



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
[www.odwyerpr.com](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

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## FDA SEEKS Rx FOR PR

The Food and Drug Administration has kicked off an agency search to support PR for its burgeoning tobacco oversight authority.

The work includes planning, development and production of communications campaigns (PR and public service advertising) for the FDA Center for Tobacco Products, created under federal law in 2009 which gave the FDA regulatory power over tobacco. The efforts will be two-pronged: prevent use among young people, and encourage users to quit. Social media, website support, corporate outreach and events are also part of the account.

The FDA will tap firms to handle projects on an as-needed basis over the next five years. Ceiling for the contract is pegged at \$390M.

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



## NAT'L GUARD REVIEWS PR, MARKETING

The National Guard Bureau, the joint U.S. Army-Air Force entity that administers the Guard, is reviewing its nine-figure event marketing and PR account with an RFP released this month.

The review includes PR, promotions, coordination of mobile teams, handling its sponsorships by Nike and NASCAR, among others, Internet marketing, signage/displays, and other assignments on at least two contracts capped at \$500K on the low end and \$477M on the high end, in total, over five years.

An existing pact with Arlington, Va.-based ad agency LM&O has reached its funding limits.

View the RFP: <http://odwpr.us/ofPVKA>.

## MWW BAGS COINSTAR

MWW Group has bagged Coinstar, owner of the ubiquitous redbox self-service DVD and Coinstar coin-counting kiosks, for corporate communications duties.

In pitching Coinstar as a leader in the automated retail industry, MWW will highlight the company's "commitment to innovation, retail partnerships and consumer value," said David Herrick, executive VP and general manager of the independent PR firm's New York office.

Coinstar registered \$859M in first-half sales, a 29 percent jump from the 2010 period. Net income surged 78 percent to \$35M.



## SAUDI ARABIA SLATES PR TO WIN U.N. NOD

Saudi Arabia's New York-based United Nations Mission is expected to kick off a PR program this month aimed at getting the Kingdom a seat on the Security Council for the two-year term beginning Jan. 2014. The vote is slated for October 2013.

The communications thrust will educate the U.N. community and general public about Saudi Arabia's contributions made to the world body. The Mission seeks recognition that the election is "timely and well-deserved," according to an RFP circulated by the Mission.

Key outreach will go to the Asian regional group, of which Saudi Arabia is a member. That grouping must officially endorse the Kingdom's candidature.

Barry Cotton, special advisor to the Saudi ambassador, was not reached for comment. Qorvis Communications handles the Saudi Embassy in D.C.

## U.S. CHAMBER'S MILLER TO BRUNSWICK

William Miller, who directed politics for the U.S. Chamber of Commerce, is leaving after 12 years for a partner post at Brunswick Group in the capital.

Miller, a frequent spokesman for the business sector's top lobbying group who headed its grassroots, political and election efforts, exits as senior VP for political affairs and federal relations. He also led lobbying and legislative efforts for the influential Chamber and is slated to join Brunswick on Oct. 24.

Michele Davis, the Brunswick partner and former Treasury Dept. PA chief, called Miller "a seasoned and trusted advocate for and ally of *Fortune* 500 companies."

Miller joined the chamber after serving as chief of staff to former Rep. Connie Morella (R-Md.).



## JONES PRESCRIBES PR FOR NIH UNIT

Jones Public Affairs picked up a multiyear contract with the National Institutes for Health worth up to \$1.7M over five years, following an RFP process.

The National Center for Complementary and Alternative Medicine, the federal agency for "unconventional" medicine like acupuncture and herbal/botanical remedies, solicited bids in July for the work, which was previously handled by Maryland-based Graves Fowler.

The account covers strategic health communications, research, promotions, media relations and rapid response PR.

## **ARMY AWARDS BIG AFGHAN PR PACT**

Incumbent SOS International has won a lengthy competitive review for a \$9.9M PR contract to support U.S. forces in Afghanistan.

SOSI has handled the account since winning it in an open competition in 2006.

The Army oversaw the RFP process, which started last March, as it sought proposals for a range of public affairs services, including media monitoring, strategic communications support, social media, and press events.

The challenging PR work is aimed to build and maintain support for the U.S. mission among the Afghan population in the face of a relentless insurgency.

Reston, Va.-based SOSI, which provides a range of services to support the military, has been tapped for a one-year contract that carries four option years. A contracting official asked how many firms submitted proposals told O'Dwyer's to file a Freedom of Information Act request.

"SOS International is proud to have been trusted with the important work of supporting communications efforts in Afghanistan," Joseph Mott, assistant VP, corporate operations, for SOSI told O'Dwyer's. "This continuing mission is a reflection of our years of experience operating in critical environments and a compliment to the skilled and dedicated members of our team."

