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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## BURGER KING CROWNS COYNE

Coyne PR has picked up Burger King, which has been restructuring under its latest ownership team, following a competitive pitch that began in July.

Edelman declined to re-pitch business that it had since 2005 because BK's owner 3G Capital, which is backed by Brazilian investors, wanted to slice the PR budget in half while demanding a similar commitment to the account.



Miguel Piedra, VP-global communications of BK, cited Coyne's deep understanding of the fast-feeder's business needs, strategic insights and creativity in announcing the hiring of the New Jersey-based firm.

Tom Coyne considers the new win a "stellar account" and he looks forward to using his firm's strategic approach and imagination to reinvigorate the BK brand.

## BI-STATE ENTITY SEEKS HEALTHCARE PR

A bi-state group of local governments in Indiana and Kentucky is exploring for agency help in raising public awareness of various federally and state funding healthcare programs.

The Kentuckiana Regional Planning and Development Agency issued an RFP Sept. 12 with an Oct. 3 deadline for pitches to reach the public through multiple forms of media.

The programs to be touted range from senior services and Medicare, Medicaid and diabetes efforts.

View the RFP at <http://odwpr.us/rgrUyu>.

## PFIZER ALUM TO APCO

Bronwen Kaye, who was senior director of government relations for Pfizer, is now senior advisor to APCO Worldwide's healthcare practice.

The 25-year plus PR vet held a GL post at Wyeth before it was acquired by Pfizer.

Earlier, she was director of GL at Lederle Laboratories, the pharmaceutical arm of American Cyanamid; chief of the clinical microbiology lab at Children's Hospital National Medical Center in D.C. and senior microbiologist at Baxter Travenol Laboratories.

Robert Schooling, APCO's healthcare chair, expects Kaye's combination of advocacy and clinical knowledge will be a key resource for APCO's clients in the rapidly changing market.

## PLO PAYS BELL POTT \$30K RETAINER

Bell Pottinger receives a \$30K monthly retainer for providing strategic communications advice to the general delegation of the Palestine Liberation Organization to the U.S., according to its letter of agreement.

The British firm will draft and continually refine "messages that tell the story of Palestine, your challenges and your objectives in a way that is concise compelling and effective."

Bell Pottinger is using former Qorvis vice chairman Chuck Conconi as a \$5K-a-month consultant on the PLO campaign. "Conconi is an experienced freelance media relations advisor. Bell Pottinger USA have employed the services of Mr Conconi on a temporary freelance basis to join the account team working for the General Delegation to the PLO," David Sowell, president of Bell Pottinger USA, told this NL.

Conconi, a former editor-in-large at *The Washingtonian* and "Style" editor at the *Washington Post*, does part-time consulting work at Qorvis, the firm's CEO Michael Petruzzello told O'Dwyer's.

Qorvis is involved in a three-month \$90K branding campaign for Palestine that is bankrolled by the Palestinian American Chamber of Commerce. It works as subcontractor to Ramallah-based Ellam Tam.

## QORVIS CLIENT SENTENCED

An Egyptian court on Sept. 15 sentenced steel tycoon Ahmed Ezz, a close ally of the son of ex-president Hosni Mubarak, to ten years in jail and fined him \$11M for corruption.

Qorvis Communications in March picked up a \$92K a month litigation communications contract from Stanley Rowe, special counsel to EZZ Industries.

The work was for judicial developments in post-revolutionary Egypt. Qorvis issued a press release in April about coverage the *Washington Post* and *Washington Times* gave to the arrest of Ezz.



Ezz  
Photo: Al Aribaya

The Times said the arrest raises "new fears that those who prospered under the regime of Hosni Mubarak will face revolutionary justice despite the West's hope that Egypt will emerge as a democracy."

Egyptians sacked the headquarters of EZZ at the beginning of the uprising that ultimately brought down the regime of Mubarak.

A Qorvis staffer who had worked the account could not be reached for comment.

## **FIVE VIE FOR ISRAEL TOURISM**

Edelman, Ketchum, 5W Public Relations, Quinn & Co. and incumbent Geoffrey Weill Assocs. are in the running for Israel's North American tourism account. The selection is expected with 60 days.

Israel enjoyed a record year for tourism in 2010 as a record 3.4M people visited, 700K of that amount were from the U.S. A goal of the country's Ministry of Tourism is to boost the number of American visitors to the 1M mark by 2015.

The average amount spent during an eight-day tour was \$1,090 per person. More than nine of ten visitors (92 percent) rated their experience either "very good" or "excellent."

Thirty-eight percent visited as part of a religious pilgrimage, 17 percent visited relatives, 15 percent traveled on business, 15 percent went for pleasure and fun and 13 percent toured the sites.

