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O'Dwyer's Newsletter

The Inside News of
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Communications

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NEEP LOOKS TO POWER UP PR

The Northeast Energy Efficiency Partnerships, the Lexington, Mass.-based non-profit group that seeks to create a “drumbeat of business support – publicly through the media and privately through influencers of the influential-to protect and expand clean energy programs and climate protection policies,” is looking for PR support.

The selected firm/contractor will work hand-in-hand with the New England Clean Energy Council and policy shop Cater Communications to engage mainstream business leaders to support efficiency and green initiatives and to develop blogs/op-eds/white papers, according to its RFP.

An aggressive social media component is part of the PR drive including “use/coordination with selected network listservs, and posting content in relevant newsletters/communications.” The ultimate goal is to make NEEP's program a national model.

NEEP sponsors include National Grid, Efficiency Vermont, Yankee Gas, New York State Energy and Development Authority, Connecticut Power & Light, D.C. Sustainable Energy Utility, Long Island Power Authority and Public Service of New Hampshire.

Carrie Nash, NEEP's strategic marketing manager, has information at cnash@neep.org. Proposals are due Aug. 30. RFP: <http://bit.ly/NTD2Ux>.

FTI'S NEVILLE MOVES TO F-H

Betsy Neville, who was Americas corporate communications practice leader at FTI Consulting, has joined Fleishman-Hillard as co-chair of its corporate reputation team with Marjorie Benzkofer.

Earlier, Neville was general manager of Ogilvy PR Worldwide's Chicago outpost and head of her own firm for 13 years.

Based in New York, Neville reports to Robert Dowling, president of the Omnicom unit's eastern region. He lauded Neville's ability to build and protect corporate brands.



Neville

Ketchum has picked up a \$3.9M contract with the Centers for Medicare & Medicaid Services to continue previous PR efforts in support of electronic health records.

The unit of the Dept. of Health and Human Services said in May that it would put the work out for pitches among its pre-qualified group of agencies, including Fleishman-Hillard, Ogilvy PR, Porter Novelli, Ketchum and Weber Shandwick.

Ketchum picked up a \$25M, two-year earned and paid media campaign started in March 2010.

HUNTSWORTH PROFIT RISES 19%

Huntsworth CEO Peter Chadlington reports an 18.6 percent rise in first-half operating profit to \$20.6M on flat revenues of \$132M.

Though “cautious given the macro environment,” Chadlington is buoyed by progress made in Huntsworth's strategy to line up global and multi-office accounts.

Those accounts “have taken time to come on stream, but are now established and providing a firm revenue base across most markets, particularly Europe,” according to Chadlington.

Multi-office revenues account for a third of flagship Grayling's business.

Grayling, which generates nearly half of Huntsworth's revenues, scored big wins like Ryder Cup Europe and London City Airport, while expanding relationships with DHL, Hilton and British Airways.

Huntsworth Health, which contributes 30 percent of overall revenues, was powered by a sharp rise in digital business.

Since June, the unit has picked up new business wins worth \$15M over the next 18 to 24 months.

Chadlington plans to keep a tight control over costs for the remainder of the year and anticipates improved profit margins over 2011.

RAFFERTY NAMED KETCHUM NA CEO

Barri Rafferty, director of Ketchum's New York office, takes over the North America CEO slot from Lorraine Thelian on Sept. 1. Thelian is upped to the vice chairman post.

Mike Doyle associate director of New York, assumes Rafferty's duties, while Rob Lorfink, who is COO and CFO, adds the president title.

Rob Flaherty became Ketchum's CEO on July 1, succeeding Ray Kotcher, who remains as chairman of the Omnicom unit.

He sees the promotions as a sign of “stability” at the PR firm. It's a move to provide Ketchum's “proven leaders with an even greater opportunity to deliver impactful business and communications solutions to our clients,” said Flaherty.

Rafferty also headed Ketchum's southern region (Atlanta and Dallas) and served as chief of its global brand marketing practice. Most recently, she led Ketchum's digital practice.

She will report to Lorfink, who joined Ketchum in 2003 as chief financial officer from Omnicom's diversified agency services network.



Rafferty

ZING SPINS OFF McEWEN McMahon

PR veteran Bob McEwen, who took the helm of Australia's Zing USA in New York last year, has formed McEwen McMahon to concentrate on corporate, crisis management and issues PR.

He's joined by Preya McMahon, founder of Zing, which will focus on its consumer strengths.

Prior to Zing, McEwen was Midwest CEO for Burson-Marsteller, executive VP at Fleishman-Hillard and Detroit chief and industrial practice group leader for Shandwick.



McEwen, McMahon

He counseled United Airlines on the morning of 9/11, handled patent litigation between Kodak and Polaroid, and managed PR during Sara Lee's 1998 meat recall, which is the nation's biggest and resulted in 15 deaths.

