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# O'Dwyer's Newsletter

**The Inside News of  
PR and Marketing  
Communications**

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## **FLORIDA MOVES TOURISM PR TO KETCHUM**

Visit Florida has engaged Ketchum for its tourism PR account, following an RFP process for the six-figure account.

The tourism entity worked with Ketchum in the aftermath of the BP oil spill in the Gulf of Mexico during 2010. M Silver & Associates was its previous agency of record.



VF projects an annual PR budget in the \$100-150K range, handling tourism PR, crisis communications and digital PR, among other assignments. The state is planning the 500th anniversary of Ponce de Leon's discovery of Florida next year, as well as an overhaul of its media website. An RFP was released in September.

The Florida Keys are reviewing travel PR with an RFP open through early March. (See pg. 5)

## **PHILLY BASH WANTS PR PITCHES**

Philadelphia's Fourth of July festival is on the hunt for an agency to handle PR for the annual bash marketing "America's Birthplace."

The 11-day Welcome America! festival released an RFP on Jan. 31 for a seven-month contract developing and running media relations, publicity and social media, among other PR tasks.

The event, which landed Wawa Inc. as the top sponsor in 2010, culminates with the largest free concert in the country. Proposals are due Feb. 17. View the RFP: <http://odwpr.us/wThPzz>.

## **H+K CHIEF HELMS CORP. ADVISORY GROUP**

Hill+Knowlton Strategies CEO Jack Martin, who wants the WPP unit positioned as a leader of the "wisdom business," will spearhead a new corporate advisory group aimed at CEOs and board members.

Joined by Andrew Laurence, global corporate vice chair in London, Martin will advise executives during periods of change driven by opportunities stemming from mergers, restructures, regulation and international expansion.

The founder of Public Strategies Inc. took the helm of H+K Jan. 1, 2011. His new H+K group will deal with new business challenges brought on by the public's increased access to information and the decreased influence of intermediaries to filter that data.

Laurence joined H+K in 1989 and has served as CEO of the EMEA region, regional corporate chief and U.K. CEO.

## **HUNTSWORTH TAKES \$4.5M RE-ORG CHARGE**

Huntsworth, which in November warned of the short-notice cancellation of \$6M in yearend projects, has announced that it will take a \$4.5M reorganization charge in a bid to right the financial ship.

CEO Peter Gummer said his cost-reduction program "has now been largely completed."

Despite a challenging economic environment, Gummer says Huntsworth's "business pipeline is strong" and expects to rebound this year.

The owner of Grayling, Citigate, Red and Huntsworth Health has begun work on business picked up during the second half of 2011 and cut its dependence on "one-off project revenues."

Huntsworth also announced the immediate resignation of CFO Colin Adams after a nine-month stint. The former finance director of publisher Bloomsbury will officially exit on April 30. COO Sally Withey assumes Adams' duties.

Board members Eugene Beard (former Interpublic vice chairman) and David Puttnam (film producer with credits including "Local Hero," "Chariots of Fire" "The Mission," "The Killing Fields," and "Midnight Express") will not stand for re-election at the May 18 annual meeting.

## **GOLDMAN MULLS PR HIRE**

Goldman Sachs is considering former Clinton White House press secretary and PR aide to Treasury Secretary Tim Geithner to head communications, according to a Bloomberg report.

Jake Siewert, who closed out the Clinton administration as press secretary for its final four months, has been a top advisor to Geithner since stepping down from his post-Clinton role at Alcoa.

Lucas van Praag currently heads global communications for Goldman Sachs, which has been a popular target of the public and media in the aftermath of the global financial crisis.



**Siewert**

Bloomberg cited three sources in reporting 48-year-old Siewert is in talks about a role similar to that of 62-year-old van Praag, who is a partner at the bank.

Siewert joined Alcoa in 2001 as VP of global communications and public strategy, handling environmental, health and safety issues for the aluminum giant. He is married to Christine Anderson, who was communications director to ex-New York Gov. Eliot Spitzer.

## **EGYPT DROPS PLM GROUP**

The Egyptian government severed ties to PLM Group, which represented Egypt since 2007, under a \$1.1M annual fee client, due to financial considerations.

The move follows Egypt's move to ban staffers of U.S. government-backed pro-democracy groups from exiting the country, and put them on trial.

Those six Americans include Sam LaHood, director of the Republican Institute and son of U.S. Transportation Secretary Ray LaHood. Four Europeans were also blocked from exiting Egypt.

On December 10, Egypt raided the offices of the Republican Institute, National Democratic Institute and Freedom House as part of a probe launched by the Minister of International Cooperation of NGOs receiving foreign funding.

PLM, which provided "talking points" to Egypt in the aftermath of that raid, is a venture by former Speaker of the House-designate Bob Livingston's Livingston Group, ex-Connecticut Congressman Toby Moffett's Moffett Group and White House insider Tony Podesta's Podesta Group.

