



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## FINN ACQUIRES M SILVER

Finn Partners is acquiring New York-based travel specialist M Silver Assocs. effective Jan. 1.

CEO Morris Silver (85) and president Virginia Sheridan (68) counsel clients such as Aruba, Singapore Tourism Board, Turkey, Sheraton Nassau, The Plaza and Westin Hotels.

M Silver staffers will be moving from their 747 Third Ave. base into FP's headquarters at 301 E. on 57th Street.

Gail Moaney heads FP's travel unit. FP booked travel revenue of \$1,372,000 in 2011.

## COSTA RICA LISTENS TO PITCHES

The Costa Rica Tourism Board is inviting firms to pitch its account as it works to position itself as the "sustainable and premier tourist destination" in the Caribbean/central America region.

The Board wants an American firm to develop "priority markets of the U.S. and Canada" as well as target markets of England, France, Holland, Germany, Switzerland, Spain, Italy, Brazil, Mexico, Argentina, Uruguay, Chile and Asia, according to the invitation for bid proposals dated Dec. 6. It established Jan. 9 as the deadline for email submissions. Those emails go to Miguel Zaldivar (mzaldiva@ict.go.cr) or Irma Hernandez (ihernand@ict.go.cr). A print submission must be presented by Jan. 14.

Burson-Marsteller represents Costa Rica.

## EDELMAN SAYS 'CHEERS' TO HEINEKEN

Heineken announced the selection of Edelman as PR firm for flagship Heineken, Heineken Light and Amstel Light beer brands. MSLGroup, which is owned by France's Publicis Groupe, had that business.

The No. 1 independent firm will manage general-market and Hispanic campaigns surrounding consumer-marketing launches and event-sponsorship activations.

Colin Westcott-Pitt, VP-marketing of Heineken, credited Edelman's media relations expertise for notching the business of the Dutch brewer. He thanked MSL New York for its "collaboration in developing impactful programming for brand Heineken."



**Paul George**, senior VP and partner at Fleishman-Hillard unit TogoRun, is set to join sister Omnicom unit **Porter Novelli** as global director of health. **Susan Hayes** led the health unit at PN until leaving last summer for the Obama campaign.

## HAWAII AWARDS \$1.2M HEALTH PACT

The Hawaii Health Connector, the state's healthcare exchange formed under the Affordable Care Act has awarded a \$1.2M pact to Honolulu-based Milici Valenti Ng Pack Inc.

The pact runs through August with the option for an additional year. It calls for research, communications and PR services.

"The goal is to link Hawaii's people, particularly individuals and small businesses, with access to affordable health care coverage," said Rose Hughes, HHC's director of communications, in a statement.

HHC requires a "sophisticated system that lays out the health benefits, choices and costs available, and is easy to understand and navigate," according to Hughes.

MVNP is to work with HHC in statewide "talk story" sessions, committee meetings and with advocacy groups. It will also develop public policy communications for informing legislative case workers about the benefits of HHC.

Media placements, social media work, town hall meetings, speaking engagements, and educational panels are part of its overall outreach effort.

Rose said HHC will ultimately "serve as a one-stop resource that allows consumers and small businesses to shop and compare health insurance plans, as well as determine eligibility for financial assistance."

MVNP has worked with Aloha Airlines, Hawaiian Telecom, Hawaii Convention and Visitors Bureau, McDonald's, State Farm and Starwood Hawaii.

## BEISER CHECKS IN AT HILTON

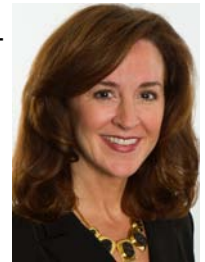
Kathryn Beiser, VP of corporate communications for Discover Financial Services, has checked in at Hilton Worldwide as executive VP, corporate comms.

Beiser takes over for senior VP Ellen Gonda.

She spent six years with Discover after an agency career that spanned Burson-Marsteller, GolinHarris, Hill+Knowlton Strategies, healthcare shop Caduceus Comms. and Ruder Finn. She was managing director for B-M's corporate practice and VP at GH.

Based in Hilton's McLean, Va., headquarters, Beiser, who joined the company Dec. 3, heads global external and internal communications, as well as corporate responsibility.

She reports directly to president/CEO Christopher Nassetta as a member of Hilton's executive committee.



Beiser

## **HESS HIRES EX-OGILVY RELATIONS CEO**

Hess Corp., the New York-based independent oil company, has hired Drew Maloney for the VP-government affairs and public policy post.

The former CEO of Ogilvy Government Relations had counseled Hess while at that WPP unit. He exited Ogilvy in July to work in an external affairs capacity at the Republican National Committee in support of the "Romney Readiness Project."

