



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## IQ, OGILVY SHARE HEALTH PACT

IQ Solutions, a Maryland-based communications firm focused on health information technology, and Ogilvy PR Worldwide have picked up a five-year PR contract with the Eunice Kennedy Shriver National Institute of Child Health and Human Development, one of the National Institutes of Health.

IQ will support the institute's public information and communications branch on the contract, worth \$14.7M if all options are picked up. Ogilvy was tapped for media outreach efforts.

Ilean Quintas, CEO and founder of IQS, said she worked with the institute from 1997-2007 handling inquiries, exhibits and campaigns like "Milk Matters" and the National Children's Study. The firm currently has a pact with the NIH's National Institute on Drug Abuse.

The NICHD, which handles issues like reproductive and infant health, was named for the late Shriver in 2008 by an act of Congress.

## BGR FORGES COALITION TO NIX 'OBAMACARE'

The Partnership for America, which calls President Obama's health law "a great threat to our system of government," has hired Barbour Griffith & Rogers to work for its repeal.

The D.C. organization says the law will put control of one seventh of the nation's economy in the hands of federal bureaucrats and "for the first time mandating that Americans buy a product that they may not want."

It is seeking to forge a coalition to lead the fight to "repeal and replace" the health law with a "realistic, consumer driven and market-based alternatives."

BGR president Bob Wood, chief of staff to ex-Health and Human Services Secretary Tommy Thompson, serves as legislative director of Pfa.

Chairman Ed Rogers, a veteran of the Reagan White House, lobbies on Pfa's behalf with BRG government affairs principal Jennifer Larkin Luawski, aide to former Congressman Bob Dornan and director of House relations at the Heritage Foundation.

BGR also handles energy issues for the Pfa.

**WikiLeaks on Oct. 24** announced that it has been "forced to temporarily suspend its publishing operations and aggressively fundraise" to counter a banking blockade launched against it by BankAmerica, VISA, Western Union, MasterCard and PayPal.

WikiLeaks founder Julian Assange claims the move by the financial companies to refuse the processing of donations to the online site has destroyed 95 percent of its revenue. It sees the blockade as punishment for last year's publication of sensitive State Dept. documents.

## REVENUES UP; PUBLICIS WARNS OF SLUMP

Publicis Groupe posted a 5.5% increase in third quarter organic growth in North America on revenue of €685M and 6.4% overall to €1.4B over Q3 of 2011.

Its U.S. business climbed 5.2% during the quarter, but chairman and CEO Maurice Levy warned of a slow-down in Q4.

"There will be no lack of challenges, but we have every confidence in the capacity of our teams to overcome them, and in our strong strategic positioning," he said, noting a "climate of economic difficulty and uncertainty" and ZenithOptimedia forecasts which have been revised downward from 4.1% in July to 3.6% now.



Levy

Levy said clients may cut media budgets "more heavily" because of sales and profit woes in the fourth quarter.

Publicis, which acquired 186-staffer Schwartz Communications during the quarter, said key account wins for the first nine months at its MSLGroup PR division included TAQA (UK and Dubai); Ancestry.com (USA); AQMD-Incremental (USA); AstraZeneca (China); ADP (China); Insinkerator (China); Star TV (India); Bosch (Germany); Securite Routiere (France).

## B-M HAULS IN HALL

Burson-Marsteller has named Laura Hall global consumer Ford business lead and managing director in the U.S. consumer & brand marketing practice.

Most recently, Hall was senior VP and global account director at MSLGroup, where she handled Kellogg's, Moet-Hennessy and Keurig.

Prior to the Publicis Groupe unit, Hall was managing partner at PainePR, leading work on Procter & Gamble's pet care and professional offerings. She did stints at Fleishman-Hillard, Weber Shandwick, Marina Maher Communications and Hill & Knowlton.



Hall

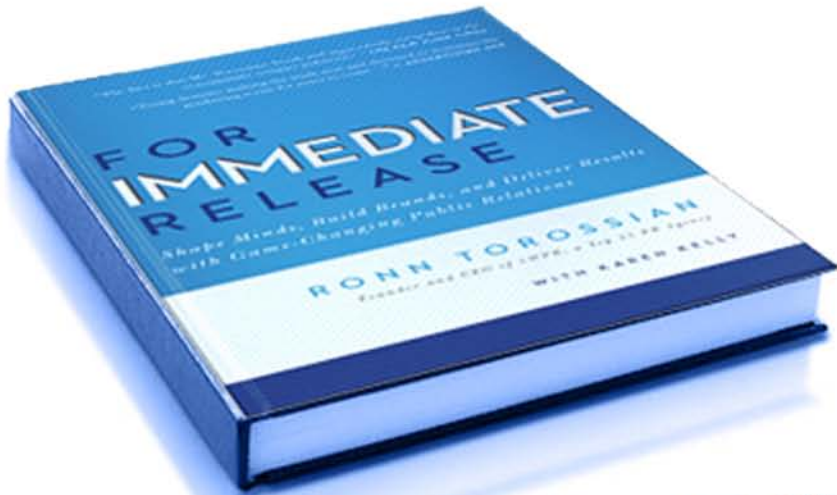
Hall also has counseled Nike, IBM, Walt Disney Co. and Fairmont Hotels.