The U.S. government provides \$1.3B in annual aid to Egypt. PLM's government relations and strategy lobbying services contract called for "maintaining the amount of U.S. military and economic aid to Egypt and enhancing the quality of that aid by improving terms and conditions."

A group of Egyptian generals visited D.C. this month to patch up ties between the two countries.

## **GEPHARDT OCCUPIES PORT OF OAKLAND**

Washington, D.C.-based Gephardt Government Affairs has signed on to represent the Port of Oakland, the nation's fifth busiest port.

It has been a prime focus of the Occupy Wall Street movement as the Occupy Oakland offshoot made two attempts in December to shut down the facility.

The Port claims the Occupy protests did not result in a major economic loss, but admits that news of the protest has made it harder to attract new business.

Oakland's city council this week debates a resolution that calls for embattled Mayor Jean Quan to do whatever lawful means it takes to prevent any future shutdown of the port.

The firm of former House Majority Leader Dick Gephardt reps the Port for export promotion, customs/border staffing, Army Corps of Engineers funding and passenger facility charges.

Kyle Mulhall, a senior policy advisor to Congressman Gephardt, and Scott Brenner, who was chief of external affairs at the Dept. of Homeland Securities' science and technology directorate during the George W. Bush White House, are GGA's Port advocates.



## **FINN PARTNERS DEVELOPS PR FOR ATLANTA**

Finn Partners, a unit of Ruder Finn Group, won a 12-firm shootout to develop and guide a PR program for Atlanta's economic development entity.

Invest Atlanta called for pitches in September to "tell its story and shape its identity and reputation for the long term," according to the RFP.

Finn emerged from a pool of six finalists that included GolinHarris, Edelman, MSL Atlanta, Development Counselors/Hipple & Co., and Wilbert News. The agency shares the account with Atlanta-based Wilbert News Strategies who oversees the local program outreach. Twelve agencies initially responded to the RFP, which outlined a \$150K-a-year budget.

Invest Atlanta president and CEO Brian McGowan said the agencies include a "balance of local, national, and international presence." Gail Moaney, managing partner and director of Finn Partners' travel and economic development group, heads the account.

IA, which said it was not necessarily focused on Atlanta for the PR search, got a boost last year when Porsche said it will build a \$100M corporate headquarters in the city.

Finn's first key assignment came this month as the agency renamed itself in January from the Atlanta Development Authority.

## **MIAMI CULTURAL ENTITY REVIEWS ADV. PR**

Miami-Dade County's cultural affairs unit, which opened a \$50M arts center last fall, is reviewing its PR and advertising relationships with an RFP process through the end of the month.

The RFP, released Feb. 2, breaks down into two service categories - marketing/advertising, and media/PR. Agencies can pitch one or both.

The Department of Cultural Affairs, which is funded by private sources, the National Endowment for the Arts, as well as the state of Florida, city and county, opened the South Miami-Dade Cultural Arts Center in October.

The *Miami Herald* noted the two-building center was the culmination of a nearly 20-year effort to rebuild an area decimated by Hurricane Andrew in 1992.

Deadline for proposals is Feb. 23. View the RFP at <http://odwpr.us/yCZwwz>.

## **KREAB GA BACKS FUJI DEAL**

Fujifilm Holdings Corp. has engaged Kreab Gavin Anderson for financial communications in Tokyo and New York as the company works to close the \$995M acquisition of Bothell, Wash.-based medical imaging products maker SonoSite.

The move is seen as Japan-based Fujifilm's pushes into GE-dominated healthcare imaging and away from its film and camera roots amid rival Kodak's struggles.

SonoSite makes portable ultrasound machines and had revenue of \$275M in 2011.

Kreab Gavin Anderson New York partner Joshua Goldman-Brown is handling media and financial communications stateside for Fujifilm, while the Omnicom-owned firm's Tokyo office supports Fujifilm's corporate PR unit in Japan.

**TOP PR EXEC AT NEWS CORP. TO EXIT**

Teri Everett, senior VP of corporate affairs and communications for News Corporation, is leaving the company on Feb. 10.

"While it might be a tired cliché, I am ready for something new," she said, following months of dealing with the company's U.K. hacking scandal.

News Corp., which announced Everett's departure, said senior VP and chief communications officer Julie Henderson, who leads West Coast communications, will expand her current roles to include global communications, corporate affairs and CSR, in the wake of Everett's exit.

Chairman and CEO Rupert Murdoch in a statement called Everett "one of our most effective and well-liked executives," saying he respects her decision to leave the company.

Everett joined the media giant in 2000 as VP of corporate communications in Los Angeles. She called the decade-long stint the "highlight of my career."

Henderson worked on the agency side at mPRm before joining News Corp.'s Fox Interactive Media in 2006.

Last year, News Corp. expanded Henderson's role to include "corporate strategy" under president and COO Chase Carey.