Prior to Ogilvy, the 43-year-old was legislative director for the House GOP leadership under former Republican Majority Whip Tom DeLay, aide to Texas Congressman Ed Bryant on matters before the Judiciary and Commerce Committees and energy advisor to now Senator Roger Wicker.

Hess reported a robust third-quarter as revenues jumped 10 percent to \$9.6B on an 86.9 percent surge in net income to \$557M.

The company credits increased production from its North Dakota shale oil play and resumption of Libyan operations that were suspended a year ago due to civil war for the upbeat financial performance.



**Maloney**

## **NEW ORLEANS BIZ DEV EYES NATIONAL PR**

Greater New Orleans Inc., an economic development entity for southeast Louisiana, is on the hunt for national PR representation to tout the business climate for the region.

GNO released an open RFP on Dec. 3 calling for agencies to handle national media and story development, strategic counsel and media monitoring..

Budget is capped at \$100K.

Proposals are due Jan. 4.

View the RFP:<http://bit.ly/Usno2L>.

## **WORLD JEWISH CONGRESS LOOKS FOR PR**

The World Jewish Congress is looking to hire a PR director to increase its visibility and that of its president Ronald Lauder.

It wants a strategic and targeted media relations program to "build awareness for the organization's mission, strengthen and broaden donor relations and enhance fundraising activities," according to job specs from headhunter Heyman Assocs.

The PR director will manage PR resources, including "organizational pamphlets and brochures, promotional videos, website content, direct mail and social media."

The successful job candidate will be a superior writer and creative thinker, and possesses 10 years of relevant experience and "top-notch interpersonal skills."

Founded in 1936, WJC is active in 100 nations, working to safeguard Jewish security, support Israel and advance the Middle East peace process. Iran's nuclear ambition is WJC's current No. 1 priority.

Headquartered in New York, WJC has offices in Brussels, Geneva and Jerusalem.

Jenn Wilson at 212/784-2711 and [jwilson@heymanassociates.com](mailto:jwilson@heymanassociates.com) has info about the job.

## **UNIVERSITY ENGAGES F-H FOR CRISIS**

St. Louis University's board of trustees has engaged Fleishman-Hillard for crisis counsel as the board clashes with faculty members and students critical of university president Lawrence Biondi.

Tensions flared last weekend after a letter from board president Thomas Brouster was posted on a pro-faculty Facebook page Dec. 1, noting a task force set up by the trustees hired F-H in early November and is limiting communications on the firm's advice.

F-H president Dave Senay is an alumnus.

Brouster said administrators are acting on a commitment to keep discussions private and, with the advice of F-H, to be "cautious in how we have chosen to respond to the recent news reports." He designated assistant VP for comms. Clayton Berry as the university's sole media spokesman has said F-H recommends that trustees and the board not respond to any letters, emails and phone calls from media, faculty and students.

Brouster said a full discussion will take place at the board's Dec. 15 meeting.

The *St. Louis Post-Dispatch* reported Dec. 3 that the letter caused "immediate outrage among faculty and students" that have been critical of the administration's communications during the tussle.

The letter was published a day after the board and faculty senate released a joint statement pledging "more frequent and effective communication."

## **REGAN SCOOPS UP FRIENDLY'S**

Boston's Regan Communications Group has scooped up PR duties for the Friendly's ice cream parlor chain, which emerged from Chapter 11 earlier this year.

The New England institution, which was founded in 1935, closed more than 60 of its 424 units in an effort to mount its financial comeback.

MWW Group had handled bankruptcy-related duties for Friendly's, a property of Sun Capital.

George Regan's firm will provide overall brand building, communications strategy and PR support for Friendly's, a company that has annual revenues in the \$550M range.

Joanna Roffo, head of Regan's hospitality unit, is in charge of that effort.

## **WAGGED EXEC TO LEAD FINN U.K. PUSH**

Waggener Edstrom's London tech practice head, Chantal Bowman-Boyles, is moving to Finn Partners to head the firm's new U.K. office, slated to open in the first quarter of 2013.

Bowman-Boyles exits WaggEd after a year, chalking up Panasonic Mobile as a key win during her tenure. She was previously in-house at BT and worked on the agency side at Burson-Marsteller, GolinHarris and Weber Group.

FP founding partner Peter Finn said the firm planned from its outset in 2011 to grow internationally. "I'm excited that we've hired Chantal and will have our London presence firmly established early next year," he said.

Finn said the outpost will handle global clients, as well as regional and local assignments.

**SCHECTER EXITS BURSON FOR BLOOMBERG**

Jason Schechter, chair of Burson-Marsteller's U.S. corporate practice, has left the firm for the chief communications officer slot at Bloomberg L.P. in New York.

Schechter takes the role vacated by another Burson alum, Richard Powell Jr., who joined Bloomberg last year and left in July to serve as president of the advisory firm Teneo Strategy.

