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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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STANDARD CHARTERED BANKS ON MAITLAND

Britain's Standard Chartered has selected Maitland as its corporate communications firm amid charges that the banking giant schemed with the Iranian government to launder \$250B during 2001 and 2007.

The New York State Dept. of Financial Services, which lodged those allegations, says SC's actions left the U.S. financial system "vulnerable to terrorists."

The New York regulators blasted the 150-year-old bank as a "rogue institution" that hid more than 60,000 transactions on behalf of Iranian banks and companies, making millions in fees. Those alleged activities "helped sustain a global threat to peace and stability."

SC rejects the NYSDFS charges, believing the allegations "do not present a full and accurate portrayal of the facts."

The bank claims that 99.9 percent of its transactions with Iran complied with U.S. sanctions that were in place at that time.

It says an internal review did not turn up a single transaction to any entity that was deemed a terrorist organization by the U.S. Government.

SC shares have been battered by the New York charges, losing 24 percent of their value on the London Stock Exchange Aug. 7.

Maitland won the PR job in a competitive review that included incumbent RLM Finsbury.

The firm says it will help SCs "in-house team in building a stronger and consistent corporate narrative, broadening and further differentiating its reputation among corporate audiences."

Maitland CEO Neil Bennett, former business editor of the *Sunday Telegraph*, leads the SC work.

STATOIL EMERGENCY RESPONSE CHIEF TO H+K

Vlad Grigore, who led Norwegian energy giant Statoil's emergency response operation, has joined Hill+Knowlton Strategies to head up an ER response offering to bolster its crisis capability.

He created Statoil's ER network and standardized response plans across North America. According to his LinkedIn bio, Grigore established a "next of kin" response framework for human resources as part of its emergency preparedness program.

He served as one of Statoil's "incident commanders" with responsibility for the command, control, and coordination of a disaster response.

Grigore is based in Calgary.

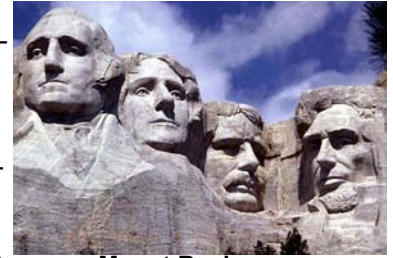


Grigore

S.D. ADDS NEW FACE TO TOURISM PR

South Dakota has handed its \$7.5M tourism PR and marketing account to MMGY Global and incumbent Lawrence & Schiller, following an April RFP.

L&S of Sioux Falls was the nine-year incumbent before the state's Department of Tourism broke the contract down into two parts. L&S handles creative and media buying on a \$5M pact, while MMGY will guide PR, digital marketing, social media and web development efforts to promote the state to travelers on a \$2.5M contract. Each firm gets a three-year contract with two option years.



Mount Rushmore

Photo: Nat'l Park Service

South Dakota, which has the benefit of leveraging attractions like Mount Rushmore and the Black Hills to tourists, kicked off the review in late March after the launch of a new advertising campaign, "Your American Journey," which replaced its long-running "Great Faces. Great Places" slogan.

"Ultimately, working with these agencies will be of great benefit to the department, the visitor industry and the state," said Jim Hagen, secretary of tourism.

MMGY, which has outposts in Kansas City, New York, Orlando and Denver, was created by the merger of Ypartnership and MMG Worldwide in December.

PN SNAPS UP D-CON

Porter Novelli has added Reckitt Benckiser's d-CON rodent control brand to its lineup in a consolidation by the British consumer goods giant.

The Omnicom unit handles RB's Airwick, Woolite, Resolve and Finish brands and adds d-CON PR and social media duties for the remainder of 2012, including its key fall selling season.

Schneider Associates previously had the account.

Ho Ling Chack, brand manager for d-CON at RB, said in a statement that the 50-year-old brand has a "compelling story" to tell and added, "Porter Novelli is the right agency to help us share that story and ensure that consumers make the right choice in protecting their homes."

RB's PR roster also includes firms like Euro RSCG Worldwide PR (Durex), Tonic Life Communications (Lysol) and Lippe Taylor (Clearasil).



PB GETS \$1.6M PACT FROM GEORGIA TYCOON

Patton Boggs has inked a \$1.6M ten-month agreement to represent Republic of Georgia billionaire politico Bidsina Ivanishvili, who heads the party that wants to oust president Mikheil Saakashvili from power in this fall's election. Saakashvili is a Washington favorite.

PB, according to its federal filing, is to inform Congress and members of the Obama administration about the "punitive measures taken by the Georgian government, which restricted his civil and political freedoms and the selective application of punitive measures against Cartu Bank," which Ivanishvili owns.



Ivanishvili's website touts 'making the Georgian dream a reality.'

