



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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

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## TAAFFE LEADS PR FOR GROUPON

Paul Taaffe, who stepped down as CEO of Hill+Knowlton Strategies last January, has been tapped by Groupon as VP of global communications.

He takes over for Brad Williams, who now heads Weber Shandwick's North American tech operation. Williams left in August after a three-month stint.

Groupon raised \$700M in a November initial public offering, although the company was criticized at times for its PR in the run-up to the IPO.

Taaffe left H+K after its merger with Public Strategies. He was CEO from 2003 to early 2011.

Williams, who is based in Sunnyvale for the Interpublic unit, reports to Heidi Sinclair, global technology president.

In his 25-year tech/corporate PR career, Williams has held posts at eBay, Yahoo! and VeriSign, handling brand positioning, thought leadership programs, spokesperson and financial matters.

Sinclair said Williams is a "recognized communications strategist" with a "strong sense of what technology clients are looking for from their agency partners."

During his stint at VeriSign, Williams worked with Weber Shandwick.



Taaffe

## PhRMA FINDS OGILVY

The Pharmaceutical Research and Manufacturers of America has hired Ogilvy Government Relations to guide the trade group's input into the rule-making process connected with the new healthcare reform law.

Key provisions of the Patient Protection and Affordable Care Act are slated to go into effect in 2014.



PhRMA also is seeking Ogilvy's guidance on the Prescription Drug User Fee Act reauthorization, healthcare copyright/patient trademark and Medicare/Medicaid.

Steve Tilton, who joined Ogilvy from the VP-federal affairs post at PhRMA, is handling the account. He was PhRMA's key Congressional liaison and worked the earlier reauthorization of PDUFA.

Tilton is teamed on the PhRMA business with Mike Hogan, former deputy chief of staff to retiring Nebraska Senator Ben Nelson.

## PUBLICIS NET UP 14% IN '11; CAUTIOUS FOR '12

Publicis, the first of the big ad/PR conglomerates to report final 2011 earnings, said Feb. 9 that Q4 revenue climbed nearly nine percent to 1.7B euro, including a 12% jump in North America to 764M euro.

For the full year, revenue at the French ad/PR combine was up 7.3% (5.7% organically) to 5.8B euro (\$7.7B, while net income was up 14% to 600M euro.

CEO Maurice Levy said 2012 will be plagued by uncertainty, but expressed confidence in the company's operations. Publicis has renewed a freeze on recruitment to keep a rein on personnel expenses, he noted. "Though we remain very cautious all along, our situation enables us to stride confidently toward the future and particularly 2012," he said.

Acquisitions and hiring pushed Publicis' headcount up to 53,807 at the end of 2011, compared with 48,531 a year earlier. The conglomerate shelled out 599M euro for acquisitions during 2011 and 87M euro for earn-outs. PR grabs in 2011 included ICL MSL Taiwan, Genedigi (China) and Schwartz Communications.

Big wins for Publicis' PR division, MSLGroup, in 2011 included AQMD-Incremental and Ancestry.com (U.S.) Insinkerator (China); Star TV (India); Bosch (Germany), and Securite Routiere (France), among others.

The conglom lost GM's media buying account in January, a large piece of business that will hit 0.5% of its revenue over the year.

## MEUCHNER LANDS AT HENRY SCHEIN

Gerard Meuchner, Eastman Kodak's communications head who stepped down in January ahead of the company's bankruptcy filing, has landed at medical supplies maker Henry Schein in the new post of VP and chief global communications officer.

Meuchner was at Kodak for 11 years after a career as a reporter and editor for Bloomberg News. He'll be based in Melville, N.Y., for Henry Schein, a Fortune 500 company which supplies, dentists, physicians, veterinarians and other healthcare providers. The new post coordinates communications for the company's five key markets.



Meuchner

Kodak announced Feb. 9 that it was exiting the digital camera, pocket video camera and digital picture frame businesses to focus on printers, inkjet presses and software businesses.

The company, which has made cameras for more than 100 years, invested more than \$4B during the 1990s to develop photo technology.

## HANDEL QUILTS KOMEN

Karen Handel, who was perceived to be at the center of the Susan G. Komen for the Cure/Planned Parenthood Federation of America funding flap, has resigned the post that she held since last April.



**Handel**

In her resignation letter, the former Republican candidate for Georgia governor expressed support for Komen's recent move to cut off nearly \$700K in funding for Planned Parenthood, a move she said was in the works before she took the post

and approved by the board of directors.

Handel is "deeply disappointed by the gross mischaracterizations of the strategy, its rationale, and my involvement in it."

After a huge public and political outcry, Komen restored Planned Parenthood's money for breast cancer screening and mammogram referrals.

