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O'Dwyer's Newsletter

The Inside News of
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CMS SEEKS SMALL BIZ, MULTICULTURAL FIRMS

The Centers for Medicare & Medicaid Services is casting a net for PR and marketing agencies that qualify as small businesses and can handle integrated multicultural communications assignments.

The federal entity said it wants to hear from firms "capable, available and qualified" for work like press conference support and earned media campaigns and assignments promoting Medicare, Medicaid, provisions of the Affordable Care Act, among other topics, to Hispanic, African American and Asian-American Pacific Islander audiences.



CMS, as the federal agency is known, works with Ketchum, Ogilvy, Porter Novelli, Weber Shandwick and Fleishman-Hillard as its prime PR contractors, following a 2011 review.

CMS said it previously hired separate firms for each multicultural audience but wants to gauge the availability of firms which can handle the work across various audiences on an integrated basis.

Among the assignments is developing and executing "culturally appropriate ... public relations campaigns and in-language advertising," earned media, grassroots outreach, and partnership development, according to a "sources sought" notice released by CMS.

"As a result of the [Affordable Care Act], CMS will be conducting outreach and education to new audiences," said the notice.

Firms are asked to respond by Dec. 14.
Details: <http://1.usa.gov/UBPgFP>.

UVA HEALTH SYSTEM REVIEWS PR, MARKETING

The University of Virginia Health System, the large Charlottesville-based institution composed of hospitals, medical and nursing schools, and other healthcare facilities is reviewing its PR, advertising and marketing account with an RFP process through mid-December.



Agencies are invited to pitch all or parts of the business, which includes an assessment of its market and development of marketing, PR and creative strategy.

Contracts awarded will stretch for three years.
Proposals are due Dec. 14.
View the RFP: <http://bit.ly/XiyayLe>.

NF: BITE STAFFER EMBEZZLED MILLIONS

Next Fifteen said Nov. 27 a "personal act of embezzlement" by a long-time staffer in Bite Communications' San Francisco office has led to a \$2.8M write-off as the FBI and San Francisco Police investigate the alleged crime.

Next Fifteen on Oct. 31 said it would delay release of its financial results for the year ended July 31 because a fraud was discovered.

In releasing its financials, the company said a long-standing member of the Bite finance team "in a trusted position" committed the act, which continued into the early part of the current fiscal year.

In addition to a \$2.8M charge for the past year, chairman Richard Eyre said another write-off of \$200K will be booked in the current year.

Revenues for the year rose six percent to £91.6M as the write-off cut into the group's profits. Technology PR, which is more than 66% of NF revenues, grew by just over 2%, despite Bite's loss of the HP account.

Consumer PR declined by more than six percent on a "tough year" at its U.K. Lexis PR operation. Corporate communications, although only 7.2% of revenue, jumped 31% on revenues from The Blueshirt Group. Its pure digital/research business (10% of revenues) grew 34% organically.

Next Fifteen said steps are being taken to recoup lost assets from the fraud, but it's too soon to estimate the likelihood of success.

PHILLIPS EXITS EDELMAN

Robert Phillips, chief of Edelman's EMEA operation, has exited the company a week after adding newly minted duties of global chair-public engagement and future strategies (11/19/2012 NL).

Susan Eastoe, COO of EMEA, is assuming Phillips' responsibilities on an interim basis as Richard Edelman and senior management review the structure of the operation.

Phillips joined the No. 1 independent shop in 2004 after it acquired his Jackie Cooper PR.

He became CEO of Edelman/U.K. in 2007 and CEO of EMEA January 2011.

Edelman praised Phillips for recruiting "many of the industry's most talented people" to the shop and overseeing 150 percent growth in the U.K. to the \$60M range.

Phillips, who is a visiting professor in London, is working on a sequel to "Citizen Renaissance," which sees the world shifting from rampant consumerism to citizen-based values.



Phillips

MD WANTS HEALTH EXCHANGE PR PITCHES

Maryland, which has opted to create a state-run health insurance exchange under the Affordable Care Act, has kicked off a competitive pitch process to guide communications and marketing for the exchange.

The Maryland Health Benefits Exchange released an RFP on Nov. 15 open through Dec. 12.