The government put Cartu into receivership in July because Ivanishvili failed to pay a fine for political funding violations, according to Radio Free Europe/Radio Liberty. Upon paying the fine, Cartu officials accused the government of looting bank assets during the two-week takeover.

The government stripped Ivanishvili of his Georgian citizenship last October after he got a French passport.

Georgia's parliament subsequently passed a measure that allows EU citizens to run for office as long as they were Georgian residents during the previous five years.

Tommy Boggs leads the lobbying team, according to PB's engagement letter with Ivanishvili. He's assisted by Graham Wisner and Larry Harris.

NEW GM OUSTS HAWKS PR CHIEF

The NBA's Atlanta Hawks are searching for a new PR head after firing the team's media relations chief, a 23-year veteran.

The Hawks confirmed that Arthur Triche, VP of media relations who joined the team in 1989, has been let go.

Triche was the first African-American PR director in the NBA.

Danny Ferry, a player turned NBA executive, was named general manager of the Hawks in late June. He was previously with the San Antonio Spurs and Cleveland Cavaliers.

The team's PR staff includes Jon Steinberg (director of media relations), Jason Roose (senior manager, media rels.), and photographer Scott Cunningham.

The Associated Press reported that Triche's protected Twitter account carried the message "It's been real folks" on Aug. 8.

Ailey Penningroth, senior VP and chief marketing officer, oversees communications.

Triche did a year-long stint as assistant director of media relations for the NFL's Detroit Lions before moving to the Hawks. He started out in sports PR posts at his alma mater Tulane University.

ICR WORKS A123 SYSTEMS' CHINESE BAILOUT

Investor relations firm ICR is handling Wall Street for A123 Systems, which turned to China's Wanxiang Group Corp. for a \$450M non-binding strategic investment.

The investment would give Wanxiang an 80 percent stake in A123, America's top maker of advanced batteries for electronic autos.

That lifeline extended to the Waltham, Mass., company, which has received about \$250M in federal grants, has generated national security concerns.

Florida Republican Cliff Stearns rapped the Dept. of Energy and White House for failing to "secure sensitive taxpayer funded intellectual property from being transferred to a foreign adversary."

The chairman of the Energy and Commerce subcommittee on oversight and investigations wants to make sure the "federal government isn't an unwitting accomplice to the theft of our own national secrets by providing them with multimillion-dollar government grants and loans."

Stearns has been the leading Republican critic of the Obama administration for its financing of now belly-up solar panel maker Solyndra.

Wanxiang says the A123 outlay is the "first step" towards its plan to "build on the foundation A123 has established in the U.S. and help expand the company's capabilities both domestically and internationally."

The proposed deal must pass muster with the Committee on Foreign Investment in the U.S., the body that reviews outlays in U.S. companies that could affect national security.

It comes on the heels on China National Offshore Oil Co.'s \$15B bid for Canada's Nexen, owners of assets in the Gulf of Mexico.

ICR's Garo Toomajianian is A123's investor contact.

PEREGRINE DRESSES UP IPO IR

Peregrine Semiconductor, the San Diego designer of radio-frequency circuits for mobile and wireless uses, worked with The BlueShirt Group for financial communications related to its August 8 initial public offering.

Peregrine put out 5.35M shares for \$14, in the middle of its \$14-\$16 expected range. The stock is currently trading just under \$15. Selling shareholders offered another 159K shares.

Suzanne Craig, managing director at Blueshirt, and Melanie Friedman, director, support IR for Peregrine under the company's CFO, Jay Buskupski.

The company initially filed a preliminary prospectus for a \$100M IPO in late 2010. Revenues for the first half of 2012 were up 76% of the previous year at \$80.3M.

Peregrine, as a fables provider of circuits, outsources manufacturing of the product.



NYTC SET TO UNLOAD ABOUT.COM

The New York Times Co. has inked a deal to unload its struggling About.com questions and answers site for \$270M, according to *All Things D*, which is owned by Dow Jones & Co.

Financing for the transaction is reportedly being lined up by private



equity firms TA Associates and Summit Partners.

The NYTC bought About.com for \$410M. It took a second-quarter \$194.7M write-off of goodwill for About.com. That charge resulted in a \$186.8 operating loss for About.com, compared to an \$11.5M year ago profit.

The unit's Q2 revenues declined 8.7 percent to \$25.4M due to falls in display and per-click advertising sales.

The NYTC says its policy is to decline comment on potential acquisitions and divestitures.

NEWS CORP. FISCAL '12 PROFIT PLUMMETS

News Corporation said fiscal 2012 revenue inched up one percent to \$33.7B as gains at its cable network programming and film units offset declines in its troubled publishing business. Net income plummeted more than 55% to \$1.2B over the prior year.

Cable network programming at the media conglomerate was up 19% to \$535M, while filmed entertainment rose 22% to \$205M. Publishing revenue dropped 31% to \$597M for the year.

