



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

O'Dwyer's Newsletter

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

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

January 23, 2012 Vol. 45 No. 4

CALIFORNIA REVIEWS TOURISM PR

California is reviewing its six-figure tourism PR account with an RFP process open through the end of February.

The Golden State, which has worked with Development Counselors International (incumbent), Edelman and Allison + Partners in recent years, runs tourism marketing through the California Travel and Tourism Commission, known as Visit California.



The expected PR pact will target U.S. and Canadian travelers.

California claims to be the number one travel destination in the U.S. locking up \$95.1B in travel and tourism spending annually.

The RFP was released Jan. 10.

Budget is capped at \$300K/year for a year-long contract and the tourism entity wants PR pitches in that range, as well as under a modified budget of \$200K. Three option years are to be included in the resulting contract.

Agencies must file a non-binding notice of intent to bid by Jan. 31 with proposals due Feb. 28.

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

WINSKIE WALKS FROM PN

Julie Winskie, Porter Novelli's president/clients, is leaving the Omnicom unit to pursue other opportunities, according to a statement from the firm.

Winskie, 25-year veteran of the firm, counseled clients such as Gillette, DuPont, and Hewlett-Packard.

Anthony Viceroy is president and CFO. Gary Stockman remains on top.

Prior to the presidency, Winskie ran the New York office and helmed the consumer products practice.

PN recently installed Karen van Bergen as managing director of the New York office.

The 30-year veteran was hired from sister shop Fleishman-Hillard, where she was global lead for OneVoice, the integrated Omnicom unit of more than 600 staffers in 80 countries that served the Royal Philips Electronics business.

Van Bergen also did two stints at McDonald's (chief of staff, VP-corporate affairs for Europe) for a total of more than 13 years.



Winskie

DEFENSE DEPT. BUYING UNIT SEEKS PR

The powerful Department of Defense division that handles purchasing of weapons and technology is on the hunt for a communications firm as the Pentagon prepares for a massive spending overhaul.

An agency search open through early February calls for a firm to provide communications and outreach support for the Under Secretary of Defense for Acquisition, Technology and Logistics, including PR, media relations, web work, strategic comms. planning and other outreach.

The Defense unit, known as AT&L, runs all weapons system buying for the U.S. and often has to account for any troubled programs like the F-35 fighter jet, the most expensive Pentagon program in history which has suffered setbacks.

The Pentagon has been pegged for as much as \$900 billion in cuts over the next decade as President Obama said Jan. 6 that the military will be "leaner" while investing in technology to make armed forces "agile, flexible and ready for the full range of contingencies and threats."

Proposals are due Feb. 2. View the solicitation at <http://odwpr.us/ybPn8x>.

YOUNG TO FUEL ENTERGY NUCLEAR COMMS.

Southern energy giant Entergy Corp. has re-hired Arizona Public Service's Terry Young to head nuclear communications as a VP.

Young, who directed generation communications for APS, including the largest nuclear power facility in the U.S. at Palo Verde, Ariz., is slated to join Entergy in New Orleans on Feb. 6. He started out earlier in his career as a spokesman for Entergy's Arkansas Nuclear One plant in 1984 and will now report to group VP of corporate comms. Toni Beck.

Beck said Young will help ensure the public's understanding of nuclear energy's and the company's role in providing a "stable source of safe, cost effective and reliable energy." He'll also handle internal communications for Entergy's 7,000 nuclear workers across seven states.

Young will oversee Entergy's nuclear communications staff at each facility, as well as its Mississippi nuke headquarters and White Plains, N.Y., regional operation, close to its Indian Point nuclear facility that has drawn calls to be shut down.

Previous postings included the Institute of Nuclear Power Operations and World Association of Nuclear Operations

Entergy is the No. 2 nuke power generator in the U.S. behind Duke Energy.

FTI, KEKST GUIDE KODAK

FTI Consulting, the business consultancy that includes the PR unit formerly known as FD, and Kekst and Company are among Kodak's PR advisors as the legendary imaging company filed for chapter 11 bankruptcy protection Jan. 19 in New York.

After teetering for months, Kodak said the move will help it emerge "a lean, world-class, digital imaging and materials science company."

Kodak said FTI vice chairman Dominic DiNapoli will serve as its chief restructuring officer.

