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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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FAIRFAX SEEKS ECODEV PR, MARKETING

Virginia's Fairfax County is searching for agency help to pitch the region as a business and technology center to companies eyeing expansion on the East Coast.

The northern Virginia, D.C.-area county's Economic Development Authority has an RFP open through Oct. 24 to review its account to develop a comprehensive campaign working under its VP of communications to position the county as well as the EDA itself as a catalyst for economic growth.

The EDA is based in Tysons Corner with a satellite operation in Los Angeles, as well as outposts in Bangalore, Seoul, Tel Aviv, Munich and London.

Its advertising, PR and marketing budget is \$1.5M and a two-year contract is expected to be awarded. Siddall and The Hodges Partnership are the incumbent firms.

Among recent victories, the county attracted Hilton Hotels from California in 2009 and Northrop Grumman last year from Los Angeles. The area, the most populous in the Washington metro region, claims a labor force topping 600K with unemployment well below the national average at 4.5%.

Fairfax is home to several government agencies as well, including the CIA, National Geospatial-Intelligence Agency and Office of the Director of National Intelligence.



KETCHUM GIVES GILLETTE PR GROOMING TIPS

Procter & Gamble's Gillette has awarded Ketchum its \$5M men's grooming account that has been at Porter Novelli for more than two decades after a competitive pitch. Both firms are owned by Omnicom.

Gillette's Damon Jones, who heads PR for the grooming unit, believes Ketchum's depth and breadth of global expertise "combined with an innovative creative and client engagement model" will accelerate global growth of the products.

PN continues on Gillette's roster, providing PR for regional business units.

David Press, a veteran of FTI Consulting and Brunswick, has joined Kwitken & Co. to launch its corporate strategy group. He will handle special situations, issues and crisis work at Aaron Kwitken's firm, which is part of MDC Partners. Press has advised Reader's Digest Assn., Dow Chemical and Teva Pharmaceuticals.

PODESTA 'ASSIGNS' BIG SERBIA CONTRACT

Podesta Group has assigned a \$100K-a-month contract inked with Serbia in May to Roberti + White, according to Justice Dept. records.

The initial pact signed by Tony Podesta called for the firm to develop "beneficial and efficient political and economic relations" between Serbia and the U.S.

The well-connected Democrat agreed to enhance diplomatic relations, increase investments and trade between the two nations.

RW "hereby assumes and covenants to perform" all obligation of Podesta and guarantees to hold it "harmless from any claim or demand made thereunder," according to a filing. The firm's services will include "consulting and counseling (lobbying) directed at facilitation of strategic goals of the Republic of Serbia," said the filing.

A call to Podesta's office about the Serbia assignment was referred to Missi Tessier, who heads its strategic communications unit. She was not reached.

Podesta did not file the Serbia contract with the Justice Dept. Its contract was an attachment to the RW filing of Sept. 23.

ADLER NAMED PARTNER AT RLM FINSBURY

Ed Adler, the former Time Warner communications head, has moved to the newly combined RLM Finsbury as a partner.

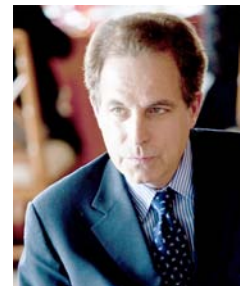
Adler stepped down as executive VP of corporate communications for TW in early 2010, later landing at PR consultancy MediaLink as a senior partner.

WPP in July announced the merger of Robinson Lerer & Montgomery and London-based Finsbury Group to create a global financial and corporate PR unit with 180 staffers.

"Ed Adler is well-respected and has the unique perspective of someone who has directly advised three CEOs and the diverse businesses of Time Warner, while navigating some of the most challenging issues a public company can face," said Walter Montgomery, CEO of RLMF.

Adler spent his entire career at TW, first as a journalist and later moving to the PR side, before resigning in February 2010. He started out at TW in college and worked as a reporter for *Time* before moving on to HBO and later its corporate communications unit. He became VP of corporate comms. in 1997.

Kyle Giunta, who worked under Adler at Time Warner and MediaLink, is also making the move.

