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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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DCI BOOKS VIRGIN ISLANDS

Development Counsellors International has booked PR duties for the U.S. Virgin Islands, following a review that included 23 firms.

M Booth was the incumbent.

The USVI Department of Tourism said New York-based DCI will work to leverage the islands' "You, Unscripted" campaign via JWT through media relations, consumer promotions and film projects.



Photo: USVIDoT

The firm will also work to burnish the islands as a meeting and incentive location and help boost existing relationships with operators, airlines and travel agents.

Tourism Commissioner Beverly Nicholson-Doty called the RFP search "extensive," adding that DCI's tourism experience will bring a new "level of strategic insight to marketing across all industry segments."

Marketplace Excellence handles USVI's PR in the Caribbean and diaspora region.

BUSSELEN SLIDES TO JUNIPER

Michael Busselen, communications chief at anti-virus software giant McAfee, has moved to Juniper Networks as VP of corporate communications.

He takes a role vacated by David Shane in September after two years at the network infrastructure producer.

Busselen, senior VP of global external affairs in five years at McAfee, earlier held the top communications slot at Selectron. He worked on the agency side at Fleishman-Hillard, where he was a senior partner and general manager in San Diego.

Juniper had third quarter revenue topping \$1.1B.

HAVAS NAMES WEISS CMO

Matt Weiss is joining Havas Worldwide in January in the aftermath of the French ad/PR conglomerate's rebranding campaign from the Euro RSCG banner.

David Jones, CEO of Havas, calls 2012 one of his firm's strongest years in winning new business.

Louis Vuitton, European Central Bank and Diet Coke (Europe) are among trophy accounts added this year. Based in New York, Weiss takes over the duties of Naomi Troni, who is now southeast Asia CEO.

Weiss is former chief growth officer at McCann Worldgroup. He exited McCann for the chief of staff post at Kirshenbaum Bond Senecal & Partners, a unit of MDC Partners.



Happy Holidays to all our readers. The last issue of the year will be Dec. 31. Follow breaking news on odwyerpr.com.

OMC NAMES NEW CEO FOR PORTER NOVELLI

Omnicom has tapped former Fleishman-Hillard senior SVP Karen van Bergen as CEO of Porter Novelli, starting Jan. 1.

Gary Stockman left the CEO slot at PN in July after four years. CFO Michael Ramah led the firm on an interim basis since then.

Van Bergen has been heading PN's New York office since joining the firm in January 2012.

Dale Adams, CEO of OMC's Diversified Agency Services unit, said van Bergen brings a "unique global perspective" from having led numerous cross-border client assignments and managing multi-agency teams across Omnicom.

She was previously at F-H in Amsterdam, heading OMC's 600-staffer integrated operation serving Royal Philips Electronics. She also handled pitches for Unilever and NBC Universal while at F-H in Europe.

On the corporate side, she was chief of staff, VP of corporate affairs for McDonald's Europe, and directed marketing, comms, and government relations for the fast food giant's central Europe and Asia unit.

Earlier, she was director of corporate affairs in Europe for the Outboard Marine Corp.

SO. CAL. CITIES SEEK REGIONAL 'BRAND'

Five California cities north of San Diego have banded together to form a regional brand identity to highlight economic development possibilities.

The cities — Carlsbad, Escondido, Oceanside, San Marcos and Vista — released an RFP on Dec. 10 for a consultant to develop the brand of the region, now known informally as North (San Diego) County.

The effort follows a new economic development strategy for the area which calls for developing "a strong regional identity as a place where "you can do business here" because of the industries, educational system, infrastructure and quality of life that defines North County," according to the RFP.

Proposals are due Jan. 10, 2013.

View the RFP: <http://bit.ly/12kcROI>.



Bergen

OGILVY REPS CHINA'S ZTE

Ogilvy Public Relations is repping China's ZTE Corp. in the aftermath of a House intelligence committee investigative report dealing with national security issues raised by the use of its telecommunications equipment by U.S. telecoms.

The panel chaired by Congressman Mike Rogers found that ZTE and rival Huawei "cannot be trusted to be free of foreign state influence and thus pose a security threat to the United States and to our systems."

The October report recommended that U.S. government systems, particularly sensitive systems, should not include Huawei or ZTE equipment, including in component parts. Private sector companies "are strongly encouraged to consider the long-term security risks associated with doing business with either ZTE or Huawei for equipment or services."

The Rogers panel urged the Committee on Foreign Investment in the United States to block "acquisitions, takeovers, or mergers involving Huawei and ZTE given the threat to U.S. national security interests."

ZTE USA, which is based in Richardson, Tex., knocked the Rogers report, contending that its equipment poses no threat to the U.S. telecommunications infrastructure.

"ZTE will work with the Committee, US government agencies, and ZTE's US customers to identify and deploy the most effective equipment cyber-security measures possible. ZTE is committed to assuring US carriers and US government agencies its equipment is safe," said the company's statement.

