



**Jack O'Dwyer,  
Editor-in-Chief**

# O'Dwyer's Newsletter

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

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## **EDELMAN FEASTS ON KELLOGG**

Edelman has picked up Kellogg Co.'s lucrative PR account originally awarded to Weber Shandwick in October before that Interpublic unit quit the business a month later over a conflict with another IPG unit.

Kellogg brands range from cereals like Special K and Rice Krispies, to Eggo waffles and Pop Tarts.

"Kellogg has consolidated public relations support for U.S. brands with The K Group Public Relations Company, a new agency formed exclusively for Kellogg by Daniel J. Edelman, Inc.," said Brandy Ruff, a company spokeswoman. "We continue to work with Ketchum and MSL Group on a variety of our projects for corporate communications, internal communications and cause-related marketing programs."

Edelman was one of a handful of finalists for the account, along with incumbents Ketchum and MSLGroup, and Fleishman-Hillard.

## **WHITMAN ADVISOR TAKES H-P POST**

Henry Gomez, a longtime PR advisor to H-P CEO Meg Whitman, has been tapped as executive VP and chief communications officer for the computer giant.

Whitman, after taking the reins in September in the wake of Leo Apothekar's ouster, installed H-P veteran Lynn Anderson as interim CCO.

Whitman said: "Henry will work closely with the entire leadership team to make certain customers, partners, employees, and shareholders fully understand our vision and strategy."

The 48-year-old Gomez worked PR for eBay for a decade under Whitman and led corporate communications for its Skype unit, which it sold in 2009. As an independent consultant in recent years, he advised Whitman's losing run for California governor and handled corporate work.



**Gomez**

## **BARBOUR RETURNS TO BGR**

Former Mississippi Governor Haley Barbour has returned to BGR Group in D.C. as founding partner and will helm government relations, economic development and business development at Jackson-based law firm Butler, Snow, O'Mara, Stevens and Cannada.

With 175 lawyers, the firm is one of the biggest in the southeast. Paul Hurst, Barbour's former chief of staff, is re-joining Butler Snow.

Barbour is also hitting the lecture circuit under the guidance of Leading Authorities, where he expects to earn from \$30K to \$50K for talks before business and political groups. He will write a book about his leadership during the Katrina crisis.

## **VT UNIVERSAL H-CARE PUSH SEEKS PR**

The state-backed entity created to enact a universal healthcare system in Vermont is on the hunt for PR help with an RFP process open through early February.

The Green Mountain Care Board, created by the state legislature last May, is charged with expanding the state's public health programs to make it the first "single-payer" state in the union.

The board wants a firm to provide an "array of communications services to support dissemination of information about our health policy initiatives," reads the RFP. That includes building awareness and confidence in the board and its role in Vermont healthcare, while forging an identity distinct from other state agencies and the legislature. A one-year contract is planned.

Deadline is Feb. 2. RFP: <http://odwpr.us/wFTjqu>.

## **SITRICK HANDLES TWINKIES REORG**

Sitrick & Co. is handling the high-profile bankruptcy filing of Hostess Brands, the maker of Twinkies, Hostess cupcakes, Ding Dongs, Drake's cakes and Wonder bread.

The Irving, Tex.-based company blames a lackluster economy and non-competitive cost structure for forcing it to once again return to Chapter XI. The company emerged from bankruptcy in February 2009.

It blames the current economic stress on legacy pension and medical benefit obligations and restrictive work rules.

The company says it has more than 370 labor contracts with its 19,000-member workforce.

Hostess has received \$75M in debtor-in-possession financing from a group of lenders led by Silver Point Capital.

## **SAVILLE EXITS HERSHEY FOR STAPLES**

Kirk Saville, VP of corporate communications and primary spokeswoman for The Hershey Company, has moved to office supplies giant Staples as VP of global communications.

Saville exits Hershey after nearly nine years at the confectioner. At Framingham, Mass.-based Staples, he takes over a post vacated by Paul Capelli in December, when he left for QVC. Saville reports to Steve Fund, senior VP of marketing at Staples.

Saville worked corporate PR at telecom software company Aspect Communications and Bell Labs after a journalism career.

Owen Davis is senior manager, global PR, for Staples, which has been tossed around in the presidential campaign for its roots under Mitt Romney's Bain Capital.

## **CA OUTLINES HIGH SPEED RAIL PR PLAN**

The California High Speed Rail Authority's stop-and-go PR agency search has come to a halt as the entity's board approved a plan to create an in-house network of communications directors.

The plan follows the shake-up of leadership on the \$98 billion proposed project Jan. 12, including the resignation of CEO Roelof van Ark and resignation of the Authority's chairman, Tom Umberg.



Press secretary Rachel Wall also stepped down for a post at Wal-Mart last week.