He exits B-M after five years and earlier was a senior VP at Robinson Lerer & Montgomery, the WPP unit which merged with Finsbury earlier this year.

Schechter, a former assistant press secretary for the Clinton White House, leads global communications strategy for the media and information services giant, which the *New York Times* reports today is weighing a bid for the *Financial Times*.

Dan Doctoroff, the former deputy to New York Mayor Michael Bloomberg who is president and CEO of Bloomberg L.P., said Schechter will help the company communicate as it broadens "the scope of our activities into new markets and new offerings."

Kevin Sheekey, another adviser to Bloomberg as mayor, leads government relations and corporate communications, as well as the company's government unit.



**Schechter**

**U.K. PR LEGEND ARRESTED IN SEX PROBE**

U.K. PR legend Max Clifford was arrested on "suspicion of sexual offenses," according to reports.

Clifford, 69, runs London-based Max Clifford Associates and has represented high-profile clients during a 40-year career in PR. Clients include Simon Cowell, Wish.co.uk and Boux Avenue.

The BBC said officers in a British police investigation known as Operation Yewtree, which is probing child sex abuse by deceased BBC host Jimmy Savile, arrested Clifford but said the arrest is not connected to the allegations made against Savile.

Clifford's lawyer said in a statement that the PR guru is being interviewed by police. "Mr. Clifford will assist the police as best he can with their inquiries," said attorney Charlotte Harris. "When we are in a position to provide further information, we will."

Clifford told the Associated Press in October that he was fielding calls from high-profile prospective clients concerned about involvement in the Savile investigation.

After being released, Clifford called the allegations "damaging and totally untrue," adding, "Anyone who really knew me all those years ago and those who have known me since will have no doubt that I would never act in the way that I have today been accused," according to RTE News.

Clifford told reporters outside of the police station where he was questioned that he thought he was facing two allegations dating back to 1977.

A charity event hosted by Clifford on Dec. 10 was slated to be held as scheduled, despite the arrest. The event raises funds to help a Surrey boy, Numan Milton Tomkins, achieve his dream of walking unaided for the first time.

**CONFLICTING REPORTS ON SYRIA SPOKESMAN**

Amid conflicting reports on his whereabouts and job status, the U.S. State Dept. said Dec. 5 that it believes the high-profile spokesman for Syria's foreign ministry, Jihad Makdissi, has fled Syria for London.

"If true, this is obviously another sign of the regime crumbling from within as those closest to [Syrian president Bashar al-]Assad are realizing that the end is nigh," said State Dept. spokesman Mark Toner.

Makdissi's disappearance fueled several speculative media reports, including a *Guardian* Dec. 4 dispatch that said he had defected and was on his way to the U.S.

Reports from the U.K. after Toner's remarks denied Makdissi is in London, however.

"I don't know that we've reached out in any way," said Toner. "Again, I don't think we can – we can only now confirm that we believe that he's in London; we can't confirm that. I can't speak to whether we'll reach out to him in any way, shape, or form."

Lebanese media reported that Makdissi was fired for making statements that didn't reflect government positions, according to Al Arabiya, which noted his home was burned shortly after his exit by a pro-government militia. The Syrian government said it would address Makdissi's departure but has yet to speak of it.

Syria's deputy foreign minister, Faisal Makdad, told Sky News that Makdissi had not defected and was on a "three-month sabbatical."

Al Arabiya said Makdissi was the highest ranking Christian in the Assad government and one of the few members who speaks English. He had been the country's foreign ministry spokesman for 14 years.

Toner said Dec. 7 that Makdissi's whereabouts were unknown, saying "of course a spokesperson is an important part of any government, but seriously, we have no idea where he is, and it just, I think, is a further indication, however, that those around Assad are looking for the exits."

**WARNER BROS. DEFENDS 'HOBBIT'**

The studio behind the anticipated "Hobbit" film preparing for release has moved to counter a widely quoted press report that a screening in a new 3D technology left viewers feeling woozy.

ABC's "Good Morning America" reported on "Hobbit Headaches" on Dec. 4 while the U.K.'s *Sunday Times* noted dizzy fans were left "sick as a hobbit" a few days earlier.

In a statement from Warner Bros. Pictures director of publicity, Stephanie Phillips, said the film, "The Hobbit: An Unexpected Journey," has been screened extensively with "extremely positive" feedback.

Warner Bros., also speaking for New Line Cinema and MGM Pictures, said none of the thousands who have seen the screening in 3D expressed "any of the issues described by two anonymous sources in media reports."

The studio has invested a reported \$250M in the film, the first in an expected trilogy.