Advertising declines in Australian papers, marketing services and U.K. papers, as well as the continued toll of the U.K. hacking scandal pulled down revenue for the segment.

News Corp. took a \$224M charge related to the closure of *News of the World* and the U.K. hacking scandal that has dogged the company's newspaper division. That's on top of a \$125M charge on last year's earnings for settling litigation.

News Corp. said those declines were partially offset by gains from Dow Jones, particularly higher profits at the *Wall Street Journal*.

"We find ourselves in the middle of great change, driven by shifts in technology, consumer behavior, advertiser demands and economic uncertainty and change brings about great opportunity," CEO and chairman Rupert Murdoch said.

Fourth quarter revenue dipped from \$9B in 2011 to \$8.4B in 2012 on a net loss of \$1.6B, after net income of \$683M in Q4 of 2011.

News Corp. has bought back \$5.1B in stock with plans to repurchase \$10B worth of shares.

REUTERS BOOKS WOLF FOR WEEKLY SHOW

Reuters TV is launching a weekly, 20-minute show on its YouTube channel, "Impact Players," featuring Wall Street vet Robert Wolf conducting interviews with an aim to solve and develop strategies for tackling "major concerns surrounding the biggest stories in the news."

The content will also be made available to Thomson Reuters professional clients.

"After 28 years on Wall Street, first as a trader and eventually as the President of a major investment bank and member of President Obama's Economic Advisory Board, I've gotten to know a lot of really smart people and have learned one or two things myself along the way," Wolf said in a statement. "This seems like the perfect time to share some of that insight and get some of the brightest minds in the world to weigh in."

The show will be produced by Mark White, executive producer of Bloomberg TV's morning programming. Palmer is the executive producer of Reuters TV on YouTube.

Wolfe is CEO of 32 Advisors, which he founded in July. He spent 18 years in top roles at UBS and earlier was at Salomon Brothers.

LIBERTY TO SPIN OFF STARZ

Liberty Media said Aug. 8 it will spin off premium TV network Starz, which grew subscriptions by nine percent in the second quarter and has found success with original series like "Boss" and "Spartacus."

Liberty, releasing second quarter earnings, said its board approved a plan to give stockholders shares of a new subsidiary that includes all Liberty assets except for Starz, including Encore, the Atlanta Braves baseball team, and the geolocation company TruePosition. It also holds large stakes in SiriusXM, Live Nation and Barnes & Noble, among other media entities.

Chris Albrecht, CEO of Starz LLC, said the network had 20.7M subscribers at the end of Q2.

Revenue for the quarter was unchanged at \$403M as subscriber gains were offset by lower earnings at its distribution and animation units.

"I believe this stand-alone structure is the first step to unlocking the real potential growth opportunities for our businesses," said Albrecht.

Liberty, led by John Malone, said Q2 revenue was essentially flat at \$537M over the same period of 2011 while net income jumped 78% to \$157M.

Liberty, which broke off QVC and Bodybuilding.com in September, said the new Starz entity starts with about \$1.5B in debt.

**MEREDITH OFFERS EDITORS FOR CHARITY**

Meredith Corp. will hold a beauty editors day Aug. 16 which gives consumers the chance to visit with the top journalists at magazines like *Ladies' Home Journal*, *Fitness* and *Better Homes and Gardens* in exchange for a donation to a cancer charity.

The event, slated for Saks Fifth Avenue in New York, offers 20-minute one-on-one sessions with the editors to those who give \$30 to Look Good Feel Better, a program which gives makeup and beauty support to people with cancer.

(Continued on page 4)

MEDIA NEWS continued**EDITORS FOR CHARITY** (Continued from pg. 3)

Editors participating include Genevieve Monsma (beauty director, *More*); Ellen Miller (beauty/fashion director, *BH&G*); Greta Monahan (*Every Day with Rachel Ray*); Heather Muir (beauty director, *Fitness*), and Erica Metzger (beauty director, *LHJ*).

The Look Good Feel Better program is a collaboration of the cosmetic products and cosmetology industries. Sessions can be booked at 866-395-5665.

JOB MARKET IMPROVES A BIT FOR J-GRADS

The job market for 2011 journalism graduates improved a bit over their 2010 counterparts, but significantly lags the offers received by graduates in 2000, according to a report released Aug. 9 by the University of Georgia Grady College of Journalism and Mass Communication.

Of last year's graduates, 72.5 percent of them had at least one job offer or a solid prospect, up from 68.5 percent in 2010. More than eight-in-ten (82.4 percent) of the class of 2000 had an offer or prospect upon finishing school.



Females did better than men on the job front as many of them opted for PR and advertising jobs rather than media work.

The salary of a 2011 graduate ticked up \$1,000 to \$31,000. Adjusted for inflation, that's \$1,852 less than a graduate of 2000.

