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O'Dwyer's Newsletter

The Inside News of
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LIBYA PUTS HARBOUR ON PAYROLL

The Harbour Group has inked a \$15K-a-month contract with Libya to conduct a public diplomacy program for the Libyan National Transitional Council and the country's U.S. Embassy.

The Washington-based firm began working for the Libyans in April on a volunteer basis. The new pact went into effect March 1 and runs through the end of 2012.



Libyan flag of 1951-69 was
reinstated by the council.

Its purpose is to strengthen the bilateral U.S.-Libya relationship; sustain U.S. humanitarian, security, economic and nation-building assistance and build confidence in commerce and investment in Libya.

To achieve those goals, Harbour will meet with U.S. policymakers, think tanks, academics and reporters. It will develop website content and social media platforms to promote the growth of Libya in the aftermath of the murder of its former leader Muammar Gaddafi.

Harbour managing director Richard Marcus reports to Libya's ambassador Ali Suleiman Aujali on the account.

The firm is putting the finishing touches on a renewed pact with the Embassy of the United Arab Emirates.

Harbour has represented the UAE under the U.S.-Emirates Alliance umbrella. That contract is pegged in the \$2M a-year range.

CRUISE LINE COMMS. HEAD STEPS DOWN

The global corporate communications head of Royal Caribbean Cruises has left the company after less than two years.

Michele Nadeem, who joined the Miami-based operator of 40 cruise ships around the world in June 2010 from DHL, is no longer with the company and a replacement has not been named, said Cynthia Martinez, director of global corporate communications.



Nadeem

Nadeem was the top communications exec at DHL Express US after stints at her own shop and at Siemens.

RCC operates Royal Caribbean International, Celebrity Cruises, Azamara Club Cruises, Pullmantour and CDF Croisières de France. One of its fleet on the Azamara line in late March made headlines overseas after it was disabled by a fire and drifted for 24 hours in Philippines waters.

HUNTSWORTH'S PROFIT SLIDES 39%

Huntsworth on April 3 reported that 2011 operating profit slipped 39 percent to \$24M as revenues inched ahead 1.1 percent to \$282M following the unexpected cancellation of yearend projects at Grayling and Huntsworth Health units that account for 77 percent of overall revenues.

CEO Peter Chadlington expects a rebound this year as the firm has a greater portion of long-term contracts to reduce reliance on project income. Global and multi-office accounts now generate nearly half (48 percent) of Huntsworth's revenue.

Chadlington anticipates a three percent growth in Q1 revenues and improved profitability during the first-half and for the full-year.

Grayling, which registered \$140M in 2011 revenues, showed growth from clients such as Google, National Grid and the EU Commission and won business from BA, DHL and Qatar Foundation.

Chadlington expects Grayling to benefit due to a boost in digital revenues from Atomic and a spurt in activity from the Middle East.

The pharmaceutical sector generated 26 percent of Huntsworth's revenues during the past year. Other key categories were financial (12%), information technology (10%), retail & leisure (7%), healthcare (7%), government & public sector (6%), industrial (5%) and food/bev (5%).

**Food, Sports, Beauty
PR Rankings Issue**



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USTA WANTS MARKETING, PR FOR TEAM

The University of Texas at San Antonio, which started a Division 1 football program last season, wants to hire agency support for PR and marketing to support the school's athletics as it sets ambitious revenue goals.

A five-year process culminated in the UTSA Roadrunners Football program kicking off in September 2011 under former Miami Hurricanes coach Larry Coker. The team played its first year as an independent but all of the school's 17 sports programs are slated to join the Western Athletic Conference in July.

The 31,000-student school released an RFP with a deadline of April 20 for proposals from agencies with PR, government relations and marketing experience in the intercollegiate athletic field.

The university said it must grow athletic operations revenue from \$16.6M in 2011-12 to \$25.8M in 2015-16. The first phase of an \$84M athletic complex for multiple sports is expected to be in operation by 2013.

View the RFP: <http://odwpr.us/Hvn6o3>.

FTI COUNSELS BANKRUPT AFA FOODS

FTI Consulting is handling the Chapter 11 filing of AFA Foods, a meat processor that blames negative media coverage of “boneless lean beef trimmings” (e.g., “pink slime”) among reasons for its bankruptcy.

“Ongoing media attention has called into question the wholesomeness of the meat,” said AFA interim CEO Ron Allen in court documents. That unwanted focus “has dramatically reduced the demand for all ground meat products.” He believes an orderly sale of the company under Chapter 11 protection will “unlock its value and provide a smooth transition for our employees, customers and other business partners.”



AFA markets frozen hamburgers, ground beef and beef skillet mix to consumers under the names of Moran’s and Miller Quality Meats. It also serves the foodservice sector. The company employs 850 people in plants in Pennsylvania, New York, Georgia, Texas and California and generates annual revenue in the \$1B range. It is owned by billionaire Ron Burkle’s Yucaipa Cos. investment arm.

