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O'Dwyer's Newsletter

The Inside News of
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MEDICARE TAPS QUINTET FOR PR

The Centers for Medicare and Medicaid Services has awarded multiyear, open-ended PR contracts to five agencies, following an eight-month RFP process.

Nine firms pitched for the lucrative pacts.

Fleishman-Hillard was chosen to join incumbents Ketchum, Ogilvy PR Worldwide, Porter Novelli and Weber Shandwick as the large division of the US Dept. of Health and Human Services' go-to firms for PR work for up to seven years.



The CMS, as the agency is known, issued an RFP in December to review the roster, which previously included the four firms.

The process to select a group of firms from which to bid out or assign projects is known as IDIQ, or indefinite delivery/indefinite quantity.

The work is expected to include a range of national, local and regional campaigns incorporating PR, social media, advertising/PSAs and other outreach.

F-H, Ketchum and PN are part of Omnicom, while Ogilvy is a unit of WPP and WS is owned by Interpublic.

The federal agency last reviewed the accounts in 2006.

EDELMAN CREATES CTO POST

Edelman has named Claudia Patton, who joined the No. 1 independent PR firm after it acquired her shop The Headline Group in 2002, chief talent officer, a new post. She had been running Edelman's southeast region.

Patton is to work with Edelman's human resources people on training/development, mobility, performance management, senior recruitment and career pathing, according to its release.



Patton

Richard Edelman says Patton is a "proven, results-driven executive, making her ideally suited for the role of chief talent officer."

The firm says it added 500 new positions during the past 12 months as global revenue advanced 18 percent for fiscal 2011 ended June 30.

Patton's goal is to make Edelman "known as the firm where people can do their best work and make important contributions to society."

CONN. RETURNS TO TOURISM PR WITH RFP

Connecticut, which infamously cut its tourism marketing budget to \$1 for the past two years, has issued an RFP and allocated \$20M for two years to develop a "unique brand" for the New England state.

The state's Department of Economic and Community Development, along with the Connecticut Office of Tourism, said they are looking for a vendor or team of vendors to serve as the branding, marketing, advertising, PR and online marketing agency or agencies.



Malloy

Gov. Dan Malloy, who was elected in November, said marketing the Nutmeg State is a key component to the state's economic development strategy moving forward. Amid fiscal woes, the state set aside one dollar for its marketing fund in fiscal years 2010 and 2011 after spending \$4.2M in 2009.

New York-based Lou Hammond & Associates and Stanton Crenshaw Communications handled tourism PR efforts for the state over the past decade.

The RFP is open through September 27 with final agency selection eyed for December.

"We will use these funds in a disciplined manner, understanding the target markets as well as building upon the strengths the State of Connecticut has to offer," Malloy said. Download the RFP: <http://odwpr.us/qR7FVw>.

WEBER SHANDWICK NABS NETGEAR

Weber Shandwick announced that it picked up the Netgear account in a competitive pitch that wrapped up in July at the networking company.

The Interpublic unit was selected due to its consumer and business focused expertise bolstered by a "strong pedigree in lifestyle marketing and product review management," according to Judy Hoffmann, senior director of worldwide marketing communications.



Tony Hynes, executive VP at Weber Shandwick, says the firm will build awareness of Netgear's brand among consumers and small business owners and its "extremely competitive proposition for security, storage and networking in the medium enterprise market."

Netgear earned \$48.8M on six-month revenues of \$570M.

JUDGE TOSSES GREENPEACE PR SUIT

A district court judge Sept. 9 dismissed all claims of a racketeering suit brought by Greenpeace against PR firms Ketchum and Dezenhall Resources, along with clients Dow Chemical and Sasol North America.

Judge Rosemary Collyer of U.S. District Court for the District of Columbia tossed the civil action seeking compensatory, statutory and punitive damages, following motions to dismiss by the two firms and two clients filed in late February.

She found that Greenpeace's injuries were too remote for racketeering violations under federal RICO laws, even if Greenpeace's documents were stolen, as the environmental group alleged.

Greenpeace filed the suit in November 2010 charging violations under RICO and wire fraud for an alleged illegal campaign to steal information from the group from 1998-2000 on behalf of the two clients.

A private security contract was alleged to have conducted a "dumpster diving" operation and other surveillance.

NEW ORLEANS REVIEWS AIRPORT PR

New Orleans has put its airport PR business out for review through October, calling for proposals to guide communications for Louis Armstrong International Airport.

Previous budgets have been in the \$250K-a-year range as firms like Deveney Communications and Sardie & Associates worked with the New Orleans Aviation Board, which oversees the airport owned by the city, on an as-needed basis.