The report concludes that the job prospects for journalism and mass communications graduates in recent years "has been terrible," and the reported recovery is "only a modest one."

Authors Lee Becker, Tudor Vlad and Konrad Kalpen note the newspaper part of the labor market is "mature at best and certainly declining in terms of employment by the traditional organizations."

Television has always had low salaries, "in part, in seems, because it remains an attractive field for young people who are willing to work in it, quite literally, for nothing."

The authors fault J-School grads for not "tapping into the most vibrant parts of the occupational arena," which explains why average starting journalism salaries are nearly the same as 25 years ago.

Journalism and mass communication are not growth segments," according to the authors. "That cannot be good news for those contemplating careers in the communication occupations, for those who seek to educate them or for the employers who need the best and brightest to survive in what almost certainly will be an even more competitive environment," they concluded.

The study, which was released at the Assn. for Education Journalism and Mass Communication's annual convention in Chicago, also measured media usage.

Only four-in-ten of the respondents read a newspaper the day before they took the survey. Three-quarters of the respondents viewed news online the day prior, and

more than 90 percent checked in with a social media network. The survey sponsors include Hearst Corp., Gannett, National Assn. of Broadcasters, Scripps Howard Foundation and the McCormick Foundation.

More than 80 schools participated in the survey including Syracuse University, Ohio Wesleyan, Marquette, Temple, Saint Bonaventure, Quinnipiac, Northwestern, Rutgers, Santa Clara, Auburn, Michigan State and University of Massachusetts,

BLOOMBERG, ECONOMIST SETTLE DISPUTE

Bloomberg has paid an undisclosed amount to *CQ Roll Call* parent The Economist Group as compensation after former CQ employees who joined Bloomberg used their CQ log-ins and passwords at their new employer.

"The parties have taken appropriate action to ensure that such access did not continue," the two rival media entities said in a joint statement.

Economist CEO Andrew Rashbass said he appreciates the way Bloomberg handled the matter and is confident the incident will not reoccur.

Bloomberg chief content officer Norman Pearlstein said he is pleased the parties were able to resolve the concerns in a "professional and constructive manner."

GANNETT GETS GILDING

Gannett has hired Emma Gilding for the VP-brand research & strategy post. She had been president of Omnicom's in:site unit, a strategic and planning advisory group.

Based in New York, Gilding reports to Maryam Banikarim, senior VP and chief marketing officer of Gannett. Gannett says Gilding is to deliver "forward-looking consumer brand and market insights" to help drive its print, digital and broadcast properties that reach more than 100M people each month. She also will work with advertisers to create marketing partnerships.

Prior to the in:site post, Gilding was strategist for OMC's diversified agency services operation and founding partner of the ad/PR combine's G23 arm that focused on communications to women.

Earlier, Gilding worked at WPP's Ogilvy & Mather.

ZYNGA COO EXITS

John Schappert has resigned as chief operating officer of Zynga after an 18-month stint following a reorganization of the troubled electronic games maker.

The former Electronic Arts executive was a member of the mergers and acquisitions committee of the board.

His resignation "was not tendered in connection with any disagreement with the Company on any matter relating to the company's operations, policies or practices," according to Zynga's Securities and Exchange Commission filing.

CEO Mark Pincus in a statement praised Schappert's "significant contributions to the games industry throughout his career."

Zynga reported a six-month loss of \$108M compared to a year ago profit. Revenues rose 25 percent to \$653M. Pincus admitted short-term challenges, but is optimistic about the long-term growth prospects on mobile.

NEWS OF PR FIRMS**B-M LAUNCHES CONSITOR**

Burson-Marsteller has set up Consitor, a practice filled with scientists, public policy pros, clinicians, branding specialists and marketers, to counsel clients targeting the healthcare and scientific community.

Consitor is led by CEO Reyn Archer in Washington and president Toula Stoffel in Zurich.

Archer is B-M's managing director and chief medical officer in its U.S. healthcare practice. Prior to B-M, he was commissioner of the Texas Department of Health, responsible for programs covering Medicaid, health facility regulation, communicable and environmentally mediated disease programs and health services for women and children.

Stoffel has led B-M's EMEA healthcare practice since 2009. Prior to joining B-M, Stoffel was VP and scientific director at Sudler & Hennessy. As senior medical strategist, she worked in the areas of oncology, neurology and metabolic for medical/clinical trial communications, product launch and marketing. Earlier, Stoffel worked as assistant professor at the Laboratory for Cancer Biology at Rockefeller University in New York.

Consitor staffers are to support clients in strategy development, brand life cycle management, key opinion leader development, market access and advocacy.

EDELMAN, SLIM JIM TAKE LEAP

Slim Jim worked with Edelman to mark the ConAgra Foods meat snack brand's one millionth Facebook fan.