Beef Products Inc., a leading producer of BLBT, has suspended production at plants in Texas, Iowa and Kansas due to the pink slime controversy. Rick Perry, Terry Branstad and Sam Brownback—governors of those respective states—have rallied around BPI, touring BPI’s facility in South Sioux City, Neb. Branstad called for a Congressional probe into the origins of the pink slime smear, which he calls a misinformation campaign.

FTI managing director Michael Geczi handle AFA.

FIRMS WORK \$10B BID FOR AVON

Abernathy MacGregor Group and Brunswick Group are working communications in fragrance marketer Coty’s \$10B hostile takeover bid for Avon Products.

Coty April 2 made its \$23.25-per-share offer public, noting it hopes to engage in talks with Avon.

Avon, responding an hour later at around 8 a.m., said Coty made the offer less than two weeks ago and said Avon’s board concluded the bid is “opportunistic and not in the best interest of Avon’s shareholders.”

Abernathy MacGregor president Charles Burgess is speaking for and advising Coty. Brunswick managing partner Steve Lippin is an advisor to Avon.

Coty’s offer is a 20% premium on Avon’s Friday closing price.

New York-based Avon, the largest direct seller in the world with operations in 100 countries, has annual revenue of \$11 billion. A key asset is its 6.4M active sales reps. In December, the company stripped chairman/CEO Andrea Jung of the CEO title after an abysmal third quarter and the revelation that the SEC was investigating possible illegal contact with analysts. Johnson & Johnson’s Sheri McCoy is her successor as CEO.

Coty in December tapped Euro RSCG Worldwide PR for corporate communications.

QORVIS LAUNCHES U.S.-KURDISTAN BIZ GROUP

Qorvis Communications was behind the April 3 official launch of the U.S.-Kurdistan Business Council as it hosted Masoud Barzani, president of the Kurdistan section of Iraq, during his official visit to Washington, according to CEO Michael Petruzzello.

The USKBC pitches Kurdistan as a land of untapped business opportunities in an area in need that boasts one of the most liberal investment climates in the Middle East.

It promises to establish strong working ties with U.S. policymakers to help facilitate American business and investment in Kurdistan.

Founding members of USKBC include Marathon Oil, Hunt Oil, GardaWorld (private security contractor), Louis Berger Group (construction), Hillwood International Energy and Claremont Group (real estate developer).

Qorvis managing director Ayal Frank is working the USKBC business. He joined Qorvis in November as the firm’s first in-house lobbyist.

Frank worked for former Congressman Jim Maloney (D-Conn.), who was a member of the House Armed Services Committee.

Qorvis has extensive experience in the Middle East gained from work for Saudi Arabia, Bahrain and Yemen.

HONG KONG GIVES PODESTA \$300K PACT

Podesta Group is working for the Hong Kong Trade Development Council under a \$300K one-year agreement that began April 1.

The Washington-based firm is to further HKTDC’s interests via contact with members of Congress, White House and non-governmental organizations.

It will monitor activities “to determine the potential for positive initiatives as well as threats to the interests of Hong Kong,” according to the pact.

Those issues cover trade/economic matters as well as “environmental protection, labor and human rights, public health and food safety.”

The contract will immediately be terminated in the event that well-connected Democrat Tony Podesta can no longer personally handle the account.

In February, the HKTD hired Akin Gump Strauss Hauer & Feld for a four-month government relations pact at \$36K a-month.

Similarly, that pact becomes null and void if either former Congressmen Vic Fazio (D-Cal.) or Tom Loeffler (R-Tex.) walks away from the account.

BELL POTTINGER ENDS PLO WORK

Bell Pottinger USA terminated its strategic communications program effort for the general delegation of the Palestine Liberation Organization to the U.S. on Oct. 31, according to documents just filed with the Justice Dept.

The Aug. 29 letter of agreement called for the British firm to handle message development, Congressional affairs, media relations, social media and grassroots mobilization to leverage the “influence of Palestinian families and organizations that have been affected by conflict and desire a resolution.”

Bell Pottinger received a \$60,305 fee from the PLO on Nov. 16.

Ranking of Beauty & Fashion PR Firms

Firm	2011 Net Fees
1. Edelman, New York.....	\$40,204,778
2. Ruder Finn, New York.....	4,504,799
3. Kaplow Comms., New York.....	4,200,000
4. M Booth, New York.....	3,723,290
5. French/West/Vaughan, Raleigh.....	3,138,178
6. 5W Public Relations, New York.....	2,800,000
7. Black Twig Comms., St. Louis.....	1,350,000
8. Hunter PR, New York.....	1,230,436
9. Coyne PR, Parsippany, NJ.....	1,154,000
10. O'Malley Hansen, Chicago.....	1,100,000
11. Finn Partners, New York.....	771,000
12. Linhart PR, Denver.....	618,937
13. Zeno Group, New York.....	406,390
14. Allison + Partners, San Fran.....	330,000
15. Rosica PR, Paramus, NJ.....	278,499
16. Gregory FCA, Ardmore, PA.....	277,300
17. TransMedia Group, Boca Raton.....	250,000
18. Formula PR, San Diego.....	172,265
19. Beehive PR, St. Paul.....	154,624
20. Siegenthaler PR, Nashville.....	150,000
21. J Public Relations, San Diego.....	60,704
22. Maccabee Group, Mlps.....	55,537
23. Schneider Assocs., Boston.....	53,500
24. CJ PR, Farmington, CT.....	52,040
25. Luckie Strategic PR, Birmingham.....	47,200