Everett

**RUPE TAPS RAVITZ FOR CHIEF**

News Corp. CEO Rupert Murdoch has hired Natalie Ravitz, communications and media relations director for New York City's Dept. of Education, as chief of staff. She takes the post later this month.

At News Corp., Ravitz will rejoin NYC schools chancellor Joel Klein, who is spearheading the company's drive into the education market and playing a lead role in the British phone hacking scandal probe.

Ravitz worked as a staffer for California Senator Barbara Boxer before moving to the Dept. of Ed in June 2010.

Chancellor Dennis Walcott called Ravitz "an integral part of my cabinet and close confidante" and praised her "sharp insight, strategic vision and commitment to advancing our education agenda."

Ravitz considers News Corp. "one of the most dynamic companies in the world."

**SCANDAL PROBE SPREADS TO SUN**

Scotland Yard investigators arrested four current and former employees of News Corp.'s *Sun* on Jan. 28 as the bribe scandal probe spreads from the shuttered *News of the World* tabloid that was a victim of the phone hacking outrage.

Arrested staffers include Graham Dudman, who had been managing director before being upped last year to editorial development director at News International, according to the *Wall Street Journal*, a News Corp. property. They have been released.

News Corp. and British police say the company's management and standards committee provided the information that led to the arrests.

Rupert Murdoch's company says the committee was established to make sure that "unacceptable news gathering practices by individuals in the past would not be repeated."

The company also gave police "assistance during the searches of News International premises while ensuring that all appropriate steps were taken to protect legal and journalistic privilege."

**FENWICK TO HELM DOW JONES**

News Corp. has named Lex Fenwick, a 25-year veteran of Bloomberg LP, to the CEO spot at Dow Jones & Co.

He replaces Les Hinton, the Rupert Murdoch confidante who resigned in July in the aftermath of the phone hacking scandal that brought down the *News of the World* tabloid. Hinton headed News Corp.'s U.K. operations before the Dow Jones acquisition.



Fenwick

Fenwick, who goes to work at Dow Jones on Feb. 13, reports to Chase Carey, president & COO of News Corp.

Joining Bloomberg to launch its professional service in Europe, he soon became manager of the EMEA region. In 2000, Fenwick took on the global sales chief role and COO slot the following year.

The decision of Michael Bloomberg to run for mayor of NYC put Fenwick in the CEO seat for an eight year stint. He founded Bloomberg Ventures in 2008 to develop new communications platforms.

Carey called Fenwick a driving force in the financial news and information industry. "His aggressive and bold leadership will be invaluable to Dow Jones at a time when digital technologies are making information ever more important," he said in a statement.

Fenwick takes over for Todd Larsen, who headed operations on an interim basis.

Dow Jones units include the *Wall Street Journal*, *SmartMoney*, *Barrons*, Dow Jones Newswires, *All Things D* and *MarketWatch*.

**ZUCKERBERG LIKES 'HACKER WAY'**

Facebook's rapid growth is largely due to its "Hacker Way" management philosophy, according to a letter from founder Mark Zuckerberg that is part of the social networker's Securities and Exchange Commission registration filing.

In noting the negative connotation of the word "hacker" as one who breaks into computers, Zuckerberg wrote, "In reality, hacking just means building something quickly or testing the boundaries of what can be done."

In his view, the majority of hackers are "idealistic people who want to have a positive impact on the world."

The Hacker Way is an approach to building that involves continuous improvement and iteration. Staffers believe that "something can always be better, and that nothing is ever complete. They just have to go fix it — often in the face of people who say it's impossible or are content with the status quo," wrote Zuckerberg.

(Continued on page 4)

**ZUCKERBERG 'HACKER WAY' (Continued from pg. 3)**

Facebook tries to build the best service by “quickly releasing and learning from smaller iterations rather than trying to get everything right all at once.”

It has a testing framework “that at any given time can try out thousands of versions of Facebook. We have the words ‘Done is better than perfect’ painted on our walls to remind ourselves to always keep shipping,” the CEO wrote.



**Zuckerberg**

Hacking is an inherently hands-on and active discipline. “Instead of debating for days whether a new idea is possible or what the best way to build something is, hackers would rather just prototype something and see what works. There’s a hacker mantra that you’ll hear a lot around Facebook offices: “Code wins arguments,” according to Zuckerberg.

The hacker culture is open and meritocratic. “Hackers believe that the best idea and implementation should always win — not the person who is best at lobbying for an idea or the person who manages the most people,” he wrote.

The company runs “hackathons” every few months, where everyone builds prototypes based on their ideas. Facebookers look at everything that is built.

“Many of our most successful products came out of hackathons, including Timeline, chat, video, mobile development framework and some of our most important infrastructure like the HipHop compiler,” wrote Zuckerberg.

