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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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EDELMAN NAMES HARRINGTON COO

Matt Harrington, a 22-year Edelman veteran, assumes the COO post, a new position of the \$614M independent shop on July 1.

The former U.S. chief expands his responsibilities to include Europe/Middle East/Asia-Pacific, Canada/Latin America, human resources, legal and IT duties. Harrington reports to Richard Edelman, CEO, who told O'Dwyer's that Harrington is a "decent and intelligent manager who has earned the trust of the Edelman family."



Harrington

Edelman is shifting China chief Mark Hass, former CEO of Manning, Selvage & Lee, to the U.S. president/CEO post. He joined Edelman in 2010, after serving at the helm of the Publicis unit for five years. Edelman praised Hass' strong corporate and marketing experience.

"He doubled our China business and is uniquely qualified for the U.S. position," said Edelman.

The firm recorded \$383M in U.S. revenues during the past year.

Tom Mattia, who retired from the senior VP global PA and communications post at Coca-Cola in 2009, replaces Hass in China.

Mattia, who recently stepped down as Yale University's chief communications officer, held top PR posts at Ford, IBM and EDS. "He's been our client twice at Yale and EDS," noted Edelman.

During a five-year stint at Hill & Knowlton, Mattia ran its Asia operation.

IRS REVIEWS IMAGE PACT

The IRS is in the final stages of reviewing a multi-million-dollar PR contract for communications support.

Porter Novelli is the four-year incumbent, earning more than \$17M for the marketing communications work supporting the federal agency's outreach and public education efforts.

The *Wall Street Journal* Feb. 17 polled tax interest groups as well as newly minted Edelman COO Matt Harrington on the image of the IRS, tapping a vein of sarcasm.

"Advancing the interests of the North Korean leadership at the moment would be harder than the IRS," Harrington told the *Journal*.

Before Porter Novelli, Weber Shandwick and sister ad shop Foote, Cone & Belding in 2002 won a \$20M-a-year communications pact with the IRS.

APCO PICKS STRAWBERRY FROG

APCO Worldwide has acquired a majority stake in New York-based ad agency Strawberry Frog, a consumer shop which works for clients like Procter & Gamble, Heineken, Liberty Mutual and Jim Beam.

Twelve-year-old Strawberry Frog has outposts in Amsterdam, Mumbai and Sao Paulo and revenue in the \$10M-a-year range handling traditional advertising, digital, mobile, social media and content, among its services. Terms of the APCO deal were not revealed.

APCO CEO Margery Kraus said the ad agency's focus on "movements" aligns well with her firm's approach to stakeholder engagement when "persuasion today requires finding points of shared interest and then launching campaigns that connect emotionally."

SF co-founder Scott Goodson said the agency has ambition to be "more active on the global stage" and has been approached by several suitors, but he noted APCO, which operates in 32 global markets, has an "independent spirit and global pedigree" that fits.

APCO said SF will maintain its own culture, brand, creative independent and management. Co-founder Karin Drakenberg and chief creative officer Kevin McKeon round out SF management.

APCO posted 2010 revenue of \$113.4M, making it the second largest independent firm in the O'Dwyer rankings.

Goodson said APCO executives "fundamentally understand and respect our philosophy and are dedicated to helping our culture thrive globally."

FINN PARTNERS INKS SOUTH KOREA PACT

Finn Partners has inked a \$40K monthly contract with South Korea for business grassroots and outreach services.

The U.S. and South Korea have agreed to a free trade pact that is expected to bolster the \$67B in commerce between the countries by at least 25 percent.



The pact, however, has met political opposition in Korea and will be a major issue in the Spring election.

The Democratic United Party released an open letter to President Obama earlier this month threatening to abolish the deal unless it is renegotiated.

Jessica Ross, general manager of FP's Washington office, and Robin Crawford, senior partner, lead the account that runs through the rest of 2012.

PENN ST. TOUTS 'OPENNESS,' SHOWS PR TAB

Penn State University on Feb. 13 launched a public information website, openness.psu.edu, which includes an itemized account of its \$3.2M tab for handling the child sex scandal that wracked its vaunted football program in December.

The school said via an FAQ section of the site that the cost of its internal investigation via Freeh Group and Reed Smith and crisis communications counsel with Ketchum and Kekst totaled \$2.5M.

Ketchum counseled the university while Kekst advised the special committee of the school's board investigating the probe related to former football coach Jerry Sandusky.

Penn State president Rodney Erickson unveiled the new information website with the board of trustees to be a resource for the Penn State community and other stakeholders on the ongoing investigations and similar matters.

Karen Peetz, board chairwoman, said the site "represents reform and change and our commitment to improve the university's openness with the public."