Jerusalem (76 percent) was the most visited spot. It was followed by Tel Aviv (54 percent), Dead Sea (49 percent), Tiberias (42 percent), Galilee (32 percent), Eilat (15 percent) and Haifa (13 percent).



**Jerusalem**

## **SOLYNDRA TAPPED GLOVER**

Solyndra hired Glover Park Group, the well-connected Democratic PR firm, to introduce its management to members of the House Energy and Commerce committee six weeks before the Aug. 31 announcement that the solar panel company was shutting down and throwing 1,100 people out of work.

Catharine Ransom, former climate and environment advisor to Sen. Max Baucus and senior policy advisor to ex-Senator Bob Graham; Gregg Rothschild, ex-legislative director for Sen. John Kerry and deputy chief of staff for the energy and commerce committee, and Alix Mistri, special assistant to former President Bush II and chief of staff to Rep. Bill Shuster, are registered as Solyndra lobbyists.

The committee on Sept. 22 asked the Dept. of Energy for additional documentation regarding the solar panel company's \$535M loan guarantee.

McBee Strategic Consulting, which was hired by Solyndra on Jan. 30, 2009 to work on the federal loan agreement, terminated ties with the Fremont, Cal.-based company on Jan. 31.

McAllister & Quinn, which filed June 15, 2010 to work for Energy Dept. appropriations, ended its relationship with Solyndra on Sept. 1.

Joel Johnson, managing director of Glover Park, could not be reached.

**Alex Conant, who was press spokesperson for Tim Pawlenty's presidential bid, will become press secretary for Florida Republican Marco Rubio on Oct. 3.**

Previously, Conant worked for Sen. John Thune, served as regional spokesperson for the Bush II administration and handled communications duties for the Republican National Committee.

## **WIDMEYER GETS 'NATIONAL REPORT CARD'**

Widmeyer Communications has landed a \$350K pact from the National Assessment Governing Board to develop reports on the preparedness of 12th graders for college and work based on the National Assessment of Educational Progress.

The Assessment measures achievement of a cross-section of students in elementary and secondary schools

Jason Smith, who oversees Widmeyer's preK-12 and digital programs, calls NAEP the "gold standard" for reporting on how U.S. students perform academically.

He says policymakers, educators, employers and parents want to know how well high school graduates are prepared for colleges and careers. The firm looks forward to making sure "this complex information is presented in an accessible and innovative manner."

Widmeyer's contract includes four option years. The 26-member board includes governors, educators, legislators, business leaders and parents. Congress created the board in 1988.

## **STANFORD ENROLLS EDELMAN FOR NY PUSH**

Stanford University has enrolled Edelman as the elite West coast institution considers opening an applied research campus in New York.

The university said in February that it was mulling the move and in March submitted a tentative proposal as a response to Mayor Mike Bloomberg's push to lure a top science school to one of several city-owned properties.

Stanford has teamed Edelman with lobbying and consulting firm Tusk Strategies, which has close ties to Bloomberg and worked on his re-election campaign.

The *Stanford Daily* first reported the hiring of Edelman.

The *Wall Street Journal* reported Sept. 20 that Stanford is now "aggressively pursuing" the chance to win city land and is talks to with the city on a construction bid for land on Roosevelt Island between Manhattan and Queens. The university reportedly envisions a graduate institution of 2,200 students and 100 faculty members.

## **HB TAPS SEASONED ARMY MEDIA PRO**

Rudy Burwell, a retired Army colonel who was chief of media operations during Operation Iraqi Freedom, has joined Hellerman Baretz Communications in D.C. as an executive VP focused on crisis communications.

Burwell rose through the Army PA ranks as a media relations officer at the Pentagon. He was media chief for a year for the Multi-National Corps force during the so-called surge from 2007-08 and handled crises from the alleged Blackwater contractor shootings of Iraqi civilians to the British exit from Basra.

"His courage and successful leadership during the most severe and consequential communications crises have given him wisdom that few others possess," said John Hellerman.

Burwell left the military in August after a three-year stint as director of Army Reserve communications, overseeing a staff of 50.



**Burwell**

**SHOWTIME PLUGS IN CARDOSO**

Trisha Cardoso, a former senior VP of publicity at Paramount Network TV, has moved to Showtime Networks to fill the executive VP-corporate comms. slot vacated in July.

Rich Licata left Showtime in July after seven years for the same title newly created at NBC Entertainment.

Cardoso has been a PR consultant over the past eight years since leaving Paramount, which she joined in 1993 and where she led advertising, publicity and promotion. She was previously VP of entertainment marketing for Burson-Marsteller.



