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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
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IRION OUT AT DUTKO GRAYLING

Mark Irion has exited as CEO of Dutko Grayling, the U.S. public/government affairs arm of U.K.-based Grayling, a Huntsworth unit.

He told staffers that it was time to move on a little more than two years after the acquisition of the Dutko Worldwide lobbying firm by Grayling.

Huntsworth CEO Peter Gummer announced in October the formal creation of Dutko Grayling and expressed "every confidence that the U.S. team will make Grayling a more formidable presence in American government affairs, public affairs and public relations."

Sally Withey, Huntsworth's group COO, told O'Dwyer's that "Sara Parker heads up Grayling public relations in Washington now that Mark has left, alongside the rest of the senior management team at Dutko Grayling which comprises David Beightol (state and local), Kim Bayliss and Arthur Silverman (federal) and Ben Wallerstein (consulting)."

Gummer is chairman of Dutko Grayling.

Irion assumed the helm at Dutko in 2003. Before joining the shop, he was legislative assistant for energy and environmental issues for Sen. Alan Dixon (D-IL). In that spot, he helped craft the reauthorization of the Clean Air Act and other environmental legislation.

Betsy Hanlon, who began her career in the tax department at Price Waterhouse is COO of Dutko Grayling.

Meanwhile, Grayling announced the World Water Council as a client for media and digital strategy. Its teams in the U.K. and France handle the business.

The 6th World Water Forum is slated for Marseilles on March 12-17.

UTAH AIRPORT WANTS PR HELP

Salt Lake City's airport authority is searching for a PR firm to handle public engagement as it enters the planning stage of a large redevelopment program.

Salt Lake City International Airport, the western hub for Delta Air Lines which saw 21M passengers in 2010, wants an on-call PR firm for the redevelopment and other large scale projects to engage stakeholders and the general public in the process through meetings, events and media outreach, among other tactics. The RFP, released Feb. 17, sets a March 9 deadline. Details: <http://bit.ly/xFnXU3>.



View from Salt Lake City
Int'l terminal.

IPG POSTS 25% RISE IN Q4 NET

Interpublic on Feb. 24 reported a 24.9 percent rise in fourth-quarter net to \$278.3M on a 3.4 percent revenue uptick to \$2.1B.

CEO Michael Roth said the ad/PR combine benefited from investments in digital talent, robust growth in overseas markets and vitality in the U.S.

Organic growth rose 2.8 percent for the quarter and 6.1 percent for the full-year. Roth predicts organic growth to advance three percent in 2012.

Harris Diamond, who heads Weber Shandwick and IPG's constituency management group, told O'Dwyer's PR organic growth rose a "fantastic" 13.5 percent during Q4 and 10 percent for the year driven by across-the-board business spurts. Digital, social media, consumer, high-tech and healthcare were stand-out performers.

Citing great strides in putting IPG's financial house in order, Roth announced a \$300M share repurchase program.

He said the buyback shows "our continued commitment to returning capital to shareholders as well as confidence in the sustainability of our company's strong performance."

For the full-year, IPG earned \$551.5M vs. \$261.1M in 2010.

STRATACOMM DRIVES NISSAN US PR PACT

Nissan North American has put Stratacomm in the PR driver's seat for the U.S., after a competitive review.

The work includes media relations, thought leadership, event and program management supporting the Nissan brand before consumers in the U.S.

The company worked with Edelman in the past but there was no incumbent in the review.

John Fitzpatrick, senior partner for Fleishman-Hillard-owned Stratacomm, noted Nissan will have 20 new vehicles debuting over the next 24 months, including New York City's "Taxi of Tomorrow."

David Reuter, VP of corporate communications for Nissan Americas, said it is the "ideal time to be more vocal in telling our story and with increased frequency."

Nissan in September realigned by integrating brand, marketing and communications under a global unit based at its Yokohama, Japan, headquarters under VP Simon Sproule.



BALTIMORE GRAND PRIX ROLLS RFP

The company hired to produce the Baltimore Grand Prix IndyCar race over the next five years is calling for proposals from agencies as it considers outsourcing marketing, advertising, social media and similar efforts.

Baltimore held its first grand prix race in 2011, drawing more than 150,000 people and the interest of NBC Sports, which will broadcast the 2012 race. The city fired the company that ran the first race after it left a trail of debts to vendors, the city and state, and last week tapped Downforce Racing LLC to manage the event over the next five years.

The Leffler Agency and EdieBrown & Associates, handled advertising and PR for last year's race.

Dan Reck of Downforce Racing (reck@wilkeslane.com) is handling the agency search. Proposals are due March 2.

The *Baltimore Business Journal* first reported the RFP.