Nancy Brinker, CEO of Komen, admits the breast cancer organization "made mistakes in how we have handled recent decisions and takes full accountability for what has resulted, but we cannot take our eye off the ball when it comes to our mission."

Her group will "learn from what we've done right, what we've done wrong and achieve our goal for the millions of women who rely on us," according to her statement released to accept Handel's resignation.

She wishes Handel "the best in future endeavors."

## SV WORKS WALNUT SCANDAL

Sard Verbinnen & Co. is working media for the Diamond Foods scandal that last week led to the ouster of the CEO and CFO of the giant walnut growers' cooperative following an audit committee disclosure of \$80M in improper and unaccounted for payments to growers.

The audit committee blamed inadequate internal controls for the financial mess that will trigger a restatement of financials for 2010 and 2011.

Among corrective actions taken are replacing CEO Michael Mendes with interim chief Rick Wolford, formerly head of Del Monte Foods; and CFO Steven Neil with acting CFO Robert Zollars.

Mendes and Neil go on administrative leave as the search begins for their replacements.

The accounting woes put Diamond's proposed \$2.5B acquisition of Procter & Gamble's Pringles canned chip unit in jeopardy.

SV&C's Paul Kranhold, John Christiansen and Lucy Neugart are assisting Linda Segre, Diamond's senior VP/corporate strategy, deal with the crisis.



**Diamond Foods execs, including Mendes (center), at the NYSE in 2007.**

## MCGARRY CRUISES TO CLIA

Fort Lauderdale-based Cruise Lines International Assn. has hired the well-rounded Michael McGarry as senior VP of public affairs. He had been running R2M Solutions, a risk and reputation management firm that he founded in Washington.

McGarry has held top communications posts at Royal Dutch Shell (London-based global external affairs and communications for Shell Chemicals Ltd.), Advanced Medical Technology (PA chief), Visa USA (PA director) and Fleishman-Hillard (VP).

Christine Duffy, CLIA CEO, likes McGarry's "unique and varied set of experience and skills" and his recruitment is "an important step toward making CLIA a world-class trade association," she said.

McGarry takes charge of government affairs, member communications, issues and stakeholder engagement.

## PODESTA DEFENDS CHINA SOLAR BIZ

The White House-connected Podesta Group is defending Chinese solar power interests and their effort to fight off tariffs on their panels.

Acting on a tariff petition filed in October by the Coalition for American Solar Manufacturing, the Commerce Dept. ruled Jan. 30 that Chinese companies have sent a "massive surge" of panels and modules to the U.S.

A decision is due next month on whether Chinese companies are guilty of "dumping" and subject to tariffs retroactive to Dec. 3.

Podesta represents the Coalition for Affordable Solar Energy, which is bankrolled by China's Suntech Power Holding, Trina Solar and Yingli Green Energy Holding.

CASE commissioned a study by The Brattle Group that claims a 100 percent tariff would result in the loss of 50,000 American jobs over the next three years. Brattle predicts that a 100 percent levy would result in a loss of up to \$2.7B to the U.S. economy.

The Coalition that filed the petition is led by the U.S. arm of Germany's SolarWorld.

Tony Podesta is leading the firm's Team China.

## OPINSKY TO HILL+KNOWLTON/D.C.

Howard Opinsky joins Hill+Knowlton Strategies' Washington office on March 1 as general manager and executive VP. He replaces Michael Kehs, who left last January. Duncan Burns has served as interim general manager for the past year.

The 10-year Weber Shandwick veteran most recently served as managing director-global corporate communications at JPMorgan Chase & Co. At the banking giant, he handled operations, corporate social responsibility, legislative and regulatory issues.

While at Weber Shandwick, Opinsky was executive VP and leader of the firm's PA and corporate work at Powell Tate in D.C., counseling clients such as Bank of America, Cisco, U.S. Chamber of Commerce, Siemens, Business Roundtable and the U.S. Government.

Opinsky has been active in Republican politics, serving as national press secretary for Sen. John McCain's Presidential run.

**WASHINGTON POST MAKES CUTS**

*Washington Post* executive editor Marcus Brauchli informed staffers on Feb. 7 of the need for a fresh round of staffer cuts to “address the economic forces affecting our industry.”

The Post has sliced the number of newsroom people by more than 200 during the past three years.

Those cuts were not enough to turn a profit. The paper reported an operating loss of \$9.9M during the quarter ended Oct. 2. That was up from a \$1.7M 2010 period deficit. Revenues slid nine percent to \$150M.

In his memo, Brauchli announced a voluntary buyout to members of every part of the paper's newsroom. The objective is “a limited staff reduction that won't affect the quality, ambition or authority of our journalism.”

Some reporters and editors who accept the buyout may be turned down if management determines their departure would impair the Post's journalism.

Employees have 45 days to decide whether to accept or reject the terms of the “separation incentive program.”