The *Sunday Times* sparked the spate of negative coverage Dec. 2 with its story of dizzy spells and nausea among a screening audience in New Zealand, where the

(Continued on page 4)

**MEDIA NEWS continued**

WARNER DEFENDS 'HOBBIT' (Cont'd from pg. 3)  
film was shot, although audience members were not named. The report also quoted reviews posted on Twitter.

The Times report has been widely picked up by global media. In some cases, outlets are quoting other outlets quoting the Times report. *USA Today* on Dec. 4 referred to the *Daily Mail* reporting on the Sunday Times in its own article headlined "New 'Hobbit' film makes some moviegoers sick."

Some critics have questioned the look of film shot using the new technology, which shoots at 48 frames per second.

Warner Bros. said it will stick with the new 3D technology, calling it a "ground-breaking advancement in the moviegoing experience."

Los Angeles-based RealD licenses the technology used in the film. 42West supports its PR.

Following a Nov. 28 opening in New Zealand, a second opening is set for Dec. 12 in London.

**FREUD, MURDOCH INTIMATE, PROFILED**

Matthew Freud, husband of Rupert Murdoch's daughter Elizabeth, is said to run "what may be the most powerful PR firm in Great Britain" in a nine-page article in the Dec. 10 *New Yorker* by Ken Auletta.

The article is mostly about Elizabeth Murdoch, who is touted as the possible successor to Rupert as head of the News Corp. empire.

She is a major business figure herself, having founded the TV production company Shine and having sold the 800-employee firm to News Corp. for \$670 million in 2011. News Corp. shareholders claimed "rampant nepotism" and filed suit charging that News Corp. overpaid.

Freud, enraged at such press criticisms, threw a Martini in the face of *London Evening Standard* editor Geordie Greig who said as much, according to Auletta's article.

As another example of Freud's "volatile temper," Auletta says Freud smeared a piece of chocolate cake on actor Hugh Grant's shirt at a nightclub and Grant responded by punching Freud in the eye.

Freud Communications is described as having nearly 300 employees by Auletta, but *PR Week/U.K.* reports it had 188 staffers and 23.8 million U.K. pounds in fee income in 2010.

Freud opened offices in New York and Los Angeles but closed them by 2009. His Murdoch connections did not work as well in the U.S., said Auletta sources.

**Great Grandson of Sigmund Freud**

He is the great grandson of Sigmund Freud and is doubly related to PR figure Edward Bernays. Bernays'

father was Sigmund Freud's brother-in-law and his mother was Sigmund Freud's sister.

Freud is said to have sold his firm to "an advertising agency" in 1994 for \$19 million but then bought it back in 2001. In 2005 he sold more than 50% to Publicis but bought it back again in 2011.

Olivier Fleuret, CEO of the MSL Group at Publicis, is quoted as saying "What makes him successful in London are his amazing connections in business and politics, being a Murdoch son-in-law, being close to Murdoch's newspapers, and being Sigmund Freud's grandson ... it didn't work in New York."

**Parties Are Over**

Auletta says Freud threw many lavish parties to which major business and political figures were invited but such parties are a thing of the past now because of the hacking scandal that hangs over News Corp.

Eighty-seven people, including many News Corp. employees, have been arrested and former executive Rebekah Brooks is to go on trial on hacking charges next September.

Personal telephone calls intercepted included those of 13-year-old Milly Dowler, a kidnap victim who was murdered in 2002.

A 121-page report by a Parliamentary committee said Rupert Murdoch is "not a fit person" to head an international company.

Auletta's article notes that Elizabeth Murdoch only speaks to the press "on rare occasions" and that the arrangements are often made by Freud.

When Jane Martinson of the Guardian asked questions that displeased Freud, he yelled at her and "implied that it was the last interview he would set up for her," writes Auletta.

**CBC DIALS UP PR REVIEW**

The Canadian Broadcasting Corp., which is reeling from budget cuts, has floated an RFP summary for a PR firm to "produce events and outreach that break through the cluttered media environment to message and position" its content and brands.

That content includes news, unscripted/scripted programming, CBC Music, documentaries and sports, says the document released Dec. 4.

Veritas Communications has the CBC contract, which is up for renewal.

The CBC has sliced its payroll in response to a \$115M cut in funding from the federal government in Ottawa. The prolonged National Hockey League strike has hurt the network, which is showing re-runs of the traditionally must-see TV event "Hockey Night in Canada" each Saturday during the season.

A successful PR firm must have \$5M in annual billings, experience in working with a "major media content company," and an office in the greater Toronto area.

The contract is for two years, with an option for a third. Interested firms are required to request a copy of the full RFP by Dec. 11. Jan. 16 is the deadline to submit a proposal.

Janice Prymak is the contact at janice [dot] prymak [at] cbc [dot] ca.

## NEWS OF PR FIRMS

### **WRAGGS STEP DOWN AT WRAGG & CASAS**

Otis and Joanna Wragg are retiring from their Miami PR firm, turning management over to Ray Casas.