PENTAGON PA CHIEF TO EXIT

Pentagon public affairs chief Doug Wilson plans to retire at the end of March, after two years in the top post and a long PA career.

Wilson sees it as "time to get off the merry-go-round for a break," adding he will "recharge and look forward again to serving the country in another way."

Wilson was tapped by Obama and approved by the Senate in late 2009 as Assistant Secretary of Defense for Public Affairs, serving through the end of combat in Iraq, the ongoing war in Afghanistan, and the NATO-led campaign in Libya.

He was previously with the Defense Department during the Clinton administration and on the Hill. He started out as a Foreign Service Information Officer, including a London posting during the Iran hostage crisis.

Defense Secretary Leon Panetta praised Wilson as a "trusted advisor." A successor has not yet been nominated and requires Senate confirmation.

Panetta, on moving to the Pentagon last summer, brought his top CIA PA aide George Little as a deputy/press secretary under Wilson, along with Navy Capt. John Kirby as deputy/director of media operations.

ANOVA LOOKS FOR PR FIRM

Anova Technologies, a Chicago-based engineering company that develops systems to link global trading venues, is looking for a PR firm with strong contacts to the press, specifically the *Wall Street Journal* and *New York Times*. The goal is to bolster the status of its "best-in-class exchange connectivity."

Anova, which was founded by CEO Michael Persico, expects to select a trio of finalists. The chosen firm will have the best relationships with reporters/editors at those newspapers and a strong track record for getting ink.

A PR budget has not yet been determined. Final presentations are slated for early April.

Denise Heitz (denise@anova-tech.com) is the contact person at Anova.



Wilson

GEPHARDT FIGHTS TO SAVE GREENBACK

Gephardt Group Government Affairs has been hired by Crane & Co. to fight any Congressional push to end production of the \$1 bill.

That Massachusetts-based company has continually supplied currency paper to the U.S. Treasury since 1879.

The Government Accountability Office has issued five reports over the past 20 years that show Uncle Sam could save billions by retiring the dollar bill. The Congressional watchdog this month found a transition from paper to coin would save \$4.4B over 30 years.

"With the current budget situation that we're all aware of, we felt Congress needs to be aware of all the viable options for gaining financial benefits, and replacing the dollar note with a dollar coin provides such a benefit over the long term," Lorelei St. James, GAO's director-physical infrastructure, said in releasing the latest report, requested by Massachusetts' Republican Senator Scott Brown. Brown preferred to concentrate on the GAO's upfront transition costs.

The GAO found that the U.S. would lose \$531M during the initial ten years because of the higher production cost of coin vs. paper money.

Brown also noted that the government has \$1.2B in excess \$1 coins in its vaults, indicating to him that Americans prefer paper money. He also noted that the Bay State would lose hundreds of jobs with the switch to a coin dollar. Brown's Democratic counterpart, John Kerry, has introduced legislation to kill the coin dollar.

Former Majority Leader and Democratic presidential candidate Dick Gephardt leads the effort for Crane.

BRAUN GETS PR COUNSEL

Ryan Braun, the Milwaukee Brewers slugger who became the first Major League Baseball player to beat a positive drug test, is leaning on PR counselor Matthew Hiltzik.



Braun

(Photo: Brewers)

An arbitration panel voted, 2-1, on Feb. 23 in support of Braun's appeal of a positive test for testosterone, marking the first successful appeal since MLB moved to crack down on steroids and other drugs in the sport.

Hiltzik, the former president of Freud Communications who now runs his own New York firm, received praise from Braun in the outfielder's statement Feb. 23 acknowledging the successful appeal.

"I'd like to thank my agent Nez Balelo and Terry Prince of CAA Sports and Matthew Hiltzik of Hiltzik Strategies for all of their help and counsel through the process," said Braun, who noted he is "very pleased and relieved by today's decision."

The situation has been a no-win PR fiasco for Major League Baseball as Braun is MLB's reigning National League Most Valuable Player and a high-profile and marketable young talent in the supposed post-steroid era of the sport.

Braun's appeal was successful in part because the test administrator reportedly kept the player's sample in his home refrigerator before testing the following day.

Hiltzik worked the Justin Bieber love-child scandal in November.

EX-NYT CHIEF ADVISES F-H

Janet Robinson, CEO of the New York Times Co. until the end of 2011, is now a member of Fleishman-Hillard's international advisory board.

The seven-year CEO has a "deep, firsthand understanding of the forces that are affecting the business of the media, particularly how traditional publishing and broadcasting have been transformed by a convergence with emerging digital technologies," according to a statement from F-H CEO Dave Senay.



Robinson

Robinson is happy to "join some of the best communications professionals in the world to help clients navigate that complex landscape."