The Slim Jim Facebook page carried a poll in May offering fans the chance to decide how its brand manager, known as Sultan of snap, should mark the milestone -- go skydiving, shave the SJ logo in his hair, or create a giant banner to pull from a plane in Chicago.

More than one thousand fans voted for the skydive and were invited to witness the jump in late July in Chicago.

Edelman noted the brand's Facebook page named the community manager and chose a costume to wear at the Comic-Con expo last year.

**SHIFT 'SELLS' TO STAFFERS**

Shift Communications, the independent tech firm with offices in Boston and San Francisco, has created an employee stock option purchase plan after considering bids to sell the shop.

The firm was founded by Sterling Hager vets Todd Defren and Jim Joyal in 2003. Defren said the duo came close to a deal to sell the firm over the past year or two but decided to effectively spread ownership among its staffers.

"Jim and I wanted to figure out a way that he could continue in his role as my partner, but 'take some money off the table' while also benefiting our employees," Defren said. "An ESOP was the obvious answer."

NEW ACCOUNTS**New York Area**

Geoffrey Weill Associates, New York/QT Sydney (Australia), hotel slated for Sept. 17 opening, for North American PR.

Imagine Communications, New York/Ellenborough Park, Cannizaro House and the Draycott Hotel, English hotels which are part of Preferred Boutique Hotel Group's Mantis Collection, for PR in the U.S.

The Halo Group, New York/Mount Airy Casino Resort (Pa.), for a new website.

East

Hager Sharp, Washington, D.C./U.S. Department of Health and Human Services' (HHS) Office on Women's Health, a longtime client, for health communication and website work. Subcontractor Palladian Partners will work with HS to create and implement a strategic communications plan, manage the office's websites for women and girls and its toll-free help line, handle health writing for web and publications, promote its campaigns and initiatives, and grow its partnerships. Budget is in the \$4M range.

French/West/Vaughan, Raleigh, N.C./Sports Endeavors Inc., soccer retailer dba Eurosport/SOC-CER.COM, for brand strategy and creative development in support of its catalog and online distribution channels, following a multi-agency search process.

Southeast

Arketi Group, Atlanta/National Down Syndrome Congress, for pro bono PR, digital marketing and brand development for the remainder of 2012.

The Buzz Agency, Delray Beach, Fla./Palm Beach Symphony; "Steve's Outdoor Adventures," Outdoor Channel game hunting show; Waste Management, for graphic design and PR for its Dine for Promise charity event, and the G.W. Bailey First Responders Charitable Fund, for PR for two upcoming events sanctioned by the South Florida presidential debate in October.

Fetching Communications, Tarpon Springs, Fla./Village Animal Clinic (Ardsley, N.Y.); Healthy Paws Pet Insurance & Foundation; Memphis Veterinary Specialists, animal hospital, and PetMed Emergency Center (Memphis), for PR and digital support.

Midwest

Henson Consulting, Chicago/Giordano's Pizza, 38-year-old Windy City stuffed pizza maker, for PR. The food-centric firm was named AOR for Kraft's Philadelphia Cream Cheese earlier this year.

Broadhead, Minneapolis/Boehringer Ingelheim, as AOR for animal health company's Canada cattle division, including advertising, collateral and PR. The firm already handles the unit, Vetmedica, in the U.S.

West

The Pollack PR Marketing Group, Century City, Calif./"Portraits of Service," Patton Publishing (2012), for consumer and media outreach for the book, which centers on the experiences of more than 60 veterans. PP benefits the Patton Foundation for veterans and their families. The firm also picked up LuxeYard, online curator of luxury living and style merchandise, for media relations and consumer PR.

aLine media, Los Angeles/FrontRowMonthly.com, online arts and culture magazine, for PR.

P3R Publicity, Beverly Hills, Calif./Inessa Obenhuber, Silicon Valley angel investor with ties to Russia, for PR.

— Greg Hazley

NEWS OF SERVICES**LAW GRAD TO PR SOCIETY PR UNIT**

Stephanie Cegielski, a 2006 graduate of the Sturm College of Law of the University of Denver and most recently with the Colorado Government Accountability Project, has joined the PR Society as associate director of PR.

Rosanne Mottola, a paralegal at Rosner, Nocera & Ragone, has joined as PR manager.

Cegielski replaces Keith Trivitt, who left PRS, and Mottola replaces Diane Gomez, who was shifted to another department at PRS, which posted the job openings in April.

Cegielski from May 2010 to October 2011 was executive director of the Colorado Government Accountability Project, a watchdog group that filed an ethics complaint last year against state Senate Majority Leader John Morse over the accounting of his per diem expenses.

Morse said he had done nothing wrong and called the complaint, "bogus."