Cardoso

Cardoso oversees Robin McMillan, senior VP of PR, and Johanna Fuentes, VP of corporate PR, for Showtime, which is owned by CBS.

**MSLO TURNS TO CURRENT FOR PR SLOT**

Martha Stewart Living Omnimedia has replaced its top communications executive after less than a year with the hiring of Current Media's Jeanne Meyer.

MSLO last November tapped IMAX's Sarah Gormley for the senior VP of corporate communications slot. She is no longer with the company, said a spokeswoman.

Meyer, executive VP of corporate communications for Current, joined the Al Gore-backed cable network in January. She was previously senior VP/corporate comms. for music label EMI in the Americas. She also held senior VP posts at Robinson Lerer & Montgomery and Dan Klores Communications.



Meyer

At MSLO, she reports to COO Lisa Gersh.

Meyer is MSLO's third corporate communications head since eight-year veteran Elizabeth Estroff left for the ASPCA in April 2010.

**NEWS CORP. HACKING ACTION SHIFTS TO U.S.**

The lawyer representing people who claim their phones were hacked by News Corp.'s now defunct *News of the World* tabloid are pushing the probe to the U.S.

Sky News reports the move is "bad news for News Corp and its boss Rupert Murdoch as well as his son and corporate heir James."

Mark Lewis said Sept. 23 that he plans to "raise issues about the role of a parent company over its subsidiaries." New York lawyer Norman Siegel, who represents families of 9/11 victims, has been retained to gather depositions from the Murdochs and News Corp board members concerning allegations that NOTW staffers bribed British police and other "malpractices."

Lewis will determine if a class action suit against News Corp. is warranted based on U.S. corruption laws that make it illegal under the Foreign Corrupt Practices Act to pay bribes to overseas officials. A potential class action suit would be filed in New York within ten days.

U.S. Justice Dept. officials, according to *The Guardian*, have already requested information from

News Corp. about alleged payments to British police.

Meanwhile, News Corp. has agreed to pay \$4.6M to the family of Milly Dowler, the murdered 13-year-old hacking victim, and a charity to settle the claims of the Dowlers.

**AL JAZEERA CHIEF RESIGNS**

Wadah Khanfar, who has led Al Jazeera since 2003, has resigned his post as head of the Arab TV network that is viewed in more than 25 nations.

The decision follows a WikiLeaks disclosure that Khanfar met with a U.S. intelligence officer to discuss what the American government viewed as disturbing content, according to a report by Yahoo's Dylan Stableford.



Khanfar

The U.S. diplomatic cable reports that Khanfar agreed to remove the offending content over two or three days.

In his "Dear Colleagues" memo, Khanfar made no mention of the WikiLeaks

disclosure, opting instead for "I have decided to move on."

He takes credit for establishing Al Jazeera as a "global media leader," and notes inroads made in the U.S. despite political opposition.

"This was no easy feat - not long ago, then U.S. Secretary of Defense Donald Rumsfeld unfairly attacked our coverage of Iraq while today, U.S. Secretary of State, Hillary Clinton, hails our news coverage. We were not weakened by Rumsfeld's comments nor made complacent by Clinton's. Al Jazeera is still independent and its integral coverage has not changed."

Khanfar notes that "authoritarian regimes were terrified at the birth of this new institution and they quickly went on the offensive from trying to discredit our reportage and staff through disinformation to lodging official protests with the Qatari government.

"When this did not stop our reporting, they started harassing our correspondents, detaining our staff and closing our offices. The only way they could stop us was by jamming our satellite signal. Yet we remained steadfast in our editorial policy - in fact, each attempt to silence us further emboldened us and increased our resolve," he wrote.

Khanfar has been replaced by Sheik Ahmad bin Jasem bin Muhammad Al-Thani, who is part of the royal family of Qatar.

**BRIEF:** Jennifer Armentrout, senior editor and test kitchen manager for *Fine Cooking*, has been promoted to editor, overseeing editorial, design, and content of the magazine, effective immediately. She replaces Laurie Buckle and was previously an editor and writer for the Culinary Institute of America's cookbooks. She joined FC in 2000 as an assistant editor. Connecticut's The Taunton Press publishes FC.

**FLEISCHER JOINS CNN'S POLITICAL TEAM**

Ari Fleischer, sports PR maven and former White House press secretary, has signed on as political contributor to CNN.

He says he's eager to give perspective on what is "shaping up as a red hot political year."

The head of Ari Fleischer Sports Communications served as President Bush II's primary spokesman from 2001 to 2003. He joined the White House after service as senior communications adviser for the Bush/Cheney campaign in 2000.

**Fleischer**

Fleischer's major accomplishments include press duties during the Florida recount, 9/11 attacks and dual wars in Afghanistan and Iraq.