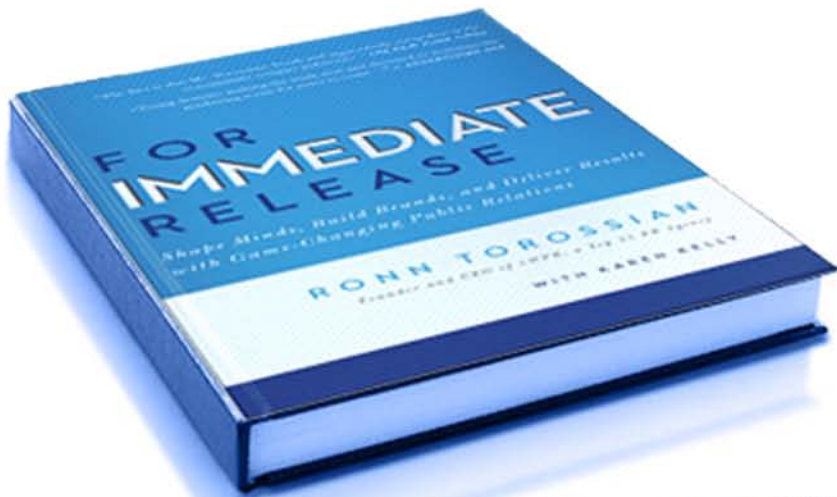


Adler



RONN TOROSSIAN, 5WPR CEO

FOR AMAZON BEST SELLING PR BOOK
IMMEDIATE
RELEASE



By Ronn Torossian, Founder and CEO of 5WPR with Karen Kelly

“ TOROSSIAN’S BOOK IS FOR ANYBODY WHO WANTS “TO GET IT” WHEN IT COMES TO HOW PR CAN ADVANCE THEIR PERSONAL AND PROFESSIONAL LIVES. IT’S A STREET FIGHTER’S GUIDE TO PR. ”
O’Dwyer’s

“ THIS BOOK IS MY DESK REFERENCE OF PR RULES - THE SMART READER WILL MAKE IT THEIRS ”
Everything PR Review

Shape Minds, Build Brands, and Deliver Results with
Game-Changing Public Relations

PORT AUTHORITY REVIEWS PR

The bi-state agency of New York and New Jersey which handles transportation and trade in the bustling New York City region is reviewing its marketing communications work with an RFP process this month.

The Port Authority of New York and New Jersey is accepting bids through Nov. 7 for at least one four-year contract for strategic communications work, including public affairs, PR, government and media relations, marketing, digital/social and advertising.

Korey Kay & Partners is the incumbent.

The Port Authority's facilities range from the World Trade Center and LaGuardia Airport to the George Washington Bridge and Port of Newark.

To pitch, firms must be in business for seven straight years with \$30M in revenue over the last three years, and have handled at least three similar contracts.

WAL-MART TAPS GATES VET FOR FOUNDATION

Wal-Mart has named Sylvia Mathews Burwell, who is president of global development of the Bill and Melinda Gates Foundation, chief of its charitable arm. She takes the post in January and will report to Leslie Dach, executive VP-corporate affairs.

Burwell will guide the discount retailer's donations and lead its global women's economic empowerment initiative.

Another priority is to direct Wal-Mart's social, environmental and opportunity efforts in Africa.

Dach called Burwell a "results-oriented" staffer who is "passionate about lifting up those most in need." Wal-Mart gave \$800M in cash and in-kind gifts in 2010.

Prior to the Gates Foundation, Burwell was deputy director of the Office of Management and Budget, deputy chief of staff to President Bill Clinton and chief of staff to Treasury Secretary Robert Rubin.

She takes over for Margaret McKenna, who announced her retirement earlier this year and is stepping down last week. McKenna will consult through the transition of leadership to Burwell.



Burwell

PE FIRM GOES TO COLLEGE

The College Group, the London-based corporate, financial services, PA and regulatory affairs firm with more than 300 staffers, has sold a majority stake to private equity firm Vitruvian Partners. The deal is worth \$70M.

Toby Wyles, managing director at VP, told the *Financial Times* that his firm is "trying to find niches that are going to grow even if the world stays a rather strange and volatile place." He sees CG as a platform for both organic and acquisition expansion.

CG has 13 offices in cities such as New York, Sao Paulo, Jeddah, Dubai, Hong Kong, Mumbai and Tokyo. Annual turnover is more than \$60M.

With the deal, Alex Sandberg, TCG chairman, steps down to down to serve as a consultant. CEO Richard Nicholas will remain at the helm, believing that access to VP's cash will accelerate plans to acquire complementary business partners and talent.

C&M DEFENDS FED RAIDED GIBSON GUITAR

Gibson Guitar has hired Crowell & Moring to work Washington in the aftermath of the high-profile August raid of its Nashville and Memphis factories by armed federal officials who were hunting illegal wood.

The agents seized more than 10,000 fingerboards allegedly made from rosewood imported from India in violation of the Lacey Act.

The 1900 law bans the illegal trafficking of wildlife, plants and lumber products. Gibson

contends the wood imported was certified by the Forest Stewardship Council.

The Tea Party has pitched the raid as an example of vast federal overreach. Gibson CEO Henry Juszkiewicz addressed a "We Stand with Gibson" rally and concert Oct. 8 in Nashville, calling the Lacey requirement that wood must be finished before imported to the U.S. a "misuse of environmental law."

Environmentalists believe conservatives are using the raid to weaken the Lacey Act.