Facebook filed for an IPO to raise as much as \$10B on Feb. 1.

**NYTC's Q4 PROFIT SLIPS 12%**

The New York Times Co. has reported fourth-quarter net dropped 12.2 percent to \$58.9M as revenues slid 2.8 percent to \$642.9M due to the challenging economic environment.

CEO Arthur Sulzberger said work continues in the program to maximize shareholder value though the “disciplined implementation of our digital strategy and our ongoing effort to become an even more agile and competitive organization.”

The Times suffered a 7.1 percent drop in Q4 ad revenues to \$358.5M. On the digital front, ad revenues fell 4.9 percent to \$95.7M due largely to declines in cost-per-click and display ads in the About Group.

Paid digital subs to the *New York Times* and *International Herald Tribune* rose 20 percent to 390K since the end of the third quarter.

Sulzberger, who took over for Janet Robinson, said the NYTC is transforming itself into a multiplatform media company and pursuing a strategy that “focuses on the development and diversification of its brands on a global scale.”

For the full-year, NYTC lost \$40.2M compared to a \$108.7M 2010 profit.

**OGILVY TUNES TO CHINA TV**

Ogilvy PR Worldwide has a three-month job to support the launch of CCTV America, which is the U.S. arm of China Central Television.

The goal is to pitch the entity controlled by the government of the People’s Republic of China as a producer of “compelling, comprehensive and balanced news programming from an Asian perspective.”

According to a memo from Brendan Daly, Ogilvy executive VP and ex-communications director for Rep. Nancy Pelosi, the campaign’s message is to pitch “CCTV America as the source for business news in and with China, with credentialed, experienced and trusted journalists doing in-depth stories and reporting.”

Daly is eager to “help establish CCTV America as the program to watch to succeed in an interconnected global economy.” Ogilvy’s push runs through March.

CCTV is supervised by China’s State Administration of Radio, Film and Television. Roee Rutenberg, Ogilvy’s point-of-contact on the account, believes “Ogilvy and CCTV are both global brands worthy of respect.”

**THE ECONOMIST DEEMS CHINA WORTHY**

The Jan. 28 issue of *The Economist* magazine kicked off a weekly special section on China, which is a magnet for multinational PR firms. It’s the first time the British publication has singled out a country for coverage since 1942 when the U.S. was deemed noteworthy enough for its own section.

The editors say China gets its own pages because it is “now an economic superpower and is fast becoming a military force capable of unsettling America.” They also note that the country’s politics is “governed by a system that is out of step with global norms.”

The Economist believes that China in this age of social media must ease its tight control over free expression because “angry people can talk to each other, as they never could before, through the Internet.” The country must master the “art of letting go.”

China’s development is more than an intellectual interest to those outside the country, say the editors. “Whether the country continues as an authoritarian colossus, stagnates, disintegrates, or, as we would wish becomes both freer and more prosperous will not just determine China’s future, but shape the rest of the world’s too.”

In the mind of *The Economist*, China has far to go to catch the U.S. The U.S. merits six pages of coverage in the current issue, led by an article headlined “Newt’s (fleeting moment), a profile of New York Governor and Democratic rising star Andrew Cuomo, immigration reform and the future outlook of coal as America’s primary source.

China gets four pages with stories on the communist party’s foray into capitalism, capital punishment, tobacco boom and tribalism of city dwellers.

The U.S. edition of the 169-year-old magazine gives Britain three pages.



**NEWS OF PR FIRMS****FLA KEYS REVIEWS TOURISM PR**

The tourism entity for the Florida Keys is reviewing its PR account via RFP through early March.

The Monroe County Tourist Development Council wants an agency to "develop awareness, promote favorable image and goodwill for the Florida Keys tourism industry," including national and global publicity, press kits, media relations and preparation of a PR plan for its overall marketing efforts.

The MCTDC currently uses the tagline, "The Florida Keys & Key West – Come as You Are."

A three-year contract is planned, taking effect in October. An additional two years are contained in separate options.

Stuart Newman Associates of Miami is the incumbent.

Proposals are due March 9. Agencies must register at the MCTDC's online procurement portal to download the bid documents. View a draft of the RFP at <http://odwpr.us/xPmDPw>.

**PCI MARKS 50 YEARS WITH PRO BONO WORK**

Public Communications Inc., Chicago, is marking its 50th anniversary year in 2012 with a series of pro bono projects and staff outreach events.

The effort focuses on the firm's five core areas.

"It seemed fitting to reflect the heritage and commitment of our agency through pro bono work and events," said Dorothy Oliver Pirovano, CEO and a 30-year veteran of the firm.

The firm, founded in the Windy City in September 1962 with about \$5M in revenue in 2011 and 50 staffers, participated in the Chicago Cares MLK Celebration of Service Jan. 14, to acknowledge its "Everything Chicago" clients.