Ranking of Sports/Entertainment PR Firms

Firm	2011 Net Fees
1. Taylor, New York.....	10,350,000
2. Catalyst PR, New York.....	5,094,633
3. Edelman, New York.....	5,041,504
4. French/West/Vaughan, Raleigh.....	3,512,446
5. Coyne PR, Paramus, NJ.....	2,899,000
6. Formula PR, San Diego.....	1,266,872
7. Regan Comms. Group, Boston.....	1,057,300
8. Ruder Finn, New York.....	984,620
9. Maloney & Fox, New York.....	493,600
10. rbb, Coral Gables, FL.....	484,833
11. CooperKatz & Co., New York.....	386,712
12. Rosica, Paramus, NJ.....	334,731
13. Beehive PR, St. Paul.....	217,023
14. Trevelino/Keller Comms., Atlanta.....	150,000
15. Allison + Partners, San Fran.....	150,000
16. Jackson Spalding, Atlanta.....	138,043
17. Schneider Assocs., Boston.....	127,125
18. IW Group, West Hollywood, CA.....	127,000
19. Richmond PR, Seattle.....	103,930
20. Blaze, Santa Monica.....	90,000
21. McNeely, Pigott & Fox, Nashville.....	67,774
22. Guthrie/Mayes & Assocs., St. Louis.....	59,874
23. Padilla Speer Beardsley, Minneapolis.....	55,000
24. Rasky Baerlein, Boston.....	53,960
25. Open Channels Group, Ft. Worth.....	52,000
26. Maccabee Group, Mlps.....	27,218
27. Zeno Group, New York.....	26,053
28. Finn Partners, New York.....	20,000

Ranking of Food & Beverage PR Firms

Firm	2011 Net Fees
1. Edelman, New York.....	\$75,465,749
2. APCO Worldwide, Wash., D.C.....	10,217,420
3. Hunter PR, New York.....	7,593,065
4. MWW Group, E. Rutherford, N.J.....	6,179,000
5. Taylor, New York.....	5,605,000
6. Formula Public Relations, San Diego.....	5,115,780
7. RF Binder Partners, New York.....	4,700,000
8. CRT/tanaka, Richmond.....	4,627,546
9. Coyne PR, Parsippany, N.J.....	4,382,000
10. Regan Comms. Group, Boston.....	4,110,000
11. M Booth, New York.....	3,945,576
12. FoodMinds, Oakbrook Terrace, IL.....	3,515,753
13. 5W Public Relations, New York.....	3,400,000
14. Zeno Group, New York.....	3,332,400
15. Ruder Finn, New York.....	2,476,956
16. Maloney & Fox, New York.....	2,430,200
17. Jackson Spalding, Atlanta.....	2,208,839
18. Dye, Van Mol & Lawrence, Nashville.....	1,875,196
19. Linhart PR, Denver.....	1,673,330
20. O'Malley Hansen, Chicago.....	1,428,000
21. Lane PR, Portland, OR.....	1,395,237
22. French/West/Vaughan, Raleigh.....	1,226,950
23. Levick Strategic Comms., D.C.....	1,210,640
24. Finn Partners, New York.....	1,206,000
25. Kohnstamm Comms., St. Paul, MN.....	1,167,197
26. Allison + Partners, San Francisco.....	1,100,000
27. Black Twig Comms., St. Louis.....	1,020,000
28. Wordhampton, East Hampton, NY.....	920,103
29. Lambert, Edwards & Assocs., Grand Rapids, MI.....	780,000
30. Fahlgren Mortine, Columbus, OH.....	723,537
31. Gibraltar Assocs., Washington, D.C.....	617,676
32. rbb Public Relations, Miami.....	608,507
33. IW Group, West Hollywood.....	588,000
34. J Public Relations, San Diego.....	520,153
35. Sahlman Williams, Tampa.....	437,639
36. Catalyst PR, New York.....	429,347
37. Lee & Assocs., Los Angeles.....	421,811
38. Padilla Speer Beardsley, Mlps.....	391,265
39. Blaze, Santa Monica.....	375,100
40. Kaplow, New York.....	350,000
41. Richmond PR, Seattle.....	265,155
42. Trevelino/Keller Comms., Atlanta.....	250,000
43. Rosica, Parsippany.....	240,668
44. Stuntman PR, New York.....	184,685
45. Maccabee Group, Minneapolis.....	181,066
46. Quinn & Co, New York.....	150,403
47. Siegenthaler PR, Nashville.....	147,000
48. CJ Public Relations Farmington, CT.....	141,120
49. Morgan & Myers, Waukesha, WI.....	113,771
50. Rasky Baerlein, Boston.....	107,971
51. Gregory FCA, Ardmore, PA.....	100,000
52. TransMedia, Boca Raton, FL.....	100,000
53. McNeely, Pigott & Fox, Nashville.....	67,959
54. Luckie Strategic PR, Birmingham, AL.....	63,568
55. Red Sky Public Relations, Boise.....	56,918
56. Guthrie/Mayes & Assocs., Louisville, KY.....	49,553
57. Public Comms., Chicago.....	43,008
58. Standing Partnership, St. Louis.....	33,298