Firms handling similar work with the military in recent years include The Rendon Group and Fulcra Worldwide, the former Lincoln Group.

In addition to its PR work in Afghanistan, SOSI has teamed with Raytheon for a multimillion-dollar contract to "stand up and manage" the Afghanistan Advanced Border Management Academy, the training center for Afghan customs and narcotics officers. It also works for the U.S. military in Kuwait and Kyrgyzstan, among other assignments.

President Obama said 33,000 troops will be pulled out of Afghanistan by next September.

## **CANTALOUPE FARM GETS CRISIS PR HELP**

The Colorado farm said to be the epicenter of a deadly listeria outbreak in cantaloupes has reached out to a Washington, D.C., PR firm versed in agricultural crisis issues.

Watson/Mulhern, the five-year-old Wisconsin Avenue firm founded by two veterans of the Fratelli Group, is helping Jensen Farms of Granada, Colo., navigate the Sept. 14 recall of cantaloupes shipped throughout the United States since late July.

Thirteen people have died and more than 70 have fallen ill, according to the Centers for Disease Control. The Food and Drug Administration and CDC have not yet pinpointed a cause of the bacteria in the melons but



**U.S. Air Force senior airman Sarah Baker greets children in Qalat City, Afghanistan, Aug. 10, 2011.** Photo: Dept. of Defense

traced the outbreak to Rocky Ford cantaloupe from Jensen Farms.

Amy Philpott, former VP of the United Fresh Produce Association now at Watson/Mulhern, told O'Dwyer's she is serving as spokeswoman for Jensen Farms and the firm is handling communications and media relations strategy. One of the owners, Eric Jensen, has been speaking with reporters and he and his brother Ryan Jensen have released media statements, Philpott noted. She led the UFPA's crisis communications and media relations during several produce outbreaks, including a salmonella scares in 2008 linked to chili peppers.

## **BLJ GET UN PACT FOR ECUADOR OIL PLAN**

A push by the United Nations and Ecuador to protect environmentally sensitive land sitting over large oil fields has engaged Brown Lloyd James for a global PR campaign.

New York-based BLJ, which inked a \$240K pact last month with the UNDP, is charged with media relations, networking, thought leadership and grassroots efforts to raise public awareness of the Yasuni-ITT Commission, a unique effort to offset the loss of oil revenues by raising money for Ecuador.

The land in question, formally known as Yasuni Ishpingo Tambococha Tiputini and sitting at the intersection of the Amazon Rain Forest, Andes Mountains and the Equator, is believed to have significant medical and scientific research value but also contains 20% of Ecuador's oil reserves, a key economic engine for the country. Ecuador moved in 2007 to ban oil drilling on the tract and last year created the commission with the United Nations Development Programme to establish a trust fund to wean the country off of oil revenue.

The commission seeks to raise \$3.6B for Ecuador over 13 years from government, foundation and private sources to offset the loss of oil revenue. Industry estimates for oil revenues on the so-called ITT fields top \$7 billion.

According to its contract, BLJ will lead a global PR effort ranging from traditional media outreach to engaging corporate sponsors, celebrity spokespeople and goodwill ambassadors.

BLJ confirmed the work has begun to pitch the initiative worldwide.

## **McCANNELL MOVES TO APCO**

Christopher McCannell, chief of staff to former Brooklyn/Staten Island Congressman Mike McMahon, has joined APCO Worldwide as VP in its D.C. office. Democrat McMahon fell to Tea Party-backed Michael Grimm in the 2010 election.

McCannell joins the independent PR giant from Ameriprise, where he held the VP-government affairs post doing outreach to the House Financial Services and Senate Banking committees. He also managed implementation of new rules under the Dodd-Frank reform law.

McCannell has additional government relations experience, earned from repping U.S. Chamber of Commerce, PriceWaterhouseCoopers and Bank of America while at Quinn Gillespie & Assocs.

**REUTERS RECRUITS McLEAN, FABRIKANT**

Reuters has recruited *Vanity Fair*'s Bethany McLean and *New York Times* veteran Geraldine Fabrikant as columnists.

McLean is to focus on the high and low of finance, according to a staff memo. She made her mark while at *Fortune* for a series of articles that focused on the problems at Enron. A documentary made from her "Smartest Guys in the Room" book co-written with Peter Elkind was nominated for an Academy Award.

She recently published "All the Devils Are Here: The Hidden History of the Financial Crisis" with *New York Times* columnist Joe Nocera.

Media reporter Fabrikant joined the *Times* in 1985 from *BusinessWeek*. She is to "put a human face on business, focusing on the bold-face names that make the money world go around."

**Roberts to National Journal Group**

Kristin Roberts, who is Washington news editor for Reuters, joins the National Journal Group on Nov. 1 as managing editor for budget and the economy.