She started at the NYTC in 1983. Robinson is to work closely with Martha Boudreau, president of the F-H's mid-Atlantic region, and Jack Modzelewski, president of the Americas.

F-H's international panel includes luminaries such as George W. Bush's former chief of staff Andy Card, retired General and TV commentator Gen. Barry McCaffrey and ex-Pennsylvania Governor and Dept. of Homeland Security chef Tom Ridge.

COLLIER'S RETURNS AFTER 55-YEAR HIATUS

Collier's magazine, which published its final issue on January 4, 1957 with a cover story on Princess Grace of Monaco, is back as a bi-monthly under ownership of JTE Multimedia of Berwyn, Pa.



The February re-launch issue has a cover story on Okinawa, 66 years after the biggest land-sea-air battle in history. It has a feature from presidential candidate Newt Gingrich on the "Habits of Liberty."

A note from publisher and editor John Elduff promises an emphasis on health, wealth and happiness.

"We thought of how we could revisit the parts of our past that bring us joy and happiness, while continuing to nourish the things that are on top of our minds when we raise a glass to toast or offer a prayer at dinner," he said.

Elduff also promises to "bear witness to a staggering unemployment rate, rising rates of childhood obesity and economic turmoil."

Peter Fenelon Collier established the magazine in 1888 as publication of "fiction, fact, sensation, wit, humor and news." It carried writers such as Sinclair Lewis, Jack London, Winston Churchill, Ernest Hemingway, John Steinbeck, J.D. Salinger and Kurt Vonnegut. The magazine also published Upton Sinclair's "Is Chicago Meat Clean?" that led to the Senate Meat Inspection Act of 1906.

A one-year sub to the re-born *Collier's* goes for \$29.

CPJ CONDEMNS JOURNO DEATHS IN SYRIA

The Committee to Protect Journalists has issued a statement condemning the killing of journalists Marie Colvin and Remi Ochlik who were killed in Syria during the shelling by government forces of the city of Homs.

"Our colleagues Marie Colvin and Rémi Ochlik gave their lives to report a story of grave importance, a story the Syrian government has sought to choke off from rest of the world," said CPJ Deputy Director Robert Mahoney, CPJ's deputy director. "The killing of these journalists, who were observers in a conflict zone, represents an unacceptable escalation in the price that local and international journalists are being forced to pay."



Colvin
(Photo: Sunday Times)

Colvin, an American, reported for Britain's *The Sunday Times* of London, which is owned by News Corp. Ochlik was a French photojournalist.

Two other reporters were injured in the blasts. They are Paul Conroy, photographer for the Sunday Times, and Edith Bouvier, reporter for *Le Figaro*.

New York Times reporter Anthony Shadid died this month from an asthma attack while covering the Syrian conflict.

GOOGLE FINDS MOLINARI

Former Congresswoman Susan Molinari has joined Google as VP-public policy and government relations in North/South America and Washington office chief, according to *Politico*.

She replaces Alan Davidson, who late last year announced his plan to leave the search giant. Her mission is to educate lawmakers about the technology of Google's business and how the company affects the economy and culture.

Republican Molinari represented Staten Island and a slice of Brooklyn in Congress from 1990 to 1997.

She had been running Susan Molinari Strategies, a government affairs shop. Earlier, she was senior principal at ex-New York City Mayor Rudy Giuliani's Bracewell & Giuliani, president of Ketchum Public Affairs and CEO of its Washington Group lobbying unit.

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.

AP UNVEILS NEW LOGO

The Associated Press is rolling out an updated logo, the first change in 30 years, as part of its master-brand strategy.



AP logos from 1900 (left) to present.

Tom Curley, AP president, said AP has “world-class content and world-class products and now we have the world-class look to go with them.” The new look “translates AP’s growing portfolio of digital products and platforms and distinctively relays our role as the definitive sources for news.”

New York design firm Objective Subject created the new “visual identity system” for AP.

WAPO REPORTS 22% PROFIT DROP

The Washington Post Co. recorded a 22 percent drop in Q4 profit to \$61.7M as revenues slipped 10 percent to \$1.1B.

The fall-off is due largely due to its struggling Kaplan education unit, which generated \$2.4B of WaPO’s \$4.2B revenues. It showed a 51 percent fall in Q4 profit to \$32.2M.

The *Washington Post* newspaper group reported a \$7.4M Q4 operating profit compared to \$19.9M gain in 2010. Publishing revenues dropped four percent to \$181M. Print ads were down six percent to \$77.1M due to cuts in classified, zone and general advertising.

Daily circulation at the Post declined 6.3 percent to 516K and four percent on Sunday to 732K.