Erickson said in a statement that the university "will try its best" to respond to all questions from media and to post answers, unless barred by law.

HEALTH PRO SHUBNY GOES TO GH

Healthcare pro Margaret Shubny has joined GolinHarris in Chicago as executive director, reporting to Farah Speer, chief of the health practice at the Interpublic unit.

Most recently, Shubny was at Burson-Marsteller, handling oncology campaigns and issues management. That included the launch of Iressa (AstraZeneca and Teva), a therapy for the treatment of advanced non-small-cell lung cancer, and National Breast Cancer Awareness Month educational effort.

Earlier, Shubny did product and corporate PR work at Baxter Healthcare.

In announcing the hire, Patti Temple Rocks, managing director of GH/Chicago, cited Shubny's "more than 20 years of experience in health care communications, marketing and strategy development, media and investor relations," on the corporate and agency sides.

RLM FINSBURY EYES PA WITH HIRE

New York City Deputy Controller Eric Eve is stepping down to join RLM Finsbury as a Partner to grow the corporate PR firm's public affairs and government affairs capabilities.

Eve, who was appointed to the controller's post in January 2012, is a former client of the firm, serving as senior VP of Citigroup, where he headed global community relations. He moved to the bank from Verizon Communications, where he managed federal legislative affairs as VP of government relations.

RLM CEO Walter Montgomery said Eve will help lead growth of the firm's practice in government relations and PA serving as a "significant new resource" for U.S. and global clients.

Eve was a Clinton White House advisor and worked for former New York State Comptroller Carl McCall.

PB REPS ARAB MEDIA MONITOR

Patton Boggs has registered Dubai-based News Group International, which sources, creates, distributes, monitors and analyses news broadcast/print and social media content across 30 nations in the Middle East and North Africa, as a client of the firm.

According to PB's federal filing, it will deal with "issues related to the intelligence community's use of media monitoring."

PB's five-member lobbying team is skewed toward military experience. It includes Major General Mike Nardotti. He served for nearly 40 years as soldier and lawyer, rising to the Judge Advocate General post – the highest lawyer position in the Army.

Nardotti is assisted by retired Marine Corps Col. John Garrett, who has worked on reconstruction projects in Iraq and Afghanistan and Jack Deschauer, who was director of Senate affairs for the Dept. of Defense.

Founded in 2002, NGI has more than 300 staffers.

JOELE FRANK LEADS DEAL ADVISORS

Joele Frank, Wilkinson Brimmer Katcher topped *Corporate Control Alert's* annual ranking of PR firms handling deals of \$100M or more in 2011.

The independent firm worked 67 transactions, up from 59 in 2010 and ahead of Kekst and Company (52), Abernathy MacGregor Group (32), Brunswick Group and Sard Verbinnen & Co. (14 each), according to CCA, which is published by The Deal.

Rounding out the top 10 were Owen Blicksilver PR (10), FTI Consulting (7), Citigate Dewe Rogerson (5), Fleishman-Hillard (5), Tulchan Communications (4) and Finsbury (3).

Complete tables are in CCA's Jan./Feb. edition.

OMC Q4 PR UP 4%, NET TOPS \$270M

Omnicom reported fourth quarter PR revenues rose 3.9% to \$310.6M as the conglomerate posted an overall revenue climb of 7.4% to \$3.9B.

Net income ticked up 10.3% to \$271.9M.

Advertising led the charge with a nearly 10% increase in Q4 to \$1.8B and rose 12.7% to \$6.4B for the year. PR, including units like Ketchum, Fleishman-Hillard, Kreab Gavin Anderson and Porter Novelli, was up 6% for the year to \$1.2B.

Omnicom's U.S. revenue was up 5% in Q4 to \$1.9B while global revenue jumped nearly 10% to \$1.9B.

OMC shelled out \$443M for acquisitions

U OF M REVIEWS OUTREACH

The University of Minnesota is reviewing its integrated marketing account with an RFP through March 9, covering advertising, PR, social media, community events and other outreach.

The work supports the four-campus school's brand, "Driven to Discover," aimed to position it as a top public research university.

According to the RFP released Feb. 15, the school wants its outreach to resonate with a wide audience, including alumni, donors, students, faculty, media and other constituents.

The RFP is available via the university's online procurement portal: <http://bit.ly/zFLiGT>.

NEWS CORP. CONSOLIDATES GOV'T WORK

News Corp. has consolidated its global government affairs program under Michael Regan, executive VP and D.C. head for the past 11 years.

Under a new alignment, Frederic Michel, PA director for Europe, takes on the newly created senior VP/government affairs and public policy for Europe. Michel, who was founding director of the Policy Network think tank, oversees regulatory activity across the continent. He is based in Brussels.

