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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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MASSACHUSETTS REVIEWS TOURISM MTKG.

Massachusetts is the latest state to kick off a review of its travel and tourism business with an RFP process covering marketing, advertising and PR.

The Bay State's Office of Travel and Tourism, based in Boston, is focused on attracting leisure travelers in the U.S. with possible side projects targeting Canada, sports marketing and film production. Budget is in the \$3M to \$5M range for the base year.

Connelly Partners is the incumbent for advertising and PR. Development Counsellors International worked the account in years past.

The OTT said it wants to award a single contract – ostensibly to an ad agency that partners with a subcontractor for PR, social media and other services – but added that it could make multiple awards.

The pact will run for a year with three option years.

Proposals are due April 16. View the RFP at <http://odwpr.us/H2effo>.

RF GOES LUXE

PPR Group, the French luxury and sports/lifestyle brand powerhouse, has hired Ruder Finn for corporate communications in the U.S. as the firm seeks to hike awareness here.

The firm recently established a New York office under Laurent Claquin, who selected RF due to its "business insights, creativity and knowledge of the market."

PPR is the home of brands such as Gucci, Yves Saint Laurent, Alexander McQueen, Sergio Rossi, Puma, Stella McCartney, Bottega Venta and Brioni.

Louise Harris, RF's global chief strategist, heads the work.

MSL's O'KANE TO CCC

Jeanine O'Kane, who had been running MSLGroup's North American healthcare practice, has joined Chandler Chicco Cos. as managing director of its Biosector 2 unit.

She takes over for Lisa Stockman, who becomes managing director of CCC New York, a new position.

O'Kane was New York health practice head and executive VP at Ogilvy PR Worldwide before joining the Publicis Groupe unit.

Stockman has managed key accounts such as Celebrex, Zolofit and Boniva.



USS Constitution in
Charlestown harbor.

Photo: Tim Grafft/MOTT

OGILVY FLIES US AIRWAYS

US Airways, which is mulling a bid for bankrupt American Airlines, has hired Ogilvy Government Relations for federal aviation, commerce and judiciary matters.

CEO Doug Parker told the March 27 *Wall Street Journal* that consolidation is needed to strengthen the airlines business.

He merged American West Airlines with US Airways in '05, made an unsuccessful hostile bid for Delta and discussed a merger with United Airlines before it married Continental Airlines.

Tempe-based US Airways registered \$13B in revenues last year and earned \$71M. American on March 29 told a bankruptcy judge that it lost \$619M in February; \$375M of that amount was Chapter 11-related.

NCR's BREWER POWERS TVA COMMS.

Janet Brewer, who led corporate communications for electronics giant NCR, has left to fill the vacated top communications slot at the Tennessee Valley Authority.

David Mould resigned as senior VP/comms. for the U.S. government-owned TVA last June after a two-year stint.

Brewer takes the title of VP/comms. in the \$235K-a-year post based in Knoxville.

Prior to her six-year stint at NCR, she led corporate comms. at LexisNexis, ran her own shop and worked PR and community relations at Reynolds and Reynolds Co., an IT operation focused on the auto sector.

Jim Greene, group president for strategy and external relations, held the TVA post since Mould's departure.

The TVA, a not-for-profit, provides power to nine million people in seven southeastern states.

DEVINE AND POWERS SPLIT

Jay Devine has bought out Vince Powers after nine years as Philadelphia's Devine + Powers and renamed the agency Devine + Partners.

Powers has set up his own consulting shop, Powers Brand Communications, focused on small business and emerging growth organizations.

The two were formerly execs at Tierney Communications until founding D+P in 2003.

Devine said the firm and six staffers have seen an upswing in business in the first quarter, including additional work from longtime client Tiffany & Co.

**New York, California,
D.C. Rankings Issue**



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OK SEEKS FIRM FOR GLOBAL BIZ PUSH

Oklahoma is searching for a PR agency to pitch the state nationally and internationally as a competitive place to do business for sectors like energy and aerospace.

The Sooner State's Dept. of Commerce released an RFP March 26 calling for PR pitches to support its communications division to "increase and strengthen awareness of Oklahoma's business environment," as well as shape the state's "brand" for U.S. and foreign investment.

Oklahoma's primary overseas target is Western Europe, with secondary sights on Canada, Latin America and the Asia Pacific region.

Business sectors eyed include energy, both traditional and renewable, aerospace and defense, biosciences, and corporate headquarters across all industries. Chesapeake Energy, Devon Energy, American Fidelity Assurance and QuikTrip are Oklahoma-based companies on the *Fortune* 1000 list for 2012. Google last year opened a \$600M data center in the state with plans to use power from local hydro and wind sources.

View the RFP: <http://odwpr.us/HhghnQ>.

BLUESHIRT GUIDES ANNIE'S IPO

The Blueshirt Group handled the March 28 initial public offering of Annie's Inc., organic foods maker, which resulted in a robust 89 percent advance to \$36.50 in first day of trading.