FTI's strategic communications unit is counseling Kodak on PR while Publicis' Kekst and Company was brought in to handle bankruptcy communications.



Kodak has also engaged Lazard and Sullivan & Cromwell as it navigates bankruptcy protection and secured a \$950M credit line from Citigroup.

"Kodak is taking a significant step toward enabling our enterprise to complete its transformation," said Antonio Perez, chairman and CEO. The company's website for bankruptcy information uses the domain KodakTransforms.com.

Kodak engaged Joele Frank, Wilkinson Brimmer Katcher in August as it maneuvered to prevent a takeover amid a dwindling stock price. But the firm has since parted ways with Kodak and is not working on bankruptcy communications.

Kodak's chief communications officer, Gerard Meuchner, resigned earlier this month after 11 years leaving manager of communications Christopher Veronda as its primary spokesman.

MACEDONIA NAMES GLOVER PARK

The Republic of Macedonia, which was formerly part of Yugoslavia, has hired Glover Park Group for strategic communications and U.S. government affairs. The six-month pact is worth \$150K in fees.

There may be additional money headed to the WPP unit for pre-approved website development/maintenance and advertising, according to the contract between the parties.

Since independence in 1991, Macedonia has been squabbling with southern neighbor Greece over its official name.

Greece has its own Macedonia region in the northern part of the country. It believes Macedonia covets that territory and seeks to linguistically separate the two entities.

Greece wants Macedonia to be known as the "Republic of North Macedonia." It has blocked Macedonia's entry to NATO and the European Union due to the naming dispute.

The United Nations has supervised talks between the states. The latest discussion ended Jan. 17 in New York with little progress.

Macedonia joined the U.N. in 1993 as the "The Former Yugoslav Republic of Macedonia."

VT PULLS PLUG ON HEALTHCARE PR

The independent Vermont board leading the state's push toward universal healthcare has rescinded an RFP for PR amid criticism from officials and media, including Gov. Peter Shumlin.

The Green Mountain Care Board, created by the state legislature last year, issued the RFP on Jan. 10 to find an agency or consultant to build "awareness and confidence" in the board and its role in the state's healthcare as it pursued a single-payer system.

The board voted 4-1 on Jan. 17 to scuttle that search after media reports of the search and criticism by Shumlin, who is running for re-election, and his opponent.

Vermont became the second state to pass single-payer healthcare law, aiming to insure all of the state's 620,000 citizens. It hopes to have a system in place by 2014.

GH CHECKS INTO MOTEL 6

GolinHarris has picked up the Motel 6 account as the iconic value chain celebrates its 50th anniversary this year. The effort includes consumer/trade media outreach, issues/crisis management and social media programming.

Lance Miceli, executive VP/chief marketing officer at Motel 6's parent Accor North America, cited the Interpublic unit's "solid, strategic communications approach complete with breakthrough creative work for the 50th birthday assignment" in awarding it the agency of record status.



He became Motel 6's marketing chief last year after serving as a principal at the Richards Group advertising shop. Miceli has worked on campaigns for Atlantis Paradise Island, MGM Mirage CityCenter, Travelocity.com, Alamo Rent a Car, Blue Cross Blue Shield, Arby's Restaurants, Colt 45, Harrah's Casinos, and Old Style Beer.

There are more than 1,100 company-owned and franchised Motel 6 units in the U.S. and Canada.

Accor North America also runs the more upscale Sofitel Luxury Hotels and Novotel chains.

ARTHUR PAGE PR CHIEF TO EXIT

Anuneha Mewawalla is leaving the communications director job at the Arthur Page Society Jan. 26 after little more than three years there. She plans to take a sabbatical.

The former Antenna Group executive had been recruited in December '08 by then Page executive director Tom Nicholson.

Prior to working at the San Francisco-based PR firm, Mewawalla served as an anchor/reporter for News Corp's Star News operation in Asia.

Roger Bolton took over the Page president post in December. That position had been created for Julia Hood, the *PRWeek* editor, who joined Page in July 2010. She has returned to Haymarket.

Bolton said, "I'm working on a plan that will be discussed with the board on Feb. 9."

