, a disorder that results in a halting, choking quality of speech. This may be a reason that Murray rarely (if ever) appears in public. Another legal bludgeon was the opinion from Venable that PRS had the right to cancel the in-person Assembly if the 2011 Assembly did not pass a \$30 dues hike.

That would mash basic principles of democracy as well as Robert's Rules and would be another example of bad PR.

Boycott Debate Shut After 4 Days

Similarly, Yann had the legal right to shut down a PRS web debate on the press boycott after only four business days (Oct. 26-Nov. 1), but that violated web practice of hosting debates indefinitely. Sixteen of 18 posts favored the boycott.

A more balanced debate took place in LinkedIn Groups as hosted by newsroomink.com.

Twenty-one of the 29 entries criticized PR's press boycott. Four of the comments are by Yann himself including the one where he says PRS is within its "rights" to ban all reporters from the Assembly.

The Society is not legally bound to provide its IRS Form 990 (with pay of the top eight staffers) to the Assembly and it hasn't for the past three years. But that's also bad PR. PRS follows the letter of the law but violates its spirit which is that members have the right to know what their association executives are making. COO Bill Murray and the board refuse to divulge terms of his new three-year contract starting in January.

Is PRS a "Private Organization?"

The Society has argued for years that it is a private organization and none of anyone's business except its members.

This is a question we're putting to someone uniquely qualified to answer it-T. Barton Carter, chair of the Dept. of Communication of Boston University who is also a practicing lawyer specializing in communication law.

A member of the department is PR's most visible educator, Donald Wright, PR professor and editor of the online PR Journal of PRS. His extensive credentials include serving as president of the International PR Assn. in 2004.

Wright is one of those referenced (as editor of PRJ) in the 23 pages of PRS's complaints against this writer.

His name is not used and we wonder if PRS got his permission before making him a part of this reckless document. Supposedly we "threatened" Wright's relationship with BU by complaining to BU president Robert Brown about the "anti-information, anti-intellectual, anti-democracy, anti-press and anti-member" regime at PRS and wondering how Wright and BU could be connected with this.

Nearly a dozen other names are left out of the 23 pages although otherwise identified and we wonder if permission was sought from them? They include Del Galloway, Phil Bonaventura, Mike Cherson, Brandi Boatner, Gary McCormick, Cindy Badger, and Mickey Nall.

Carter, with his feet in both the law's camp and PR's camp, might provide an answer.

The legal axe is being swung wildly at PRS and legal's influence is also evident in a lot of what goes on in PR today.

Legal monitors any input from reporters at organizations and checks anything before it goes out. PR pros are heavily scripted.

Definition Must Address Legal Issue

PRS has cast a net far and wide (although reporters are not invited) in an attempt to craft a new definition of PR in the face of the internet, Twitter, Facebook, etc.

PRS supports information that is "truthful" but truth in a democracy is obtained by forging it in the hot cauldron of public debate.

Yann has posted in several places that the Society of Professional Journalists wants this writer to quit because of violations of the SPJ Code. SPJ wants me to quit because it doesn't want to get involved in the "situation" between PRS and the O'Dwyer Co. The "situation" is that PRS sold hundreds of thousands of copies of authors' materials without their permission and it's about time a PRS board took responsibility for this.

Journalist Jim Romenesko tweeted to his 40,194 followers Nov. 22 that "PR man Jack O'Dwyer says PRSA has circulated a 23-page list of charges against him" (linking to that day's O'Dwyer blog on the Society seeking a new definition of PR and the PRS press boycott).

— Jack O'Dwyer