McMahon, an Edelman alum, founded Zing and Bang, which she sold in January to M&C Saatchi Worldwide. She has advised Coca-Cola, Nestle, American Express, Johnson & Johnson and McDonald's.

The partners said in a statement that MM "will be more of a high-level consultancy, advising C-suite executives on internal and external strategic communications issues."

EMIRATES FLIES TO F-H

Dubai-based Emirates, which is the Middle East's biggest airline, has shifted its U.K. business from Bell Pottinger to Fleishman-Hillard.

Jennie Scott, a consumer pro and partner in F-H's London office, handles the account.

Emirates, which serves 125 destinations in 74 countries, has been at Lord Bell's shop for about a dozen years. Bell Pottinger supported Emirates' "Hello Tomorrow" marketing campaign that was launched earlier this year.

The airline has direct flights from Dubai to U.S. cities of New York, Washington, Houston, Dallas, Los Angeles, San Francisco and Seattle. A second daily flight to NYC will begin Jan. 1.

C-STORES SHOP FOR PR

NACS, which was known as the National Association of Convenience Stores until 2007, is interviewing PR firms as activists in the fight against obesity take aim at the quick-stop purveyors of junk food.

Jeff Lenard, VP of industry advocacy of the Alexandria, VA-based group, told the *National Journal* that NACS has an important story to tell about healthy options. He said the PR search has nothing to do with either recent police crackdowns on C-stores used as club houses by gangs or raids on outlets for allegedly selling "bath salts."

Founded in 1961, NACS represents more than 2,100 retail and 1,600 supplier company members that operate almost 150K stores across the U.S.

In 2011, they posted \$682B in revenues, of which 72 percent was from the sale of gasoline.

SAYLOR TARGETS IRAN'S ASSETS

Saylor Co. issued a statement Aug. 11 that praised President Obama's signing of the Iran Sanctions Bill on behalf of survivors and family members of those killed in the 1983 bombing of the Marine barracks in Beirut.

The law includes provisions that clarify how members of the Beirut Families group can attach Iranian funds in the U.S. to pay the \$2.65B court-ordered judgments against Iran for planning and carrying out the bombing.

Lynn Derbyshire, spokesperson for the Beirut Families, said "after almost 30 years, we are now much closer to holding Iran responsible for the murder of 241 American servicemen and maiming others in Beirut."

She's the brother of Captain Vincent Smith, who was killed in the bombing.

Derbyshire expects strong U.S. government support as "we pursue the last stage of fulfilling justice against Iran."

Saylor's relationship with the Beirut Families is via its legal counselors, Thomas Fay and Steven Perles.

GPG REPS NIGERIA

Glover Park Group has inked a \$30K a-month contract with Nigeria, Africa's most populous country.

The pact, which runs through the rest of the year, covers strategic counseling, government affairs work and outreach to the media and U.S. government/non-governmental organizations. The firm will assist Nigeria's D.C. embassy on the development of articles, statements, speeches and other press materials.

GPG's Robert Harris and Brett O'Brien work the Nigeria account. O'Brien also handles Abu Investment Authority and Taipei Economic and Cultural Representative Office.

Nigeria, a top ten oil producer, has been battling a militant insurgency that wants to implement Islamic law throughout the country.

Nigerian security forces killed 20 of the Boko Haram militants in a shoot-out on Aug. 13. The Voice of America reports that both sides have held talks to end the violence.

WPP is parent of GPG.

EDELMAN FORGES VIDEO ALLIANCE

Edelman has formed a partnership with Poptent, a video crowdsourcing operation, in which the No. 1 independent PR firm gains access to Poptent's 50,000 videographers in 140 countries.

The content will be used for the online and offline programming needs of Edelman's clients.

Edelman and Poptent have worked with each other in the past. They teamed to produce two public service announcements for the Girl Scouts to launch its ToGetHerThere program.

Poptent also has supplied content for Edelman's sister shop MATTER, the brand/experiential marketing unit. Caroline Dettman, executive creative director at Edelman, praised Poptent for the "depth of its talented creator community."

Andy Jedynak is CEO of Poptent.

GOOGLE ACQUIRES FROMMER'S

Google has acquired the Frommer's travel brand of more than 300 guidebooks and online resources from publisher John Wiley & Sons for an undisclosed sum.

Frommer's launched in 1957 with the breakthrough "Europe on \$5 a Day" guide. It became part of Wiley in 2001.

Wiley, which is based in Hoboken, N.J., said the divestiture of Frommer's allows the 200-year-old publisher to focus on its professional/trade offerings.

In March, Wiley announced plans to unload its travel, culinary, general interest, nautical, pets, crafts, Webster's New World, and CliffsNotes properties.

Google last year shelled out \$150M for restaurant rater and reviewer Zagat, which has been working to improve the Google+ service.

A Google spokesperson said the Frommer's team will be a great addition to the Zagat unit.