An RFP was issued Sept. 8 with an Oct. 6 deadline.

PR efforts include informing the public of the airport's benefit to the regional economy and positioning it as a "community asset."

The last review was in 2008.

Download the RFP: <http://odwpr.us/q4fldo>.



BLJ ADDS MOROCCO

Brown Lloyd James has inked a \$25M a month pact to represent the Kingdom of Morocco, which is the site of a growing pro-democracy movement.

The pact is through Gerson Global Strategic Advisors, which signed a \$2.5M representation deal with King Mohammed VI's government earlier this year.

BLJ's services include "comprehensive PA, media and online blogging advice," according to its agreement with GGSA.

The firm is to "work to disseminate messages and information to a variety of audiences in the U.S. relating to Morocco's social, political and economic development."

Reuters reported Sept. 7 that hefty handouts in the form of wage hikes for state employees along with fuel and food subsidies have helped contain street protests but may force the country to seek foreign aid in 2012.

BLJ has done work for Libya and Syria.

CESSNA PR CHIEF LANDS AT EMBRAER

Bob Stangarone, who left Cessna's top corporate communications slot in August, has landed at Brazilian plane maker Embraer to head its North American PR.

Stangarone, as VP, corporate comms., for North America, is based in the company's U.S. headquarters in Fort Lauderdale.

He stepped down from Wichita-based Cessna in early August with plans to relocate to the East Coast. He led Cessna's communications for six years after PR stints at Rolls-Royce, Fairchild Dornier and Litton.

Embraer, created by the Brazilian government in 1969 as Empresa Brasileira de Aeronáutica, is the world's third largest commercial maker of planes and is based in Sao Jose dos Campos.

The company was privatized in the mid-1990s and went public via IPOs in New York and Brazil in 2000. Revenues for 2011 are projected in the \$5.6B to \$5.8B range.



Stangarone

FL RECRUITS PR HELP FOR SECURITY PUSH

Florida's Department of Law Enforcement has kicked off a search for short-term PR help to implement New York's "If You See Something, Say Something" campaign, which was licensed to the federal Dept. of Homeland Security in 2010.

Florida launched the campaign statewide with billboards and other advertising on September 1, pointing to a toll-free hotline and online reporting capability for citizens to report suspicious activity.

The department of law enforcement now seeks to "perpetuate" the campaign with earned media like op-eds and localized press events.

The state has a \$60K federal grant to support PR efforts and all work must be completed by December 31.

An RFP was issued Sept. 8 with a deadline of pitches by Oct. 4.

Download the RFP: <http://odwpr.us/nIZkoJ>.

FITCH MOVES TO SAIC

Lucy Fitch, who led corporate communications for BAE Systems, has moved to another top defense and security contractor, Science Applications International Corp., in a top corporate communications post.

Fitch, a former reporter, exits BAE after more than a decade. She was promoted to the VP slot in 2008 when Robert Hastings left for the top public affairs slot at the Pentagon.

At SAIC, which had second quarter fiscal 2011 revenue of \$11.1 billion, she leads media relations, employee communications and corporate marketing, reporting to EVP for comms. and government affairs Debbie Lee James.

SAIC has 41,000 employees handling big contracts with the Dept. of Defense and Dept. of Homeland Security, among others. Second quarter revenues were down about six percent over 2011 on a "challenging" government contracting environment, said CEO Walt Havenstein.

REUTERS HIRES SHAFER

Reuters has hired Jack Shafer, who was laid off by *Slate* last month, as a media and political reporter.



Shafer

City Paper.

At Reuters, Shafer reports to opinion editor Jim Ledbetter.

Editor-in-chief Steve Adler said in a memo to staff that Shafer is known for his “exhaustive research as well as for his insightful, graceful prose.”

Shafer has covered the media beat for 25 years. He wrote *Slate*’s “press box” column since 2000. Prior to the online publication, Shafer was with the *San Francisco Weekly* and *Washington*

WSJ'S FREEDMAN TO REUTERS

Alix Freedman, a veteran of more than 25 years of the *Wall Street Journal*, is joining Reuters for the ethics/standards global editor slot. She had been page one editor at the News Corp. property.

Freedman joined the *Journal* in Philadelphia in 1984. She shifted to New York three years later to cover the food and tobacco sectors.

Prior to the *Journal*, she worked at the *New York Times* and *BusinessWeek*.

RUPE'S 'MAJOR BLACK EYE'

News Corp. received a “major black eye” from the phone hacking scandal at the now shuttered *News of the World*, CEO Rupert Murdoch wrote in his letter to shareholders in the just published 2011 annual report.