Rory Davenport, Ogilvy's senior VP/PA, is leading the push for ZTE. His job is to push for "open and transparent markets in U.S./China trade relations."

AMAZING KRESKIN CHANNELS 5W

The Amazing Kreskin, the mentalist who was a TV fixture during the 1970s, has hired 5W Public Relations.

Born George Joseph Kresge, the 77-year-old Kreskin appeared on "The Tonight Show" with Johnny Carson more than 60 times from 1970 to 1980.

He's also appeared with Regis Philbin, David Letterman, Howard Stern, Jimmy Fallon and Larry King.

Kreskin announced the 5W hire on his website, calling Ronn Torossian's firm a "communications partner who can oversee every capacity when it comes to media interaction and outreach."

He performs about 200 shows a year, and has written 19 books about mind power and career.

The December 7 *Washington Post* gave Kreskin good ink in a piece that covered his offer to fix the "fiscal cliff."

All it would take is one hour with President Obama, Speaker John Boehner or their deputies, Kreskin told the Post's Lori Montgomery.

Via mental suggestion and conditioning, Kreskin said he could "bring them together to their unconscious level, and they will start to think in terms of compromising." He added: "I could bring out of them the mind-set to say, 'Hell, Jesus. We've got to start to think together and to give and take.'"

CRAFT BREWERS RAP 'CRAFTY' MARKETING

Amid an explosion in popularity, craft brewers in the U.S., through their Boulder, Colo.-based trade association, have kicked off a PR offensive to counter "crafty" marketing by "large, non-craft breweries."

The Brewers Association, working with Rosen Group PR, outlined a series of production and ownership benchmarks and called out companies like Anheuser-Bush and MillerCoors on Dec. 13 to counter what its members see as an increase in "production and promotion" of "craft-like beers" by large brewers.



"The large, multinational brewers appear to be deliberately attempting to blur the lines between their crafty, craft-like beers and true craft beers from today's small and independent brewers," the BA said.

The group added: "We call for transparency in brand ownership and for information to be clearly presented in a way that allows beer drinkers to make an informed choice about who brewed the beer they are drinking."

The BA says American craft brewers are "small and independent" with production of less than six million barrels and no more than 25% ownership from a non-craft brewer.

The group has published a list of "non-craft" beers sometimes confused for craft beers, including brands of MillerCoors (Blue Moon), Anheuser-Busch (Goose Island) and India's United Brewery Holdings (OldeSaratoga/Kingfisher Brewing).

The BA, which has created an online directory of its members' beer brands, added: "So when someone is drinking a Blue Moon Belgian Wheat Beer, they often believe that it's from a craft brewer, since there is no clear indication that it's made by SABMiller."

FABIANI TOUTS TAJIKISTAN VIA \$1.2M PACT

Fabiani & Co. is working to bolster the investment profile of Tajikistan, the landlocked central Asian state that borders Afghanistan.

Tajikistan, this month, was admitted to the World Trade Organization after 11 years of negotiations.

The former Soviet republic is a vital logistical hub for NATO forces. That importance will rise as Tajikistan, which is a Muslim state, is slated to become a transit point for U.S. forces exiting Afghanistan in 2014.

F&C's \$1.2M one-year contract began Oct. 1. The pact via Talco Management, an aluminum trading company, calls for promoting Talco's business interests, while improving Tajikistan's overall political, social, cultural and commercial relations with the U.S.

Jim Fabiani, ex-CEO of Cassidy & Assocs., leads F&C.

RFP: Texas' Stephen F. Austin State University, a 13,000-student state school in east Texas (Nacogdoches), is looking for a firm to audit its public affairs and associated marketing efforts. Proposals are due Jan. 4. View the RFP: <http://bit.ly/Zd3LEI>.

MCGURN BECOMES VOICE OF N.Y. POST

Bill McGurn, *Wall Street Journal* columnist and speechwriter for News Corp. chief Rupert Murdoch, is taking charge of the editorial page of the *New York Post*.

He will succeed Bob McManus, who is retiring after a 12-year editorial page stint.

McGurn, who worked for the WSJ in Europe and Asia, did a three-year White House stint as George W. Bush's speechwriter.

Col Allan, editor-in-chief at the Post, praised McManus' "contribution to the Post and to the political life of New York."

In his memo to staffers, Allan noted that McManus is leaving "despite my urging he reconsider."

He wrote McManus' "intellect and wit have helped the New York Post become a national voice for common sense."



McGurn

MURPHY NAMED NYT BIZ EDITOR

Dean Murphy, a 12-year veteran of the *New York Times*, has been named editor of the paper's business section. He succeeds Larry Ingrassia, who held that post since 2004.

Jill Abramson, executive editor, lauded Murphy as "one of our most accomplished editors, a staunch advocate of reporters and a fine writer himself."

