



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
www.odwyerpr.com; jobs.odwyerpr.com

August 27, 2012 Vol. 45 No. 34

## HONEY BOARD SEEKS FOODSERVICE BUZZ

The National Honey Board is reviewing its six-figure foodservice PR account with an RFP open through mid-September.

Budget is in the \$300-400K range. Segerstrom Communications of San Francisco is the incumbent.

The board, based in Colorado and representing producers, packers, importers and a marketing cooperative, wants an agency to promote honey to foodservice industry pros, including culinary schools, establish co-op marketing and promotional deals, and generate coverage of honey in trade media.

The board has firms for consumer PR (Barkley), Hispanic PR (RL PR) and food ingredient PR (The Arland Group).

The NHB, which is under the purview of the U.S. Dept. of Agriculture and funded by an assessment on domestic and imported honey, released a request for proposals on Aug. 14

Proposals are due Sept. 14.

View the RFP: <http://bit.ly/Nm7daQ>.



## OGILVY LANDS FIJI TOURISM

Ogilvy PR Worldwide has aced the Tourism Fiji and Air Pacific accounts in a heated competitive pitch that drew interest from more than 30 firms, according to Michael Meade, acting CEO of TF.

Leslie Capstraw, consumer marketing practice chief in Ogilvy's Los Angeles office, will be responsible for the Fiji campaign that kicks off in the fall.

The promotional effort will cover a re-branding of Air Pacific to "Fiji Always" and the launch of A330-200 jet service from Nadi to Los Angeles.

Political unrest has put a crimp on tourism to the South Pacific island state. Fiji's military commander and prime minister, commodore Frank Bainimarama, lifted martial law earlier this year and promises free elections in 2014.

The U.S. and Fiji neighbors Australia and New Zealand do not recognize Bainimarama's government.

Qorvis Communications has a \$40K a-month pact to promote business and investment in Fiji.



Photo: Tourism Fiji

## NEVADA LAWMAKERS APPROVE B-M

Nevada lawmakers Aug. 23 approved a \$3M contract to Burson-Marsteller that the Silver State's tourism & cultural affairs unit awarded two months ago. Some legislators had objected that the contract was granted to an out-of-state firm.

Eleven Nevada shops submitted bids for the two-year contract, but failed to measure up to B-M, according to new tourism chief Claudia Vecchio. She held a tourism post in Ohio before taking the Nevada job in November.

B-M is contracting a portion of the work to Las Vegas-based Red Rock Strategies, a Republican political consultant.

Vecchio defended the hiring of B-M, saying the state needs to work with the "best in the business," according to a report in the *Las Vegas Review-Journal*

R&R Partners, the prominent Nevada firm that created the "What happens here, stays here" campaign for the Las Vegas Convention and Visitors Authority, did not pitch the statewide contract.

## ABC NEWS EXEC TO PEPSICO PR

John Banner, senior executive producer at ABC News, is moving to PepsiCo's global communications unit as senior VP of global strategy and planning.

The food and beverage giant said Banner is in charge of "synchronizing, coordinating and planning" communications efforts worldwide, as well as supporting business unit priorities.

The company in April tapped Brunswick Group alum and former Bush administration aide Jim Wilkinson for its top communications post, vacated by Julie Hamp in March.

Banner has been with ABC for his entire career of 22 years, rising from desk assistant in New York and handling various roles from Dallas bureau chief to the re-brand of its news division and working on marketing, promotion and network research. He also guided the financial restructuring of the ABC News unit and served as executive producer of "ABC World News."

Wilkinson said Banner has a "unique" understanding of the global communications landscape and a track record of developing communications strategies across all forms of media.

PepsiCo bounced executive VP-corporate affairs Tim Cost in January.

The *New York Times* reported Aug. 18 that PepsiCo is among a handful of large food industry companies like Heinz, ConAgra and General Mills being targeted by lawyers from the Big Tobacco fights over product labeling and ingredients.

## **EDELMAN WORKS SLAUGHTERHOUSE CRISIS**

A California slaughterhouse suspended and under investigation by the U.S. Dept. of Agriculture after an animal rights group released footage of alleged mistreatment of cows there is relying on Edelman as several high-profile customers cut ties with the company.

Central Valley Meat Co. is referring media to Edelman after the group Compassion Over Killing last week released video footage of what they say is "ram-pant animal abuse and suffering."

McDonald's, Costco and In-N-Out Burger are among customers of Central Valley that severed supply agreements with the slaughterhouse.

The USDA said Aug. 21 that it has suspended Central Valley as it investigates "disturbing evidence of inhumane treatment of cattle" at its Hanford, Calif., plant.

Central Valley is stressing its 30-year history as a beef provider and vowed to take the allegations seriously. "After viewing the covert video, Central Valley Meat is now working with USDA to address any concerns the government and inspectors may have," the company said via Edelman. "We are confident in our ability to implement any directives FSIS may have and that there are no food safety issue whatsoever involving our product."