C&W's team representing Gibson includes Stephanie Daigle, who handled Congressional relations at the Environmental Protection Agency; Joshua Tzucker, ex-legislative director to Rep. John Dingell; Michael Gill, former aide to Sen. John Danforth and Patrick Donnelly, who was global PA leader for Dow AgroSciences.



COCHISE SEEKS TRAVEL PR, SM COUNSEL

Arizona's Cochise County, home of the legendary town of Tombstone and the O.K. Corral, has kicked off a search for a tourism media relations, PR and social media consultant with an RFP process open through November 1.

Budget is \$35K.

Documents are at: <http://odwpr.us/p21pDO>.

EDELMAN WINS BID FOR TRADE SHOW PR

The International Association of Exhibitions and Events, the global trade group for trade show managers, has signed on Edelman as agency of record after a competitive pitch process.

Kimberly Hardcastle-Geddes, who heads the group's nine-member PR task force, said the decision to tap Edelman was unanimous. She said a major fundraising effort has allowed IAEE to begin planning the largest PR blitz in its 83-year history, slated to run through December 2014.

"We will diligently work to tell our story in the general business marketplace, and I am confident the results will make members proud," she said.

The 8,000-member group, based in Dallas, released an RFP in August.

The PR effort is set to kick off at the IAEE's annual meeting and exhibit in December in Las Vegas.

Edelman will develop "core messages" supporting the trade show sector's pitch of "face-to-face marketing," supported by traditional and new media PR.

COMCAST VENTURE UNIT TAPS COMMS. HEAD

Comcast Ventures, the newly formed venture capital unit of Comcast and NBCUniversal, has tapped tech PR veteran Tina Warner to head communications.

Comcast and merger partner NBCU announced the San Francisco-based, \$750M fund in late September, a combination of the companies' respective VC units focused on funding media-centric start-ups.



Warner

Warner makes the move from educational software company Chegg, where she was VP of communications and moved after corporate PR stints at Microsoft and Match.com. She previously worked on the agency side at Publicis and Waggener Edstrom Worldwide.

At CV, she leads strategic communications for the unit, a new post, and will work with portfolio companies on marketing and branding.

VC's investments include the female-focused blogging community BlogHer, location-based news service fwiX and sports news network SB Nation, among others.

WSJ EUROPE CHIEF QUILTS

Andrew Langhoff, publisher of *Wall Street Journal Europe* and managing director of Dow Jones in Europe/Africa and the Middle East, resigned following a probe that found ties between the WSJE's circulation department and a Dutch company that received positive coverage.



Langhoff

Two reports that featured Executive Learning Partnership stemmed from an agreement with the paper's circulation department.

In an email to staffers, Langhoff said the agreement "could leave the impression that news coverage can be influenced by commercial relationships, as publisher with executive oversight, I believe that my resignation is now the most honorable course."

WSJE's circulation unit also ironed out a bulk distribution deal with ELP, in which it purchased 12K copies a day for just one European cent apiece.

That deal enabled the WSJE to maintain its 75K circulation.

BALDWIN TEAMS WITH WNYC

Actor Alec Baldwin will host a new podcast, "Here's The Thing," to be produced with national public radio's WNYC. It debuts Oct. 24.

An interview with Michael Douglas kicks off the series. Other notables on tap include political consultant Ed Rollins, Dick Cavett, Chris Rock, Kris Kardashian Jenner, Erica Jong and Kathleen Turner. A new podcast will be available every two weeks.

Baldwin says the podcast will emphasize the positive and be "forward-looking."

Since 2009, Baldwin has hosted "The New York Philharmonic This Week, which airs on WNYC's sister station, WQXR.

MEREDITH COOKS UP DEAL FOR RAY

Meredith Corp. has purchased *Every Day with Rachel Ray* magazine from Reader's Digest Assn.

The deal "will further extend our leadership and deepen our reach in providing women with best-in-class food content, while offer advertisers multiple avenues to reach them," said Tom Harty, Meredith's national media group president, in a statement.

The magazine is published ten times a year and has a ratebase of 1.7M. The purchase will be finalized by the end of the year.

Rachel Ray's daytime cooking program is produced by CBS.

**CBS UPS FREDBERG**

CBS has promoted Luke Fredberg to the VP-international communications post.

He is based in London.

The move puts Fredberg in charge of CBS foreign programming initiatives as well as outdoor and interactive activities.

Fredberg joined CBS in 2009 from Visa, where he was head of European consumer and sponsorship PR for the credit card company.

NEWS CORP. EXPANDS HACKING PROBE

News Corp.'s management and standards committee has broadened its *News of the World* hacking probe to three other of its publications, according to its Oct. 11 Securities and Exchange filing.

Those papers include the *Sun*, *Times* and *Sunday Times*.