As deputy editor, he "brought heart and breadth to our already superb business report," she wrote in a memo.

Prior to the NYT, Murphy was foreign correspondent at the *Los Angeles Times* in Poland, South Africa and the former Yugoslavia.

At the NYT, he covered politics, reported from San Francisco and was deputy national editor before moving to the business side.

Ingrassia is slated for a "larger role" at the paper, according to Abramson's note to staffers.

WEBMD CUTS 250 STAFFERS

WebMD, provider of online health information to doctors, consumers and medical professionals, is slicing 250 people, or 14 percent of its workforce, in a bid to restore profitability.

The company posted a \$2.2M net loss for the quarter ended Sept. 30 compared to a \$14.2M year ago profit. Revenue slipped 13.3 percent to \$117M.

CEO Cavan Redmond expects the job cuts to result in a \$45M annual savings and result in a "leaner and more nimble" company. A charge of up to \$8M is expected.

The company anticipates "meaningful new opportunities" in helping people navigate the revamped health-care systems under the Affordable Care Act.

Redmond reports that traffic to the WebMD health network was up 22 percent to 107.2M per-month during the third-quarter. The company has 2.6B page views, which was up 24 percent.

BROOKS BOOKS \$17.4M WINDFALL

Rebekah Brooks, the former *News of the World* and *Sun* editor who is at the center of News Corp.'s U.K. phone hacking scandal, received a \$17.4M windfall when she resigned her post in July.

News Corp. disclosed that payment in a filing in the U.K., booking it "compensation for loss of office" for a company director. It did not name the director, but the *Wall Street Journal* confirmed that the money went to Brooks.

The compensation also includes ongoing benefits such as "office space for a period of two years, as well as reimbursement for all legal and other professional costs" related to the hacking probe.

The document says "further costs are likely to be incurred in future accounting periods but these have not been recognized due to the uncertainty surrounding the timing and value of these costs."

Brooks has denied any wrongdoing related to hacking.

MPA's LAGERGREN TO NEWS CORP

Niklas Lagergren, a ten-year veteran of the Motion Picture Assn., is joining News Corp. as senior VP-government affairs for Europe, Middle East and Asia on March. 1.

Based in News Corp's new Brussels outpost, he is to handle regulatory and government affairs, reporting to Michael Regan, executive VP.

Most recently, Lagergren was VP-EU affairs at the MPA, coordinating the lobbying activity of the six Hollywood studios including News Corp.'s 20th Century Fox unit.

He dealt with copyright, international trade, Internet regulation and e-commerce matters. Lagergren began his career at the European Commission's Secretariat General.

NABJ 'SADDENED' BY REPORTER'S FIRING

The National Association of Black Journalists said it is "saddened" by the firing of a Louisiana meteorologist who responded to an offensive Facebook posting on her TV station's website.

The station, KTBS of Shreveport, La., axed the staffer, Rhonda Lee, for violating a company policy against responding to viewer complaints on the station's Facebook page

A viewer commented on the station's page that "the black lady that does the news is a very nice lady. the onlt [sic] thing is she needs to wear a wig or grow some more hair. im not sure if she is a cancer patient. but still its not something myself that i think looks good on tv."

Lee said when the station didn't respond for days she did, writing that she is "proud of my African-American ancestry which includes my hair."

"We encourage media companies to protect employees on official social media platforms that are used to engage news consumers," the NABJ said in a statement. "We urge managers to be more sensitive to social media comments and attacks on their employees. ... What happened to Lee is disturbing. Although the nation continues to become more diverse, biases based on race, ethnicity, gender and culture persist in newsrooms."

(Continued on page 4)

MEDIA NEWS continued**NABJ 'SADDENED' (Cont'd from page 3)**

Both NABJ and Lee in media appearances mentioned Wisconsin news anchor Jennifer Livingston, who garnered national support earlier this year when she responded to a viewer who criticized her weight.

"I feel like I was being punished for defending myself," Lee told CNN. "Whereas other people are given platforms, I was given a pink slip instead."

RADIO COMPANY BEHIND PRANK IN CRISIS

The Australian radio company which owns the station involved in the prank call that preceded a U.K. nurse's suicide capturing global attention has brought on crisis PR counsel and today outlined measures in response to the incident.

Southern Cross Austereo of Sydney employs two DJs whose "prank" phone call to the hospital where the Duchess of Cambridge was being treated was answered by nurse Jacintha Saldanha, a 46-year-old mother of two who killed herself after the call was aired.

Southern Cross has tapped Australian PR pro and journalist Sandy Kaye for counsel on the fallout. Vicky Health is in-house PR manager for the company.

The company on Dec. 10 expressed "deep regret" and outlined a series of actions taken since Saldanha's death, including the suspension of ads on the 2Day FM station, termination of the show that aired the call, "Hot 30," company-wide elimination of prank calls, and a review of company policies.