Last year, Maryland hired Weber Shandwick for a PR and advertising study, following an RFP after Gov. Martin O'Malley's decision to create an exchange in 2011.

WS produced a 159-page report with its KRC Research unit outlining recommendations for the exchange's PR and advertising efforts.

The exchange wants an agency to plan, develop, design and execute an integrated campaign informing and educating the public and small businesses about the endeavor and health coverage options available. Social media, PR, community outreach and PSA development are included in the scope of work.

The federal government is funding such PR efforts under a provision of the ACA.

A 23-month contract is expected to begin on Jan. 15, 2013. About \$2M will be available to buy advertising time.

Firms must have a presence within 100 miles of Baltimore and experience with statewide marketing, outreach and education campaigns for healthcare programs.

Maryland's exchange is expected to be operating by October 2013. The state claims an uninsured population of about 740K.

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

SHULER TO PLAY FOR DUKE

Congressman Heath Shuler, the North Carolina Democrat who did not stand for re-election, will join Duke Energy as senior VP-federal affairs on Jan. 4, which is the day after his term expires.

The former quarterback for the Oakland Raiders, New Orleans Saints and Washington Redskins founded a real estate company in Tennessee before being elected to Congress in 2007.

Keith Trent, executive VP-regulated utilities, said Shuler is "well-known in Washington is well known for working with leaders from both political parties."

Shuler will be based in Washington.

Charlotte-based Duke has been in the news due to the upcoming resignation of its high-profile CEO Jim Rogers at the end of next year.

Rogers is stepping down as part of a deal with Carolina regulators, who probed Duke's acquisition of Progress Energy.

Under the merger deal, Progress CEO Bill Johnson was to helm the combined companies. Duke's board, however, fired Johnson with the completion of the July merger.

Duke is the largest electric utility in the U.S.



O'Malley signing the bill in April 2011.

EDELMAN NABS GH EXEC AS CONSUMER CHIEF

Jennifer Cohan, managing director at GolinHarris who has handled accounts like Olympus, Unilever and McDonald's in a 20-year career, will jump to Edelman early next year to chair its linchpin global consumer practice.

Based in New York, she takes the Edelman post vacated by Christina Smedley, who left for the VP, global communications, slot at PayPal in October.

Cohan oversees GH/New York's strategic direction and operations and handles accounts.

She previously led Cohn & Wolfe's New York consumer unit and was deputy managing director at Cohn & Wolfe/London.

Cohan will report to Alan VanderMolen, president and CEO of global practices for Edelman.

Dove, Trojan and Starbucks are among Edelman's consumer clients. The practice has 887 staffers and consists of 27% of the firm's overall revenue, which topped \$600M last year.

OMC ACQUIRES CO-CREATION FIRM

Omnicom's Diversified Agency Services division, which houses its PR firms, has acquired co-creation consultancy Promise Corp.

OMC said it plans to integrate the London and New York-based operation into its Communispace online insight firm, which uses online communities to gauge customers' opinions and was acquired by OMC last year.

Co-creation involves companies reaching out to consumers and other outsiders to collaborate on product and service development.

OMC says the combination of the firms offers major brands the chance to engage audiences continuously and strategically on business issues.

"We have been watching Promise for years, as they have mastered co-creation and helped executives act intelligently based on what they learned from consumers," Communispace president and CEO Diane Hessian said in a statement.

Omnicom's DAS division includes firms like Ketchum, Porter Novelli, Mercury and Fleishman-Hillard.

EX-CUOMO AIDE TO M PUBLIC AFFAIRS

Rich Bamberger, who stepped down as spokesperson for New York Governor Andrew Cuomo last month, has joined M Public Affairs. He also handled PR for Cuomo when he served as state attorney general.

The former managing editor of both "Inside Edition," and Channel 2 News is reuniting with Maggie Moran, CEO of MPA and senior advisor of Cuomo's 2010 run for chief politico in the Empire State.

Democratic heavyweight Moran was New Jersey campaign manager for Al Gore's presidential run, director of rapid response for President Bill Clinton in 1996, and manager of Jon Corzine's and Jim McGreevey's races for governor of N.J.

Her firm is a unit of ASGK Public Strategies, which was founded by President Obama's political guru David Axelrod.

