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O'Dwyer's Newsletter

The Inside News of
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PENSION GIANT RELEASES RFP

California pension giant CalPERS wants to create a "spring-fed pool" of agencies and vendors to provide services like public affairs, communications counsel, multimedia and video support.

The Sacramento-based fund's office of public affairs has released an RFP open through Nov. 3 to tap a group of pre-qualified firms to work on an as-needed basis through June 30, 2016.



CalPERS, an acronym for the California Public Employees Retirement System, manages retirement benefits for 1.6M current and former state employees. It had \$1.8B under management as of Aug. 31 and a portfolio value north of \$200B.

Services covered in the RFP include media training, writing and editorial, marketing, research, crisis communications and multimedia/video.

Ogilvy PR Worldwide works with CalPERS, which conducted a PR review in 2009.

The RFP documents can be downloaded by registering at CalPERS' online procurement portal: <http://odwpr.us/ok6QBE>.

BMC WIDENS OGILVY ROLE AS GLOBAL AOR

Ogilvy PR Worldwide has picked up global agency of record duties for BMC Software, following a competitive RFP process, after handling PR duties out of Australia for the past seven years.

Incumbent Waggener Edstrom did not participate. The account previously billed in the low seven figures.

Ogilvy's San Francisco office heads the work, which started Oct. 1 and covers worldwide corporate communications, thought leadership, media and analyst relations, product PR and social media across.

Kasey Holman, associate vice president of global communications for the business software provider, said raising visibility among C-suite executives and reaching digital influencers have taken on greater importance as the software company has evolved.

"Throughout the review process, we were quite impressed by the efficiency and competency of their global network and we know what kind of quality we can expect, since we have been working with their office in Sydney for the past seven years," she said.

Luca Penati, Ogilvy's global tech practice head, said BMC is "one of those clients that define a global practice."

Houston-based BMC's first quarter revenue rose nine percent to \$502.4M, below expectations.

PERKINS TO EXIT J&J

Brian Perkins, 57, is exiting the VP-corporate affairs post at Johnson & Johnson on Feb. 29, according to his memo to staff about ending a 31-year run at the drug company.

J&J has been rocked with various recalls that are expected to cost it more than \$1B in lost revenues from brands such as Tylenol, Benedryl and Motrin, according to *Ad Age*.

Perkins first moved into the spotlight as brand manager of Tylenol during the 1982 poisoning crisis. He has served as president of McNeil Consumer Products, and group chairman of OTC Pharmaceuticals before taking his current slot.



Perkins

J&J credits Perkins for being a "passionate advocate for great advertising, both conventional and digital" and for setting the "standard for the caliber of agencies" that work for the company.

BRAGMAN TO REPUTATION.COM

Howard Bragman, who launched Bragman, Nyman, Cafarell and Fifteen Minutes PR, is now vice chairman of Reputation.com.

Michael Fertik, the site's founder and CEO, called Bragman the "hands-down, the brightest and most respected voice in the public relations industry."

Bragman understands that "Reputation.com is a necessary arsenal in the PR toolbox – the Internet puts every person and every business on a global stage and they must adapt," according to his statement.

Reputation.com, is backed with venture funding from Bessemer Venture Partners, Kleiner Perkins, JAFCO, Floodgate and August Capital.

Bragman, who once worked in Burson-Marsteller's Los Angeles office, sold BNC, now PMK*BNC, to Interpublic in 2000.

He launched Fifteen Minutes in 2005 and will continue as chairman of the 25-staffer independent firm. He turned over the CEO reins to Bill Harrison on Oct. 3.

Harrison, who manages corporate entertainment accounts and was president/COO, joined Bragman at 15M after serving as head of corporate communications for Paradigm Talent Agency. He is also a veteran of PMK/HHB.



Bragman

SAYLOR WORKS BID TO BLOCK NYSE DEAL

Saylor Company PR is helping to promote an effort to block Deutsche Borse Group's bid to acquire a 60 percent stake in the New York Stock Exchange because of the German exchange's alleged ties to Iran.

It is working on behalf of the surviving victims and family members of the 1983 terror bombing of the Marine barracks in Beirut. They won a \$2.7B judgment against Iran for its role in the terror attack.

In a lawsuit filed in New York, the group contends that Clearstream Banking, a unit of DBG, funneled \$250M in Iranian funds outside the U.S. financial system to avoid the reach of U.S. courts.

The group is appealing to Treasury Secretary Timothy Geithner, who chairs the Committee on Foreign Investment in the U.S., to block the DBG move on the NYSE.

"It is incredible to us that the Committee would give its approval to Deutsche Borse's merger with the NYSE. We believe Clearstream's movement of Iranian Government assets through the United States financial system is a direct security threat to our Nation," the group wrote. "Having the NYSE essentially become a sister company to Clearstream Banking, SA undermines the sanctions against Iran your Department has worked so hard to implement."