Southern Cross said Dec. 11 that it would resume advertising on the station on Dec. 13 with plans to donate a minimum contribution of \$500K to a relief fund set up by Saldanha's family.

The show's hosts, Michael Christian and Mel Greig, appeared contrite in interviews on two Australian morning shows Dec. 10. "There is nothing that can make me feel worse than what I feel right now and for what I feel for the family," said Greig. "We are so sorry that this has happened to them." She added: "It doesn't seem real because you just couldn't foresee something like that happening from a prank call."

Kaye, the PR advisor, told Australia's *The Age*, that the U.K. press has fueled a "witch hunt" for the DJs.

"It's intense, and what's incredible to me is it's so much easier for the British media to have us as the target," she said. "They haven't once looked at the hospital."

A letter from King Edward VII Hospital chairman Lord Glenarthur to Southern Cross CEO Rhys Holleran, which was reported in global media, ripped the radio company's actions.

"The immediate consequence of these premeditated



Greig and Christian

and ill-considered actions was the humiliation of two dedicated and caring nurses who were simply doing their job tending to their patients," wrote Glenarthur. "The longer term consequence has been reported around the world and is, frankly, tragic beyond words."

Holleran added in a statement: "We are very sorry for what has happened."

JOURNALISTS FORM FUNDING PLATFORM

A group of independent journalists has formed a foundation to crowdsource funding for WikiLeaks and other "aggressive, uncompromising journalism."

Four outlets, including WikiLeaks, The UpTake, MuckRock News and The National Security Archive, said Dec. 17 they have kicked off a fundraising campaign through Jan. 31 to fund the Freedom of the Press Foundation.

Well-known journalism and First Amendment advocates, as well as media figures backing the new foundation include John Perry Barlow, Daniel Ellsberg, Xeni Jardin, Glenn Greenwald, Laura Poitras, Josh Stearns, and John Cusack.

The San Francisco-based organization said it is designed to "crowd-source funding for cutting-edge, independent journalism and publishing outlets that expose government and corporate mismanagement, corruption, and law breaking."

Financing issues were key to interrupting the hosting and publishing of WikiLeaks as governments successfully pressured financial services companies like PayPal to drop the organization as a customer. Info: pressfreedomfoundation.org.

KERRY PR AIDE TO FACEBOOK

Jodi Seth, communications director for Sen. John Kerry (D-Mass.), is moving to Facebook as manager of public policy and communications, based in Washington.

Seth was a four-year staffer for Kerry, a rumored cabinet nominee for President Obama.

She was previously an aide to Rep. John Dingell (D-Mich.) as communications director for the House Committee on Energy and Commerce.

Andrew Noyes, a former National Journal scribe and three-year veteran of Facebook, previously held the D.C. post and has relocated to the company's Palo Alto headquarters.

AMOS TO FRESHWIRE

Sarah Amos, senior producer for ABC News' "World News with Diane Sawyer," has left for the chief creative officer slot at Freshwire, the Los Angeles-based digital content shop of Fleishman-Hillard and GMR Marketing.

Amos oversaw digital content for "World News" and earlier was a producer for "Good Morning America" and ABC News' national desk.

Shawn Amos, the son of Wally "Famous" Amos, is CEO of Freshwire, which launched in July with the acquisition of Amos Content Group. He's Sarah's brother. F-H and GMR are part of Omnicom.

NEWS OF PR FIRMS**H+K RESIGNS CANCER CENTER ACCOUNT**

Hill+ Knowlton Strategies has resigned PR duties for the troubled Cancer Prevention and Research Institute of Texas, after winning the business in April in a competitive pitch.

Last December, Austin-based CPRIT issued an RFP for its \$375K account through the base year to August 2013, with three, \$250K per-year options.

That came after the four-year-old institution cancelled an earlier PR search in 2011 due to budget constraints.

H+K/Austin senior advisor Mark McKinnon said “ongoing issues and challenges that have confronted the organization over recent months have greatly exceeded the scope of work outlined by the initial contract,” in a letter to the Institute.

The *Dallas Morning News* reported that the Institute’s executive director resigned on Dec. 10. That exit followed the departures of its chief scientific officer and chief business officer, as well as a criminal probe of an \$11M award to a Dallas biotechnology company.

The Institute was created via statewide referendum with a goal of investing up to \$3B over the next 10 years for cancer research programs in the Lone Star State to foster a cancer research industry.

H+K’s Austin office handled the account.

KOMEN TOPS PR BLUNDERS OF 2012

Susan G. Komen for the Cure’s decision to cut ties with Planned Parenthood was the top PR blunder of 2012, according to an annual tally by San Francisco-based Fineman PR.

Komen’s move in January produced a robust backlash against the cancer charity organization that proved to be a textbook case of a self-inflicted PR wound.