At B-M, Hall becomes part of the WPP integrated Ford Motor team that is headed by Dave DenHerder, who leads that group.



**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

## **TRAVERS COLLINS SUES FORMER STAFFERS**

Travers, Collins & Co., the Buffalo, N.Y., agency which saw its entire investor relations team depart to start a new firm in September, has sued the former staffers and their venture, alleging they hid PR business opportunities to steal TC clients, among other charges.

TC filed a civil suit in New York Supreme Court Oct. 17 against the new firm, Casteel Schoenborn, and its individual staffers, including 16-year TC employee Lynn Casteel, Jeff Schoenborn, Julianne Senulis, Brittany Frey and Katherine Croft. Casteel and Schoenborn face charges of breach of fiduciary duty, while the other three are accused of breach of loyalty. TC did not ask the staffers to sign non-compete agreements.

Other claims in the suit include conversion, misappropriation and unjust enrichment.

“We expected the ad agency’s owners to litigate,” Schoenborn told O’Dwyer’s. “We believe their allegations are baseless, and we look forward to defending ourselves against them as the legal process runs its course. In the meantime, it’s business as usual for us.”

According to the suit, “Prior, and subsequent, to their voluntary resignations the individual defendants committed various acts constituting breaches of their fiduciary duties, duties of loyalty and theft.”

TC alleges that the former IR staffers used company resources to divert business to the new venture and solicit TC clients like Fairway Markets and Hudson Valley Bank for CS.

The suit alleges a former staffer accessed a TC email account and proprietary information after resigning, and also claims the former staffers sent proprietary information from TC email accounts to their personal accounts.

Among those acts are the firm’s hiring of Senulis in July at the urging of Casteel and Schoenborn. Senulis acknowledged to principal Bill Collins after resigning that she joined the firm with the understanding that the defendants would be leaving in September, according to the suit.

TC, which notes the former staffers filed incorporation papers for the new venture back on June 15 while still employed at TC, said \$30K in profit sharing was paid to the staffers days before their Sept. 17 resignations. The firm wants compensatory and punitive damages, as well as court and lawyer costs from the former staffers.

The former TC staffers have 20 days to respond to the suit.

## **WOHL OUT AT H-P**

Bill Wohl, a colleague of ousted Hewlett-Packard CEO Leo Apotheker at SAP, has departed embattled H-P corporate communications after just 10 months.

New H-P chief Meg Whitman installed 28-year H-P veteran Lynn Anderson as chief communications officer, Wohl’s original title, in late September.

Amid a reshuffling in H-P’s corporate communications unit in August, Wohl was tapped to burnish the company’s software operations as it acquired Autonomy for \$11.7B.

## **OMNICOM Q3 NET JUMPS 17%; PR UP 10%**

Omnicom on Oct. 18 reported a 16.7 percent rise in Q3 net income to \$203.7M on a 12.9 percent rise in revenues to \$3.4B.

The Fleishman-Hillard, Porter Novelli and Ketchum-led PR group showed a 9.7 percent revenue gain to \$307.1M during the quarter. PR was up 6.9 percent to \$905.2M for the year.

CEO John Wren spent a healthy \$343M for 2011 acquisitions, \$72M of that account were “earn-outs.”

During Q3, OMC acquired India’s Sampak, which had been a Ketchum affiliate; TouchCast, a digital brand activation company in New Zealand; Biz Group, an integrated marketing services shop in Ho Chi Minh City, and, Jump, a below-the-line communications firm in Amsterdam.

OMC’s nine-month profit increased 17.1 percent to \$680.7M and revenues rose 11.9 percent to \$10B.

## **KELLOGG HIRES GLOVER PARK**

Kellogg Co., the world’s biggest cereal company, has hired Democratic firm Glover Park Group to work legislative and regulatory matters concerning the food industry.

The Battle Creek, Mich.-based company in July added Republican firm Fierce, Isakowitz & Blalock to its team.

Glover’s Joel Johnson, former chief of staff to Sen. Howard Metzenbaum and executive director of the House Democratic study group, and Grant Leslie, ex-legislative aide to Sen. Tom Daschle and senior advisor to Agriculture Secretary Tom Vilsack, represent Kellogg.



The Institute of Medicine, scientific advisory arm of the National Academies of Science, released a report Oct. 20 calling for standardized labels to allow consumers to measure nutritional values of food products.