The panel has retained the Linklaters law firm to "advise it on these investigations and all other matters that it handles."

Another law firm, Olswang, is working with the MSC to "recommend a series of policies, practices and systems to create a more robust governance, compliance and legal structure."

News International has promised to implement an ethics plan "that it hopes will become a standard for the industry."

The federal filing is a response to Institutional Shareholders Services' recommendation to vote against 13 of its 15 directors up for election at the Oct. 21 annual meeting slated for Los Angeles.

News Corp. believes "ISS's disproportionate focus on the NOTW matter is misguided."

According to the filing: "Our litigation exposure to the NOTW matter could affect News Corp.'s results of operations and financial condition, and we are taking this matter very seriously.

"However, our broad, diverse group of business across the globe is extremely strong today. The drivers of our businesses are intact, our position is strong and our future is promising."

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 took the new job on Oct. 17.

Perrette will oversee more than 300 staffers working on Discovery's web-sites, 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.



Perrette

HULU CALLS OFF SALE

Hulu, the video site, has called off auction plans, according to a joint statement from owners Walt Disney Co., News Corp., Comcast, Providence Equity Partners and staffers. The auction process for the three-year-old site began in June.

The owners said: "Since Hulu holds a unique and compelling strategic value to each of its owners, we have terminated the sales process and look forward to working together to continue mapping out its path to even greater success. Our focus now rests solely on ensuring that our efforts as owners contribute in a meaningful way to the exciting future that lies ahead for Hulu."

Google, Dish Network, Amazon.com and Yahoo reportedly were among bidders for Hulu.

MLB HIT FOR BECK TIES

The Americans United for Change organization has launched a campaign to pressure Major League Baseball to drop support of Glenn Beck's GBTV online network that he set up following his departure from Fox News.

MLB's Advanced Media Interactive unit provides streaming video capabilities for Beck's programming.

AUC today unveiled the Strike Out Beck site that features some of the more controversial remarks made by Beck, such as the one about God sending the earthquake and tsunami to Japan as a warning to mankind to shape up. There is petition calling for MLB to sever ties with Beck.

AUC is backing the site with a Facebook campaign targeting at MLB cities such as San Francisco, Los Angeles, Chicago, Boston and St. Louis.

The second phase of the campaign will include a letter-writing campaign to the owners of the 30 ball teams and ads on sports radio.

In kicking off the effort, Tom McMahon, executive director of AUC, said it is "troubling and disheartening"

that MLB is "providing Beck a platform to peddle more fear and spew more hate."

MILLER JOINS CBS

John Miller, veteran newsman and law enforcement PA officer, is joining "The Early Show" at CBS as senior correspondent of the morning program.

David Rhodes, president of CBS News, told the *New York Times* that Miller is going to have a "major role in the mornings" at the network. He will report on homeland security and police matters.

During the 1970s and '80s, Miller was a fixture on local news in New York City. He was appointed deputy police commissioner in '94 and then returned to the tube at ABC News.

Miller co-anchored "20/20" in '02 and then assumed posts at the LAPD, FBI and office of the director of national intelligence.

Rhodes said Miller "understands journalistic sources and methods and he understands our values," according to the NYT report.

AMC RECRUITS SAREYAN

Atlantic Media Co. has named Andy Sareyan executive VP and president of its National Journal Group.

Most recently, Sareyan was president of consumer brands at Meredith Corp., which publishes *Better Homes and Gardens*, *Family Circle*, *Parents*, *Fitness*, *More* and *Midwest Living*.

Prior to Meredith, he spent 18 years at Time Inc.

In his statement, AMC chairman David Bradley, said: "At least by ambition, AMC recruits for two qualities-force of intellect and a spirit of generosity. With Andy, we get both and an animating gift of leadership."

At Time Inc, Sareyan was president of *Entertainment Weekly*, president of the parenting group, and founding publisher of *Real Simple Magazine*.

GANNETT SEEKS PROFIT, REVENUE FALL

Gannett Co. reported an 3.5% decline in third quarter revenue to \$1.26B, as declines in publishing and broadcast advertising offset gains in digital.

Profit slid 1.6% overall to \$99.8M.

For the quarter, publishing advertising revenue fell 8.5% to \$591.7M and broadcasting revenue slipped nearly six percent to \$174.3M. Digital was up 10.3% to \$173.9M.

The company took a workforce restructuring charge of \$8.7M for the quarter.

"These results, amid continued market volatility, reflect the strength of Gannett's iconic local and national brands and our relentless commitment to continuously enhancing the news, information and services we offer every day to the communities we serve," said CEO. Gracia Martore.

CEO Craig Dubow resigned on Oct. 6 due to disability after a leave of absence. Martore was promoted to chief.