Jobs Slashed at Motorola Mobility

Meanwhile, Google is cutting 4,000 people or 20 percent of staffers at Motorola Mobility, which it acquired in 2011 for \$12.5B. A third of its 95 offices will be closed.

The mobile devices company lost \$233M on \$1.3B revenues during its past quarter. Google believes the cutbacks will allow MM to return to profitability. Google will take a \$275M charge for the layoffs.

On July 26, MM announced plans to relocate its headquarters from Libertyville, Ill., to downtown Chicago.

"We're 84 years young, and what better place to continue our commitment to the state, honor our heritage, recruit top talent and usher in a new era of wireless innovation than in the historic Merchandise Mart," said CEO Dennis Woodside then at a press conference with Mayor Rahm Emanuel.

About 700 of the job cuts are in the Chicago area

CENGAGE NAMES HANSEN CEO

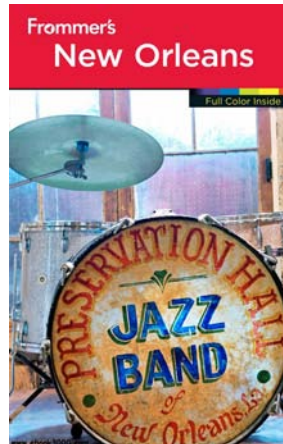
Cengage Learning, publisher for the higher-educational market, has named Michael Hanson CEO. He will succeed Ronn Dunn in September with the expiration of his five-year pact. Dunn will move up to the executive chairman position and eyes a run of at least three years.

Hansen has headed the Elsevier Health Sciences unit at Reed Elsevier for the past four years. Earlier, he helmed RE's Harcourt Assessment educational arm.

Before RE, Hanson was executive VP/operational excellence at Bertelsmann and partner/co-chair of Boston Consulting Group's e-business and media practice.

Cengage's brands include National Geographic Learning, Wadsworth, Brooks/Cole Delmar Gale and South Western.

The Stamford, Conn.-based company is owned by private equity firm Apax Partners and other investors.

**COSMO'S GURLEY BROWN DIES AT 90**

Helen Gurley Brown, long-time editor of *Cosmopolitan* and a leader in the women's sexual liberation movement, died Aug. 13 after a brief stay at New York-Presbyterian/Columbia hospital. She was 90.

The author of "Sex and Single Girl" took over *Cosmo* in 1965 and remained in command until 1997. At her death, she was listed as editor-in-chief, *Cosmo's* international editions.

In a note, Hearst CEO Frank Bennack wrote: "It would be hard to overstate the importance to Hearst of her success with *Cosmopolitan*, or the value of the friendship many of us enjoyed with her. Helen was one of the world's most recognized magazine editors and book authors, and a true pioneer for women in journalism-and beyond."



Brown

He remembers Gurley Brown as an icon. "Her formula for honest and straightforward advice about relationships, career and beauty revolutionized the magazine industry. She lived every day of her life to the fullest and will always be remembered as the quintessential 'Cosmo girl.'"

Donations may be made to The Pussycat Foundation, c/o Karen Sanborn, Hearst Corp., 300 W. 57th Street, New York, NY 10019, to fund media innovation at Columbia and Stanford Universities.

A fall memorial is planned.

CLEAR CHANNEL BUYS NYC'S WOR RADIO

Clear Channel has purchased New York City's venerable WOR 710 AM radio station from Buckley Radio Corp. for an undisclosed sum.

Founded in 1922, WOR is the city's oldest continuously operating radio station. Buckley Radio bought it from RKO in 1987. Currently, WOR ranks No. 19 in the market.

John Hogan, CEO of Clear Channel's radio and media operation, called WOR "an iconic New York City brand with a rich history and an exciting future."

He believes WOR "makes our already incredible platform even more interesting to listeners, advertisers and strategic partners," according to his statement.

WOR's line-up features talk shows hosted by John R. Gambling, Dr. Joy Brown, Mike Gallagher, former New York Governor David Paterson and Michael Savage.

There are programs about sports, food, travel and pets. WOR syndicates content to more than 300 other radio stations.

Joe Bilotta, CEO of Greenwich, Conn.-based Buckley, said the deal will enable WOR to take advantage of "the unparalleled resources of a worldwide, multi-dimensional media and entertainment company."

He took the helm last year following the death of Rick Buckley, who headed the family-owned media business for more than 40 years.

Bilotta had served as Buckley's COO for more than a decade and is a former chair of the Radio Advertising Bureau.

MEDIA NEWS continued**BBC's THOMPSON TO HEAD NYTC**

The New York Times Co. has named Mark Thompson, director-general at the BBC, president and CEO. He takes the post in November.



Thompson

The 55-year-old was responsible for the BBC World Service, which broadcasts in 27 languages, plus the company's collection of TV and radio channels in the U.K. He led the BBC's multimedia coverage of the London Olympics.