BERTELSMANN TARGETS EDUCATION MARKET

Bertelsmann, owner of Random House and magazine publisher Gruner & Jahr, is putting up \$50M to become anchor investor in the \$100M University Ventures Fund, which invests in for-profit colleges, vocational schools and emerging educational platforms in the U.S. and Europe.

CEO Thomas Rabe believes the burgeoning education market offers a custom-made opportunity for his company.

“Mega-trends such as the emergence of new digital technologies and the growing role of the private sector open up vast opportunities for us, which we expect to take full advantage of through University Ventures,” said Rabe in a statement.

UV, which is run by private equity managers, plans to put money in up to 10 new opportunities during the next five years.

Currently, it has a partnership with Brandman University to provide undergraduate and graduate programs for working adults and plans to establish a college for Hispanic students

In Europe, UV launched Higher Education Online to advise colleges how to put present their course on the Internet.

The Washington Post Co. is a media leader in the for-profit educational market via is Kaplan subsidiary.

Rupert Murdoch's News Corp. has targeted the sector for development in a push spearheaded by former New York City school chancellor Joel Klein.

ABC NEWS PRO TO OGILVY

Betsy Stark, a former ABC News business correspondent who has consulted Ogilvy PR clients for the past year, has joined the WPP firm as managing director, content and media strategy.

Chris Graves, CEO of Ogilvy, said Stark “brings world-class talent, intelligence, integrity and creativity to everything she does.”

Clients are “waking up to the need for every company to become a content company and create their own relevant and effective stories,”

said Graves in announcing the hire.

Stark handled ABC News' business coverage for more than a dozen years. She appeared on “World News,” “Good Morning America” “This Week” and other programming.

Prior to ABC, Stark worked for Dow Jones, PBS and “The Wall Street Journal Report.”

CBS DIGITAL PRO TO WAL-MART

Neil Ashe, who was president of CBS Interactive, took the president post of Wal-Mart Stores global e-commerce venture on Jan. 16. He succeeded retiring Eduardo Castro-Wright, who will help in the transition period.

From his post in San Francisco, Ashe, 44, was

responsible for CBS.com, CNET.com, CBS.News.com and CBS.Sports.com units of the broadcast company.

He helmed CNET and guided its growth in China, which helped grow the company from a \$100M entity to \$1.8B operation prior to its acquisition by CBS.



Ashe

Mike Duke, Wal-Mart CEO, said in a statement that Ashe has “strong personal leadership skills, financial background and experience in successfully working within a major corporation to lead its Internet division.”

He believes Wal-Mart is the “best- positioned retailer to deliver this multi-channel experience to consumers, many of whom are already connected to the world through smart phones and social media.”

Wal-Mart has stepped up its global e-commerce push in Brazil and China, where it acquired a stake in Chinese Internet retailer, Yihaodian.

Ashe sees the opportunity to develop Wal-Mart's web/smart phone offerings to “bring savings to many more people around the world.”

NEWS CORP. SETTLES HACKING SUITS

News Corp. settled a round of the News of the World phone hacking cases, paying an undisclosed sum well over the \$1M mark to nearly 40 victims.

A London court hearing on Jan. 19 ironed out the settlement between News Group Newspapers and politicians, actors, sports figures and others. Actor Jude Law received about \$200,000 while Denis MacShane, a member of Parliament got \$50K.

News Corp issued the following statement: “Today NGN agreed settlements in respect of a number of claims against the company.

“NGN made no admission as part of these settlements that directors or senior employees knew about the wrongdoing by NGN or sought to conceal it.

“However, for the purpose of reaching these settlements only, NGN agreed that the damages to be paid to claimants should be assessed as if this was the case.”

London law enforcement people estimate that about 800 people may have been hacking victims.

WSJ'S DELANEY TO ATLANTIC MEDIA

Kevin Delaney, managing editor of the Wall Street Journal Online, has joined Atlantic Media Co. as editor-in-chief of a soon-to-be-launched digital brand.

He is a ten-year veteran of the WSJ, working as reporter and senior writer in Paris and San Francisco covering technology issues.

Delaney began at Dow Jones & Co. in '96 as producer for TV projects and then reporter for *Smart Money*.

David Bradley, chairman of Atlantic Media Co., lauded Delaney as a “brilliant journalist, digital strategist and global thinker.”



Stark

(Photo: ABC News)



Delaney

YANG LEAVES YAHOO!