Prior to the Bush connection, Fleischer worked as national spokesman for Elizabeth Dole's presidential run, communications director for the House Ways and Means Committee and press secretary for New Mexico Senator Pete Domenici, all Republican posts.

Fleischer is author of "Taking Heat," a chronicle of his days in the White House.

**SCHULTZ SIGNS OFF AT P-D**

Connie Schultz, who is married to Ohio Senator Sherrod Brown, has stepped down as columnist at the *Plain-Dealer* in Cleveland.

**Schultz**

The 18-year P-D veteran wrote a note to staffers to say it "has become painfully clear that my independence, professionally and personally, is possible only if I'm no longer writing for the newspaper that covers my husband's Senate race on a daily basis."

The resignation follows an apology earlier this month from Schultz for "crashing a Tea Party" event that was highly critical of Brown and the Democrats.

She continues writing for *Parade* and *Creators Syndicate*.

**TWITTER BOARD MEMBERS STEP DOWN**

Fred Wilson and Bijan Sabet, two venture capitalists who were early backers of the micro-blogging service, are stepping down at the end of the month.

Wilson is principal at Union Square Ventures, while Sabet is from Spark Capital.

Twitter in a statement acknowledged that Wilson and Sabet "played important and greatly appreciated roles in our success."

They saw "what Twitter could become before anyone else," the company said.

Twitter said it looks forward to "their continued input as investors in the company and passionate users of the product."

The messaging and social network, which is valued in the \$8.5B range, has no plans to replace the exiting directors.

**BLUMENSTEIN TAKES WSJ FRONT PAGE ED JOB**

Rebecca Blumenstein is taking over for Alix Freedman as Page One editor of the *Wall Street Journal*.

In a note to staffers, editor in chief Robert Thomson expects Blumenstein's to bring her "verve, energy, creativity, and logistical acumen to the important task of enterprising journalism, both in landmark projects and in driving the news agenda (not being driven by it)."

Blumenstein has been deputy managing editor since 2009. Earlier, she was China bureau chief and chief of the WSJ's technology group in New York.

She joined the News Corp unit in 1995 as a reporter in the Detroit bureau. She has written for the *Tampa Tribune*, Gannett papers and *Newsday*.

Matt Murray assumes Blumenstein's post as international/investing editor and deputy managing editor.

**LIQUOR MARKETERS UNVEIL SM RULES**

The hard liquor industry through its trade group today unveiled social media guidelines for "responsible marketing" in coordination with its European counterpart.

The Washington, D.C.-based Distilled Spirits Council of the U.S., known as DISCUS, faces a challenge with social networking and other digital media sites as its own code requires that marketing should only be placed in media where at least 71.6% of the audience is reasonably expected to be above the 21-year-old purchasing age for alcohol.

But DISCUS cites Nielsen data showing that more than 82% of Facebook's audience is over 21 while Twitter's drinking-age users top 86%.

Among its self-imposed guidelines are requirements for verifying users' age – known as "age-gating" – before viewing sites like Facebook pages, a practice already in place for standard web pages. The new guidelines also call for liquor brands to monitor user-generated content on their own pages and sites, urge users not to forward content to underage viewers, and calls for digital marketing communications and product promotions to be "transparent."

DISCUS said companies that don't comply will be investigated and results of those probes will be posted online.

The new guidelines go into effect Sept. 30 for members of the trade group covering social networking sites, websites, blog, mobile communications and applications.

DISCUS worked with online consulting firm SSP, which is led by News Corp.'s former chief security officer, Hemanshu Nigam, and sought input from advisor Joan Bernstein, former director of the Federal Trade Commission's Bureau of Consumer Protection.

The guidelines were developed with the European Forum for Responsible Drinking.

PDF of the guidelines: <http://odwpr.us/pnkCZQ>.

**BRIEF:** The *Washington Post* has released its "D.C. Going Out Guide App" for iPhones, including more than 18,000 D.C.-area restaurants, events, bars and movie listings, editors' picks and tools like movie trailers and the ability to buy tickets or make eatery reservations. The app is free.

## NEWS OF PR FIRMS

### TC LOOKS EAST, REELS FROM IR WALKOUT

Buffalo-based Travers Collins, which suffered the defection of its investor relations unit in a clandestine move last week, has added Kodak and Bausch & Lomb PR vet Mike McDougall as the firm looks to establish a Rochester presence.

McDougall was recently global VP of corporate communications and public affairs for B&L, joining the eye care company after more than four years as global PR director at Eastman Kodak.