In a plan approved by the board last week, three regional communi-

cations director posts under contract with the Authority will be required on a budget of \$600K, including operating expenses. The posts, covering the Bay Area, Central Valley, and Southern California, will oversee a network of dozens of regional outreach specialists. Six additional hires are planned, including an assistant director, writer, and three PAOs.

A Dec. 28 memo to the board from Lance Simmens, deputy director for communications, noted Caltrans, the state transportation agency, has a communications staff of about 74.

In addition to the new posts, the Authority's communications office has hired two press information officers and an assistant to handle the work previously expected to be handled by an outside PR agency.

Ogilvy PR Worldwide, which won the Authority's PR account in 2010 after a rocky RFP process, resigned the work last year, sparking an RFP review for the lucrative account that was stopped and re-started before being suspended in December.

The huge project is working to convince the state legislature to release \$2.7B in bond money to start construction.

## **GREENOUGH GETS 'CLEAN COAL' WORK**

Boston's Greenough Communications has picked up CoalTek Inc., which received approval Nov. 29 from the Chinese government for the first U.S./China "clean coal" venture.

The \$350M partnership is to result in a processing facility in Inner Mongolia to convert low value "brown coal" into highly efficient and environmentally friendly clean coal.



Since 2006, CoalTek has been running a commercial-scale clean coal plant in Calvert City, KY, which ships coal to electric utilities in the midwest.

Phil Greenough, who targeted the clean tech sector five years ago, calls CoalTek a "genuine industry disruptor" and is eager to pitch how it is transforming the global coal marketplace.

CoalTek, which was based in Tucker, GA, relocated its headquarters to Marlborough, MA, to be closer to Boston's high-tech community.

## **CRUISE OPERATOR GETS PR HELP**

Burson-Marsteller's London office is providing crisis PR support to Costa Cruises, the unit of cruise ship giant Carnival that saw one of its large luxury ships run aground off Italy on Jan. 14.

Images of the Costa Concordia tipped on its side in shallow water have run consistently in global media since the accident. Six people have been confirmed dead and more than a dozen are missing, including a Minnesota couple, of 4,234 passengers aboard.

Costa Cruises posted a series of statements following the disaster saying Jan. 15 "there may have been significant human error on the part of the ship's master, Captain Francesco Schettino, which resulted in these grave consequences," noting the vessel appeared to have been too close to shore.

Matt Carter head's Burson-Marsteller's U.K. operation. Clarence Mitchell, a former BBC journalist and agency and government PR hand, joined the firm in September as managing director.

Carnival said the disaster could mean an \$85M-\$95M hit on earnings as the ship is expected to be out of service for 2012, if not longer.

## **SOLYNDRA PR PRO LANDS AT LSI**

David Miller, director of corporate communications for defunct solar company Solyndra, has landed at semiconductor maker LSI Corp. as senior director of corporate positioning and PR.

Miller was director of worldwide PR in 10 years at Applied Materials before joining Solyndra in early 2010.

He was the company's primary spokesman through its meteoric rise and fall, from President Obama's May 2010 visit to its highly publicized demise in August 2011. Solyndra ceased operations on Sept. 1.

Miller joined LSI in November.

In a nightmare scenario for any PR pro, *Politico* published a series of Miller's emails with White House officials dubbing the company "media-fixated."

Miller's previous posts included Spectra Physics (director of comms.) and Etec Systems (director, marketing comms.).

Publicly traded LSI, based in Milpitas, Calif., had third quarter revenues of \$546.9M.

Ellen Morton, marketing communications and events manager at Solyndra, moved to eBay in December as senior communications manager.

## **HAWAII HEALTH SYSTEM SEEKS 'RE-BRAND'**

Hawaii's public healthcare services organization, the fourth largest public health system in the country, seeks a prescription for "PR and image re-branding" with an agency search this month.

The Hawaii Health Systems Corp., based in Honolulu, operates 12 facilities on five Hawaiian islands and is the state's top provider of healthcare services, including acute, long-term and rural services. It employs nearly 4,000 people.

HHSC wants to review and refresh the image of its facilities and the corporate office, according to an RFP released Dec. 21.

Deadline: Jan. 31. RFP: <http://odwpr.us/zwbzSj>.

**MAYA TAKES BLOOMBERG.COM HELM**

Paul Maya, the Turner Broadcasting pro who led CNN's digital strategy effort, has been named chief of Bloomberg.com and BusinessWeek.com.

He will be in charge of day-to-day management, branding and strategic planning and best practices. Maya will report to Andy Lack, CEO of Bloomberg Multimedia.

Maya's "experience building digital businesses that integrate news, data and video will be enormously valuable as we continue to build our next generation of global web products," said Lack in a statement.

At CNN, Maya developed digital products such as CNN iReport, CNN Money.com, CNN.com and CNN Video Experience.

Previously, he held executive posts at ABC News and ABC Digital Media Group and was co-founder and chief technology officer at Toggle Entertainment.