Though the Post is in a cost-cutting mode, it will continue to make “tactical hires so that even as we get smaller, we get stronger.”

Brauchli said Post management constantly rethinks “how we do certain things in order to become more efficient, agile and competitive.”



**Brauchli**

**NBC ENTERTAINMENT TRIMS PUBLICITY STAFF**

NBC Entertainment chief Bob Greenblatt is trimming its marketing and publicity staffs in a cost-cutting move, according to the *New York Post*.



**Greenblatt**

The former Showtime executive is looking at an overall cut of about two percent, which “which will result in scores of pink slips.”

Greenblatt has put Len Fogge, former executive VP/creative marketing at Showtime and NBC marketing president, in charge of revamping primetime, daytime and late night programming, reported the Post.

Another Showtime alum, Richard Licata, who heads PR, is looking to cut the number of publicists.

The Post reports news of the cuts is “ruffling feathers at the Peacock Network in wake of its big spending (\$25M) to promote “Smash,” the musical drama about Broadway, and millions earmarked for recruitment of Howard Stern for “America's Got Talent,” among other projects.

**PEOPLE**

**Brett Nelson**, executive editor for *Forbes*, has resigned after two-plus years. Managing editor Tom Post was promoted to take over for Nelson. Post is a 14-year veteran of the business magazine.

**RUPE TALLIES HACKING TAB**

Rupert Murdoch's News Corp. took an \$87M second-quarter charge related to the ongoing investigation into the hacking scandal at the now shuttered *News of the World* tabloid.

The paper was closed in July following the disclosure that it hacked the phone of 13-year-old murder victim Milly Dowler.

The loss of revenues from the tab contributed to a 43 percent decline in operating profit at \$2.1B publishing group that includes *Times of London*, *Sun*, *New York Post*, *Wall Street Journal* and Australian papers.

News Corp. settled 15 hacking cases on Feb. 8, ironing out agreements with Alastair Campbell, spokesperson for former U.K. prime minister Tony Blair; Simon Hughes, Member of Parliament; Steve Cooper, comedian, and Paul Gascoigne, ex-soccer player.

BBC legal correspondent Clive Coleman believes the settlements represent a “continued waving of the white flag” by News Corp.'s News International unit.

The bulk of the 60 cases have been settled, “and the more they settle, the more difficult it becomes for News International to defend one,” according to Coleman.

News Corp. reported a 16 percent rise in Q2 operating profit to \$1.5B, sparked by performances at its film and Fox TV units. Revenue rose two percent to \$9B.

**YAHOO! SHAKES UP BOARD**

Yahoo! Chairman Roy Bostock and three other directors have decided not to stand for reelection at the next shareholders' meeting in order to facilitate the company's comeback under new CEO Scott Thompson.

Yahoo!, based in Sunnyvale, Calif., has named two independent directors to the board. They are Maynard Webb, who was chief operating officer at eBay and chief information officer at Gateway, and Alfred Amoroso, ex-CEO of Rovi Corp.

Peter Hart, CEO of International Game Technology and chair of Yahoo!'s nominating committee, is leading the search for additional directors.

Bostock, who was CEO of D'Arcy Masius Benton & Bowles ad agency, believes an independent board of directors will provide Yahoo! with the “expertise and perspectives necessary to drive innovation and growth going forward,” according to his letter to shareholders.

Departing board members include Gary Wilson, ex-chairman of Northwest Airlines; Arthur Kern, co-founder of American Media Inc., and Vyomesh Joshi, executive VP at Hewlett-Packard.

**CNBC TARGETS REALITY PROGRAMMING**

CNBC has hired Jim Ackerman, VH1's senior VP development/production, for the newly created senior VP/prime-time alternative programming slot.

Mark Hoffman, CNBC president, has put Ackerman in charge of “strategy, development and production of new formats, including reality for our networks,” he wrote in a staff memo.

CNBC prime-time shows include a mix of documentaries and biographical programs of the wealthy.

Ackerman began his career at NBC's “Today” show, and worked on “Dateline NBC” and NBC News.



**MEDIA NEWS continued****MEREDITH REVAMPS LHJ**

Meredith Corp. has unveiled a revamped *Ladies Home Journal* with the March 2012 edition of the magazine, including adopting more reader-generated content.

The company said the title, under editor-in-chief Sally Lee, will focus on “personal growth” with “inspiring, positive and encouraging content.”

LHJ has adopted a new logo and the tagline “Living with passion + purpose” and is soliciting reader stories for print and online via *DivineCaroline.com*, a Meredith site which counts more than three million unique monthly visitors.

“It is a natural evolution for the magazine to become a personal journal for our readers,” said Lee. “We believe that every woman has a story to tell that is just waiting to be discovered by our editors.”