“As I said at a Parliamentary hearing, this episode has been the most humbling of my career,” he wrote. “Let me be clear: the behavior carried out by some employees of News of the World is unacceptable and does not represent who we are as a Company.”

“It went against everything that I stand for. That behavior betrayed not only our readers, but also the many thousands of magnificent professionals in every one of our other divisions around the world. It was a painful decision to shut down the News of the World, but it was the right thing to do,” he wrote.

Murdoch credits the board of directors and senior management for acting decisively to get to the bottom of what happened. “We will do whatever is necessary to prevent something like this from ever occurring again. We will put things right.”

The 80-year-old leader sees a bright future, notwithstanding the difficult chapter represented by NOTW.

He gives high praise to Fox News boss Roger Ailes and his team for building “television’s undisputed news leader – not just in cable network news, but in all television news.” Fox celebrates its 15th anniversary this year.

ELISABETH MURDOCH'S BIG PAYDAY

Elisabeth Murdoch received \$214M in cash from the sale of her Shine Ltd. Television production company to News Corp., which is helmed by her father Rupert.

She continues as Shine’s CEO, receiving a \$1.7M annual salary. News Corp. had various production deals with Shine worth \$4.1M during the past year.

The media combined paid \$480M for Shine, which includes \$60M put aside in escrow to satisfy any indemnification obligations, according to News Corp.’s proxy statement. That deal closed in April.

Elisabeth was to join News Corp.’s board of directors, but that plan has been put on hold. Last month, she decided that it would be inappropriate to join the board at its annual meeting in Los Angeles in October. The company’s independent directors agreed that her planned nomination to the board should be delayed.

Freud Communications, which is headed by Elisabeth’s husband, Matthew, received \$202K from News Corp. for press and publicity work during the fiscal 2011 ended June.

News Corp. called in Edelman to handle fallout from the hacking scandal.

Former *News of the World* legal affairs manager Tom Crone told a parliamentary hearing Sept. 6 that he is “certain” that James Murdoch was aware of an email saying that more than one “rogue reporter” was involved in the hacking scandal.

James Murdoch, who heads News Corp.’s European operations and serves as deputy COO of the company, testified in July that he was not aware of that email.

UK PM COMMS. AIDE TO EXIT FOR GOOGLE

Tim Chatwin, head of strategic communications for British Prime Minister David Cameron, has resigned for a post at Google.

Reports from the U.K. indicate he’ll work under Rachel Whetstone, VP of communications and public policy for Google and wife of Cameron’s strategy director, Steve Hilton, with whom Chatwin works closely.

Chatwin has been a Cameron aide and conservative party staffer since 2005.

ConservativeHome, a political blog in the U.K., notes Chatwin is involved in managing a broad range of political, parliamentary, ministerial and civil service relationships, as well as the Olympics, for Cameron.

Google has not yet been reached about Chatwin’s role.

GOOGLE FINDS ZAGAT

Google has acquired Zagat, the 32-year-old survey company, run by Nina and Tim Zagat. They plan to remain as co-chairs of the Zagat Survey.

The move puts the search company into the content game.

In announcing the deal, the Zagats said Google’s resources will enable aggressive expansion.

They spent time with Google senior management and “know that they fully share our belief in user-generated content and commitment to accuracy and fairness in providing consumers with the information necessary to make smart decisions about where to eat, travel and shop.”

Marissa Mayer, Google VP/maps & location services, blogged that Zagat’s “iconic pocket-sized guides with paragraphs summarizing and ‘snippetting’ sentiment were “mobile” before “mobile” involved electronics.”

Zagat has surveys for 13 categories and for more than 100 cities.

MEDIA NEWS continued**SV HANDLES CEO OUSTER FOR YAHOO!**

Sard Verbinnen & Co. is advising Yahoo! Inc. as the company navigates the abrupt firing of CEO Carol Bartz by its board of directors on Sept. 6.

Bartz, in a highly scrutinized email from her iPad, told Yahoo! employees Tuesday that she was “sad to tell you that I’ve just been fired over the phone by Yahoo’s chairman of the board.” She exits after two years at the helm.

Charles Sipkins, managing director in Sard’s Los Angeles office, is handling media relations on the executive shake-up for Yahoo!, a longtime client.

Yahoo! said Sept. 6 that CFO Timothy Morse was named CEO with the support of a newly formed leadership council.

The company expects to hire a national executive search firm to find a new CEO.

Roy Bostock, chairman of Yahoo, thanked Bartz for her leadership during a “critical time of transition” for the company operating in a “very challenging macro-economic backdrop.”

Bartz added in her email to staffers that “it was a pleasure to work with all of you and I wish you only the best going forward.”