Other projects include CureSearch Walk for Children's Cancer (health care, about 60% of its client base), Girls in the Game "Game Days" (culture/entertainment/sports), Jane Addams Hull House Association Head Start program (education), and beach clean-ups (conservation/environment).

The independent firm was founded by James Strenski and Phillip O'Reilly, who later retired as Strenski recruited Richard Barry in 1970 from Edelman.

"Jim and Dick set the tone in their many years of serving on boards and providing pro bono services to nonprofits with worthwhile causes and limited budgets," said Pirovano.

Jill Allread, president, and Ruth Mugalian, executive VP hold ownership positions with Pirovano at PCI, which is part of the Worldcom PR Group network of firms.

**BRIEFS: GlobalCom PR Network**, a group of 45 specialized PR firms, said it will hold its annual network meeting in India for the first time at Bangalore this week, its first gathering outside of Europe. The two day event, set for Feb. 9-10, is heading to India because its leadership sees the country as key to PR's future. "We often look to where the future lies and unmistakably for any business including the business of PR, Asia and its two giants India and China are key," said Ralf Hartman, managing director.

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

**LDPR**, New York/The Somerset on Grace Bay, Turks and Caicos resort, for PR.

**The Vox Collective**, New York/General Motors, as U.S. Hispanic PR agency for 2012, following a review. The firm is developing and will execute an integrated Hispanic initiative incorporating Chevrolet, Buick, GMC and Cadillac products and brands.

**Maloney & Fox**, New York/LinkedIn, for PR. M. Cader PR had the account.

**ICR**, Norwalk, Conn./Ecosphere Technologies, wastewater treatment solutions for industrial markets like shale gas exploration, for IR and PR.

**C Moore Media International PR**, New York/Arik Air, West African commercial airline, as AOR following project work. The firm is charged with developing a strategic communications platform for the airline, which flies non-stop from JFK to Lagos, Nigeria, connecting throughout the continent from there.

**5W PR**, New York/onefinestay, London vacation rentals and holiday homes, for PR.

**Victory PR**, New York/SheKnows, women's lifestyle website, to launch "SheKnows Where The Other Sock Went," a charitable campaign for Autism Speaks to kick off at Mercedes Benz Fashion Week .

**East**

**Weber Shandwick**, Washington, D.C./United Nations Foundation, to develop a global communications strategy for Sustainable Energy for All, an initiative to secure private sector and national commitments and attract global attention to the importance of energy for development and poverty alleviation.

**V.K. Fields & Co. PR**, Raleigh/Poverty is Everybody's Business and the North Carolina Community Action Association, for the "Face to Face With Poverty" initiative to inform and educate community leaders and elected officials about the disproportionately high impact of poverty throughout North Carolina.

**Arketi Group**, Durham, N.C./Semprius, photovoltaic solar modules, as PR and marketing AOR.

**Southeast**

**Travelino/Keller**, Atlanta/NovoNail, nail fungus treatment, as AOR for PR.

TransMedia Group, Boca Raton, Fla./WQN, online security software for parents, for PR.

**West**

**Blaze PR**, Los Angeles/SnōBar, alcohol-infused ice-pops and ice cream, for PR, including media relations campaign, social media and events. The push will specifically target media outlets in Arizona, the first state to feature the product in a state-by-state roll-out plan in 2012.

**Crossfire Media Group**, San Jose, Calif./Tyron "T-Wood" Woodley, mixed martial arts/kickboxing athlete, for PR representation., including media relations.

**JMPR**, Woodland Hills, Calif./Royal Purple, high performance lubricant manufacturer, for media outreach.

**International**

**Cognito**, London/OsneyMedia, for the third consecutive year handling PR and social media for its TSAM 2012 event March 7 in London.

— **Greg Hazley**

**NEWS OF SERVICES****EXEC SEARCH FIRM EYES MINORITIES**

Lagrange Communications founder Kim Hunter has launched a Los Angeles-based executive search firm he said will focus on placing minority candidates in mid-to-senior-level posts in advertising, marketing and PR.

Hunter said he wants KLH & Associates to respond to the "dismal" demographics of professionals in the marketing sector, as outlined by the Madison Avenue Project and Dept. of Labor, which note only 5.3 percent of managers in communications are African-American, while 3.3% are Hispanic.

"This industry lacks diversity and the individuals who are underrepresented are people from ethnic minority backgrounds," he said.

Clients include Sony Pictures Entertainment, Hill+Knowlton Strategies and Interpublic's Constituency Management Group.

**DORITOS TOPS SUPER BOWL AD BUZZ**

A consumer-generated spot for Pepsico's Doritos brand drew top accolades in two Super Bowl ad analyses. Doritos' "Crash the Super Bowl" consumer-created spots, led by an ad featuring a dog who bribed a man to not talk about the missing family cat, landed 48,498 tweets, the highest volume on Twitter among Super Bowl commercials aired Feb. 5, according to analysis put together by Mullen and Radian6. That was ahead of soccer star David Beckham's underwear ad for H&M (43,536) and Chrysler's Clint Eastwood spot (33,943) touting American economic recovery.