She joined the wire service in 1998 and has held positions in New York, Miami and D.C. In 2008, Roberts shifted to TV operations and helped build the Reuters Insider unit. She has appeared on-air covering policy specialists and federal newsmakers.

Ron Fournier, editor-in-chief of NJR, hails Roberts as "one of the most dynamic news leaders in Washington."

**HEARST SELLS CYCLE WORLD**

Hearst Corp. has sold *Cycle World*, the nation's No. 1 motorcycle magazine, to specialty publisher Bonnier Corp., which is based in Winter Park, Fla.

Terry Snow, CEO of Bonnier, called the 235K circulation title, a "solid strategic fit." He expects CW's "position of leadership and respect in the motorcycle industry" will "enhance the connection that marketing partners have with this audience."

CW will become part of Bonnier's outdoor group, which is headed by VP Eric Zinczenko.

CW's editor-in-chief Mark Hoyer and VP/sales and marketing Andrew Leisner will remain at their posts.

Bonnier, which was established in 2007, publishes more than 50 titles include *Popular Science*, *Parenting*, *Field & Stream*, *Spa* and *Destination Weddings & Honeymoons*.

The Jordan, Edmiston Group handled the transaction.

**EX-LIFETIME EXEC ADVISES OWN**

Susanne Daniels, who once headed Lifetime, has signed on as executive consultant at Oprah Winfrey's OWN cable network.

She will counsel presidents Erik Logan and Sheri Salata.

Daniels stepped down in 2008 in order to spend more time with her family. She will work out of OWN's Los Angeles office.

At Lifetime, Daniels gets credit for the launch of original shows like "Army Wives."

Previously, she was president of programming at the WB Network.

**MURDOCH'S PR AIDE QUILTS**

Alice Macandrew, a top press aide to News Corp. deputy chief operating officer James Murdoch, has tendered her resignation, according to reports in the British press.

*The Guardian* reports that Macandrew submitted her six-month notice in July when news broke over the phone hacking scandal of the now shuttered *News of the World* tabloid.

Murdoch has testified that he believed the hacking was the work of a "rogue" reporter, but that testimony was challenged by former News Corp. officials. He has agreed to reappear before the parliamentary panel.



**James Murdoch**

Macandrew was tapped by Murdoch in 2009 for the director of communications slot for News Corp. operations in Europe and Asia. While at Finsbury, she worked with the son of News Corp CEO Rupert Murdoch when he headed British Sky Broadcasting.

The *Guardian* reported that Macandrew is the first senior New Corporation executive to voluntarily quit over the phone hacking scandal. She had reported to Matthew Anderson, group director for strategy/corporate affairs.

**Advisory Firm Opposes Murdoch Re-election**

A top British shareholder advisory firm is urging News Corp. investors to oppose deputy COO Murdoch's re-election to the board of directors at the Oct. 21 meeting slated for Los Angeles.

Pension Investment Research Consultants says its opposition is based on Murdoch's alleged ties to the phone hacking scandal at the *News of the World* tabloid.

"In light of his close association with the phone hacking scandal we are advising shareholders to oppose James Murdoch's election," said PIRC. "We also recommend that shareholders oppose the re-election of a number of other directors due to concerns about independence."

PIRC raps News Corp.'s response to the scandal as "indecisive, characterized by arrests and resignations rather than dismissals."

The family of News Corp. CEO Rupert Murdoch controls about 40 percent of the media company's voting shares. The company has declined comment on PIRC's recommendation.

**CROSSMAN EXITS CRAIN'S FOR PARADE**

Amy Crossman, marketing director at *Crain's New York Business*, is now VP-marketing at *Parade*. She reports to senior VP Stephen Buerger, who has been upped from Midwest sales chief.

Crossman is a veteran of Meredith, Time Inc. and the *New York Times*.

*Parade* also promoted Allison Werder, executive VP/strategy & business development to the chief marketing officer position.

**U.S. KILLS AL-QAEDA'S TOP PROPAGANDIST**

A missile fired by U.S. drone in Yemen on Sept. 30 killed New Mexico-born Anwar Al-Awlaki, who was Al Qaeda's "greatest English-language propagandist" and more recently one of its top operational planners, according to the *New York Times*.

The attack also took out Samir Khan, editor of *Inspire*, Al Qaeda's English-language Internet magazine. He was an U.S. citizen of Pakistani origin. Awlaki wrote an article called "Targeting the Populations of Countries that We Are at War with the Muslims" for *Inspire's* latest issue.

Awlaki, 40, preached in mosques in San Diego, where he met two of the 9/11 attackers, and in Falls Church, Va. He moved to Yemen in 2004.

His Internet lectures and sermons are linked to more than a dozen terror investigations including the shooting at Fort Hood, Texas, and the Times Square car bombing bid.

The Times notes that the deaths mark the first time a U.S. citizen was "deliberately targeted and killed by American forces."