The food industry in January unveiled a voluntary “Facts Up Front” program that it says resulted from exhaustive consumer research.

The Grocery Manufacturers Assn. called the IoM labels an “untested, interpretative approach.”

The trade group doesn’t believe that the federal government should tell people what they should and should not eat.

## **H&K LINES UP LAMEL**

Hill & Knowlton has hired Joshua Lamel, one-time PA chief at TechAmerica trade group, as senior VP and technology practice leader of its Washington office.

At TechAmerica, Lamel held the senior VP/commercial policy and government affairs slot and helped position the “grassroots-to-global advocacy network” of more than 1,000 technology companies.

Lamel has Capitol Hill credentials, earned as chief of staff for former Florida Rep. Kendrick Meek and legislative counsel for Oregon Senator Ron Wyden.

Most recently, he ran J2 Public Strategies, a consulting, lobbying and government relations firm.

Lamel now reports to Hadley Wilkens, director of H&K’s U.S. technology unit, and Duncan Burns, GM/D.C..

### **NYT BOOKS PROFIT JUMP**

The New York Times Co. recorded a \$33M third-quarter operating profit compared to \$9M earnings a year ago. Revenues dipped 3.1 percent to \$537M as ad sales fell 8.8 percent.

The company "made significant progress in developing a robust digital subscription revenue stream, reduce its operating costs and meaningfully improved its liquidity," according to a statement from Janet Robinson, CEO.

The *New York Times* had 324K digital subscribers at the end of the quarter and another 1.2M users via sponsored relationships like Ford Motor's program for its Lincoln brand.

Robinson said the NYTC continues to evaluate its asset portfolio to "maintain its alignment with core operations and strategic initiatives."

The company registered a \$46.4M pre-tax charge for the period related to prepayment of \$250M notes held by Mexican mogul Carlos Slim.

### **CARUSO TAKES OVER SMITHSONIAN**

Michael Caruso, deputy editor of the *Wall Street Journal* magazine, is the new editor-in-chief of *Smithsonian*. He succeeds Casey Winfrey, who retired after a 10-year stint.

Caruso has served as e-i-c at *Men's Journal*, *Los Angeles* and *Details*. The founding editor of *Maximum Golf* held editorial posts at the *Portfolio* and *The Village Voice*.

Tom Ott, president of Smithsonian Enterprises, is impressed by Caruso's "energy, intelligence and curiosity."

He expects Caruso to leverage the 41-year-old magazine's "multi-media platforms to enhance reach and significance" of the brand.

### **MCDONALD'S LAUNCHES TV CHANNEL**

McDonald's is testing the in-restaurant McDonald's Channel in San Diego, Los Angeles and Las Vegas to feature local news, sports and entertainment programming.

The fast-feeder is "part of a broader digital-age strategy by corporate America to create its own platforms to speak directly to customers in an environment uncluttered by other media," according to the *Los Angeles Times*.



TV screens are visible in 70 percent of a restaurant's seating area. There are quiet zones for people not wanting to watch segments such as "Mighty Moms" and "McDonald's Achievers."

Each hour contains eight minutes of ads with McDonald's taking one and a half minutes of that block.

Heads & Tails, Inc, an advertising agency with an emphasis on television and content delivery tactics, produces the channel. The agency works with Foster & Smith, Magazines.com, Warner Brothers Pictures & Jeff Gordon, Inc.

### **GRADY SPEAKS FOR REVAMPING LAX**

Mary Grady, a former reporter and public information director for the Los Angeles Police Department, has been tapped by Los Angeles World Airports to lead public and media relations for LAX.

Grady had been running her own PR shop since stepping down from the LAPD in June after 10 years.

At LAX, the third busiest airport in the U.S. and No. 6 globally, she takes the role of director of public and media relations. The hire comes as the airport is engaged in a \$4.1B capital improvement plan targeting nearly every facet of its operation – from airline gates to dining.

Grady was a TV reporter for 13 years with stints at KWHY, KCOP and CBS2. She also hosted a 30-minute weekly TV show for the LAPD.

### **STEVENS EXITS USAT TO ABA**

Carol Stevens, managing editor of *USA Today* since 2004, is moving to the PR side to lead the American Bar Association's 20-staffer media relations unit.

Stevens has been ME for the Gannett paper for the past seven years, following stints as editorial page editor and reporter. She was also an assistant editorial editor at the *Baltimore Sun* and D.C. bureau chief for the *Detroit News*.



**Stevens**

She takes a director slot on Nov. 7 at the D.C.-based ABA, which counts 400,000 members as the largest voluntary professional member association and also has a Chicago office.

### **CUOMO TAPS RUBIN, ROSADO**

New York State Governor Andrew Cuomo has nominated former Bloomberg View executive editor James Rubin and *El Diario La Prensa* publisher & CEO Rossana Rosado to the board of the Port Authority of New York and New Jersey.