Prior to the CGAP, Cegielski was with the Colorado Dept. of State from August 2006 to May 2010 as a program manager.

From Sept. 2005 to Dec. 2005 she was a law clerk in the Office of the Attorney General of Colorado.

Mottola was with Rosner, Nocera & Ragone, a law firm, from January 2012 to July, when she joined PRS.

From Sept. 2011 to January 2012 she was an account manager at Lexamedia, New York. From October 2010 to September 2011 she was an A/E at MSL Group, New York. From April 2010 to October 2010 she was an assistant A/E at Publicis Consultants, parent of MSL.

She was an account associate at Publicis from January 2009 to March 2010.

From December 2007 to June 2008 she was a PR intern at The Walt Disney Co. She completed a Master's Degree in PR and Corporate Communications in May 2010 at New York University.

KATZ, DAVID UPPED AT D S SIMON

New York-based D S Simon Productions is opening a Houston office to crack the Southwest market, which it sees as underserved by the broadcast and digital PR sector.

Jovanna David, director of media tour services for Simon in New York, is returning to her native city to open the office as director of southwest operations.

"Despite Houston's growth and serving as the home to so many important businesses, especially in the energy sector, it has been underserved in the broadcast PR and PR marketing space," she said.

Simon has also promoted Sarah Passarelli Katz to director, sales, overseeing its sales team in Washington, D.C., Chicago and Los Angeles, and working on what the company says are "ambitious growth plans."

MEASUREMENT FIRMS COMBINE

Three measurement shops have combined in a three-way merger. News Group International's Dubai-based Salience Research, has combined with New Hampshire-based KDPaine & Partners and Report International.

Katie Delahaye Paine said she remains chairman of her firm while taking on the new role of chief marketing officer for NGI.

PEOPLE**Joined**

Donna Balancia, veteran reporter for Hearst, Gannett, UPI, AP and *The Hollywood Reporter*, to TransMedia Group, New York, as executive VP, publishing & promotions. She has been in PR for the past five years, running her own firm and representing Florida's Space Coast and the Lauderdale Air Show. She was previously publisher and editor-in-chief of the *Florida Law Journal*.

Alexis Blais, A/M, Lisa Lori Communications, to Rubenstein PR, New York, as a senior A/E. At LLC, she handled the Princess Grace Foundation-USA and New York City Opera, among others.

David Connolly, director of communications, St. Elizabeth's Medical Center, to LaVoie Strategic Communications Group, Cambridge, Mass., as VP focused on digital content, PR and media relations in the life sciences sector. He was previously senior director of development marketing and comms. at Beth Israel Deaconess Medical Center and is a former reporter for The Enterprise of Brockton and Taunton Daily Gazette.

J. Grigsby Crawford, communications specialist, Partners of the Americas, and Briana Ferrera, previously with Rational 360, to Gibraltar Associates, Washington, D.C., as senior associates. Crawford is a former reporter for *Congressional Quarterly* and Ferrera did stints at Ketchum, The Curley Co. and Brotman-Winter-Fried.

Jeff Hinson, national PR manager, Emeril's Homebase, the company of TV chef Emeril Lagasse, to Dentsu America, New Orleans, as local account leader for the New Orleans Tourism Marketing Corp. He was previously with Sirius Satellite Radio and the National Football League. He works on-site at the NOTMC offices.

Amanda Urban, media director for celebrity chef Grant Achatz, to Henson Consulting, Chicago, as an account manager.

Lane Buschel, who launched Glam.com as an agency pro in 2005, has moved to Internet media network parent Glam Media as VP of communications. **Paul Loeffler**, who held the top post at Glam since January 2011, stepped down in February 2012. Buschel has run his own ship, First Person Communications, since 2010, and is based in New York for the Brisbane, Calif.-based owner of sites like Glam.com, Foodie.com, Brash.com. He previously founded Morris + King's digital unit, SeisMK, in four years at the firm, where he handled the launch of Glam.com in 2005. Earlier, he worked stints at Peppercom, DKC and RAS Records.

**Buschel****Promoted**

Katherine Croft to manager of media relations and research, Casteel Schoenborn, a Williamsville, N.Y., IR and corporate comms. firm. Wilson Grabil, former head of worldwide of corporate comms. at Bristol-Myers Squibb, was tapped as of counsel to the firm.

DELLS BASKS IN PR GLOW OF MARS LANDING

Dell, not known for its technical prowess, is basking in the PR glow of NASA's successful landing of the Curiosity rover on Mars.

The Round Rock, Tex.-based company issued a release, saying that NASA's Jet Propulsion Laboratory used Dell's HPC clusters to test and validate Curiosity's landing sequence.

That helped "to ensure the most complicated portion of the mission to the Red Planet was successfully completed." Dell's release includes an image of the landing and a link to more NASA photos.