The company is also distributing a statement from high-profile Colorado State animal science professor Temple Grandin, who said she reviewed the COK video and believes the narration is misleading and in some cases untrue.

COK said the video was shot by a worker at the facility from June to July 2012. It shows so-called downed cows being killed and handled with electric prods, among other instances. The group claims the allegedly mistreated cows were "spent" dairy cows no longer able to produce milk for the dairy industry.

Central Valley said Aug. 21 that it is developing a plan of action to present to the USDA to remedy any potential violations.

The National Cattlemen's Beef Association said its members do not condone mishandling of livestock and called the actions in the videos "disgraceful and not representative of the cattle community."

## **VICEROY CHECKS IN AT WESTMED**

Anthony Viceroy, who exited the presidency and CFO spot at Porter Novelli last month, is now CFO of WESTMED Practice Partners, a healthcare management services company in Purchase, N.Y.

Viceroy took the top financial post at PN in 2009 after a ten-year stint at parent company Omnicom. He had been OMC's senior VP of financial management and client partnership.

Viceroy left PN in a wave of departures that included CEO Gary Stockman, president Julie Winskie and chief marketing officer Michael Goldberg.

PN is helmed by acting CEO and global strategy director Michael Ramah. It brought in ex-GolinHarris CEO Rich Jernstedt as a senior counselor in July.

WESTMED provides hospital systems with free-standing outpatient centers to reduce costs

## **ANGOLA TAPS CAP FOR \$1.2M IMAGE WORK**

Oil-rich Angola, which is eager to increase its visibility in the U.S., is using Collins Anderson Philp, a Republican PA/government relations shop, to run a reputation management and branding campaign for the southwestern African state of 19.6M people.

Angola, according to the CIA Fact Book, has been rebuilding its infrastructure since the 2002 end of a 27-year civil war that killed 1.4M people and displaced another 4M.

CAP is doing its work through two entities called Progressive Angola and Progress for Angola, which are bankrolled by Angola's national energy company Sonangol SA to the tune of \$1.2M for a year with the option for a renewable 12 month period. Both are registered as Virginia-based 501 (c) (4) organizations.

CAP is in line for a fee of \$520,750 from each group to be paid in quarterly installments of \$130,187. The effort began Feb. 2.

CAP partner James Anderson serves as primary spokesperson for PA and PfA and is in charge of devising and implementing a PR program. He also oversees PA's vendors, consultants and fundraising activity.

At CAP, Anderson, a former executive director of Iowa's Republican party, is joined by Gentry Collins, ex-national political director of the Republican National Committee, and Alan Philp, a regional political director of the Romney for President campaign of 2007-08.

## **DKC BOLSTERS WEST COAST OUTPOST**

Melisa Gotto, who oversaw entertainment content at Bender|Helper Impact, has moved to DKC's growing West Coast operation in Los Angeles as a VP.

The New York-based independent firm set up the West Coast outpost late last year, amid expansion to Chicago and D.C.

DKC president Sean Cassidy said the L.A. operation has "quickly grown" and added that Gotto will help expand its business there.

Gotto handled clients like Hulu, Current TV and Fox Home Entertainment as a VP at BHI. She was previously manager of PR for Warner Music Group.

Left coast clients of DKC include Madame Tussauds Hollywood, Yahoo! and New Balance.

DKC was No. 10 on the O'Dwyer rankings for 2011 with revenues up more than 12 percent to \$26.8M.

## **APACHE HIRES PARISH FOR IR DUTIES**

Houston-based energy company Apache Corp has hired Brady Parish as VP-investor relations.

Parish, who reports to CEO Steve Farris, joins from Moelis & Co., oil and gas advisory service, where he was managing director. Previously, Parish was managing director in the global natural resources unit of Goldman Sachs, where he led the oil/gas banking unit and served as a member of its merger leadership group. He's also a veteran of Merrill Lynch's global energy and power unit.

Apache, which has properties in the U.S., Canada, North Sea, Kenya, Egypt, Argentina and Australia, earned \$1.1B on \$8.5B first-half revenues.

Its stock is trading at \$87.40. The one-year range is \$112.09 to \$73.04.

**POLL: LOCAL TV NEWS IS TOP SOURCE**

Despite an array of choices, local TV news is the one source that a majority of registered voters turned to on a daily basis, according to a national poll by USC Annenberg and the *Los Angeles Times*.

Fifty-eight percent said they watched local TV news daily, more than 39% who say they read a local newspaper each day. After newspapers, national network news broadcasts are viewed regularly by 35% of voters, followed by Fox News Channel (33%), network morning shows (28%), Facebook (25%), aggregators like Yahoo (25%), CNN (21%) and MSNBC and NPR (19%).

Twelve percent said they listen regularly to conservative talk radio hosts like Rush Limbaugh and Sean Hannity.