NPR UPS WILSON, SMITH

National Public Radio has promoted Kinsey Wilson to executive VP and chief of content in an effort to align news programming and digital operations.

He joined NPR from *USA Today* in 2008.

Margaret Smith, a 30-year veteran of NPR takes on senior VP news post to oversee the day-to-day operations of its 400-member staffer in 17 foreign and 18 domestic bureaus and offices.

Gary Knell, president, said the pair are “strategists and leaders with a keen understanding of the craft that distinguishes NPR - and how we must continue to innovate and evolve.”

NPR reaches 27M listeners each week and 23M people monthly online.

NEWS CORP. SCOUTS FOR PARTNERS

Hamish McLennan, former CEO Young & Rubicam, has joined News Corp. as executive VP, office of the chairman.

In that newly created post, McLennan is to develop global brand partners for News Corp.’s media portfolio. A focus on sustainable marketing alliances and digital extensions is a priority.

McLennan reports to CEO Rupert Murdoch and president/COO Chase Carey. McLennan’s “considerable industry experience, coupled with a unique and wide-ranging strategic vision, make him the right executive to

deliver the insights we need to maximize our global media investments,” said Murdoch in a statement.

Prior to taking the helm of ad giant Y&R in 2006, McLennan was chair of its Australia/New Zealand operations.

Earlier he worked at George Patterson Bates, which Y&R acquired. At GPB, McLennan worked in Sydney, Melbourne and Hong Kong.

He will divide his News Corp. time between Sydney and New York.

GANNETT EYES PAYWALLS FOR PAPERS

Gannett plans to erect digital paywalls around its 80 community papers by the end of the year as part of the growth plan announced Feb. 22 by CEO Gracia Martore to investors in New York. It is adopting the metered system used by papers like the *New York Times* that allows free access to five to 15 articles each month.

Gannett’s *USA Today* flagship remains free online.

The company is “once again playing offense, poised for growth and value creation,” said Martore. It used the recession to pay down more than \$2B in debt and took “aggressive actions” to fortify its balance sheet so “we now have the flexibility to focus on growth while returning increased capital to shareholders,” the CEO said.

Gannett, which has approved a 150 percent hike in dividend to 80 cents per share, aims to return more than \$1.3B to investors by 2015 from the company’s cash flow.

Martore has an eye out for “bolt-on acquisitions” and expansion of *USA Today*’s sports media unit, which expects to be a Top Five media company by 2015.

WSJ’s SEWARD TO ATLANTIC MEDIA

Zach Seward is joining Atlantic Media Co. as senior editor for its in-the-works publication to be launched this year.

He had been at the *Wall Street Journal* in charge of web outreach social media initiatives. Seward also was training WSJ staffers on the use of social media.

Kevin Delaney, editor-in-chief of the new brand, calls Seward “one of the smartest thinkers about digital opportunities for journalistic innovation.” He wants the new venture to be “disruptive, open-minded and bold in rethinking how people get news and analysis.”

Prior to the WSJ, Seward was assistant editor at the Nieman Journalism Lab, covering the media industry.

He joins Atlantic Media on Feb. 29.

RUIZ EXITS HUFFPO

Mario Ruiz, who handled PR for *The Huffington Post*, is leaving to start his own firm.

Arianna Huffington, in a note to staffers, called Ruiz “our PR, marketing, and communications departments all rolled into one - a one-man-band.”

Ruiz also fielded every media inquiry “whether they came early in the morning or late on a weekend night,” she wrote.

Huffington is proud of Ruiz for “spreading his wings” and plans to work with him for years to come.

Huffington Post Media Group is the charter client of Ruiz.

NEWS OF PR FIRMS**WCG PARTNERS WITH CEO GROUP**

San Francisco-based WCG has become a strategic partner of CEO Connection, an upper-management, members-only organization focused on fostering peer relationships.

Wharton School of Business, Houlihan Lokey, *President & CEO Magazine*, Heidrick and Struggles, PrimeGenesis, and Segal Co. are among other partners of CEOC.

The firm will develop programs on organizational trust, CEO effectiveness and stakeholder communications for the endeavor.

Jim Weiss, founder, chairman and CEO of WCG, noted CEOs are facing “increasing levels of risk and pressure.”

“It is here where analytics provide guidance, data, and insight to navigate the tumultuous global business landscape,” he said.

WIDNESS NAMES PARTNER

Widness & Company, New York, has tapped Big Apple agency and hotel PR pro Pete Holmberg as a partner.

Holmberg was director of communications for the New York Palace Hotel and guest services manager of The Plaza Hotel in New York.

Earlier stints included VP of media relations for Rx Communications, as well as postings at HBO, Anreder and Co., Citigate Dewe Rogerson and Morgen-Walke.