Meredith said the mag’s core content areas remain beauty, fashion, health/fitness, relationships, media/celebrity, and food/entertaining.

**FEDDERSEN HEADS CONTENT AT PATCH**

Rachel Feddersen, editorial director of Bonnier’s The Parenting Group, has joined AOL’s local news unit Patch as chief content officer.

Feddersen oversees the Patch consumer strategy and will create scaled content and product initiatives for the division.

Jon Brod, founder of Patch and president of AOL Local, Mapping and Ventures, said Feddersen is a “world-class expert at engaging online audiences and connecting communities with the information they care most about.”



**Feddersen**

She most recently was editorial director, digital content, strategy and design, at TPG, overseeing digital development of the *Parenting*, *Babytalk* and *Conceive* brands and their online sites. Earlier in her career, she was one of the original six editors at Metrobeat (later CitySearch).

Patch includes 850 news, information, and engagement sites in 22 states and Washington, D.C.

**ARMY OUTLINES MEDIA MONITORING NEEDS**

The Army has put out a feeler for proposals to monitor and analyze news, social media and message boards for topics of interest to the military branch’s leadership at the Pentagon.

The strategic communications, evaluation and assessment work would be for the Office of the Chief of Public Affairs for the Army. The Army released a pre-

solicitation description of the work to identify firms capable of competing for the assignment.

News and commentary about Army leaders, operations, accidents and other events, as well as developments at the Dept. of Defense and the three branches of the federal government that could affect the Army are all of interest in the scope of the work being floated.

Responses are due Feb. 22. View the announcement at <http://odwpr.us/y0AFrs>.

**MOSS TAKES CHARGE OF DENVER POST**

Ed Moss, ex-publisher of the *San Diego Union-Tribune*, assumes the president/CEO post at *The Denver Post* on Feb. 20. He will succeed Jerry Grilly, who is retiring.

Moss exited the San Diego paper in December after a nearly two-year stint. Earlier, he was publisher of the Los Angeles Newspaper Group, which is owned by *Denver Post* parent, MediaNews Group.

MediaNews CEO Bill Singleton welcomed Moss back into the corporate fold as a person who has an excellent track record and solid understanding of the digital world.

Moss also takes on the executive VP position as Digital First Media, the online MediaNews entity, and will manage operations in Colorado, Texas and New Mexico.

**BLOOMBERG LAUNCHES LUX MAG**

Bloomberg L.P. has launched *Bloomberg Pursuits*, a luxury magazine that will be distributed to households with income of \$450K a year that have a person who subscribes to the company’s terminals or *Bloomberg Markets*.

The initial 72-page magazine is going to 375K readers and carries ads from Porsche and Cartier.

It features stories on artisan watchmakers, a Wall Street executive’s collection of Ferraris and exploring the royal court of Laos.

**MCCLATCHY AD DROP BEGINS TO STABILIZE**

The McClatchy Company reported fourth quarter revenue fell 5% to \$351.4M compared with 2010.

For the year, net income was \$54.4M, up from \$36.2M in 2010 at McClatchy, which owns papers like *The Miami Herald*, *Sacramento Bee*, and *Fort Worth Star-Telegram*.

Falling advertising revenues began to stabilize in Q4 after dropping an average of 10 percent for the first nine months of the year.

CEO Gary Pruitt said retail, direct marketing and national ads, as well as a boost in digital, helped the fourth quarter improvement. “Much of the improvement in the ad revenue trend occurred in November, but each of the months in the fourth quarter of 2011 was better than the trends through the first nine months of the year,” he said. “Advertising revenues were down 8.7% in October, 2.4% in November and 5.9% in December.”

The company said it trimmed debt by \$25M in Q4 and \$140M for the year for a balance of \$1.6B at the end of 2011.

It has paid off \$1.7B in debt since late 2006.

**NEWS OF PR FIRMS****FACEBOOK LIKES GLOVER PARK**

Facebook, which spent \$1.4M in federal lobbying outlays last year, has hired WPP's Glover Park Group as its Washington representative.

Glover is to handle general advocacy on legislative and policy issues regarding technology and Internet policy, including personal privacy protecting children and advancing online security, according to its federal filing.

Its founding partner Joe Lockhart, who was president Clinton's press secretary, joined Facebook as VP-communications during the summer.

Glover's team includes Joel Johnson, who was Clinton's special assistant for policy and communications; Matt Mandel, former aide to Republican leader Eric Cantor and Rep. Cliff Stearns, and Jack Krumholz, who handled Microsoft's federal outreach in Washington. As Facebook readies its initial public offering, it has added Brunswick Group for financial PR. Brunswick senior partner Steven Lipin declined comment.