Gannett owns 83 newspapers, including *USA Today*, and 23 TV stations. At USAT, the company said a substantial increase in technology advertising spending, the largest category in the quarter, was more than offset by declines in the entertainment, automotive and financial categories.

NEWS OF PR FIRMS

PRGN ADDS FL AFFILIATE; PRESENTS HONORS

The 41-firm PR Global Network has added Miami-based The Conroy Martinez Group, a 21-year-old bilingual PR, marketing and social media firm. PRGN President Francine Robbens said it has been a mission of the group to add a representative “in one of the fastest-growing regions of the U.S.”

Clients of Conroy Martinez have included Coca-Cola, Miami Seaquarium and Fisher Island.

PRGN also announced the winners of its annual Best Practices Awards, following its late-September conference in Chicago.

Winners included:
Corporate comms.

- Multi Communications, Poland, “The Naked Truth About Insurance”; B2B comms. - L.C. Williams & Associates, Chicago, “Manufacturers Face Labor Shortage? Really!”; Consumer comms. - Spider PR, U.K., “The REAL Election”; Crisis management - Perfect Relations, India, Citibank; PA/Lobbying - Xenophon Strategies, D.C., “Stop Oil Speculation Now Campaign”; Social/CSR - CROS, Russia, “The All-Russia Population Census 2010: Everyone Matters!”; Internal comms. - Multi Communications, Poland, “Road to 2015 - ING Life”; Event - Spider PR, U.K., “The REAL Election”; Green PR - CooperKatz & Company, New York, “The Philadelphia Eagles Kick Off Renewable energy at Lincoln Financial Field”; Social media - The Fearey Group, Seattle, “Sleepless in Seattle: Hosting the World’s First Sleep-up.”



PRGN's Robbens with Conroy Martinez VP Jorge Martinez.

PRSA/SAN DIEGO AWARDS PR ‘EXCELLENCE’

PRSA’s San Diego/Imperial Counties Chapter presented its annual Edward L. Bernays Mark of Excellence Awards on Oct. 5.

More than 60 awards were presented.

Taking home Award of Excellence honors were Porter Novelli, j. simms agency, Rock Church PR department, J PR, Southwest Strategies, Allison & Partners, Scatena Daniels Comms., Chereskin Comms., Fleishman-Hillard and Bailey Gardiner, among others. Complete list of winners is at <http://odwpr.us/p6oXcj> (PDF).

Four individual honors included The Otto Bos Lifetime Achievement Award, given to David Dozier, Ph.D., professor of PR in the School of Journalism & Media Studies at San Diego State University; The Deborah Baker PR Professional of the Year Award, given to Diana Lucero, director of public and customer relations, San Diego County Regional Airport Authority; The Eva Irving Community Service Award, presented to Gayle Falkenthal, president of Falcon Valley Group, and The New Professional of the Year Award, given to Sarah Rossetto, assistant account executive at Katz & Associates.

NEW ACCOUNTS

New York Area

The Pollack PR Marketing Group, New York/InclusionINC, workplace inclusion and diversity consultancy based in Minneapolis, for PR and social media.

Allen & Caron, New York/Leatt Corporation, South African global developer, marketer and distributor of the Leatt-Brace neck brace system to prevent sports injury, for investor relations and corporate comms.

Affect, New York/Microdesk, business process and technology consultancy for the architecture, engineering, construction and owner/operator sectors, as AOR for PR.

Euro RSCG Worldwide PR, New York/Stand Up for Heroes, event by the Bob Woodruff Foundation and New York Comedy Festival, as AOR for PR for the Nov. 8 fundraising event at the Beacon Theater to benefit injured U.S. service members and families.

Emerging Media PR, Nyack, N.Y./Atrium Staffing, woman-owned staffing and recruitment firm, as AOR, including strategic messaging, positioning, media training and media relations efforts.

Carolyn Izzo Integrated Comms., Nyack, N.Y./YOUAREONTHELIST.com, a virtual private social club for entrée to New York events, for PR, including media relations, brand partnerships and social media.

Workhouse, New York/Lot71, creative agency and space designer, as AOR for PR.

East

The CHT Group, Boston/American Society of Hypertension, for PR following a competitive agency search. Work includes securing media coverage in healthcare-focused trade and mainstream press, monitoring social media, reporting breaking news stories, and building relationships with influencers, and annual meeting support.

Environics Communications, San Francisco/ReCellular, collector and re-processor of used cell phones, for national PR. Environics is charged with strategic messaging, traditional and digital media relations, third-party and charitable partnerships, and industry relations. The firm’s D.C. office has also picked up Medical Predictive Science Corp., which makes medical devices to detect imminent, catastrophic illness, for a national awareness campaign for its Heart Rate Observation System, or HeRO monitor.

West

Landis Communications, San Francisco/Exploratorium, museum of science, art, and “human perception” in San Francisco; French American International School, pre-K-12 academics in French and English, and Oakland’s Jack London Square area.