Thompson joined the Beeb in 1979 as a production trainee. He left in '02 to run Channel 4, a publicly-owned TV network. He returned to the BBC after two years.

NYTC CEO Pinch Sulzberger said Thompson's experience is what the NYTC needs as it grows its business through digital and global expansion.

Thompson succeeds Janet Robinson, who left the company last December.

FT OWNER GOES BACK TO SCHOOL

Pearson, owner of the *Financial Times*, is launching a college to equip students with the skills needed to succeed in the business world.

The Pearson business and enterprise degree has been developed with input from BT, Cisco, Peter Jones Foundations and Atos.

Beginning in September, students will enroll in a program that has been validated by Royal Holloway and Bedford New College, which is part of the University of London. They will gain corporate exposure at Pearson's offices in London and Manchester.

The annual tuition for the three-year program is about \$10K.

Roxanne Stockwell, managing director of Pearson College, said, "Pearson is uniquely placed to develop and deliver degrees that combine an academic foundation with business and employer needs." She's eager to tap into Pearson's "network of blue-chip industry relationships." The degree will "embed professional work experience, business skills and etiquette, with significant and relevant input from our industry partners," according to Stockwell's statement.

DISCOVER DISCOVERS WAUKESHA

Kalmbach Publishing is moving the editorial office of *Discover* magazine from New York City to its headquarters city of Waukesha, Wis.

It describes the shift as a "strategic move to better leverage all of its publishing resources and integrate its science media."

Discover editor-in-chief Corey Powell will continue to lead Discover through the transition. The NYC office will close in January.

Kalmbach publishes 17 magazines such as *Astronomy*, *Cabin Life*, *American Snowmobiler*, *Classic Toy Trains* and *The Writer*.

NEWS CORP. SETS UP ETHICS GROUP

News Corp. has established a new ethics structure consisting of five compliance groups to improve its anti-corruption controls.

In an email to staffers, CEO Rupert Murdoch said while bolstering News Corp.'s compliance program takes time and money, the "costs of non-compliance in terms of reputational harm, investigations, lawsuits and distraction from our mission to deliver on our promises to consumers are far more serious." He named Gerson Zweifach, senior executive VP and group general counsel, chief compliance officer. Zweifach joined News Corp in February from Williams & Connolly.

He's assisted by associate general counsel Lisa Fleischman, who takes on the deputy chief compliance officer role.

The compliance groups are Los Angeles film & TV production, Los Angeles cable & broadcast, New York news & information, Europe & Asia and Australia.

Murdoch emphasized that the new ethics oversight unit "is not based on any suspicion of wrongdoing by any particular business unit or its personnel. Rather, it is a forward-looking review based on our commitment to improve anti-corruption controls throughout the company."

News Corp. took a \$224M fiscal 2012 charge for litigation settlement in connection with the U.K. phone hacking scandal at its now-closed *News of the World* tabloid.

COFFEE SUCCEEDS GARCIA AT PR NEWSER

Patrick Coffee, whose articles have appeared in *New York Magazine* and its daily online restaurant/food website, Grub Street, has become managing editor of Mediabistro's prnewser.com, succeeding Tonya Garcia, who had the post two years.

Coffee has had numerous writing assignments in more than a dozen years in New York, including those for *The L Magazine*, the ReSourceful Thinking blog, Treatmentonline.com, Prefixmag.com; Uncommon Goods, *Claph Magazine*, *Insurance Journal*, and *China Brief*, the publication of the U.S. Chamber of Commerce in the People's Republic of China.

Mediabistro is a unit of WebMediaBrands Inc.

Coffee, in a "Meet Your New Editor" posting, thanked Garcia for her work for prnewser.com and said he is eager to meet PR people and receive their "pitches, announcements, complaints, or creative insults."

He describes himself as a "Southern boy at heart" but notes he has been in New York more than a dozen years and is a "New Yorker through and through" who lives for "the big, sloppy mix of high-risk egos and anxious handlers that make up our dizzying media scene." Contact: patrick@mediabistro.com.

BRIEF: Anne Saunders, a veteran of Bank of America, Starbucks and AT&T, is joining **Redbox**, the DVD and video retail company with 38,500 kiosks worldwide, as president on Aug. 27. Most recently, she was executive VP and chief marketing officer at Knowledge Universe.

NEWS OF PR FIRMS**MAINE AIRPORT PLOTS PR AMID COMPETITION**

Maine's Bangor International Airport is reviewing its PR account with an RFP process open through late August as it tries to counter competition and attract travelers and airlines.

The airport, owned by the city, wants to raise its profile in the corporate and general aviation market, affirm its value to the public, and tackle other communications challenges via PR, including a new social media plan.

The work includes media relations, strategic communications, monitoring and Delta, US Airways and Allegiant are resident airlines.

BGR has poured resources into marketing and advertising in recent years to attract domestic travelers and counter "leakage" to other airports in the region where, officials note, fares "may be, or may be perceived to be, less expensive."