**THRELKELD KILLED IN CAR CRASH**

Richard Threlkeld, a former CBS and ABC News correspondent for 33 years, died Jan. 13 in a morning car crash in the Hamptons after his Mini Cooper smashed into a propane tanker near Amagansett. He was 74.

Threlkeld worked at CBS from 1965 to '82 and then from '89 to '98. He was at ABC during the middle span of years.

In '75, he was in one of the last American helicopters to depart from the U.S. Embassy in Saigon. He covered the uprising in Tiananmen Square and the collapse of the Soviet Union, which resulted in the book called "Dispatches from the Former Evil Empire" published in '01.

Threlkeld began his career at WMT-TV in Cedar Rapids.

He is survived by his wife Betsy Aaron, a former CBS, ABC, CNN and NBC correspondent.



**Threlkeld**

Photo: CBS

**CURRENT FILLS TOP PR SLOT**

Current TV has brought in former VH1 and Oxygen communications chief Laura Nelson to fill its top PR slot vacated in September, when Jeanne Meyer left for Martha Stewart Living Omnimedia.

Nelson takes the reins as senior VP, communications, for Current, heading all PR activity as the Al Gore-founded network heads into a presidential election cycle.

The network got off to a rocky PR year in a clash with its high-profile host Keith Olbermann, who didn't take part in coverage of the Iowa caucuses and has reportedly been frustrated with technical problems on his show, "Countdown."

Nelson said 2012 will be a "defining year" for Current, which will aim to "cut through the stale left vs. right debate that rages on traditional cable news networks."

Along with Olbermann, Current also has Jennifer Granholm, the former Michigan governor, and progressive host Cenk Uygur in its prime time lineup.

Nelson had been managing director at The Gilbride Group and previously held senior VP or VP/communications slots at VH1, Oxygen and Comedy Central. She built the media relations unit at Oxygen, and at Comedy Central worked PR for the launches of shows that included "South Park," and "The Daily Show."

She also managed PR for *People Magazine* and started out at Hill & Knowlton and DKC.

**BRONSTEIN RESIGNS FROM HEARST**

Phil Bronstein, 61, has resigned his editor at large post at Hearst, capping a more than 30 year newspaper career.

He will now focus his attention on his presidency at the Center for Investigative Reporting non-profit organization based in Berkeley.

Bronstein, who made his mark as editor of the *San Francisco Chronicle*, joined the *San Francisco Examiner* as a reporter in 1980.

As editor at large for Hearst, he handled investigative projects and researched the convergence of technology and journalism.

He married Sharon Stone in 1998 and the couple divorced in 2004.

**HOWELL UPPED AT CROWN MEDIA**

Annie Howell has been promoted to executive VP/corporate communications & media relations at Crown Media Family Networks. She reports to Bill Abbott, CEO.

Howell is in charge of PR, government relations, social media initiatives, media relations and will counsel guidance to executives.

She joined Crown in October 2010 from Discovery Communications, where she was senior VP communications. Earlier, Howell held posts at Powell Tate and Ogilvy & Mather Public Affairs.

Crown is owner of the Hallmark Channel, which is available to 87M cable subscribers, and Hallmark Movie Channel (45M households).

**SPIN PUTS ALBUM REVIEWS ON TWITTER**

*Spin Magazine* is moving its album reviews to Twitter (@SPINreviews) because the "value of the average rock critic's opinion has plummeted now that a working knowledge of Google can get you high-quality audio of practically any record, so you can listen and decide for yourself whether it's worth a damn," according to a blog from senior editor Christopher Weingarten.

The traditional music review, "once presented as an imperious edict, has increasingly frayed into a redundant, gratuitous novelty in an era of fewer and fewer actual music consumers," he wrote.

Weingarten's team expects to offer 140-character tweets on 1,500 new records this year. He believes abandoning the 1000-word essay for Twitter feeds will result in stuff that is "a lot more fun to read."

Spin will post about 20 long-form reviews a month on its website of music worthy of special consideration.

**FIRST LADY RIPS DEPICTION**

First Lady Michelle Obama on Jan. 11 ripped a new book that depicts her in conflict with President Obama's top advisors, telling CBS News that she rejects her portrayal as "some kind of angry black woman."



"The Obamas," written by *New York Times* reporter Jodi Kantor, outlines high tension between the First Lady and former press secretary Robert Gibbs and chief of staff Rahm Emanuel in the aftermath of the loss of Ted Kennedy's Senate

seat, tussle over healthcare and fallout from bank bailouts.

The book says the First Lady never directly confronted either Gibbs or Emanuel, but made her feelings known through others.

The NYT on Jan. 7 published a front-page adaptation of the book that hit bookstores Jan. 10.

That piece called Michelle Obama an "unrecognized force in her husband's administration and that her story has been one first of struggle, then turnaround and greater fulfillment."