A private reception is penciled in for Dec. 12 to mark the event.

Otis, 72, was managing editor of the *Miami News* before launching the PR firm in 1991. Joanna, 70, was associate editor of the *Miami Herald*.

Prior to W&R, Casas worked for 13 years at Hank Meyer Associates and as a reporter for United Press

International, *San Diego Evening Tribune* and *The Chicago Reporter*. He plans to maintain the W&C name because "there's value in the brand," according to a report in the *Miami Herald*.

The Wraggs plan to travel and spend time with their grandchildren.

W&C has represented Florida Power & Light, United States Sugar Corp., Archdiocese of Miami, American Red Cross, and American Express Bank.

### **EMANATE TAKES BOSTON**

Emanate, the mid-size spinoff of Ketchum, has opened a Boston outpost as it absorbs April acquisition Topaz Partners.

The firm, which has New England clients like Fairchild Semiconductor and Enservio, tapped Topaz founder Tony Sapienza to head the Boston outpost as managing director. Topaz, founded in 2002, was based in Woburn, Mass.

The operation is based at 290 Congress Street in Boston's Innovation District.

Sapienza said the rapid growth of new tech products and services in the Boston area will be a good fit with Emanate's goal to help clients "quickly and efficiently" get results. Emanate's roster includes Bank of America, Philips, Hilton Garden Inn and KFC.

Ketchum and Emanate are part of Omnicom. Kim Sample heads Emanate

### **GRAYLING TAPS NEW MIDEAST CHIEF**

Loretta Ahmed, a non-executive director on Grayling's board of directors, is slated to take over as CEO for the firm's Middle East region in April 2013, as the Huntsworth unit looks to the region for growth.

Guy Taylor, currently CEO for the region, is returning home to the U.K. after 22 years in the Mideast. He co-founded Dubai-based Momentum in 2002, later acquired by Grayling. He will move to an international advisory role at Grayling.

Ahmed will be based in Dubai. She is a former CEO of Grayling's U.K. operations and has been with the company since 1994.



**Ray Casas, top, with Otis and Joanna Wragg**

## NEW ACCOUNTS

### **New York Area**

**Coyne PR**, Parsippany, N.J./Skinnygirl Cocktails, low-calorie line of ready-to-serve cocktails from Beam Inc., to head development, implementation and ongoing evaluation of a fully integrated, brand-centric PR campaign. Work includes campaign planning and management, national and grassroots program execution, media relations, new product launches, event support, sponsorship/partnership evaluation, among other tasks.

**Weber Shandwick**, New York/McCormick & Company, for PR following a consolidation of its corporate and consumer PR work, including the McCormick masterbrand, Zatarain's, Lawry's, Grill Mates and others. The firm has worked with McCormick since 2007.

**Laundry Service**, New York/Big M, specialty retailer for women's fashions, as digital AOR for its two brands, Mandee and Annie sez. LS is the social media agency of Middleberg Communications. Scope includes paid, owned and earned media, community management, video production, content marketing, mobile marketing including email and SMS, website redesign, social media and display advertising, blogger outreach and the development of influencer marketing programs.

**Simone Smalls PR**, New York/R&B singer Avant, hip-hop duo dead prez, and singer/songwriter Melody Federer, for PR. Avant releases "Face the Music" in February 2013 on Capitol/EMI-distributed label Mo-B.

**5W PR**, New York/Absorption Pharmaceuticals, maker of Promescent, FDA-approved topical use treatment for premature ejaculation, for a multi-tiered media relations campaign.

**Bullfrog & Baum**, New York/Food Network South Beach Wine & Food Festival presented by FOOD & WINE, slated for Feb. 21-24, 2013, and Lucy Restaurant & Bar, located at boutique hotel Bardessono in Napa Valley, Calif., for PR.

### **East**

**French/West/Vaughan**, Raleigh, N.C./Nine-year NBA veteran Dahntay Jones of the Dallas Mavericks, as marketing, PR and endorsement agency of record. FWV handles partnership offers, as well as promotion of the Dahntay Jones Foundation, which provides academic support, mentorship and empowerment to underserved youth.

**Warschawski**, Baltimore/Reis Team, including former New Orleans Saints player Chris Reis and his father, Mike Reis, to develop and execute a marketing communications plan for their co-authored book, "Recovery of a Lifetime." The book describes the effects of alcoholism and recovery, inspired by Chris' success as a Super Bowl champion and Christian athlete.