MURDOCH KILLS THE DAILY

News Corp. announced the shutdown of its much-ballyhooed The Daily iPad app on December 15, 2012 due to lack of reader interest, according to a statement from CEO Rupert Murdoch.

"The Daily was a bold experiment in digital publishing and an amazing vehicle for innovation. Unfortunately, our experience was that we could not find a large enough audience quickly enough to convince us the business model was sustainable in the long-term," said Murdoch in a release that mostly provided details of the corporate split-up between the company's newspaper and TV/movie assets.



The Daily technology and some staff are to be folded into the *New York Post*. Jesse Angelo, founding editor-in-chief of The Daily and executive editor of the Post, has been hiked to publisher of the Post, succeeding Paul Carlucci, who will focus on his duties as News America chairman.

Greg Clayman, who was publisher The Daily, is now in charge of global digital strategy, investments and distribution partnerships.

As expected, Robert Thomson, Dow Jones editor-in-chief and *Wall Street Journal* managing editor, will helm the new publishing group composed of the WSJ, Times of London, New York Post, Australian newspapers and HarperCollins. The new unit gets the News Corp. name when it comes to life on Jan. 1.

Gerard Baker, deputy editor-in-chief of the WSJ, assumes Thomson's titles. He was U.S. editor and an assistant editor of the *Times of London*. Before joining the Times, he was Tokyo correspondent and Washington bureau chief for the *Financial Times*.

Murdoch will serve as chairman of the new News Corp. and chairman/CEO of newly minted Fox Group.

ZUCKER TAKES CNN PREXY POST

Jeff Zucker, the 25-year NBC veteran, has been named president of CNN Worldwide, succeeding Jim Walton effective in January. He will report to Phil Kent, CEO of CNN parent, Turner Broadcasting.

Beginning as a researcher for NBC Sports' 1988 Olympics coverage, Zucker rose to president of NBC Entertainment and then chief of NBC Entertainment, News & Cable and CEO of NBC Universal Television Group. Currently, he is executive producer of Katie Couric's syndicated daytime program.

At CNN, Tucker will oversee CNN/U.S., CNN International, CNN.com and HLN, which reach a combined 2B people in 200 countries.

Kent said in a statement that Zucker's "experience as a news executive is unmatched for its breadth and success. He built and sustained the number-one brand in



Zucker

morning news, and under his watch NBC's signature news programming set a standard for quality and professionalism.

"I couldn't be happier to welcome him or more excited about what he'll accomplish here."

DAVIS UPPED TO CFO AT VIACOM

Wade Davis, executive VP-strategy and corporate development at Viacom Inc., has been promoted to chief financial officer. He succeeds Jimmy Barge, who will depart after a transition period.

Davis, 40, is in charge of accounting/financial reporting, planning, tax and treasury operations, while continuing his strategy/development duties.

He joined Viacom in 2005 as senior VP/mergers and acquisitions. Davis was involved in Viacom's acquisition of Dreamworks SKG, Teenage Mutant Ninja Turtles and Atom Shockwave. He managed corporate relationships with Microsoft and Unilever and negotiation of Manhattan leases for Viacom.

Earlier, Davis worked at Wasserstein Perella & Co and Lazard Freres & Co.

FELLER EXITS AP

Ben Feller is leaving the Associated Press' Washington, D.C., bureau to explore opportunities in New York, including posts in the wire service's Big Apple headquarters.

He's moving as his wife, Elizabeth, who has a new editor job at the *New York Times*.

Sally Buzbee, AP's bureau chief in D.C, wrote a memo to staffers to say Feller "will be missed personally and professionally by his colleagues in Washington."

Feller joined the AP in 2003 as national education writer. Earlier, he was with the *Centre Daily Times* (State College, Pa.), *News & Record* (Greensboro, N.C.) and *Tampa Tribune*.

He began covering the White House in 2006 and was named chief correspondent in 2010.



Feller with Obama

(Photo: White House Correspondents Assn.)

AUTOMOBILE MAGAZINE ADDS DUO

Todd Lassa has joined *Automobile Magazine* as executive editor, and Michael Jordan has taken the senior editor slot at the Source Interlink Media publication.

For the past dozen years, Lassa worked as Detroit editor for *Motor Trend*, sister publication of Automobile.