Neither Obama was interviewed for the book. Kantor says she gathered the material from 30 current and former White House advisors and friends of the First Couple.

The First Lady told CBS that she never reads books "about other people's impressions of people."

She suspects there is a market for a book about some "conflicted situation" at the White House. "That's been an image people have tried to paint of me since the day Barack announced, that I'm some kind of angry black woman," she told CBS.

**NEWS CORP. BOLSTERS LEGAL FIREPOWER**

News Corp has hired Gerson Zweifach, partner at Williams & Connolly, executive VP/general counsel effective Feb. 1. He reports to CEO Rupert Murdoch.

Zweifach replaces interim general counsel Janet Nova, who took the position six months ago with the resignation of Lawrence Jacobs.

In a statement, Murdoch said Zweifach "has earned a reputation as one of the nation's leading litigators and a staunch protector of the First Amendment."

W&C is part of News Corp.'s legal team that is working the hacking scandal that led to the shuttering of the *News of the World* tabloid.

The law firm defended President Clinton during the impeachment trial.

**UK PM CAMERON MAY TESTIFY IN MEDIA PROBE**

British Prime Minister David Cameron may be called to testify at the media ethics inquiry that was triggered in the wake of News Corp.'s phone hacking scandal, reported the *Wall Street Journal* Jan. 10.

The probe headed by Lord Justice Brian Leveson could ask Cameron questions about his hiring of now for-

mer communications chief Andy Coulson, editor of the shuttered *News of the World*. Coulson was arrested in July, but has not been charged.

Cameron could face scrutiny about his relationship with News Corp. and the many meetings that he had with its executives including CEO Rupert Murdoch.

The Leveson hearing is investigating the conduct of the press and mulling proposals for government regulation. The Prime Minister established the media ethics panel and is on the record as agreeing to testify, if asked.

News Corp. owns the WSJ.

**BARKLEY AND KETCHUM'S PR SLAM DUNK**

Ketchum and Weight Watchers, embarked on a quixotic quest to get men to sign up for the weight-loss program, fattened up the clip book last week on the strength of National Basketball Association great Charles Barkley, who was announced last month as spokesperson for the campaign to slim down men.



In a masterful stroke, now-relatively svelte Barkley hosted "Saturday Night Live" on Jan. 7, where he gave multiple plugs to Weight Watchers. He told the audience how many pounds that he lost and

reminded them that he is remembered as the "round mound of rebounds." It was PR gold.

Barkley fronts Weight Watchers' "Lose like a man" ad campaign, which aims to fatten the bottom line while tackling a real health issue. Though the Centers for Disease Control and Prevention says more men are obese or overweight than women by a 72.3 percent to 64.1 percent, guys would rather stick hot needles into their eyes than stick to Weight Watchers food intake guidelines and attend weigh-ins, where attendance skews 90 percent women. That's why a glib tough-guy like Sir Charles is the perfect pitch man for Weight Watchers.

The Weight Watchers PR caravan rolled in Jan. 9 as CEO David Kirchoff, who took the helm in 2007, was the focus of the "boss talk" column in the *Wall Street Journal*. He told the WSJ that the company launched a "Weight Watchers for Men" line several years ago, but didn't put much promotion behind it.

Now with Charles in Charge, WW has a role model "who's about as manly as anybody can possibly get, who's actually eating fruits and vegetables for the first time in his life—it signals to men everywhere that this is OK to do," said Kirchoff, who lost 30 pounds since going on Weight Watchers a decade ago. Yes, Kirchoff attends Weight Watchers meetings. [Kirchoff is a former director of corporate strategy at PepsiCo, which is a primary target of anti-obesity advocates.]

McCann-Erickson developed the "Lose like a man" ad campaign in which Barkley tells how he can continue to chow down "man food" while following the Weight Watchers program. Ketchum handles Weight Watchers executive visibility, media relations and spokesperson appearances for Barkley and Jennifer Hudson.

Lauren Mundell is senior VP and Ketchum lead on the account.

**NEWS OF PR FIRMS****MSL HAS CROWDSOURCING LAB**

MSLGROUP has unveiled a crowdsourcing platform the firm says is designed to gather input for projects like contests, research or requests for expertise.

Dubbed the People's Lab, the service is pitched as a complete and cost-effective platform for drawing input from the public or more specific groups, either publicly or privately.

The lab is centered on four areas: expertise requests; innovation challenges; research & insights, and contest & activation.

The Publicis unit said it has used the platform internally and for clients over the last 18 months, including a 2010 project for Dell India creating the "Dell Go Green Challenge" for design students.

**CHANDLER CHICCO MAKES GERMAN MOVE**

Chandler Chicco Companies has acquired German healthcare communication firms Haas & Health Partner PR and SanCom Creative Communication Solutions.