The *Wall Street Journal* reported the Annie's action is "another hopeful signal for an initial public offering market that has been in torpor for months."

Annie's performance valued the Berkeley, Calif.-based company in the \$600M range.

Annie's, which is best noted for its macaroni and cheese, was down 1.8 percent to \$34.23 April 2.

San Francisco-headquartered Blueshirt is part of Next Fifteen Communications Group, which owns Text 100, Bite, Outcast Agency and M Booth. Blueshirt co-founder Erica Abrams leads the Annie's account.

FORMER COCA-COLA PA EXEC TO D.C. FIRM

Barclay Resler, former VP of public affairs and government relations for the Coca-Cola Co., has moved to Ervin | Hill Strategy in D.C. as the defense lobbying and business development firm expands its focus to PA.

Resler retired in 2011 after 31 years at Coca-Cola, handling PA and government relations and based in D.C. since 1987.

He leads Ervin's PA practice and handles communications and government relations assignments for clients.

Jim Ervin, an Air Force vet and Hill aide for the Pentagon under Defense Sec. Caspar Weinberger, is CEO of EHS. He said Resler had a lot of options and is pleased that Resler chose his firm "for the next chapter in what has been a very impressive career."

A former fundraising "Ranger" for President George W. Bush, Resler earlier worked PA for the Aluminum Association and Car Manufacturers Institute.

Twenty-five-year-old Ervin | Hill re-branded from Ervin Technical Associates this month to reflect its move into PA and the hire of Dan Hill as president. Hill previously led the D.C. office aerospace company AugustaWestland and was a managing director at Chlopak, Leonard, Schecter & Associates.

GOODMAN MEDIA PLAYS BALL

Goodman Media International has picked up the Atlantic League account to generate buzz for the baseball league that is celebrating its 15th anniversary season.

The mission of the AL is to bring high-level professional baseball and affordable family entertainment to communities not served by Major League Baseball and their affiliated minor league teams. Its ballparks seat 5,000 to 7,500 people. The AL's current roster features the Bridgeport Bluefish, Camden Riversharks, Lancaster Barnstormers, Long Island Ducks, Somerset Patriots, Southern Maryland Blue Crabs and York Revolution.



Goodman in Sugar Land

Tom Goodman told O'Dwyer's a key priority of the firm will be to promote the expansion of the AL from the east coast to Sugar Land, Tex., which is outside Houston.

The home of the Sugar Land Skeeters, Constellation Field, features "carousels in the outfield that intrude a bit into the field, which will make for some really interesting caroms - and triples," according to Goodman, who recently inspected the ballpark.

GMI has sports experience gained via work with the Joe Torre Safe at Home Foundation, *Sports Illustrated* Books, and J.P. Morgan Tournament of Champions (international squash at Grand Central Station).

JAPAN HIRES D'AMATO'S FIRM

Japan's Consulate General has hired Park Strategies, the firm of former New York Senator Al D'Amato.

Christopher D'Amato, son of the well-connected Republican leader, is working the account as executive VP & managing director. He was senior counsel at the U.S. Securities and Exchange's enforcement division before joining Park Strategies in '01.

Sean King, ex-senior advisor for Asia at the U.S. & foreign commercial service, teams with D'Amato on the business. He splits his time between New York and Taipei, where Park Strategies opened an office in 2010.

The firm also advises the Taipei Economic & Cultural Representative Office on issues such as arms sales, military exercises and investment in New York State. It received \$125K for that effort during the six-month period ended January.

On the Japan business, Park Strategies reports to Yasuhisa Kawamura, deputy chief of mission in N.Y.

WILSON TO TAKE NRF COMMS. REINS

Katie Wilson, who handles communications at the U.S. Chamber of Commerce, is set to take the communications reins at the National Retail Federation on April 9.

Wilson, senior director of comms. and strategy at the U.S. Chamber, will step into the post vacated by Tita Freeman, the former U.S. Chamber VP who set up the NRF's PA unit last year and left last month for the Business Roundtable.

Wilson was an aide to the Office of Vice President Dick Cheney and later an associate at Gallatin PA, Portland, Ore.