Portland International Airport's addition of JetBlue and Southwest service has been a "significant challenge" in retaining passengers at BGR, the RFP notes.

BGR is the closest U.S. port of entry from Europe. Proposals are due Aug. 29.

View the RFP: <http://bit.ly/NUt0mc>.

KLEIN JOINS IPREX NETWORK

Anne Klein Communications Group, Mount Laurel, N.J., has joined the IPREX network of independent PR agencies.

The 30-year-old firm handles clients like Catholic Health East, Mercy Health System, Thomson Reuters, New Jersey American Water and Exelon Generation.

Christopher Lukach, senior VP and COO for the firm, said joining IPREX will allow AKCG to expand its offerings and maintain its service.

"We look forward to collaborating with and learning from our new colleagues," he said.

Renzi Stone of Oklahoma City-based Saxum is president for IPREX Americas, where the group has more than 60 offices.

FENTON ASSEMBLES PROGRESSIVE PR GROUP

New York-based progressive PR firm Fenton has launched a global network of "like-minded, social impact" firms.

Nineteen shops from countries including India, Indonesia, Kenya, Brazil, Nigeria, Egypt, and Spain are part of the group, which is led by Fenton's London office.

Fenton, which spent six months selecting firms, said the partners will collaborate on the development and implementation of campaigns that take place within their countries.

"As we strive for global change, it's crucial to have an understanding of local culture and values," said Lisa Witter, chief change officer at Fenton. "The [network] will provide us with these insights, allowing us to create targeted campaigns that reach the hearts and minds of the local community."

Fenton said it plans to expand the network to additional countries after the conclusion of a pilot phase.

NEW ACCOUNTS**New York Area**

Edelman, New York/Rug Doctor, Texas-based maker of do-it-yourself carpet cleaning machines and products, for PR. Edelman handled a project for the company in 2011 and is now full-time with the client, handling media relations, social media, tradeshow and events, and CSR. Rug Doctor tapped Omnicom's RAPP in June to handle creative.

MWW Group, New York/Luxury Retreats, portfolio of more than 2,000 villa rentals, for strategic branding and communications via the firm's luxury lifestyle marketing practice.

Text100, New York/Vodafone Group, as global agency for B2B communications, including Europe, Asia/Pacific, Africa and the U.S., following a review. Group communications director Matt Peacock and head of enterprise and industry analyst communications Nicola Rossi led the search for Vodafone. Terms were not disclosed but Vodafone said there are no changes to local agency relationships.

Laura Davidson PR, New York/The Clear Creek Group, Jackson Hole, Wy., vacation homes, as AOR for PR.

5W PR, New York/Giutzy.com, designer handbag and shoe retailer, as AOR for PR, including media relations, celebrity and spokesperson integration, co-branded partnerships, social media, and online events.

Steinreich Communications Group, Fort Lee, N.J./Taglit-Birthright Israel, which funds educational trips to Israel for Jewish youths, for PR and media relations in North America. The groups send an estimated 40,000 young adults to Israel and aims to increase the number to 51,000 per year beginning in 2013.

East

Envionics Communications, Washington, D.C./Genetic Alliance, nonprofit health advocacy organization, for PR for its "Baby's First Test" newborn screening program. EC is charged with developing and implement a ORcampaign to expand awareness of the test program, resources, and a website via strategic messaging, traditional media relations, and social media outreach.

CRT/tanaka, Richmond, Va./The Partnership at Drugfree.org, to develop and implement a public awareness campaign to curb the abuse of prescription and over-the-counter drugs by teenagers. The Partnership is preparing to unveil "The Medicine Abuse Project" in late September, an effort to raise awareness of the medicine abuse problem among the general public, especially parents, and healthcare professionals.

Southeast

Ron Sachs Communications, Tallahassee, Fla./Florida Department of Veterans' Affairs, to rebrand the 23-year-old state agency and help it reach the Sunshine State's 1.6M veterans.

International

JeffreyGroup, New York/Pfizer, to execute a public health campaign centered on pneumococcal disease across 12 Latin American countries. JG got the assignment after a competitive search. Elements of the assignment include a trilingual website, social media management, testimonial videos, key opinion leader outreach, consumer events, community outreach and traditional media relations.

NEWS OF SERVICES

ADRIANS CALL FOR ENTRIES

The Hospitality Sales and Marketing Association International is now accepting entries for best travel marketing campaigns as part of its annual Adrian Awards.

Entries to the competition, now in its 56th year, will be judged by a panel of more than 200 advertising, digital marketing and PR pros, as well as members of the travel community.

Awards are in three categories: advertising, digital marketing and PR.

“The Adrian Awards are a way to recognize the best of the best in the promotion of the travel industry,” said Robert Gilbert, president and CEO of HSMAL. “Our panel of judges is looking for the most creative, forward-thinking campaigns year-after-year, and we’re always inspired by what our colleagues are doing in advertising, digital marketing and public relations.”