Rounding out Fineman’s top 10, was PepsiCo’s odd response in January to a consumer who said he found a mouse in a can of Mountain Dew. The beverage giant said a mouse would be rendered into a “jelly-like” substance, “a rather unappetizing suggestion,” according to Fineman.

The Boy Scouts’ ongoing PR fight over its policies toward homosexuals as well as Mitt Romney’s 47% remark were included in the top 5.

Rounding out the list:

6. American Apparel – ‘Hurricane Sandy Sale’
7. NFL’s Referee Debacle
8. Papa John’s Obamacare Rant
9. Kutcher Silent on Racist Popchips Ads
10. Liberty Mutual’s \$50M CEO

Details: <http://www.finemanpr.com/news/2012-pr-blunders/>.

BRIEF: Kirk Lippold, the Navy veteran who was the commanding officer of the USS Cole during the 2000 attack in Yemen, has moved to grassroots public affairs firm **Phillip Stutts & Co.** in D.C. as a senior VP. The firm, which has worked with Military Families United, conservative advocacy group FreedomWorks, Freedom of Choice in Urban Schools and Commander's PAC, said Lippold will work military policy and strategic development assignments, including crisis counsel.

NEW ACCOUNTS**New York Area**

R&J Public Relations, Bridgewater, N.J./PLR IP Holdings, as AOR for the Polaroid brand in North America, including media relations. “We are excited about the opportunity to work with an American brand that has such a storied history and such a bright future,” said Scott Marioni, EVP.

Krupp Communications, New York/7 Years Younger, anti-aging guide from the editors of *Good Housekeeping*; DDP Yoga, workout program; Dr. Joseph Colella, robotic and bariatric surgeon; Me System, personal development system; The MELT Method, self-treatment method for stress, pain, and dysfunction in the body’s connective tissue, for PR.

East

Crosby Marketing Communications, Annapolis, Md./Catholic Relief Services, to re-brand its CRS Rice Bowl Program and develop a new website and outreach materials to increase engagement with the program.

Stanton Communications, Washington, D.C./National Association of Professional Background Screeners, for external communications initiatives, including strategic planning, media relations, communications counsel, public affairs and crisis management.

Southeast

The Gab Group, West Palm Beach, Fla./Fuku, Asian eatery, for media relations and promotions. The name is pronounced Foo-Koo, according to TGG.

Max Borges Agency, Miami/DISTREE Events, for PR leading up to the DISTREE Europe, Middle East & Africa event Feb. 19-22, 2013 in Monaco.

Midwest

Innis Maggiore, Canton, Ohio/Beese, Fulmer Investment Management, private wealth management firm; Capital Crossroads SID, Columbus, which advocates a clean and safe downtown; Centennial Energy, natural gas liquids marketing and transportation; Eaton Corporation; Learning and Technology Center, global power management company; Howard & O'Brien Associates, executive search; Lindsay Precast, concrete manufacturing; Massillon Cable TV, telecomms.; Maximal (Life Cycle Strategies), product management consulting and training firm; Nervomatrix, neurostimulation to treat back pain; NFM Welding Engineers, rubber and plastic extruder manufacturer; Powell Chiropractic, and SarahCare, daytime senior activities and care.

Southwest

Michael A. Burns & Associates, Dallas/Faulkner Design Group, interior architecture firm, for an integrated marketing PR plan to build brand awareness for Faulkner in key industry segments nationwide.

One World Strategy Group, Houston/Massive Dynamics, which makes a device, TeliPad, which adds a two-line cellular phone to an tablet computer.

Mountain West

Verde PR and Consulting, Durango, Colo./BMC Switzerland, premium cycling racing brandm for PR in the U.S. market.

West

Marketing Maven PR, Los Angeles/Bulu Box, vitamin and supplement nutrition sample box service for subscribers, for PR.

NEWS OF SERVICES

NASDAQ BIDS \$400M FOR TR'S IR/PR UNIT

NASDAQ OXM Group is buying Thomson Reuters Corp's investor relations, PR and multimedia unit in a deal worth nearly \$400M in cash.

The TR operation provides analytics and insight to more than 7,000 clients in 60 countries. It will be folded into NASDAQ's corporate solutions unit.

Bob Greifeld, CEO of NASDAQ OXM called the deal "a significant milestone for this organization and it firmly underscores our long-term commitment to the corporate solutions business and our strategy to grow a portfolio of stable, recurring-revenue businesses."

TR's PR business includes online tools to identify and communicate with media targets/influencers, and monitor any resulting coverage. It markets a self-service press release platform and media contacts database.

TR's IR services, which generate subscription-based revenue, include the ThomsonONE IR desktop, advisory offerings and website hosting.

The acquisition, according to Greifeld, "represents a distinct opportunity to create a truly differentiated client experience through premier content and best in class platforms."