Rebecca Widness, founder of 12-year-old W&C, which focuses on luxury travel and lifestyle accounts, noted Holmberg's unique range of experience in announcing the hire. “As our economy continues to show signs of improvement, we are thrilled to have someone of Pete's caliber joining us as we chart the course for 2012 and beyond,” she said.

Widness said she first heard of Holmberg during his stint at the Palace Hotel as he fashioned PR for the hotel's eBay auction of the bar from Le Cirque 2000.

BRIEFS: Novi, Mich.-based **Shazaam! PR** has selected 10 charities to provide \$100K worth of PR services, each, this year, following an online contest. The firm said 14,000 voters were cast as part of the contest, which marks the firm's 10th anniversary. The winning non-profits include Lighthouse of Oakland County; Children's Cancer Recovery Foundation; The Salvation Army; Detroit Institute of Art; Vista Maria; The Pink Fund; Motor City Blight Busters; Special Dreams Farm; Angels of Hope; A Family Cancer Foundation, and Adopt a Rescue Pet**Edge Communications**, Los Angeles boutique PR firm, has a new writing services offering, EdgeWise, available on a retainer, contractual basis or per project and meant to augment ongoing PR and comms. efforts. Blog copy, white papers, eBooks, speeches, treatments and op-eds are among its services. ...**BCF**, Virginia Beach, has created a new tourism campaign, “Love the Moment,” for longtime client, the Virginia Beach CVB. The centerpiece of the push, set to launch in March, is a series of fourteen, 15-second videos, directed, shot and edited in-house by BCF.

NEW ACCOUNTS**New York Area**

Coyne PR, Parsippany, N.J./Bilbary, Internet-based consumer e-book library and retail book store, as AOR for PR for launch and ongoing marketing efforts. The site offers 750K e-books for rental and purchase.

5W PR, New York/Gripevine.com, social media company focused on consumer complaint-resolution management, as AOR, and Rewarding Student

Commitment, college preparatory program, for PR.

Gibbs & Soell, New York/Hafele America, high-end hardware products and services; HomeServe USA, an emergency home repair service, and Rexel, electrical supplies, for integrated comms. for each company's U.S. division.

Laura Davidson PR, New York/Selman Marrakech, Moroccan luxury resort slated to open in May, for PR.

Bullfrog & Baum, New York/Lettuce Entertain You Enterprises, Chicago-based national restaurant group, for PR for several of the group's chef partners.

Kundell Communications, New York/Homeric Tours, specialists in travel to Greece and the Mediterranean, including Cyprus, Turkey, Israel, Egypt and Morocco, for PR.

Camelot PR, New York/EpiladyUSA, epilator maker; SMART VENT, flood solution technology, and LED Technologies, anti-aging therapy, for PR.

Raker Goldstein & Co., Old Tappan, N.J./Kidville, catering facility for events for young children which has opened a location in Englewood, N.J., for marketing communications.

East

Greenough, Boston/GT Advanced Technologies, technology, systems and materials for the solar and LED markets, for an integrated marketing program including traditional and social media/marketing.

Warschawski, Baltimore/The Topps Company, for marketing comms. for the release of its 2012 season baseball cards, set for a June debut.

Buffalo Communications, Vienna, Va./GolfLogix, golf app developer, for PR.

Mountain West

SOAR Communications, Salt Lake City, and What's Up PR, Denver/Bergans of Norway, sports apparel maker which has set up a subsidiary to serve the North American market, and Road Warrior Sport, sport trailer maker, as agencies of record for U.S. PR.

West

MSR Communications, San Francisco/Kinek, package delivery service with retail locations in grocery stores, pharmacies and other locales, as AOR for PR.

GolinHarris, San Francisco/Symmetricom, highly precise timekeeping technology, instruments and solutions; SDL, customer engagement management; Tier 3, enterprise cloud platform provider, and Cloverleaf Solar, start-up focused on developing commercial photovoltaic power generation systems on infill, remnant government owned properties.

Wonacott Communications, Los Angeles/Fuel, youth engagement firm, and Perfect World Entertainment, online games publisher, for PR.

— **Greg Hazley**

NEWS OF SERVICES

CISION NA CEO TO EXIT

Cision's North American CEO Joe Bernardo has stepped down with acceptance of an early retirement package, effective March 1.

The PR software provider said North American president/COO Peter Granat will take over Bernardo's duties under CEO Hans Gieskes.

Bernardo, who joined the company in 1998, has overseen a restructuring and overhaul of Cision's operations in the region and its transition from printed media directories to digital services in recent years. The company reported 12% growth in the U.S. for the fourth quarter of 2011, although Canadian operations were down 14%.