The 2012 Adrian Awards Reception and Gala is set for Jan. 28, 2013 at the New York Marriott Marquis.

Deadline to submit entries to the awards is Sept. 17. Info: <http://www.adrianawards.com>.

CULP ELECTED CHAIR OF PLANK CENTER

Ron Culp, former partner of Ketchum and managing director of its Midwest operations and North American corporate practice, has been elected chair of the board of the University of Alabama’s Plank Center for Leadership in PR.

The Center is named after alumna Betsy Plank, former AT&T executive who was president of the PR Society in 1973. She had spent many years working with the Student wing of the Society and in building ties between academicians and PR people.

Culp succeeds John Koten, retired senior VP of corporate communications for Ameritech who is chairman emeritus of the Center.

Named advisors emeriti for their service to the Center were Jack Felton, president and CEO emeritus, Institute for PR; Linda Hon, Ph.D., senior associate dean, College of Journalism & Communications, University of Florida, and Andre Taylor, retired VP of communications, Alagasco.

Karla Gower, Ph.D., director of the Center, says the board has helped the Center to “grow dramatically” since its founding seven years ago.

The Center was founded to develop and recognize outstanding performance in the PR industry and the classroom.

Its goal is to nurture outstanding leaders. An ex-officio member of its board is the president of the Student Society of PRS.

UA’s College of Communication and Information Sciences has nearly 600 students in its PR program and is the largest undergraduate degree program in the college.

UA describes itself as a “student-centered research university” and says it is experiencing “significant growth in both enrollment and academic quality.” UA is



Culp

PEOPLE

Joined

Theresa Nasi, senior VP of global corporate communications for Universal McCann, to DiGennaro Communications, New York, as a senior VP.

Christine O'Donnell, director of comms., LBi U.S., joins as VP, group account director. **Marni Raitt**, who ran her own PR shop, joins as senior A/D. The firm has also promoted **Kendra Peavy** to general manager, director of development, and **Erin Donahue** and **Megan McIlroy** to senior A/Ds.

David Schemelia, independent consultant and former senior VP for HealthStar PR, to Signature Brand Factory, Milldale, Conn., as director of PR. The agency has also promoted Paul Rodrigues to VP of creative services and Brian Kelley as manager of interactive services.

Amanda Powell, PR manager for the Dow AgroSciences account at Bader Rutter & Associates, Charleston|Orwig, Hartland, Wisc., as an A/S.

Kirsten Voinis, who ran her own firm, and **Angie Nikolas**, director of marketing at Zabest Commercial Group, join as A/S and A/E, respectively.

Abby Forman, **Carlee Pett**, and **Gina Salerno** to R&J PR, Bridgewater, N.J., as A/Cs. They hail from RPMSC, Fitness Quest 10, and Lotus823.

Carly Knowles and **Katie O'Laughlin**, recent grads, to Cookerly PR, Atlanta, as assistant A/Es handling clients like Georgia Emergency Management Agency, Lovin' Spoons, Murphy-Harpst and the Association of Energy Engineers.

Brad Warnock, VP of sales and marketing, Symmetry Wireless, to Snapp Conner PR, Salt Lake City, as VP of PR services. Zac Lambert, PR intern for the Utah Jazz, joins as a PR associate.

Promoted

Meg Miller to director of PR, Produce Marketing Association, Newark, Del. She joined the trade group in August 2010 as PR manager after a stint at the Mid-Atlantic Dairy Association and now oversees corporate communications, stakeholder relations, crisis preparedness, issues management and media relations.



Miller

Georgia Juvelis to senior VP, AMC Networks, handling business and trade media relations for the owner of networks AMC, IFC, Sundance Channel and WE. Lisa Rogen and Jaime Saberito were upped to VPs handling trade and business media relations for AMC and IFC, and IFC and WE, respectively.

Mike Teixeira to VP and creative director, Calypso Communications, Portsmouth, N.H. He is a four-year vet of the firm.

Elected

Margaret Dunning, principal and chief strategy officer, Widmeyer Communications who heads the firm's D.C. office, was elected to the advisory board of College Summit-National Region. She was also re-elected to the board of directors of the Economic Club of Washington. **Nona Richardson**, VP in Widmeyer's PK12 practice, is the new chair of the D.C. Commission for Women.

OREGON TECH SEEKS PR AMID CHANGE

The Oregon Institute of Technology is on the hunt for a firm to handle regional and occasional national PR assignments as the institution unveils a new campus in the state's tech corridor and seeks a higher profile in the Pacific Northwest.

OIT, based in Klamath Falls, has consolidated four of its Portland-area campuses to a single location in the state's "Silicon Forest" city of Wilsonville, starting with the fall 2012 semester. The \$30M move puts the new campus near tech companies like Xerox, Mentor Graphics and Flir Systems. OIT is the only public institute of technology in the Northwest. Intel, located in nearby Hillsboro, has donated \$150K in equipment for the new campus.