Rubin, who recently left Bloomberg's opinion site after a three-year stint, also has been named senior advisor for international competitiveness at the Empire State Development Corp.



**Rubin, Rosado**

Cuomo called Rubin a true national leader in international affairs. "He will bring a knowledgeable and experienced voice to designing a program that enhances New York's role as the gateway for global commerce, and a center for the international business community," said the governor in his statement.

Rubin is president of the Atlantic Partnership. Prior to Bloomberg, he was partner at the Brunswick Group and a PA staffer at the Clinton White House. Rubin was assistant secretary of state for PA and policy advisor to Secretary of State Madeleine Albright.

Rosado has 25 years of experience in the New York media scene. Prior to joining *El Diario* in 1999 as editor-in-chief, she was VP-PA at the Health & Hospitals Corp. for the City of New York and a producer at WPIX.

**BALIS BOUNCES BACK TO AOL**

AOL has named Janet Balis chief of sales strategy, marketing and partnerships for its advertising unit. She started Oct. 24 and reports to Ned Brody.

Balis, according to AOL's release, is "primarily responsible for the go-to-market strategy for AOL Advertising."

She "will also be responsible for contributing to advertising partnerships that bring forward new, innovative opportunities for brand marketers, with a focus on integrated, cross-platform solutions."

Most recently, Balis was executive VP/media sales & marketing at Martha Stewart Living Omnimedia, responsible for 100 staffers.

Earlier, she was president of Digital Media Strategies, a boutique advisory works for clients such as Discovery Communications and Turner Broadcasting.

Balis worked as senior VP/sales development at AOL from 2004-07. She also did stints at Time Inc., Goldman Sachs and A.T. Kearney.



**Balis**

**OLIVE GARDEN APOLOGIZES FOR 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. The story was picked up by the Associated Press.

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.

"We greatly regret that mistake and as a company we take responsibility for it," said Caron.

**MARKETING PROS LAUNCH SM MAGS**

A group of eight social media and marketing gurus have launched four business magazines through a distribution partnership with Office Depot.

The publications – *FB & Business* (covering Facebook), *Tweeting & Business*, *LI & Business* (LinkedIn) and *The Big G & Business* (Google) – launched last week with potential circulation base of 14M readers, according to the publishers, through the Office Depot deal and partnerships with the global online professional communities EFactor.com and The Pro2Pro Network

The titles will be available in print and digital formats for devices like iPads, Android tablets and smartphones.

Monica Luechtefeld, Office Depot EVP of global e-commerce, said the magazines will serve as "manuals for

those who understand the importance of social media, but need practical guidance in applying social media strategies to their businesses."

Marketing consultant Jay Abraham, co-founder of GSG Worldmedia, publisher of the new titles, said the magazines will try to fill a small businesses need for "authentic, ethical and meaningful" social media strategies. Abraham is executive editor of the Google publication.

PR pro Eric Yaverbaum, another co-founder, said of the venture, "We are single-mindedly focused on delivering to business owners detailed, how-to content from today's leading experts in social media."

Mari Smith, co-author of "Facebook Marketing: An Hour a Day," is executive editor of *FB & Business*. Former Kodak marketing chief Jeffrey Hayzlett leads *Tweeting & Business* magazine. Nathan Koevman, who has penned three books on LinkedIn, is executive editor of *LI & Business*.

Larry Genkin is GSG WorldMedia Founder, Publisher and CEO.

Free digital subscriptions are online at [www.socialmediamags.com](http://www.socialmediamags.com).

**AOL SLATES HUFF POST QUEBEC**

AOL Canada and The Huffington Post plan to launch *Le Huffington Post Québec*, six months after Huffington Post Canada kicked off as the site's first international version.

The Canadian arm of HPMG, led by Brad Cressman and Managing Editor Kenny Yum, is recruiting an editorial team in preparation for its January launch.

The pub will target French and English-speaking readers.

The Huff Post claims double-digit growth in Canada since it launched in May claiming more than 1.8 million unique visitors a month, per comScore.

The Quebec edition is the second French language edition to be announced, following *Le Huffington Post France*, slated to go live before the end of the year.

**BRIEFS:** *Harper's Magazine* named Pulitzer-winning author Larry McMurtry its "New Books" columnist beginning with the November issue released this week. He is filling in for Zadie Smith, who is on leave for the fall. McMurtry is the author of 24 novels, including "The Last Picture Show," "Terms of Endearment," and "Lonesome Dove," winner of the 1986 Pulitzer Prize for Fiction. ...**Penton Media** has tapped Patricia Panchak as chief editor of *IndustryWeek* magazine and content director for Penton's Manufacturing and Supply Chain Group. She was editorial director of *STACK* magazine



**NEWS OF PR FIRMS****MERCURY, C&W TO MERGE**

Public affairs shop Mercury and lobbying firm Clark & Weinstock are merging their operations to create a D.C.-based agency with operations in six states. Both firms are part of Omnicom.