He covered trends, wrote car reviews, penned op-eds and blogged as Motor City Blogman. Based at the magazine's headquarters in Ann Arbor, Mich., Lassa reports to deputy editor Joe DeMatio.

Jordan signed up for a second tour at Automobile. He started at *Car and Driver*, shifted to *CycleGuide* and then returned to C&D. Jordan was named Automobile's west coast editor in 1986 and departed to Edmunds.com for the executive editor slot in 2007.

Jordan is based in Los Angeles.

MEDIA NEWS continued**U.K. PRESS NEEDS TOUGHER REGS**

The British press needs a tougher regulatory body to rein in abuses such as the hacking scandal at Rupert Murdoch's News of the World, according to a highly anticipated report released Nov. 29 by a U.K. judicial watchdog.

Judge Brian Leveson did not call for a governmental body to monitor the media, rather an independent group empowered to fine wrongdoing. "Putting a policeman in every newsroom is no sort of answer," he said.

Leveson is not out to muzzle the freedom of the press. The media serve the country "very well for the vast majority of the time," according to the report.

He recognizes "most of what the press does is good journalism free from the sort of vices I have had to address at length." He believes "it is essential that the need for a fresh start in press regulation is fully embraced and a new regime thereafter implemented."

Of the current press code, Leveson said: "There have been too many times when, chasing the story, parts of the press has acted as if its own code, which it wrote, simply did not exist." That has caused "real hardship, and on occasion, wreaked havoc with the lives of innocent people whose rights and liberties have been disdained."

Leveson, which began in probe in July 2011, considers it the "most concentrated look at the press this country has ever seen."

Prime Minister David Cameron, who called for the inquiry, said he welcomed Leveson's findings, but has "serious concerns and misgivings" over the statutory regulation recommendation.

The report wants a body regulatory group with power to fine offending newspapers up to \$1.6M. Members would not be from the media, legal or government community.

**TRAVELERS TURN TO SOCIAL MEDIA, FRIENDS**

Recommendations from friends and family are a key factor in vacation decisions worldwide as social media has taken a key role in planning, according to a study by Text 100.

In the U.S., 43% say friend recommendations are a main reason for choosing a travel location, second only to relaxation (57%) and well ahead of convenience (28%). Only 35% of Europeans, by contrast, rely on friend recommendations, while 47% rely on relaxation for vacation choice.

The main reason for choosing a destination remains value for money. When Americans search online for travel information, price/room rates are the most sought information (58%), followed by surrounding attractions (42%), quality of facilities (37%), cleanliness (36%), and service (30%).

Social media has taken a key role in travel planning

as a whopping 87% of people under age 34 said they use Facebook for travel inspiration, according to the study.

The firm found that 64% overall consider recommendations from family and friends the top factor to spark travel plans, advice commonly sought via social media. Following friend/family recommendations were Internet searches (55%), individual provider websites (49%), sales/promotions by airlines and hotels (48%), and online travel sites (46%). Only about a third said mileage/loyalty programs influenced their decisions.

The PR firm tapped Redshift Research for the survey, which polled 4,600 consumers in 13 countries.

Text found social media plays the largest role in the first and last phases of travel – inspiration and experience. Eighty-eight percent said they take a mobile device on vacation – 34% of Americans take a laptop – with 52% posting photos or videos during travels. Another 25% said they write reviews while away. Nearly half said they would get involved if they had access to Wi-Fi while on vacation.

In the U.S., 37% said they consider travel blogger reviews first and 44% overall said they agreed that blogger reviews helped with an initial decision on a destination. Online travel forums (37%), Facebook (27%), YouTube/Vimeo (24%) and Pinterest (22%) followed.

U.S. travelers prefer "stay-cations," vacations within their country more than the rest of the world at the rate of 88%, compared with 73% in Europe and 74% in the Asia-Pacific realm, Text 100 found. American also more frequently engage in weekend getaways – 26% compared to a global average of only 15%.

GRAYLING'S DUTKO GETS INSPIRATION

Grayling's Dutko Worldwide unit has picked up government relations and communications strategies duties for The Inspiration Network, which began its existence as the PTL Satellite Network founded by born-again Christians Jim and Tammy Faye Bakker.