The university, which also has a Seattle campus through a partnership with Boeing, has released an RFP open through Aug. 22 for an "experienced team of public relations professionals" to support its three-person marketing and communication department.

Official unveiling of the new location is set for October.

The university, which offers bachelor's and master's programs, is part of the Oregon University system.

View the RFP: <http://bit.ly/P9eu9r>.

SARD, ICR FEND OFF AD NETWORK BID

LookSmart, a once high-flying San Francisco-based pay-per-click and search advertising company, has bolstered its PR defenses amid a hostile takeover bid proposed by an investor group.

Sard Verbinnen and Co is working the PR beat for LookSmart while ICR is supporting investor relations for the company under senior VP and CFO Bill O'Kelly.

The company went public in 1999 on the strength of a deal to provide web search results to Microsoft's MSN portal but has struggled since the deal was not renewed in 2003. Its Nasdaq-listed shares are currently trading around \$0.85. [Shares peaked at \$348.10 in March 2000.]

LookSmart said Aug. 2 that its board unanimously rejected a unsolicited \$1-per-share cash offer from the group, PEEK Investments, as "financially inadequate" and not in the best interests of shareholders.

CEO Jean Yves Dexmier said the online ad market is rapidly growing and there is "significant demand" for an independent ad platform like his company's.

PEEK, which was formed for the purpose of the takeover bid and claims to represent a consortium of LookSmart shareholders via Snowy August Management and Platinum Management, went public with the bid June 29. Michael Onghai, principal of Snowy August and a chartered financial analyst, has a background in digital media and online advertising. He warned that whether or not the tender offer is consummated, the PEEK group intends to monitor LookSmart and threatened a proxy fight.

Sard managing director Matt Benson in San Francisco is handling PR for LookSmart. John Mills, a senior managing director for ICR in Los Angeles, is supporting IR.

RON SACHS ACQUIRES VICKI JOHNSON

Tallahassee's Ron Sachs Communications has acquired Vicki Johnson Communications, which is headed by the 13-year Walt Disney veteran.

Vicki Johnson has promoted Disneyland Resort, Walt Disney World Resort, Disney Cruise Line and Disneylands in Paris and Hong Kong. She also handled Disney's crisis and issues management and outreach to the company's more than 4,000 sales and travel operations "cast" members worldwide.

Prior to Disney, Johnson was director of PR for the U.S. Travel and Tourism Administration and director of communications for Florida's Dept. of Commerce.

Johnson set up her own shop in 2009 and has counseled clients such as Legoland Florida, Super 78 Studios, Florida Coalition Against Domestic Violence, and CoCo Key Water Resorts.

Johnson joins RSC as senior VP of its central Florida operations in Orlando. That outpost represents CF Industries and the Amateur Athletic Union.

ADM TAPS PPG

Agricultural products giant Archer Daniels Midland has retained Burson-Marsteller's Prime Policy Group to deal with trade with Japan and ethanol matters as the company's bioproducts unit struggles with a market oversupply and the end of the 45 cent per-gallon tax credit that expired Jan. 1.

ADM reported a 25 percent drop in Q4 profits to \$284M as its bioproducts unit posted "negative ethanol margins." The bioproducts division posted a \$61M operating loss in the period compared to an \$111M profit a year ago. For the full-year, profit tumbled from \$749M to a \$74M deficit.

Standard and Poor's today revised its outlook on ADM to "negative" from "stable," believing the nation's drought across most of the nation's farm belt "could also result in lower volumes for the company's ethanol facilities (which are currently not profitable), possibly leading to an extended period of weak earnings in that business."

PPG CEO Scott Pastrick handles the ADM account.

SILVERMAN DIES AT 82

Cleveland PR veteran Bill Silverman died July 19 after a long struggle with diabetes. He was 82.

He began his career as a journalist covering the Korean War for the Army's *Stars & Stripes*. Returning to Cleveland, he covered the police beat for *The News* for five years before taking PR jobs and local firms and Reynolds Metals in Richmond.

Silverman moved into the political arena via handling PR for Republican mayor candidates Ralph Perk and Seth Taft. Carl Stokes, who defeated Taft in 1967, hired Silverman to work for the non-profit Greater Cleveland Associated Foundation.

Silverman launched Silverman & Co., which had offices in Toledo, Columbus and Charleston, W.Va. Clients included Gould Inc., boxing promoter Don King, Waxman Industries, BCC Industries and a raft of politicians and real estate interests.

He had retired to Colorado and New Mexico. He died at his home in Albuquerque.

PR OPINION

Minute and declining participation in APR, absence of writing/creativity in the test, and letting 2,800 APRs escape maintenance are three strikes against this program. <http://tinyurl.com/9hskndr>.