Ranking of Washington, D.C. PR Firms

Firm	2011 Net Fees	Staff
1. Edelman	\$58,229,617	259
2. APCO Worldwide	55,952,600	229
3. Qorvis Communications	29,500,000	102
4. Levick Strategic Comms.	12,459,523	51
5. Hager Sharp	8,630,663	47
6. Crosby Marketing, Annapolis	7,305,583	45
7. Merritt Group, Reston, VA	7,169,638	36
8. GYMR	5,969,294	27
9. Spectrum	5,728,753	24
10. Gibraltar Assocs.	4,918,650	19
11. MWW Group	4,551,000	15
12. Jones Public Affairs	4,272,403	25
13. Finn Partners	1,644,000	12
14. Allison + Partners	883,567	6
15. CRT/tanaka, Alexandria, VA	669,000	3

Ranking of Los Angeles/So. Cal. PR Firms

Firm	2011 Net Fees	Staff
1. Edelman	\$17,129,392	117
2. Davies, Santa Barbara	8,767,164	28
3. Formula PR, San Diego	5,132,708	51
4. Finn Partners	4,884,000	36
5. Revive PR, Santa Barbara	4,600,000	17
6. Cerrell Assocs.	4,467,127	22
7. Zeno Group	4,461,062	14
8. Formula PR, Los Angeles	4,001,700	31
9. Bender/Helper Impact	3,562,622	42
10. Phelps Group, Santa Monica	3,545,693	19
11. ICR	2,660,716	7
12. IW Group, West Hollywood	2,392,000	10
13. Allison + Partners, L.A.	2,300,000	15
14. MWW Group	2,194,000	12
15. VPE PR, S. Pasadena	1,381,747	15
16. J Public Relations, San Diego	1,158,935	10
17. CRT/tanaka	1,086,000	6
18. Blaze PR	1,029,100	9
19. Allison + Partners, San Diego	884,424	6
20. Taylor	600,000	1
21. Lee & Assocs., Costa Mesa	421,811	5

Ranking of San Francisco Area PR Firms

Firm	2011 Net Fees	Staff
1. Edelman, Mountain View	24,767,054	129
2. Atomic Public Relations	15,008,254	92
3. WCG	13,240,000	68
4. Spark Public Relations	10,396,043	33
5. The Hoffman Agency, San Jose	9,150,000	100
6. Edelman, San Francisco	8,495,856	97
7. Launch Squad	5,573,586	48
8. Text 100 Global	5,224,000	42
9. Allison + Partners	4,300,000	35
10. Singer Assocs.	4,265,847	12
11. The Horn Group	3,200,000	17
12. Borders + Gratehouse	2,982,627	14
13. APCO Worldwide, Sacramento	2,651,700	11
14. Edelman, Sacramento	2,612,104	12
15. Bateman Group	2,337,577	10
16. Finn Partners	1,977,000	13
17. APCO Worldwide	1,098,500	5
18. MWW Group	987,000	4
19. K/F Comms.	779,164	9
20. Zeno Group	159,012	10

Ranking of New York PR Firms

Firm	2011 Net Fees	Staff
1. Edelman	\$118,659,974	638
2. Ruder Finn	37,790,000	195
3. MWW Group, New York Metro	25,750,000	146
4. WCG	22,985,000	117
5. Cooney/Waters Group	20,433,000	70
6. M Booth & Assocs.	13,892,873	68
7. CJP Communications	12,574,399	52
8. 5W Public Relations	12,455,065	69
9. Finn Partners	12,347,000	113
10. Hunter Public Relations	12,031,691	64
11. Makovsky + Co.	12,000,000	50
12. Taylor Global	10,900,000	64
13. RF Binder Partners	10,375,000	63
14. Kaplow Communications	10,024,000	55
15. Text 100 Global	8,585,000	46
16. APCO Worldwide	8,556,000	39
17. Development Counsellors Int'l	7,242,952	43
18. ICR	7,013,837	31
19. Linden Alschuler & Kaplan	6,392,000	34
20. Bliss Public Relations	5,965,000	39
21. Lou Hammond & Assocs.	5,952,850	33
22. Catalyst Public Relations	5,923,944	26
23. Allison + Partners	5,500,000	33
24. Quinn & Co.	5,186,306	40
25. Maloney & Fox	5,174,400	N.A.
26. Intermarket Communications	4,837,425	18
27. The Horn Group	4,700,000	24
28. Gibbs & Soell	4,332,645	29
29. CooperKatz & Co.	4,060,058	28
30. CRT/tanaka	3,919,000	20
31. Zeno Group	3,432,044	22
32. Dukas Public Relations	3,389,000	16
33. MMGY Global	2,924,704	20
34. Formula Public Relations	2,431,468	20
35. Text 100 Global, Rochester	2,225,000	15
36. Regan Comms. Group	2,170,250	10
37. Coyne PR	2,060,000	13
38. Bender/Helper Impact	1,835,290	N.A.
39. Trylon SMR	1,811,321	8
40. Padilla Speer Beardsley	1,708,044	N.A.
41. Launch /squad	1,304,052	11
42. LVM Group	1,168,304	6
43. Wordhampton PR, E. Hampton	978,833	10
44. Feintuch Comms.	830,775	4
45. Butler Assocs.	614,060	5
46. J Public Relations	603,399	5
47. TGI Healthworks, Upper Nyack	472,000	5
48. Bridge Global Strategies	385,538	3
49. Stuntman Public Relations	376,142	2

WASHPO TAPS TEMPLE

The *Washington Post* has hired John Temple, former editor/publisher of the *Rocky Mountain News*, as managing editor for local and digital coverage. He replaces Raju Narisetti.