Jere Carroll, GM in Dell's federal civilian agencies group, said the computer company is "proud to work hand-in-hand with NASA, a true American institution that provides the world with the understanding that modern day pioneering delivers optimism and the drive to go further."

The Mars success, according to Carroll's statement, "echoes Dell's mission to provide customers with a full spectrum of IT hardware and services, helping them to accomplish their mission more effectively and efficiently."

GLOVER ADDS GROHE

Sanuber Bilguvar Grohé, global PR manager for big four accounting firm Deloitte, has moved to Glover Park Group's New York office as a VP in its strategic communications unit.

She was previously a VP at MWW Group and associate director for Gavin Anderson & Co., in addition to agency posts at Ogilvy, TSI Communications and Citigate Dewe Rogerson.

The Turkey native worked the corporate side as manager of corporate communications at ScreamingMedia, as well.

WPP acquired Glover Park in November.

MORRISSEY DIES AT 59

Peter Morrissey, who founded Boston's Morrissey & Co in 1999, died from complications of brain cancer on Aug. 3. He was 59.

Morrissey worked at Prudential Insurance in sales promotion and advertising before shifting to Clarke & Co. in 1979, where he rose to the CEO spot before launching his own firm.

In his PR career, Morrissey counseled blue-chips such as IBM, Johnson & Johnson and Miller Brewing Co. He served as board member of the Boston Chamber of Commerce, Associated Industries of Massachusetts International Business Council and Morgan Memorial Goodwill Industries.

A celebration of Morrissey's life will be held in September in Newton, Mass. In lieu of flowers, memorial donations in Morrissey's name should go to Morgan Memorial/Goodwill Industries, 1010 Harrison Ave., Boston, 02119.

SV GUIDES FOUNDER'S BID FOR BEST BUY

Sard Verbinnen & Co. is fronting the bid by Best Buy founder Richard Schulze to take the electronics retailer private in a deal worth \$8.8B.

The 71-year-old Schulze, who owns a more than 20 percent Best Buy stake, relinquished the chairman post in June after a probe ruled that he failed to act decisively on allegations over then-CEO Brian Dunn's relationship with a female staffer.

In a letter to Best Buy chairman Hatim Tyabi released Aug. 6, Schulze wrote: "Since stepping down from the Board on June 7th, I have been actively exploring all available options for my ownership stake. That exploration has reinforced my belief that bold and extensive changes are needed for Best Buy to return to market leadership and has led me to the conclusion that the company's best chance for renewed success will be to implement these changes under a different ownership structure.

Best Buy has promised to "review and consider the letter in due course, consistent with its fiduciary duties, in consultation with its financial advisors, Goldman, Sachs & Co. and J.P. Morgan and its legal advisor, Simpson Thacher & Bartlett LLP."

SV&C's George Sard and David Reno represent Schulze.

EX-EMPLOYER OF WI GUNMAN GETS PR

Barr-Nunn Transportation, the Iowa-based trucking company which employed Wisconsin gunman Wade Michael Page is getting PR support from a local agency as media pore over Page's background.

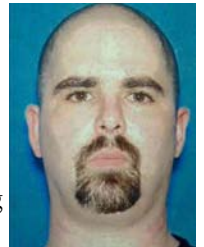
A day after Page opened fire in a Sikh temple in Oak Creek, Wis., killing six people, the company released, via West Des Moines-based ad/PR agency Strategic America, a summary of the gunman's employment at Barr-Nunn.

Page, who killed himself after being wounded by police at the scene, was employed from 2006-2010 as a solo driver for the company before being terminated for violating an impaired driving policy after a North Carolina arrest in his personal vehicle, said the statement, which is described as "our official communication related to media inquiries regarding Wade Michael Page."

Lori McManus Solo, VP of PR and principal at SA and a former board member of the Worldcom PR Group of firms, is handling media inquiries for Barr-Nunn. She told O'Dwyer's the firm was newly engaged amid the crisis and noted that assignment came through an attorney's office, which she said is increasingly one method in which the firm has gained crisis, issues management and public affairs assignments.

Solo added that members of the firm are "somewhat familiar" with key executives at Barr-Nunn, which expedited interest and an agreement in having Strategic America support the company through the crisis.

SA works for clients like Great Western Bank, HunterDouglas, the Iowa Corn Promotion Board and JiffyLube.



Page

PR OPINION

PR Society candidates including chair-elect candidate Joe Cohen are in violation of the Guidelines of the Universal Accreditation Board that forbid the use of “APR” in a competitive situation.

Say the Guidelines (which are buried under “Current APRs” on the UAB website): “Members who are Accredited cannot imply the lack of Accreditation in any way affects a competing professional’s competence.”

PRS, which dominates the UAB because its members have 13 of the 20 seats on the board, has barred non-APRs from national board and officer posts since about 1975, depriving them of the right to highlight such posts on their resumes and in their account pitches if they are with agencies.