Michel and Joe Welch, senior VP/government affairs for Asia, report to Regan. Prior to joining News Corp., Hong Kong-based Welch was MCI WorldCom's Asia government affairs and an attorney for the Federal Communications Commission.

James Murdoch, deputy COO of News Corp., said in a statement that the new structure "makes perfect sense as we continue to navigate the challenges facing the media industry on a global scale."

SHOWTIME REVAMPS COMMS.

Shari Kaufman, founder of long-running boutique entertainment PR shop SKPR, is moving to Showtime as VP of talent relations and special events under new communications chief Trisha Cardoso.

Kaufman's post consolidates the CBS-owned premium network's talent relations and special events units. TR head Dianne Hatlestadt has left.

Los Angeles-based Kaufman has handled PR for CBS shows like "The Insider" and "Entertainment Tonight," as well as *TV Guide*.

Cardoso, who joined Showtime as EVP/corporate comms. in September after the exit of Richa Licata after seven years, has also promoted Kate Meyer to VP, heading strategy for awards and film festivals. She had been a senior director. Cardoso noted Showtime's strong award showing, which included three Golden Globe Awards last month, in announcing the promotion.

YAHOO! WARNS OF 'DISRUPTIVE' PROXY FIGHT

Yahoo! said Feb. 15 it's disappointed that investor Third Point LLC and its chief Dan Loeb have "chosen a potentially disruptive path" by launching a proxy fight for the troubled online media giant.

The proxy contest comes "just as the company is moving forward under new leadership to aggressively increase the value of Yahoo! for the benefit of all its shareholders," according to its press statement.

Third Point, which owns 5.6 percent of Yahoo!, nominated a dissent slate of directors for election at its next annual meeting.

It includes Loeb, founder of the \$8.7B private equity fund; Jeff Zucker, former CEO of NBCUniversal; Harry Wilson, CEO of corporate turnaround advisor MAEVA Group and a member of the president's automotive task force that restructured General Motors, and Michael Wolfe, ex-president of MTV Networks and former head of the media and entertainment groups at management consultants Booz Allen Hamilton and McKinsey & Co.

In its Feb. 14 Securities and Exchange filing, Loeb said Yahoo!'s two new directors, Maynard Webb and

Fred Amoroso, were "hand-picked choices of the current board" and do "nothing to allay investor fears that Yahoo is poised to repeat errors of the past."

Third Point rapped press reports that Yahoo!'s "current strategic direction is to emphasize the technology aspects" of its business at the expense of advertising and media.

NYT'S SHADID DIES IN SYRIA

Anthony Shadid, foreign correspondent for the *New York Times*, died Feb. 16 from an asthma attack while on assignment in Syria. He was 43.

In Syria for a week, Shadid was working on a story about the Free Syrian Army and other opponents to the rule of president Bashar Al-Assad.

Jill Abramson, executive editor, told staffers via an email that "Anthony died as he lived – determined to bear witness to the transformation sweeping the Middle East and to testify to the suffering of people caught between government oppression and opposition forces."

Shadid, a Lebanese American, reported from Middle East hotspot for nearly 20 years. He also reported for the *Washington Post*, *Boston Globe* and Associated Press. He joined the Times in 2009.

The Timesman covered the uprising in Egypt that led to the fall of the Mubarak government. He and three other Times reporters were kidnapped and held for a week by pro-Gaddafi forces in Libya.

His book, "House of Stone," is to be published next month. It's about Shadid's experience in Lebanon after in 2006 after Israeli air attacks.



Shadid

BUCHANAN EXITS MSNBC

Conservative commentator Pat Buchanan has left MSNBC, claiming that political pressure forced him out.



He wrote on *The American Conservative* site, "After ten enjoyable years, I am departing, after an incessant clamor from the left that permit me continued access to the micro-phones of MSNBC would be an outrage against decency, and dangerous."

Buchanan believes the October publication of his book, "Suicide of a Superpower: Will America Survive to 2025," was too much for his critics.

Of the book, Buchanan wrote: "My thesis that America is Balkanizing, breaking down along the lines of religion, race, ethnicity, culture, and ideology and that western peoples are facing demographic death by century's end. Are such subjects taboo? Are they unfit for national debate?"

He views his departure as an "undeniable victory for the blacklists."

MSNBC wishes Buchanan well.

ESPN DRAWS IRE FOR LIN 'SLUR'

ESPN has fired a mobile content staffer and suspended an anchor after three comments about the NBA basketball player Jeremy Lin were deemed offensive.

In the first case, a headline on ESPN.com that read "Chink in the Armor" drew the ire of the Asian American Journalists Association and resulted in the dismissal of the staffer who wrote it.