Combined with NASDAQ's corporate solutions expertise, Greifeld, promises to "create best of breed products, technologies and service model."

NASDAQ expects to complete the \$390m acquisition during the first-half of 2013.

STRAUSS RADIO BECOMES STRAUSS MEDIA

Richard Strauss unveils his company's new name at their annual holiday party.

Former White House Radio Director Richard Strauss has been beefing up the television PR outreach services of his company so much so over the past year that he has decided to rebrand from Strauss Radio Strategies to Strauss Media Strategies.

The firm has done television satellite media tours for Facebook, RetailMeNot.com, the HHS Office of Women's Health, JDRF, the Department of Veterans Affairs, and Prudential Real Estate. It also has booked more than 400 television interviews with outlets in each of the top 50 media markets, as well as NBC's "The Today Show," MSNBC, CNBC, NBC News Channel, Fox News Edge, Bloomberg, CBS Newspath, and CNN.

"Although our core services and passion and commitment to the radio medium remain unchanged, we have successfully completed the transition to a more full-service broadcast PR firm to include television," Strauss said.

Strauss announced the rebrand at the company's annual holiday party in Washington, D.C., last week. Strauss Media will celebrate its 18th anniversary in January.



Richard Strauss unveils his company's new name at its annual holiday party.

PEOPLE

Joined

Anita Bose, VP of external communications for inVentiv Health, to Cooney/Waters Group, New York, as chief strategist. She was previously with MSLGroup and Cohn & Wolfe. Also, **Lisa Weiss** was promoted to EVP/group director, and **Julie Jackson** to EVP.



Bose

Chris Walters, PR director, Essex House, to Nancy J. Friedman PR, New York, as associate director. **Maria Coder**, PR manager for FreshDirect, joins as media relations specialist, **Bryan Hansen**, previously with Rubenstein Comms., joins as an A/E, and freelancer **Alma Sheppard Matsuo** is now in-house graphic designer.

Lesley Gross, search engine marketing manager, iContact, to French/West/Vaughan, Raleigh, as VP of digital services. She was previously with TransMedia Group, MoreVisibility, and Trident Marketing. FWV has also added **John Riley**, formerly of O'Brien Riley & Assocs., as senior art director; **Claire Howell**, A/E for McClatchey Broadcasting, **Carrie Riggan**, senior manager, PMG Sports, and **Rachel Wing**, project manager for Capstrat, as senior A/Es. **Dan Rhoades**, prev. of Search Marketing Savant, joins as online marketing strategist.

Zenica Chatman, director of comms., Souper Bowl of Caring, to the Charlotte Housing Authority, Charlotte, N.C., as corporate comms. Officer. She was previously with the South Carolina Campaign to Prevent Teen Pregnancy.

Jerry Underwood, former business editor of the *Birmingham News*, has moved to Big Communications in Birmingham, Ala., as an A/E. Underwood was a 22-year vet of the News, exiting this year in a restructuring aligned with the paper's move from a daily to a three-day-a-week publishing schedule. Big, founded in 1995, is led by PR vet John Montgomery.

Jackie Lampugnano, A/D, Walker Sands Communications, to Lightbank, a Chicago-based venture capital firm, to head PR and messaging and act as PR counsel for the firm's portfolio, which includes 50 companies.

Matthew Lackie, senior VP and deputy lead of Asia Pacific for Waggener Edstrom, to head of A-P region, replacing EVP David Ko. The firm said Ko is taking a sabbatical in February to travel, after spending seven years building the region's business for WaggenEd.

Promoted

Jenna Kantrowitz to senior A/D, Fish Consulting, Hollywood, Fla. Also, **Amanda Rich** to A/D, **Carmen Ordonez** to senior A/M, and **Elayne Sommers** to A/M. **Ashley Rodriguez** (O'Connell & Goldberg) and **Amanda DelPrete** (Boardroom Comms.) have joined as A/Ms.



Rich, Kantrowitz

FIRMS WORK \$340M CARIBOU COFFEE DEAL

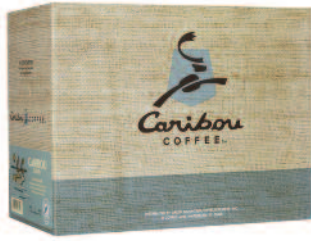
PR firms are working Joh. A Benckiser Group's \$340M acquisition of publicly traded, premium coffee-house operator Caribou Coffee Company.

The \$16-per-share deal, announced Dec. 17, is a 30 percent premium over Minneapolis-based Caribou's Dec. 14 closing share price.

Ruder Finn's New York office handles Caribou and is working media for the deal. Caribou was founded in 1992 and claims to be the No. 2 company-operated coffeehouse operator in the U.S., based on its 610 stores and 202 franchises.

