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O'Dwyer's Newsletter

The Inside News of
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CALIFORNIA SLATES H-CARE REFORM PR

California has commenced an agency search to promote its health insurance exchange as the Obama administration's healthcare reform law approaches full deployment in January 2014.

The California Health Benefit Exchange, under the state's Dept. of Health Care Services and Managed Risk Medical Insurance Board, issued an RFP Dec. 27 for an agency to provide communications support and develop an outreach and education campaign.

Budget is set at \$900K over 20 months from March 2012 to October 2013.

The RFP notes the outreach effort will be "highly technical and complex" in a state with a large and diverse population.

"The exchange as a new institution needs to develop an identity in the public's mind where it is seen, together with the DHCS and MRMIB, as a trusted source of information about health coverage and a convenient place to compare offerings and purchase coverage," the state notes.

Proposals are due Jan. 30. View the RFP: <http://odwpr.us/wmvf9H>.

KODAK PR CHIEF EXITS AMID STRUGGLES

Gerard Meuchner, chief communications officer for Rochester, N.Y.-based Eastman Kodak, has resigned from the embattled company.

Meuchner exits after 11 years with the imaging giant, which is struggling to stave off a bankruptcy filing some see as inevitable.

Meuchner was a veteran Bloomberg News reporter and editor before moving to the PR side with Kodak in 2000.

Christopher Veronda is manager of corporate communications and public affairs at Kodak, serving as Kodak's primary spokesman.

Kodak worked with Joele Frank, Wilkinson Brimmer Katcher over the summer as it maneuvered to prevent a takeover as its share price dwindled below \$3. Shares have since dipped below \$1 and the company received a delisting warning from the New York Stock Exchange Jan. 3.

Moody's downgraded Kodak debt last week citing the increased probability it will need bankruptcy protection.

The *Wall Street Journal* said earlier this week that Kodak is preparing a Chapter 11 filing "in the coming weeks" if it can't sell some of its valuable patents.

Kodak's fourth quarter results will be announced January 26.



Meuchner

COST OUT AT PEPSICO

Tim Cost, who joined PepsiCo in Dec. 2010 as executive VP-global corporate affairs, is out at the soft drinks, juice and snacks marketer. He will take on a "consultative role," according to a statement released to O'Dwyer's.

PepsiCo says the "transition is taking place to accommodate Tim's plans to spend more time with his family in Philadelphia."

The 30-year PR veteran joined the Purchase, N.Y.-based company from APCO Worldwide, where he had an executive VP slot.

Earlier, he was senior VP-corporate affairs at Wyeth, executive VP-corporate affairs at Aramark, senior VP at Pharmacia and senior VP-communications & strategy at Centocor.

Cost, who chaired the National Investor Relations Institute, began his career at Eastman Kodak.

PepsiCo CEO Indra Nooyi said it "has been rewarding for us to have someone with Tim's experience at PepsiCo. "We look forward to continuing to work with him in his new role."

Julie Hamp, the former General Motors executive, remains in the senior VP/chief communications officer post.

The *New York Post* reported Jan. 5 that PepsiCo may lay off 4,000 workers in a bid to bolster profits.

WCG GETS GRATES

Gary Grates, president/global managing director of Edelman Change and Employee Engagement and one-time VP corporate communications at General Motors/North America, has taken a senior management post at WCGC, parent company of San Francisco-based independent firm WCG.

He is to tackle change management, corporate positioning, strategic development, mergers & acquisitions and global expansion.

Jim Weiss, CEO of WCGC, called Grates' recruitment a "game-changing hire" that will spur the next phase of evolution and growth of the firm.

At GM, Grates also served as global process leader for internal communications and was a member of the teaching staff of its university.

Earlier, he was president of GCI BoxenbaumGrates and executive VP/managing director of GCI Consulting, a unit of GCI Group Public Relations.

In his more than 25-year career, Grates has counseled, PepsiCo, Volvo, Kraft, Caterpillar, Shell, Starbucks, Coca-Cola, Wal-Mart, and GE.



Cost

RG DROPS SITRICK EARN-OUT PROJECTION

Resources Global Professionals has reduced potential earn-outs related to its 2009 acquisition of Sitrick Brincko Group from \$33.9M to zero as the PR and restructuring unit has come in under targets set to trigger such payments.

“We estimate it is unlikely that contingent consideration will be payable,” Resources president and COO Tony Cherbak said Jan. 5 of the potential liabilities owed Sitrick and eligible staffers.

Cherbak noted in announcing RG’s second quarter earnings that terms of the 2009 Sitrick deal require RG to pay more than three-times the unit’s average earnings before interest, taxes and amortization over four years if the PR unit’s EBITA average revenue hits \$11.3M.