Awlaki reportedly had been under surveillance for three weeks by a joint CIA and Joint Special Operations Command operation that was waiting for the right moment to strike.



**Al-Awlaki preaches in a web video.**

**SPJ NIXES REVIVAL OF THOMAS AWARD**

Delegates of the Society of Professional Journalists, at their meeting in New Orleans Sept. 27, voted 85-71 against reviving the "Helen Thomas Lifetime Achievement Award" which SPJ had bestowed since 2000.

Charges flew that the 50-year White House correspondent was "anti-Semitic" and "anti-Israel" after she said in 2010 that Israel should "get the hell out of Palestine" and further said that "Congress, the White House and Hollywood, Wall Street are owned by Zionists."

Hearst fired her as White House correspondent in June 2010. She now works for the Falls Church, Va., *News-Press*. Mediaite reported that her name plate has been restored to the first row of the White House press room.

Former national president Kevin Smith, an instructor at James Madison University, Harrisonburg, Va., said having her name on the award would make it difficult for the SPJ to promote high ethical standards.

**Smith Condemns "Bigoted" Remarks**

Ethics committee chair Smith said SPJ would have to "look people in the eye and say, 'We will condemn your hated, bigoted, racial remarks, but we'll protect our own when they do.'"

Other delegates said free speech was a victim of the SPJ action and that Thomas said nothing that hasn't been said by many others including John Mearsheimer and Stephen Walt in their 2007 book, "The Israel Lobby and U.S. Foreign Policy."

Delegates, after a half hour of debate, voted down an initial resolution in a voice vote and a second resolution when a roll call vote was demanded. The issue had been hotly debated for months in e-mails among members.

Jeremy Steele, a member of the SPJ diversity committee, said "It's not an award to honor Helen Thomas every year, it's an award to honor members of SPJ every year. Is it fair to the person getting the award for a cloud to be over it?"

Former SPJ president Al Cross asked, "If we created the award today, would we name it after her?"

**SPJ Lacks "Courage, Principles"**

Christine Tatum, 2006-07 president of SPJ and former business writer for the *Denver Post*, found the decision "thoroughly disturbing."

Too many SPJ members "simplistically processed her remarks, and it's no wonder that Americans have—and have had for quite some time—a lopsided view of the Israel/Palestine conflict."

She castigated the ethics committee for not defending Thomas' right to free speech and failing to talk to Thomas and to "ask questions that would help ensure her views were debated in a full and accurate context."

This failure violated the SPJ Ethics Code that says journalists must "seek truth and report it," "minimize harm," and "act independently," she said.

Her remarks, carried in the *News-Press*, said that Thomas is herself Semitic and that her criticisms were of the government and not the Israeli people.

Tatum, now with Media Salad, Denver, said "It is entirely possible to criticize Israel's government without harboring a trace of anti-Semitism—as Israelis demonstrate every day. But that critical distinction is lost—often intentionally—on a lot of people in the U.S."

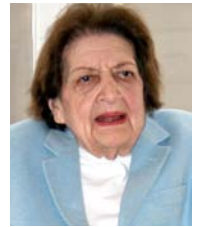
What really "ticked off" SPJ members was Thomas' criticism of the lobby's influence on American media, she said. Thomas wants people to be aware of it and "how it potentially affects the news and opinion that shape our country's views of the Middle East," she added.

Concluded Tatum: "Perhaps a journalism organization will be courageous and principled enough to give Helen Thomas the praise she deserves. Clearly, it's not this one."

**Huffman Covers for News-Press**

*News-Press* correspondent Lindsay Huffman, writing a more extensive story for the *News-Press*, than appeared on the SPJ website, quoted delegate Brandon Ballenger, co-sponsor of the second resolution, as saying, "This is an achievement award, not a speech issue. If we don't stand by it, then it looks like we're taking a stance on her speech."

Peter Sussman, author of the second resolution and a member of the ethics committee 15 years, said he does not believe "the vote reflects the values of this Society. I fear for the future of our organization. I don't believe we're prepared to go to the mats for values we espouse to others, including freedom of speech and respecting diversity of opinion."



**Thomas**

**NEWS OF PR FIRMS****BURSON EXPANDS DI TO LONDON**

Burson-Marsteller has opened the first European outpost of its grassroots public affairs unit, Direct Impact, in London.

B-M said the office and a network of field teams in cities across the U.K. will handle local PR and advocacy campaigns tailored to speak to different communities.

Matt Carter, Burson-Marsteller's U.K. CEO, said clients increasingly want to deliver messages "in as localized a way as possible," adding a trend in the U.K. is "towards more diffused media channels and centers of power."

DI will target U.K. companies as well as those operations in the country for its services.