More than half of voters in the 18 to 29-year-old group (52%) get news from Facebook, followed by local TV at 37%. Although one in five among this group say they tune in to the "Daily Show" and "Colbert Report" on Comedy Central, they rate the duo lower for trustworthiness than local newspapers and TV, the poll found.

Stephen Colbert and Jon Stewart received a 3.9 out of 10 overall for trust, compared with Fox News (7 among Republicans, 4.1 among Democrats) and PBS (7.1 among Democrats, 5 among Republicans). Facebook earned a paltry 3 rating, with Twitter at 2.3.

Asked to rank partisanship, 70% of Republicans called the media too liberal, while only 40% of independents and 16% of Democrats agreed.

**LEAVE GAS MASKS AT HOME, SPJ WARNS**

The Society of Professional Journalists expects tensions to mount between the 15,000 journalists covering the Republican convention in Tampa this week and at the Democratic convention in Charlotte next week.

During the 2008 conventions, an ABC News producer was arrested in Denver while waiting to film Democratic politicians attending a donor event. Dozens of journalists were arrested in St. Paul covering protests aimed at Republicans.



Mickey Osterreicher, general counsel at the National Press Photographers Assn., offered tips on SPJ's security blog at cpj.org.

He wrote that the "right to observe and record police officers performing their duties in a public place is a recognized form of free speech through which the press and the public may gather and disseminate information on matters of public concern."

However, "It is important to be aware that most police officers do not like to be questioned or challenged once they have told you to do--or not do--something and a mere hesitation, question, or request may result in your detention or arrest. Only you can make that judgment call as to what to do," according to Osterreicher."

If detained, a journalist should remain calm and act professionally. "Do not get into an argument about your

rights. If you are able to have a reasonable discussion that is one thing but if it becomes apparent that the officer is not interested in your point of view it is usually best to move on. Discretion is the better part of valor," wrote Osterreicher. Both Tampa and Charlotte have established security zones around their convention centers. Osterreicher warns that a journalist showing up with a gas mask could be violating a temporary ordinance.

The cities also have set up "free speech zones," for permitted marches and demonstrations.

A caveat: Osterreicher noted that many of the streets that appear to be public in Charlotte are actually owned by banks, which "may further complicate the right to record."

**TOP U.K. JOURNO JOINS GH**

Martin Frizzel, executive producer and ex-editor of GMTV, has joined GolinHarris as executive director for media.

He will lead the Interpublic unit's team of 16 media pros and sit on its London board. He reports to Bib Hilton, deputy managing director of the office.

Frizzel is a veteran of Reuters, Sky News and ITV. As editor of the GMTV morning news program, Frizzel persuaded former prime minister Tony

**Frizzel**

Blair to appear on a regular basis. That helped make the show the "go-to" spot for politicians.

Hilton said Frizzel "knows instinctively what makes a media story and how to balance that against the client's objectives." As "press releases becoming irrelevant, Martin's broadcast experience is invaluable in helping us develop compelling content to tell our clients' stories," said Hilton in a statement.

In his role as a head of GH's "connector community," Frizzel is to deepen media and stakeholder relationships, counsel clients on media strategy, produce content and deliver results across paid, owned, earned and shared media.

**MAHONEY TO SUCCEED MORTON AT MG**

Marshall Morton, 66, plans to step down as president & CEO of Media General at the end of the year. He will be succeeded by George Mahoney, the 60-year-old VP for growth & performance.

Mahoney, who joined the owner of several network-affiliate stations in 1993 as general counsel and corporate secretary, is currently in charge of the company's digital and mobile operations.

Earlier, he was assistant general counsel for Dow Jones & Co. and worked in the New York City law firm of Satterlee & Stephens, specializing in First Amendment and intellectual property.

He expects good growth from Media General's TV stations that reach one-third of households in the southeast, and plans to "capitalize on the new frontiers afforded by technology and evolving consumer preferences." Morton takes the reins of the company at the end of 2012.

**MEDIA NEWS continued****GANNETT GETS SOCIAL IN BLiNQ**

Gannett has acquired four-year-old social media marketing firm BLiNQ Media, pitching the deal as part of the broadcast and newspaper company's "transformation."

Gannett said New York-based BLiNQ will boost its digital marketing services unit as the company pitches advertisers that want to reach local consumers in the digital space.

Facebook ad campaigns and other social media marketing efforts are among BLiNQ's services.

AdMedia Partners advised BLiNQ on the deal.

Dave Williams, CEO of BLiNQ, reports to Gannett digital marketing chief Vikram Sharma.

Terms of the deal were not released.

BLiNQ's sales/finance and marketing units are in Atlanta, while sales offices are located in San Francisco, Los Angeles, Chicago, Boston and London.

Gannett bought marketing and database company ShopLocal in 2008 and said BLiNQ will work closely with that unit.