But the Sitrick Brincko division has averaged only \$6.5M in pre-tax income annually over the past two years, he said. Based on those results and updated projections, Cherbak said the liabilities are unlikely.

Cherbak said the relatively low number of corporate bankruptcies over the past two years has hurt the division. He added that RG has seen a “slight pick-up” in restructuring-related activities and is “cautiously optimistic” the business environment for such work will improve.

Mike Sitrick, CEO of the PR unit, said the firm has handled 22 bankruptcies since the acquisition, but noted the assignments have been “smaller and faster” and generated lower fees than in the past. He said the decline in revenues was the result of conflicts with parent company clients and the sluggish and changed bankruptcy environment.

The \$33.9M downward adjustment related to Sitrick earn-outs bolstered RG’s net income by \$20.4M to \$25.3M for the second quarter. Overall revenues rose 4.7% over Q2 of 2010 to \$145M, mostly on strong growth overseas. U.S. revenue ticked up 1.3% for the quarter, compared to 13.8% internationally.

“Despite the reduction in the Sitrick Brincko contingent consideration, we remain committed to growing this practice in the coming years and believe we have an excellent team to do so,” said RG CEO Don Murray.

Settlement Proposed

Former employees of Sitrick led by ex-New York office chief Richard Wool, who filed suit in 2010 after the firm’s estimated \$43.3M sale to RG, agreed to terms of a \$6.25M settlement in late November, pending court approval.

The settlement, between the firm’s employee stock ownership plan, its trustee Reliance Trust, the firm and Mike Sitrick, calls for insurance to pay the sum into a 401(k) plan which succeeded the company’s employee stock ownership plan (ESOP) at the center of the employees’ suit. Thirty percent of the sum can go toward attorneys’ fees.

Neither Sitrick nor the firm will admit to any liability or misconduct under the terms and Sitrick said the suit was without merit.

“While I remain confident that the claims in the lawsuit did not have any merit and had we proceeded with the litigation we would have prevailed, I decided to settle rather than spend the next two years litigating,” he

said. The suit was slated for trial in June 2012. U.S. District Court for the Central District of California is scheduled to rule on the proposed settlement Jan. 23.

The former staffers accused Sitrick of “self-dealing” and breach of duty as trustee of the ESOP, which they say lost 90 percent of its market value as Sitrick declared his own personal goodwill as key to the firm’s income.

SPACEX BLASTS OFF AT PATTON BOGGS

SpaceX, the leading commercial developer of rockets and spacecraft, has hired Patton Boggs to explore aerospace and manufacturing issues on Capitol Hill.

Former Senators Trent Lott and John Breaux headline the account that includes input from Norm Krayem, who heads PB’s homeland security, defense and technology group. Krayem has worked in the State, Commerce and Transportation Departments.

SpaceX sees big federal opportunities following its 2008 win of a NASA contract to replace the cargo function of the now grounded Space Shuttle with its Falcon 9 and Dragon spacecraft.

Currently, SpaceX has a launch pad at Cape Canaveral Air Force Station and is developing one at Vandenberg Air Force Base in Calif. Its rocket development operation is in McGregor, Tex.

SpaceX is headquartered in Hawthorne, which is near Los Angeles International Airport.

GRAYLING PRO NAMED APCO LONDON CHIEF

James Acheson-Gray, former international chief at Grayling, has signed on to head APCO Worldwide’s London operation. He takes over for Ed Walsh, who slides into the managing director/Europe slot.

Acheson-Gray headed Grayling’s work for British Airways, a program that spanned 40 countries. Earlier, he spent nine years building Grayling’s Asian operation. He was part of the management team that sold Grayling to Peter Gummer’s Huntsworth in 2004.

Brad Staples, APCO’s international president, said the new hire has the right credentials as the independent firm builds London as an international hub.

APCO currently serves Microsoft, General Electric, Mars, e-Bay, Tetra Pak and NetJets.

DDB's DELANGHE TO MDC

Alexandra Delanghe has joined MDC Partners as VP-corporate communications. She joins from advertising giant DDB, where she held the director of communications position.

Delanghe began her career at WPP’s Robinson Lerer & Montgomery, earning crisis and corporate PR experience from work for Tyco and Nielson Media Research. She did a five-year stint at Powell Communications.

MDC CEO Miles Nadal praised Delanghe for her “depth of strategic insight” and understanding of the ad/PR operation’s culture and business model.

Delanghe is based in New York, taking over for Katie Kempner, who is returning to MDC’s CP+B ad unit in the new post of VP/executive director of global communications.

MDC is parent of PR firms Kwitken & Co., Allison & Partners and Sloane & Co.

BLANKLEY DIES AT 63

Tony Blankley, a former Ronald Reagan speechwriter, press secretary to former House Speaker Newt Gingrich, editorial page editor at the *Washington Times* and political pundit, died Jan. 7 from stomach cancer. He was 67.