Marcus Brauchli, executive editor, praised Temple's decades of experience as editor and reporter, plus extensive digital savvy.

"He'll help us to build on the rapid growth we've enjoyed recently with readers who come to us through our website, on mobile devices, or through new platforms like the incredibly successful Washington Post Social Reader on Facebook," said Brauchli in a statement.

Temple will run the local, sports, weekend, going out guide, local living, food, travel, arts, Sunday style, *Washington Post Magazine* and capital business sections.

He joins managing editor Liz Spayd, who will continue to oversee the day-to-day plans for the newspaper and manage the national, foreign, business, style, investigative, outlook, health & science sections and universal news desk.

Most recently, Temple was founding editor and general manager of Honolulu Civil Beat, an online site established by eBay founder Pierre Omidyar.

He joins the Post on April 30.

COMCAST NAMES FIRST CCO

Comcast has named D'Arcy Rudnay the first chief communications officer at the Philadelphia-based cable/broadcasting giant.

The title marks the broadening of Rudnay's duties to include management of Comcast's brand, image and reputation in the aftermath of the NBCUniversal deal.

Rudnay, who retains the senior VP-corporate communications position, reports to David Cohen, executive VP, and will handle special projects with CEO Brian Roberts.

In a statement, Roberts called Rudnay a great partner who has been involved in "all our major deals to design and execute appropriate messaging strategies and she has been a terrific leader in facilitating consistent communications for the entire Comcast family of companies." Prior to Comcast, Rudnay was VP-corporate communications & media relations at Lincoln Financial Group; VP-communications & corporate identity at Advanta Corp., and communications manager at Pew Charitable Trusts.

Abernathy MacGregor Group, which is part of Havas, handles Comcast.



Rudnay

CURRENT OUSTS OLBERMANN

Current TV has called in crisis PR help as the Al Gore-led network handles its ouster of anchor Keith Olbermann after a year.

"Current was also founded on the values of respect, openness, collegiality, and loyalty to our viewers," co-founders Gore and Joel Hyatt said in a statement March 30. "Unfortunately these values are no longer reflected in our relationship with Keith Olbermann and we have

ended it." *The Hollywood Reporter* said Current has bolstered its legal team and brought in crisis PR counselors Mark Fabiani and Chris Lehane. Lehane was Vice President Gore's press secretary and advisor in the 2000 presidential campaign.

Olbermann fired back at the network March 30, saying "for more than a year I have been imploring [Gore] and [Hyatt] to resolve our issues internally, while I've been not publicizing my complaints, and keeping the show alive for the sake of its loyal viewers and even more loyal staff." He added that he will pursue legal action, noting: "Nevertheless, Mr. Gore and Mr. Hyatt, instead of abiding by their promises and obligations and investing in a quality news program, finally thought it was more economical to try to get out of my contract."

Current picked up Olbermann in February 2011 after he was bounced from MSNBC.

Current on Friday announced former New York Gov. Eliot Spitzer will take up Olbermann's 8 p.m. time slot with "Viewpoint with Eliot Spitzer." Gore called Spitzer a "veteran public servant and an astute observer of the issues of the day." Spitzer's CNN show "In the Arena" was canceled last year.

CITY IN MARTIN SHOOTING GETS PR HELP

The central Florida city where 17-year-old Trayvon Martin was shot and killed has hired an Orlando PR firm to deal with the international scrutiny that has followed the incident.

Sanford, Fla., about 20 miles northeast of Orlando, is working with Massey Communications for crisis communications and media relations support.

"There has been a lot of media attention to the recent incident where George Zimmerman shot and killed Trayvon Martin," city manager Norton Bonaparte said in a letter to city residents posted to Sanford's city website, which includes an FAQ about the Martin shooting. Bonaparte, who hired Massey, added: "This is indeed a tragic situation and has caused a flood of questions and strong emotions from within our community, the region and nation."

Massey's PR unit is led by Susan Vernon-Devlin, a former public information officer for Seminole County - where Sanford sits - and the cities of Oviedo and Casselberry, Fla.

Vernon-Devlin told O'Dwyer's the initial terms of the firm's retainer are complete, but it is continuing to work with the city for the "foreseeable future" as "this is a fluid situation that will not be resolved any time soon."

She said the firm is handling crisis communications, which includes the organization of the joint information center to further media and PR.

"We established frequent lines of communication, press releases, press conferences, interviews with the media, discussions with citizens, things along those lines," she said. "In addition we are working with the city on a recovery plan."

Sanford on March 28 warned members of the media not to approach city employees outside of work hours under threat of arrest for stalking, citing reports where staffers were followed and approached at their homes and other locations.

NEWS OF PR FIRMS**OGILVY SNAPS UP SHUTTERSTOCK**

Ogilvy PR snapped up U.S. AOR duties for Shutterstock, the online stock photography marketplace.