At the other end of the spectrum were Cadillac, which produced a paltry 345 tweets, Century 21 (520) and Lexus (922).

Measured by positive/negative tone, M&M's had the highest percentage of positive feedback on Twitter (41%), followed by Best Buy (+30%), and Doritos (+29%). By the same measure, brands suffering from more negative reaction were GoDaddy.com (-10%), Cars.com (-2%) and Lexus (-1%).

A Doritos spot also topped USA Today's annual Super Bowl Ad Meter, landing ad creator and freelance graphic designer Jonathan Friedman a \$1M prize.

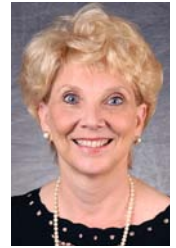
USAT said it is the third time that a consumer spot for Doritos topped its Ad Meter.

Friedman said he spent \$20 on dog treats, a cat collar and bag of Doritos to make the ad.

**BRIEFS: Media Contacts**, the interactive unit of Havas Digital has tapped Telemetry to serve and verify online video advertising for clients. CEO Anthony Rushton said the service typically finds from seven to 35 percent inefficiency levels for online campaigns, although the figures are as high as 80% in Russia. ...**Stratmark**, a direct response fundraising service based in Dallas, has been selected as the agency of record for Canadian relief and development organization Speroway. Stratmark will focus on building the group's donor base and enhancing fundraising with analytics, and multichannel donor engagement. ...The Environmental Protection Agency said it will re-engage **Vocus** for PR software on a contract through February 2013.

**PEOPLE****Joined**

**Cynthia Lawson**, who leads marketing and communications at the University of North Carolina Wilmington, is slated to join DePaul University in April as VP of its office of PR and communications. The 62-year-old Lawson, who makes the move April 2 to the 25,000-student Catholic institution in Chicago, will be the school's spokeswoman and coordinate PR for the university, including crisis comms., internal and executive comms. She previously led university relations at Texas A&M, College Station for six years, including crisis communications for the 1999 bonfire collapse that killed 12 students. Earlier posts included the Univ. of Arkansas, Culver Academies and Eastern Michigan Univ.

**Lawson**

**Katy Lachky**, VP, Fleishman-Hillard, to Crocs Inc., Niwot, Colo., as VP of communications. She worked media relations and PR for Blick & Staff Communications and Build-A-Bear Workshop.

**Juliet Glassroth**, senior VP for Ruder Finn, to Spectrum, Washington, D.C., as senior VP to lead new business, sales and marketing efforts.

**Jason Milch**, VP at Jaffe PR, to Hellerman Baretz Communications, Washington, D.C., as a senior SVP, based in Chicago.

**Armando Triana**, senior A/E, Creative Zing Promotion Group, to The Marcus Group, Little Falls, N.J., as a senior A/E.

**Shannon Linderoth**, associate editor at *Dairy Herd Management*, to Charleston/Orwig, Hartland, Wisc., as a senior PR writer. She was editor at *Dairy Producer* and a field editor for *Farm Progress*.

**Linderoth**

**Amy Whilldin**, who led communications for the New Jersey Builders Assn., to Doremus, Philadelphia, as an account director, PR, focused on the OKI Data Americas account. Previous stints included Ogilvy PR, Iridian Technologies, and Bancroft NeuroHealth.

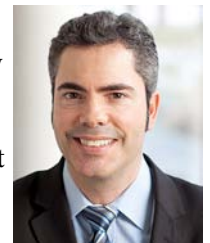
**Jon Peck**, comms. director for the Florida Commission on Human Relations, and Dia Kuykendall, PA manager for Visit Florida, to Ron Sachs Communications, Tallahassee, as senior A/Ms. Peck was press secretary to Gov. Bob Martinez and chief spokesman for state agencies like the Dept. of Community Affairs, the Dept. of Elder Affairs and the Division of Emergency Management. Both are former journalists.

**Emily Kowalski**, an intern at Griffin & Company, Washington, D.C., has been hired as a media relations assistant.

**Promoted**

**Susan McPherson** to director of global marketing, a new post, at Fenton, New York.

**Paul Moniz** to managing director of communications and marketing, Albert Einstein College of Medicine of Yeshiva University, New York.

**Moniz**

## **HSBC TOPPLES BOA AS TOP BANK BRAND**

Bank of America has been supplanted by U.K.-based HSBC as the world's most valuable banking brand, according to an annual study by Brand Finance.

BOA lost an estimated \$11.2M in brand value over the past year and has been supplanted by Wells Fargo as the most valuable banking brand in the U.S. WF is No. 2 globally, while BOA slipped to No. 3 from being the top banking brand in the world in 2011.