The combined firm will operate as Mercury/Clark & Weinstock under Mercury CEO Kieran Mahoney and will be managed by a four-member operating committee under Mercury president Kirill Goncharenko, a former Burson-Marsteller and corporate communications exec.

C&W managing partner and former Congressman Vin Weber, becomes co-chairman of the merged entity.

The two firms have collaborated on client work in the past.

Omnicom in 2008 combined C&W with Ketchum's lobbying unit The Washington Group.

**PORTLAND BUFFS IMAGE OF KAZAKHSTAN**

The New York office of Britain's Portland PR is repping Kazakhstan, providing strategic PA counseling, digital services and media outreach for the second largest energy and economic power of the former Soviet Union. It also is targeting academics and public officials.

Kazakhstan is taking criticism from human rights groups for a law put into place this month that requires religions to register with the government.

Portland was founded in 2001 by Tim Allan, a former senior advisor to former British Prime Minister Tony Blair and comms. director of BSkyB.

The New York outpost is helmed by Charles McLean, former senior managing director of Hill & Knowlton and communications and PA chief of the World Economic Forum of Davos.

Portland's fee for the Kazakhstan work has not yet been determined.

**KWITTEN ACQUIRES LONDON SHOP**

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

**Impact Confections, maker of the Warheads** sour candy that is a favorite of pre- and young teens, is interviewing firms to re-position the candy from a "niche" to "everyday brand." Warheads, which considers itself the "authentic edgy sour candy," has used "extreme" messaging points to promote the brand.

The 2012 budget is said to be in the \$200K to \$300K range.

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

**5W PR**, New York/Shake Weight, fitness device, for consumer PR. Fifteen Minutes has been AOR for the brand since its TV launch in 2009. SW is marketed by Fitness IQ, which is managed by direct response company JH Direct. 5W has also added Ashkenazy Acquisition Corp., private real estate investment firm for retail and office assets, as AOR.

**Allen & Caron**, New York/AMP Electric Vehicles, early-stage automotive company working on emission-free electrification of OEM SUVs, for investor relations and corporate communications targeting the investment community.

**Maloney & Fox**, New York/Jewish Association Serving the Aging, provider of social, recreational, health, culture and educational programs for older adults of all races, religions and ethnicities, for PR.

**Workhouse**, New York/Simplissimus, creative agency, to develop integrated promotional campaigns and handle a PR plan for project publicity and events.

**Steinreich Communications Group**, Hackensack, N.J./InfoTech, software and systems integration, for media relations, social community management, promotional campaigns, and thought leadership.

**East**

**Kortenhaus Communications**, Boston/Massachusetts College of Art and Design, independent public art college, as AOR for PR.

**Great Point Strategies**, Washington, D.C./National Association of Small Business Investment Companies, trade group for smaller private equity funds focused on small business, as it changes its name to the Small Business Investor Alliance.

**Sage Communications**, Vienna, Va./National Cherry Blossom Festival, as AOR for marketing communications for the 100th anniversary of the trees given as a gift from Tokyo, slated for March 20-April 27, 2012.

**Southeast**

**Tilson PR**, Boca Raton, Fla./Real Aesthetics, cosmetic device company, as AOR for PR for its latest device, Bella Contour, used for reduction of cellulite.

**Midwest**

**Sweeney**, Cleveland/Cleveland Animal Protective League, to support priority animal adoption marketing initiatives through research, strategy development, branding, creative services, events, publicity and media relations, social media and mobile mktg.

**Mountain West**

**EJM Advisors**, Denver/Marijuana, Inc., Pink Sheets-traded company which provides infrastructure for the medical cannabis industry, for media relations.

**Redpines**, Salt Lake City/Continental Control Systems, maker of electric power metering and monitoring equipment for the energy services industry, for media relations, writing services, and tradeshow support.

**West**

**JS<sup>2</sup> Communications**, Los Angeles/Lazy Dog Café, with eight locations in southern California; Ombra Ristorante, neighborhood bistro in Studio City; Ra Pour, Rancho Cucamonga-based destination restaurant, and Tar & Roses, a new Santa Monica eatery, for PR.

— Greg Hazley

**NEWS OF SERVICES****BRAUN TO KEYNOTE BLACK PR SOCIETY EVENT**

Former U.S. Ambassador to New Zealand, U.S. Senator and 2004 presidential candidate Carol Moseley will keynote the Founders Business Luncheon and Awards during the National Black Public Relations Society's 2011 NBPRS Conference & Career Fair, Oct. 27 – 30, at the InterContinental Milwaukee Hotel.

Braun will speak with conferees about her personal experiences in leadership, public service, politics, community relations and business, according to organizers. She is currently founder and president of Ambassador Organics, an organic and biodynamic food products company.