**BRIEF: Antenna Group**, San Francisco, has partnered with London-based boutique shop **Greenpoint PR** to get a European reach on early-stage cleantech clients. Antenna CEO Keith Zakheim said clients now come out of the gate wanting global strategies. "We must extend our capacity to support our clients' growth initiatives," he said. ...Santa Monica-based **Maize Marketing** has launched a new strategic communications division for professional services firms, offering services like writing content for websites, newsletters, blogs and other media, and developing and managing new media initiatives. Joseph Geisman, a former attorney for Greenburg Traurig, heads the effort as a VP. ...**Marina Maher Communications**, New York, has unveiled the Creative Catalyst Group, a new unit focused on clients' changing needs in a "quickly evolving media environment." MMC said the group will use proprietary tools and lean on media experience to spark creative thinking in social media and other areas of PR. ...**Mulberry Marketing Communications**, based in London with a U.S. base in Chicago, has acquired Singapore-based consumer-lifestyle firm Red Dawn Communications, which has been renamed Mulberry PR & Marketing Communications Pte. Ltd. Red Dawn includes include retail mall City Square, SingTel and People's Association Youth Movement. Florence Ang, director, heads the new outpost report to Mulberry founder and CEO Chris Klopper. ...**BCF**, Virginia Beach, Va., has created a two-minute video for Operation Smile to help audiences understand and empathize with the group's mission of surgically correcting children born with cleft lip and cleft palate. Scott Vooss, director of marketing and comms. for OS, said the clip "underscores the crucial intangibles - knowing that this work helps provide a child with hope, dignity and self-esteem - a gift that lasts a lifetime." Clip: <http://odwpr.us/wfFP16>. ...**Chime Communications** has entered a deal to acquire Succinct Comms., a U.K.-based medical communications firm focused on prescription medicines. Initial consideration is £2.0M as well as shares in Chime.

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

**Nancy J. Friedman PR**, New York/The Inn at Little Washington, Virginia restaurant and inn; Sea Island, resort on southeastern coast of Georgia; The Nantucket Resort, and Pod Hotel as it opens a second Manhattan location on East 39th Street in the spring.

**Robin Leedy & Associates**, Mount Kisco, N.Y./FeverAll Acetaminophen Suppositories by Actavis; Replens by Lil' Drug Store; SpermCheck Fertility; The Natural Dentist by Revive Personal Products; Redex Inc.'s Udderly Smooth, and the Boiron USA brands Oscilloccinum, Arnicare and Camilia, all for PR.

**Midwest**

**Clarus Communications**, Chicago/Oak Street Funding, Indianapolis-based financial services companies, for PR.

**Martin Flory Group**, Gurnee, Ill./Schmitt & Ongaro Marine, maker of steering wheels, horns and wiper motors for marine use, hired for PR.

**South**

**Revive PR**, Nashville/Community Hospital 100, national network of community hospital leadership, for strategic comms.

**Southeast**

**Fleishman-Hillard**, Atlanta/Gas South, natural gas provider, as AOR for PR to educate residential and commercial customers across Georgia about its service. Media relations, thought leadership development and crisis management are included.

**Cookerly PR**, Atlanta/c360 Solutions, global supplier of Microsoft Dynamics CRM add-ons, utilities and applications, for media relations support.

**Arketi Group**, Atlanta/MediKeeper, health information integration, for strategic marketing efforts.

**Uproar PR**, Orlando, Fla./Nadanu, online and mobile giving tools, for strategic counsel and management of a media relations campaign.

**Max Borges Agency**, Miami, Fla./Tropisounds, music app development, for PR.

**Zimmerman Advertising**, Ft. Lauderdale/Extended Stay Hotels, as AOR for advertising, including media planning and buying on a budget about \$17M-20M.

**Power Wears Pink PR & Events**, Fort Myers, Fla./WRXY-TV, Southwest Florida Christian TV station, for marketing and PR.

**Southwest**

**SPM Communications**, Dallas/Stubb's Legendary Kitchen, makers of Stubb's barbecue sauces, rubs and marinades, as AOR for PR.

**West**

**DIÁLOGO**, San Diego/elwiri, Spanish-language lifestyle mobile phone app, as AOR for a national PR campaign.

**Canada**

**Torchia Communications**, Toronto/Green Savoree Racing Promotions, for PR for the 2012 season.

**International**

**Finn Partners**, Jerusalem/2012 Israeli Presidential Conference: "Facing Tomorrow," for international PR, the second year the firm has handled the event.

— Greg Hazley

**NEWS OF SERVICES****PRN TAPS SMITH FOR IR, COMPLIANCE**

PR Newswire and its Vintage Filings EDGAR service have named Bradley Smith director of marketing for its investor relations and compliance offerings, reporting to Rachel Meranus, VP of marketing and communications.