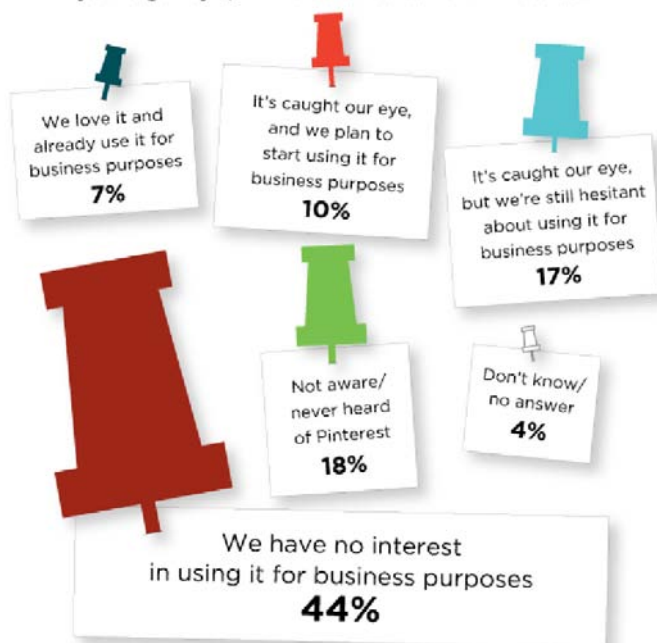
**PINTEREST DISINTEREST AMONG MARKETERS**

The fast-growing social networking site Pinterest, which is generating buzz among PR pros and marketers, is not in the business plans of most marketing executives, according to a study by The Creative Group.

Menlo Park, Calif.-based TCG polled 500 marketing execs via telephone, finding that only seven percent said they're currently using Pinterest for business, while another 10 percent said they intend to log on to the site. The firm queried ad agency, PR, design, interactive and other marketing pros.

Pinterest allows users to pull items from the web and "pin" them to their pages on the social network in a type of virtual scrapbook. Some research has shown its users are more inclined to buy products shared on the network than on others like Twitter or Facebook.

**Which of the following statements best describes your agency's/firm's attitude toward Pinterest?**



Seventeen percent of marketing execs said Pinterest had "caught their eye" but are still hesitant about using it for business purposes. Forty-four percent said they had no business plans for Pinterest, while another 18% had never heard of it.

Donna Farrugia, executive director of TCG, said the network has attracted a "huge" following quickly, but noted companies may be waiting to see if its popularity will last and how its potential business uses play out before incorporating Pinterest.

Pinterest in June hired Google and Facebook PR vet Barry Schnitt to head communications and public policy following a \$100M venture round that put its valuation around \$1.5B. The OutCast Agency handles PR.

**AUGUSTA ADDS FIRST FEMALE MEMBERS**

Augusta National Golf Club, the home of the Masters tournament which has been bruised over the past decade for its exclusion of women from membership, said Aug. 20 it has accepted its first two female members.

Former Secretary of State Condoleezza Rice and financier Darla Moore have accepted invitations to join, the club said.

"These accomplished women share our passion for the game of golf and both are well known and respected by our membership," Augusta chairman Billy Payne said in a statement. Payne declared the move a "joyous occasion."



**Moore, Rice**

One of the Masters' top sponsors, IBM, recently tapped a female CEO, Virginia Rometty, again putting the golf club's male-only membership ranks in focus.

Rice and Moore will receive the club's trademark green jackets when it opens in the fall.

The Associated Press reported that the two women were first considered as members five years ago.

"I have visited Augusta National on several occasions and look forward to playing golf, renewing friendships and forming new ones through this very special opportunity," Rice said in a statement. "I have long admired the important role Augusta National has played in the traditions and history of golf."

Augusta's PR woes reached a climax in 2003 when activist Martha Burk organized a protest near the club during the Masters tournament. Although the club brought in crisis PR support and suffered a wave of damaging headlines, then-chairman Hootie Johnson said the club was private and had the right to set its membership roles.

In 2006, ExxonMobil shareholders introduced a resolution pushed by Burk at the company's annual meeting in Dallas calling for a report on expenses made in conjunction with places that discriminate against woman, including Augusta.

**NEWS OF PR FIRMS****FACEBOOK 'LIKES' PATTON BOGGS**

Facebook has hired Patton Boggs to tackle privacy, Internet/technology policy, tax and youth protection issues that may emerge on Capitol Hill.

Former Federal Communications Commission chair Kevin Martin leads the Facebook team. He helmed the FCC from 2005-09, a span in which the number of broadband lines in the U.S. doubled to more than 100M.

Martin is assisted by Manny Rossman, chief of staff to former Republican Senate whips Trent Lott and Jon Kyl, as well as Jeff Turner, chair of PB's public policy, administrative and regulatory unit.

Facebook shares, which went public at \$38, hit a low below \$19 last week.

**MATTER EYES 'SMALL' CLIENTS**

Matter Communications, Newburyport, Mass., has created an internal unit aimed at specialized goals or limited budgets called Precision.