**Braun**

"We are so excited to have Ambassador Braun share with NBPRS her powerful life story and her extensive track record of success in public service, communications and business," said Wynona Redmond, national president, NBPRS.

NBPRS has adopted the theme of its 2011 conference to be "The Network @ Work: Managing Transitions, Techniques and Technology for Career and Business Success."

Honorees of the group this year will include Robert Dale, founder of RJDale Advertising and PR; Tina Dugas, senior associate, Bloom, Gross & Associates Executive Search Firm; Ken Smikle, president and founder of Target Market News; Alicia Thompson, vice president, communications & PR, Popeyes Louisiana Kitchen; Julian Green, vice president, communications and community affairs, Chicago Cubs, and Kim L. Hunter, founder, president and CEO, Lagrant Comms., among others.

**NASDAQ ACQUIRES GLIDE**

The NASDAQ OMX Group has agreed to acquire Glide Technologies Limited, a London-based corporate communications and reputation management software-as-a-service provider.

Glide's software will be integrated into NASDAQ OMX's Corporate Solutions offerings, the company said. Glide's services include media monitoring, measurement, content management and newsroom hosting.

Demetrios Skalkotos, senior VP, NASDAQ OMX, said the company sees the PR, IR and governance roles increasingly converging, leading to the need for an integrated suite of communications solutions "rather than a variety of siloed product offerings."

Glide was founded in 2003 and counts Sony, Honda, NBC Universal and PwC among its clients.

NASDAQ OMX handles trading, exchange technology and public company services across six continents, with more than 3,500 listed companies.

**EVENT:** PRSA's National Capital Chapter hosts "Gearing Up Your Business for 2012 and the New Economy," Nov. 3 from 11:30 a.m. to 1:30 p.m. at the Embassy Suites Hotel, Vienna, VA. Ellen Meinhart, a principal with Starting Gate Global, leads the event. Info: <http://odwpr.us/n5T7Y6>.

**PEOPLE****Joined**

**Nona Richardson**, communications director, DC Public Charter School Board, to **Widmeyer Communications**, Washington, D.C., as a VP in its PreK-12 education unit, handling the W.K. Kellogg Foundation. Also,

**Marina Stenos**, director of the Center for Public Awareness at American Society of Mechanical

**Richardson, Stenos, Lipson**

Engineers, as a VP and **Jacqui Lipson**, internal comms. staffer, Believe High School Network, a non-profit charter management organization in Brooklyn, as an assistant VP in New York.

**Lauren Overby**, A/E, Deveney Communications, to J PR, San Diego, as a publicist handling Sprinkles Cupcakes, San Diego Beer Week, RA Sushi, Fixtures Living, Westfield UTC, TailGate Beer and Nika Water. **Trish Dewell**, accounting and HR manager, *San Diego Magazine*, joins as controller.

**Timothy Boone**, online news editor, *Baton Rouge Business Report*, to Peter A. Mayer Advertising, Baton Rouge, as an A/E. **Brad Grantham**, assistant news director, WBRZ-TV, joins as an A/S.

**Promoted**

**Sandra Goldfarb** to leader of the newly created non-profit, consumers, arts and entertainment group at Rasky Baerlein Strategic Communications, Boston. She joined in 2008 as a VP. Her clients include The Museum of Science, MooBella Inc., ArtsBoston and the Greater Boston Food Bank.

**Karin Bonev**, who handles employee communications and customer comms., and **Kellie Friery**, investor relations, to VPs, Dix & Eaton, Cleveland. They joined in 2003 and 2005, respectively.

**Gwen Chynoweth** to the title of executive VP, Maccabee Group, Minneapolis. **Jean Hill** to VP.

**Bonev, Friery**

**Maeve Atkins**, an intern, to A/C, UGriffin & Company, Washington, D.C.

**Lisa Witter** to partner, Fenton, New York, the first to hold that title in the 30-year history of the firm. The 38-year-old Witter is chief change officer for the company and her work is credited with helping to stop the broadcast of hard liquor ads on network television, the creation of the national Amber Alert system for missing children, and launching SheSource.org to increase the visibility of women experts in the news. "This is the start of passing the firm to the next generation," said CEO David Fenton, who turns 60 next April. "Lisa is a force of nature. She has done so much to make us the full-service firm we are today, while staying true to our fundamental social mission."

**Witter**

## **NEXT FIFTEEN REVENUE UP 19%**

The tech PR-heavy Next Fifteen Communications Group on Oct. 18 reported a 19% increase in fiscal year 2011 revenues to £86M compared with 2010 on growth in digital and strong performances from Outcast, Text 100 and Bite.

Net income rose 6.7% to top £5M for the year, which ended July 31.

“Digital is giving the group access to new revenue streams and helping to deliver strong growth in North America and Asia,” said chairman Richard Eyre.