Following the Bakkers' exit in the 1990, San Diego-televangelist Morris Cerullo acquired the bankrupt cable TV network and ultimately rebranded the Indian Land, S.C.-operation as INSP.

According to its website, the network's mission is "using the medium of television to equip, empower and entertain." It is "compelled to bring a new voice to TV, one that celebrates the joys of father, family and the freedoms that are uniquely ours."

INSP runs a mix of religious programming ("In Search of the Lord's Way," "Always Good News with Billy Graham," and "The Jewish Jesus with Rabbi Kirt Schneider" and family entertainment ("The Waltons," "Brady Bunch," "Happy Days" and "Little House on the Prairie").

It reaches more than 70M households and targets more than 79M Baby Boomers, of which 35M self-identify themselves as "socially conservative."

Dutko's team includes Kim Bayliss (former staffer to the late Congressman Mike Synar and VP-government relations at United Video Satellite Group), Steve Perry (Dutko's ex-CEO) and David Murray (National Telecomms. & Information Administration veteran).

NEWS OF PR FIRMS**LEGAL PR PIONEER DIES AT 68**

Jay Jaffe, who ran his Washington, D.C., PR firm for 33 years as one of the industry's first to focus on the legal sector, died Nov. 21 in Denver after complications from surgery, the agency said. He was 68.

Jaffe, once introduced by an editor of *The American Lawyer* as "the man who invented law firm marketing," capitalized after the Supreme Court in 1977 reversed a ban on most marketing practices for law firms, founding Jaffe Associates, now Jaffe PR, to specialize in PR and marketing for that market.

Vivian Hood, executive VP of the firm, which is now virtual, said Jaffe set up the firm to maintain continuity of leadership and daily operations through its executive management team. Hood co-heads the firm with EVPs Melinda Wheeler and Terry Isner.

A Chicago native, Jaffe was an Army vet and worked in print and broadcast journalism before taking a press secretary role for Rep. Jack Flynt (D-Ga.) in the mid-1970s. He stayed in Washington until 2005, when he moved to Colorado and continued to run Jaffe PR.

"We are committed to honoring Jay's strong legacy and leadership by continuing to provide the highest quality level of service that our clients expect," said Hood.

Jaffe is survived by daughter, Sara, from his third marriage, and sister Judi Ornstein, among others. Services are set for Dec. 9 at Chicago Jewish Funerals in Buffalo Grove, Ill.

**Jaffe****EDELMAN DONATES \$1M+ TO FIGHT HUNGER**

Edelman Nov. 27 announced that it has donated more than \$1M in cash and in-kind services to combat worldwide hunger as part of its 60th anniversary celebration.

The Edelman 60th global citizenship initiative, which called for staffers at its 60-plus office network to participate in 60 days of fundraising/volunteerism, benefitted the United Nations World Food Programme and more than 70 non-governmental, anti-poverty organizations.

The No. 1 independent firm also signed up for the #GivingTuesday national day of giving that kicks off at the start of the holiday season. Nearly 50 Edelman Chicago staffers volunteered at two Habitat for Humanity home-building sites.

John Edelman, managing director of global engagement and corporate responsibility, said of the Initiative "there is no better way to honor our 60th anniversary and my father, Dan Edelman's, legacy of giving back to the community."

BRIEF: Brunswick Group and Joele Frank,

Wilkinson Brimmer Katcher represent ConAgra Foods and Ralcorp Holdings, respectively, in the \$5B deal to forge an \$18B food giant that trails only Kraft Foods in North America. Steve Lipin and Gemma Hart handle ConAgra Foods, while Aaron Palash, Eric Brielmann and Eric Bonach rep Ralcorp. The deal is expected to close by the end of Q1 2013.

NEW ACCOUNTS**New York Area**

M&C Saatchi PR, New York/Flow, fitness app backed by athletes like Gabriel Landeskog of the Colorado Avalanche and Victor Hedman of the Tampa Bay Lightning; gogamingo, newly launched casual gaming tournament platform; and Sumeria, all as AOR for PR and social media.

The Morris + King Company, New York/Jacks & Jokers, apparel inspired by the iconic imagery of the United States Playing Card Company, as AOR for PR. **Stuntman**, New York/Bryant Park Hotel, 129-guest room New York hotel, for PR and event marketing support.