Levine Communications Office, Los Angeles/Fernanda Rocha, workout video, apparel line creator and cast member of “Real Housewives of Orange County,” for PR.

Walt & Company Communications, Campbell, Calif./OakGate Technology, for PR and social media to support the launch of its latest test and validation platforms for the storage and server market.

— Greg Hazley

NEWS OF SERVICES**EKTRON ADDS PRN TOOLS**

Website management platform Ektron has partnered with PR Newswire to combine press release publishing and social media monitoring into the Ektron service via an add-on widget called PR Newswire Sync.

As news releases are published through PR Newswire, the widget automatically takes in the content feed and publishes the content with all links and formatting intact on a client's website.

PRN's social media "Listening Dashboard" is also integrated with Ektron's platform to track releases on Twitter, Facebook, LinkedIn and other social platforms.

New Hampshire-based Ektron counts Kodak, Microsoft and Nasdaq among its clients.

DEWHIRST TO TMG

Lauren Dewhirst, former VP/deputy director at Edelman, to Chicago-based video production and multi-media PR firm The Michael Group as a senior VP and director of corporate communications. She was recently VP and Midwest director for New York-based D S Simon Productions.

TMG is the former Michael Dean Productions and has worked for clients like Coupon Cabin, Craftsman, Kraft Foods, and Starbucks.

AUERBACH TO AD COUNCIL

Michael Auerbach, EVP of media sales, CBS Television Distribution, has joined the non-profit Ad Council organization as executive VP for media.

He oversees the Ad Council's media unit, which works to land donated media support for the organization's PSA campaigns.

Last year, outlets donated more than \$1.5 billion in advertising time and space for Ad Council efforts.

Auerbach leads national and local media outreach initiatives. He previously developed online and integrated marketing platforms for the launch of "The Rachael Ray Show" and worked for ten years in ad sales for local stations at Group W Television

**Auerbach**

BRIEF: 24-7PressRelease.com, an online press release service, said it distributed its 175,000th release this month. Michael Iwasaki, managing partner, attributed the growth to marketing, PR and communications companies looking for value and service as the "economy is still in extreme turmoil."

EVENTS: Oct. 26, Fairfield County (Conn.) PR Association: Social Media Success Stories, with Josh Karpf, senior manager of digital media communications at PepsiCo; Joe Kingsbury, senior VP, director of online engagement, Edelman; Darryl Ohrt, executive creative director, Carrot Creative, and Jon Lombardo, moderator and social media lead for GE across all platforms. Non-members \$45. Info is at <http://www.fcpra.org>.

PEOPLE**Joined**

Luke Dickinson, a member of Levick Strategic Communications' corporate and PA team, to Spectrum, Washington, D.C., as an account director. Dickinson, who managed the CITGO Petroleum Corp. account at Levick, started his career as a Spectrum intern and later worked at MS&L Worldwide.

Sean Houston, broadcasting and PR assistant for the Lakewood Blue Claws and Tampa Bay Rays, to the Charleston Riverdogs, a Class-A baseball affiliate of the New York Yankees, as director of broadcasting and media relations.

Tanya Watts, AA/E, Fleishman-Hillard, New York, to Lambert, Edwards & Associates, Troy, Mich., as an associate in the firm's healthcare practice.

Steven Fisher, former head of communications, Save the Children, to The Raben Group, Washington, D.C., as a principal based in New York. He works alongside principal Mark Glaze, director of Mayors Against Illegal Guns. Previous stints included MTV Networks, The Human Rights Campaign and The California Endowment.

**Dickinson**

Dena Koklanaris, formerly of Edelman's health and wellness practice, and **Dana Gulick**, recently of Racepoint Group, to Cooney/Waters Group, New York, as managing supervisors for the firm's work in the U.S. with UCB. The firm has also promoted **Amy Strathern** to managing supervisor, **Brandon Skop** and **Laura Finley** to A/Ss, and **Lindsay Paul** to managing supervisor, Alembic Health Comms.

Promoted

Paula Askanas to executive vice president of communications, Sony Pictures Television, Culver City, Calif. She oversees business and trade press, internal communication, and disseminating information about the TV studio's operations to U.S. and international media and to SPT employees.

Brette Peyton was promoted to vice president at Chamberlain Healthcare PR, New York. She oversees Pradaxa, an oral anticoagulant developed by Boehringer Ingelheim, and provides strategic counsel on other accounts.

Eliot Harrison to VP, MCS Healthcare PR, Bedminster, N.J. He handles Genentech and Merck. **Amy Keitel** was upped to A/E on the same clients, adding CSL Behring and MannKind Corp.