Gingrich hailed Blankley as a great professional and very dear friend." He was a "tremendous amount of fun, remarkably erudite and educated," according to the *Washington Times* report. Blankley played a key role in Gingrich's "Contract with America."

At his death, Blankley was executive VP at Edelman, visiting senior fellow at the Heritage Foundation and political commentator for CNN, NBC and NPR.

The U.K. born Blankley became an American citizen after his parents moved to California following WWII. As a child actor, Blankley appeared in TV shows such as "Lassie" and "Make Room for Daddy."

He met Reagan at a USO performance during the 1950s and then volunteered for his campaigns for California governor and president.

**Blankley**

(Photo: Meet the Press)

NEWSMAN BAILEY DIES AT 82

Chuck Bailey, former editor of the *Minneapolis Tribune*, died Jan. 3 from complications of Parkinson's Disease. He was 82.

With Fletcher Knebel, Bailey wrote "Seven Days in May," a book about an attempted coup led by the chairman of the Joint Chief of Staff.

The book topped the *New York Times* best-seller list in 1963 and was made into a movie the next year that starred Burt Lancaster, Kirk Douglas and Fredric March.

Bailey began his journalism career at the *Tribune* in 1950. He became Washington editor for the *Trib*, *Look* magazine and the *Des Moines Register*, which were owned by Cowles Media Co.

Bailey quit the *Tribune* editor post after Cowles ordered a round of layoffs. He returned to Washington as D.C. editor of National Public Radio.

CATANESE NAMED FIT DIRECTOR AT SELF

Nicole Catanese, senior beauty features editor at *Self* magazine, has moved to the fitness director slot. She is assuming the duties of Meaghan Murphy, who was upped to deputy editor last month.

Catanese will take charge of fitness and motivation-related coverage plus features like *Self*'s "Drop 10 Challenge" and "Jump Start Diet."

The two-time New York City marathoner joined *Self* in 2008.

She has done stints at *Elle*, *Fitness*, *Woman's Day* and *Good Housekeeping*.

NOTW'S MYLER JOINS DAILY NEWS

Colin Myler, the last editor-in-chief of News Corp.'s *News of the World*, which was shuttered in the wake of the U.K. hacking scandal, is the new editor-in-chief of the *New York Daily News*.

He takes over for Kevin Convey, former editor of the *Boston Herald*, who joined real estate baron Mort Zuckerman's paper last year.

**Myler testifies in the News Corp. hacking probe last year.**

Myler will now go head-to-head against the *New York Post*, which is owned by News Corp. He had worked at the *Post* for five years as managing editor.

Myler has disputed testimony of his former boss James Murdoch that he was not fully aware of the extent of the hacking scandal.

AP NAMES SOCIAL MEDIA EDITOR

The Associated Press has named Eric Carvin, a producer at the AP nerve center and ex-national desk editor, as social media editor.

Based in New York, Carvin will make sure that social media "becomes an integral part of every AP journalist's skills," reports the wire service. He also will mine social media networks for story leads.

At the nerve center, Carvin had been tapping social media outlets to collect user-generated content, engage readers and promote AP stories.

Tamer Fakahany, head of the nerve center, said the organization "wanted a social media editor who was a serious and respected journalist in his own right in addition to providing leadership on the social nets," according to the AP report. Carvin joined the AP in 2000.

CONSERVATIVES LAUNCH MEDIA GROUP

A group of conservative journalists and Republican operatives has launched the Center for American Freedom to take aim at the White House and the "liberal" media/blogsphere, according to a report on Politico.

Michael Goldfarb, chairman of CAF, says the organization will have an annual budget of "several million dollars." CAF is modeled on the liberal-leaning Center for American Progress.

Goldfarb, former *Weekly Standard* reporter is partner at Orion Strategies, which counts the Koch brothers as clients.

CAF will have an online news arm called *Washington Free Beacon* that is to be edited by Matthew Continetti and a "campaign-style war room."

He wrote "The Persecution of Sarah Palin: How the Elite Media Tried to Bring Down a Rising Star."

Confinetti will oversee a staff that includes Bill Gertz, who was defense/national security writer at the *Washington Times*; Andrew Stiles, a *National Review* Online alum; Patrick Howley, an *American Spectator* veteran and Sonny Bunch, ex-*Weekly Standard* and *Washington Times* writer who is now at PR firm Berman & Co.

PLUM TV FILES CHAPTER XI

Plum TV, which runs a group of cable TV channels in upscale markets like the Hamptons, Martha's Vineyard, Nantucket, Vail, Telluride and Aspen, has declared bankruptcy.