"For the past 13 years, Joe Bernardo has been key to Cision's success in North America, as the company transformed itself from a news clipping service and publisher of hard-copy media directories to a global software and technology company," said Gieskes.

Bernardo was previously president and publisher of *Futures Magazine* after stints in tech and publishing.

Granat is the former president of Cision's European operations, joining from the 2003 acquisition of MediaMap.

PR GROUPS EYE STANDARDS

The Institute for Public Relations and other PR groups have set up a coalition aimed to create a voluntary, "broad platform of standards and best practices" for PR measurement, research and evaluation.

Along with IPR, the Council of Public Relations Firms, Global Alliance for PR and Communication Management, International Association for Measurement and Evaluation of Communication, and the PR Society are included.

"If we do not do this ourselves, be prepared for clients and their purchasing departments to do it for us," warned David Geddes, chair of IPR's measurement commission.

The group hopes to create a master framework with input from clients, agencies, research companies and others that can be applied across PR activities like media relations, corporate communications and social media.

After identifying specific areas to focus on, working groups will be assembled to come up with recommendations. Those results will go to the International Standards Organization to develop a consensus.

NIRI, CBM LAUNCH WEBCASTS

The National Investor Relations Institute has teamed with Corporate Board Member to produce an on-demand video webcast series dubbed "IR Today."

Interviews with corporate leaders, finance professionals, board members, and IR pros will be featured, as well as speakers and highlights from NIRI annual conference.

NIRI president/CEO Jeffrey Morgan noted the IR field is "evolving rapidly" and he sees the need for educational programming like the new webcast series.

CBM president TK Kerstetter will co-host.

The series launched Feb. 21 and is at niri.org/media/videos or www.boardmember.com.

PEOPLE

Joined

Jim Joseph, president and partner, Lippe Taylor, to president, North America, Cohn & Wolfe, New York. NA is the firm's largest region, encompassing U.S., Canada and Mexico operations. He also leads C&W's New York headquarters office, reporting to CEO Donna Imperato. He was previously managing director of Saatchi & Saatchi Wellness after selling his own firm, CPPartners, to parent Publicis in 2002.



Joseph

Katie Barr Cornish, VP at Lou Hammond & Associates, to M Booth, New York, as VP and head of the firm's travel practice, which includes clients like the U.S. Virgin Islands, Montage Hotels & Resorts, and Wyndham Rewards. At LH&A, she led travel accounts like the Utah Office of Tourism, Mandarin Oriental Hotel Group, and Virginia Tourism Corporation.

Randy Orndorf, former managing director for Lane PR and VP at Horn Group, to Dukas PR, New York, as VP in the firm's technology unit. Earlier posts included Blanc & Otus, MS&L and Lois Paul & Partners.

Rob Merritt, senior VP, director of PR, Cramer-Krasselt, Chicago, to Rhea + Kaiser, Naperville, Ill., as VP, director of PR. At C-K, he worked Sealy, AirTran Airways, Crocs, and Fleming's Prime Steakhouse, among other clients. He was previously with Brunner, Inc. and MARC USA.

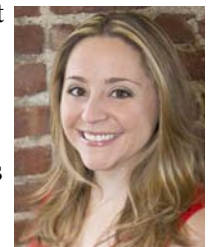


Merritt

Phil Martin, who ran his own shop, to DVL PR & Advertising, Nashville, as a senior VP as the firm acquires two-year-old Phil Martin Affiliates. Martin was at DVL earlier in his career. Previous posts included partner at Mercatus Comms. and president of Ericson PR.

Allison Greco, who managed accounts at Vault Comms., Philadelphia, to The S3 Agency, Boonton, N.J., as an A/S in its PR unit. She started out at Coyne PR.

Lesley Ridge, digital services manager, k-global, to 360 PR, Boston, Mass., as content/community manager.



Greco

Leslie Wheeler, EVP and general manager of Weber Shandwick's DNA Medical Communications, to WCG, San Francisco, as practice leader. She led the Celgene account at DNA and was previously at Ruder Finn and AstraZeneca. **Courtney Walker**, a senior leader on the Pfizer business at Edelman, joins WCG as a group director; **Cira Montreys**, chief medical officer, Evolution Medical Communications, as group medical director, and **Shelley Parsons**, recently with DDB Remedy, as group director, creative.

James Colman, head of comms., British Gas, to Gatwick Airport, West Sussex, England, as corporate affairs and sustainability director, leading the airport's 22-staffer PR team.

FTI Q4 REVENUES RISE, PR FLAT

FTI Consulting reported fourth quarter 2011 revenues rose 9.7% to \$390.7M over 2010 on the strength of economic, forensic/litigation and technology consulting, while its strategic communications business fell one percent to \$49.2M.