CFIUS approved the deal in August.

Copies of the letter were sent to chairman and ranking members of the Senate and House Judiciary Committees, Senate Banking and House Financial Services Committees and key Cabinet members.

The European Union expects to rule on the DBG/NYSE deal in December.

Mark Saylor is working under the director of the family's legal counsel Thomas Fortune Fay. He is the former *Los Angeles Times* editor who was at Sitrick & Co. before setting up his own shop.

CA HIGH-SPEED RAIL RESETS PR SEARCH

The California High Speed Rail Authority has scuttled a competitive pitch process and re-issued an RFP for its lucrative PR account, which was resigned by Ogilvy PR Worldwide earlier this year.

The search, kicked off in late August, was canceled on Sept. 30 after the initial early September deadline was extended to Sept. 19.

The Authority, oversees the state's \$25B plan to build high-speed train lines between Los Angeles and San Francisco, re-issued the RFP on Oct. 5 with a deadline of Nov. 2.

Ogilvy beat Porter Novelli and Mercury Public Affairs for the work in 2009, but quit the business over reported creative differences after billing more than \$2M through February.

The account's budget is slated in the \$1.7M-a-year range through 2014.

A contracting officer said firms which submitted bids, as well as those that didn't, are eligible for the new RFP. RFP: <http://odwpr.us/oJXr7k>.



FINANCIAL PR PIONEER PINCUS DIES AT 78

Theodore H. Pincus, founder in 1965 of the Financial Relations Board which became the biggest financial PR specialist firm and which was sold to the former True North Communications in 1999 for \$40 million, died Sept. 30 in Chicago.

The firm had \$32.5 million in fees in 1998 and 291 employees. It became a division of BSMG Worldwide which was owned by Interpublic and no longer reported its fee and employee totals separately. More recently it became part of the MWW Group which bought itself out from IPG last year.

Pincus was stricken about two years ago with multiple myeloma (cancer of the plasma cells in bone marrow). He wrote a three-part series starting in April 2010 for the *Chicago Sun-Times* describing his treatment.

Pincus called the disease incurable but treatable and expressed his thanks for "an incredibly lucky life," adding, "In no way am I being short-changed."

A partner in StevensGouldPincus as well as a columnist for the *Sun-Times* and involved in many other activities, Pincus said he had no thought of pulling back. His treatment included a five-week stem cell transplant sequence that returned his blood to near normal.

Pincus, in advance of his expected death, wrote an extensive "personal background update." Surviving are his wife Sherri Barr Pincus, five children and 12 grandchildren.

The children are Dr. Anne Zitron Casey, molecular biologist, New York; Prof. Laura Pincus Hartman, DePaul University, Chicago; Jennifer Zitron Suomi, art educator, New York; Mark J. Pincus, founder and CEO of Zynga, San Francisco, and Susan Pincus Sherman, veterinarian, Glencoe, Ill.

'LARGE PR MACHINE' WORKED KNOX CASE

Seattle's Gogerty Marriott represented Amanda Knox, the 24-year-old American who was freed from an Italian jail last week.

She and her boyfriend were convicted four years ago of killing her British roommate Meredith Kercher during a drug-induced sex game gone very bad.

Lyle Kercher, Meredith's brother, said last week that a "large PR machine" has obscured the fact of the murder.

GM has positioned Knox as an "innocent victim" trapped in an outdated legal system.

Family lawyer Francesco Maresa said the "whole world has forgotten about Meredith," whose half-naked body was found with more than 40 gashes and bruises.

Prosecutors have told jurors to ignore the "obsessive" media campaign on Knox's behalf that has been funded by her family.

Curt Knox, Amanda's father, agrees the jury should focus on the facts at hand, but says prosecutors used the media to their own advantage during the first trial.

Reuters says the pro-Knox PR push has cost more than \$1M.



Pincus

BELL POTT HELPS BROOKS OUT

Bell Pottinger is providing pro bono representation to Rebekah Brooks, former News International CEO and one-time editor of the now closed *News of the World* tabloid. She resigned in July following reports that NOTW hacked the phone of 13-year-old murder victim Milly Dowler.

Upon Brooks' resignation, James Murdoch, deputy COO of News Corp., called her "one of the outstanding editors of her generation" and a person who "can be proud of many accomplishments as an executive."

The *Telegraph* reports that Bell Pott has been helping Brooks in all of her dealings with the media. It quotes an unnamed source saying, "They're obviously not representing her for the prestige, so they must see her as a good long-term bet."

Meanwhile, News International has unveiled an "alertline" for reporters to report suspicious activity of colleagues.

FOX REVAMPS COMMS. MARKETING

Fox Broadcasting Company, the News Corp. unit comprised of the Fox network in the U.S., has restructured its marketing and communications operations to boost collaboration and streamline decision making, the company said.