Smith was formerly director of products and strategy for NASDAQ OMX Group after serving as director of marketing and comms. at Shareholder.com, acquired by NASDAQ in 2006. Earlier, he was director of marketing communications at medical imaging company InfiMed.

**Smith**

PR Newswire acquired Vintage Filings in 2007.

**WESTGLEN: OPP FOR SPANISH-LANG PSAs**

WestGlen Communications said it tracked more than 1.9M broadcast PSA airings for 229 television and radio PSA campaigns in 2011, up 20 percent over 2010.

In its annual survey, West Glen for the first time segregated data for Spanish-language airings and found that TV stations aired such content slightly more in the day time and early fringe, but other day parts were comparable or level to traditional English-language PSAs. The firm found far more airings in the top 25 markets, however, with 34% for TV, compared with 27% for mainstream PSAs. In radio, Spanish-language PSAs hit top markets at a 37% clip, compared with 23% for mainstream stations.

"Hispanic media outlets generally remain underserved when it comes to public service messages," said Ivette Achong, VP of PSA services and a Hispanic market and multicultural specialist for West Glen.

Looking at its 2011 PSAs overall, WestGlen said only 29 percent of TV airings occurred in the less-viewed overnight hours from 1 a.m. to 5 a.m. with the rest airing in the so-called waking day parts, a 2 percent increase from 2010.

Among radio PSAs distributed by WestGlen, 58 percent of airings occurred during waking day parts (6 a.m. - 12 a.m.) with WestGlen saying 22 percent of its PSAs aired during the coveted morning and afternoon drive times (6-10 a.m; 3-7 p.m., respectively).

WestGlen said the proportion of airings in national and top markets has remained consistent over the past three years, with 27 percent of TV airings and 23 percent of radio airings occurring in the top 25 media markets.

**SODAHEAD EYES AGENCIES**

Market research engine SodaHead.com said it is offering a new suite of tools geared toward communications industry agencies and media organizations, including online poll and survey results.

The company recently worked with Jack Morton Worldwide on a project for Samsung's Holiday Wish List, including design of a poll and detailed demographic data on respondents.

SH said it guarantees at least 1,000 votes within 24 hours for its Lightning Poll service, while its Online Survey offering allows companies to reach out to potential customers and survey them on new products and services, and its Social Polling service gathers input from Facebook fans and users.

**PEOPLE****Joined**

**Rodney Spady**, director of integrated marketing and media, Johnson & Johnson's global marketing group, to technical professional trade group IEEE, Piscataway, N.J., as senior director, digital marketing and communications, effective Feb. 6. He was previously director of global digital marketing and chief web officer for Novartis Consumer Health.

**Roger Rydell**, VP, global business communication, The Goodyear Tire & Rubber Co., to Parallon Business Solutions, Nashville, as VP of marketing and communications, a new position. He was principal at Cornett Integrated Marketing Solutions and VP of corporate comms. for Lexmark Int'l and The Timberland Co.

**Rydell**

**Marissa Shorenstein**, who led public affairs for AT&T in New York and New Jersey as an outside consultant, has been named president, AT&T New York overseeing legislative and regulatory objectives as well as public and external affairs strategies across the state. She was director of communications for Andrew Cuomo's successful campaign for governor of New York in 2010 and press secretary and deputy director of communications for the State of New York under Gov. David A. Paterson.

**Rustin Silverstein**, attorney for Steptoe and Johnson and former press secretary to ex-Rep. Tim Roemer (D-Ind.), to Hamilton Place Strategies, Washington, D.C., as managing director in the firm's legal crisis communications practice. He was also a producer for "Hardball with Chris Matthews."

**Karina San Juan**, corporate comms. consultant for clients like Walmart Mexico and American Express, to Intuic | The Social Media Agency, Mexico City, as manager for Mexico and the Hispanic market of the U.S.

**Promoted**

**Jeanmarie McFadden** to head of global corporate affairs, a new unit of Morgan Stanley, New York. The bank has combined corporate communications and marketing under the new title. **Elizabeth Eginton** continues as CMO reporting to McFadden. **Wesley McDade** remains in London with the new title, head of corporate affairs, international, and **Mark Lake** becomes head of corporate communications, Americas.

**Jeremy Walker** to managing director, GolinHarris, Hong Kong, effective March 5. He joined in 2010 and replaces John Morgan, who is leaving the agency at the end of February.

**Paula Davis** to VP, Alcoa, New York. She has been president of the Alcoa Foundation since 2010, when she joined after serving as VP of corporate comms. for The Pepsi Bottling Group.

**Walker**

**Kara Yadach** to assistant A/E, Eisbrenner PR, Royal Oak, Mich.

**Jeremy Douglas** to A/C, Catapult PR-IR, Boulder, Colo. He joined in 2010.



## **FWV SHOOT FOR OLYMPIC GOLD**

French|West|Vaughan has picked up agency of record duties for global athletic brands Italy's Arena International and Switzerland's SKINS International ahead of the summer Olympic Games slated for London.