Jerry Yang, co-founder of Yahoo!, had left the troubled Internet company after 17 years. He stepped down as director and resigned board seats at investments Yahoo Japan and Alibaba Group Holding Ltd. in China.

**Yang**

The 43-year-old Yang said it's time to pursue other opportunities outside of Yahoo. He expressed enthusiastic support for new CEO Scott Thompson.

Yang co-founded Yahoo with David Filo and served as CEO from 2007 to 2009. His official title was

"chief Yahoo."

Thompson, who was head of eBay's PayPal, took the Yahoo helm earlier this month.

SYKES TAKES CLEAR CHANNEL POST

John Sykes, has joined Clear Channel in the newly created post of president of entertainment enterprises. He reports to CEO Bob Pittman.

He is to forge new business opportunities for its radio, digital and outdoor properties including TV and live events.

Sykes served on the original team that launched Viacom's MTV Networks. He has worked as president of network development for MTV, president of V11, CEO of Infinity Broadcasting, president of Champion Entertainment, president of Chrysalis Records and agent at Creative Artists Agency.

**Sykes**

Sykes is "perfectly positioned to create new assets and increase value for our advertisers and strategic partners, using both our unparalleled reach and the creativity of our people at the local, national and international levels," according to Pittman.

NETFLIX OUSTS CMO, UPS COMMS. CHIEF

Netflix, which took a bruising last year with an ill-planned price change, has ousted its marketing chief and promoted its corporate communications head as chief communications officer.

The Los Gatos-based Internet movie and DVD-by-mail service said 12-year CMO Leslie Kilgore will step down from that role and move into a non-executive director slot on its board.

Jessie Becker, VP of marketing, was named interim CMO as the company searches for a permanent replacement.

Jonathan Friedland, a former *Wall Street Journal* writer who joined Netflix early last year as VP of corporate communications from Disney, reports to CEO/founder Reed Hastings as its new CCO.

Hastings and Netflix were hammered by the public and media, starting with the company's own blog announcing the changes, which drew 12,000 responses, mainly negative.

NEW CUSTOM SEARCH ON ODWYERPR.COM

Odwyerpr.com has upgraded its search service to include searches via a single click back to Jan. 1, 2001 and *O'Dwyer's Newsletter* to Jan. 1, 2000.

Previously searches were available separately for the web and NL on a year-to-year basis.

Included are the profiles of specialty practices of PR firms that have appeared in O'Dwyer's magazine.

The service is open to non-subscribers as well as subscribers but only the latter will be able to access the full stories that are found.

A feature of the Google service is that images connected with the stories can be pulled up separately.

Searches are possible by name of firm or person; topics such as "ethics" and "law and PR"; geographic location; PR specialties such as healthcare or tech, and PR associations and groups.

Histories of PR Are Here

The O'Dwyer's site has shown that the histories of PR on Wikipedia are either deficient or non-existent (for subjects such as the Council of PR Firms and PR Seminar).

Anyone interested in the history of PR Seminar will find 694 O'Dwyer entries dating back to 2000. That group of corporate PR heads (although almost all use another name) has a major influence on corporate PR policy. Its existence has been ignored by all media except O'Dwyer's.

Wikipedia takes the stance that it will not mention PR Seminar until a "reliable" medium does a story on it.

Attempts to have one of WP's 10,000 volunteer editors visit our offices and see Seminar attendance lists and programs dating back to 1970 have been ignored.

The O'Dwyer web and NL have 1,860 entries on another important group that has no WP entry—the Council of PR Firms.

The 1982 Tylenol murders are the subject of 371 entries. Scott Bartz, author of "The Tylenol Mafia," a 619-page detailed examination of the 1982 and 1986 murders via Tylenols, has called the WP entry on the same subject (which comes up first in a search for that topic) incomplete and erroneous in many respects.

WP has rebuffed attempts by him to correct the Tylenol entry or even recognize the existence of his book.

Aid to Students, PR Historians

People interested in the history of the PR Society who are dissatisfied with the 398 words they will find on WP can come to this website and find 1,960 entries—just about everything you ever wanted to know about the Society.

WP has a brief entry on "Accreditation in PR" which WP itself says is inadequate.