SKY NEWS ADMITS HACKING

Sky News, which is partly owned by News Corp., said April 5 that it hacked email messages at least twice while investigating a story.

The satellite broadcaster defended its activity, claiming that it served the public interest.

John Ryley, head of Sky News, said management authorized a journalist to hack people's emails because they were suspected of criminal activity.

In the statement, Ryley said Sky News stands by its decision as editorially justified and in the public interest. Sky News does not "take such decisions lightly or frequently."

The company has launched a full investigation into the hacking incidents.

News Corp.'s BSkyB owns a 39 percent stake in SkyNews. James Murdoch, News Corp.'s deputy COO and son of chief Rupert, stepped down as chairman of BSkyB earlier last week.

He made that decision to separate BSkyB from the phone hacking scandal at the now defunct *News of the World* tabloid.

The Murdochs are expected to be called for a return visit to London for more testimony about the hacking scandal.

YAHOO TO CUT 2,000 PEOPLE

Yahoo announced April 4 that it is cutting 2,000 people (14 percent of its 14,000 employees) in an effort to become "more profitable and better equipped to innovate as fast as our customers and our industry require," according to a statement from Scott Thompson, CEO.

The cutback will result in second-quarter severance charge from \$125M to \$145M and net an annual savings in the \$375M range.

Thompson believes Yahoo's nearly 700M users and thousands of advertisers provide it with a "solid foundation" for growth.

He promises a company that "will be disciplined in its investments and radically simplify how it builds, launches and maintains many of its properties and products." Thompson, who took the helm three months ago, is working with Boston Consulting Group to revamp Yahoo, which faces a proxy battle with Third Point hedge fund.

NBC'S KAPP TO HUFFPO

Lauren Kapp, senior VP at NBC News, is moving to Huffington Post Media Group as an adviser to editor-in-chief Arianna Huffington.

She will also promote international expansion and the launch of HuffPo's video streaming network that is set to launch in June.

At NBC, Kapp handled marketing and PR duties for the news unit and well as programming for shows like "Today."

The *New York Times* reported that Kapp is a trusted adviser to NBC News chief Steve Capus, who called her new HuffPo job "an opportunity too good to pass up."

In a statement, Huffington praised Kapp for helping NBC News to expand its audience during a time of tremendous upheaval in the media."

LOCAL INVESTORS BUY PHILLY PAPERS

The *Philadelphia Inquirer* and *Philadelphia Daily News* were purchased by a group of local investors for \$55M, marking the fourth sale of the papers in six years.

Former Philly Mayor and Pennsylvania Governor Eddie Rendell organized the group that includes George Norcross, chairman of Cooper Health System and Cooper University Hospital; Lewis Katz, parking lot magnate and former owner of the New Jersey Nets and New Jersey Devils, and Joseph Buckelew, chairman of Conner Strong & Buckelew.

Rendell is not part of the group, though he may be an occasional adviser.

The new owners promise not to interfere with editorial coverage of the papers and have signed a pledge put together by more than 300 newsroom staffers that addressed the issue.

Greg Osberg, publisher and CEO of Philadelphia Media Network parent company of the papers, will remain at his post.

Angelo Gordon & Co. and Alden Global Capital purchased the papers, which have a combined circulation of 488,287, two years ago for \$139M.

Mariow Re-joins

Bill Marimow, who left the *Inquirer* editor post in 2010 after a four-year stint, is returning on May 1.

Osberg called Marimow "one of the most respected journalists in the nation, and his return reinforces the company's commitment to aggressive investigative reporting."

Stan Wischnowski, 49, the *Inquirer's* current editor, will remain at the paper and serve as a deputy to Marimow, who had been teaching journalism at Arizona State University

The 64-year-old Marimow joined the *Inquirer* in 1972 as a business reporter. He left for the editor-in-chief slot at the *Baltimore Sun* before returning to Philadelphia in 2006.

DAILY NEWS' HUFF TO CBS

Richard Huff, TV critic for the *New York Daily News*, is moving next month to CBS News as executive director of communications.

He will be in charge of PR and brand development for "48 Hours Mystery," "CBS Sunday Morning," CBS News Productions, primetime specials and will support the news division, according to the company.

Huff joined the Daily News in 1993. He manages a daily two-page section, weekly TV listing, editorial coverage, planning, staffing, editing and layout.