Arena, which has its North American headquarters in Portland, Ore., has positioned itself as the brand of swimwear choice among elite swimmers. Recently, it signed four-time Olympic distance swimming champ Janet Evans as ambassador for the brand and its sponsorship of SwimAmerica, a learn-to-swim program operated by the American Swimming Coaches Assn. Other American members of Team Arena are breaststrokers Rebecca Soni and Eric Shanteau and backstroke Aaron Peirsol.

F|W|V previously handled the Speedo and Jantzen swimwear brands.

SKINS makes "compression performance wear" to improve an athlete's strength, power and endurance. Its products are worn by the U.S. Olympic cycling team, Austria's Olympic ski team, U.S. Open champ Rory McIlroy and NFL/NBA players.

Founded in Australia 16 years ago, SKINS moved its headquarters to Switzerland in 2009 to enhance its share of the European market.

Rick French, CEO of F|W|V told O'Dwyer's that "the opportunity to work with two international brands in support of their Olympic programs is something our entire agency is very excited about."

## **ROCHE GETS PR SUPPORT IN HOSTILE BID**

Swiss drug maker Roche has brought in Brunswick to bolster its \$5.7B hostile pursuit of gene sequencing company Illumina, which rejected the overture last week as "grossly inadequate."

Sard Verbinnen & Co. is working with San Diego-based Illumina.

Roche said Feb. 8 it is disappointed in Illumina's rejection, but will move ahead with its nomination of a slate of board candidates to tip the balance in its favor.

In addition to Brunswick's New York office, which is handling U.S. media, Roche has engaged the proxy firm MacKenzie Partners.

Reuters said Roche may have to raise its \$45.50-per-share bid to as much as \$60, but noted Roche is "digging in for a long fight."

## **EDELMAN'S MAZZONI MOVES TO MWW**

Mara Mazzoni, a VP/producer at Edelman's digital operation with big consumer brand experience, has moved to MWW Group's Dialogue Digital unit.

She worked both in Chicago and New York at the No. 1 independent firm, handling key initiatives such as the launch of Unilever's Dove brand Facebook page, rebranding of the American Heart Assn.'s "Go Red for Women" program, and "Fuel Up to Play 60" exercise promotion venture between the National Football League and National Dairy Council.

Mazzoni also represented General Electric, United Airlines, PepsiCo, eBay and Heinz. She will work from the New York office of Jersey-based MWW and report to Jared Hendler, executive VP & digital and creative global director.

## **COLOMBIA LOOKS FOR TRAVEL PR**

ProExport Colombia wants to talk to travel PR firms as the government of that South American nation targets tourism as an "emerging sector" of its minerals, coffee and flowers-based economy.

The U.S. sends the most visitors to Columbia, accounting for a 23 percent market shares. Venezuela, Ecuador and Spain are next in line.

Tourism, according to a ProExport fact sheet, is on the rise partly due to a growing awareness of Colombia's rich biodiversity and a dramatic decline in drug/cartel related violence.

The number of homicides per 100,000 people declined from 65.8 in 2002 to the 31.2 level.

Colombia is a three-hour flight from Miami and five hours from New York. It works with Development Counsellors International on travel.



Abriendo Puertas, Cerrando Negocios.

## **FIRMS REP DC POST OFFICE REBUILD**

Middleton & Gendron and Owen Blicksilver PR are representing Trump Hotel Collection and Colony Capital, the winning bidders to redevelop Washington, D.C., Old Post Office Building.

Trump and Colony won a competition by the U.S. General Services Administration with a pitch to include guest rooms, suites, eateries, banquet and meeting facilities, library, curated museum and gardens among the features of the property, named Trump International Hotel, The Old Post Office.

The ornate Pennsylvania Avenue building was completed in 1899 and renamed after former National Endowment for the Arts chair Nancy Hanks in 1983 when she led an effort to avoid its demolition. Congress directed the GSA in 2008 to enter a long-term lease for development and restoration of the property.

M&G's Mary Gendron handles PR for Trump Hotel Collection, while OBPR VP Jennifer Hurson speaks for Colony Capital.

## **COMMERCE PRO GOES TO APCO**

Parita Shah, a Commerce Dept. PA strategist, is now at APCO Worldwide dealing with international trade policy and intellectual property issues.

She handled the 100-day outreach effort that introduced former Commerce Secretary Gary Locke to the people, media and leadership of China as he took up the U.S. Ambassador post there.

At Commerce, Parita was press secretary and deputy director of PA positions. She tackled issues, such as bilateral trade disputes, market access barriers trade missions for business executives and PR around the annual U.S.-China Joint Commission on Commerce and Trade.