Yahoo’s executive leadership council includes Morse, Michael Callahan, executive VP/general counsel/secretary; Blake Irving, executive VP/chief product officer; Ross Levinsohn, executive VP/Americas; Rich Riley, senior VP/EMEA Region; and Rose Tsou, senior VP/APAC Region.

Co-founders David Filo and Jerry Yang continue in their chief Yahoo posts and will provide advice to Morse and the council.

Bartz, 62, was a top executive at Sun Microsystems before becoming CEO at Autodesk. She had a year remaining on her contract.

NYT TAPS TWO

The *New York Times* has promoted foreign editor Susan Chira and national editor Richard Berke to assistant managing editor posts.

Chira, a 30-year veteran of the paper, is responsible for daily news departments. She served as national education correspondent, Tokyo reporter and editor of the “Week in Review.”

Berke spent more than ten years as the NYT’s national political correspondent in Washington. He also was D.C. editor.

He wrote for *The Evening Sun* in Baltimore, *Minneapolis Star Tribune* and *Los Angeles Herald Examiner* before joining the NYT.

Chira and Berke report to Dean Baquet, managing editor for news.

**Bartz****Berke, Chira****CHI TRIB KILLS TABLOID**

The *Chicago Tribune* has killed its tabloid format of the past two years, returning to its broadsheet heritage.

The paper recently added more pages to its daily.

“We believe those enhancements, which included the addition of 44 full news pages per week, are best displayed in the large page afforded by the broadsheet format,” said the Trib’s release.

The tab was sold on newsstands and newspaper boxes, while broadsheets went to home subscribers.

**Tabloid and broadsheet editions****SCRIPPS INTERACTIVE MAKES U.K. MOVE**

Scripps Networks Interactive is acquiring Virgin Media's 50 percent stake in Britain’s UKTV for more than \$375M.

That puts it in partnership with the BBC Worldwide, the commercial unit of British Broadcasting Corp., which owns the other half of the cable network.

“UKTV is a significant opportunity for Scripps Networks Interactive to participate in a thriving multi-channel, dual revenue stream media business in one of the world’s largest television markets,” according to Kenneth Lowe, CEO of SNI.

SNI and BBCW are negotiating a deal that would give BBCW an option to bolster its share to 60 percent.

UKTV attracts more than 36M viewers a month. Brands include “Good Food,” “Blighty,” “Eden,” “Alibi” and “Gold.”

E.W. SCRIPPS NAMES CFO

E.W. Scripps has named Tim Wesolowski to the CFO and treasurer spot at the newspaper chain. He takes over duties of Tim Stautbert, who was upped to senior VP of newspapers in June.

Wesolowski served six years as treasurer, controller and senior VP at Convergys Corp. before taking over the CFO slot at its \$1.7B call center division.

The 53-year-old executive also worked in finance at Ameron International, Valspar Corp, Ecolab Corp. and B.F. Goodrich.

CBS TEAMS WITH HULU FOR JAPAN PUSH

CBS Corp. has inked a non-exclusive licensing deal to stream its content via Hulu to subscribers in Japan.

That gives the Japanese access to “CSI: Crime Scene Investigation,” “90210” “Star Trek” and “Twin Peaks.”

“We’re thrilled to have CBS’s world class content be part of Hulu’s first international market and their new venture in Japan,” said a statement from Armando Nuñez, President, CBS Studios International. “This new subscription service marks yet another opportunity to deliver CBS programming to more global viewers in a way that complements our traditional licensing business and realizes even more incremental value from our library.”

NEWS OF PR FIRMS**WALKERS HANG SHINGLE IN CHARLOTTE**

Husband and wife team Jenni and Sander Walker have set up a Charlotte, N.C.-based PR firm focused on the local and national market.

Jenni, most recently director of client and media relations for My Team of Experts, serves as president of Walker PR Group. MTE founder Patricia Golden is retiring at the end of the year.

"Sander and I have been active in the Charlotte business community for nearly 10 years," she said. "And we now look forward to continuing that relationship as business owners and combining our public relations and media skills to best serve our clients."

Jenni is a former PR director for the California Pharmacists Assn. and worked on the agency side at Fleishman-Hillard and Perry Communications Group in a 17-year career. Sander is a 25-year radio journalist who left the industry for the mortgage sector in 2004.

Start-up clients include 24 Hours of Booty, Community Blood Center of the Carolinas and Griffin Home Health Care, among others.

Info: walkerprgroup.com.

WALL STREET SPINS OFF A/V PR UNIT

Salt Lake City-based Wall Street Communications said it is spinning out its professional A/V, custom installation, and consumer electronics practice as a separate agency under the name InGear PR.