Previously, Huff was at *The Hollywood Reporter* and *Daily Variety*.

He is on Twitter at @richmhuff.

ABC PR DRAMA DEBUTS

"Scandal," the new ABC-TV series developed with D.C. PR pro Judy Smith, debuted April 5 in the 10 p.m. (ET) time slot.

The weekly drama centers on crisis manager Olivia Pope (played by Kerry Washington), a former White House communications director who runs her own PR firm in the capital.

NEWS OF PR FIRMS**SCHUBERT TO EXIT CONSERVATIVE PA SHOP**

Frank Schubert, the conservative Catholic whose Sacramento public affairs firm played a key role in the PR efforts that sank same-sex marriage in California, is leaving Schubert Flint PA after nine years.

Schubert, who was a partner at Goddard Claussen Porter Novelli before setting up shop in 2003, said he is handing the reins to partner Jeff Flint, who becomes president.

"I don't want my work on social issues to continue to overshadow the people who work for me, or the clients we serve," he said. "By stepping away from the company, I will be able to continue to work on the issues I care about while allowing the remaining leadership and staff of the firm to pursue the excellent work they are doing for clients, and to continue to grow the business going forward."

Schubert said he will set up a consulting firm, Mission: Public Affairs, focused on social issues like "protecting life, strengthening families, preserving traditional marriage and protecting religious liberties." He said he is already engaged in ballot initiatives in several states.

Flint is a veteran of Russo Marsh + Rogers, a PR shop aligned with conservative causes. Schubert said Flint is expected to restructure and re-brand the firm.



Schubert

BOOTH BOOSTS FASHION CRED

M Booth has struck a partnership with New York fashion PR consultant Umindi Francis in an effort to "deepen" M Booth's fashion credentials.

Before starting her own agency, Francis held communications posts at Louis Vuitton of LVMH and Bottega Veneta of Gucci Group.

Booth has worked with jcpenny, Aerosoles, BHLDN (an URBN brand), Maidenform and Donna Karan Intimates in recent years.

Francis will work directly with Jennifer Teitler, co-director of M Booth's consumer practice who oversees the agency's fashion team.

Ogilvy STRIKES PR GUSHER

Ogilvy Government Relations has picked up federal lobbying duties for the American Exploration & Production Council for energy issues.

The D.C.-based trade association reps "independent" oil & gas producers defined as those companies without refining and retail marketing operations.

The 30-plus AXPC members control more than a quarter of U.S. oil reserves and produce nearly 30 percent of its natural gas.

AXPC includes Anadarko Petroleum, Occidental Oil & Gas, Chesapeake Energy, Apache Corp., Devon Energy, Marathon Oil, Newfield Exploration, Pioneer Natural Resources Co. and Noble Energy.

OGR CEO Drew Maloney, aide to former House Majority Whip Tom Delay (R-TX), leads the AXPC team. He's joined by Ryan Thompson, ex-chief of staff to Sen. James Inhofe (R-OK), and John O'Neill, policy director to former Senator Minority Whip Trent Lott.

NEW ACCOUNTS**New York Area**

Euro RSCG Worldwide PR, New York/Miami Ad School, advertising education programs; Paperless Post, digital stationary, and author Julie Zeilinger, founder of feminist blog FBomb.

5WPR, New York/Repêchage, skin care products, for PR. **Stuntman**, New York/E&E Grill House, Manhattan eatery, for PR.

KCSA Strategic Communications, New York/BioRestorative Therapies, life sciences company focused on stem cells, for investor relations and communications. Todd Fromer, managing partner, leads the account.

The S3 Agency, Boonton, N.J./Mediterranean Snacks, legume-based snacks, for PR. Brands include Baked Lentil Chips, Veggie Medley Chips and Straws.

East

DPR Group, Germantown, Md./U-TECK, developer of safety products for the telecommunications, utility, municipal and transportation industries, for PR.

MMI PR, Raleigh, N.C./Mims Distributing Co., beer distributor, for PR, including media relations, strategic planning and community relations.

Rawle Murdy, Charleston, S.C./SAFA - the South Atlantic Fisheries Association, for public communications for its Catch Shares program focused on fishing communities and local, sustainable seafood.

Southeast

Trevellino/Keller, Atlanta/ National Foundation for Celiac Awareness, as AOR for PR as it prepares for a national initiative to address a lack of understanding about gluten-free food preparation and proper serving practices in the restaurant industry.

Cookerly PR, Atlanta/Lovin' Spoons, 14-month-old chain of self-serve frozen yogurt stores, for a PR program including traditional and social media, message development and coordination on trade advertising.

Hill+Knowlton Strategies, Miami/NUK USA, children's oral development products including the NUK & Gerber Graduates Feeding brand, for PR.

Diamond PR, Miami/Cotton Tree, Cayman Islands resort, for North American PR.

Midwest

Ogilvy PR, Chicago/Aspect, customer contact and Microsoft platform solutions, as PR AOR for North America, following a competitive review.