Workhouse, New York/GoldRun, photo driven ad-platform based on GPS-linked virtual "photobooths," for PR.

East

PAN Communications, Boston/PicsArt, mobile photo app that allows consumers to create, caption and share photos in real-time, for PR.

ab+c, Wilmington, Del./North Shore Physicians Group (Mass.), West Virginia University Healthcare, and Evangelical Community Hospital (Pa.), all health systems, for recruitment marketing campaigns.

French/West/Vaughan, Raleigh, N.C./tasc Performance, New Orleans-based athletic apparel company, for PR, social media, digital advertising, SEO, grassroots activities and event sponsorships.

S&A Cherokee, Cary, N.C./RPG Solutions, insurance brokerage and consulting firm for employee benefits and HR services, for messaging, collateral design, digital marketing, online optimization and PR.

Southeast

O'Connell & Goldberg, Hollywood, Fla./Rony Tennenbaum, Manhattan-based fine jewelry designer specializing in wedding and engagement rings for the gay and lesbian community, for PR and social media.

Diamond PR, Miami Beach/Sense Beach House, South Beach boutique hotel, for North American PR and social media.

Midwest

Carmichael Lynch Spong, Minneapolis/Tempur-Pedic International, bed maker and marketer, as AOR for PR. Sister agency Carmichael Lynch was tapped for advertising, following a competitive review.

West

LANE PR, Portland, Ore./Sterling Bank, regional community bank with presence in Pacific Northwest and California, as AOR as it expands and marks its 30th anniversary. Work includes PR, digital services and creative campaigns.

MWW, San Francisco/Azumio, biofeedback and health apps, for brand positioning and media campaigns supporting its launch; Twist, app which lets people know when others will arrive, to expand exposure in consumer tech and target industry verticals; Blurp, self-publishing and marketing platform, for PR.

Morgan Marketing and PR, Irvine, Calif./Red Star Yeast, consumer and commercial yeast brand, for launch of its new premium yeast, Platinum, including media relations and marketing strategies.

The Pollack PR Marketing Group, Los Angeles/The USO (United Service Organizations), for PR and marketing to support its holiday fundraising outreach program TEAM USO.

NEWS OF SERVICES**PHONY RELEASE CASE OF 'IDENTITY THEFT'**

PRWeb said a phony press release announcing an acquisition by Google was a case of "identity theft" which was turned over to authorities for investigation.

The press release service owned by Vocus on Nov. 26 transmitted an announcement claiming that Google had acquired wireless Internet provider ICOA for \$400M.

Vocus CMO Jason Jue said the company has "levels of safeguards and redundancies" to verify releases but added that "no safeguard is perfect." He said the company has made additional changes to its processes in the wake of the ICOA release "to guard against this from happening again."

In an earlier statement, PR director Frank Strong said the company reviews all releases and follows an internal process to verify the source. "Even with reasonable safeguards, identity theft occurs, on occasion, across all of the major wire services," he said.

Outlets covering the news based on the press release included the Associated Press, AllthingsD, Techcrunch and Silicon Alley Insider, among others.

ICOA's CEO told CNNMoney he suspected a stock promoter organized the hoax, which led to a large spike in trading of ICOA's pink sheets-traded shares.

PRWeb removed the release and turned the matter over to the authorities, said Strong.

Vocus CEO Rick Rudman apologized for the flap on Nov. 29. "We're sorry for any frustration or embarrassment we caused to the people who rely on the news releases we distribute, and we've already made changes to do better going forward," he wrote in a blog post.

Rudman stressed that an editor reviews every release submitted for distribution, checking a variety of factors related to content and sender authenticity. He said the company will "continue to evolve."

Dow Jones in April carried a fraudulent Bank of America press release, while Business Wire and PR Newswire transmitted phony releases days apart in 2010.

In 2009, two fake press releases announcing the acquisition of a search engine company by Microsoft and Google were sent by a discount online release service, 12PressRelease.com.

NIRI ELECTS FOUR BOARD MEMBERS

The National Investor Relations Institute has elected four new directors to four-year terms, including IR execs from Microsoft, HSN and Tessera Technologies.