President Caryn Cohen said WSC was set up to focus on core industries in the broadcast equipment sector and wanted to avoid losing a "personal touch" for those clients. She said the InGear business has swelled to nearly 50 clients, including Atlona Technologies, Revolabs and X20 Media.

Veronica Esbona, who headed the pro A/V practice since 2008, leads the spin-off as president.

Info www.InGearPR.com.

BRIEFS: California High Speed Rail Authority has stretched its deadline for PR proposals from Sept. 7 to Sept. 19. Ogilvy resigned the multimillion-dollar PR account in June. The \$45B plan to build high-speed lines from Los Angeles to San Francisco has faced much criticism. Ogilvy quit the account after less than two years. ...**Matter Communications**, Newburyport, Mass., has created a so-called Targeted Influencer Program, a stand alone or integrated service for clients to engage what the firm sees as a new crop of influencers in spaces like YouTube, Twitter and blogs. ...**Maloney & Fox**, New York, has unveiled an iPad app to serve as a quirky guide to New York eateries, events and helpful tips. Categories include Culture Up; Keep Off the Beaten Path; Romance Spots (without the sap); Things You Need to do in NYC, and Cure that Hangover. The firm, part of Waggener Edstrom, plans an iPhone version for the early Fall. Co-founder Margie Fox said every one of the firm's 38 staff members contributed to the app, which "painstakingly reflects their favorite places to drink, eat, date, run, laugh, hang, stroll, learn, observe and have fun in a city that has so much to offer."

NEW ACCOUNTS**New York Area**

CooperKatz & Company, New York/The Alzheimer's Drug Discovery Foundation, non-profit; The Digital Advertising Alliance, developer of best practices for online behavioral advertising, and Kroll Bond Rating Agency, statistical rating organization established in 2010 aimed to restore trust in credit ratings. The firm has also expanded its work with The Guardian Life Insurance Company of America to support the company's group employee benefits offerings for an upcoming open enrollment period.

East

Vitamin, Baltimore/Hamilton Federal Bank, community bank headquartered in Towson, Md., as AOR for a rebranding initiative, including development of new brand messaging, identity redesign, marketing collateral, signage, website, media relations, social media strategy, and advertising.

Buffalo Communications, Vienna, Va./Quagmire, apparel brand, has extended its partnership with Buffalo for PR for the Quagmire Golf, Quagmire Kids and Arnie (Arnold Palmer) collections.

Southeast

TransMedia Group, Boca Raton, Fla./The Toski Medical Golf Academy, to promote the golf school focused on helping golfers affected by pain and nagging injuries.

Midwest

Vivid Ascent, Chicago/Catholic Extension, national fundraising group, as AOR to develop a communications plan, following a review.

Wheatley & Timmons, Chicago/BioVittoria, New Zealand-based producer of monk fruit, for the launch of a new monk fruit food ingredient in the U.S. Work includes PR support, consumer and trade event management and creation of web and branded content, as well as consumers, healthcare professional and food and beverage manufacturer education about monk fruit.

Mountain West

Wall Street Communications, Salt Lake City/ContentWise, developer of a real-time recommendation engine for digital media and IPTV applications, for trade media relations focused on the electronic media, telco, and IPTV markets.

West

IRTH Communications, Santa Monica, Calif./Fuel Doctor, automotive aftermarket solutions, for investor relations and consulting services. Fuel Doctor markets FD-47, a power conditioner and fuel efficiency booster for vehicles.

PMK*BNC, Los Angeles/Beats by Dr. Dre, audio accessories, for marketing and brand comms. strategies including events, PR, retail activities and social media, as well as product placement; IMDb, Internet Movie Database, for media relations, and The ONE Group, hospitality, for marketing comms.

Europe

Bite Communications, London/Outsourcery, provider of cloud computing services, for PR in the U.K. following a competitive pitch with three finalists.

— Greg Hazley

NEWS OF SERVICES

SHANKMAN EXPANDS ROLE AT VOCUS

Peter Shankman, founder of reporter source service HARO, is slated to take on a full-time role as VP and small business evangelist for Vocus, which acquired HARO in June 2010.



Shankman

Shankman said he plans to help small businesses reach their potential from a marketing, advertising, sales and PR standpoint, as well as work with Vocus to build new products and participate in webinars and industry events.

Vocus sees the small biz market as key to its long-term growth in the PR services sector and already counts about 100,000 such businesses as customers of its products, like PRWeb and its PR software.

Added Shankman: "My job is to help [small businesses] realize that social media is simply one of many ways to promote their business."

Vocus said it plans to keep HARO as a free service but will roll-out premium features later this month.