Among three key promotions is Shannon Ryan, who was upped to executive VP of marketing communications with oversight of earned media and grassroots marketing, as well as publicity, corporate communications and creative services.



Ryan

The longtime Fox PR staffer had been senior VP of publicity and corporate comms. since 2007 and earlier worked on the launches of hits like "Family Guy," "That '70s Show" and "Arrested Development." She later moved on to lead PR for the network's biggest hits, including "American Idol," "24" and "The Simpsons," and recently supervised campaigns for "Glee" and "The X Factor."

Under her, 14-year Fox PR staffer Jason Clark was upped to senior VP of publicity and corporate comms.

Alongside Ryan, Laurel Bernard was upped to EVP of marketing, and Brian Dollenmayer was promoted to EVP of on-air promotions and marketing operations.

All report to Joe Farley, president of marketing and comms. for FBC.

Fox is the No. 1 network in the key 18-49 demo.

IPG ACQUIRES SOCIAL MEDIA FIRM

Interpublic has acquired five-year-old Seattle social media firm Spring Creek Group, a 30-staffer shop that has worked with Microsoft, Minwax and LiveNation.

IPG will put SPG under its Mediabrands digital division, according to Clay McDaniel, managing director and founder of the firm. SPG's services include social engagement and campaigns and analytics.

IPG created Mediabrands in 2008 to include media units like UM, Initiative and Magna.

McDaniel is a former exec for RealNetworks' RealArcade and Microsoft.

NBC SPORTS CHIEF TAPS EX-TURNER PR HEAD

NBC Sports Group has brought in Turner Broadcasting veteran Greg Hughes as senior VP, communications as the NBCUniversal division aligns under a new chief and gears up for the 2012 Summer Olympics.

Longtime NBC Sports president Dick Ebersol stepped down in May. Mark Lazarus, a former Turner Broadcasting executive, was named his successor.

"Having known Greg for many years, I consider him one of the most talented sports communications executives in the business," Lazarus said in a statement.



Hughes

Hughes moves to 30 Rockefeller Plaza in New York after running his own Atlanta-area sports PR shop, Sedan Communications, since 2007.

He earned his broadcast PR stripes in 19 years with Turner Broadcasting, focusing on sports public and media relations over the last 16 years before exiting in 2006. At Turner, he handled its NBA, MLB and NFL coverage, as well as three Winter Olympics.

At NBC, he'll oversee communications and media relations for the sports group, which encompasses NBC Sports, Golf Channel, Versus, 11 regional Comcast SportsNet networks, and digital assets.

NBC is also preparing to start a new NHL broadcasting deal and has the rights to Super Bowl XLVI.

GANNETT CEO DUBOW RESIGNS

Gannett CEO Craig Dubow, who took his second medical leave on Sept. 15, has resigned due to disability. He is replaced by COO Gracia Martore, who had been serving as interim chief.

Gannett's board named independent director Marjorie Magner as non-executive chairman. She is managing director of Brysam Global Partners equity fund and 18-year veteran of Citigroup, exiting in 2005 as CEO of its global consumer group. Magner is director of Accenture and Ally Financial Inc.



Dubow

Dubow is a 30-year veteran of Gannett. Though the decision to retire was a difficult one, Dubow "must now focus on my health and family."

Martore joined the media company in 1985, became CFO in 2003 and president in 2006.

BLOOMBERG WELCOMES TWITTER TO NYC

New York Mayor Mike Bloomberg on Oct. 6 announced the opening of Twitter's East Coast headquarters at 340 Madison Avenue that will eventually employ 40 people.

The mayor noted that the City of New York has more than 300K followers on 65 accounts at the micro-blogging service.

Twitter chairman Jack Dorsey joined Bloomberg at the press conference. Dorsey said NYC and Twitter "share the constant pulse of energy." He said the company looks forward to "growing our presence in a city that has more Twitter users than any other city in the world."

ABC VET JOINS GOODMAN

Carla De Landri, who was a producer of traditional and online content at ABC News, has joined Goodman Media International, which Oct. 4 celebrated its 15th anniversary.

The veteran of “World News Tonight with Peter Jennings,” “Nightline” and “20/20” takes a senior counsel post. She also created digital platforms for ABC’s on-air talent.

De Landri served on the ABC team that covered the fall of the Berlin Wall, Tiananmen Square uprising and Bill Clinton’s presidential run.

Tom Goodman told O’Dwyer’s that De Landri is a “fantastic” talent and somebody that he’s known since she worked in ABC News’ PR department during the 1980s.

Before launching the New York City-based shop, Goodman was communications chief for CBC Inc. and CBS News.

**De Landri****WILLIAMS: MY HITLER/OBAMA LINK ‘EXTREME’**

Hank Williams Jr. on Oct. 3 said his analogy comparing Barack Obama to Adolf Hitler was “extreme, but it was to make a point.”