West

Bender/Helper Impact, Los Angeles/Square Enix, video game publisher, as U.S. media AOR. New releases on tap include "Hitman: Absolution," "Sleeping Dogs," "Tomb Raider," and "Kingdom Hearts 3D: Dream Drop Distance."

Eye-To-Eye Communications, San Diego/Tangent Medical, IV therapy products, for PR as it prepares for commercial launch of an IV catheter system awaiting FDA approval.

International

Porter Novelli, China/Aston Martin, luxury car brand, as AOR for China, following a competitive pitch. Work includes social media, lifestyle and auto media relations, and influencer relationships.

— Greg Hazley

NEWS OF SERVICES**FLORIDA SEEKS DIVERSITY PR CONSULTANT**

Florida's tourism entity is gathering proposals for marketing, PR and advertising consulting to reach Hispanic and African-American audiences in the U.S.



Visit Florida expects to award two \$100K contracts for the work, focused on the domestic market and in concert with its existing agencies.

The Sunshine State identifies New York, Georgia and Texas as its top "feeder states" for Hispanic tourism. It wants an agency to assist its advertising and PR agencies of record – Ketchum picked up the PR account in February -- in developing a strategic plan for the sector and collaborate on its implementation, including PR, social media/content development, and some advertising.

The African-American marketing pact will include similar consulting.

The proposal documents can be downloaded at visitflorida.org.

Proposals are due April 23.

T-LINE GETS EMMY NOD

T-LINE TV president Todd Ehrlich received a nomination for the 55th Annual New York Emmy's Awards held April 1 in New York as the producer for "Race for The Cure," which was up as the best health program special.

The firm won an Emmy two years ago for the show, which leads up to the Komen Race for the Cure and runs on WCBS-TV to show a positive and encouraging look at breast cancer survivors and new advances in fighting the disease.

The 2011 show detailed alternate treatments, complimentary treatments as well as the latest medical news, said Ehrlich.

IABC SLATES SUMMIT APRIL 20

IABC will host its 2012 Corporate Communication and Socia Media Summit April 20 in Jacksonville, Fla., at the headquarters of BlueCross BlueShield of Florida.

Those who can't attend can sign up for the virtual conference (\$799/non-members) with full-access to events during the 8 a.m. to 5 p.m. summit. Cost for attendance is \$1,045.

Info: <http://bit.ly/HtC2ao>.

NIRI HEADS TO SEATTLE

The National Investor Relations Institute will hold its annual conference in Seattle June 3-6.

Sessions over the four-day event cover myriad IR topics like road shows, speaker training for IROs, a CFO panel, best practices, social media, and hedge funds, among others.

Speakers include Carol DiRaimo, VP of IR, Jack in the Box; Mickey Foster, VP, IR, FedEx; Peter Klein, CFO, Microsoft; Sydney Rosencranz Isaacs, senior VP, Abernathy MacGregor Group, and Richard Brewer, chairman, ARCA biopharma, among several others.

Details: <http://bit.ly/HEja2a>.

PEOPLE**Joined**

Scott Berwitz, director of corporate communications, Horizon Media, to Mindshare North America, New York, as corporate comms. director. He succeeds **John Wolfe**, who was named director of comms. for Mindshare parent and WPP unit GroupM in 2008 and has held both positions since then.

Rick Lavoie, president and chief engagement officer, Ruckus, to Levick Strategic Communications, Washington, D.C., as senior VP of its social and digital media unit. He handled clients like HBO, Sam Goody, Kraft and Duracell at Ruckus and was previously senior A/D of Critical Mass/Omnicom.



Lavoie

Jeff Guaracino, VP of communications for the Greater Philadelphia Tourism Marketing Corp., to The Atlantic City (N.J.) Alliance, the new not-for-profit created in late 2011 to market the resort city, as chief strategy and communications officer.

Rick Goulart, director, media relations and PR for R&D, Pfizer, to Portfolio Recovery Associates, a large Norfolk, Va.-based debt collection company, as VP of corporate communications, leading public affairs outreach and supporting internal communications, IR, digital and social media, and news media relations, which the company says it is expanding. He was previously assistant VP, comms., Cigna Health Services.

Kelly Cahill, director of digital strategy, O'Doherty Public Affairs, to MGH, Baltimore, as a senior A/E in its PR unit working on Common Ground Alliance, Indiana 811 and Miss Utility.

Eileen Marcus, former senior VP and partner for Fleishman-Hillard, to ASGK Public Strategies, Chicago, as a managing director. She ran F-H's Boomer marketing unit until 2011. **David Wade**, White House communications aide who was press secretary to Vice President Joe Biden on the 2008 campaign trail, joins as a principal. He was chief of staff to Sen. John Kerry (D-Mass.), in addition to other Congressional press posts.

Mark Ingbritson, a veteran of Poter Novelli, Rhea + Kaiser and Weber Shandwick, to Charleston|Orwig, Hartland, Wisc., as account manager, PR. **Jenell Loschke**, a former journalist for Bloomberg and UPI, joins as an A/M, reputation management. She held posts at Fleishman-Hillard and Nicholson Kovac.