Both firms are based in Eltville, Germany-based companies and were previously affiliated with CCC, which is owned by inVentiv Health.

The move adds a further 33 staffers (23 from Haas and 10 from SanCom) to CCC's European operations.

CCC in 2008 acquired a 19.9% interest in the firms. Under the new deal, the companies become wholly-owned subsidiaries.

**BRIEFS:** **Grayling** has opened a Shanghai office, its first in mainland China, citing a growing demand from existing and prospective clients in the region. It is the firm's fourth Asia-Pacific operation, along with Singapore, Hong Kong and Thailand. Shanghai services include strategic communications, PR and media training. Director Harriet Gaywood, an MSLGroup veteran reporting to regional MD Bruce Shu, heads the new office. ... **Citigate Dewe Rogerson** has established a Moscow office, its first in Russia after previously leaning on an affiliate relationship. CDR said the new office is a result of eight years of effective affiliation with Infomost Communication, which will now operate under the CDR name. Financial and corporate communications, as well as investor relations, are being offered to clients. Boris Rybak is general director of CDR Moscow. CDR claims to be the No.1 adviser for Russian and CIS IPOs by volume with more than 25 transactions in the last seven years. ... Washington, D.C.-based public affairs firm **Goddard Gunster** opened a Los Angeles office Jan. 12 with longtime producer Aaron Goddard at the helm. The office will provide broadcast production services and operate as a satellite office for Goddard Gunster clients on the West Coast. ... **McGuire Woods Consulting**, Richmond, Va., opened an Austin, Tex., office led by Luis Saenz, a former senior advisor to Gov. Rick Perry. The outpost is offering PA services like state and local government relations, strategic communications, grassroots issue management, and infrastructure and economic development.

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

**Rogers & Cowan**, New York/Script Networks Interactive Inc.'s Home Category brands, as AOR for PR. The brands include HGTV, DIY Network, online destinations, and related branded products and services. R&C's bi-coastal team will be led by SVP Maggie Gallant with a strategy focused on driving ratings, online traffic and brand awareness.

**House of Success**, New York/March of Dimes New Jersey chapter, for a strategic PR and brand campaign aimed to increase awareness about the "Healthy Babies are Worth the Wait" program and to educate African American women about the risks associated with preterm births.

**Raker Goldstein & Co.**, Old Tappan, N.J./The Dental Essentials, nutritional supplement for cavity resistance, for marketing comms.

**Mack Communications**, Naperville, N.J./Village of Elmwood Park, N.J., for PR.

**East**

**BackBay Communications**, Boston/Expect Miracles Foundation - Financial Services Against Cancer, foundation formerly known as Mutual Funds Against Cancer, as AOR for PR, including promotion of its Miracle Maker Leadership Council and breakfast series to be held over the coming year in Boston, New York, and Los Angeles. The council is made up of leaders in the financial community.

**Southeast**

**Lyman PR**, Greenville, S.C./Hincapie Sportswear, road cycling and casual apparel for consumers, teams and clubs, PR and communications services focused on cycling and sports media, as well as active consumers.

**Mulberry Marketing Communications**, Jacksonville, Fla./Spray Nine, specialty cleaning products brand of Permatex, to execute a media relations strategy and develop content to increase brand awareness.

**Midwest**

**Boomm Marketing & Communications**, La Grange, Ill./Kelpac Medical, a new division of PPC Industries that manufactures medical-grade tubing and packaging from thermoplastics for use in medical applications, for website development, and The OSI Group, global provider of beef, pork, poultry and prepared food, for integrated marketing and PR.

**West**

**Bender/Helper Impact**, Los Angeles/Outplay Entertainment, newly formed social and mobile game developer based in Scotland, as AOR for U.S. media relations. Outplay has released Facebook games Word Trick and Booty Quest with iOS versions of and additional titles scheduled for release in 2012.

**BLAZE PR**, Los Angeles/AmaWaterways, river cruise line serving Europe, Russia, Asia and Africa, as AOR for PR, including media relations, social media and a travel awards program.

**International**

**Punch Communications**, London/ Clinton Cards, specialist retailer of greeting cards and gift related products, to manage its social media profiles on both Facebook and Twitter.

— **Greg Hazley**

**NEWS OF SERVICES****VMS ASSETS AUCTIONED OFF**

More than \$1.5M worth of VMS assets were auctioned off Jan. 4 as part of the company's bankruptcy sale with sister company BurrellesLuce snapping up two software services before being outbid for a third.

BL, which shares ownership with shuttered VMS, was outbid by VMS rival Critical Mention after that company shelled out \$11,000 for unnamed source code and proprietary VMS software. BL won bids for the Insight Legacy System (\$10K), PRTrak (\$18K). There were no other bids for those assets.