The new members include Anne Guimard, president, FINEO Investor Relations Advisors; Dennie Kimbrough, IR manager, Microsoft Corp.; Felise Kissell, VP of IR, HSN, Inc., and Moriah Shilton, senior director, corporate comms. & IR, Tessera Technologies.

They fill slots vacated by Derek Cole, VP, IR and corporate comms., ARCA biopharma; Barbara Gasper, SVP/group executive, IR, MasterCard; Nicole McIntosh, VP, IR, Waddell & Reed Financial, and David Prichard, VP, IR and corporate comms., Spectrum Brands Holdings.

Jeffrey Morgan is president and CEO of NIRI.

"NIRI is fortunate to have members such as these who generously volunteer their time and talent for the benefit of our organization," he said.

PEOPLE**Joined**

Robert Berra, executive VP and managing director, FischerHealth/Porter Novelli, to ReviveHealth, Nashville, as its first chief strategy officer. Berra was a founding partner of FH, which sold to Omnicom's PN in 2004. He was previously VP of marketing for Vital Data Technology.

**Berra**

Three-year-old Revive, which expects revenues of \$5M this year, has also promoted EVP Joanne Thornton to chief accounts officer. She leads staff mentoring, account reviews, and its ReviveU profdev program.

Shannon Stevens, formerly with M Booth & Associates, to The Public Relations and Marketing Group, Patchogue, N.Y., as senior A/E.

Ian McCluskey, editor and publisher of *América Economía* magazine, to Newlink

Group, Miami, as VP, reputation management and public affairs, with a goal to grow the practice both domestically and across the Americas. He is former editor/publisher of *Worldcity Business*, South American correspondent for Bloomberg and *Time*, and held posts as an independent consultant and at Kroll.

**McCluskey**

Brian Nick, former comms. director for the National Republican Senatorial Committee and adviser to Gov. Pat McCrory's successful election campaign, to law firm Moore & Van Allen's public affairs group, Charlotte, N.C., as senior dir. of strategic comms.

Jennifer Kovaleski, journalist for NBC Bay Area, to Randle Communications, Sacramento, as an AA/E.

Meghan Butler, former senior A/E for GCI/Cohn & Wolfe and media advisor to Seventh Generation, to DVL PR & Adv., Nashville, as VP. **Niki Giacchina**, exec. assist. to the editor of the *Virginian-Pilot*, joins as an admin. assist.

**Butler, Giacchina**

Tara McNally, former VP and group manager in Edelman/Chicago's consumer/lifestyle unit, to Robin Leedy & Associates, Mt. Kisco, N.Y., to head the firm's new Manhattan office, opening this month. She is a former VP for DeVries PR, Publicis Consultants and Formula PR and reports to EVP/partner Alyson O'Mahoney. Earlier, she was manager of marketing and PR for Space.com.

Daniel Conway, legislative and public affairs director for the California Restaurant Association, to chief of staff for Sacramento Mayor Kevin Johnson. **Joaquin McPeck**, spokesman for Johnson, is leaving to become California media director for the Environmental Defense Fund.

Lila Hobbs, Alaska state senate aide, to The Alaska Stand Alone Pipeline, Anchorage, the federal-state push to build a 737-mile gas pipeline in south-central Alaska, as PR specialist in its public affairs unit.

PR OPINION

The International Association of Business Communicators on Nov. 30 announced that ten staffers had been laid off that day and that six more would leave by March next year when their duties are “outsourced.” This would represent nearly one-half of a staff of 30+.

Chair Kerby Meyers and executive director Christopher Sorek said that five new positions would be filled “in due course.”

Members were e-mailed a 5:13-minute YouTube video in which Meyers and Sorek describe new directions of IABC including a commitment to digitize more materials and make digital “the touchpoint for everything that we are going to be doing.”

A digital agency has been retained as well as a consultant for a certification program that IABC is recommending to members. Neither firm is identified thus far.

The tape was made during the 2012 World PR Forum in Melbourne last month. It was released Nov. 27.

PR Society Also Cut Staff

The announcement came on the heels of the PR Society’s delivery of its printed IRS Form 990 tax return for 2011 to O’Dwyer offices that showed \$500K had been trimmed from the Society’s payroll in 2011, possibly representing ten or more jobs.