Those interested in hiring or obtaining jobs at PR firms will find 1,000 or more entries for the largest ones.

PR and communications majors will find the new search capability a major help in studying PR and writing about it.

The PR Society should either report this expanded research service on the Student PR Society website or allow us to advertise it on the site.

NEWS OF PR FIRMS**IPG ACQUIRES GERMAN FIRM FOR GH**

Interpublic Group has acquired German consumer agency Nicole Weber Communications to become part of GolinHarris.

NWC, with offices in Hamburg and Munich, was founded in 1996 and remains under the direction of Nicole Weber handling campaigns for Henkel Cosmetics, Renault, Pringle of Scotland, and Campari, among others.

Under the terms of the deal, Weber will report to Matt Neale, president of GH International.

Harris Diamond, CEO of Interpublic's Constituency Management Group, said IPG is committed to building out GolinHarris' global network by acquiring businesses that will "add new resources to help sustain its strong trajectory."

Neale said GH looked at dozens of firms in the German market.

BURSON GRABS FINNISH AFFILIATE

Burson-Marsteller has agreed to acquire a majority equity stake in Helsinki-based Pohjoisranta Oy in Finland, a firm of 40 pros that has been B-M's affiliate in the country since 2006.

It joins the WPP-owned firm's network as Pohjoisranta Burson-Marsteller. Clients include HP, Metso, SAP and Stora Enso.

SPANISH FIRM SEEKS L.A. PROMO PARTNER

Tinkle Espana, a Madrid-based PR firm, is looking for a U.S. partner to generate buzz and word-of-mouth communications for a Facebook promotional game that will offer free round-the-trip tickets for two as a prize.

The game plays off an April 7 event in Los Angeles that involves a cluster of 100 to 300 helium-filled, biodegradable and GPS-equipped balloons.

The balloons will be released April 14. Leading to the release, a Facebook app and dedicated landing page will allow people to guess where the balloons will land. The person who comes closest to a touchdown site is the winner.

Tinkle Espana's selected partner is to generate local and national pre-event publicity. Balloon-related logistics are to be handled separately. Tinkle Espana will be responsible for the running of the Facebook contest.

Miami-based David Paul Appell has information. He wants to hear from interested PR firms ASAP. He is at 786/942-0332 and david@tripatini.net.

G&S RETURNS TO DOWNTOWN CHICAGO

Gibbs & Soell has returned to its downtown Chicago after operating in the suburbs for more than 30 years.

The independent firm has moved to 125 S. Wacker Drive, Suite 2600, with new phone and fax numbers – (312) 648-6700 and (312) 422-0660, respectively.

Senior VP Doug Hampel said the move allows the firm to more easily tap into a large and diverse talent pool, better engage with new business prospects and more actively participate in networking events.

G&S started in Chicago in 1974 with a roster of agricultural accounts before moving to the suburb of Hoffman Estates, Ill.

NEW ACCOUNTS**New York Area**

Cohn & Wolfe, New York/Hennessy, cognac brand imported by Moët Hennessy USA, as AOR for PR, following a competitive review. Account includes PR, communications and media support for the brand. Hennessy is owned by LVMH Moët Hennessy Louis Vuitton S.A.

Lippe Taylor, New York/Elizabeth Arden, cosmetics, as consumer AOR, and Ikea, for corporate PR.

5W PR, New York/The Astor Group, global advisory firm based in N.Y. and Rio de Janeiro, for a campaign featuring media relations, expert positioning, brand awareness, and other PR.

Butler Associates PR, New York/Friends of LaGuardia Airport, aviation coalition, for PR to raise the awareness of airline safety issues surrounding the New York airport and to support related litigation.

Lou Hammond & Associates, New York/Great American Steamboat Co., Memphis-based owner and operator of the U.S.-flagged Steamboat American Queen; Paradise Coast, Fla., including Naples, Marco Island and the western Everglades, and The Sawgrass Marriott Golf Resort and Spa, Northeast Florida host of "The Players" championship golf event, all for PR, social marketing and positioning. LH&A also is marking 25 years with client Mandarin Oriental Hotel Group. The firm "adopted" a bench in New York's Central Park near the Mandarin Oriental property to commemorate the silver anniversary.