Tech PR, nearly 70 percent of the company's revenue, rose nine percent during the year, while consumer jumped 12% and corporate communications was up six percent. Eyre singled out Outcast and Text 100 in North America and Bite in Asia Pacific for the strong showing in tech.

Client wins for the period included GE, Nokia, Disney Consumer Products and Solazyme.

The fiscal year included the \$11M acquisition of Blueshirt Group, as well as purchases of digital shop Type 3 and U.K.'s Bourne. Organic growth was up 11% for the year, excluding those deals.

## **CISCO'S WHITELAW TO WEBER SHANDWICK**

Julianne Whitelaw, who was director of corporate communications at Cisco, is now senior VP and corporate practice leader in northern California for Weber Shandwick.

For more than a decade at Cisco, she worked on strategic positioning, executive communications and PR. Whitelaw was chief architect of the networking company's executive communications organization, known as the Bureau.

At Weber Shandwick, Whitelaw will handle issues, positioning and financial transactions. Robert Dowling is GM of the Interpublic unit's Silicon Valley operation.

## **SL RENEWS PACT WITH EX-U.N. AMBASSADOR**

The firm of former United Nations Ambassador Andrew Young has a revised contract with Sierra Leone to enhance its image by “engaging the Washington bureaucracy” and civil society groups interested in developments in Africa.

GoodWorks International sees a “palpable” need to bolster SL's profile because its “positive image is not well known in the U.S., nor does it receive the kind of attention in government circles that we believe it deserves,” according to the contract.

Without strong advocacy in Washington, SL risks “marginalization or indifference by Congress and/or the Administration.”

GoodWorks wants SL's D.C. Embassy and United Mission in New York to assemble a team of Sierra Leonean nationals to service as national ambassadors to U.S. influentials and decision-makers.

Sierra Leone was the site of one of Africa's bloodiest civil wars, a ten-year struggle that ended in 2002. The United Nations warns there may be more violence ahead of the presidential elections slated for late 2012.

Goodworks is to be paid a fee of \$200K for its SL campaign that runs through August 2013.

## **FIRM WORKS EL PASO, KINDER MORGAN DEAL**

Joele Frank, Wilkinson Brimmer Katcher is advising the blockbuster \$21.1 billion cash and stock acquisition of El Paso Corporation by Kinder Morgan.

The deal, announced Oct. 16, will make KM the No. 4 energy company in North America and the largest “midstream” company with 80,000 miles of pipelines on the continent.

Richard Wheatley, media relations manager for El Paso, told O'Dwyer's JFWBK is advising El Paso on the deal.

Joe Hollier, manager of media and emergency response communication for Kinder Morgan, said the company is not working with a firm.

Joele Frank advised KM in 2006 when the company, which was built on pipeline “cast-offs” from the collapsed Enron, pursued a \$22B management buyout.

In announcing the El Paso deal, KM chairman and CEO Richard Kinder called it a “once in a lifetime transaction.”

Including El Paso debt, the deal is worth \$38B. It is approved by both boards and expected to close in the second quarter of 2012.

## **M&F FEASTS ON ELEVATION BURGER**

Maloney & Fox has won a competitive pitch to guide PR and social media for Elevation Burger, the organic burger restaurant chain.

EB kicked off a PR search in August to support its market expansion as it tries to grow from 25 restaurants to 100 by the end of 2013. The chain started in Falls Church in 2005 and considers “discerning parents” a key target market for its burgers, which are made from beef of grass-fed cows, and served with hand-cut French fries made in olive oil. Shakes are made from ice cream and hormone-free milk.

Elevation Franchise Ventures, the franchisor of the eateries, said in the August RFP that it expected to interview five firms for a retainer PR budget in the \$3K-\$5K/month range.

James Stewart, brand manager at Elevation, said the RFP went to nearly 40 firms. He said the company was “blown away” by M&F's team and appetite.

## **WRIGHT CEO BRINGS IN TRUSTED PR HAND**

Julie Tracy, chief communications officer for health software developer Epocrates, has moved to medical device company Wright Medical Group in its top PR and IR role.

She reunites with Wright's new CEO, Robert Palmisano, who took the reins Sept. 17 and led device maker ev3 when Tracy headed corporate communications there.

The new appointments at Wright come after the company said earlier in September that it would lay off 80 staffers, about six percent of its workforce, in a restructuring.

Tracy has taken a senior VP and chief communications officer role for the 61-year-old Arlington, Tenn.-based maker of orthopedic surgical devices which are used in hip and knee operations. She was previously senior VP/chief comms. officer at ev3.



## PR OPINION

**The most powerful comment on the PR Society's** blockage of O'Dwyer coverage of the 2011 conference in Orlando has come from an individual—Lucy Siegel of Bridge Global Strategies, New York.

Siegel is exercising what blogger Jane Genova calls “The Power of One” made possible by the internet and social media.