Joe Cohen of MWW Group, a 1999 college grad who only joined the PR Society in 2003, has the nomination for chair-elect because close to 100% of PRS members have been blocked from running. He's a desperation candidate who should not allow leadership/staff to use him and MWW this way.

A bylaw change in 2009 restricts offices to APRs who have already been on the board. This is a very small pool numbering in the dozens. Previously, members could run for officer posts if they had voted in an Assembly or headed a chapter, section, district or national committee.

Cohen is a bone being thrown to the Northeast by the Southern APR aristocracy.

In a break with PRS tradition, he is supposed to jump from board member to chair-elect without seasoning as secretary or treasurer.

Kathy Barbour, 2012 treasurer should be the 2013 chair-elect. But that was ruled out because PRS would then be headed by four Southerners in five years (Barbour, Mickey Nall, Rosanna Fiske and Gary McCormick).

The bizarre solution was to demote Barbour from treasurer to secretary, a first. Blake Lewis from the Southwest (Dallas) is the treasurer nominee.

The 2012 executive committee, empowered by a 2005 bylaw change to have the authority of the full board, had four of its five members from the South. The 2013 execom, as proposed, will have three Southerners—Nall, Barbour and Lewis plus Gerard Corbett and Cohen.

Cohen would be no match for the resolute PR staff and weak elected leadership. He has already accepted wearing the muzzle that goes on PRS leaders.

Cohen Has Had One Employer

A 1999 graduate of the S.I. Newhouse School of Public Communications at Syracuse University, Cohen only joined PRS in 2003.

He has worked at one place since graduation, the MWW Group, seventh largest independent PR firm with fees of \$38.6 million in 2011. He is not listed among MWW's executive staff (<http://tinyurl.com/bsb3tmy>) nor is he head of MWW's New York office where he is based. David Herrick heads that office as executive VP.

Cohen has hoisted himself on his own petard by pledging (<http://tinyurl.com/d7vbnoy>, PDF) that he is "not afraid to make bold decisions or take a stand on the issues that matter." He also believes in "open dialogue, two-way communications and ever-increasing transparency." How does that square with his ducking members and the press on vital issues like the APR rule? Why hasn't he put himself in front of the New York chapter? <http://tinyurl.com/9p5ghx9>.

Cohen should quit the race and insist that PRS open

it up to the entire membership including non-APRs. There's plenty of time until Sept. 13 when nominations are supposed to close. Leadership including Assembly delegates are meeting by teleconference Aug. 29 and can easily erase the undemocratic bylaws that have strangled PRS's governance.

This is the first teleconference to be conducted by chair Gerry Corbett and we hope it's not in "listen-only" mode which 2011 chair Rosanna Fiske instituted after a delegate asked her about the high pay of PRS staffers. <http://tinyurl.com/9g79whf>.

Women members, if they work together, can effect these changes since they are the majority of the PRS board and 70% of PRS's membership. We hope some PR leaders (not necessarily PRS members) will write to Cohen and talk sense to him. He's at 304 Park Ave. South, NY 10010.

Top PR executives with clout once headed the Society—George Hammond of Carl Byoir & Assocs., second largest PR firm (1969); Donald McCammond, PR head of American Can (1970); Jon Riffel, Pacific Gas & Electric (1971); Kalman Druck, Harshe-Rotman & Druck, (1972); Frank Wylie, Chrysler PR executive (1978), Kerry King, Texaco PR head (1979), and Joseph Vecchione, VP-PR, Prudential Insurance (1994).

The APR rule, in effect since the mid-1970s, has chased away the top talent in PR.

The recent appointment of 2006 legal grad Stephanie Cegielski of Colorado as associate director of PR highlights PRS h.q.'s infatuation with legal. <http://tinyurl.com/926h7lb>.

We wonder if Cegielski was really hired to do legal work for PRS and help cut down on its huge legal bills (\$400,465 in the five latest available years; PRS is withholding its 2011 IRS Form 990 that shows legal bills).

Where Is VP-PR Arthur Yann?

PRS VP-PR Arthur Yann at about this time last year was conducting a campaign criticizing this reporter on the Society's blog and at least five other blogs. Among charges he placed was that I was "flat-out liar." <http://tinyurl.com/c795k9>. He has been quiet lately because there is no rebutting any of this website's recent articles on PRS including the decline in APR participation.

Although the PR dept. cost members \$593,134 in 2011 including \$400,093 in pay/fringes, only silence escapes from it. Staff pay of \$5.4M is 51% of revenues of \$10.6M.

UAB Has Non-Participating "Members"

I'm wondering how the Agricultural Relations Council can claim to be a member of the Universal Accreditation Board when none of its members has taken the test in nine years. The Religion Communicators Council sent two candidates in nine years, both of whom flunked. The PR Assn. of Puerto Rico which has two passes and four fails in nine years.

PR Society members control the UAB. Only PRS, Florida PR Assn. and Southern PR Federation can be considered active members.

— Jack O'Dwyer