### **Southeast**

**JoTo PR**, Tampa Bay, Fla./Michael Allan, fiction author, for PR. "Dark Side of Sunset Pointe" and "Flight of the Tarantula Hawk" are due to be released **in 2012 and early 2013, respectively.**

**The Buzz Agency**, Delray Beach, Fla./Seminole Coconut Creek Casino, for its holiday-weekend "Sweet Dreams" event; Digital Media Arts College (Boca Raton); The Mexican, new eatery in Boca Raton's Royal Palm Place; 11th Annual Boca Bacchanal, food and wine festival, and Snow Lizard Products, cases and chargers for Apple and other phones and tablets targeting active consumers.

## NEWS OF SERVICES

### FEW MEMBERS LEFT IN PINNACLE

Pinnacle Worldwide, once one of the largest networks of PR firms with more than 40 members worldwide, is down to its last few members and some longtime members doubt it will survive.

The website of the network, based at Northstar Counselors in Minneapolis, is not operative.

Gary Conkling, president of CMF Strategic Communications, Portland, the current president, said there have been mass defections in Europe and the U.S. in recent years.

Some New York firms that were members said they had pulled out and question whether the network has a future.

However, Joe McCarthy, the only remaining founding partner of the group in 1976, said new plans are being drawn up, including a quest for outside financing.

Members previously paid an initiation fee of \$5,000 and then annual dues based on size. New members would be "associates" rather than corporate partners, said McCarthy.

Two of the original partners are working on a new Pinnacle and recently joining were firms in Boston, Cleveland and two from Latin America, he said.

A query has been sent to Johanna Mouton, who succeeded Lynn McCarthy as executive director several years ago, asking for the network's EIN (Employer Identification Number) so that the group's tax returns could be examined.

Pinnacle was formed partly in response to competition from the major firms including those owned by the ad/PR conglomerates that were able to cite owned offices throughout the world.

The independent firms that formed Pinnacle were able to promote cooperation with more than 40 partner firms including more than 20 in Europe, the Middle East, South America and Pacific Rim.

Pinnacle members included Lobsenz-Stevens, New York; Duffey Communications, Atlanta; Selz, Seabolt & Assocs., Chicago; E. Bruce Harrison Co., Washington, D.C.; Watt, Roop & Co., Cleveland; Countrywide Communications, U.K., to name a few.

Other networks of PR firms include Worldcom; IPREX; PR Global Network, and PR Organisation International.

### TCU TRAINS PUBLIC COMMUNICATORS

Texas Christian University has partnered with the Texas Association of Municipal Information Officers to offer a Certified Public Communicator program in summer 2013. TCU's Schieffer School of Journalism in its College of Communication and Extended Education will handle the program, developed by professors Jacqueline Lambiase and Laura Bright.

Shannon Gowan, president of TAMIO and director of communications for the city of Temple, Tex., said the one-of-a-kind program will be an asset to communicators, videographers, webmasters and public information officers.

The program includes 95 hours of leadership training and coursework designed for communicating with citizens and stakeholders.

## PEOPLE

### Joined/On the Move

**Jolie Hunt**, who joined AOL in July as chief marketing and communications officer, is leaving her post as CEO Tim Armstrong works to decentralize communications. The former senior VP-global head of brand & PR at Thomson Reuters was in charge of AOL's internal/external communications, social media, events and corporate social responsibility programs. Hunt's departure comes just ahead of AOL's \$10M branding campaign.



Hunt

She's in charge of that push to herald a revitalized AOL, which earned \$20M during the September-ended quarter vs. a \$2.6M year ago loss. Prior to TR, Hunt was global director of corporate and business affairs at IBM, and PR director for the *Financial Times*. She has not been reached. The *Wall Street Journal* noted that Hunt is the fourth marketing/communications executive to leave AOL this year.

**Christopher Penn**, director of inbound marketing for email marketing company WhatCounts, to SHIFT Communications, Boston, as VP of marketing technologies. Penn co-founded the PodCamp New Media Community Conference with Chris Brogan.

**Vaughn Jennings**, a veteran Capitol Hill aide, to Airlines for America, Washington, D.C., as managing director for government and regulatory communications. He was press secretary, new media director, and legislative assistant for Rep. John Sullivan (R-Okla.) and a legislative assistant to former House Majority Leader Tom DeLay. A4A's has added **Lanie Lamb** as communications coordinator, and **Christian Lee** and **Tressa Mattingly** as social media managers. Lee was director of new media for Judicial Watch and the Meg Whitman for Governor Campaign and Mattingly was senior comms. specialist, MedStar Georgetown University Hospital

**Rob Jesmer**, who led the National Republican Senatorial Committee through the 2010 and 2012 election cycles, has moved to Republican PR and public affairs shop FP1 Strategies as a partner. A former Hill aide, Jesmer managed Sen. John Cornyn's 2008 re-election.

**Mark Burr**, former Chief Innovation Officer of GSW, to Cohn & Wolfe, Los Angeles, in the new post of executive VP, West Coast digital leader. The firm tapped BBC director of strategy, digital, global brands and marketing technology Gabrielle Lovering to head of digital and social media in the U.K. Global digital president Chad Latz oversees both execs.