BRIEFS: **Cision** has partnered with online release distribution service **PitchEngine** to incorporate PE's platform into the CisionPoint PR software. PR founder and CEO Jason Kintzler noted SEO-ed press releases aren't enough as PR pros must be able to generate "rich content for consumers and other influencers without paying each time they post like with the aging press release service models." ...**Business Wire** said it has upgraded its news display pages at BusinessWire.com with new multimedia tools to optimize video on mobile devices, include trackable social media sharing links, and present additional company news and information embedded in press releases. The additions include the ability for readers to "like" photos, videos and other content independent of a news release, as well as links to three most recent releases from an issuer. ...**Strauss Radio Strategies**, Washington, D.C., has promoted Laura Lucia to A/E and Lorilee Victorino to associate A/E. Lucia has been with the firm three years, while Victorino was elevated after a year. ...**MyPRGenie** is holding a Twitter contest this month to win a year's worth of its premium news release service. Users can enter by following the company on Twitter and tweeting a message "to win an ANNUAL Premium Account from MyPRGenie social media, marketing and publicity engine <http://bit.ly/mpgtc!>" Contest is open through October 15, 2011 and a winner will be chosen at random. ...The board of directors of **EvoApp**, a social media intelligence service, has named **Kip Frey** as CEO and president of the company. He takes over for founder Joe Davy, who takes the title chief product officer. Frey has been CEO of Zenph Sound Innovations and was a general partner with the venture capital firm Intersouth Partners. EvoApp is based in Durham, N.C. ...Home furnishings retailer **Crate and Barrel** has tapped NewYork-based search analytics specialist **Searchmetrics** for search engine optimization services.

PEOPLE

GH CREATES LEADERSHIP TEAM

GolinHarris has created a global leadership team as part of its ongoing "Agency for the Future" initiative.

Midwest region chief Gary Rudnick was installed as president of the Americas for the Interpublic unit, while Jonathan Hughes and Matt Neale, who moved to GH from Weber Shandwick in 2005, were named presidents, international.

The trio reports to CEO Fred Cook, who credited 15-year vet Rudnick with turning its Texas outpost into one of GH's biggest operations while doubling the size of its Chicago headquarters.

Rudnick will be succeeded in Chicago by Patti Temple-Rocks, who is re-joining after stints at client Dow Chemical and Leo Burnett.

Cook said Hughes and Neale have energized GH's London office and tripled revenue there.

Joined

David Richeson, who led global and digital PR work for Procter & Gamble's Gillette business at Porter Novelli, to Kaplow, New York, as senior VP to lead the firm's K:Drive social and digital media practice and oversee consumer technology business. The Gillette account is under review by P&G.



Richeson

Jonathan Kushner, who led communications and corporate affairs for AIG's Chartis in Japan and Korea, to Kreab Gavin Anderson, as a partner in its Tokyo office. He previously led Microsoft Asia's government relations.

Promoted/Named

Kevin Gessay to senior VP, and **Victoria Greene** and **Krista Woerz** to VPs, PMK*BNC, Los Angeles, in the firm's brands practice.

Erin Sullivan, a freelancer who ran her own firm and worked at Regan Communications, to The CHT Group, Boston, as an account manager. **John O'Neill**, an intern at O'Neill and Associates and the New Hampshire Division of Travel and Tourism Development, joins as an A/C.

Billee Howard, managing director of Allison & Partners, to creative development officer to lead the firm's new Creativity Council and handle the A&P brand. **Tania Condon** was also promoted to senior VP of marketing for the firm, a unit of MDC Partners.

Bobby McLain to executive VP of corporate communications, ScanSource, Greenville, S.C., on the creation of a new corporate comms. group at the tech company. McLain was VP of marketing.

James Boswell and **Amanda Reinbold** to associate A/Es, McNeely Pigott & Fox PR, Nashville, Tenn.

Rachel Honig, chief operating officer of G.S. Schwartz & Co., New York, to the board of directors of Advertising Women of New York. Also, **Debra Berliner**, managing director at G.S. Schwartz, was tapped for the board of the American Marketing Association.

EARLY EDUCATION GROUP SEEKS PR

Avance, the national parenting and early childhood education program, is on the hunt for agency help to guide a bilingual communications redesign, PR, advertising and social media efforts.

The group (pronounced ah-vahn-say) released an RFP on Aug. 31 open through Sept. 22 with plans to hire at least one agency for a bevy of PR-related tasks.



"The primary focus is to strengthen Avance's reputation as a national leader in parent and early-childhood education," reads the RFP, adding recent expansion has put the group in the media spotlight.

The Texas-based organization, which marks its 40th anniversary in 2013, serves predominantly low-income, at-risk Hispanic communities through 125 sites across the country.

The group expects to award a two-year contract through mid-2013.