Overall net income at FTI for Q4 rose \$39.9M, while operating income for its PR division hit \$19M, up from \$11.6M in 2010.

CEO Jack Dunn said FTI saw higher retainer business in strategic communications which was offset by a decrease in reimbursable expense work. Overall, he said the segment looks "very positive" on European M&A and North American improvement in cyclical deals and restructurings, despite tough credit markets.

FTI, which retired the FD name for its PR unit in September as it brought all of its segments under the FTI banner, worked the MF Global bankruptcy among its assignments in Q4.

For the year, overall revenues rose 11.8% to \$1.6B as net income hit \$103.9M. Strategic communications passed \$200M, up from \$193M in 2010. Staff level in the unit for 2011 was 582, essentially flat from 2010.

MSL SNAGS EX-CONGRESSMAN

MSL Washington has added former Missouri Republican Congressman Kenny Hulshof as senior advisor for its public affairs practice.



Hulshof

The six-termer was a member of the Ways and Means Committee, where he tackled healthcare, energy and trade issues. He mounted an unsuccessful bid for governor of Missouri in 2008.

Jim Tsokanos, president of MSLGroup Americas, called Hulshof a "master tactician and experienced policy maker."

Prior to his Capitol Hill duty, Hulshof was special prosecutor in Missouri's attorney general office.

At MSL, he reports to Neil Dhillon, managing director/Washington. Hulshof will remain a shareholder at Polsinelli Shughart, which is based in Kansas City.

At MSL, Hulshof "looks forward to helping educate companies and organizations across America and around the globe about the new political realities in Washington," according to his statement.

EDELMAN ACQUIRES VIETNAM'S AVC

Edelman has acquired Vietnam's AVC Communications, the 12-year-old firm with 35 staffers.

In announcing the deal, Richard Edelman noted that clients are "pounding at our door" for PR support in the world's 13th most populous country blessed with a rapidly expanding middle-class market.

Vietnam's economy is expected to advance more than five percent this year. PR will outpace that growth as multinationals shift budgets from pure-play advertising to a mix that includes PR and social media.

AVC serves consumer electronics, technology, energy and healthcare. It becomes AVC Edelman and part of the independent firm's southeast Asia group, which has more than 300 staffers, following government approval of the transaction.

SOUTH KOREA RETAINS NICKLES GROUP

South Korea has retained The Nickles Group for a \$200K, one-year legislative strategy and political outreach contract.

The firm joins Finn Partners, which recently inked a \$480K business advocacy pact, on the payroll of Korea's D.C. embassy.

TNG is headed by Don Nickles, the former 24-year Republican Senator from Oklahoma.

He works the account with Cindi Tripodi, former VP-congressional affairs at the Motion Picture Assn. of America under Jack Valenti; Doug Bader, deputy assistant for legislative affairs in the George W. Bush White House; Jeff Choudhry, ex-aide to Arizona Rep. Trent Franks, and Hazen Marshall, who was top aide for Nickles on the Senate budget and finance committees.

The U.S. and South Korea have signed a free trade act, but that pact has become a divisive issue in Korea's current political season.

FREEMAN EXITS RETAILERS' GROUP FOR BRT

Tita Freeman, who left the U.S. Chamber of Commerce to build up the National Retail Federation's public affairs unit last spring, is returning to the Business Roundtable to head communications for the group she earlier served as communications director.

Freeman is slated to re-join BRT on March 12 as senior VP/comms. The group includes CEOs of U.S. companies that claim nearly half of U.S. R&D spending and 14M employees. Ten-year BRT veteran Ellen Davis is VP/comms. for the group.

BRT president John Engler praised Freeman as an "extraordinary asset" as the group pushes for policies "that promote U.S. competitiveness, economic growth and job creation."

Joanna Schneider, executive director of external relations for the BRT, left for Burson-Marsteller in late 2011.

Earlier stints included APCO Worldwide and Lexis Nexis.

She also started the DC Communicators Group of trade and group communications pros in the capital.



Freeman

TUITION PLAN ADMIN REVIEWS PR

The association of state treasurers which administers 529 college tuition savings plans is reviewing its PR account with an open RFP through late March.

The College Plan Savings Network, run by the National Association of State Treasurers, seeks a two-year engagement with a PR firm with the potential for a two-year extension.

The assignment includes promoting the CPSN as the official and objective source of information on 529 plans. Media relations, digital, reputation/branding, and dissemination of info are all covered under the scope of work.

Columbus, Ohio-based Fahlgren Mortine PR is the incumbent. It won the account in 2010 after a review.