**Jo Mira Clodman**, partner, Clodman Hect Communications, to Alamos Gold, Toronto, as VP of investor relations. She was previously VP, corporate comms., Cineplex Odeon Corp. and director of financial comms. for Northern Telecom Limited.

### Promoted

**Barbara Benham** to director of corporate communications and government relations, Huntington Bank, Columbus, Ohio, after serving as interim director for the past year. She joined in 1998.

## **MILITARY FOLDS 'STRATEGIC COMMS.'**

The Pentagon is folding its "strategic communications" operations, the discipline aimed to streamline PR efforts which instead blurred operations traditionally associated with public affairs.

Press Secretary George Little wrote in a memo to the military's combatant commanders obtained by *Foreign Policy* and *USA Today* that over the last six years officials learned that instead of synchronizing communications SC actually added a layer of staffing and planning that "blurred the roles and functions of traditional staff elements and resulted in confusion and inefficiencies."

Little said in the memo that strategic communications plans have been folded into public affairs and the SC term is being dropped in favor of "communication synchronization" in future publications.

The military has spent millions on PR contractors over the last decade to support "strategic communications" operations in the Iraq and Afghanistan wars, often working alongside military PA officers.

USA Today reported that Army strategic communications posts increased from seven in 2006 to 38 in 2011.

"We avoid using the term SC to avoid causing confusion," wrote Little.

## **GRAYLING'S DUTKO STEPS ON GAS**

Grayling's Dutko lobbying unit is representing the American Gas Assn., which is pushing for increase in the use of alternative fuels in Uncle Sam's transportation fleet.

AGA contends that natural gas is a low-cost and low emissions option to gasoline and diesel, presenting an opportunity to reduce both oil imports and urban smog.

The organization of 200 local utilities (National Grid, Pacific Gas & Electric, Xcel Energy) is headed by former Oklahoma Democratic Congressman Dave McCurdy, who also did a stint as CEO of the Alliance of Automobile Manufacturers.

Grayling belongs to Huntsworth of the U.K.

## **INFOSYS REVIEWS PR**

Infosys, a leader in India's vibrant outsourcing sector, is winding down a review of its PR account, Sukanya Ghosh, global corporate communications leader at the Bangalore-based company, told O'Dwyer's via an email.

"We are in the process of evaluating pitches presented by different PR agencies including our incumbent agency," she said. "We should finalize the new contract soon."

Infosys has used The Practice as its PR firm for the past dozen years. Its contract is up at yearend.

The *Wall Street Journal* in 2010 tagged Infosys as "India's most admired company." The company is shifting its American Depositary Shares from NASDAQ to the New York Stock Exchange on Dec. 12.

NYSE Euronext CEO Duncan Niederauer called Infosys, a "global leader in consulting, technology and outsourcing."

## **U.S.-TRADED CHINESE FIRM GETS PR HELD**

China's New Oriental Education and Technology Group, which is publicly traded in the U.S., is shoring up its PR defenses in the U.S. and abroad after getting tangled in reports of an SEC crackdown on Chinese auditors and an investment bank's suggestion it might be a target.

Brunswick Group's Beijing and New York offices are advising New Oriental and handling media amid the reports.

After the SEC said Dec. 3 that foreign units of five global accounting firms have been charged after refusing to cooperate with a probe into nine unnamed China-based, U.S.-traded companies, Wells Fargo said New Oriental Education, along with another U.S.-traded Chinese company, Ambow Education Holding, was at risk of delisting.

Bloomberg News reported that Wells Fargo later updated its Dec. 4 report, saying it didn't intend to imply that New Oriental was the subject of the SEC probe and was speaking generally of Chinese stocks listed in the U.S.

After its shares fell on the Wells Fargo and SEC news, New Oriental initially said on Dec. 5 its policy was not to comment on unusual market activity. But hours later the company released a statement to "clarify" that even though its auditor, Deloitte Touch Tohmatsu, was one of five charged by the SEC in its probe, New Oriental was not the client referred to in SEC proceedings.

New Oriental's ADRs, which trade on the New York Stock Exchange, were up two percent in morning trading to \$17.74, with a 52-week range of \$9.41-\$29.19.

In addition to Deloitte, the auditors targeted by the SEC include affiliates of Ernst & Young, KPMG and PricewaterhouseCoopers, as well as BDO China Dahua Co.

## **KGA WORKS CHINA LITHIUM GRAB**

Chengu Tianqi, a Chinese battery maker, is working with PR counsel in Australia and Canada as it moves to outbid New Jersey-based Rockwell Holdings to acquire Australian lithium ore giant Talison.