Current and former national directors and officers of PRS boast of their national titles on their resumes and in their releases.

An example is the MWW Group announcement Oct. 27, 2011 that Cohen had been promoted to senior VP. The seventh line of the 21-line release notes that he “currently serves on the national board of directors of the Public Relations Society.” <http://tinyurl.com/8coypkf>. That is a statement that 82% of the members of PRS could not make.

Educators in particular prize having PRS elective and appointive posts in their resumes and the top of this list is holding a position on the national board. Five educators are on the 2012 board.

UAB chair Janet Kacskos, director of communications, Millersville University, Pa., one of the 14 colleges in the state system, obtained APR statistics from PRS on Monday, Aug. 13.

In the nine years to June 30, 2012, a total of 2,178 took the test and 1,472 passed it (68%). The PRS totals were 1,786 taking the test and 1,223 passing it (68%). PRS candidates comprised 83% of those taking the test. Created was an average of 136 new PRS APRs yearly which is about half the number created yearly via the previous exam. In the ten year period from 1993 to 2002, an average of 274 new PRS APRs were created yearly. Biggest year was 2002 when 411 PRS members passed the test. Passing in 2001 were 234; 2000, 246; 1999, 233, and 1998, 268. In 1982, when there were only 10,737 members of PRS, 136 became APR.

APR Can Be Revoked

The UAB Guidelines say that “An individual can have Accreditation revoked for improper use of Accreditation per these usage guidelines.”

Besides barring non-APRs from national board and officer posts, current PRS bylaws ban non-APRs from the Ethics Board, an accusation that non-APRs are less ethical than APRs. Concern over ethics is the supreme value of PRS according to its “Member Code of Ethics.”

The UAB, created in 1997, is an attempt to sell the APR process to other organizations, charging their members an extra \$100. APR fee is \$410 including a \$25 application fee or \$385 if the entire fee is paid at once. PRS members get \$110 back from PRS upon completion of the process while Florida PR Assn. members get back

\$100 and members of the Religion Communicators Council get back \$100 if they paid their own way.

Past attempts to have the UAB enforce its Guidelines by ordering PRS to drop the APR rule have been rejected by the UAB on the ground that competition for elective posts in associations is not “real competition.”

It is not competition in the business sense but the national titles are then used in competition for jobs and accounts and in some cases may be decisive.

Writing, Creativity Ignored

Neither writing nor creativity are tested at any point in the new APR process dating from July 1, 2003 that includes a “Readiness Review” and a 3.5-hour computer administered multiple choice test.

The RR includes examination of materials that APR candidates say they worked on. The judges of the applicant are fellow members of the local chapter. Only 5% of the questions on the exam are on “media relations.”

The previous exam involved 5.5 hours of writing answers to questions. Applicants had 2.5 hours in the morning to answer six out of eight questions by writing essays. Three hours of writing were scheduled for the afternoon session. Applicants had to describe full-fledged programs to tackle various problems.

Cost of an outside service to correct the tests was expensive--\$207,147 in 2000 and \$113,321 in 2001.

After 46 Years, 18% of PRS Members Are APR

Despite promotion of APR to members since 1964 and limiting national office to APRs since about 1975, only 18% of members are APR. Only 50 of the 694 members of the New York chapter are APR (7.2%). A 1999 study of 15 recruiters by the Fellows found almost no interest in PR. <http://tinyurl.com/9o989pl>. Rather, it was seen by some recruiters as a mark of naivete. Sixty-five leaders and past leaders of PRS were among the 450 signing a petition in 2010 to end the monopoly of APRs on national offices. <http://tinyurl.com/7r9p716>.

APR cost PRS \$2,926,080 from 1986 to 2002. Net cost in 2000 was \$411,467 to accredit 234 members or \$1,794 for each new APR.

Southerners Dominate UAB, PRS

Thirteen of the 20 UAB directors are from PRS. Eight of the 13 PRS directors are from Southern states (Tennessee, Mississippi, Florida, Louisiana, Virginia, North Carolina and Georgia). There is no one from the Tri-State district or the Northeast district.

Four of the five members of the PRS executive committee are from the South—chair-elect Mickey Nall of Georgia; secretary David Rickey of Alabama, and treasurer Kathy Barbour and immediate past chair Rosanna Fiske, both of Florida.

The 319-word Wikipedia entry on “Accreditation in PR” says those who earn APR “demonstrate a broad knowledge, strategic perspective, and sound professional judgment of modern PR.” <http://tinyurl.com/dyt2pzh>. The entry gives no hint of PRS’s domination of the UAB and missing is any word of the pre-2003 test. The WP posting on PRS itself is 244 words and there is a request for more input.

— Jack O’Dwyer