**F-H STRENGTHENS CHINA EFFORTS**

Fleishman-Hillard has formed a Global China Practice and unveiled a plan to support the hundreds, possibly thousands, of Chinese companies eyeing overseas expansion.

"The dramatic success of Chinese companies domestically is increasingly leading them to look for opportunities offshore," said F-H president/CEO Dave Senay. "Relatively new to global markets, they often confront obstacles in terms of cultural differences, government concerns, lack of brand awareness, and other challenges."

The China practice is a network of senior F-H staffers with experience with Asian multinationals' forays into new markets.

F-H said its China business has grown nearly 250 percent in the past five years and is on track to triple in the next five years.

EVP Joanne Wong in Hong Kong and senior partner Bill Black in Washington, D.C., lead the China group.

The network's announcement coincides with its participation in a "China Masters Exchange Program" for Chinese-speaking students studying abroad. Participants receive \$5,000 scholarships for their final semesters at partner universities and upon graduating will be offered an entry-level position at an F-H office in the U.S. or Europe for one year, followed by a transfer to F-H/China.

**STRAUSS AMONG THOTH WINNERS**

Strauss Radio Strategies, Washington, D.C., nabbed a 2011 PRSA/National Capital Chapter Thoth Award in the media relations category for the "Secretary's Labor Day" radio media tour project.

The U.S. Department of Labor tapped the firm for an RMT with Labor Secretary Hilda Solis to communicate the importance of Labor Day and an "overall appreciation of the value of working Americans," according to the firm.

Forty-three radio interviews were conducted with various networks, syndicated shows, and radio outlets. Strauss said more than 8,800 radio stations were hit with a combined AQH audience of nearly 19,000,000 listeners and an ad equivalency value of \$674,670.

A complete list of Thoth winners as well as photos are at <http://odwpr.us/reKlgF>.

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

**MMG Mardiks**, New York/

Champagne Louis de Sacy, a France-based family-run Champagne house, to promote their artisanal bottles to culinary, travel and lifestyle media in the U.S.

**The Pollack PR Marketing Group**, New

York/Guidon Performance Solutions, management consulting organization, for marketing communications counsel.

**Source Communications**, New York/New York/New

Jersey Super Bowl Host Committee for the 2014 Super Bowl at MetLife Stadium, to create advertising, along with a logo for the committee to be used in all communications and collateral materials.

**East**

**Environics Communications**, Washington,

D.C./Medical Predictive Science Corp., medical devices, for PR, including a national awareness campaign for MPSC's Heart Rate Observation System for detecting early signs of distress in premature infants.

Trade, consumer and business media relations, as well as development of marketing communications materials, including website copy, are included in the scope.

**DPR Group**, Germantown, Md./InfinityQS

International, quality control & production process improvement software, for PR and marketing.

**Chaloux Environmental Communications**, Aldie,

Va./U.S. Army Corps of Engineers, Baltimore, for community relations for a restoration program. Pact is worth \$21,790.

**Southeast**

**Trevelino/Keller**, Atlanta/Innovolt, electronics protection, for PR and social media.

**Idea Works Creative Group**, Tampa, Fla./Image Lift, facial rejuvenation, as AOR to promote patient stories on a local and national level.

**Midwest**

**Martin E. Janis & Company**, Chicago/UMED

Holdings, Pink Sheets-traded holding company with interests in the energy, metals and aerospace sectors, for PR and investor relations.

**SCC|Grossman**, Chicago/Academy for Urban School

Leadership, a non-profit organization dedicated to Chicago's "chronically-failing schools," as AOR for PR.

**KemperLesnik**, Northbrook, Ill./The PGA of America, as PR agency for the 73rd Senior PGA Championship presented by KitchenAid, slated for Harbor Shores in Benton Harbor, Mich. May 22 - 27, 2012.

**LaBreche**, Minneapolis/Oak Grove Capital, for communications, following a national search. Work includes branding, PR and marketing services for the two-year-old housing lender.

**International**

**Publicasity**, London/Bermuda Department of Tourism, for PR for the U.K. and Ireland.

**a.link LLC**, Tokyo/The Hawaii Tourism Authority, as its marketing contractor for Japan following an RFP process. JCompass, which founded and ran the Japan office, was the incumbent.

**NEWS OF SERVICES****COLE ELECTED NIRI CHAIR**

Derek Cole, VP of investor relations and corporate communications for ARCA biopharma, was elected 2012 chairman of the National Investor Relations Institute's board of directors.

He will succeed Douglas Wilburne, VP of IR for Textron.

"I look forward to working with the highly talented staff and board of directors along with the entire NIRI community to move our recent Strategic Organization Review process into the execution phase for the benefit of all NIRI stakeholders," he said.

He previously headed IR and corporate communications at Myogen through its 2003 initial public offering and later acquisition. He is past president of the NIRI Rocky Mountain Chapter and serves on the board of the Colorado BioScience Association (CBSA).