The New York-based company did not work with an incumbent agency of record.

Boutique New York shop Morton PR worked with Shutterstock prior to 2011. Meagan Kirkpatrick was hired as director of social media and PR in March 2011 from IAC.

CEO Jon Oringer, who started the company in 2003 with 30,000 of his own images, said in a statement the company looks forward "to building our brand more through our collaboration" with Ogilvy.

Shutterstock in February said it surpassed 200 million licensed image downloads, which it said was an industry first.

Ogilvy has also picked up social conversation app Chumkee and developer C-Vibe for PR and social media.

SOUTH DAKOTA REVIEWS TOURISM PR

South Dakota, home of the Badlands and Mount Rushmore, is reviewing its PR and marketing accounts with an RFP open through late April.

Lawrence & Schiller of Sioux Falls is the nine-year incumbent on the \$7.5M-a-year pact, but the South Dakota Dept. of Tourism says it is open to the best proposals regardless of an agency's location.

The tourism entity has broken down the account into two components: advertising, branding, research and PR, and a second part focused on digital marketing, web development and social media.

The state on March 27 kicked off a new marketing campaign, "Your American Journey," to replace its long-running "Great Faces. Great Places" campaign.

Jim Hagen, secretary of the Dept. of Tourism, said the previous work served the state well but noted "success sometimes leads to complacency."

L&S' contract runs through late November.

Deadline for proposals is April 27. View the RFP at <http://odwpr.us/HhCPEK>.

WALL STREET SAYS 'OCCUPY' MAKES IMPACT

A majority of Wall Street executives believes Occupy Wall Street had a real impact on their business, and a big chunk of them were surprised by the rise of that protest movement.

That's among findings of a Wall Street survey commissioned by New York PR firm Makovsky + Co. and conducted by Echo Research.

Fifty-three percent of 150 communications/market-ing executives polled at banks, brokerage houses, asset management firms and insurers agree that Occupy made its mark. Nearly four-in-ten (38 percent) were caught unaware by the activists.

A robust 71 percent of those surveyed expect Occupy to continue its protests well beyond the presidential election.

Scott Tangney, executive VP of Makovsky's financial services group, says the poll finds that respondents believe Occupy "is not going away anytime soon and financial services executives need to be better prepared to address this issue going forward."

NEW ACCOUNTS**New York Area**

RF|Binder Partners, New York/Tupperware Brands Corp., as global AOR for PR, including business and financial comms., brand and product comms., and the company's "Chain of Confidence" campaign. Maloney & Fox won the last review in 2009, taking over for DeVries PR, which previously handled PR for several years for the iconic storage container brand.

Porter Novelli, New York/Room Key, new online hotel search engine backed by hotel industry giants, as AOR for PR and social media. RK, which launched in January, was founded by Choice Hotels International, Hilton Worldwide, Hyatt Hotels Corporation, InterContinental Hotels Group, Marriott International, and Wyndham Hotel Group. PN's London office has picked up Glenfiddich, malt Scotch whisky, to develop a consumer PR strategy on a six-figure brief awarded after a four-way pitch.

Kwittken + Company Worldwide, New York/IntraLinks, business collaboration software, as comms. AOR for North America.

Coyne PR, Parsippany, N.J./myFICO, the consumer division of the FICO credit information products and services company, as AOR for PR. The firm will educate consumers about the importance of the FICO Credit Score, support the launch of a new website at myFICO.com, and work to establish myFICO as the "thought leader" in consumer credit education.

5W PR, New York/AltogetherHome.com, online destination for interior design advice merchandise; Westside Market NYC, chain of family owned and operated food markets, and Central Amusement International's Luna Park at Coney Island, amusement park slated for Coney Island, for PR.

Corbin-Hillman Communications, New York/Wyland Foundation, environmental education, for press and outreach support, and BULLDOG Gin, for a project for the London dry gin brand aimed to foster a link between Winston Churchill and American consumers.

East

Diamond PR, Miami, Fla./Marco Island (Fla.) Marriott Resort & Spa, for North American PR and social media.

Southwest

Zion & Zion, Tempe, Ariz./Heliae, algae technology solutions, for interactive design, messaging, brand and collateral development and PR.

West

The OutCast Agency, San Francisco/Pinterest, social networking and sharing platform, for PR.

PondelWilkinson, Los Angeles/ Bio-Path Holdings, a Houston-based biotechnology company focused on delivery technology for cancer drugs, for IR and PR geared to the individual retail investment community.

Morgan Marketing and PR, Irvine, Calif./Seattle's Best Coffee, part of Starbucks Corp., for PR support for its Orange County locations.

Verde PR & Consulting, Westlake Village, Calif./Vapur, designer and manufacturer of the Anti-Bottle reusable, handheld, collapsible hydration products, as AOR.