On Fox News Channel’s “Fox & Friends,” Williams compared the golf outing of President Obama with House Speaker John Boehner to “Hitler playing golf with [Israel Prime Minister Benjamin] Netanyahu.”

Anchor Gretchen Carlson said to Williams: “You used the name of one of the most hated people in the world to describe, I think, the president.”

The country singer responded: “Well, that is true. But I’m telling it like it is.” He referred to Obama Vice President Joe Biden as the “enemy.”

Williams, in a statement, said he wanted to illustrate “how ludicrous” the Obama and Boehner pairing was.

“They’re polar opposites and it made no sense,” he said. “They don’t see eye-to-eye and never will.” He also said he respects the “office of the president.”

Disney’s ESPN pulled Williams’ introduction “Are You Ready for Some Football?” song for Monday Night Football Oct. 3. That song has been used since 1989.

In its statement released before the game, ESPN said: “While Hank Williams, Jr. is not an ESPN employee, we recognize that he is closely linked to our company through the open to Monday Night Football. We are extremely disappointed with his comments and as a result we have decided to pull the open from tonight’s telecast.”

Nashville-based Webster & Assocs. does PR for Williams.

SESAME ST. CHIEF TAKES NPR HELM

National Public Radio, which has been rocked by scandal and the ouster of its CEO, has named Sesame Street Workshop CEO Gary Knell as its CEO effective Dec. 1. He replaces Joyce Slocum, general counsel and interim head, since the forced resignation of Vivian Schiller.

The 57-year-old Knell wants to “calm the waters” and “depoliticize” the network. David Edwards, NPR chairman, noted that the Sesame chief “led a large, com-

plex organization through a tumultuous media environment.”

Knell “has the skills, experience, talent and vision to lead NPR into an even more dynamic future,” said Edwards in a statement.

Knell joined Sesame in 1989 and took over the top spot in 2000. Earlier he was managing director of Manager Media International, multimedia company that operates in Hong Kong, Singapore and Bangkok; senior counsel at WNET/Channel 13 in New York and counsel to the Senate’s Judiciary and Government Affairs Committee.

NPR used Spencer Stuart to assist for the search for Knell, a director at Herrick & Struggles, an executive recruiter competitor to SS.

More than 27M listeners turn in to NPR each year. The network suffered a string of PR black eyes during the past year including the firing of news analyst Juan Williams and an undercover sting operation by conservative operator James O’Keefe.

Those mishaps intensified Republican calls on Capitol Hill to “defund” NPR.

DISCOVERY NAMES DIGITAL CHIEF

Discovery Communications has recruited Jean-Briac Perrette, as chief digital officer from NBCUniversal, where he holds the title of president for digital/affiliate distribution and content distribution strategy.

He takes the new job on Oct. 17.

Perrette will oversee more than 300 staffers working on Discovery’s websites, interactive technology, programming and handle relations with outside partners such as Apple, Netflix and Amazon.

David Zaslav, Discovery CEO, said in a statement that Perrette will prove instrumental in “creating value, deepening engagement with more viewer sampling of our brands, and monetizing our 25-year programming library across an increasing number of digital distribution platforms.”

At NBCU, Perrette was in charge of North American distribution of TV and film content across digital platforms.

He helped launch Sleuth, Chiller and Universal HD digital channels and played a key role in the development of the Hulu video venture.

SCRIPPS TUNES IN MCGRAW-HILL TV

E.W. Scripps Co. has inked a \$212M cash deal to acquire nine TV stations from a restructuring McGraw-Hill Cos.

The group includes ABC affiliates in Denver, Indianapolis, San Diego and Bakersfield, along with low-power stations aligned with Spanish-language network Azteca America in Fort Collins, Colorado Springs, Denver, San Diego and Bakersfield.

The collection reaches three percent of the U.S. population and generated nearly \$100 in last year revenues with 460 staffers.

Rich Boehne, CEO of Scripps, said the deal is a “terrific opportunity to enter some of America’s most dynamic media markets and tap into the growing Spanish-language marketplace at a very attractive price.”

NEWS OF PR FIRMS**B-M MAKES MOVE IN AFRICA**

Burson-Marsteller has acquired a majority stake in South Africa's Arcay Communications, which has been an affiliate of the WPP shop since 2009. The firm is recast as Arcay Burson-Marsteller.

Robyn de Villiers, founder of Johannesburg-based Arcay, established her own affiliate network that covers 50 of the continent's 55 markets.

Mark Penn, CEO of B-M, says the deal underscores the "great importance of the African continent to our clients."

De Villiers has counseled ExxonMobil, HP, Vodacom, Hewlett-Packard, Lilly, SABMiller, Shell and Dell, Kenya Airlines and Danone Southern Africa.

Under her leadership, the shop opened the Arcay communications training academy to offer skills development to aspiring PR pros across Africa.

Jeremy Galbraith is CEO of B-M's EMEA operation.