CEO Scott Signore said the agency's early years were built on prospects and clients with a project, specific need, or just a smaller overall PR budget. "We felt it was still important to have an in-house solution for companies who have tightly-defined PR needs," he said.

Precision clients are serviced by a dedicated account group led by VP and managing director Jesse Ciccone.

**AWARDS:** MWW was named "PR Agency of the Year" for the second year in a row by the ninth annual International Business Awards. The IBAs also recognized MWW president and CEO Michael Kempner as "PR Executive of the Year" as the firm won 15 honors in total, including awards for innovation, marketing, PR campaign of the year and social media with clients like JetBlue Airways, Nikon, and Zumba among others.

**UNIV. OF MONTANA TACKLES PR CRISIS**

The University of Montana, facing sexual assault and harassment probes by the NCAA and federal government, has brought in a veteran higher education PR pro for media training as it searches for a new head of integrated communications.

The university has brought in former Widmeyer Communications exec Teresa Valerio Parrot on an initial \$10K consulting pact, according to the Missoulian, to media-train and counsel leaders as the school rebuilds its PR unit and deals with the investigations.

Parrot, who runs Colorado-based TVP Communications, led Widmeyer's higher education unit and was previously VP of media relations and crisis communications for the education consulting firm SimpsonScarborough. She also handled donor relations and communications for the University of Colorado, another large state school that dealt with sexual assault allegations.

The university's VP of external relations, Jim Foley, resigned his \$125K-a-year PR post in June after sparring with media over the investigations and alleged rapes involving students. He has taken another role with the school. The university has posted the top PR job.

**NEW ACCOUNTS****New York**

**Montgomery Communications**, New York/Vamizi Island in the Quirimbas Archipelago of Northern Mozambique, and Kaya Mawa, luxury resort on Likoma Island in Lake Malawi, for PR.

**MWW**, New York/ServiceMagic, a unit of IAC/InterActiveCorp which offers resources and a database of home improvement articles, videos and Do-It-Yourself tips, to introduce a new communications strategy targeting consumer and business audiences. MWW offices in Denver and San Francisco are assisting.

**East**

**Vitamin**, Baltimore/13th Floor, catering/eatery venue located at The Belvedere in Mount Vernon, for brand messaging, print collateral, marketing-communications, website, and media relations.

**Midwest**

**Roop & Co.**, Cleveland/Jacobs Real Estate Services, brokerage, leasing and management services for owners of office buildings, specialized use facilities and mixed-use developments, for strategic comms. counsel, media relations and web development, and Koinonia, services for Ohioans with intellectual and developmental disabilities, for branding urban farm initiative, Rising Harvest Farms, which produces organic food and provides work experience for participants.

**Mountain West**

**JohnstonWells**, Denver/Allonhill, financial services, for a PR program as the company works to build credibility in the mortgage industry through mortgage due diligence and credit risk management services.

**West**

**LANE PR**, Portland, Ore./InFocus, digital display technology, for launch of its Modopad presentation tool; Digital Domain Media Group, digital production company, for PR counsel, and Network Redux, web hosting, for media relations.

**Nadel Phelan**, Scotts Valley, Calif./SSH

Communications Security, data security, as AOR for PR to drive awareness of the SSH Information Assurance Platform with customers, partners, media and analysts.

**Blaze PR**, Los Angeles/KeVita, organic sparkling probiotic drinks, for a PR program, including a media relations, social media strategy and execution, as well as promoting contests and events.

**Europe**

**Teamspirit PR**, London/Henderson Global Investors, for media relations for its investment trust business. Teamspirit is part of Chime Communications.

**Bite Communications**, London/Spil Games, online gaming, for a European brief targeting consumer and B2B audiences in the U.K. and France, broadening globally, including a launch in the U.S., in the second half of 2012. Marco Bilello, head of consumer for Bite in the U.K., heads the account, picked up following a competitive three-way pitch.

**China**

**Ogilvy PR**, Hong Kong/Hong Kong Science and Technology Parks Corp., statutory organisation set up in 2001 by the Government of Hong Kong, to enhance awareness of its role "in building a diverse economy by fostering technological innovations in Hong Kong."

— Greg Hazley

## NEWS OF SERVICES

### IPR HONORS MURPHY

The Institute for Public Relations will award James Murphy its Alexander Hamilton Medal, which is the group's top honor, at the annual distinguished lecture & awards dinner slated Nov. 8 at the Yale Club in New York.

Murphy, who now heads his own firm, worked as chief marketing and communications officer at Accenture during its rebranding effort. He also held PR posts at Owens-Corning Fiberglas, Beatrice and Merrill Lynch and served as president of the Arthur W. Page Society.

The evening will feature a discussion of the election results by Mark Penn, pollster to Bill & Hillary Clinton, former Burson-Marsteller CEO and current Microsoft VP; and Karen Hughes, B-M vice chairman and senior advisor to president George W. Bush.