The company, in turn, agreed to sell its assets to an investor group lead by Terry Mackin, president of ForesightLab in Greenwich, and Bill Apfelbaum, chairman of MediaVentures Group in New York City.

Tom Scott, Plum founder, is confident that the corporate brand "will be well positioned when it emerges from the proposed asset sale."

In filing Chapter XI, Plum lists \$8.6M in assets and \$19M in liabilities. It lost \$8.4M on \$6.5M revenues during the past year.

Scott Williams is serving as Plum's chief restructuring officer. He was chief marketing officer at luxury hotel chain Morgans Hotel Group and chief creative officer at Starwood Hotels & Resorts Worldwide. Earlier, he worked media jobs at HBO, ESPN and CBS Cable.

Mackin is the former president of Spanish language media giant Univision and executive VP at Hearst Television.

Apfelbaum once headed TDI, the outdoor media company that was acquired by Westinghouse/CBS.

PAYPAL'S THOMPSON TO LEAD YAHOO!

Yahoo! has named Scott Thompson, who was president of eBay's PayPal unit, CEO of the digital media company.

He replaces Tim Morse, who is returning to the CFO slot. Morse took the helm following the ouster of Carol Bartz in September.

At PayPal, Thompson helped expand the base of the global online payment service from 50M to 104M active users in 190 countries. Revenues rose from \$1.8B to \$4B in 2011

Earlier, Thompson was PayPal's senior VP chief technology officer, executive VP at Visa's Inovant high-tech operation, chief information officer at Barclays Global Investors and technology staffer at Coopers & Lybrand.

Roy Bostock, Yahoo! chairman, believes Thompson's "deep understanding of online businesses combined with his team building and operational capabilities will restore the energy, focus, and momentum necessary to grow the core business and deliver increased value for our shareholders," according to his statement.

Thompson will continue Yahoo!'s strategic review, which could lead to its acquisition, investments or asset sale.

Publicis Groupe's Kekst and Company does corporate media relations for Yahoo!

WIKIMEDIA ADDS DC FIREPOWER

Wikimedia Foundation has hired Dow Lohnes Government Strategies to deal with online intellectual property infringement matters.

DLGS chairman Kenneth Salomon spearheads the

focus on legislation such as the Stop Online Piracy Act and the Protect Intellectual Property Act.

He is assisted by Jim Burger, who was a senior director in Apple's law department; Stephen Sayle, former majority counsel on the House Energy and Commerce Committee; Eric Kessler, ex-chief of staff for Rep. John Dingell, and Peter Leon, former legislative director to Rep. Eliot Engel.

Wikimedia has just wrapped up its 2011 fundraising drive, which brought in a record \$20M in donations to the San Francisco-based outfit.

Its websites are viewed more by more than 470M people each month.

FitzGibbon Media handles PR for Wikimedia.

FORMER RED SOX PR PRO TELLS ALL

Former Boston Red Sox PR pro Doug Bailey penned a 4,400-word tell-all piece for the January issue of *Boston Magazine*, a behind-the-scenes look at sports PR and treasure trove for Sox fanatics.

Bailey handled the Red Sox account as a senior VP for Boston firm Rasky Baerlein from 2001-07, starting with counsel to the ownership group that bought the team and later including the Sox's two recent championships but before its epic collapse in 2011.

Bailey, who now runs his own PR shop in Newton, Mass., says it was his idea to give out bags of infield dirt to fans as the new ownership group did a New England tour to drum up interest, a runaway PR success:

"The bags disappeared the instant they were shown off to the admiring crowd. On our next trip we packed even more bags, but ran out just as fast. The enthusiasm and rabid intensity of fans throughout New England defied logic and clearly awed the new owners, who were realizing first-hand what everyone in the league had told — or warned — them: It's different in Boston."

Other tidbits:

- Fenway's ultra-green grass? Painted, says Bailey.
- When GM Theo Epstein quit suddenly in 2005, one of the conditions of his return was that owner Larry Lucchino nix his daily "media meetings" reviewing news coverage and planning PR strategies.
- A PR mistake might have helped to undercut the team's bid to get significant public funding to improve Fenway and the surrounding area.
- Nomar Garciaparra asked visiting astronauts whether the moon landing was faked.

Read the whole piece at bostonmagazine.com.

WSJ'S STECKLOW TO REUTERS

Steve Stecklow, an investigative reporter for the *Wall Street Journal*, is jumping to Reuters in London.

Stecklow, who shared a Pulitzer Prize for public service in 2007 for a series on backdated stock options, was a Reuters stringer earlier in his career and former colleague of Reuters global editor for ethics and standards Alix Freedman.

Previous stints included *The Philadelphia Inquirer*, *Washington Star* and *Atlantic City Press*.

He lived in London for seven years and holds dual citizenship.

Stecklow has recently probed China's Huawei Technologies' ties to Iran.