FOREIGN AID FINANCING AGENCY TAPS FIRM

The Overseas Private Investment Corporation, used by the U.S. to push private funds toward projects that benefit foreign policy goals, has tapped Waltham, Mass., PR firm Inkhouse, after a competitive pitch process.

OPIC, released an RFP in August for agency help with media relations, social media and website work, and other writing after it completed a messaging and branding audit.

There was no incumbent for the assignment.

Inkhouse, led by Boston-area tech PR vets Beth Monaghan and Meg O'Leary, picked up a pact capped at \$150K with OPIC, a self-sustaining federal agency which has been described as "risk insurance" for U.S. companies eyeing developing markets like Afghanistan and India.

CREATIVITY DRIVES 'IMAGINATION ECONOMY'

Creativity is the key driver of business success in today's "imagination economy," according to the first annual C-Factors Index survey released Oct. 4 by Allison & Partners and its parent, MDC Partners.

Eight-of-ten of the top C-suite respondents believe creativity "must be generated and fostered by industry leaders" for innovative thinking to survive. A self-audit process is called vital to unleash the broadest creative efforts.

Scott Allison, co-founder and CEO of A&P, sees "creativity pushing outside the walls of the communications function where it has traditionally resided to other areas within leading organizations." He's interested in how creativity-savvy communications pros" will partner with other operational areas within these companies to impact business strategy development.

The imagination economy is described as an ecosystem that rewards "ideas over intake, and places a premium on those brands and companies that induce and create a societal benefit."

The survey of 200 executives conducted last month by Noesis Inc. found the creativity revolution is "spurring a shift in the world's center of economic gravity from West to East."

Allison has created a microsite with details at <http://odwpr.us/pPuarp>.

NEW ACCOUNTS**New York Area**

Gibbs & Soell PR, New York/Syngenta in North America, as AOR for its agricultural business PR in the U.S., following a consolidation. Martin Williams Advertising was also tapped and both agencies were incumbents. Weber Shandwick and Campbell Mithun previously worked on the seeds brand part of the business.

JS² Communications, New York/Queens Theatre in the Park, for press representation. QT kicked off its season on Oct. 5 with the musical "Chix 6."

MWW Group, New York/Nextag, online shopping portal, as AOR.

Kitchen PR, New York/Preferred Concepts, national insurance program administrator; Y-cam Solutions, U.K.-based manufacturer of IP network cameras and CCTV security solutions which is launching products in the U.S.; double-insulated bottles aimed to reduce plastic bottle waste, and GLOB, natural art supplies, for PR.

Oxford Communications, Lamberville, N.J./Visit Bucks County, tourist promotion agency for Bucks County, Pa., as AOR for a 15th straight year.

East

Crosby Marketing Communications, Annapolis, Md./Vietnam Veterans of America, to create and launch a new website and handle online promotions for its clothing and household goods donation services, a key source of funding at ClothingDonations.org.

Articulon, Raleigh, N.C./Nagoya University's NU Tech Regenerative Medicine Roundtable held Oct. 6, as AOR for event promotion and materials, a three-time assignment.

Southeast

Calysto Communications, Atlanta/FirstRain, business analytics software, to develop and implement a media relations, PR and social media strategy for the company.

Hope-Beckham, Atlanta/ADI, Arris Inc.; Atlanta Track Club; Collegiate Licensing Company; Georgia Education Articulation Committee; Partnership Against Domestic Violence, and The Ranches at Belt Creek, for marketing and comms.

Elite Financial Communications Group, Lake Mary, Fla./DNA Dynamics, Pink Sheets-traded publisher of mobile video games and applications, for public and investor relations.

Mountain West

104 West Partners, Denver/ID Watchdog, identity theft monitoring, and Intelligent Office, virtual office services, for comms.

Southwest

Snackbox, Austin, Tex./Chameleon Cold-Brew, bottled coffee brand, as PR and social media AOR, including national publicity and Twitter/Facebook management.

West

Morgan Marketing and Public Relations, Irvine, Calif./Savory Spice Shop Corona del Mar, a specialty store offering ground seasonings, herbs and spice blends, for media relations to support several seasonal campaigns, store openings and events. — **Greg Hazley**

NEWS OF SERVICES**FORMER EMPLOYEES SUE VMS**

Former employees of bankrupt VMS have filed a class action suit seeking compensation from the collapsed PR services company, saying the abrupt termination of 465 employees in late August violated employment laws.

Three plaintiffs filed the suit in U.S. Bankruptcy Court for the Southern District of New York on Sept. 2, including Freddy Abreu, former business development director in New York, Tammy Langley, a biller based in VMS' Maine facility, and Brian Hudson, a news monitor based in Louisville.

The suit, on behalf of the three plaintiffs and "other similarly situated former employees," says Abreu was only notified of his termination by a letter sent to his home and received on Aug. 30, four days after CEO David Stephens held a conference call to tell employees they had been terminated.