Budget is \$100K per year.

Deadline is March 30. View the RFP: <http://bit.ly/weMNAB>.

College communications/PR majors as well others in PR can find out why so many career paths lead to Washington, D.C., these days by reading "In the Trenches" by John Adams, who has had a D.C. firm since 1973.

John Adams Assocs. has been up to its ears in many of the major PR/PA stories involving D.C. in one way or another for 39 years.

Adams started as a journalist and never let his writing skills atrophy. He combined this talent with knowledge of D.C. to build a firm that has worked for American Express, General Electric, DuPont, 3M, Dow, France's Aerospatiale, Canada's Bombardier, Sony, and other clients, and industry groups such as the American Petroleum Institute and American Chemistry Council and coalitions including the Clean Air Working Group, Environmental Industry Council, and Manufacturers of Emission Controls.

His firm became known for its expertise in scientific issues. Chief scientist John Heinze, formerly at the National Institutes of Health, quickly analyzes new studies and determines how seriously they should be taken by clients, legislators or the press.

Adams continued to do plenty of writing including speeches, congressional testimony, developing background papers and writing articles and letters to the editor for publications.

Evidence of his skills is that he wrote a speech for President Ford on inflation and one for President Reagan on the 50th anniversary of the Battle of Britain.

Adams was founding chairman of the Worldcom Group of independent agencies, working closely with New York financial PR counselor Andrew Edson who was honorary secretary.

Was Reporter in U.K.

The first reporting jobs of Adams were at the *Gazette* and *The Daily Telegraph* in England. From there he went to editorial posts in Munich and Bonn working for Radio Free Europe in the 1950s. After that he went to the U.S. where he became an editor at the Catholic News and later a correspondent with ABC News and CBS News.

Before launching his writing career, Adams served a required two years with the British army. He found himself at the age of 20 in 1951 fighting against the Chinese in the Korean War. He received head and back injuries from an exploding shell in one of the battles and was captured. He and about 20 prisoners, only "loosely guarded," managed to escape in the dark by working their way through a minefield that they had laid down only a few days previously.

From Telegraph to RFE to U.S.

Adams jumped from the Telegraph to Radio Free Europe by answering an ad in a trade paper looking for an editor. That led to the job at the Catholic News in New York because his immediate boss at RFE was Bill Fanning who had become editor of that paper. Adams had spent seven years in Germany and felt that was

"enough." A key career move by Adams was offering to be a correspondent in Africa after several priests and nuns were killed in the Belgian Congo. He became the only reporter there for the Catholic press. His stories drew the attention of ABC which led to a full-time job at twice the salary when he returned to New York. "I found myself flying to the 1964 Republican convention in San Francisco," he wrote. "For me, a new era had begun."

However, the ABC job ended abruptly in November of that year once the election was over. Adams was quickly recruited by CBS but that job didn't last too long, either. Next job was at the *Congressional Quarterly* which was planning a broadcast service. CQ decided after six months it didn't want such a service and Adams took his first PR post, with the Investment Company Institute.

This did not hold his interest too long because ICI was dominated by government lawyers. Adams found his biggest challenge was to "stay awake during the long silent afternoons."

A neighbor tipped him off to a post with the U.S. Price Commission which was battling inflation in the 1970s. He became director of the Office of PA in the Executive Office of President Nixon, working on the Nixon's controversial price control program. That job ended when the Administration deemed the program a success since inflation dipped to 3%.

Staff Had Government, Political Backgrounds

Adams opened his own firm in 1973 with people from government and political jobs. None had ever worked in PR. Three co-workers from the Price Commission soon joined him.

Here's how Adams views D.C.: "It's a place where people come with their problems, where they want policies or regulations changed. It's not the exciting mecca of advertising, PR and marketing of consumer goods that one finds in New York, Chicago, Los Angeles, London or Paris...our activities are best described as government relations, PA or issues management, or simply, consulting."

Adams cites the many successful people who had tours at his firm including intern Debbie DiMaio. She landed a job as an associate producer with a morning show in Baltimore hosted by Oprah Winfrey. Adams says that when DiMaio later got a job at ABC-TV's Channel 7 in Chicago she convinced the station to hire Winfrey for its morning show, "AM Chicago." In less than a year the show went from low ratings to No. 1.

Reporters Still Needed

Adams says media are changing so fast that "no one knows what journalism will look like in a few years, or even next year. It may well be all electronic with no newspapers at all." But he still urges young people to consider journalism as a career because the Internet "badly needs" those who can "ferret out the truth and make it comprehensible to an ever widening audience."

Consumers are being overwhelmed with information and need journalists who can serve as "explainers-in-chief," he writes.

— Jack O'Dwyer