David Haigh, CEO of BF, said the past year has been a "very turbulent period" for the financial sector companies. "We have seen a collective decline in brand value among the 500 banks in our report of \$94.78B," he said.

### **Top 10 U.S. Bank Brands**

Global Rank		Bank	Value
2012	2011	Bank	Value
2.	2.	Wells Fargo	\$23.23B
3.	1.	Bank of Amer.	\$22.91B
5.	5.	Chase	\$18.96B
6.	9.	Citi	\$18.64B
7.	13.	American Exp.	\$18.23B
16.	18.	JP Morgan	\$11.60B
19.	16.	Goldman Sachs	\$9.33B
28.	32.	Visa	\$7.09B
29.	29.	Morgan Stanley	\$6.35B
35.	45.	MasterCard	\$5.18B

Source: Brand Finance

BF says it values brands by a method that analyzes the royalties that a corporation would have to pay to license its brand if it did not own it, establishing the cost from which a bank is relieved through owning it.

The top five U.S. banks by brand value as measured by BF are Wells Fargo (\$23.23B), BOA (\$22.91B), Chase (\$18.96B), and Citi (\$18.64B).

Globally, HSBC (\$27.59B) is trailed by WF, BOA, Santander of Spain (\$19.97B) and Chase.

BF's Bill Barker pointed out that some of the worst performers were investment-heavy banks like BOA, JP Morgan (No. 16, \$11.6B) and Goldman Sachs (No. 19, \$9.33B). By contrast, Interbrand's ranking of global brands had the big banks lined up differently when it released its own list in October. In that tally, JP Morgan (\$12.4B) led HSBC (\$11.8B), Goldman Sachs (\$9.1B) and Citi (\$8.6B). BOA was unranked.

## **AMGEN VET TO WEBER SHANDWICK**

David Polk, who was executive director of corporate communications at Amgen Corp, has joined Weber Shandwick's corporate practice in Chicago. He has the executive VP title.

In his five-year stint at the biotechnology giant, Polk guided its financial/executive media relations efforts and issues management programs.

The 20-year plus PR pro also worked at Tyco International, Raytheon, Amoco and General Motors.

Meanwhile, Maryanne Giustino O'Dowd, executive VP in the consumer practice, is transitioning to the post of Chicago corporate lead.

Their job, according to North American corporate chief Paul Jensen, is to bring the group's "point of difference - driving one, powerful, enterprise brand voice for clients - to life in the Chicago market."

Susan Howe is president, Weber Shandwick-Chicago.

## **BELL NEGOTIATES BUYOUT AT CHIME**

Chime Communications chairman Lord Bell, 70, and a group of senior managers are negotiating to buy PR units at the diversified communications and research combine.

Bell, who helped found Saatchi & Saatchi and ran publicity for former British prime minister Margaret Thatcher, set up Chime's Bell Pottinger with Piers Pottinger, who is Chime's deputy chairman.

BellPott has attracted criticism for its aggressive representation of countries with unsavory human rights records.

Chime's board issued a statement to say that "no proposal has yet been made and there can be no certainty that a proposal which the board can recommend to shareholders will be forthcoming."

Chime also owns Good Relations and Search Relations. Christopher Satterthwaite is Chime's CEO.

## **MANHATTAN ARTS FESTIVAL SEEKS PR**

Manhattan's River to River Festival, a large summer arts event in New York, has released an RFP to manage all PR for 2012 with the possibility of a multi-year engagement.

The Lower Manhattan Cultural Council took over as lead partner of the event in 2011 and is looking for agency pitches for a pact to run from late February through August. The festival runs from mid-June to mid-July.

In addition to creating a strategic PR plan, the work covers execution as well, including press releases, pitching, managing the festival's press office, events and other PR duties. Proposals are due Feb. 20. Details at <http://bit.ly/zWOkkX>.

## **FTI ADVISES DEBT COLLECTOR TARGET OF FTC**

The debt collection company being held by the Federal Trade Commission as an example of an increased crackdown on abuses in that sector is leaning on FTI Consulting for PR counsel.

Warren, Mich.-based Asset Acceptance Capital Corp., which buys up old consumer debts, agreed to a \$2.5M settlement with the FTC, announced Jan. 30, after charges that it used illegal debt-collection practices, providing dubious information to credit agencies, and misrepresenting debts to consumers, among other claims.

"This FTC settlement signals that, even with old debt, the prohibitions against deceptive and unfair collection methods apply," said David Vladeck, director of the FTC's Bureau of Consumer Protection, who added that the FTC is "sending a signal that we've been long critical about some of the practices of debt buyers."

Asset Acceptance stressed that the civil penalty does not include any admission to the FTC's claims.

"We are pleased to have this matter behind us, and to have clarity on the FTC's policies and expectations of the debt collection industry," president and CEO Rion Needs said via FTI's Chicago office. Under the deal, the company has agreed to put consumer protection practices in place, as well.