Download the RFP: <http://odwpr.us/pO6OF9>.

BP TAPS GREEN FIRM

British energy giant BP has retained Green Capitol (Annapolis) to gain federal support for its fuel from crops operation that is headquartered in Naperville, Ill.

Green Capitol specializes in clean energy and environmental advocacy. It has worked for the Wilderness Society, Environmental Law & Policy Center, Biotechnology Industry Organization, DuPont and Distributed Wind Energy Foundation.

The firm was founded by Lloyd Ritter, a former senior counsel to the Senate Agriculture, Nutrition and Forestry Committee and key adviser to Iowa Democrat Sen. Tom Harkin.

Ritter is joined by Green Capitol senior partner Ryan Stroschein, who was legislative director and chief counsel to South Dakota Congresswoman Rep. Stephanie Herseth Sandlin, a Democrat who was defeated last year.

BP says it has invested \$5B for alternative energy since 2005. It plans to build this country's first commercial-scale cellulosic ethanol facility, which is expected to begin production in '13.

PATTON BOGGS GETS \$600K KOSOVO PACT

Patton Boggs has inked a one-year \$600K pact with Kosovo to improve relations with the U.S. Kosovo, which was part of Serbia, declared its independence three years ago.

PB's engagement letter with Kosovo's Ministry of Foreign Affairs calls for it to expand bilateral and multi-lateral relations, push for foreign aid and foster investment and trade opportunities.

PB reports to Kosovo prime minister Hashim Thaci.

The Associated Press reported August 29 that a U.S. prosecutor is investigating charges that Thaci, a former commander in the Kosovo Liberation Army, spearheaded a network that sold the organs of Serbian prisoners during its '98-'99 war with Serbia. He denies the charges.

Kosovo's MFA will review its relationship with PB in six months. The contract began Sept. 1.

FI&B PUSHES FOR \$1T TAX BREAK

The Win America Campaign has enlisted Republican shop Fierce, Isakowitz & Blalock to press for the "repatriation" of the estimated \$1 trillion of overseas corporate earnings.

WAC believes companies "park" earnings overseas to avoid paying the 35 percent U.S. tax rate.

The campaign supports the Freedom to Invest Act that provides a preferential tax rate on funds shifted from overseas to the U.S. to promote job creation.

The measure penalizes companies that reduce average employment during the two years following repatriation.

A similar repatriation bill in 2004 resulted in a \$312B private capital inflow to the U.S.

WAC supporters include Apple, Pfizer, U.S. Chamber of Commerce, Kodak, Duke Energy, Loews Corp., Brown-Forman and Microsoft.

FI&B's Aleix Jarvis, former legislative director to Sen. Lindsey Graham, and Billy Piper, special assistant to Senate Minority Leader Mitch McConnell, handle the WAC push.

CLINTON WH ALUM MILLER JOINS B-M

Matt Miller, who was senior adviser in the White House Office of Management and Budget during the Clinton Administration, has joined Burson-Marsteller's global strategy group.

That operation is headed by Don Baer, vice chairman and chief strategy officer of the WPP unit. He also served in the Clinton White House as communications director and chief speech-writer.

Miller is a political columnist, TV pundit and senior fellow at the left-leaning Center for American Progress in Washington, D.C.

He wrote "The Tyranny of Dead Ideas: Revolutionary Thinking for a New Age of Prosperity" and "The Two Percent Solution: Fixing America's Problems in Ways Liberals and Conservatives Can Love."

Based in Los Angeles, Miller is now part of B-M's group that includes Karen Hughes, who was George W. Bush's senior counselor.



Miller

SALESFORCE.COM REVIEWS PR

Salesforce.com, the leading enterprise cloud computing company, is reviewing its estimated \$2M PR budget, according to Jane Hynes, a communications staffer at the San Francisco-based company.

Salesforce.com, which projects \$2.2B in fiscal 2012 reviews, has used The Outcast Agency for PR.

The company is facing stepped up competition from Microsoft and Google.

Hynes, via an email, said Salesforce.com doesn't expect to make any formal announcement about the winner of the PR pitch.

Salesforce.com has just wrapped up its Dreamforce conference that ran in San Francisco's Moscone Center from Aug. 30 to Sept. 2.

PR OPINION

Buffalo State PR Prof. Deborah Silverman made her debut this month (“PRSA Ethics Month”) as Ethics chair in two dubious ways—providing a mild comment to the *New York Times* after Ketchum was nailed trying to trick food writers, and giving an exclusive first column to Mediabistro’s *PR Newser* when this should have gone to the entire PR trade press.