PRS’s Q3 financial report showed a loss of \$357,498 in spite of a dues hike of \$30 that was supposed to put PRS in the black.

IABC, unlike PRS, does not provide quarterly financial reports. The 2011 tax returns of both groups are not yet available on GuideStar or Foundation Center.

PRS members are told they may obtain the 990 by visiting h.q. or by making a written request for it.

IABC’s 990 is only distributed to the IABC board. It is not available on the IABC website. A copy has been e-mailed to this newsletter.

Revenues rose 4.7% to \$5,781,192 in 2011 but net dipped 58% to \$173,937 from \$417,666.

Net assets rose to \$1,126,373 from \$1,001,043.

IABC, unlike PRS, defers a substantial amount of its dues income. Deferred income was \$1,714,987 at the end of 2011.

IABC had invested \$1,981,970 in “publicly traded securities by the end of 2011, up from \$921,628 a year earlier.

Occupancy costs were \$424,285; legal, \$12,439; accounting, \$42,966, and travel/meals/hotels, \$236,947.

Julie Freeman, who resigned as president in early 2012, was paid \$186,492 in salary, \$13,188 in non-taxable income, and \$9,325 in deferred income for a total of \$209,005.

SVP Christopher Hall had a salary of \$135,642 and \$15,230 in benefits; SVP Lee Anne Snedeker \$116,630/\$12,516; VP Natasha Nicholson, \$110,463/\$12,423, and VP/financial/HR Maureen Lennon, \$106,286/\$18,370.

Pay/benefits of all staffers was \$2,789,521, a gain of 10% from \$2,530,077 in the previous year. Pay/benefits in 2011 were 48% of revenues.

Web, PR Trades Are Competition

A major benefit offered by IABC and PRS is training in skills needed for the job market. However, numerous web sources now offer PR skill-building programs including PR news media such as *PR News* and *Ragan’s*.

The possibility of networking has been a major draw of the PR groups but Facebook, LinkedIn and numerous social media now provide a means of building personal contacts without having to pay membership fees.

A member of the Texas PR Assn., which folded Dec. 31, 2011 after decades of existence, said it is “easier and cheaper to stay in touch via websites like LinkedIn and Facebook.”

About half of the 24 New York PR groups active in the 1970s and 1980s disappeared including the Chemical Comms. Assn., Financial Relations Society, Monday II Corporate PR group, New York Airline Assn., New York Business Communicators, Paper Industry PR Group, Shop Talk, Pride & Alarm, PR Roundtable, Wall St. Irregulars and Wednesday PR Group. Women Executives in PR merged into Ad Women of New York in its 50th year.

LinkedIn Has 50+ PR Groups

Social media groups for PR people have exploded in recent years. The LinkedIn Public Relations Professionals group lists more than 32,500 members.

Social Media Marketing is one of the largest claiming 195,000 members and 20 special interest groups.

Gerald Haman’s Innovative Marketing & PR Group claims 150,000+ members. Haman is the founder of more than 30 Innovation Groups on LinkedIn.com with worldwide membership of 250,000+. An adjunct professor of innovation at Northwestern University he also founded SolutionPeople, developer of the Chicago Thinkubator. He is editor of *InnovatorsDigest* and creator of the Innovation Tool of The Month Club.

Costs of IABC, PRS

PRS fees include \$255 national dues, \$65 initiation fee and additional fees for section membership. The APR program costs an initial \$410 but PRS members are refunded \$100 upon completion of it.

IABC’s basic rate is \$259 but mandatory regional dues are extra as well as chapter dues unless the member is more than 50 miles from a chapter.

Annual costs for a New York City IABC member are \$324.

IABC Suspended Accreditation

IABC in September announced it was no longer accepting applications for its \$500 Accredited Business Communicator program. Current applicants can complete the process.

About 1,120 of its 14,028 members are ABC with 46 new ABCs having been created so far this year.

Gloria Walker, a U.K. counselor, said the program is being revamped to make it “fit for the 21st century.”

The 47-year-old PR Society’s APR program created an average of 136 new PRS APRs in the nine years ended June 30, 2012.

— Jack O’Dwyer