The headline was posted on ESPN's mobile site at 2:30 a.m. and removed by 3:05 a.m. "We regret and apologize for this mistake, the sports network's director communications for digital media," Kevin Ota, said in a blog post Feb. 18.

Earlier in the week, an anchor for ESPNews used the same phrase and has received a 30-day suspension. A third reference on ESPN radio was made by a commentator not employed by the sports network.

"We are glad ESPN has recognized its mistake, and we appreciate the quick apology for the transgression," the AAJA said in a statement. "Many people, not just in Asian American communities, are shocked that a news company with a long tradition of excellence would use a racial epithet. It's particularly galling because of the weeks of discussion about Lin, his heritage and even the wave of outright racism surrounding his stardom."

Ota, a veteran PR counselor, via follow-up post on Feb. 19 apologized to Lin and said ESPN will work to improve editorial oversight. "Through self-examination, improved editorial practices and controls, and response to constructive criticism, we will be better in the future," he said.

CNN's LANE TO CBS

CNN's Nancy Lane has joined CBSNews.com as executive producer based in New York. As senior VP/editorial for CNN/U.S., Lane directed news gathering and was responsible for affiliate desks, domestic bureau chief, guest booking and deployment of news teams.

She now oversees editorial responsibility for CBS' digital properties, social media and mobile apps.

Mark Larking, GM of CBS Interactive, expects the addition of Lane will "expand our news coverage across all digital platforms with original reporting that complements the broadcast and drives new levels of audience and engagement for CBS News online."

Lane joined CNN in 1981 as an intern. She rose to assignment editor, field/line producer, senior political producer, New York/Washington executive producer before rising to senior VP/editorial post.



Lane

COMBS, COMCAST TO LAUNCH REVOLT TV

Music mogul Sean "Diddy" Combs, who heads Bad Boy Worldwide Entertainment Group, announced a new venture with Comcast Feb. 21 to create a "real-time, socially connected music television network" dubbed Revolt.

"My hope is that this new network will spark a revolution in entertainment and encourage other media and communications companies to bring REVOLT to their

audiences," he said.

The project will be one of four minority-owned independent networks to be broadly distributed on Comcast cable systems between July 2012 and January 2014, the company said.

"I'm thrilled to be at the helm to usher in a completely new model of television that brings together the artist community, social media, and cutting edge technology," added Combs.

Launch is slated for 2013.

HANLEY WOOD TAPS DIGITAL GURU

Washington, D.C.-based housing and construction industry publisher Hanley Wood has tapped Bob Benz as president of content, a newly-created role.

Benz is chief digital officer for Clarity Media Group, publisher of properties including *The Weekly Standard*. Previous stints include Greenspun Media and Scripps Networks.

HW said he will lead the company's "editorial transformation into an integrated, digital-first environment."

"I'm not embarrassed to say we still think magazines have a place in our portfolio," said Frank Anton, CEO of HW. "In hiring Bob, we make a statement: Change is good."

Benz makes the move Feb. 27.

H&R BLOCK LAUNCHES SOCIAL MEDIA PUSH

H&R Block this week launched a humorous social media campaign built on support for the STACHE (Stimulus To Allow Critical Hair Expenses) Act in partnership with the American Mustache Institute.

The Stache Act seeks a \$250 tax deduction for people with facial hair. The social media effort seeks to dispel the stodgy image of the tax preparation company and appeal to millennials.

Political style campaign videos, celebrity public service announcements, Facebook and editorial outreach to culture, political and humor bloggers is in the works.

A "million mustache market" online and in Washington is slated for April 1, which is April Fool's Day.

Celebrities involved in the campaign are singer John Oates, Milwaukee Brewer pitcher John Axford and actress Ellie Kempner.

The AMI maintains that the cost of trimmers, wax and coloring products is a "disincentive for the clean-shaven to enjoy the mustached American lifestyle." It sees a clear link between the growing/maintenance of mustaches and incremental income.

Scott Gulbransen, H&R Block's director of social media, believes the campaign shows the company is "very serious that Americans should never settle for less when it comes to getting the tax deductions that they deserve."

As part of the campaign, Block is making a donation to the Millions from One organization that provides clean water to people in need throughout the world.

Elasticity in St. Louis created the social media campaign. Managing partner Aaron Perlut doubles as chairman of the AMI, which raises money for charities.

NEWS OF PR FIRMS**MWW GAUGES BRAND 'RELEVANCE'**

MWW Group has unveiled a proprietary measurement and analytics tool, Net Relevance, which the firm says moves from active listening to the prescriptive and predictive ability to program against “what matters, and how that relevance drives the propensity to act.”