The suit says VMS axed approximately 250 staffers in Louisville, 150 in New York and 65 in Maine.

After 30 years providing media monitoring services, VMS shocked the PR sector when it filed for Chapter 7 bankruptcy on Aug. 26, a move to liquidate what was one of the PR services sector's largest companies. It claimed \$17M in assets and more than \$8M in liabilities as its bank and largest creditor, Capital One, owed \$6.5M by VMS, cut off financing.

The employee suit alleges the abrupt firings violated the Worker Adjustment and Retraining Notification Act, which requires 60 days' notice, the New York's WARN Act, which calls for 90 days' notice, alleging that the closure of the company was reasonably foreseeable by VMS.

They seek to recover up to 60 days' wages and benefits from VMS.

Jack Raisner, a partner at New York employment law firm Outten & Golden who is handling the suit for the former staffers, told O'Dwyer's the case is "only at its inception" with a first court conference slated for Nov. 16.

VMS's trustee, meanwhile, has scheduled an auction of VMS property for Oct. 20 at the company's defunct headquarters at 1500 Broadway in Times Square. In its bankruptcy filing, VMS listed more than \$9.2M in office equipment, furnishings and supplies among its assets.

The trustee, Kenneth Silverman of law firm Silverman Acampora, has sought about \$380K for his operations and to pay personnel to pursue VMS' estimated \$6.4M in accounts receivable.

MAGASICH TO MERCURY MEDIA

Direct response company Mercury Media has added former Response TV Network founder and president Denise Magasich as associate director of media in its short form division.

She handles media buying and management, media research, planning and development, and management of the short form team.

She founded RTVN in 1991 in Doylestown, Pa., after stints at Direct Response Network and DiOreo/Wergeles.

Magasich is based in Philadelphia for Mercury.

PEOPLE**Joined**

Meridith Webster, former senior advisor to White House chief of staff Rahm Emanuel and interim COS Pete Rouse, to Bloomberg L.P. as director of communications and public affairs to oversee an expansion of its communications and PA efforts in Washington, New York and globally. Webster, who exits the White House staff as deputy director of government reform for competitiveness and innovation, reports to Rick Powell, chief communications officer.

Jose Martinez Salmeron, creative director, Cell Division/New York, to Ogilvy PR Worldwide, Washington, D.C., as senior VP and creative director for its 360 Digital Influence practice. He was director of visual design for D.C.-based EightShapes, and associate CD at frog design.

Kimberly Youngstrom, former VP at Kaplow Communications, to MWW Group, New York, as VP of program strategy. She was previously at Schwartz Comms.

Tanya Zuckerbrot, registered dietician, author and diet guru, to M Booth, New York, as director of nutrition, a new post in its Better4You practice.

Andrea Sper, marketing associate, Langenscheidt Publishing Group, to rbb PR, Miami, as an A/C.

Morrison Shafroth, partner, CSG|PR, to Walek & Associates, New York, as a VP based in a new Boulder, Colo., office. He was a PR director at Charles Schwab & Co., and is former editor of *San Francisco Business Magazine*.

Julie Wall, director of comms., Comprehensive Cancer Center at the Univ. of Alabama at Birmingham, and **Troy Goodman**, director of PR, Wilbanks Agency, to Markstein Consulting, Birmingham, Ala., as directors.

Tim Thompson, former partner at Thompson & Co. PR, to Alaska Airlines, Anchorage, as manager of public affairs for the state. He takes over for Susan Bramstedt, the airlines' third most-senior employee, who retired Oct. 10 after 45 years. Thompson was director of external affairs for Alaska Railroad Corp. and was assistant manager at KTUU Channel 2 in Anchorage.

Stéphanie Atellian, director of IR, Groupe Mersen, to Publicis Groupe, Paris, as investor relations officer.

Promoted

Pia Mara Finkell to VP, consumer, CRT/tanaka, Richmond, Va. She handles Vibrant Rioja, the Federation of Quebec Maple Syrup Producers and other food and beverage clients. **Sara**

**Finkell, Dunaj**

Dunaj was promoted to senior A/E in Los Angeles working on Air New Zealand and Cambria Suites.

Anik Trudel to GM, Edelman/Montreal, after three years with the firm. **Sakis Spyrou** was named VP, digital operations, in Montreal. **Sylvain Perron**, former GM of the firm's Canadian digital practice and of the Montreal office, has left the firm.

APPLE'S JOBS DIES AT 56

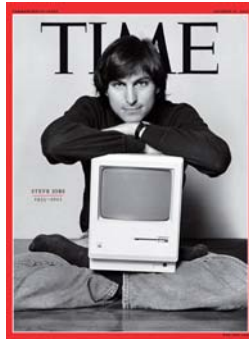
Steve Jobs, the iconic Apple leader, died Oct. 5 after a seven-year fight with pancreatic cancer. He was 56.