— Greg Hazley

NEWS OF SERVICES

TVEYES WINS FEMA PACT

TVEyes has won a broadcast monitoring pact with the Federal Emergency Management Agency, following a February solicitation.

The Fairfield-Conn.-based monitoring firm picked up a one-year contract that carries three option years. The pact with FEMA's office of external affairs is capped at \$97,600.



FEMA

FEMA, part of the Dept. of Homeland Security, had asked for proposals as it sought to modernize and standardize its TV news media monitoring and headquarters broadcast operations.

While FEMA monitors coverage of its operations, it also disseminates disaster and response information to the press and needs to gauge its effectiveness.

There was no incumbent as the work is new.

CISION NIXES PROPOSALS AMID THREAT

Cision, which last month said it has been threatened by a damages claim from a major U.S. publisher, canceled plans for a dividend, new incentive plan for top execs, and share buybacks.

The Sweden-based PR software company said March 18 it would nix three proposals ahead of its March 26 annual meeting because of "continuing uncertainty" surrounding the litigation threat.

That includes a proposed SEK 30M (\$4.5M) dividend, a plan to implement a long-term incentive plan for no more than 13 executives, and a proposal to authorize purchase of its own shares.

Cision said it currently holds 69,442 of the company's 14.9M shares and its holdings cannot exceed one-tenth of the total.

Cision said March 8 that it had been threatened with a copyright infringement action by a U.S. publisher it has declined to name.

NTSB REVIEWS MEDIA MONITORING

The National Transportation Safety Board, the independent federal agency that investigates civil aviation and other major accidents, kicked off a review of its media monitoring and reporting account last month.

Bulletin News, Reston, Va., is the incumbent on an \$83K pact through mid-May.

NTSB's office of communications, public affairs division, is looking for a firm to provide daily news summaries and monitoring support in the form of a morning news briefing for about 400 staffers.

"Due to the high profile nature of the NTSB mission and work, NTSB relates stories that remain prominently featured by media outlets," reads the RFP. "The board members, senior NTSB officials and modal office personnel must be kept abreast of news coverage relating directly or indirectly to the mission, operations, investigations and advocacy work of the agency."

Print, broadcast and online media are to be included.

A year-long contract with four options years is expected to be awarded.

Responses were due March 23.

PEOPLE

Joined

Robin Hogen, Yale University communications director and a veteran healthcare PR exec, to The Robert Wood Johnson Foundation, as VP/comms. for the Princeton, N.J.-based health foundation, starting May 1. He currently leads a six-person team as director of strategic communications at Yale and was tapped following a national search. David Morse retired as VP/comms. at RWJ last year after a decade with the foundation and a long career in the healthcare sector. Fred Mann, deputy director of comms., has been interim head of comms. for the foundation.



Hogen

Kris Zillo, A/S, Cake Communications, to JS²

Communications, New York, as an A/S. He was previously an A/S at Motion PR in Chicago.

Shawna Sullivan, senior project manager, Direct Impact, to Schneider Associates, Boston, as director of public affairs. She worked in the press offices for U.S. Sen. Scott Brown (R-Mass.) and the Office of the U.S. Secretary of Defense.

Eileen Cassidy Rivera, former VP of comms. and IR at General Dynamics' Vangent unit, to Cognosante, McLean, Va., as VP of marketing and comms. for the healthcare IT services provider. She was previously director of PR at EDS Federal, now HP Enterprise Services.

Jon Gans, lead policy advisor and legislative strategist to Senate Republican Whip Jon Kyl (R-Ariz.), to the Glover Park Group, Washington, D.C., as a managing director.

Jay Gusick, who led communications for Seattle's Group Health Cooperative, to Kaiser Permanente Northwest as executive director of brand strategy, comms. and PR. KPN provides healthcare coverage to about 480,000 people in Oregon and Southwest Washington.

Sara Brooks, senior A/E, Siren PR, to J Public Relations, San Diego, as a senior publicist. **Jessica Rothschild** and **Whitney Williams** joined as junior publicists in New York.

Promoted

R. Jeep Bryant to executive VP for marketing and corporate affairs, BNY Mellon, New York. He will lead the integration of the two functions, reporting to Richard Brueckner, senior executive VP and chief of staff. Bryant most recently headed corporate affairs, which includes internal and external communications, corporate social responsibility, philanthropy and employee volunteer programs. He joined The Bank of New York in 2003 and led the communications strategy for the company's merger with Mellon Financial.

Confirmed

Tara Sonenshine, a former National Security Council communications advisor to the Clinton administration, was confirmed by the Senate March 29 as Under Secretary of State for Public Diplomacy, the top post charged with burnishing the U.S. image broad.

WINNING BID FOR DODGERS ADDS PR

Brunswick Group is guiding communications for the ownership group led by Magic Johnson which March 27 inked a deal to buy the financially troubled Los Angeles Dodgers for \$2.15 billion.