While the Insight Legacy and PR Trak software were sold at the minimum bids set by the bankruptcy trustee, the proprietary software was bid up from a \$5K start. The largest asset in the auction was VMS' receivables cache, which went for \$750,000 to MLA Associates LLC. That was followed by computer hardware which sold for \$670K to Abacus Solutions.

VMS's advertising library used for its AdSite service, along with its customer relationship database, went to GMH Ventures for \$30K and \$5K, respectively.

VMS shut down operations in August before filing for Chapter 7 bankruptcy after a 30-year run in media monitoring.

**BRIEFS:** **Cision** said Thomas Heilmann has tendered his resignation from the company's board of directors as he takes the position as Senator of Justice in Berlin, a position that German law says cannot be combined with any business related positions. ...**Dylan**

**Frusciano** was promoted to group VP, central U.S., for **Business Wire**, covering Denver, Dallas, Houston, Austin, Chicago, Cleveland and Minneapolis. He takes over for (and reports to) **Ken Bouton**, recently named senior VP, global sales. BW also said it has entered a distribution agreement with **Novum Nieuws**, a Netherlands news distribution service. Under the deal, BW multimedia content will be accompanied

**Frusciano**

by a Dutch summary translation. ...**Spiros Mantzavinis**, principal of The Mantzavinis Group, will serve as president of the **Delaware Chapter of the Public Relations Society's** board for 2012. Other directors include: **Marsha Hook**, external affairs business manager of **Christiana Care**, elected as treasurer; **Jeff Jackson**, development and comms. director at Child, Inc, elected as secretary, and, **Nikki Lavoie**, strategic comms. manager of the Delaware Economic Development Office, who will serve a third year as chapter delegate. New members-at-large are **Doug Eppler**, comms. manager, Tipton Communications, and, **Kate Klemas**, VP of internal communications, JP Morgan Chase. ...The **Georgia Chapter of PRSA** has elected its board, as well. They are: president - Julie Turner Davis, director-business unit comms., Georgia-Pacific Corporation; president-elect - Alicia Thompson, APR, vice president, comms. and PR, Popeyes Louisiana Kitchen; secretary - Stephen M. Brown, executive VP and managing director, Cohn & Wolfe Atlanta, and treasurer - Neil Hirsch, manager, North American comms., Novelis Inc.

**PEOPLE****Joined**

**Sue Geramian**, senior VP, chief communications officer, Direct Marketing Association, to MRM, New York, in the new post of senior VP, global brand comms. She was previously SVP, corporate comms., for Bertelsmann's Bookspan and VP, corporate comms. of their US magazine division, Gruner + Jahr USA.

**Geramian**

**Patrick Delaney**, communications manager, United Fresh Produce Association, to the American Soybean Association, St. Louis, as comms. director, based in Washington, D.C. **Bob Callanan**, who has served as comms. director based in St. Louis, moves into a new position as ASA's project development director.

**Andrew Beck**, senior VP, MWW Group, to LED lighting maker Lighting Science Group Corp., Satellite Beach, Fla., as chief communications officer. He was VP of PA at PetroAlgae and is a former director of PA at the U.S. Department of Energy.

**T. Gordon Montgomery**, chief marketing officer, HomeMade Pizza Company, to the Art Institute of Chicago, as VP of marketing and public affairs, leading a team of 50.

**Stefany Bales**, VP for Pac/West, to Coeur d'Alene Mines Corporation, Coeur d'Alene, Idaho, as director of corporate communications. She was North Idaho regional director for Sen. Mike Crapo (R-Idaho).

**Ellen DeSanctis**, senior VP, corporate communications, Petrohawk Energy, to ConocoPhillips, Houston, as VP of IR. **C.C. Reasor** was promoted to VP, investor relations, strategy and corporate affairs, ConocoPhillips, Houston.

**Marisa Brickman**, who recently spent four years at Diageo in London handling brand comms. and marketing, to Syndicate Media Group, Los Angeles, as managing director. Her recent post was sr. brand manager, director of global brand communications for Ketel One Vodka. She was global PR director for Zacapa Rum and Smirnoff vodka. Earlier, Brickman was director and strategist at Saatchi & Saatchi UK.

**Stephen Gregg**, previously with Faubel Public Affairs, to Morgan Marketing and PR, Irvine, Calif., as a senior A/E handling Lugano Diamonds, RJI Ramirez Jimenez International CPAs, Togo's Sandwiches, and Panda Express, among others.

**Michael Frohlich**, previously with Bell Pottinger, to the new role of managing director, EAME consumer marketing practice, Ogilvy PR, London.

**Promoted**

**Amanda Covington** to VP of corporate communications, for aerospace and defense contractor ATK, Arlington, Va. She joined the company in 2008 as director of comms. for ATK Armament Systems in Utah.

**Lindsay Durfee**, Beth McKenna and Cory Stewart to VPs, Cookerly PR, Atlanta. The firm also created the role of chief strategy officer, to be filled by SVP and director of social media and interactive services, Candace McCaffery.