Bill Collins, principal at TC, told O'Dwyer's McDougall is a longtime acquaintance in PR circles and saw the opportunity to build an operation in Rochester, a market which Collins said tends to keep its PR local or reach out to New York rather than west to Buffalo. The area counts a population of more than one million and operations of global companies like IBM, Delphi, GM and Constellation Brands.

McDougall will operate from Rochester as McDougall Travers Collins. He said he discussed joining the firm for several years and found the timing right upon leaving B&L.



McDougall

#### IR Staffers Exit

TC is reeling from the Sept. 17 exit of its IR practice leaders and three other staffers from the unit in a move that surprised the firm's management.

Lynn Casteel, executive VP and managing director of TC's IR practice, and Jeff Schoenborn, senior VP of corporate communications and IR, notified Collins on Sept. 17, after gathering belongings from the firm earlier that Saturday morning, that they were setting up a rival shop with TC clients starting Sept. 19 along with the firm's three other IR staffers. The move came two days after bonuses were handed out.

Collins said the move was surprising and called their conduct "disappointing," pointing out that Schoenborn and two other staffers had started their careers at the firm and Casteel was a 16-year veteran. He said the move came without any indication the group was unhappy or wanted to change the practice's operation or revenue model.

Collins said the firm will look to rebuild the unit, which produced from \$400-800K in revenue.

The former staffers, meanwhile, have set up Casteel Schoenborn in nearby Williamsville, N.Y. They did not have contracts or non-compete agreements with TC, although the firm is considering legal options.

**BRIEFS:** Canadian PR powerhouse **National PR**, Montreal, marked its 35th anniversary on Sept. 22. Founder Luc Beauregard, a former journalist and now executive chairman of Res Publica, the holding company that owns National, said he set up shop when PR was a relatively new business in Canada and believes National has contributed to "advancing the discipline. ...MSLGroup has kicked off its third annual Be:CAUSE Community Connected Grant that invites New York-based non profits to apply for a pro bono professional communications program worth \$100K. Applications are at <http://odwpr.us/qvGZG3>.

## NEW ACCOUNTS

### New York Area

**Laura Davidson PR**, New York/VisitScotland, the Scottish Tourist Board, a renewal following a competitive pitch. The firm has held the business since 2003.



**Burson-Marsteller**, New York/Great Place to Work Institute, research, consulting and training firm, to publicize the release of its first World's Best Multinational Workplaces list on Oct. 27 at the New York Stock Exchange. Twenty-five companies will be recognized.

**Workhouse**, New York/La Cerveceria, Peruvian eatery in New York's Bowery neighborhood slated to open in October.

**KCSA Strategic Communications**, New York/BioLineRx, Israel-based biopharmaceutical development company, for investor relations.

### East

**BackBay Communications**, Boston/iCapital, fee-only investment advisory firm for qualified retirement plans, as AOR for PR following a competitive search, including media relations and writing services highlighting the firm's expertise in money management, fiduciary governance and retirement plans.

**Sawmill Marketing PR**, Baltimore/Houston-based FCC Environmental, waste oil collection and processing, for an awareness campaign for its \$50M sustainable



used motor oil recycling facility. Work includes strategic message development, media relations, website development and management, community relations, crisis comms. planning and media training.

### Southeast

**Kleber & Associates**, Atlanta/Masonite, interior and entry doorway systems, as PR and social media AOR.

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

**Write2Market**, Atlanta/Metadigm Services, asset management for utility companies, for a long-term industry leadership PR communications campaign to major utilities.

### West

**Concept PR**, San Francisco/StockTwits, real-time investment community; Making Fun, social games publishing, and SweetLabs, software for using mobile and tablet apps on a desktop PC. Concept is developing and managing strategic communications programs for each, including media relations, social community management, promotional campaigns, and executive speaker programs.

**Diboll & Associates Marketing and PR**, San Fran/SearchDex, specialty SEO firm for large e-tailers, as AOR for PR in the U.S. following a competitive selection process.

— Greg Hazley

## NEWS OF SERVICES

### FOUR PR GROUPS TO BACK GAP STUDY

The four major PR associations have signed on to support USC Annenberg's biennial study of generally accepted practices for the PR industry.

Jerry Swerling, director of the school's Strategic Communication and PR Center, said the participation of the groups – The Arthur W. Page Society, Institute for PR, International Association of Business Communicators, and PR Society of America – is the first time they have joined together to support a single research project.

The study, known by the acronym GAP, is conducted every two years across the PR sector to gauge trends, finances, and other data. It will likely benefit from increased participation by the tens of thousands of members of the four PR groups, which will urge members to respond to the upcoming seventh installment of the project.

"The bigger winner will be the profession," said Swerling, who added that Page, IABC, IPR and PRSA participation will make the results more "reliable and projectable than that produced by any of its six predecessors."