CT said Dec. 6 it has reached a deal to acquire Talison, which is traded on the Toronto Stock Exchange and is the world's top producer of lithium ore, for about \$855M, trumping an earlier deal by Rockwood worth around \$732M.

CT is working with Kreab Gavin Anderson's Toronto and Sydney offices.

Rockwood on Nov. 20 acknowledged a "competing bid" but said it had no intention of engaging in a bidding process.

Talison's board Dec. 6 threw its support behind the CT higher bid, urging shareholders to approve the deal in February.

Lithium production has surged for its use in rechargeable batteries needed for devices like mobile phones and tablets, while electric vehicles and solar technology are expected to increase demand as well.

Talison shares were trading at \$7.32 on Dec. 6, surpassing its 52-week range of \$2.84-\$7.25.

**Having sat through the 2.5-hour talk-a-thon called “Lincoln”** and read a host of ecstatic reviews, we couldn’t help but recalling communications Prof. Jim Kuypers’ view that economic issues, including the North’s imposition of a 47% import tax, were the main drivers of the Civil War and not slavery.

Kuypers, previously with Dartmouth and now at Virginia Tech, said Lincoln was playing up to his Northern industrialist supporters, some of whom got rich supplying slaves to both the North and South. No Southern ships were involved in that trade.

The Revolutionary War, he notes, got started over a mere 3% tax on tea.

No believer in black equality, Lincoln horse-traded to get the 13th Amendment passed abolishing slavery (except for those convicted of crimes). But when asked what should be done to the freed blacks he responded, “deport them all.”

The remark was made to Union General Benjamin Butler following the war.

A bid by the South to end slavery if the Union army withdrew had been rejected. Congress also offered to guarantee permanent slavery in the slave states if the South would return to the Union.

Below is a passage from The Institute for Historical Review.

#### **Whites and Blacks Unequal—Lincoln**

“Between late August and mid-October, 1858, Lincoln and Douglas travelled together around the states to confront each other in seven historic debates. On August 21, before a crowd of 10,000 at Ottawa, Lincoln declared: I have no purpose directly or indirectly to interfere with the institution of slavery in the states where it exists. I believe I have no lawful right to do so, and I have no inclination to do so. I have no purpose to introduce political and social equality between the white and black races.

“There is physical difference between the two which, in my judgment, will probably forever forbid their living together upon the footing of perfect equality, and inasmuch as it becomes a necessity that there must be a difference, I, as well as Judge Douglas, am in favor of the race to which I belong having the superior position...”

“I will say then that I am not, nor ever have been, in favor of bringing about in any way the social and political equality of the white and black races; I am not nor ever have been in favor of making voters or jurors of negroes, nor of qualifying them to hold office, nor to intermarry with white people.”



#### **Mencken Raps Gettysburg Address**

Kuypers, reached by phone over the weekend, had not seen “Lincoln” yet but supplied a quote by iconoclast H.L. Mencken that threw cold water on the words of Lincoln’s Gettysburg Address that are featured at the start of the movie.

Calling it both “the shortest and most famous oration in American history,” Mencken praised its “eloquence” but said it was “poetry, not logic, beauty, not sense.”

Lincoln praised the Union soldiers who died at Gettysburg for supporting a government “of the people, by the people, for the people” but the Union soldiers actually fought against self-determination, says Mencken.

“It was the Confederates who fought for the right of their people to govern themselves,” he wrote.

His description of the Address was that “It is difficult to imagine anything more untrue.”

#### **Alabama State Senator Davidson Quoted**

Kuypers’ 2002 book, “Press Bias and Politics, How the Media Frame Controversial Issues,” covers the attacks that Alabama State Senator Charles Davidson came under in 1996 when he wrote that economics and political self-determination were the causes of the War that cost 600,000 lives rather than slavery and that the Confederate flag symbolized states’ rights rather than slavery.

Northern states wanted high taxes on imports to block competition from England and France which were trading manufactured products for the South’s cotton.

According to Davidson, all Southerners fought in the war including whites, blacks, Indians, rich, poor and members of all religions.

Economic aspects of the Civil War are unmentioned in the movie with most of the focus on the deals Lincoln made to get the 13th Amendment passed.

#### **Enforcement of Amendment Was Weak**

The Free Legal Dictionary by Farlex says enforcement of the 13th, 14th, and 15th Amendments, dealing with individual rights, was weak.

“For many decades, however, the goals of the Civil War Amendments were frustrated. Due perhaps to the waning public support for postwar Reconstruction and the nation’s lack of sensitivity to individual rights, the U.S. Supreme Court severely curtailed the application of the amendments.

“The Supreme Court thwarted the amendments in two ways: by restrictively interpreting the substantive provisions of the amendments and by rigidly confining Congress’s enforcement power.”

— Jack O’Dwyer