The platform is designed to measure impact by identifying what makes a message or story relevant and is updated and refined continuously from millions of content items across digital, social and traditional media, including peer to peer conversation

MWW president and CEO Michael Kempner said the service is designed to provide insights as “messaging and brand-speak have become white noise, even when the brand is trusted by its stakeholders.”

He added: “Trust alone is no longer enough. Relevance is what makes us act.”

B-M OPENS THIRD BRAZIL OUTPOST

Burson-Marsteller has opened a Brasilia office, its third outpost in Brazil and its first push into the capital city previously dominated by local agencies.

The WPP firm staffs offices in Sao Paulo and Rio de Janeiro and has been in the country for 35 years. André Miranda, a staffer at local PA shop Patri, will lead the capital city office for B-M.

Francisco Carvalho heads the firm's Brazilian operations as CEO and managing director.

RFP: Northern California land preservation group seeks strategic communications consulting; deadline 2/24/2012; RFP: <http://bit.ly/xKmW1C>.

BRIEFS: AutoCom Associates, Bloomfield Hills, Mich., has partnered with London-based **Automotive PR** to collaborate on new and existing clients. Automotive PR has a China subsidiary and affiliates in Europe, South America and India with clients like Bosch, Chevrolet, DAF Trucks, Ferrari, Optare and Tata Steel. AutoCom, led by Ford vet Larry Weiss and ex-GMer Jack Harned, works with Alcantera, Elektrobit, Hella Electronics, Icom North America and Novelis. Marco Ferrari is managing director at APR. ...New York-based **JumpStart Global Advisors**, a venture of **Gordon Global Associates** and **Feintuch Communications**, has aligned with Sweden's Comvision AB and Corepro AB to counsel international companies eyeing the Nordic market. The joint venture is dubbed JumpStart Global Advisors Scandinavia and aims to help businesses establish Nordic subsidiaries or acquire companies and achieve a faster market entry without the need for large capital outlays. ...**IMRE**, Baltimore, has expanded its research practice with the hire of analyst Ali Beydoun and a broader suite of services. Beydoun has worked for The American Banker's Association and InfoPro Research. IMRE says it is now offering brand and landscape research, thought leadership, user feedback, competitor analysis, and trend spotting services. ... **Bollare Communications**, with operations in Los Angeles and New York, has unveiled a new website integrating tumblr and social media at bollare.com after a three-month revamp.

NEW ACCOUNTS**New York Area**

Rubenstein PR, New York/Ivy Exec, web-based recruiting company for Ivy League-educated senior executives; Unilife Corporation, drug delivery medical device maker, and SPOT, dog daycare and service provider, for PR.

Feintuch Communications, New York/AllStar Deals, daily deal site which pays consumers to source deals and market them to their social networks, to launch the company and implement an integrated PR and social media campaign.

East

PAN Communications, Boston/Pri-Med, professional medical education; Arcadia Solutions, healthcare information technology consulting, and Capsule Tech, medical device connectivity solutions for hospitals, for PR, including support at HIMSS12 in Las Vegas this week.

Southeast

Diamond PR, Miami/Harbor Beach Marriott Resort & Spa, as AOR for PR.

Uproar PR, Orlando, Fla./Zeke's Candy Company, formerly Cotton's Candy Kitchen Co., as AOR for PR.

Simply the Best PR, Boca Raton, Fla./Med*Rite® Laboratories, makers of Hemor*Rite Cyrotherapy, a medical device to treat hemorrhoids, as PR firm of record, and Alfieri Medical Hair Loss Solutions for PR for the medical billing company which submits insurance claims for patients getting hair loss treatment.

Mountain West

Metzger Associates, Boulder, Colo./TrackVia, SaaS business applications platform; iX Mixer, Electrolyte-infused beverage mixer; Creative Brain, HTML 5 gaming engine; Liquid Compass, terrestrial radio and Internet audio streaming; Vapor Tech, Vapor-coating systems for industrial and consumer products; e2eDental, turnkey website and patient-facing solutions; Referzo, social network monetization tool; FastMax, truck/bus alternators; iGivefirst, social giving platform, and Argoz, argyle sock brand, for PR.

Catapult PR-IR, Boulder, Colo./Agile Alliance, a renewal of a six-year relationship for year-round media, industry analyst and social media support.

Southwest

TrizCom, Dallas/ACES A/C Supply North, regional distributor of American Standard Heating & Air Conditioning equipment through 1,000 dealers in seven states, for PR.

Creative Civilization, San Antonio/The San Antonio Economic Development Foundation, for PR following an RFP.

West

Traction PR, Santa Monica, Calif./Thrustmaster, racing and flight simulation technology; MindArk, 3D environment developer; KontrolFreek, performance gaming gear for gaming console controllers, and NexGen Studio, Singapore game development studio, all for PR.