The GAP VII study is being fielded this month and closes in late November. Findings are slated to be released in the second quarter of 2012.

### ARMON TO CRITICAL MEDIA

New York-based Critical Media, which markets the Critical Mention monitoring service, has brought in former PR Newswire executive Dave Armon as president of CM.

Armon was president and COO of PRN, exiting in 2008 as the company revamped and emerged in the digital realm. He has since held posts at dna13 and Context Optional, and advised dissemination service PitchEngine.

CM CEO Sean Morgan noted Armon's "keen understanding of the media and the needs of marketing communications professionals makes him the ideal leader as we move into the next phase of our growth."

Armon said CM is in a position where the industry is transforming and noted the "extraordinary opportunities ahead."

The sudden demise of monitoring industry heavyweight VMS earlier this month has sparked a flurry of marketing and positioning by its competitors, including CM, to take the lead in the era of digital and social media tracking.

**PROJECTS:** **PorterHouse Media**, New York, was tapped by IBM to produce a multi-use promotional video for its Netezza brand, which it purchased last year. Netezza designs and markets high-performance data warehouse appliances and advanced analytics applications. The 60-second spot will be unveiled as a promotional marketing tool at the IBM Information On Demand Conference October 23-27 in Las Vegas. The video will also be featured on the IBM web site and at future industry trade shows and conferences. PorterHouse has worked with ESPN, FedEx, NBC, ABC, and Puma, among others.

## PEOPLE

### Joined

**Sarah Tyre**, senior VP and group manager in Ketchum's issues and crisis management practice, to Burson-Marsteller, New York, as managing director. She reports to Karen Doyne, head of the WPP unit's crisis team. She is a 15-year veteran of Ketchum and started her PR career in 1995 at Ruder Finn.



Tyre

**Morris Denton**, who ran corporate marketing for tech giant AMD, to Edelman's Austin office as executive VP/general manager. He reports to Helen Vollmer, president of Edelman/Southwest. Denton ran Citigate Cunningham's office in Austin, leading an expansion from two to more than 50 staffers, making it the biggest shop in the city. Edelman services local clients like AMD, Texas Tourism, Springbox, Cochlear Americas and South University in Austin.

**Rob Bratskeir**, former executive VP and 17-year veteran of Bratskeir & Company, to 360 Public Relations, Boston, to executive VP and GM of its new New York office. He also serves as creative director across the firm. B&C was acquired in 2000 by MDC's Margeotes/Fertitta & Partners. Bratskeir had been working as a consultant to PR firms and consumer marketers.



Bratskeir

**Tom De Luca**, VP of worldwide interactive marketing at Warner Bros, to Ogilvy & Mather, New York, to lead the agency's effort to expand its social media solutions as chief digital officer. De Luca handled digital campaigns for WB's movie and TV franchises like "Harry Potter," "Sex and the City" and "Gossip Girl" and was behind a Warner partnership with Facebook that let consumers buy films on the social networking site. At Ogilvy, he reports to John Bell, the PR executive and managing director of its 360 Digital Influence unit. He previously was VP of digital media and Internet for Lions Gate Entertainment.

**Zach Rosenfield**, head of communications for sports betting site AccuScore, has moved to two-year-old Prodigy PR in Los Angeles as an executive VP to lead the film publicity firm's new TV and sports entertainment unit. Rosenfield, a former TV and film publicist who worked with Prodigy founder Erik Bright at Insignia PR, has repped clients like TV writer Shonda Rhymes, singer Paula Abdul and reality show "Fear Factor."

**Arthur Sando**, who led his own L.A.-based firm and was previously senior VP, comms., CBS Enterprises, to MonaVie, a Salt Lake City-based nutrition products company, as VP of corporate communications. He was previously senior VP, corporate comms., Winstar Communications, and held the same title at King World Productions, prior to its purchase by CBS. He was also VP of corporate affairs for Comsat Corp. and rose through the ranks at Turner Broadcasting System, where he was the first PR director and later became VP of marketing and communications.

## **'GREEN JOBS' RIPPED AS PROPAGANDA**

The idea of “green jobs” is nothing more than a propaganda tool used by the Obama administration to “provide legitimacy to a pre-determined outcome that benefits a political ideology rather than the economy or the environment,” according to a scathing 33-page report released Sept. 22 by the House Committee on Oversight and Government Reform.

Chaired by Congressman Darrell Issa (R-Calif.), the committee rips the president for a green agenda that “has been driven by political favoritism and accusations of pay-to-play relationships benefiting private investors with the security of public loan guarantees,” as in the case of bankrupt solar panel producer Solyndra, which received a \$535M loan guarantee.