Earlier, she was press secretary for Los Angeles Mayor Antonio Villaraigosa.

## PR OPINION

The New York chapter of the PR Society is the biggest single city-based chapter with 685 members but is strangely passive when it comes to relations with national.

National Capital is No. 1 but it draws members from Virginia and Maryland as well as D.C. Georgia, No. 2, draws members from the entire state.

Although former NYC president and former national treasurer Art Stevens said in 2009 that the national conference should be in New York every third year, the current schedule has it in New York once in 28 years and still counting.

There was a NY conference in 1990 and one in 2004 which drew a record turnout of 4,000.

San Francisco is the site this year and Philadelphia next year. Cities have been picked for at least the next three years but what they are is a secret.

No one from PRS/NY will even ask national staff or leaders what the future cities are. Normally they would be in the board minutes but PRS stopped publishing board minutes in 2011. It has yet to publish the minutes of the Oct. 15, 2011 Assembly.

### Not Aware of Selection Process

Stevens said current chapter leaders are not aware of how national picks conference sites.

We are. National leaders have told us that chapters pitch hard to have the conference in their cities. Philadelphia bested the NY chapter several years ago for the 2013 conference even though it hosted the 2007 conference. The 28-year period from 1991-2018 will thus have one conference in New York.

A key argument was that Philadelphia hotels are cheaper than New York's and this allows members from throughout the U.S. to attend.

That argument is pretty silly because very few members attend the conference-less than 4% said 2005 chair Judith Phair. Attendance of 1,600 last year was equal to 7.6% of the 21,000 members but that figure included hundreds of non-members.

Attendance is boosted by the fact that a sizable proportion are forced to go-the 270 Assembly delegates and the 150+ speakers.

More than half of the 47 exhibitors in 2011 were from the New York area. A New York location would save them lots of travel costs for staff as well as costs of shipping exhibits.

Major PR service companies have told us they don't exhibit at PRS conferences because of such costs. Many more exhibitors would take part in a New York conference.

Vast time, effort and money are spent by the staff on the conference which benefits a small minority of the members and loses money. It is beloved of the staff. Up to 35 spend a week to ten days at the conference city on the PRS exchequer (not to mention advance trips).

### NY Favored by Many Groups

Fifty-three groups currently hold their annual conferences at New York's Javits Center and nine hold more

than one event there each year. They wouldn't dream of going to some other city.

One of them is the Manhattan Accessories show (MODA) that attracts 8,000 buyers and is held five times a year at Javits.

It's in New York because New York is the fashion capital of the U.S.

The PRS conference should be in New York every year because it has about 20 times the concentration of PR, media, advertising and related communications people--a built-in audience that does not need to take hotel rooms.

Plenty of attendees at the other shows take hotel rooms in the city and the extra cost is deemed to be well worth it.

Harry Zlokower of Zlokower Co. PR is president of the chapter and Lea-Ann Germinder of Germinder & Assocs. is president-elect. Sandra Fathi of Affect is immediate past president. Stevens is a director.

### Corbett Ducks Members, Most of Press

PRS chair Gerry Corbett was in town in recent days as evidenced by the in-person interview conducted with him by Scott Van Camp of *PR News*.

"PR News sat down with Corbett to discuss the Society's goals, the challenges of being a PR pro, and the latest hot PR topics," wrote Van Camp Feb. 8.

Why didn't Corbett present himself to rank-and-file New York members or have a press conference with all the PR press present-PRN, *PR Week*, *Bulldog Reporter*, *PR Newser*, *Ad Age* and this website, all based in New York? The chapter is so alienated from national, we doubt it even knew Corbett was in town.

No national chair/president has addressed the chapter in more than 20 years although this was a requirement of that post until the 1980s.

A "hot PR topic" no doubt is Dave Carr's *New York Times* column Jan. 29 in which he said hard-to-find PR pros deliver "slop" that is "meant to obscure rather than reveal."

Van Camp asked about "PR's reputation with the general public."

Said Corbett: "I believe these cases of poor management are in the minority. We tend to hear more about the bad cases, and not about the good work being done out there by PR. I'd say it's an anomaly. I believe PR pros continue to elevate in stature within their organizations..."

Full text is at <http://bit.ly/ybpcwC>.

We don't know what he's talking about, either, but it's about time someone at the Society faced the reality of PR's standing with the public.

PRS and the Rockefeller Foundation spent \$150K on a survey published in 1999 that showed "PR specialist" ranked 43rd on a list of 45 public figures. We doubt it has improved.

A Gallup poll last summer showed ad/PR had dipped five points lower in the past five years. Only 32% of the public have a positive view while 37% have a negative view.

— Jack O'Dwyer