The Marino Organization, New York/BLDG 92, for a year-long media campaign that led up to the Nov. 11, 2011 grand opening of the Brooklyn Navy Yard's \$25 million exhibition and visitors center documenting the historic significance of the 300-acre site.

East

Buffalo Communications, Vienna, Va./The Ladies Professional Golf Association, for PR aimed at non-golf media.

Southeast

The McDonnell Group, Roswell, Ga./GridMaven Utility Solutions, division of mobile technology and wireless solutions provider SK Telecom Americas, for PR.

TransMedia Group, Fort Lauderdale, Fla./RedFin Network, electronic payment solutions, for PR.

Midwest

Dittoe PR, Indianapolis/Western Golf Association, producer of the 2012 BMW Championship golf event, as AOR for PR, following a competitive review. The golf tournament is set for Sept. 3-9 at Crooked Stick Golf Club in Carmel, Ind.

Mountain West

JohnstonWells, Denver/Mattson Development, Maine real estate re-development firm, for strategic comms.

West

Clearpoint Agency, Encinitas, Calif./Zodiac Pool Systems, global pool equipment provider, as AOR for PR for the company and its brands, including Polaris, Jandy Pro Series, and Zodiac. Work includes managing media and public relations, digital and social media focused on pool equipment dealers and consumers.

— Greg Hazley

NEWS OF SERVICES**IBM UNVEILS LATEST MONITORING RELEASE**

IBM last week unveiled new software and services for businesses to gain insight on social networking sentiment in real-time.

The new services include the next-generation of its social networking platform, IBM Connections, combining analytics, real-time data monitoring, and faster collaborative networks and geared toward so-called "social businesses."

IBM says users can integrate and analyze "massive" amounts of data generated from people, devices and sensors and more easily align that data to make faster, more accurate business decisions.

The company said marketing pros can detect patterns and consumer sentiment related to marketing trends and services to adjust campaigns "on the fly."

Clients of its analytics services include Kraft, Electrolux, MIT Lincoln Labs, Colgate-Palmolive and Brunswick.

AFRICAN PRESS ORG ALIGNS WITH FACTIVA

Africa press release wire The African Press Organization has aligned with Dow Jones Factiva to provide the monitoring and database service with an Africa-related feed in six languages, including English, French, Arabic, Spanish, Portuguese and German.

Eloïne Barry, executive director of Senegal-based APO, said the partnership will allow APO customers to reach Factiva users worldwide as professionals of large corporations consider the African continent for development.

"Offering them intelligence and company information in real-time will help them make better investment decisions," said Barry.

The APO partners and provides content to PR Newswire, Lexis Nexis, Comtex and EDD.

BRIEF: **Telemetry** has signed Los Angeles-based Kawasaki Motors Corp. U.S.A to serve, analyze and verify the company's online video advertising across North America. Telemetry, with operations in New York and London, says it can save advertisers between 30-35% of their online video advertising costs by finding the disparity between what is claimed to have happened with ad placement and what is reality.

UPCOMING: Allyson Park, VP of corporate external affairs for The Coca-Cola Company, will lead a lunch program hosted by **PRSA/Georgia** Feb. 17, "Three Megatrends Affecting Consumer Behavior That PR Pros Must Learn to Recognize"; \$59/non-members; at the Loudermilk Center, Atlanta. Details: <http://odwpr.us/A4rpk>.

Reputation Preservation and Crisis Communication Summit, Mar. 5-6; top executives who lead global organizations including Southwest Airlines, Verizon and AIG will discuss reputation practices and brand credibility through technology, environmental and social media threats. Info: <http://bitly.com/repevent>.

PEOPLE**Joined**

Jim Accurso, assistant director of media relations for the Archdiocese of Chicago, to the Archdiocese of St. Paul and Minneapolis, as media and external relations manager, a new position. Dennis McGrath, former comms. director, is moving into a part-time role. A successor for that post has not yet been named.

**Accurso****Triana**

Armando Triana, senior A/E, Creative Zing Promotion Group, to The Marcus Group, Little Falls, N.J., as a senior A/E.

Marcus Dunn, senior A/E, Susan Davis International, to the Security Industry Association, Alexandria, Va., as the association's director of government relations. He replaces Don Erickson, who was named as SIA's CEO late last year. Dunn was a senior legislative advisor for Patton Boggs.