Thompson

NEWS OF PR FIRMS**ORIELLA ADDS TWO AGENCIES**

Oriella PR Network, the group of agencies started by Horn Group and Brands2Life in 2006, has added New Zealand's Botica Butler Raudon PR, and Moscow's Buman Media.

Both agencies are independently-owned firms with senior counselors, known for their expertise and quality of service, as well as their strength in business and technology communications.

Allan Botica, chairman of BBR, said he was first impressed with the Oriella's annual digital journalism study and found other areas of common interest. He noted New Zealand is a small country with an export-lead economy, "so innovative companies have to gain access to international markets in order to grow," which the networks helps its clients to do.

Oriella has 15 agencies in 20 countries.

IPREX PICKS UP DEXTERA

Dextera Comunicación, Mexico City, has joined the IPREX network of agencies.

The eight-year-old firm, founded by Silvia Pineda Sibaja and Horacio Loyo Gris, has worked with Costco, Discovery Networks México, HBO Latin America Group, and The Clorox Company, among its clients.

IPREX Americas President Renzi Stone of Oklahoma City-based Saxum said Dextera is the right firm to deal with demands for "sophisticated strategic communication programs" by international companies growing their investments in Mexico.

BRIEFS: Green Room PR, Boonton, N.J., has opened a second office in Cambridge, Mass., at 195 Binney Street in the city's Kendall Square section, as a base for expansion into the burgeoning life science sector. Partners Karen Carolonza and Deborah Sittig, oversee the new office from New Jersey. ...**Obsidian PR**, Memphis, said it will open a Dallas office in the spring. Founder Courtney Liebenrood Ellett said the firm has built a strong client foundation in the greater Dallas-Fort Worth area in the last five years, which continued to grow in 2011. It has also developed partnerships with marketing firms in the region to partner on several accounts. Crissy Lintner, a three-year staffer and director of client services, will oversee the office. ...**Finn Partners**, the Peter Finn-led unit that is part of the Ruder Finn Group, was honored by Dress for Success with the not-for-profit's Model of Excellence Award, recognizing the firm for its pro-bono PR and strategic communications counsel throughout a continuing partnership over three years. ...**Weber Shandwick** was named Agence de Relations Publiques de l'Annee (Public Relations Agency of the Year) at the Diner des Presidents of the 32nd Grand Prix des Agences de l'Annee in Paris. The event honors major communications consultancies for competitive performance in the market, following a survey supervised by a selection committee. ...Calgary-based **Open2America** has added an investor relations practice to its PR offerings to increase the agency's public and media relations offerings.

NEW ACCOUNTS**REPORT: FACEBOOK EYES BRUNSWICK**

Facebook is expected to bring in Brunswick Group as the social networking juggernaut plans for an initial public offering this year.

AllThingsD reported Jan. 6 that Brunswick is the "expected winner" of the IPO PR assignment, described by Kara Swisher as "putting out the endless wildfires sure to rage around tech's hottest IPO since Google."

Brunswick declined to comment on the report.

The firm provided financial communications counsel to Groupon as the online deal service went public last year.

Bloomberg reported last week that Facebook's potential \$10B offering will likely be the largest since 1999.

Outcast Agency is Facebook's longtime PR firm.

New York Area

5W PR, New York/Fashion Forward Maternity, online boutique, as AOR for PR.

East

Liberty Square Group, Boston/Lt. Governor Tim Murray, for PR as he deals with the aftermath of a November crash of a state vehicle that has drawn scrutiny.

HB, Newton, Mass./Attivio, business intelligence technology, for PR and advertising, following a multi-round competitive review.

Rhodes Communications, Norfolk, Va./The International Boatbuilders Exhibition and Conference, for advertising, marketing and PR for the 2012 industry trade show in October.

Buffalo Communications, Vienna, Va./LINKSOUL and LINKSOUL CLUB by John Ashworth & Co., a new golf-lifestyle apparel line and the custom-branded collection formerly known as Pima Direct, for PR.

Southeast

Cheryl Andrews Marketing Communications, Miami/Choice Hotels Owners Council, association for franchisees representing more than 3,600 Comfort, Quality, Clarion, Sleep, Ascend and MainStay properties, for PR.

TransMedia Group, Boca Raton, Fla./MyVerifiedPro.com, online directory of professional services, for launch PR.

Mountain West

Denny, ink., Jackson Hole, Wyo./Jetboil, outdoor and backcountry cooking systems, for PR, including media outreach, strategic communications counsel and social marketing support.

West

Bolt PR, Dana Point, Calif./Cristophe Salon Newport Beach, luxury salon, and Grey Lee Designs, jewelry, for strategic communication plans.

MWW Group, San Francisco/Eventbrite, five-year-old global self-service ticketing platform, to help build its national brand and promote its services.