## **FLORIDA A&M EXTENDS DKC IN CRISIS**

Florida A&M University, which hired New York-based DKC in December on a short-term pact to handle fallout from the November hazing death of a drum major in its renowned marching band, has given the agency a year-long contract after an RFP process.

DKC is in line for a contract capped at \$15K per month – the same rate it has been paid over the past two months – to provide communications counsel as the school's board of trustees moves forward with a plan to examine and eradicate a culture of hazing on its campus. The contract carries two option years.

DKC advised the board on the creation of an Anti-Hazing Committee, which has been approved, 9-1. Trustee Belinda Shannon, an attorney for GlaxoSmithKline who earned a marketing degree from Florida A&M, has been tapped to coordinate the creation of the committee and as the board's liaison with DKC.

Shannon said in a statement that the board's plan "represents the collective interests of the university, including the board, the administration, the students, and all of our constituents and supporters."

Sharon Saunders, is chief communications officer.

Tallahassee-based Ron Sachs Communications provided pro bono support to the board in the immediate aftermath of Robert Champion's death.

## **PSI'S COLETTI MOVES TO H+K**

Bill Coletti, who served for more than a decade at Public Strategies Inc.'s Austin office, is now in charge of sister company Hill+Knowlton Strategies' southern California operation in Los Angeles and Irvine. He took over for Hope Boonshaft, who exited to pursue other opportunities.



**Colette**

Dan Bartlett, CEO of H+K/USA, views Coletti as a friend and advisor. Coletti has managed energy, healthcare and consumer products companies and "his political experience proves he understands the power of the public," said Bartlett in a statement.

Coletti worked in Bulgaria as senior advisor to the country's

Council of Ministers and was the first executive director of the American Chamber of Commerce there.

Coletti moved to H+K on Jan. 1.

## **GLOBAL FUND MOVES SIX-FIG PR ACCOUNT**

Edelman is replacing Hill & Knowlton on the Global Fund to Fight AIDS, Tuberculosis and Malaria's six-figure PR and media training account.

H&K was the three-year incumbent, but the Global Fund has worked with Brunswick and Publicis in the past, as well.

The Fund released an RFP in October to review the account, worth from \$300K-\$400K annually, including PR, crisis communications and media training for staffers and executives of the Geneva-based public/private entity.

The Global Fund, created with the support of the Bill & Melinda Gates Foundation, is the largest global backer of projects to prevent infectious disease.

## **PANAMA CANAL ANNIVERSARY DIGS FOR PR**

The organizing committee set up to mark the 100th anniversary of the San Diego expo that marked the opening of the Panama Canal is looking for PR proposals by Jan. 16.

The 1915 Panama-California International Exposition was held in San Diego's 1,200-acre Balboa Park marking the city as the first port of call for westward ships traversing the canal.

The non-profit Balboa Park Celebration Inc. has been set up ahead of the 2015 anniversary and has an open RFP out for development of a PR and community engagement plan set to deploy by mid-2013.

A 14-month PR contract with an agency or pro with experience in San Diego is expected. Funding initially comes from the city's tourism and marketing fund, although sponsorship development is under way.

RFP: <http://odwpr.us/yxiQAZ>.

## **IVORY COAST INKS LTL TO \$320K PACT**

Ivory Coast has inked a \$320K one-year pact with LTL Strategies to enhance its "media, PR, communications, outreach, government relations and corporate relations in the U.S.," according to the contract between both parties.

Washington-based LTL is the firm of Rene Lake, a former journalist and consultant to the UN's development program. LTL promises to place a "special emphasis" on regular contact with Congressional staffers focused on African issues and a plan to establish "strategic relations" with the White House, State Dept. and America's delegation to the U. N.

LTL's key media targets are CNN, NPR, *Time*, *Newsweek*, *New York Times* and *Washington Post*.

A prime objective of the campaign will be to highlight the bid by Ivory Coast president Alassane Ouattara to restore order and economic growth to the country.

With assistance from the French military, Ouattara took power last year after winning a contested election late 2010 against strongman Laurent Ghagbo.

Jefferson Waterman International also represents Ivory Coast.

## **FITZGERALD POWERS PSEG PR**

Kathleen Fitzgerald, former chief communications officer for KPMG, has moved to New Jersey-based utility PSEG as VP of corporate communications.



**Fitzgerald**

KPMG, also based in the Garden State, brought in Fitzgerald in 2006 after six years at Lucent Technologies. The accounting giant added the CCO title a year later.

She spent six years at Lucent leading PR, advertising and investor relations following the 1996 split-up of AT&T, where she worked a series of PR roles.

At publicly traded PSEG, she heads internal and external communications for the company's units.

PSEG has revenues of about \$12B a year.

KPMG hired Seth Oster in December for its top communications slot.