“I’m embarrassed at the totally unprofessional, unethical and childish behavior this week of the so-called leaders of my profession, the board and staff of the PR Society” in discriminating against O’Dwyer, Siegel said in a blog post.

A PRS member for 10-plus years and former New York chapter officer, Siegel said members get the most value from the chapter rather than national.

Downtown h.q. has “a ton of office space and a large staff” but dues are not being spent on “developing a positive image of the profession,” she said in a 541-word essay.

I applaud Siegel who is exercising her right to free speech and hope others will join her in doing this. Strong individual voices can carry the day here. Chapter presidents, national directors and others are going to remain silent.

### **O’Dwyer Will Address Any Chapter**

I offer to speak to any of the 110 Society chapters in person and will pay my own expenses. I’m also available for teleconferences with chapter members (not just their boards).

I would step in where Society leaders dare not tread. A \$30 dues hike was just voted without any national leader ever confronting any chapter membership in person. Chair Rosanna Fiske as of July 28 converted Society “teleconferences” into a “listen-only mode,” a communications oxymoron.

Neither national nor any chapter conducted a secure e-mail vote on the dues hike, ignoring the free Condorcet service that is available. The new dues of \$255 are about five times average local dues.

### **Key Document is National Press Club Release**

Criticism of the governance and press policies of the Society skyrocketed Oct. 19 when the National Press Club sent a release criticizing such policies to 490 national and international media with bureaus in D.C.

NPC draws more than 250,000 to its 2,000 events yearly which are televised live on C-Span. U.S. presidents and other notables speak at the Club. Current president Mark Hamrick, who authored the NPC release, is a 25-year financial reporter now with the AP.

Executive director William McCarren said NPC is interested in this topic because it does not like the nearly 3,000 attendees at the PRS conference getting the message that the way to handle “difficult” reporters is to refuse to deal with them.

The PR Newswire circuit includes the D.C. offices of the *New York Times*, *Washington Post* and the big city dailies of the U.S., plus magazines such as *Time*, *Newsweek*, *National Journal*, *BusinessWeek* and *U.S.*

*News & World Report*, and services such as Dow Jones, Gannett, Fairchild, Knight-Ridder, Newhouse, Tribune Publishing Group, Hearst Newspapers, AP and UPI, Bloomberg, Scripps Howard, and Media General.

### **PR Trades Cover PRS/O’Dwyer**

A lengthy article in *PR Watch* Oct. 10, 2011 said all PR pros and journalists should be concerned with PRS’s anti-media policies because “As the industry goes, so does its trade group.” PRS, it said, is reflecting widespread anti-media policies among organizations that are “harming this country in ways never seen before.”

An article Jan. 11, 2011 on PRS policies at the 2010 national conference was headlined “Awful PR for PR Society.”

*PR News* asked its readers Oct. 21 if the Society took the “right conference stand against O’Dwyer?”

*PRNewser* of mediabistro.com, using the headline, “Bad PR,” said “Reporters should be given access even if they will be critical or reveal truths that subjects aren’t too pleased with.” It thinks this is a “petty dispute” that should be dropped. However, the theft and sale of hundreds of thousands of copies of authors’ articles without their permission is anything but petty. Lawyers, reporters, scientists, athletes and many others do not give up on anything.

Bulldogreporter.com on July 25 posted a 787-word essay giving “both sides” of the dispute although this writer feels there is no “other side” when one organization robs another. The robber should make recompense for the stolen property. PRS staffer Arthur Yann told Bulldog that PRS is “private and non-profit” and that “a lot” of what goes on in the Society is “very inside-baseball stuff” and there’s “no reason to invite the press or for the press to be even interested.”

Blogger Jane Genova posted Oct. 20 that “Now on O’Dwyer’s side is the National Press Club, “an influential bunch that sponsors its own impressive lunches featuring provocative personalities.”

She posted Oct. 23 that organizations should take the “high road” in a dispute and not resort to “dumb-as-dirt PR” like PRS did.

### **Yann Says We Annoyed Attendees**

Yann, in a posting on the PRS website, said I “initiated a number of unwanted, unwarranted and uncomfortable interactions with conference attendees, presenters and exhibitors.”

Yes, I went to the bar at the Marriott Grande Lakes Sunday night and sat next to 2009 chair Mike Cherenson and talked to board members.

At no time did I scream obscenities in anyone’s face nor threaten to “beat them to a pulp” which is what a delegate did to me at the 2010 conference. PRS leaders know who did this because Yann said in an e-mail that a national director witnessed the attack.

Cherenson said to me, “Jack, why don’t you just stop the bull sh--.” He repeated this several times. I replied that I’m not a booster of anything but a reporter and there’s no way I can sugarcoat the \$852,720 loss that the Society reported for the first nine months.

— Jack O’Dwyer