Abernathy MacGregor Group is counseling and handling media relations for the acquisition for Benckiser, which owns stakes in Reckitt Benckiser (minority), Coty, Jimmy Choo and Peet's Coffee & Tea (majority).

Benckiser said Caribou will continue to be operated as an independent company with its own brand, management team and growth strategy, based in Minneapolis.



W2O ACQUIRES VM FOUNDRY

W2O Group has acquired Austin's VM Foundry, web and application development specialist, which is being merged with the San Francisco-based healthcare/technology firm's existing digital offerings to create W2O Digital.

Jim Weiss, CEO of W2O, called Austin a "hub of talent and innovation in digital and online media."

W2O president Bob Pearson set up W2O's Austin outlet after he left Dell four years ago. That office has 60 staffers and is slated to hit the 100 mark by 2014.

W2O Digital is to serve as a "think tank and learning center" for the firm's clients. It will be focused on core digital media disciplines, including analytics, search and agile online content creation.

Weiss said in a statement that it's "essential to have state-of-the-art innovation-driven digital expertise and capacity, particularly because of the ever-increasing transition of the *Fortune* 1,000's media spending to online, mobile and social media."

Jim Eustace, founder of VM Foundry; Pearson; Tony Esposito, CFO, and Dave Mihalovic and Jamie Peck, managing directors and veteran of digital firm Rosetta, comprise the leadership team of W2O Digital.

NC REVIEWS INT'L TOURISM PR PACTS

North Carolina has released a trio of RFPs covering its tourism PR in the U.K., Canada and Germany.

The review with the state's Dept. of Commerce, Division of Tourism, Film & Sports Development covers promotion of international tourism to the Tar Heel State.

For the three countries, which the state sees as its strongest long-term international travel and tourism dollar return markets, the accounts each have a \$425K annual budget. Hills Balfour works the U.K. account.

The RFPs cover press tours, monitoring media coverage, media relations with travel editors, updates to country-specific websites, social media and consumer newsletters, among other tasks.

Deadlines are Jan. 23 (Germany, Canada) and 24 (UK). View the RFPs at odwyerpr.com.

D.C. COUNSELOR ADAMS DIES AT 81

John Adams, founder of John Adams Assocs., died Dec. 7 at his home in Lovettsville, Virginia from metastatic melanoma. He was 81.

Serving in the British army during the Korean war, Adams was captured during an attack by Chinese forces. He then led a successful escape of allied prisoners via a nighttime scramble through a minefield.

He recalled that adventure, as well as his experience growing up in London during WWII and reporting from ABC and CBS News in the U.K, Africa, Germany and the U.S. in the recently published memoir, "In the Trenches: Adventures in Journalism and Public Affairs."

Adams did a stint in the White House during the Nixon Administration as PA chief for the Price Commission.

Following the 1973 dismantling of the commission, Adams established his own shop to help companies deal with the federal regulatory thicket. In 1987, he co-founded and was first chairman of the Worldcom Group.

WASHINGTON SEEKS PR FOR FERRY POWER

Washington State Department of Transportation Ferries Division is looking for a PR firm to build support for its plan to convert six vessels to Liquefied Natural Gas power by 2015.

The state sees the move as an opportunity to cut fuel costs and create a positive impact on the environment.

Fuel is the fastest growing operating expense of the fleet, accounting for 30 percent of its overall budget or \$67.3M. The DOT estimates a 40 to 50 percent fuel savings with the shift from diesel to LNG.

According to WSF's RFQ, the PR task revolves around pitching the cost/environmental benefits of the switch plus dealing with safety/security issues that may be held by the public.

Marta Coursey (coursM@wsdot.wa.gov) is the contact person on the RFQ. Deadline to respond is Jan. 3.

GARIBAY LEADS PR FOR FOREIGN COS.

Marisol Garibay, communications director for the House Financial Services Committee, has moved to the Organization for International Investment, the trade group for the U.S. subsidiaries of foreign corporations, to head its communications operation.

OFII president and CEO Nancy McLernon said Garibay will help the D.C.-based trade group's members with the "important and critical story to tell regarding their continued investment in the U.S."

OFII's more than 150 member include the U.S. units of AstraZeneca, BAE Systems, Nestle, Samsung, Swiss Re and WPP, among others.

Garibay was a special assistant for banking and finance at the Treasury Dept. and was an aide to Sens. Norm Coleman (R-Minn.) and Peter Fitzgerald (R-Ill.).

PR OPINION

Pinnacle Worldwide, founded in 1974 and one of the oldest PR networks, appears moribund but other major networks are thriving.

PR Organization International, with 57 independent partners in 43 countries and combined 2011 fees of \$382 million for 4,100 clients, served by 3,200 PR practitioners, is the biggest.