IPR also will bestow its Pathfinder Award to Bruce Berger, professor of advertising/PR at the University of Alabama and ex-VP for corporate affairs at Whirlpool, in recognition of his career contributions to PR research.

### EX-SEN. ROLLS DICE FOR INDIAN GAMING

Former Colorado Senator Ben Nighthorse Campbell, who in 1992 became the first Native American elected to the Senate in 60 years, has registered as lobbyist for the National Indian Gaming Association. He will tackle issues such as casino regulation, Internet gambling, constitutional protection for tribal governments, taxation and economic development.

Campbell, the son of a Portuguese immigrant and a member of the Northern Cheyenne tribe, served in the Senate for a dozen years and did a six-year stint in the House.

At Ben Nighthorse Consultants, which is in Pueblo, he is assisted by former chief of staff David Devendorf.

The NIGA represents 184 tribes. Indian gaming generated \$26.2B in revenues and \$3.2B in hospitality/entertainment-related revenues in 2009, according to the Assn.'s website.

### NUL ATTACKS NIKE

The National Urban League president/CEO Marc Morial, a former mayor of New Orleans, has gone after sneaker maker Nike after a report of its plan to introduce a pair of \$315 basketball shoes.

The LeBron X Nike Plus, which feature electronic motion sensors to measure the height of a jump, got major coverage from the *Wall Street Journal* last week, noting the company's corporate audacity of testing the \$300 price barrier.

Nike maintains a basic version of the LeBron James shoe will sell for about \$180.

Following the WSJ report, Morial issued a statement to rip Nike for releasing "such an outrageously overpriced product while the nation is struggling to overcome an unemployment crisis is insensitive at best."

Morial urged parents "not to spend scarce resources on an empty status symbol."

He suggested that money spent on the Nike shoes would be better spent on "computers, books and school supplies."

## PEOPLE

### Joined

**Brian Stedge**, advocate for Consumer Watchdog, to Davies, Santa Barbara, Calif., as project manager. He was previously comms. director of external affairs for the New York State Senate.

**Heather Childress**, former Hill aide and research assistant for Cokie Roberts, joins as project coordinator.

**Scott Kozak**, manager of IR for InterWorkings, to the position of Director of Investor Relations. He was previously VP at FTI Consulting.

**Laura Hansen**, director, corporate comms., FibroGen, to Threshold Pharmaceuticals, South San Francisco, Calif., as senior director, corporate comms., heading IR and PR. She was previously director, corporate comms. and IR, Corvas International.

**Amanda Bothen Nagele**, account manager, Henson Consulting, to JSH&A Public Relations, Oakbrook Terrace, Ill., as an A/S handling clients like The Hershey Company, ConAgra Foods and Master Lock. She was previously at Weber Shandwick.

**Michelle McCullough**, intern, Auto Club Speedway, to the National Hot Rod Association, Glendora, Calif., as media relations manager.

**Chandni Patel**, freelancer and former senior A/E for Cornerstone Communications, to R/West, Portland, Ore., as director of PR and brand strategy in the firm's new New York outpost. Also, Adrienne Christner, former AA/E, Cornerstone, joins as an A/E in New York.

### Promoted

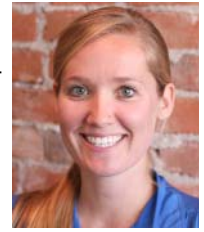
**Amy McMichael**

**Paddock**, senior VP and GM of Hill+Knowlton Strategies' Austin office, to co-lead global client service with **Vivian Lines**, vice chair and co-head of client service. Paddock continues to be based in Austin and reports directly to H+K's global chairman and CEO, **Jack Martin**. **Bill Lauderback** was named GM of H+K Austin.

**Patty Briotta** to director of PR, National Association of Federal Credit Unions, Washington, D.C. She joined the group five years ago and was PR manager, handling NAFCU's Bank Transfer Day to encourage "big bank" consumers to switch to credit unions.

**John Wolfe** to senior VP and general manager, Cox Communications, West Warwick, R.I. He was VP of government and PA and will now oversee day-to-day operations of the company's 1,400 employees in Rhode Island, Connecticut and Ohio.

**Bibi Hilton** to deputy managing director, GolinHarris, London.



Childress



Nagele



Paddock, Lauderback



Hilton

## **PR PRO BLASTS ARMSTRONG**

Former White House Drug Policy public affairs pro Bob Weiner blasted Lance Armstrong's declaration Aug. 23 that he will stop fighting drug charges leveled by the U.S. Anti-Doping Agency.

Armstrong, in a lengthy statement posted to his website Aug. 23, said he has been subjected to a two-year criminal investigation followed by an "unconstitutional witch hunt."

"There comes a point in every man's life when he has to say, 'Enough is enough,'" Armstrong said. "For me, that time is now."