Jean Dimeo, chief editor for *EcoHome* and editorial director for *Building Products*, both published by Hanley Wood, to Griffin & Company, Washington, D.C., as VP, content and media.

Naomi Patton, general assignment reporter, *Free Press*, to the Office of Detroit Mayor Dave Bing, as press secretary. She covered City Hall from 2008-10.

Trish Dever, director of PR and social media, FSA Management Group, to the The International SPA Association, Lexington, Ky., as PR director. The spa industry group is managed by Associations International.

Vanessa McDonald, who established the London and San Francisco offices of Paris-based Ballou PR, to National PR, Toronto, as VP, marketing communications. She was previously associate marketing director and international press manager for consulting giant Capgemini.

Promoted

Renee Wilson and **Bob Bejan** to MSLGroup's global management board, effective February 1. Wilson takes the new role of chief client officer, while Bejan will become the agency's chief development officer. MSL includes 88 global offices and 3,100 staffers with global clients like P&G, Microsoft, Huawei, Nestlé and PayPal.

David Dugan to director, corporate communications and investor relations, a new post at Blount International, Portland, Ore. He was advertising and marketing research manager for Blount's Forestry Lawn & Garden business.

**Wilson, Bejan****Elected**

Alan Feldman, senior vice president of public affairs for MGM Resorts International, to The National Center for Responsible Gaming, as chairman of the organization's board of directors. Feldman replaces Glenn Christenson, who served three years as chair of the group and remains on the board.

LIBERTY MUTUAL PUTS WS IN POLICIES

Liberty Mutual is the latest insurer to add crisis PR support to a commercial policy as the Boston-based company will offer Weber Shandwick's service to some policyholders.

LM said a crisis management endorsement has been added to its new commercial lead umbrella policy form to better protect mid-sized companies.

Policyholders will have up to 72 hours to identify a crisis and file a claim for up to \$50K in consulting from Weber Shandwick. PR coverage can be added up to \$250K.

Last year, The Chubb Group of Insurance Companies tacked on up to \$300K in crisis communications and other support to its corporate policies. Sard Verbinnen & Co., Abernathy MacGregor Group and MSLGroup, as well as the risk and litigation consulting firm USIS/Kroll, were among the firms approved by Chubb for crisis/PR services.

That followed the creation by WPP, Aon and Zurich Financial of a corporate reputation insurance policy providing up to \$100M for PR, lobbying and advertising efforts.

Danya Kazakavich, chief underwriting officer for umbrella at LM, said the 72-hour window is more than other insurers' 24-hour limit. "Sometimes a situation is clearly a crisis that needs immediate action," she said. "Other times it can take days for a situation to rise to the level of a full-blown crisis."

WESTLAKE, GEORGIA GULF GET PR COUNSEL

Westlake Chemical Corp. and its \$1.03B takeover target Georgia Gulf Corp. have brought in financial PR counsel as the companies maneuver through Georgia's rejection of the overture as "financially inadequate."

Atlanta-based Georgia Gulf, a large vinyl construction product maker, has hired Joele Frank, Wilkinson Brimmer Katcher and the shareholder relations firm Innisfree M&A Incorporated as it fends off Westlake's \$30-per-share, unsolicited pursuit.

GGC president and CEO Paul Carrico dismissed the bid as "an opportunistic attempt" to grab his company's assets as it recovers from "an unprecedented downturn in the industries we serve and a volatile public equity market." GGC has also adopted a so-called "poison pill" shareholder rights plan, drawing the ire of Westlake.

Westlake, a resin and pipe producer, is working with Sard Verbinnen & Co. and IR firm MacKenzie Partners as it blasts the Georgia Gulf board for blocking the deal. "Georgia Gulf's Board is once again standing in the way of its shareholders receiving immediate value and a substantial premium," the company said in a statement.

LANE TACKLES ISSUES AT B-M

Burson-Marsteller has recruited Maury Lane from FedEx Corp. to head its newly minted Burson Campaigns issues management unit.

The 20-year plus PR, government affairs and media relations pro will counsel clients on reputation, business operations and development issues.

At FedEx, Lane was director of issues, crisis and PA communications. He will operate from Memphis, which is the headquarters city of FedEx.