"Apple has lost a visionary and creative genius, and the world has lost an amazing human being," said Apple CEO Tim Cook, who said the company is planning a celebration of "Steve's extraordinary life" for employees.

"Steve died peacefully today surrounded by his family," said a statement from his family.

Jobs resigned on Aug. 24 after taking a medical leave earlier this year.

Tributes, observations and analysis of Jobs' death and its effect on Apple rippled throughout the PR realm after the news broke last week.



"Over the years, Apple's reputation rose, fell and then rose again. It was never the biggest PC maker, but it set the bar for user interface design because of its unique fusion of artistry and technology," observed Carol McGarry, executive VP for Schwartz Communications, noting Jobs' effect on the music industry, phones and laptops. Asking rhetorically if Cook can replace Jobs at Apple, McGarry was not so sure: "Part of me hopes the answer is yes, because Apple is a great company. And part of me knows the answer is no, because there was only one Steve Jobs."

The post-Jobs challenges at Apple were also on the mind of Robert Marston Associates' Jim Horton.

"It is as much a communications task as it is a job to continue the breakthrough innovation that Jobs created time and again," he said. "Although the company needs a mourning period, it is not too soon to start the perceptual transition."

Horton said the company needs to show its "bench strength," pointing out that Jobs didn't create Apple products alone. He said the next two or three product roll-outs will be critical.

MWW SCOOPS UP FRIENDLY'S CHAPTER 11

MWW Group is handling the bankruptcy of the Friendly's ice cream parlor chain, which has lined up \$70M in financing to revamp operations.

Harsha Agadi, Friendly's CEO, expects Chapter 11 will "quickly improve our financial position and ensure we have the resources to build a better and stronger Friendly's."

The chain's comeback plan calls for the shutdown of 63 restaurants, leaving 424 units in the eastern part of the U.S.

Friendly's, which opened in 1935 during the height of the Great Depression, fell victim to the slow recovery aftermath of the Great Recession and changing consumer tastes.

The founding Blake brothers unveiled the first Friendly's shop in Springfield, Mass. It offered double dip cones for five cents and friendly service to all.

Friendly's is owned by Sun Capital, which also announced the reorganization of its Real Mex Restaurants (Chevy's sit down casual fare) chain.

COMMUNITY VENTURE FUND SEEKS PR

Citi5, a "community venture fund" focused on economic development projects using new media and clean technology, wants to hear from PR firms for a retainer contract.

Chris Houts, founder and executive director, told O'Dwyer's the initial PR work is focused on New York but with national components. Citi5 plans to expand to London and the West Coast in the near term, he said.

Houts said he hopes to get a PR firm in place by the end of the year.

A key current focus for the non-profit start-up is to revamp the South Bronx as a hub for clean tech manufacturing by wooing corporate funding.

Firms interested in the ballpark \$5K/month retainer can drop Houts a line at info@citi5.org.

DHS TAPS AGENCY FOR IMMIGRATION UNIT

The Department of Homeland Security agency in charge of legal immigration has tapped Virginia-based ECU Communications following an RFP process to support outreach for two tech initiatives to verify citizenship and immigration status.

ECU is a seven-year old multicultural agency in Gainesville, Va., led by Jackie Krick. The firm was named lead contractor on a maximum \$10M pact, which includes one base year and two option years. It has handled federal assignments for the National Institutes of Health and National Guard.

The U.S. Citizenship and Immigration Service, part of the DHS, issued an RFP in August for outreach to increase employer participation and educate workers about its e-Verify and SAVE (Systematic Alien Verification for Entitlements) programs. Only about four percent of businesses use the optional services, which are controversial in some sectors like agriculture and food service.

House Judiciary Committee Chairman Lamar Smith (R-Tex.) is drafting a bill to mandate e-Verify for every U.S. employer.

MATTIA EXITS YALE AFTER TWO YEARS

Tom Mattia, the former Coca-Cola PR chief who moved to Yale University in its top communications post in October 2009, is stepping down from the Ivy League institution.

Mattia, who had retired from Coca-Cola, will retire from Yale at the end of the year, the university said, following his efforts to consolidate Yale's communications efforts and shape its strategic plan with new media.

Elizabeth Stauderman, deputy chief communications officer and a 1983 graduate of the college and law school (2004), will take over the CCO post on Jan. 1.

She has led PR for Yale's business, law and divinity schools.

Mattia headed public affairs and communications for Coca-Cola in a three-year stint before leaving in March 2009. He joined from EDS and was previously with Ford, Hill & Knowlton and IBM.



Mattia

PR OPINION

This is a recap of news and databases related to the proposed \$30 dues hike of PRSA which will be debated Saturday in Orlando.

The hike has never been on the first web page of the Society website but has been buried in the PRSAY section. Most members probably don't know about the proposed hike.