Guggenheim Baseball Management, named for the Chicago financial firm Guggenheim Partners which financed the deal, is paying the largest price ever for a professional sports team. The group edged two other bids and all were approved by Major League Baseball's owners.

Brunswick New York partner Tripp Kyle, a former Finsbury hand, is heading the Guggenheim work.

"I am thrilled to be part of the historic Dodger franchise and intend to build on the fantastic foundation laid by [current owner] Frank McCourt as we drive the Dodgers back to the front page of the sports section in our wonderful community of Los Angeles," Johnson said in a statement. He is joined by former baseball exec Stan Kasten and film producer Peter Guber in the group.

Kekst and Company has handled PR for the Dodgers franchise through the financial turmoil of the past year. The Dodgers are currently in bankruptcy after piling up an estimated \$600M in debt and a contentious divorce between McCourt and his wife, Jaime.

The sale of the team, which includes a \$150M joint venture between Guggenheim and Frank McCourt for the parking lots and land around Dodger Stadium, is subject to judicial approval.

Forbes, which estimated the team's worth at \$800M in 2011, reported today that McCourt could come out more than \$800M ahead if the deal is completed, despite the debt burdens of the team and a \$130M divorce settlement. McCourt, a successful parking lot developer in Boston, bought the team in 2004 for \$430M from News Corp.

ROTARY NAMES COMMUNICATIONS CHIEF

David Jensen, a well-traveled corporate communications and PR veteran of Raytheon, GE Capital and Ketchum, has been tapped to lead global communications for service organization Rotary International.

Jensen, who is relocating from the Washington, D.C., area, takes the new title of chief communications officer based in the group's Evanston, Ill., headquarters and overseeing a staff of 115. He oversees PR, online, and *Rotarian* magazine, among other PR-related endeavors.

Rotary is kicking off a "brand revitalization," part of a bid to enhance its image under a new strategic plan. The group says it is also closing in on its top goal of eradicating polio, a push kicked off in 1985, as fewer than 700 cases were documented last year.

Jensen was VP of communications for Raytheon Intelligence and Information Systems until last July after a four-year stint as senior VP, corporate communications for Genpact, the former GE Capital International Services. On the agency side, he was a senior VP at Ketchum in the late 1990s and early 2000s working out of Atlanta and Hong Kong.



Jensen

NY HEALTH IT PUSH WANTS PR Rx

The five-year-old organization set up to advance healthcare information technology in New York is on the hunt for a PR agency or consultant to build its profile in the state and nationally.

The New York eHealth Collaborative, which receives state and federal funding and is based in Manhattan, released an RFP March 23 for public and media relations targeting a broad audience, including healthcare providers, the health IT sector, legislators, in addition to media and the public.

"Health IT is a meaty, substantive and sometimes complex subject," according to the RFP.

Proposals are due April 12. RFP: <http://odwpr.us/H8BroL>.

AGC OPENS TRIPOLI PR OUTPOST

Cyprus-based Action Global Communications said it is the first international PR shop to set up a Libya office post- Gadhafi.

The firm, which operates as a network of offices with 300 staffers in 40 countries, has opened a Tripoli outpost with three staffers led by Radwan Gariani, previously with Tripoli-based PR and ad agency Sadeem Ltd.

"Before the fall of the Gadhafi regime every aspect of the media in Libya was controlled by the state, so professional PR was unable to flourish," said AGC CEO Tony Christodoulou. "Now we are witnessing the liberalization of the press, TV and radio and rapid growth in the number of publications, channels and stations."

Christodoulou said a number of media outlets have sprung up in the country since the NATO-backed civil war.

Alluding to the country's recent violent period, he added: "By expanding our network into countries and places where others fear to tread we are bringing professional practices and international standards to emerging markets and can better serve our multinational and local clients."

AGC has worked with blue chips like Hilton Hotels, Pizza Hut and Coca-Cola, as well as regional clients like Saudi Electricity Co. and Abu Dhabi Municipal Gov't.



AGC's Tripoli team

Eric Mansfield, anchor and reporter for Cleveland's NBC affiliate WKYC-TV, is moving to the PR realm at Kent State University.

Mansfield is set to join the Akron institution to head media relations as executive director on June 1, leading internal and external PR, as well as teaching and mentoring students in the School of Journalism and Mass Communication.

Tom Neumann, AVP for comms. and marketing, said University of Dayton grad Mansfield has covered the school and its students, appeared as a guest speaker, and is pursuing a master's degree in PR from the north-east Ohio school.

Mansfield, a National Guardsman who served in Iraq and Kuwait, has been with WKYC since 1994.

PR OPINION

The moral of the 2011 O'Dwyer rankings of PR firms is that reporting revenues and staff size is good for growth.

Edelman, a firm that has taken part in the O'Dwyer rankings since they were started in 1968, reported \$604 million in fees for 2011, which is five times as much as No. 2, APCO Worldwide at \$120M.