The AA penalty follows a \$2.8M settlement with West Asset Management in March.

## PR OPINION

More than a dozen PR groups worldwide are in a three-month quest to define PR but *New York Times* columnist David Carr on Jan. 29 came up with a one-word definition that will save them a lot of trouble: “slop.”

The Farlex Free Dictionary defines slop as “waste food used to feed pigs or other animals” and as “repulsively effusive writing or speech; drivel,” among other things.

Let’s see what the \$620K PR dept. of the PR Society will do about that one.

Carr wrote that “The modern chief executive lives behind a wall of communications operatives, many of whom ladle out slop meant to obscure rather than reveal.”

CEOs, he says, are less visible than ever and reporters “have to work their way past background conversations with underlings, written statements that say nothing, and that increasingly hardy perennial: the ‘no comment.’”

### Fiske Blasted Crudele

Rosanna Fiske, 2011 PRS chair, chastised *New York Post* columnist John Crudele after he wrote July 19, 2011 that PR’s job is to “make bad news sound not so bad” and that a PR person would try to make the earnings of energy and materials companies sound better by not allowing for inflation.

Fiske, whose letter was published by NYP, said Crudele’s definition of PR “couldn’t be further from reality” and that PR people are the ones who will give Americans “a realistic view of the state of affairs in America.”

Will 2012 PRS chair Gerry Corbett now claim that PR is not “slop,” that CEOs do not “live behind a wall of communications operatives,” and that reporters are not confined to dealing with “underlings?”

One reason for the shyness of CEOs is their larger-than-life paychecks—up 1,200% from \$1M in 1970 to \$13M in 2010 while U.S. median income only rose 308% to \$49K.

*Newsweek* Jan. 23 ran the stats in discussing “Coming Apart” by Charles Murray who advocates dumping welfare programs and ensuring that everyone has a basic income.

### Corporate, Agency PR Split

Carr condemns all of PR but if he takes a further look he will see that PR has split into two camps—corporate and agency.

Corporate/institutional has become almost completely defensive, as illustrated by the Viacom directive that sets up PR as the “gestapo” of the company, ready to pounce on anyone, including suppliers, who breathes a negative word about Viacom to the press.

Another illustration of an institutional “shut up” press policy is the PR Society, where no one can speak about PRS to the press without the permission of COO Bill Murray or VP-PR Art Yann.

PRS, by a written directive, banned this reporter

from covering the 2011 Assembly after providing us with hearing assistance at the 2010 Assembly as required by law. Such a block, after 40 years of letting us cover the Assembly, constituted “retaliation” as defined by the Americans with Disabilities Act. Our complaint with the U.S. Justice Dept. is still under consideration.

While looking at the PRS muzzle-the-members policy we hope Carr will look at the National Press Club’s condemnation of PRS’s boycott of any O’Dwyer employee.

So far PRS is ignoring NPC but it also ignored the FTC in 1976 when FTC demanded the removal of two anti-competitive articles in the PRS “ethics” code. PRS was then hit with a formal FTC order.

### Agency PR Different from Corp. PR

What Carr should look at is the vast difference between corporate/institutional PR and agency PR, where PR people actually talk to the press.

He is correct in saying that reporters who call corporate PR depts. usually get to deal only with junior staffers. The VP-PR is almost never available for press questions and in most instances will not even be identified on the company website.

Discourteous and even rude treatment may greet a reporter who asks too many questions. This is the norm at the PR Society and even among most of its members since they are aware of Society policies and say nothing.

PR firms in the past 20 years have built up deep wells of knowledge in at least a dozen specific areas such as healthcare, tech, financial, food/beverages and beauty/fashion.

Creativity has fled to the firms just like it did in the ad business where large corporate ad depts. were folded in the 1950s and 1960s. Creativity flourishes in an open competitive environment where there are a variety of assignments and independence from the dictums of a single employer.

Wikipedia has only a barebones description of the O’Dwyer Co. but it does recognize one thing—our specialty rankings. WP says the O’Dwyer company publishes rankings of U.S. PR firms including those in 12 categories and that documents such as top pages of corporate tax returns and W-3s are required in order to qualify for the rankings.

WP would like someone to expand this “stub” entry but we are banned from doing so because WP only recognizes independent “third parties.”

### PRS Recognized Specialties in 2007

PRS recognized the importance of specialty practices in 2007 when Seattle counselor Bob Frause headed a 15-member “blue ribbon task force” studying a new designation to go along with APR—“certification” in areas such as healthcare, utility PR and government relations. Providing “certificates of expertise in various industries” is worth studying, said Frause, asking for input from the 19 sections and 115 chapters.

Six months of study were planned. However, the only “certification” that came out of this was one for the military. There is now an APR-M.

— Jack O’Dwyer