Not only did she appear to excuse Ketchum in the NYT, saying “the social media realm (including bloggers) is new territory for PR,” but she added that Ketchum has an “excellent reputation for high ethical standards.”

It’s hard for us to believe she forgot the dustup that engulfed the industry from the beginning of 2005 after *USA Today* outed a Ketchum/Dept. of Education contract that included a \$420K payment to media figure Armstrong Williams to promote “No Child Left Behind.”

Silverman, who describes herself as a “PR professor of ethics” in the PR Newser post, replaced Tom Eppes of Charleston, a solo practitioner responsible to no one but himself, who now is busy working on a doctorate at the University of North Carolina.

Silverman, however, who did not return phone calls or e-mails, is with an institution of higher learning, Buffalo State College, 12,000-student member of the state college system. It is not to be confused with the University of Buffalo with 29,000 students, the largest of the 64 New York state colleges.

Teachers and scientists do not turn their backs on information but seek every last scrap of it with zeal. They prize the historical record of anything and listen to all voices. Facts and knowledge are revered, not feared.

Last School Ethics Head Lasted Four Hours

The predecessor to Eppes, Prof. Gail Baker of the University of Nebraska, lasted about four hours after we informed Chancellor John Christensen and others of ethical abuses at the Society.

We included documentation of the sale of authors’ articles without their permission, the undemocratic nature of PRS that bars 80%+ of members from running for office (but doesn’t tell this to prospective members), and Baker’s refusal to answer our phone calls or e-mails.

The e-mail went out at 11:55 a.m. on March 20, 2008 and at 3:49 p.m. we received a one-line e-mail from PRS staffer Joe DeRupo saying “Gail Baker is not the chair of the EB.” She had been listed that way on the PRS website earlier in the day.

This is an open letter to Silverman as well as BSC president Aaron Podolefsky, chief of staff Bonita Durand, PR director Jerod Dahlgren, BSC newspaper editor Julia Merulla and others.

Abusive Practices Listed

Below are abuses in approximate order of importance.

1. Failure to warn prospective members they won’t be eligible for national office until they become Accredited. Non-APRs can’t serve on the Ethics Board nor hold office in some chapters.

2. Providing late and substandard financial reports. IRS Form 990 was withheld from the 2009-10 Assemblies. The 2010 return is not yet available. Booking dues as cash violates FASB Section 958-605-21-1. The Society claims it’s “acceptable.” It should show the balance sheet both ways at a minimum. The major professional groups (ABA, AMA, AICPA, etc.) all defer large amounts of dues. Also, the Society frequently refers to “best practices” for PR pros and never to “acceptable practices.”

3. Blocking press coverage of Assembly by forbidding since 2010 recording or taking photographs. Irrationally, PRS “credentialed” Jack O’Dwyer for the Assembly but not the conference and now refuses to give him credentials to either. This is interference with freedom of the press.

4. The costly re-write of the bylaws at the 2009 Assembly violated Robert’s Rules that ban proxies and demand that all articles in a revision be presented. Instead of a large revision committee representing all elements of a membership, the committee of 11 had 10 APRs although APRs are only 18% of the membership.

5. Withholding transcripts of the Assembly since 2005 and refusal to provide transcripts of teleconferences. These are like the “slow-motion” replays that are common in sports journalism that give fans needed details.

6. Blocking PR reporters from accessing the audit or quarterly reports. They are in the members’ area and reporters are not allowed to join the Society. No reason is given for this. Reporters are members of PR groups including IABC and IPRA.

7. Professing “commitment” to Sarbanes-Oxley but failing to have outsiders on the national board or audit chair on the board who is a financial expert.

8. Refusal of leaders including chair Rosanna Fiske and COO Bill Murray to regularly face members in person. Fiske, while spearheading a drive to increase dues by \$30 to \$255, has only appeared before one chapter, Miami, her own, according to available records. Murray has not addressed the New York chapter in four years and eight months. No in-person, face-to-face discussions of the dues hike are planned except at the Assembly.

9. Refusal to have a year-round list of the 270 or so Assembly delegates. They have until Aug. 15 to post their names. Also lacking is a transcript of what they say and a delegate-by-delegate record of how they vote. Insiders have this since the delegates vote by numbered electronic devices.

10. Blockage of news of key member initiatives such as the 2006 move by Central Michigan to give the Assembly power over the board, copying ABA and AMA. The bid lost by a 261-19 vote.

11. Leaders defend the \$140K “Leadership Rally” that brings chapter presidents-elect to New York each June, compromising their independence, even though budget cuts are needed and national seeks a \$30 dues hike.

12. Removal of the single list of the 110 chapter presidents from the Society website. Download list as PDF at <http://odwpr.us/mQIMPA>.

— Jack O’Dwyer