**HARO ROLLS OUT PREMIUM SERVICE**

Vocus has rolled out a premium version of its Help a Reporter Out sourcing service, offering expanded services and options like saved searches to the free service started by Peter Shankman, now a Vocus staffer.

The Maryland-based PR software company stressed that the new version of the 180,000-member HARO, available in three tiers of pricing from \$19/month up to \$149/month, maintains an "equal level of opportunity" for both users who pay and those that don't.

The expanded services include profiles of journalists, SMS and "head start" alerts, and online search of available opportunities.

Shankman, now VP and small business evangelist for Vocus, said the premium offerings "give businesses who without a lot of time or resources a way to compete like never before."

Other new offerings include so-called "publicity alerts" which notify users if a journalist is writing a story for which their business would be a good fit, while user bios are offered to help journalists determine who could be a good source for a story.

Vocus said the new features don't affect existing users of the free service. "Everyone stays on a level playing field," said Shankman.

Pricing is based on the number of alerts, profiles and other features utilized.

Info: <http://www.helpareporter.com/subscriptions>.

**BRIEFS:** **StatePoint Media**, a New York-based local feature placement service, said it now has sponsorships for two of the most popular items in newspapers - crosswords and Sudokus. SM's thematic puzzles run in 450 to 475 community daily and weekly newspapers, the company said, a potential audience of 9 million consumers. The company said the product combines advertising and editorial promotion for the delivery of a grassroots marketing campaign that generates hundreds of print media placements within a short two- to four-week period. StatePoint said it can integrate a client's brand name directly into a crossword puzzle, as well. ...**Dodge Communications**, an Atlanta healthcare agency, has tapped San Mateo, Calif.-based **Marketo** for sales lead generation and marketing services.

**PEOPLE****Joined****Leggat**

**Rob Leggat**, who helped Wal-Mart build in global markets like China and Russia, has moved to Goddard Claussen Public Affairs in D.C. as a senior VP. Leggat has been running his own consulting shop in the capital since 2010, when he left Wal-Mart as VP of international corporate affairs.

The former Navy public affairs officer spent more than a decade at GM, including VP of corporate affairs for the Asia Pacific region.

**James Davis**, an agency exec who worked communications for the 2008 Republican National Convention in Minnesota, will head PR for the GOP's upcoming 2012 confab in Tampa. Davis managed digital communications at Gibraltar Associates before moving to Brunswick Group in D.C. as an associate last year. He ran his own shop after the 2008 presidential race, during which he was associate director of communications for the GOP convention. During the Bush administration, he was at the Pentagon first serving as director of Congressional research and later serving the Defense Dept.'s public affairs office.

**Patterson**

**Steve Patterson**, former political reporter for the *Chicago-Sun-Times*, to Res Publica Group, Chicago, as a VP. He has recently been communications director for the Cook County Sheriff's office and was previously investigative reporter for the *Gary Post-Tribune*.

**Stephen Schatz**, director of media relations, National Association of Chain Drug Stores, to the National Retail Federation, Washington, D.C., as senior director of media relations, communications and public affairs. He worked at the White House Office of National Drug Control Policy as deputy press secretary during the recent Bush administration after stints on Capitol Hill.

**Steve Hasler**, senior account leader, Carton Donofrio, to Crosby Marketing Communications, Annapolis, Md., as an integration director for clients like St. Joseph Medical Center and ACTS Retirement-Life Communities.

**Steve Plumb**, former editor of *AutoTech Daily*, to The Millerschin Group, Auburn Hills, Mich., as an account director. He is a former editor for *Ward's AutoWorld* and *Automotive Marketing*, and was an associate publisher at Campbell-Ewald.

**Terri Hernandez Rosales**, VP of comm. for Los Angeles Universal Preschool, to NBC4 LA, Burbank, Calif., as VP of community affairs and comms. She previously held communications positions at Nissan North America.

**Promoted**

**Anne Green** was named president and CEO of CooperKatz & Company, New York, the 15-year-old firm founded just months before she joined. She had been president/COO. **Dorothy Sonnenburg**, an eight-year staffer, was named chief financial officer, as well, by co-founders and principals Andy Cooper and Ralph Katz.

## **COLTRIN HANDLES BLUM'S CEO PITCH TO COSI**

Coltrin & Assocs. is handling Blum Growth Fund, the investment firm headed by former Burger King and Olive Garden CEO Brad Blum, who wants to be installed as CEO of the struggling Cosi fast casual restaurant chain.

BGF boosted its ownership stake in the Deerfield, Ill.-based 80-member chain to the seven percent mark on Sept. 15.