**Peyton****Obituary**

Steve Daley, a D.C. journalist for the *Chicago Tribune* and former Porter Novelli staffer, died Oct. 2 at Virginia Hospital Center in Arlington. He was 62. Daley was the Tribune's national political correspondent, leaving journalism in 1996 for a senior VP post at Porter Novelli focused on media training. He had been running his own shop in recent years.

AA'S FRIZZELL TAKES OFF

Roger Frizzell, VP of corporate communications for struggling American Airlines, has landed at San Francisco-based utility Pacific Gas and Electric Company as chief communications officer.

Frizzell was with AA since 2003, recently leading a staff of 130 communications staffers.

The airline has been plagued in recent days by fears of bankruptcy as it struggles amid the sluggish economy and its parent company's shares trade under \$2.

Frizzell joined AA from Hewlett Packard. He was director of corporate communications for Compaq when it was acquired by H-P in 2002.

At PG&E, he takes the title of VP of corporate relations, as well as CCO, reporting to senior VP/CA Greg Pruet and with oversight of internal and external communications, online communications and advertising.

PG&E, which serves 15 million customers in the Golden State, posted second quarter 2011 revenue of \$3.7B.



Frizzell

SKDK SNARES HOOK

Morgan Hook, former communications director for New York Gov. David Paterson, is stepping down as communications head of the State University of New York system to open an Albany office of PR and political consulting firm SKDKnickerbocker.

Hook will exit the 64-campus SUNY as assistant vice chancellor for communications, where he moved after nine months with Paterson and a stint in the press office of Paterson's predecessor, the disgraced Gov. Eliot Spitzer. A former TV reporter, Hook was SUNY's principal spokesman, handling comms., marketing and external relations.

At SKDK, which he'll join in November, he'll take on a VP post in its public affairs unit to build a presence in Albany for the firm, which has offices in New York and D.C.

KOMISARJEVSKY FACES DEATH PENALTY

A Connecticut court on Oct. 13 convicted Joshua Komisarjevsky on all 17 counts, including kidnapping, sexual assault, burglary and murder, connected to the 2007 invasion on the Petit family in Cheshire.

He is the nephew of former Burson-Marsteller CEO, Chris Komisarjevsky.

Dr. William Petit, who was beaten unconscious during the attack, told reporters that he knew it was the "appropriate thing to let the law take its course, as exceedingly slow and excruciatingly painful as it was."

Komisarjevsky, 31, faces a death penalty hearing on Oct. 24. Connecticut's last execution (death by lethal injection) occurred in 2005.

Steven Hayes, the 47-year-old accomplice of Komisarjevsky, was convicted last year. He sits on Connecticut's death row.

KWITTKEN ACQUIRES LONDON SHOP

Kwitken + Co. has acquired Epoch PR in London, which bolsters its presence in that city from four to 15 staffers.

Epoch, which will operate under the K+C banner, handles technology, telecom, financial services, energy, environmental and public sector

That roster includes Commission for a Sustainable London 2012, Amadeus IT Group, DataFlux, Method Design Lab and Towry.

Christopher Clarke and Sarah Mulder founded Epoch eight years ago.

Clarke will take the helm of K+C/ London as general manager, while Mulder will serve as managing director in charge of the integrated communications practice, talent development and client service.

K+C's leadership duo of Aaron Kwitken and Jason Schlossberg say Clarke and Mulder share their "commitment to a multi-platform, channel-agnostic approach to communications that is built on ideas, creativity and thought leadership."

K+C is part of Kirshenbaum Bond Senecal + Partners, an ad agency owned by MDC Partners.

OLIVE GARDEN APOLOGIZES IN FLAG FLAP

Olive Garden's president has apologized after an Alabama Kiwanis Club member was not allowed to display an American flag for an event at one of the company's Alabama restaurants.

The 80-year-old member of the volunteer organization told WBRC-TV she was "angry" that the company refused the request based on a policy of not accommodating flags or banners in its public dining areas.

OG president John Caron released a statement through the company's corporate parent, Darden Restaurants, on Oct. 14 saying the "American flag is always welcome in any of our restaurants."

Caron called the incident a "misunderstanding" and "purely a case of our corporate office giving incorrect information to one of our restaurants.

A company executive was dispatched to Oxford, Ala., to personally apologize to the Kiwanis chapter.

WEBER SHANDWICK TAPS HEALTH PR PRO

Weber Shandwick has hired Peter Matheson Gay as healthcare creative director for North America and Canadian health leader.

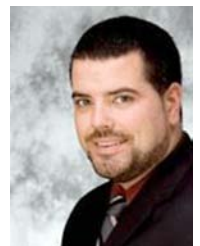
Based in Toronto, he joined from WPP's Cohn & Wolfe, where he handled global pharma and biotech accounts in New York and London.

Before C&W, Matheson Gay worked in Canada at Hill & Knowlton, PraxisPR and Veritas Communications.