## PR OPINION

We join with the African-American community and all Americans in honoring Martin Luther King, the pioneer civil rights leader.

However, there's no question that African-Americans have a low profile in the PR industry.

We put some of the blame on the black PR community itself because we rarely hear from any of its organizations.

There is plenty of notice in this newsletter of doings of the PR Society, IABC, Arthur W. Page Society, Publicity Club of New York, (PR) Seminar, Institute for PR, New York Women in Communications, Council of PR Firms, National Investor Relations Institute and others.

But there's little from the National Black PR Society or even BPRS/NY. We receive nothing about new officers, conferences, speeches, position papers, etc.

More than 1,000 members are in BPRS while the National Assn. of Black Journalists, Adelphi, Md., has 4,000 members of whom 700 are PR pros.

Mike Millis of MX2 Design Force announced in November that he is reviving BPRS/NY after three years of "inactivity." A meeting was held Nov. 30 at Burson-Marsteller.

### Paul Advises BPRS/NY

Mike Paul of MGP & Assocs., New York, who set up offices for BPRS/NY when he was at B-M in 1992, said he was glad to hear the group will again be active.

He said that in the past its meetings have been mostly concerned with entertainment, sports and political PR and he urged the new leadership to hold sessions that build financial, marketing, planning and writing skills-the entire gamut of abilities needed by today's PR pros.

Paul, who has appeared hundreds of times on network and cable TV shows on a variety of topics, said he is still disappointed that none of the top 20 PR firms nor any of the major units of global PR firms is headed by a person of color.

He said there is no shortage of qualified candidates and called on the firms to redouble their efforts to find them. He called the situation "a travesty."

### Redmond Heads National BPRS

President of NBPRS is Wynona Redmond, director of PA and government relations, Dominick's Finer Foods of Safeway, who served on the PR Society board in 2010 as senior counsel with Ofield Dukes.

Gold Anvil winner Dukes, who died last year, lost his bid to be an at-large board member of the PR Society in 2010 to Barbara Whitman of Honolulu.

Regina Lewis, chief communications officer, the Potter's House of Dallas and a 25-year PR veteran, failed in her bid to join the 2011 board as an at-large director. She lost to Susan Walton, associate teaching professor, Brigham Young University.

Only two blacks have served on the Society's board in 65 years-1997 president Debra Miller and 2006 chair Cheryl Procter-Rogers.

## Stealth Closing of Multicultural Section

Minority members of the Society were outraged when COO Bill Murray on Dec. 22, 2009 announced dissolution of the Multicultural section after 26 years.

Section members said they weren't even consulted.

Murray said the definition of "diversity" was being expanded to include not only racial, ethnic and cultural diversity but the lesbian, gay, bi-sexual and transsexual community and those with physical disabilities."

Kerri Allen, of the New York Hispanic brand PR firm Revolucion, asked: "On the eve of 2010, what organization would scrap their multicultural initiatives?"

A 2008 membership survey found that members give "a very low priority" to diversity issues, said Lynn Appelbaum, national board liaison to the diversity committee.

She said the 73 section members paying an annual fee of \$60 was "far below the 200 minimum" required for a section and that a committee, rather than a section, would be "more effective at reaching Society members on multicultural topics."

PR Prof. Richard Waters of North Carolina State University said that "taking voting away (section chairs have Assembly votes while committees do not) from minority/multicultural members sounds just like the 1800s."

VP-PR Arthur Yann tweeted: "Sounds like the most irresponsible, ignorant comment I've heard today."

Other Twitter posts said the section had no chance to defend itself.

### Vallbona Saw Little Diversity in PRS

Marisa Vallbona, running for the board in 2010, called on the Society to "embrace diverse members and cultures" in her position statement.

She said that since joining in 1993 she had noticed that PRS was "primarily dominated by a specific type of member. I'm Hispanic and can count on two hands the number of Hispanic members I've met over the past two decades. The same goes for other ethnic groups."

The black PR societies in New York, Los Angeles, Washington, D.C., Chicago, Philadelphia and Atlanta typically have dues that are under \$100. BPRS/NY dues are \$50 and \$25 for students.

The new national dues rate of \$255 of PRS will increase the financial barrier to membership for blacks.

### Where Is Madison Ave. Project?

Angela Ciccolo, interim general counsel of the National Assn. for the Advancement of Colored People, and Cyrus Mehri, of the D.C. law firm of Mehri & Skalet, published a 100-page report in January 2009 called the "Madison Ave. Project" that said only 5.3% of ad agency managers and professionals were black. The poor economy was worsening the problem, they said.

Mehri said the few blacks with ad jobs only earn 80 cents on the dollar compared to their white counterparts.

Mehri's law firm had obtained large settlements from companies including Coca-Cola, Morgan Stanley and Texaco on charges of racial discrimination. Coke paid \$193 million to settle its suit.

— Jack O'Dwyer