After Armstrong's statement Thursday, the Anti-Doping Agency said it will strip the cyclist of his seven Tour de France titles and implement a lifetime ban against him. Armstrong said the agency does not have the authority to take his titles.

PR pro Weiner, a seasoned Democratic PR hand who directed PA for the drug office until 2001, when he opened his own shop, said Armstrong's "arrogance" is what "finally brought him down."

"His statement that 'Everyone knows who won' is outrageous and wrong," Weiner said of Armstrong. "Everyone now knows who cheated."

Weiner, who believes masking agents helped Armstrong avoid detection, said Armstrong's fall is "sad" but a huge victory for "clean sport."

The U.S. Anti-Doping Agency said it had several witnesses who said they saw Armstrong "dope."

Armstrong's surrender came three days after an Austin judge tossed his lawsuit that attempted to halt the Anti-Doping Agency's investigation.

U.S. Anti-Doping chief Travis Tygart said he looked forward to a "timely, public arbitration hearing" for Armstrong, should he choose that route.

Armstrong's decision to give up his defense closes the latest chapter of the cyclist's legal and PR war against doping charges since he retired for a second time last year. He brought on the crisis PR firm Fabiani & Lehane in 2010 after a federal probe and was damaged last year when a "60 Minutes" report featured Armstrong's former teammate Tyler Hamilton detailing Armstrong's alleged drug use.

Sponsors like Nike and Johnson Health said they are sticking by Armstrong.

## **PENTAGON PA CHIEF TO GWU**

Doug Wilson, who retired from a long government and political communications career in March as the head of public affairs for the Defense Department, has taken a year-long fellowship at George Washington University.

Mara Liasson, a national political correspondent for NPR, joins Wilson in the university's School of Media and Public Affairs.

Wilson, who held the top Pentagon post for two years, said he'll collaborate with both students and faculty as to "examine and put into context" national security communications issues ahead of and through the presidential election.

He worked communications strategy and spoke for the Pentagon through the Afghanistan and Iraq wars, the

Arab Spring, Don't Ask Don't Tell repeal, Wikileaks and myriad other issues. Previous postings included the State Dept., Democratic Leadership Council, U.S. Information Agency and Sen. Gary Hart (D-Colo.).

Previous PR luminaries to hold GWU fellowships included Glover Park Group founder and Clinton advisor Joe Lockhart and State Department PA vet P.J. Crowley.

Liasson has covered five presidential elections for NPR and is a contributor to Fox News.

George Little, a CIA vet, has succeeded Wilson at the Pentagon as acting assistant secretary of defense for public affairs.

## **UNC GETS COUNSEL AMID ACADEMIC PROBE**

The University of North Carolina, which brought in Hill+Knowlton Strategies in 2010 amid an investigation of its football program, has turned to former Bill Clinton advisor Doug Sosnik for PR support during an academic probe drawing national interest.

The online posting this month of the academic transcript of UNC grad and current National Football League star Julius Peppers raised questions about the extent of independent study and no-show classes at the academically prestigious university which were previously investigated internally.

Peppers, who plays for the Chicago Bears and denies there was any fraud in his academic record, last week donated \$250K to the school.

"I can assure everyone that there is no academic fraud as it relates to my college transcript," he said in an Aug. 18 statement.

Sosnik, a Duke University grad, was political director for President Clinton and chief of staff to Sen. Chris Dodd (D-Conn.). WRAL, a Raleigh TV and radio station, reported that Sosnik began PR consulting for the university earlier this month.

Chancellor Holden Thorp tapped former Gov. Jim Martin and a consulting firm to investigate academic fraud and athletic programs at UNC.

Nancy Davis is associate vice chancellor for university relations at UNC. Mike McFarland is director of communications.

## **ELECTRIC COMPANIES POWER UP PR**

Edison Electric Institute, the D.C. trade group representing for-profit utility companies in the U.S., has brought in Democratic aide Ryan Rudominer as executive director of communications.

Rudominer, recently a staffer at D.C.-based PR and research shop New Partners Consulting, is a former regional and national press secretary for the Democratic Congressional Campaign Committee. He works under Brian Wolff, senior VP of external affairs and a former aide to ex-House Speaker Nancy Pelosi.

Seventy-nine-year-old EEI reps shareholder-owned electronic companies handling 70 percent of the U.S. electronic power sector, including American Electric Power, El Paso Electric Co., Exelon and TECO, to name a few.

Rudominer was previously communications director to Rep. Joe Sestak (D-Pa.) and press secretary for Rep. Steve Israel (D-N.Y.).

## PR OPINION

This NL has documented scores of instances of the PR Society blocking information flow and engaging in undemocratic governance practices. Links to the documents are below in approximate order of importance.

Those who lend their names to the Society including H+K CEO Jack Martin and Ketchum CEO Rob Flaherty, who are co-chairs of the 2012 conference in San Francisco, and chair-elect candidate Joe Cohen of MWW Group, are “buying into” all these abuses. They could be “off the hook” if they didn’t know about them but they do.