**Cosi eatery in New Jersey.**

Cosi's stock, which traded at \$11.21 in March 2006, now trades at 77 cents. NASDAQ will delist it on Feb. 21, if shares haven't traded at an average \$1 per-share for 30 consecutive trading days.

Blum wants a new board to guide a turnaround at the restaurant operation. He has offered to lead the company at a salary of \$1 for the first year.

The Cosi action, according to Blum, is neither a proxy fight nor hostile takeover, but "an exercise in shareholder democracy." He's looking for support from fellow shareholders to "effect positive change at Cosi and participate in a non-legally binding expression of 'no confidence' for the current board."

Cosi, which has never earned a profit during its nine-year history as a public company, lost \$2.8M on \$51M first-half sales. It has not responded to Blum's bid.

Jennifer Webb handles BGF at New York-based C&A.

## **BMW SHIFTS NORTH AMERICAN COMMS.**

BMW has shifted its corporate communications operation for North America, installing department manager Dirk Arnold as VP of corporate comms.

Arnold, who joined the German automaker in Munich in 2002, takes over the North American PR operation based in Woodcliff Lake, N.J., from Tom Kawleski, who moves into a consulting role.

The change comes shortly after BMW replaced its North American CEO Jim O'Donnell, who is retiring at 61, after three years with Ludwig Willisch.

Arnold headed product communications for BMW's cars, motorcycles and the MINI brand.



**Arnold**

## **FORMER GOLDMAN PR EXEC SETS UP SHOP**

Melissa Daly, who left Goldman Sachs in June as VP of corporate communications, has set up media training firm MFD Communications in New York.

Daly handled Goldman's asset management and private wealth units in nearly three years at the investment bank, following a four-year stint as director at Brunswick Group. She cites 15 years of experience in preparing execs for press interviews and business pitches.

Daly held corporate PR posts at Fred Alger Management, The Hartford, and ThomsonReuters' Lipper.

## **IPG MAKES BIG PR MOVE IN BRAZIL**

Interpublic has acquired a majority stake in S2Publicom, a top five PR firm in the booming Brazilian communications market.

The 125-member firm is the outgrowth of last year's merger between S2 and Publicom, both affiliates of IPG's Weber Shandwick and GolinHarris.

S2Publicom counsels clients such as Petrobras, HTC, McDonald's and Gol Airlines.

Harris Diamond, head of IPG's constituency management group, sees great opportunities in Brazil, "one of the largest consumer markets in the world," and as it plans to host the FIFA World Cup 2014 and the 2016 Olympic Summer Games."

José Luiz Schiavoni, a founding partner of S2Publicom's, will continue as CEO. S2Publicom has offices in São Paulo and Rio de Janeiro.



**Schiavoni**

## **CLARE JOINS PORTA**

Jonathan Clare, who exited the CEO slot at Citigate Dewe Rogerson in last year's revamp of Peter Chadlington's Huntsworth, is joining London's Porta Communications as executive chairman of its newly formed Newgate Public Relations arm.

The move will reunite Clare with PC CEO David Wright, a fellow founding director of Citigate, who launched the holding company in 2010. Wright was CEO of Incepta, Citigate's parent, until 2003.

Clare, a former financial journalist, reported for *The Times*, *Daily Mail*, *Birmingham Post* and *Investors Chronicle*. He shifted to Streets Financial in 1986 and moved to Citigate the next year.

Clare's PR clients have included HSBC, Credit Suisse, Granada, Investec and Morrisons.

Wright expects that PC under Clare's leadership will "quickly establish a major PR consultancy able to advise and support clients wherever they operate around the globe." Newgate's focus is on the financial, corporate and PA categories.

## **WHITMAN INSTALLS H-P COMMS. CHIEF**

Newly minted Hewlett-Packard chief Meg Whitman has installed H-P vet Lynn Anderson as acting chief communications officer.

Corporate communications for the tech giant was placed under the purview of marketing in late August, when the company reassigned chief comms. officer Bill Wohl to work on H-P's software business following its \$11.7B acquisition of Autonomy.

Anderson, who had been filling in for Wohl, is a 28-year veteran of H-P recently heading influencer relations.

Whitman, who took the H-P reins after the ouster of Leo Apothekar on Sept. 22, relied on longtime PR advisor Henry Gomez through the transition. He returns to his consulting firm.

## PR OPINION

**Massive research by Johnson & Johnson insider Scott Bartz** should cause a re-examination of the Tylenol murders by media that have been unrestrained in their praise of how J&J handled the tragedy.

Far from being open in 1982, J&J ducked a press conference and pleaded ignorance when it knew that there were unsupervised gaps in a distribution system that relied on an assortment of middlemen to package and deliver the acetaminophen for its Tylenol capsules.

J&J, while avoiding on-the-record, in-public discussion of its manufacturing and distribution process, heaped praise on itself for dealing with the press. It was the Big Lie repeated over and over and finally swallowed whole by a lax business press mostly concerned with whether Tylenol would survive as a brand.