PMG has handled product launches, issues/crisis management, reimbursement, digital and social media programming and stakeholder relations.

Matheson Gay reports to Laura Schoen, global healthcare leader and Greg Power, chief of Canadian operations for the firm.

WS is part of Interpublic.



Matheson Gay

PR OPINION

A \$30 dues hike sailed through the Assembly of PRSA on Oct. 15 by a vote of 209-53 after less than ten minutes of discussion.

The clinching argument was that 90-95% of members don't pay their own dues and their employers aren't going to balk at a \$30 jump.

About half of the Society's members are in government, association, educational, healthcare and non-profit posts where belonging to a trade association is seen as a mark of a professional and necessary for continuing education.

The financial squeeze on PRS tightened as it reported a loss of \$852,720 for the first nine months vs. a loss of 462,688 in same 2010 period.

Dire actions had been threatened if the dues hike did not go through including suspension of the in-person Assembly, cancellation of the \$140,000 "weekend in New York" for 134 chapter presidents-elect, section and district heads, and cancellation of the free webinars that PRS has been providing helped by the sponsorship of Reuters.

Having obtained the increase, leaders now say none of those draconian measures are needed.

An ominous note was struck when leaders said there will be a new "loyalty program" that will reward "the most valuable members."

This points to more gravy for the insiders such as those who go to the "Leadership Rally" each June.

Also highly loyal are the more than 20 living ex-presidents and chairs who are being urged to become Assembly delegates.

They get free conference admittance and free dues for life and can be counted on to support board aims.

Leaders talked several times about the "speaker stipends" that are sent to certain chapters, probably those most in tune with the aims of the staff and national board. There is no record of how this money is doled out to the chapters. "Loyal" members can be rewarded with reimbursement for travel, meals and hotels related to Society activities.

Dues Hike Is a Gamble

There has been plenty of opposition to the hike from individual members and some chapters including Richmond, Central Illinois and Sierra Nevada.

Those opposed to the hike say the average chapter member pays about \$50 a year to the chapter but will now be sending five times as much to national (\$255) to support the \$5.6 million payroll and \$750,000+ occupancy costs (about \$35 per sq. ft. for the 22,500 sq. ft.

PRS traditionally renews about 75% of members meaning a loss of \$1.1 million in dues income (at the \$225 rate) that will have to be replaced by new or returning members.

The \$30 hike will gross a little over \$500,000 because many of the 21,000 members are either retired or pay a lesser rate because they're just out of college or some other reason.

The increase at the national level makes it difficult

if not impossible for any chapters to raise their dues.

Form 990 Is Being Withheld

IRS Form 990, which has the pay/fringes of the eight highest paid staffers, was withheld from the Assembly for the third year in a row. Delegates only got the nine-month report on the morning of the Assembly.

VP-PR Arthur Yann, asked where the 990 was, said that legally the Society has until Nov. 15 to file it. He gave no indication as to when it would be available.

In the past two years, a printed copy has been waiting for this reporter upon returning from the conference. This is O.K. but what's needed is a 990 in electronic form. That can be linked in a web story or in an e-mail to someone. The electronic version of 990s take from three to six months to get posted on GuideStar or Foundation Center 990 Finder because of formatting work that needs to be done.

Attendance Is 2,500+

An initial listing of registrants totaled 950 but PRS provided registrants on Oct. 13 with an expanded list of about 1,460.

Yann said there were about 1,000 students present and the final total full package, day tickets, supplier personnel and press would total nearly 3,000.

The media room at this year's conference was a far cry from media rooms of a couple of decades ago.

At that time the press room was located adjacent to the main registration desk and had typewriters, phones, copying machines as well as fruit, pastries and coffee. In later years, PRS supplied computers and printers.

A table and chairs was set up so Society leaders could be interviewed by the reporters in the room. A bulletin board was decorated with placements about PRS in the local and national press. Cut to this year and the media room is on another floor far from the flow of traffic. There's no equipment at all and no copies of speeches or any financial reporters.

Yann accompanied us to the media room which we were not allowed to enter. Yann pursued a policy of unremitting nastiness and interference with our news-gathering at every possible point. We were barred from the exhibit hall, general sessions and the opening night reception. We could have gone to all of the above if we paid the \$1,075 early bird rate. Other reporters went free including those from *PR Newser* and *PR News*, said Yann.

Financials Blocked to Press

Missing from the media room was the nine-months financial report. We thought that at a minimum that should be there.

Yann's comments were that the other press did not seem that interested in the financials and that they could be found on the PRS website. There is a link to "financials" in the newsroom of the PRS website but when that is clicked the site asked for member name and number. Reporters are not allowed to join the Society.

Asked how can reporters cover the Society if they can't see the financials, Yann said he would supply them to any reporter who wanted them. — *Jack O'Dwyer*