1. Information blockage is at record levels. Only delegates are allowed access to the national list of delegates. Rank-and-file members don't know who the delegates are, what they say, or how they vote. Transcripts were halted as of 2005. IRS Form 990 with pay of the top eight staffers was withheld from the 2009-10 Assemblies and is again being withheld. Terms of COO Bill Murray's new three-year contract are being withheld. About 45 staff names and contact points were removed from the website in 2010, leaving seven. The single list of chapter presidents was also removed, impeding contact among the presidents. It is in this link: <http://odwpr.us/nDcjTC>.

2. Also a major issue is the pay/benefits of h.q. staffers which totaled \$5,529,699 in 2010, up 3% from 2009 (in spite of claims of a "pay freeze") and more than half of income of \$10.5M. That's from the 2010 audit published in April. But where is IRS Form 990, a public document due initially on May 15 and which makes the Society a "public association?" Average pay of the 50 or so staffers is more than \$100,000. After removing the top eight, it's still nearly \$90,000 for the remaining staffers.

3. What are the terms of COO Bill Murray's new three-year contract starting in January 2012? The last figure seen was his 2009 pay/benefits which totaled \$373K. The new contract is probably worth \$400K or so for a "president" who almost never appears in public when he should be hitting the trail for the Society's "Business Case for PR." He has never staged a press conference, the signature activity of PR. He has spoken to only two chapter memberships that we know of in four years and nine months (National Capital and Minnesota).

4. The reclusiveness of Murray is matched by that of 2011 chair Rosanna Fiske who has only addressed two chapter memberships in nine months—her own Miami chapter and Georgia. As of July 28, she stopped delegates from questioning her directly on teleconferences, putting them in a "listen-only" mode for the first time in the Society's history. That edict came after a delegate asked her about the salaries/benefits of the top staffers.

5. Cost/benefit of chapter vs. national is major topic related to the dues hike. Delegates say they get more than 90% of benefits from their chapters but send most of their dues money to national. The actual figures, taken from the "chapter dues page," are that average dues of the 116 chapters listed are \$55.70. Forty-eight have dues of \$50-\$60; 28 from \$30-\$40, and 18, below \$30. Highest dues are in the 120-member Arkansas chap-

ter (\$252) and the 280-member Richmond chapter (\$175). Three chapters have dues of \$25.

6. Members are not "incredibly satisfied" or "unequivocal" in their appreciation of the Society, nor has membership satisfaction "improved" since 2008 as claimed by Fiske in quoting the 2011 "Membership Satisfaction Survey." Member Robert Conrad, Ph.D., said Fiske could not make any generalizations because only 5% of the 21,000 members polled by e-mail responded, far too small a sampling. The American Assn. for Public Opinion Research labels as SLOP any survey with inadequate returns ("Self-Selected Listener Opinion Poll").

7. Members should be aware of the cost in millions of policies that serve special interests such as those of accredited members and those who want the national conference go from city to city each year. The loss on APR from 1986-2002 was \$2.9 million. After 46 years, only 18% of members are APR. National conferences in New York generate the biggest revenues (record 4,000 attendance in 2004) and save on travel/hotel costs for the 25-35 staffers who attend the meeting Only one New York conference in 23 years has been scheduled.

8. Leaders, facing opposition to the dues hike, first offered free webinars worth \$150 monthly or \$1,800 yearly. Then they threatened cancellation of the in-person Assembly in 2012 and the June "Leadership Rally" for chapter presidents-elect, district and section leaders in which each gets a \$550 stipend and five free meals and which costs a total of \$140,000.

Former national chair Kathy Lewton asked for examples of 4-5 hour meetings being run by teleconference. "How does the presiding officer handle over 200 people wanting to talk at once?" she asked. Former New York president Art Stevens said delegates must "absolutely" have a face-to-face meeting. Audra Heagney of Venable, Society law firm, said a teleconference Assembly is permissible under New York State law.

9. Women, by sheer numbers, have the power to eliminate governance and informational abuses including using proxies in the Assembly (forbidden by Robert's Rules) and booking dues as cash. Women comprise 70% of the membership and are presidents of nine of the ten largest chapters, presidents of 40 of the 50 largest, and presidents of 78 of the 105 chapters in this list (74%).

Presidents of the ten largest chapters, which have nearly 70 votes in the Assembly are Brigitte Johnson, National Capital; Karla Harvill, Georgia; Sandra Fathi, New York, Amy Littleton, Chicago; Brian O'Connor, Los Angeles (only male); Meredith Bagnulo, Colorado; Susan Ferraro, Detroit; Brooke Worden, Minnesota; Michelle McCormick, Houston, and Kathryn Reith, Puget Sound.

10. Delegates have said that because of the shaking economy it's no time to raise dues and that doing so will drive members to other PR groups, cause chapters to split from national, or result in lower dues income because of member drop-outs.

— Jack O'Dwyer