Ingbritson, Loschke

Promoted

Lauren Barrett, **Brooke Bloom**, **Elizabeth Elmore** and **Eric Tiele** to A/Es, McNeely Pigott & Fox PR, Nashville, Tenn.

Retired

Clyde Hopkins has retired from Hopkins & Associates, Dallas, the firm he founded in 1976. He sold the firm to colleagues Lisa Alves, Barbara Hyman and Marilyn Pippin in 2009.

BURSON ACQUIRES GOP TECH FIRM

Burson-Marsteller has acquired Seattle activist mobilization firm Crowdverb to align with its Direct Impact grassroots unit.

Crowdverb was founded by Republican digital pros Cyrus Krohn and Todd Herman and former Nyhus Communications COO Sally Poliak, all of whom previously worked at Microsoft. The firm, which also has outposts in Washington, D.C., and Austin, uses digital tools to mobilize support for legislation, handling online PR and manage other facets of digital advocacy.

Korh told techpresident.com in February that the firm's job is to "sift through data to find the crowds, and then find out through various tactics what they're willing to do, what we believe they might be willing to do on behalf of a customer, and then with tactics get them to mobilize to take that action." He added to *Politico* in February, "If we're doing our job correctly, the general public won't necessarily see our work."

SuperPAC American Crossroads and conservative publisher Eagle Publishing are clients.

B-M is owned by WPP.

PINNACLE GETS PR COUNSEL IN CH. 11

Pinnacle Airlines, the Memphis-based regional carrier for three major airlines that suffered a 2009 crash outside of Buffalo killing 50 people, has brought in PR support as it enters Chapter 11 bankruptcy to implement a turnaround plan.

Joele Frank, Wilkinson Brimmer Katcher New York-based partner Michael Feitag and director Nicholas Lamplough are supporting communications for Pinnacle, which plans to restructure its operating agreement with Delta Air Lines and end affiliations with United Airlines and US Airways. It had operated Delta Connection, United Express and US Airways Express flights for those major carriers.

Delta has secured \$74.3M in financing for Pinnacle, which listed \$1.42B in debt against \$1.54B in assets.

Pinnacle is cutting loose its Colgan Air unit, which operated the plane that crashed in 2009 under the Continental Connection name.

BEER INDUSTRY TAPS NEW VOICE IN D.C.

The Washington trade group for beer brewers has brought in former Senate communications staffer Chris Thorne as VP of communications, a new post.

The 44-year-old Thorne will handle the Beer Institute's communications strategy for policymakers, the alcoholic beverage industry, media and other stakeholders. Chlopak, Leonard Shechter & Associates handles PR for the group, which said it made the Thorne hire as it faces issues like the sluggish economy, impending tax and regulatory issues, and threats to the three-tier system of distribution.

Beer sales topped \$98 billion in 2011 and the sector claims to impact 1.8M American jobs, but U.S. volume dropped in 2011 for the third straight year. The Institute points out that states often look to raise liquor taxes when revenues are tight.

Thorne recently directed public affairs for ethanol producer trade group Growth Energy .

FORMER IABC CHIEF BAILEY DIES AT 76

John Bailey, a former president and CEO of the International Association of Business Communicators, died March 22 at home in Pebble Beach, Calif., after a battle with cancer. He was 76.

The son of a *San Francisco Chronicle* labor reporter turned publisher, Bailey started out in the newspaper business before moving to association management atop IABC and other groups.



Bailey

Bailey led IABC from 1974-84 taking over the group when it had fewer than 2,000 members and leaving with a roster topping 5,000.

"Upon his arrival, IABC was mostly known as an organization of 'house organ' editors and employee communication specialists," said Lou Williams, an IABC Fellow. "When he left, all areas and levels of communication were represented – from communication specialists to managers, directors and officers." Williams said the group developed its first code of ethics under Bailey, established its research foundation and kicked off its Excellence Study.

Bailey went on to lead the American Society of Association Executives, American Trucking Assn. and Financial Analysts Federation and Trial Lawyers Care, a group which provided pro bono legal services to 9/11 victims' families.

Bailey received the Points of Light Award from President George H. W. Bush. He is survived by his wife, Mary, three children, three grand grandchildren and two great-grandchildren. Services are slated for St. Mary's by the Sea Episcopal Church in Pacific Grove on April 10.

Added Williams: "He had an uncanny ability to instill a sense of value—that the work members did on behalf of their organizations had grand and important meaning—whether that meaning was helping employees feel good about their work or helping accomplish corporate financial goals."

KETCHUM SHOPS UNITED RETAIL

Ketchum is handling financial communications for United Retail Group, the Chapter 11 retailer which runs 433 plus-size Avenue clothing stores in the U.S.

Private equity firm Versa Capital Management is working to close a deal to buy and operate the retail business while URS is shut down after creditors are paid.



A bankruptcy court approved the deal on April 3.