Canada

Sip Publicity, Vancouver, B.C./TIO Networks Corp., bill payment processor, as AOR for PR. — **Greg Hazley**

NEWS OF SERVICES

CISION GROWS 12% IN US

Cision reported fourth quarter revenue slipped 6% from 2010 to 252M SEK, but organic growth swung positive to increase four percent on strength of its U.S. performance.

Cision posted 12 percent growth in the U.S. in Q4 on revenue of 165.1M SEK, although revenue slipped 2.5% for the full year 2011 at 598.2M.

"There are clear signs that our 2010-11 investments in sales and marketing in the U.S. are paying off," said CEO Hans Gieskes, noting improvements in Europe also boosted revenue. The company continues to struggle in Canada, where revenue fell 13% in Q4.

Divestments and currency effects put a 28M SEK hit on revenue for Q4, but net profit jumped 150% to 25M SEK for the quarter over Q4 2010.

For the year, operating revenue hit 969M SEK, down 14% from 2010 on divestments of its Germany and Finland operations, but organic growth was 0.4% for the year. Gieskes noted it was Cision's first full year of organic growth in four years.

Fifty-eight percent of Cision's revenue for 2011 was derived from subscriptions. It counted 13,305 customers at the end of the year, including nearly, 9,000 for its CisionPoint PR software.

Cision shed 118 staffers in 2011, although it added headcount in the U.S.

FEMA WANTS MEDIA MONITORING SHOP

The Federal Emergency Management Agency has kicked off a search for a broadcast media monitoring vendor on a contract that could stretch up to four years.

FEMA's office of external affairs uses media monitoring services to track local and national broadcast reports as they related to its operations in the field. It wants a 24/7 service with digital capabilities to help monitor its public affairs messaging and respond to events, according to a statement of work.

The resulting contract is expected to last for one year with three options. Deadline for proposals is Feb. 23. View the solicitation at <http://bit.ly/zKJXfv>.

DIXON TAKES MEASUREMENTS FOR MSL

Janelle Dixon has joined MSLGroup Americas as senior VP-director of insights creation and measurement.

The Publicis Groupe unit says Dixon will support its office network with a broad array of primary/secondary research, customized measurement solutions and research-driven insights. Dixon also will create proprietary products.

She had been North America media insights manager at consumer giant Unilever. Earlier she was associate director of customer research and insights at OMD.

Dixon has counseled clients such as General Electric, Bank of America, McDonald's, Visa and Hilton.

Jim Tsokanos, president of MSLGroup Americas, expects Dixon's experience will benefit clients in the world of "always-on conversation that is unbound by channel."



Dixon

PEOPLE

Joined

Andy Gabron, VP, DDC Advocacy, to Winning Strategies PR, Newark, N.J., as VP for strategic accounts based in Washington, D.C.

Michael Waxman, senior VP, Hyde Park Communications, to Fenton, Washington, D.C., as a senior VP. Previous posts included Charter Communications, Fleishman-Hillard, and Falcon Cable TV.

Jim Paul, creative director and VP at Publicis' Leo Burnett/Arc Worldwide, to Weber Shandwick, Chicago, as executive creative director. WS is part of Interpublic. He was creative lead for the Whirlpool Corp. account, launching Maytag's first non-repairman-centric campaign, "What's Inside Matters."

Wil Glenn, public affairs manager, Wake County (N.C.) Government, to the Biofuels Center, Oxford, N.C., as director of communications and PA.

Ian McGarrigle, director of the World Retail Congress, to Pelham Bell Pottinger, London, as director. The firm also promoted Victoria Geoghegan to director handling clients like Business Bermuda, Bahrain Economic Development Board, Eros International, SOCO International and Richemont.

Simon Dibb, partner and director, Porter Novelli, to FTI Consulting, Brussels, as a managing director in its strategic comms. unit. He was previously with Brodeur Worldwide and The Weber Group.

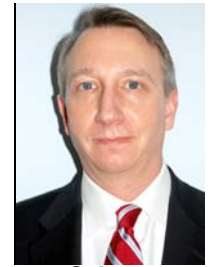
Promoted

Luke Lambert, president of Gibbs & Soell, was elevated to president and CEO of the New York-based firm. G&S noted the 47-year-old Lambert, who joined the firm in 1996, is the third CEO in the firm's 40-year history as Cos Mallozzi, 60, is retiring after 35 years, 20 as CEO.

Jeff Altheide, 52, was promoted to executive VP to head G&S' growth. Lambert and Altheide are two of 10 shareholders in the 100-staffer firm. "Cos accomplished a great deal in guiding our agency through decades of growth and change," Lambert said. G&S has outposts in Chicago, Raleigh, and Zurich.