Filter Creative PR, Los Angeles/Guitar Center, musical instrument retailer with 224 stores nationwide, for PR and marketing, including the brand's music and entertainment marketing programs, store grand openings and marketing partnerships.

— Greg Hazley

NEWS OF SERVICES**IABC TAPS CLEMONS AS INTERIM HEAD**

The International Association of Business Communicators has named Raytheon vet and former chair John Gregory Clemons as interim executive director of the group, following the end-of-year departure of Julie Freeman.

IABC is conducting a search for a permanent executive director. Applications were due January 6. Clemons was most recently corporate director of community relations at Raytheon in Dulles, Va.

Clemons was 2001-2002 chair and has served on the international executive board for more than six years, in addition to serving on various committees and other posts.

"It is very gratifying to come full circle with IABC, the professional development association that continues to mean so much to me personally and professionally," Clemons said in a statement.

IABC last August hired McLean, Va.-based Patino Associates to head the search after interviewing several firms.

Search committee chair Robin McCasland said then that IABC is on the hunt for a "visionary leader and strategic thinker."

The group extended a September 2 deadline for resumes to January 6, 2012. It initially expected an announcement by November 2011.

Nearly 40 percent of IABC's 15,000 members hail from the corporate side.

**Clemons****SIMON OPENS SUPER BOWL SMT**

D S Simon Productions has tapped former New York Giants star and current radio commentator Carl Banks for a Super Bowl "party planning" co-op satellite media tour.

The SMT is slated for Thursday, Jan. 26 from New York for organizations to promote their Super Bowl marketing initiatives.

Contact Jamie Claudio at jamiel@dssimon.com.

Simon will also be producing a domestic violence initiative from Indianapolis during Super Bowl week for the Verizon Foundation and the NFL Players Association.

NEWCAST STRIKES GOLD

Global media communications services firm newscast has appointed Jim Gold as director of strategic services, a newly created role.

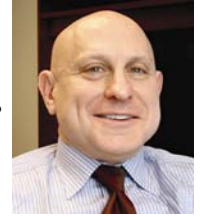
He is charged with getting newscast's suite of audio, visual and digital solutions into corporate communications programs.

Gold is a 30-year broadcast veteran who has been running his own shop, Gold Media Services, for the last decade. He was on the launch team at Medialink, where he worked for several years, and started out at ABC News in New York.

"Jim's 30 years of PR, broadcast news and event services experience will provide a breadth and depth of knowledge that will truly benefit our customers," said Jim Sulley, president of newscast.

PEOPLE**Joined**

Andrew Goldberg is head of the newly minted corporate advisors unit established at Makovsky + Co. to offer organizational change, reputation, internal PR, CSR and governance counsel to CEOs, CCOs and HR leadership. Ken Makovsky sees an opportunity to broaden his New York-based firm's reach into the automotive, defense, food & beverage and media sectors.

**Goldberg**

Goldberg had chaired Burson-Marsteller's corporate practice and ran WPP's Pivot Red brand marketing boutique. He also helmed AGG International, a change management shop servicing clients in Europe and Asia and did stints at the Rand Corp., Brookings Institution and Center for Strategic and International Studies. The offerings of the corporate advisors group will also be marketed to members of the IPREX network.

Jennifer Krosche, who led her own shop, JYK PR, to Child's Play Communications, New York, as VP. She worked or consulted for Marina Maher Comms., 5W PR and Pollock Communications.

Matthew Henson, who left GolinHarris in 2009 after a 10-year stint to take the VP-PR post at Monster Worldwide online employment service, is back at the Interpublic property as executive director. Based in Boston, Henson takes on corporate accounts and business development responsibility. Prior to GH, Henson was communications director at the National Security and Natural Resources News Service and a staffer for Sen. Carol Moseley Braun.

Mona Delia, VP of corporate comms., Tanger Factory Outlet Centers, to JCPR, Parsippany, N.J., as an executive VP in the firm's financial and financial tech units. She was SVP of IR at Edelman and principal at The Dilenschneider Group.

Sarah Rasmussen, acting news director and anchor, WJFW-TV, to Morgan&Myers, Waukesha, Wisc., as an associate for the firm's

**Rasmussen, Gropp**

agricultural and consumer trust accounts. **Trista Gropp**, a summer intern, also joins as an associate serving the Illinois Agricultural Association account.

Julia Johnston, co-founder and CEO of mEgo, a Los Angeles-based social media company, to NATIONAL PR, Toronto, as VP and corporate practice lead.

Promoted

Shana Harris to chief operating officer, Warschawski, Baltimore. The 13-year veteran of the firm takes on an increased role overseeing the day-to-day operations and human resources.