Worldcom, founded in 1988 by firms that left the IPR Group of Companies, owned by Japanese PR counselor Taiji Kohara, said its members billed \$227,548,702 in 2011 and were served by 1,965 staffers including 1,391 PR practitioners. Revenues were \$525,932 of which "considerably more than half" were dues. Worldcom, a "C" corporation, would not reveal its dues structure nor provide a copy of the first page of its income tax return.

Worldcom has 110 members in 95 cities in 48 countries. It outnumbers PROI in number of member firms but PROI handles more fees because it has focused on signing up large PR firms with many offices such as Adfactors of India, which has 400 PR people in many offices; SPRG, Hong Kong, with 300 staff in offices also in China and Taiwan, and Inforpress, Spain and Portugal, with more than 180 staffers.

PROI's 2011 revenues, according to its IRS Form 990, were \$301,585 of which dues were \$131,235. Average dues per member were \$2,300, making it one of the least expensive of the PR networks. It is Europe's oldest network, founded in 1970.

Pinnacle Had High Costs

One possible reason for the shrinkage of Pinnacle to a few firms could be its high cost--\$5,000 initiation fee and quarterly dues of \$1,000. Twenty-seven European members of Pinnacle broke away five years ago and formed their own network.

U.S. members of PROI include Gibbs & Soell and Jackson Spalding, which take part in the O'Dwyer rankings, and Widmeyer Communications, Frause, and the Vandiver Group.

Donna Vandiver, whose firm is in St. Louis, was the 2011 president of Pinnacle. Another ex-member of Pinnacle is 2012 president Gary Conkling of CFM Strategic Communications, Portland. Pinnacle's website is down and its h.q. at Northstar Counselors, Wayzata, Minn., does not respond.

PROI's 2011 IRS Form 990 (36-3982777) shows it has publicly traded securities worth \$515,117 as of Dec. 31, 2011 plus cash and savings of \$146,525.

Oddly, PROI carries \$536,000 as a "liability" rather than an asset, saying in its 990 that it is building an "Education Fund" that will be spent some time in the future. Net assets are thus said to be \$106,194 although they are at least \$660,000. As a 501(c)(6) tax-free trade association, PROI is supposed to support the entire PR industry and not just members.

President of PROI until June of 2013 is Robert Frause of Frause, Seattle. Frause is one of the most active members of the PR Society and headed the Ethics

Board for a record six years from 1995-2001, spearheading the replacement of the Code in 1999 with a new Code that had no enforcement provisions.

Worldcom Is No. 2

Worldcom has long claimed the title of being the biggest PR network.

It allows up to 10% of revenues to be from issues advertising commissions. Offices with full time staffers are required.

U.S. partners include Padilla Speer Beardsley, Minneapolis; Public Communications, Inc., Chicago; Schneider Assocs., Boston; Cerrell Assocs., Los Angeles; Dix & Eaton, Cleveland; Bliss Integrated Communications, New York and D.C.; KellenAdams Public Affairs, D.C.; Michael A. Burns & Assocs., Dallas, and IW Group, Los Angeles. Figures are provided by CPAs of the firms or the CEOs or CFOs. Forty-seven of the member firms bill under \$1.5M. Nine bill more than \$5M.

Each firm is reviewed by two other member firms every three years to ensure that all operate under the same high quality standards, said chief operating officer Daisy Guthin. She is retiring in June after 17 years and a search is on for her successor.

Worldcom, made up of many firms in the International PR Group of Cos. owned by founder Taiji Kohara of Japan, held its first meeting in 1988.

It had more than 50 members in 100 markets and elected Washington, D.C., counselor John Adams as its first chairman. Adams died Dec. 7 (pg. 7).

IPREX, whose 2012 president is Kathy Tunheim of Tunheim Partners, Minneapolis, has David Watson of the U.K. as its executive director and is administered out of Shorewood, Wis., by Carol Clinkenbeard.

It reported that its 110 offices employing 1,500 had total revenues of \$200M in 2011, up from \$173M the year before.

The 2010 Form 990 (25-1623603) shows dues were \$382,088, up from \$371,576 in 2009.

Public Relations Global Network, which was 20 years old this year, reported revenues of \$110M+ for its partner firms in 2011. Current president is Mark Paterson of Currie Communications, Melbourne, Australia. David Landis of Landis PR, San Francisco, will be president in 2013. Edward Stevens of Stevens Strategic Comms., Cleveland, is marketing chair.

Form 990 for PRGN (75-3116922) shows program service revenues of \$91,896 and dues of \$87,300 for a total of \$179,209 (including \$13 in "other").

Net assets at the end of 2011 were \$122,554. Initiation fee is \$200 and dues range from \$1,000 to \$2,000.

A new network is **PRBoutiques International**, which now counts 32 PR firms in 11 countries. Dan Leinweber, president of Leinweber Assocs., Sudbury, Mass., is spokesperson for the group.

Members also include Bridge Global Strategies, New York, and new member Rotenberg Assocs., Minneapolis.

— Jack O'Dwyer