Carole Casto to executive director of corporate communications, Cummins Inc., Indianapolis, Ind. She has been director of community engagement, guiding the *Fortune* 500 engine maker's corporate responsibility efforts. She joined in 2003.

Crystal Brown to senior VP, PreK-12 education practice, Widmeyer Communications, Washington, D.C. Also, Peter Hahn to senior VP, digital & creative group; Andre Witt to VP, operations; Rachel Zaentz to senior A/M, PreK-12, and David Brennan to finance director.



Gabron



Paul



Lambert, Altheide

SINGAPORE SIGNS EDELMAN

Singapore Economic Development Board has inked Edelman to a “strategic positioning” pact worth \$550K over a 15-month period.

The firm is to pitch Singapore as a “global city for business, innovation and talent in North America,” according to the agreement.

Edelman is to “arrange informal one-on-one media cultivation” opportunities for SEDB management with select mainstream and trade media.

One aspect of the program calls for the biggest independent firm to develop story angles and ideas to pitch American media, “which result in securing soft feature stories on Singapore in pre-agreed media publications resulting in up to eight stories per-year or its equivalent.”

Edelman is to coordinate its efforts with Singapore’s other agencies and communications vendors in order to develop a “360 marketing plan.”

There is a one-year option that goes into effect April 2014. Edelman reports to Glen Koh, assistant head of marketing and communications for SEDB

SCOTTSDALE WANTS TOURISM UPDATE

Scottsdale, the Arizona desert tourism oasis of 230K residents, wants an agency to develop a five-year tourism plan to assess changes in the travel landscape since its last study in 2005.

The Scottsdale Tourism Development Commission and the Scottsdale Convention and Visitors Bureau released an RFP last week calling for proposals through March 15 to report on the tourism market, analyze Scottsdale's existing travel development and allocation of resources derived from its hotel bed tax, among other analysis, by the end of the year.



The city, known for its nightlife and golf, took in \$9M from the hotel tax in 2010, via more than 70 hotels and resorts, and counted more than 7.5M visitors in 2009 with an average visitor age of 56 years old, much older than the average resident age of 40 years old.

Download the RFP at <http://bit.ly/wFgqzJ>.

MONROE MOVES TO PRISM

Kirk Monroe, director of communications of the Business Roundtable, joins Prism Public Affairs on March 1 as executive VP.

Prism is the D.C. strategic communications shop founded by ex-Ford Motor PA manager and Ogilvy//Powell Tate veteran Dale Leibach.

He praised Monroe as an “incredibly decent guy” who has dealt with “top corporate leaders through high-stakes communications challenges in Washington.”

At the BR, Monroe ran media relations and coordinated outreach to its various stakeholders. Earlier, he worked at Ketchum, Ruder Finn and his own firm.

Monroe has Capitol Hill experience gained from serving as staffer for former Senator David Durenberger (R-MN).

WINE MARKETER CALLS FOR PITCHES

The U.S. marketer of wine and spirits like Beujolais Nouveau and yellowtail has kicked off a PR firm search to handle the six-figure budget for one of its wine portfolios.

W.J. Deutsch & Sons wants an agency for its Georges Dubouef brands, which include Beujolais Nouveau, Georges Dubouef Base and possible its HobNob Vineyards.

Retainer is in the \$300-320K range with about \$500K for implementation of PR efforts.

That includes an annual PR plan with social media integration, implementation, press releases, and materials like press kits.

Deadline for proposals is Feb. 27. View the RFP: <http://bit.ly/Afz2mY>.



SHIRE HOOKS FISHER

Shire plc, has hired Gwen Fisher, a 25-year plus corporate/product communications veteran, to lead external/internal PR for its global specialty pharmaceutical business.

She is based in Wayne, PA., and reports to Jessica Mann, senior VP-global corporate communications.

Fisher joins from Pfizer, where she was senior director/global media relations and communications lead for its worldwide business development and innovation division. She took that post following Pfizer’s acquisition of Wyeth, where Fisher headed brand PR and issues management for its pharma unit.

Earlier, Fisher held PR posts at Tyco International.

At Shire, Fisher succeeds Matt Cabrey, who takes on the global corporate reputation and community partnerships lead.

Shire has revenues of \$4B from its work in the attention deficit hyperactivity disorder, gastrointestinal disease and human genetic therapies categories.

FTI Consulting handles its PR.



Fisher

ARK SEEKS PR TO BOOST PUBLIC TRANSIT

The transit agency for Little Rock and central Arkansas is calling for PR proposals to bolster support and use of public transportation in the region.

The Central Arkansas Transit Authority, a \$15M entity known in the state as CAT, issued an RFP Feb. 10 and is taking pitches through March 9.