Paul Yang to GM, Ruder Finn Beijing, reporting to Elan Shou, MD and SVP of Ruder Finn China.

**Harris**

F-H LAUNCHES DIVERSITY INITIATIVE

Fleishman-Hillard has launched the Alfred Fleishman Diversity Fellowships program to provide top-level mentoring, professional development and employment opportunities for minority college seniors and graduate students.

The first crop of fellows will be in place during the summer in participating offices in St. Louis, Chicago, San Francisco, Dallas, Atlanta, Washington and New York. The paid program will run for six to 12 months.

CEO Dave Senay promises the fellowships are “not typical internships.” The fellows “will be mentored closely by senior vice presidents or higher and exposed to every aspect of agency life. Our intent is to groom the fellows to be agency-ready upon completion of the program,” he said.

The program honors the F-H founder who is remembered for his effort to foster communications among black leaders and corporate executives in the firm's headquarters city of St. Louis.

As superintendent of recreation during the 1930s, Fleishman integrated recreational facilities in St. Louis for the first time. He later served as president of the metropolitan St. Louis Urban League.

During the racially charged 1960s, Fleishman worked with the St. Louis Human Development Corp. on the “Street Academy” program, an alternative educational and job preparation for young people in the black community.

That effort led to Fleishman's book, “Dialogue with Street Fighters.”

He retired from F-H in 1975 and died ten years ago at the age of 96.

Information about the fellowships is at www.fleishmanhillard.com/careers/diversity.

NEW MEXICO KICKS OFF TOURISM PR REVIEW

New Mexico, which brought in a former PepsiCo executive last year as tourism secretary to reverse a low national ranking, has kicked off an open review of its tourism PR account as the state hopes to launch a new brand campaign by April.

The New Mexico Tourism Department released an RFP on Jan. 3 covering strategic PR planning and consulting, media relations, and measurement. Budget is \$75K through June 30, the end of the state's fiscal year, with additional funding to be determined by the state legislature.

The tourism entity sees two key challenges which have led to the state's No. 38 ranking for visitation - low awareness and damaging misperceptions.

Top misperceptions include the views that New Mexico is not part of the U.S., that it is “a miserably hot, dry desert,” and that “there is nothing to do” there, according to the RFP. Proposals are due Jan. 23. View the RFP: <http://odwpr.us/w3UghP>.



Photo: Mike Stauffer, New Mexico Tourism Dept.

B-M TAPS TIBBITS

Burson-Marsteller has named Nate Tibbits, former executive secretary at the U.S. National Security Council, chair of the U.S. PA practice. He takes over for Mike Lake, who will continue as the firm's southwest market leader.

Prior to the NSC, Tibbits served as special assistant to the president for presidential personnel, responsible for the identification and selection of more than 1,000 appointments. He played a similar role in the Obama-Biden transition program.

Tibbits was founding COO at the Center for a New American Security, VP for international education at Discovery Communications and staffer at The Albright Group.

The WPP unit also named Johanna Schneider, executive director of external relations at the Business Roundtable, managing director and market leader for the Washington office. She also served as senior advisor at the National Institutes of Health, deputy assistant secretary for at the Labor Dept., and press secretary for former Republican leader Robert Michel.

Laura Sheehan, who was senior VP at the American Gas Assn., is now leader of B-M's D.C. PA practice. She once ran the energy/environmental unit at FD Dittus Communications and was policy director for the Democratic Congressional Campaign Committee.

LANDSCAPER GROUP SEEKS PR FIRM

The Virginia-based trade group for lawn care and landscaping companies and professionals is on the hunt for a PR agency to burnish its image among prospective members, media and analysts, among other audiences.

The Professional Landcare Network, or PLANET, formed by the 2005 merger of the Associated Landscape Contractors of America and the Professional Lawn Care Association of America, has issued an RFP open through Jan. 18 for pitches for the development of a strategic PR plan, media relations, government affairs and PR tailored for special events. Other aspects include managing a Planet PR hotline and media website, social media, and promotion of its certification plan.

Heather Finney is PR director of the group.

PLANET is based in Herndon, Va. View the RFP: <http://odwpr.us/zHwUyH>.

ZYATS TAKES MEDIA ROLE WITH AICPA

Diane Helyne Zyats, who stepped down as VP at the Homeownership Preservation Foundation in April, has been tapped to lead media relations for the accounting industry's D.C. trade group, the American Institute of Certified Public Accountants.

Zyats led communications and marketing for the HPF, a government and private-sector-backed non-profit that helps homeowners in financial distress.

Earlier, she was VP of comms. and branding for the Equipment Leasing and Finance Assn., and held PR posts at Pillsbury Winthrop Shaw Pittman, Freddie Mac and Newmyer/Columbus Public Affairs.