The Tylenol Mafia describes the insecure J&J distribution system in detail. Readers will come away convinced that the poisonings took place on J&J's watch and were not the work of some "madman" going from store to store.

Neither J&J, the FDA or the Tylenol task force ever talked about distribution channels, suggesting that Tylenol was bottled and packaged at McNeill plants and shipped to retail stores in unopened cases of 72 bottles.

### **Many a Slip Twixt Cup & Lip**

J&J shipped some Tylenol in bulk in fiber drums (powder or capsules) to repackagers who bottled and packaged it. Cartons containing 72 Tylenol bottles were shipped to distribution centers and then opened by warehouse workers who loaded individual Tylenol bottles into order fulfillment "picking" machines. The Tylenol bottles were handled again by the picking machine operators who filled orders for individual stores. Another handling was by workers who boxed the items for individual stores. The bottles were handled yet again by rack jobbers/merchandisers who restocked the shelves.

Bartz says the killer apparently put handfuls of poisoned capsules into several bottling production lines at one Illinois repackaging facility.

In defiance of logic and normal police practice, almost all of the Tylenol in the Chicago area was either destroyed by individual consumers or turned over to J&J without being examined by police. What other suspect in a crime ever got exclusive control over the evidence?

A "smoking gun" is that 27-year-old new mother Lynn Reiner got her poisoned pills from a secure hospital pharmacy and not from some store shelf.

### **Vast Conspiracy Described**

Bartz assembles evidence that the public has been bamboozled by a conspiracy of J&J employees and suppliers, the FDA, FBI, local and state police, public officials, media, the courts and PR firms, the object being to save J&J from being sued for hundreds of millions of dollars.

FDA chief Arthur Hull Hayes Jr., one of J&J's staunchest supporters, later went to work for a company funded heavily by J&J. FDA declared J&J's manufacturing units innocent of any wrongdoing on the second day after the murders. The FBI without explanation reversed

its initial finding in 1986 that Tylenol' packaging had not been tampered with.

"Tamper-resistant" was a no-brainer anyway since what police force would buy "bullet-resistant vests?"

J&J/Tylenol is an example of large numbers of people remaining silent for many years in the face of obvious corruption. Another example is Enron/Arthur Andersen, where many thousands knew of law-breaking but laid low. Whistle-blower Sherron Watkins, one of *Time* mag's "People of the Year" in 2002, did her thing and Enron collapsed, the stock going from \$90 to \$1. Andersen and its 70,000 employees disappeared.

### **Hot Shot Reporters Now on Case**

J&J had a reputation for blocking coverage. The company "wouldn't give us the time of day" before the Tylenol crisis, said ABC-TV reporter Karen Ryan in 1983. "It was like pulling teeth to get anything out of the PR dept."

One reporter now on J&J is the much honored Duff Wilson of the *New York Times*, who told us he is reading the Bartz book on Kindle. Peter Goodman, Pulitzer Prize finalist, wrote effusively about J&J/Tylenol for the NYT last year. He is now with "The Huffington Post."

Wilson, who lists 25 awards in his bio, is the author of "Fateful Harvest: The True Story of a Small Town, a Global Industry, and a Toxic Secret."

Goodman is the author of "Past Due," which covers the financial plight of the average American.

### **Media Taking the J&J PR Pill**

*New York Times* reporter Natasha Singer praised J&J on May 3, 2010 for its "fast and adept" handling of the Tylenol murders in 1982.

NYT contributor Judith Rehak, on March 23, 2002 praised J&J for "forthrightness in dealing with the media" in 1982. Headline on her story was: "Tylenol Made a Hero of J&J."

NYT's Goodman on Aug. 22, 2010 wrote a nearly three-page feature saying "Exhibit A in the lesson book on forthright crisis management is the mass recall of Tylenol in 1982 after the deaths of seven people."

Harvard Business School in 1989 praised J&J for its "immediate and spontaneous response to the press" after the murders.

*The Economist* April 10, 2010 said J&J "without hesitation" pulled Tylenols from the market and its actions set "the gold standard of crisis management."

The *Christian Science Monitor* said Jan. 15, 2010 that what J&J did in 1982 "is still regarded as a shining example of corporate social responsibility."

The Motley Fool (fool.com) on May 6, 2010 said that J&J "has always been the poster child for how to handle a crisis."

*Fortune* magazine on May 28, 2007 hailed J&J/Tylenol as the "gold standard in crisis control" in a full page article by Jia Lynn Yant.

*Tactics* of PRSA praised J&J in a full page in 2007 for providing "an enduring example of crisis management done right." Both J&J and Burson-Marsteller got special PRSA Silver Anvils in 1983.

— Jack O'Dwyer