“As the contracted PR service provider, you will be offered the unique opportunity to assist the largest urban transit agency in the state of Arkansas in making the community aware of the benefits of a good public transportation system and to increase ridership,” reads the RFP.

Efforts like media monitoring, press release drafting, social media, and messaging are included in the scope. Budget is \$25K.

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

Presidents' Day has special meaning for PR people who are charged with getting the truth about subjects to the American people.

Feb. 20 was Truth Day in America.

George Washington set the example when as a six-year-old he tried out his new hatchet on various plants including taking a slice off the bark of a small cherry tree. That killed it.

His furious father demanded to know who killed his prize planting. Washington said he did. "I cannot tell a lie," he said. Washington's father took his son tenderly in his arms and said, "Truth is worth more to me than a thousand trees!"

Lincoln knew that large segments of the public can be led around by the nose for considerable periods of time. He said "You can fool some of the people all of the time and all of the people some of the time, but you cannot fool all of the people all of the time."

People Want Truth, Not 'Relationships'

Some elements of PR have been trying to spin it as "building relationships" rather than telling the truth.

Thirteen PR groups worldwide have come up with three choices for a new definition of PR and two of them talk about "mutually beneficial relationships" which means the totality of an institution's contacts with public and/or members.

Institutions want to show how friendly and well-meaning they are, how excellent their products are, how quick their service is, what good public citizens they are, etc. They want any abusive practices to be placed against the context of the entire history of the company.

What the public wants is the best products at the lowest possible prices. It wants its questions answered and if the company doesn't provide them it will find the answers on the web, assisted by social media. The public doesn't want to be "stroked," "cuddled" or whatever. It wants information high and hard.

"Building relationships" at a trade group can mean plying chapter officers with all sorts of titles; appointment as speakers at the national conference; appointment as awards judges; giving them substantial sums to come to New York for a meeting; dangling the national conference to chapter leaders, etc. Chapter officers, conned into submission by such emoluments, forget their responsibilities to rank-and-file members and their industry.

Although social media are a target of PR these days, positive mention in traditional media is also what clients want.

Truth Can Be Smothered for Years

As Lincoln pointed out, it can take a period of time for the truth about something to emerge and in the meantime lots of affected parties can be damaged.

Public debate, as exemplified by the nearly 20 debates conducted by the Republican Presidential candidates, is the way truth is arrived at in America.

The definitions being discussed by the 13 PR groups leave out details of how "relationships" are to be

conducted. Will CEOs face roomfuls of reporters with flocks of questions? Will PR dept. heads of major companies identify themselves and answer questions? Will PR organizations face the low standing of PR with the public and try to do something about it?

The 1999 PR Society/Rockefeller study found "PR specialist" ranked 43rd on a list of 45 believable sources and on Jan. 29 *New York Times* columnist David Carr said CEOs "live behind a wall of communications operatives, many of whom ladle out slop meant to obscure rather than reveal."

He also complained about too many PR people hiding behind "underlings" who answer phones and e-mails.

Nothing has been done by any PR organization, including the 13 seeking a new definition of PR, about answering either challenge to the credibility of PR.

Legal Definition of Truth Needed

PR groups and PR depts. of institutions should adopt as their goal the pursuit of truth and accuracy the way courtrooms go about this.

Participants must swear to tell "the truth, the whole truth and nothing but the truth."

This would eliminate agenda-setting, misdirection and any diversionary tactics. Institutions would be required to present themselves for questioning.

Defendants sometimes don't testify in court but their lawyers must or they will be held in contempt of court. Refusal of institutions to face the press and public in a public venue shows contempt for the press and public. PR groups, which are big fans of "social media," should try practicing it themselves.

Also what needs to be dropped is limiting the spread of information to information that is "accurate and truthful."

That allows a subject to say that while all facts presented about it are accurate, they concentrate on negative aspects and are therefore not "balanced" nor "truthful." Facts should "stand by themselves" and the approach should be, "Let the chips fall where they may."

Facebook Hosts Lively PR Confab

An excellent discussion of PR in general and its problems in getting materials posted on Wikipedia is taking place on Facebook on a page called "Corporate Representatives for Ethical Wikipedia Engagement."

CREWE was started in January by Phil Gomes, head of digital for Edelman based in Chicago. Hundreds of comments and links have been posted by the more than 170 members including nearly a dozen by this writer.

We have not only traded e-mails with a number of the participants but have had actual phone conversations with some of them – a rarity in PR these days.

No one on CREWE is making much headway against WP rules which bar "original sources" (recognition of such sources by "reliable" media is needed) and its aversion to controversy, promotion, anything that benefits the author of an entry, and its concern about entries that may violate someone's copyright.

— Jack O'Dwyer