Zyats was a spokeswoman and PA manager for the Resolution Trust Corp. of the FDIC during the savings and loan crisis in the early 1990s.

PR OPINION

Ivy Lee, one of the alleged “Fathers of PR,” twice confessed that he had no idea what PR was.

“I have never been able to find a satisfactory phrase to describe what I try to do,” he told an IRT New York subway rate hearing in 1927.

Seven years later he told a congressional committee investigating his work for the I.G. Farben trust, a close ally of the Hitler government, that his firm was “not an advertising agency. My business-I do not know how to describe it.”

So PR Society chair Rosanna Fiske had no idea what deep waters she was getting into when she embarked in November on a quest to define PR, saying she was never able to explain to her parents what she did for a living.

One of PR’s problems is that it works closely with three occupations that know exactly what they are doing-law, marketing and finance. They can eat the lunch of PR pros who don’t quite know what they are doing.

Corp. PR Disappears; Specialties Form

PR is no mystery to this writer. What PR pros do or don’t do is only too visible. Since Wikipedia either skips or has deficient entries on major PR topics, we will make up for that with histories that are linked at the top of odwyerpr.com.

The two major developments in recent decades are the virtual disappearance of PR at corporations and institutions and the emergence of at least a dozen well-defined PR practice areas in PR firms.

PR, like law, medicine, engineering and other occupations, has matured by building expertise on specific topics such as healthcare, tech, financial, food, travel, etc.

The O’Dwyer Co. for 20 years has pioneered in identifying firms with such practices, tracking the amount of their revenues in each area, clients, personnel, and giving the firms a platform to describe their skills via our online and print directories. Specialty rankings rose to 594 in 2010 from 496 in the previous year and included 90 in healthcare and 84 in tech.

This has helped to drive business to such firms. PR firms are expanding in number and size while corporate “PR” depts. (by whatever name) are not. Companies similarly closed their ad depts. in the 1950s because creativity was found to reside in the agencies.

The message of PR should not be that PR pros are ethically superior to businesspeople, which they’re not, or that they serve as the “conscience” of clients, but that they have developed specific areas of marketing and other promotional expertise that can help clients, particularly those that can’t afford advertising.

Corps Ditched “PR”

Corporations started ditching the term “PR” in the 1970s. Only a few blue chips still have such titles. Members of (PR) Seminar, the annual gathering of “PR” executives of major companies and a few top PR firms, favor titles such as corporate communications, corporate relations, marketing communications, public affairs, etc.

The group even dropped “PR” from its name three years ago. The name changes signaled something much deeper—a removal from openness and availability to reporters. While almost all companies in the 1960s and 70s had someone available to chat with media and most had programs that sought to build personal ties with reporters, almost none now do.

Reporters who try to contact a corporate PR dept. are confronted with a box on the company website where they can post a question and hope for an answer. Individual contact names will not be provided. Phone calls will be answered (if at all) by a junior staffer who will subject the caller to the third degree.

Press conferences, once a staple of PR, have virtually disappeared.

PR Is “Dept. of War”

PR majors who think they’re going to be “peacemakers” and “conciliators” in the business world will find they have joined the “War Dept.” of companies and institutions.

Kraft CEO Irene Rosenfeld told the Arthur W. Page Society April 8, 2010 that she considered the “corporate affairs” dept. (meaning PR) headed by Page member Perry Yeatman to be her “secret weapon” and that it played a crucial role in Kraft’s hostile takeover of Cadbury. Rosenfeld favors “communications” as long as it “further the business agenda of Kraft.” She added: “Well-executed work that communicates but that doesn’t further the business agenda...simply does not qualify as great communications.”

Monitoring what employees say in e-mails or otherwise is also a major task for the institutional PR pro.

The *Village Voice* in 2010 outed what it called “48-pages of corporate terrorism”—a PDF for Viacom employees that said that anyone who breathes a negative word about the \$14 billion entertainment giant will be “disciplined.”

Only the “officially designated spokesperson” may deal with the media or “post on the internet or otherwise publicly share” info on Viacom, the PDF said.

PR Society Exercises Tight Control

Virtually the same policy is in effect at many places including the PR Society where VP-PR Arthur Yann or one of his staffers must be told about any media inquiries concerning the Society before comment is made. This applies to all members including the elected chair and board.

PR Society press and information-blocking policies multiplied in 2011. Photos and recording of the Assembly by reporters had been banned for the first time in 2010. In 2011, reporters were banned altogether from the Assembly. In another dubious first, no minutes of any of the four board meetings in 2011 were published nor have the minutes of the Oct. 15 Assembly been published.

Financial PR figure Ted Pincus, a columnist for the Chicago Sun-Times, for the last five years of his career, said PR pros had turned voice-mail and e-mail into barriers of communications.

— Jack O’Dwyer