The report charges that the administration backed by an alliance of environmentalists and labor groups pushes green energy at the expense of traditional fossil fuels.

“By sacrificing domestic carbon-based resources upon the altar of an ill-fated green energy experiment, the President has put U.S. economic security in jeopardy and wasted billions in taxpayer money at a time when our fiscal health is in peril.”

The president’s green energy campaign has been pursued while it “simultaneously implemented a regulatory agenda that is choking American businesses and restricting access to abundant domestic natural resources which have traditionally provided cheap energy that supports economic growth.”

The report does see one beneficiary of the U.S. green agenda: China. With its near-monopoly of “rare earth minerals,” which are essential components in wind turbines, advanced batteries and solar panels, China has a competitive advantage in green technologies. The study concludes that the administration's push for a green energy economy “should not be touted as a jobs program: it is a program that has destroyed jobs at a time when our economy needs them the most.”

## **KOCH VETS BOOST WAL-MART**

Wal-Mart has hired Cove Strategies, which is staffed by Koch Industries pros, to handle Internet tax issues for the world’s largest retail operation.

Cove principal Matthew Schlapp works the account. He was VP-federal affairs for Koch Industries, where he led the privately held conglomerate’s environment, energy, financial, legal and tax strategies, until joining Alexandria, Va.-based Cove in 2009.

Schlapp was chief of staff to ex-Kansas Rep. Todd Tiahrt, who represented Koch's headquarters city of Wichita in Congress, and regional political director of Bush/Cheney in 2000. He exited the White House deputy director of political affairs slot in 2005 to join Koch.

Another Koch veteran, Frank Sadler, handles Wal-Mart's effort. As senior development associate at Koch Industries, Sadler handled “fundraising and provided strategic guidance at non-profits aligned with free market ideas,” according to his bio.

Earlier, Sadler was deputy national finance director for former Virginia Senator George Allen, who is running to regain his seat.

## **LOTTERY SEEKS PR**

The private company that took over the Illinois Lottery after the state became the first to outsource its operations last fall has asked PR firms to ante proposals this month with an RFP open through early October.

Northstar Lottery Group, which inked a 10-year contract with the Prairie State in September, 2010, released an RFP on Sept. 16 to supplement its in-house PR staff.

Omnicom’s Energy BBDO handles advertising.

Firms must have at least two years of experience with the lottery industry or a related retail sector and a headquarters or regional office in Chicago.

Standard PR services are sought, including writing and editing releases, media relations, monitoring and media training.

Download the RFP at <http://odwpr.us/n4ra6J>.

Northstar won the state’s bidding process last year with a pledge to generate \$4.8B for Illinois over the next five years, a \$1.1B increase over previous revenues.

## **GRAIN PRODUCERS LOOK TO CULTIVATE PR**

Producers of the grain sorghum are looking to cultivate PR proposals to support the United Sorghum Checkoff Program, a three-year-old, federally backed effort to promote the industry.

Sorghum, which is increasingly being used in gluten-free products, is mainly used for livestock feed and ethanol production.

The checkoff program has an RFP for a communications agency open through Sept. 30 to handle its \$100K PR budget.

The grain is produced on about 4.8M acres in the U.S., led by Kansas, Texas, Oklahoma, Colorado and South Dakota.

The group wants help with an annual survey, support for its communications team, crisis comms. help, web help, and other communications counsel.

RFP: <http://odwpr.us/okjcL6>.

## **DODGERS MAKE PITCH TO KEEP KEKST**

The Los Angeles Dodgers are seeking the okay of U.S. Bankruptcy Court to continue the use of Publicis Groupe’s Kekst and Co. unit as PR adviser.

The Dodgers are upset with the “inaccurate or misleading” reporting of off-field issues, according to its court filing. That requires a “seasoned communications firm such as Kekst to better ensure that media coverage of LAD is more evenhanded and accurate going forward.”

The *Los Angeles Times*, which reported this story, says the LAD is charged \$750 and \$400 for primary spokesperson duties.

The team sees a post-bankruptcy future for a PR firm to build goodwill among its fan base in order to increase ballgame attendance, ratings and merchandise sales.

Though the Dodgers are fielding a losing team this year, the organization believes the decline in attendance is partly due to the “negative publicity surrounding the team,” according to the filing.

## PR OPINION

**“The Tylenol Mafia,”** by **Scott Bartz, an exposé of Johnson & Johnson’s** manipulation of facts surrounding the murder of seven people in the Chicago area in 1982 via Extra Strength Tylenols, will create a big headache for J&J, the media that went along with this ruse, and authorities such as the FBI, local police and the courts that did flawed and even dishonest work.