Mac McNeer, a Chicago-based VP at Ketchum who was previously with Sard Verbinnen & Co., is handling URS. The company is based in Rochelle Park, N.J., and filed for bankruptcy protection in February citing assets of \$117.2M and debt of \$67.3M.

Versa works with Abernathy MacGregor Group for PR and counts Bob's Stores, Black Angus Steakhouse and Polartec fabrics among its portfolio.

PR OPINION

“Scandal,” the ABC drama starring Kerry Washington as a high-powered PR counselor in D.C., portrays a ruthless firm that engages in bribery, blackmail, suppression of news and whose leader not only has her own affair with the President but discourages another woman from reporting the same.

Washington, who played the wife of Ray Charles in “Ray,” heads a slam-bang firm that mostly works behind the scenes doing deals and pulling strings.

The show airs at 10 p.m. on Thursdays.

In the first installment, staffers referred to themselves several times as “gladiators in suits.” They are ready to do just about anything to get their way.

The supposedly sterling character of PR firm head Olivia Pope (modeled after D.C. firm head Judy Smith) that was built up in the first 45 minutes of the first show crumbled when it was revealed that Pope had an affair with President Fitzgerald Grant, played by Tony Goldwyn.

Lying in a hospital bed at that moment recovering from a suicide attempt was another woman who claimed she had an affair with Grant. Pope had advised her to keep quiet about it or risk becoming another Monica Lewinsky and ruining her life as well as upsetting the country.

Smith went on ABC-TV News right after the show to state she never had an affair with any president.

Another subplot involves a gay war hero whose female friend had been murdered and who looks like the main suspect.

Pope’s co-workers get access to the crime scene by blackmailing a policeman on duty (threatening to reveal he went to a house of prostitution) and then give \$500 in cash and a pizza to the owner of a restaurant to get access to a videotape. Pope, who previously was communications director for Grant, appears to have ready access to the Oval Office.

The pace is fast, reckless and full of power plays. Staffers of Pope are fixers whose modus operandi appears to be pure expediency.

In one segment in the first show, Pope staffers threatened to leak negative information to the press unless the party to a negotiation caved in. One staffer describes the firm as “fixers who don’t play by the rules of law.”

They are told not to “lie” but no one says there is an obligation to tell the truth.

A D.C. power figure from the 1980s, Bob Grey, had worked for President Reagan as campaign manager and parlayed access to the White House and other centers of D.C. power into a firm with \$20 million in revenues (including about \$8 million in expenses).

Susan Trento wrote about Gray in “The Power House,” inferring that he worked closely with the Central Intelligence Agency.

The Gray firm was charged with failing to comply with the Foreign Agents Registration Act and was sold to Hill & Knowlton, his former employer. Gray sued Trento. The suit was settled out of court.

— Jack O’Dwyer

MEDIA, PUBLIC DIVIDED ON RELIGION COVERAGE

The Easter season is truly upon us. *Newsweek* has an illustration of Jesus in Times Square on its cover for a piece about Christianity in crisis. For its part, *Time* has a cover “rethinking heaven.”

How very predictable?

The rival magazines have a tradition of taking a shot of Christianity as its holiest day of the year, one that celebrates the risen Christ, nears. *Newsweek* editor-in-chief Tina Brown wants to know, “Why has religion been so thoroughly hijacked by political hucksters and faith-based hypocrites bereft of basic humanity?”

A poll of journalists and the general public, released April 5 by the Knight Program in Media and Religion at the University of Southern California and the Roy C. Bliss Institute of Applied Politics at the University of Akron, turns the tables on Tina.

It found a huge disconnect between Tina’s gang and the rest of America. More than two-thirds of Americans believe that religion coverage is too sensationalized, like the stories presented by the newsweeklies. That view is shared by less than 30 percent of reporters.

It may be a blessing that *Newsweek* and *Time* carry religion themed covers only during the Easter season. When it comes to religion, reporters often don’t have a clue about what they are writing about. Only 19 percent of those surveyed by Knight and Bliss say they are “very knowledgeable” about religion. Those reporters, however, are familiar with their own traditions, not the wider world of religious practices.

The media can’t even figure out the proper definition of the word “Christian.” To them, it’s a term limited to born-again and evangelicals. Geez, what am I chopped liver? Liberal Catholics and mainline Protestant groups are just as—or perhaps even more—“Christian” than politically conservative believers.

Another survey nugget: nearly seven-in-ten Americans say they want stories explaining spiritual practices and religious experiences. Reporters, in contrast, want “personality-driven” religion news tied to events.

For example, the media believe it’s more fun to rip the institutional Catholic Church’s role on contraception, despite that fact that 98 percent of American Catholic women have used birth control. It’s much sexier to write about how ObamaCare forces Catholic hospitals and schools to turn to private insurers to provide contraception coverage for employees, rather than report about how those institutions do Christ’s work daily by serving the neediest of all faiths.

One thing is certain. *Time* and *Newsweek* will be on the religion beat a year from now.

— Kevin McCauley