Publicizing its overall size for 42 years and then the extent of 12 special practice areas has no doubt been a factor in the firm's growth.

Edelman leads in 11 of the 12 PR specialties that we have tracked since 1990, often by tens of millions of dollars.

The 1969 and second ranking we compiled had 50 names on the list. Only Edelman, Ruder Finn and Hunter PR (formerly known as Dudley-Anderson-Yutzy) are still providing figures to us.

Nineteen of the 25 biggest firms sold out to ad/PR conglomerates, merged with another firm, or went out of business. Conglomerate PR firms, after an initial move aimed at taking over the rankings, disappeared from them in 2002 after the passage of Sarbanes-Oxley, which tightened financial reporting rules.

The conglomerate PR units and nearly 100 other firms formed the Council of PR Firms in 1998 and announced that henceforth the Council would do the ranking of PR firms. The PR firms were going to rank themselves!

PR Firms Decided to Rank Themselves

CPRF sent forms to 5,000 firms to collect data. CPRF members refused to give us any figures so we were forced to use CPRF-collected data that allowed paid ads to be counted among PR revenues.

The ranking in the 2001 *O'Dwyer's Directory of PR Firms* had this headline: "Council of PR Firms' Top 50 Worldwide and U.S. Ranking for 2000."

CPRF's foray into a role traditionally performed by media lasted only one year. Some major firms bought themselves back from the conglomerates and returned to the rankings including APCO and MWW.

Specialties Show PR Has Matured

The development of the specialties shows that PR has matured in the past couple of decades (just as law and medicine developed specialties).

Clients want expertise in areas that have become highly defined such as tech, healthcare, financial, food/beverages and beauty/fashion, to name some of them.

What has sprung up in recent years is a group of firms in tech, healthcare, financial and some other areas that focus on one of the specialties and are able to compete against the giants.

Tech specialists include Atomic PR, up 35% in 2011 to \$15M; Sparkpr, +17% to \$10.3M; Davies Murphy Group, +36% to \$8.8M; The Hoffman Agency, + 11% to \$9.1M; Airfoil, + 19% to \$8.1M; Launch Squad, +30% to \$7.5M; Merritt Group, +15% to \$7.1M and Borders & Gratehouse, +66% to \$2.9M.

Healthcare specialists include WCG, +29% to

\$47.5M; Revive, +23% to \$4.6M; Jones PA, +149% to \$4.2M; Jarrard Phillips Cate & Hancock, +16% to \$3.8M, and Dodge Communications, +25% to \$3.6M. In the financial arena, ICR has been neck-and-neck with Edelman at the \$30M mark.

Conglomerates Invited to Participate

We have invited the conglomerate PR firms to describe their special practices in the May *O'Dwyer's* magazine. WPP, Omnicom, Interpublic and Publicis provide overall totals for their PR units but clients want to know about the specialties.

The PR Society in 2007 saw the development of the specialties and sensed it had to do something.

A 15-member "Blue Ribbon Task Force" headed by Seattle counselor Bob Frause proposed "certificates of expertise" in such categories as healthcare, utility PR and government. Input was sought from 19 sections and 115 chapters. Nothing ever came of the Task Force but the Society was on the right track. The stumbling block was the individual nature of PRS memberships. It only recognizes individuals whereas clients need the expertise of many people.

Shift to NY Helped Edelman

A major factor in the growth of Edelman was increased emphasis on New York.

That office went from being a branch to co-headquarters with Chicago and the base of operations of CEO Richard Edelman. New York fees and staff passed those of Chicago years ago and now stand at \$118M in fees and 638 staff vs. \$90M in fees and 583 staff in Chicago.

Two elements of Edelman's growth-openness and appreciation of what New York has to offer-are missing at the PR Society which has shown marginal growth in the past 14 years although the number of PR people has grown to 270,000+.

The APRs who took control in 1980 with the election of Patrick Jackson as president allowed only one PR pro at h.q. from 1984-94 (Donna Peltier); moved offices from midtown to midtown South in 1987 and then all the way downtown in 2004, virtually eliminating use by New Yorkers, and evicted the New York chapter in 1992 claiming lack of space (although part of the office was being sublet to the Metropolitan Transit Authority).

No PR chair or president has addressed the New York chapter in more than 20 years. Chapter leaders were recently told the national conference will never be in New York again because hotel costs are too high. New York was the conference site in 1990 and 2004.

PRS membership, 19,600 in 1998, is currently 21,000. The 1,400 gain in 14 years is 100 yearly or less than one new member a year for the 110 chapters.

PRS has not done much PR for PR but neither have the other PR organizations.

New York Times columnist David Carr wrote Jan. 29, 2012 that PR is "slop" delivered by "underlings" who provide "written statements that say nothing."

But not a peep was heard from PRS, CPRF, the Institute for PR or the Arthur W. Page Society.

— Jack O'Dwyer