### Assembly Is Castrated

No. 1 abuse of PRS leaders/staff is the emasculation of the Assembly, the legislative body of the Society.

Here is VP-PR Arthur Yann saying on newsroomink.com last October that PRS can block press coverage of the Assembly:

“PRS is a private member organization and our national Leadership Assembly is a private meeting of our members. We’re well within our rights to bar any and all reporters from attending.” (<http://tinyurl.com/7qz8wul>)

Why wouldn’t such a decision be run by the Assembly itself? Can you imagine the Assembly voting to bar reporters?

Barbara Hunter, 1984 PRS president, booted from that year’s Assembly a reporter for the *Denver Post*, saying that the meeting was only for trade reporters. The paper the next day had an editorial denouncing the Society.

PR director Donna Peltier apologized and said the Assembly passed a bylaw saying no reporter would be barred from any future Assembly.

What happened to that PRS? The Assembly in 1985 lost a battle to switch h.q. from New York and caved when leadership permanently cancelled the Spring Assembly in 1986. That meeting was replaced by the “Leadership Rally” in 1999 that hosts nearly 140 chapter, section and district leaders each June at a cost of \$140,000.

The Indians sold Manhattan for \$25 of jewelry and PRS delegates have sold themselves to leadership/staff for a weekend in New York.

The mostly APR Assembly delegates were docile as leaders/staff in 2004 moved h.q. downtown and out of reach of New York members. Ditto in 2005 when leaders/staff not only cancelled the beloved Bluebook of Members but cancelled the Assembly transcripts that had been available for decades. None of these decisions was run by the Assembly.

### Press Club Ignored, Bluebook Canceled

Our ordering of the abuses of PRS puts its defiance of the National Press Club at the top.

A close second is the removal from members of the massive amount of information that was in the Bluebook.

Besides listing members by name, employer and location, it had contact points for the presidents of the 110 chapters and the chapter administrators; contacts of

the district and section chairs; contacts for 30 chairs and co-chairs of 21 task forces, boards and committees; contacts of the 50 or so h.q. staff members; seven pages of contacts of College of Fellows members; list of past presidents/chairs; the official definition of PR (a page); Code of Ethics; the complete bylaws; 2.5 pages of newly APR members; two pages of the 240 PR Student Society chapters with 8,000 members), and 22 pages of Counselor Academy listings.

### Directory Was Unifying Force

A PR professor argued at length for a printed directory in a posting on [odwyerpr.com](http://odwyerpr.com) July 31, 2008. <http://tinyurl.com/bm5sdh6>. He was angered that he was not consulted about the decision although PRS “repeatedly” surveys members on their attitudes.

Wrote the professor: “Eliminating the print directory limits member networking and ability to communicate with one another in our own association. Without the Blue Book, members are out of sight and out of mind. I interact less with others in the Society.”

Particularly hurt he said, are students. “I referred to it all the time in locating experts to speak to classes or in advising students about leaders in various cities where they were headed. I still find myself using the last copy (2005) which is outrageous.

### Key Blogs and Reports on PRS

If codes are required for any of these links they are summer for the user name and sports for the password.

- NPC chides PRS, asks removal of O’Dwyer boycott. <http://bit.ly/p0JJuJ>.
- PR professors plead for PDF of members’ directory. <http://tinyurl.com/bm5sdh6>.
- PRS sold hundreds of thousands of copies of authors’ articles without their permission from 1980-94. <http://bit.ly/zdcrgc>.
- 2010 chair Gary McCormick and COO Bill Murray spend one hour in Jack O’Dwyer’s office March 19, 2010 telling him PRS has “chosen” not to deal with him. [http://bit.ly/d56\)Ve](http://bit.ly/d56)Ve).
- Four PRS Fellows put 15 questions to PRS leaders in 2010 (such as where is the list of Assembly delegates) and get snubbed, proving PRS answers questions from no one. <http://bit.ly/9N25um>.
- PRS VP-PR posts on [newsroomink.com](http://newsroomink.com) that PRS is “a private organization” and can bar “any and all reporters from attending.” Entry is one of 40 in a 10,637-word discussion. <http://tinyurl.com/7qz8wul>.
- Sandra Fathi, president of PRS/NY, is told on a teleconference that PRS will not let the Committee for a Democratic PRS use the 21,000 e-mailing list of PRS to publicize the Committee. <http://tinyurl.com/8g6dy8l>.
- PRS shuts discussion of 23 pages of charges against O’Dwyer after four days and one O’Dwyer rebuttal. <http://bit.ly/wKsMCw>.
- PRS blocks MyMediaInfo from O’Dwyer coverage at 2011 conference. <http://tinyurl.com/7kgwj8r>.

PRS delegate, in front of Washington Hilton, threatens to beat O’Dwyer “to a pulp.” <http://bit.ly/f452MH>.

— Jack O’Dwyer