There’s no doubt that the public was lied to on a grand scale about the Tylenol murders that drew attention matching that which followed the murder of President Jack Kennedy in 1963.

Also pulled into the wake of this tsunami of spin and lies were the textbooks that invariably praised J&J. A co-conspirator was PR Society of America, which gave J&J a special Silver Anvil in 1983 after J&J lost in the crisis category to Hygrade Food products. Winner was the campaign “Getting Hygrade off the Griddle” after bits of metal were found in some of its hotdogs.

PRS has been unwavering in its adulation of what J&J did and no doubt influenced media and textbook coverage. A full page in *Tactics* in March 2008 said J&J provided “an enduring example of crisis management done right.”

J&J was a regular advertiser in PRS publications for years and in 1999 the Robert Wood Johnson Foundation gave \$2.6 million to Kids in a Drug-Free Society, a joint venture of the PRS Foundation and the Partnership in a Drug-Free America.

The textbook *Effective PR* said J&J began “immediately pulling the product off retail shelves” and “PR Strategies & Tactics” said J&J “immediately halted Tylenol production, stopped distribution, and recalled supplies from retailers.” The *Practice of PR* noted the recall was ordered nearly a week later and only after another Tylenol poisoning incident in Oroville, Calif.

Pitiful and emblematic of J&J’s “Who, Me?” pose is that it only offered a reward of \$100K after the 1982 and 1986 murders. It should have offered \$10M or \$20M.

### **NYT Took Many Tylenol PR Pills**

Especially red-faced will be the *New York Times* which has been steadfast in its praise of J&J/Tylenol including a nearly three-page feature Aug. 22, 2010 by Peter Goodman that said “Exhibit A in the lesson book on forthright crisis management is the mass recall of Tylenol in 1982 after the deaths of seven people...”

Natasha Singer, NYT reporter on J&J, also swallowed the poisoned Tylenol PR pill, writing May 3 last year that “J&J is considered a model for the consumer products industry for its fast and adept handling of the Tylenol scare in 1982...”

Other media that swallowed the myth that J&J acted quickly and ethically in regard to easily-spiked Tylenol

capsules (which should never have been marketed in the first place) included *Fortune*, *The Economist*, *Christian Science Monitor*, *Motley Fool* and Wikipedia.

The Bartz book could impact the stock of J&J which is currently about at its 2002 level. Although immensely profitable, with net of \$11.6 billion in 2010 on sales of \$64.3B (it also owes \$18.7B), J&J was \$64.95 on Jan. 2, 2002 and is currently around \$61.

J&J is a holding company for more than 250 units. Only a small part of its sales are for its best known baby products and Band-Aids.

### **Author Bartz Has Thousands of Facts**

Author Bartz has compiled thousands of facts that make a compelling case that the Extra Strength Tylenol capsules were mixed with cyanide while still under the control—faulty as it was—of J&J.

His tell-all, insider’s book is of the same genre as “Deadly Spin” by Wendell Potter, which catalogued PR abuses in the drug industry and especially at Cigna. Potter had 20 years at Cigna.

The Bartz book goes on sale today at \$24.99 on Amazon and is also available as an ebook on Amazon Kindle and on Barnes & Noble’s Nook for \$9.99. It is self-published.

The Potter and Bartz books are must reading for those in PR as well as students, professors and PR journalists.

A J&J employee 7.5 years to March 2007, Bartz has intimate knowledge of the distribution system of J&J including its use of “rack jobbers” and other third parties who put ingredients into capsules for J&J and others and deliver them to stores.

Bartz, citing names, dates and other particulars, tracks a half dozen others, besides the seven in the Chicago suburbs, who died from poisoned Tylenols. He feels the number of victims is probably much higher.

What suddenly brought the poisonings to the attention of hospital workers was that three members of the Janus family died in rapid succession of cyanide poisoning after taking Extra Strength Tylenols.

Such poisonings otherwise had been widespread and escaped the attention of medical workers, Bartz says.

Adam Janus, 27, died of cyanide as did his brother Stanley, 24, and his new wife. They all took Tylenols from the same bottle on the same day—Wednesday, Sept. 29, 1982.

The Bartz pin prick that bursts the J&J PR balloon, which claimed that the Tylenols were being poisoned after they were on store shelves, was the death of Lynn Reiner, 27, who had given birth four days earlier to son Joshua. Her poisoned Tylenols came from the Central DuPage Hospital in Winfield as part of a kit given to mothers and there was no way that any outsider could get into the hospital’s dispensary to contaminate such pills.

There is no question that the Extra Strength pills were from the hospital, says Bartz, who writes that the Reiner case “held the key to solving all of the Tylenol murders.”

— Jack O’Dwyer