MWW SNAGS SUPER SIGNAGE DEAL

MWW Group has gained naming rights to its 15-story headquarters building in New Jersey's meadowlands at East Rutherford.

The 420,000 sq. ft. facility faces MetLife Stadium, home of the NFL Giants/Jets and host of Super Bowl XLVIII in 2014.

The building also enjoys roadway visibility as its One Meadowlands Plaza location is directly off exit 16W of the Jersey turnpike at the intersection of Route 3. There is a view of Manhattan. A Sheraton hotel/conference center is on the site.

Currently known as Metropolitan Center, the structure was known as the Metromedia building until 2005.

MWW, which has 32,000 feet in the building, signed its initial lease there in 1997.

Di MARIA/DeNICOLA OPEN FOR BUSINESS

PR veteran Valerie Di Maria has opened the 10 company in New York (477 Madison Ave.) with Clare DeNicola to provide marketing and communications services to corporate executives.

She says the goal is to rank as the "most client-centric, strategic and service-oriented firm in the business." Alcoa and Raytheon are charter clients.



Di Maria/DeNicola

Di Maria has held top corporate PR posts at GE Capital, Motorola and Willis Group Holdings, the insurance giant.

She is former New York president and vice chairman of GCI Group, counseling clients such as IBM, Pfizer, Westinghouse/CBS and M&M/ Mars.

Most recently, Di Maria handled corporate outreach at Peppercom.

DeNicola is former CEO and 14-year veteran of IVANS, provider of electronic services to the healthcare and insurance sectors. Prior to IVANS, DeNicola worked at GCI and was marketing manager at Coopers & Lybrand.

They can be reached at 646-706-5564.

H+K PARTNERS WITH CONTENT SHOP

H+K Strategies has established Soho Partners in London, a partnership with content specialist shop Kameleon.

Ben Barker, who was a sponsorship consultant at H+K, and Mark Webster, formerly managing director at Mindshare's performance unit, head the venture. They report to Richard Miller, H+K EMEA and U.K. chief.

Soho Partners will target the entertainment, sports, sustainability and cause categories. It launches with Aviva and Carling as charter clients.

In noting that H+K has forged sponsorships such as the Carling Cup and Future Friendly for P&G, Miller said in a statement that Soho Partners continues the effort to provide clients with "all of the capabilities required to deliver seamless, integrated communications solutions, alongside extensive sector knowledge in their industry."

PR OPINION

A furious battle, which PR is losing, is taking place on the Facebook site called Corporate Representatives for Ethical Wikipedia Engagement (CREWE), created by Phil Gomes, SVP of Edelman Digital, Chicago.

As of press time 127 participants had posted hundreds of comments, many of them by frustrated PR pros who can't get their entries and corrections past WP's 10,000 volunteer editors.

(We tried five postings on PR subjects and all of them were promptly scratched).

Contributors who run afoul of the volunteers too many times can find themselves permanently blocked.

WP boss Jimmy Wales is dead set against entries by anyone getting paid to submit them.

He only wants input from "reliable" media and never from "primary" sources.

A Wikipedian, for instance, would never attend a sporting event and report what happened. He or she would wait for a write-up in a "reliable" medium which would then be posted.

WP interprets "encyclopedic" to mean unbiased and neutral although the dictionary says it means "all-encompassing, exhaustive, in-depth," etc. There is no mention of truth or accuracy.

Such things are hammered out in public debate as is being done on CREWE. Other websites including www.techdirt.com are conducting the same debate.

A chief WP critic is Gregory Kohs, who has paying clients that want their WP entries corrected and updated.

Kohs, who has posted dozens of comments on CREWE, has now been banned from the site.

He says PR pros who think they can be "submissive" and comply with WP rules are fooling themselves.

"The system is deliberately rigged to favor anonymous anti-corporate zealots with agendas to push," he says.

The WP philosophy is that rank amateurs should be in charge of information flow.

We wonder if any Wikipedians would fly on an airplane built by weekend aeronautical buffs?

Trivitt Gaffe: Threatens Wales

PR Society associate PR director Keith Trivitt, who has nine posts on CREWE and who is co-author of a nine-part "CREWE PR Plan," has made a serious gaffe by saying PRS and global PR groups can combine to put "pressure" on Wales. PRS is currently dealing with 12 international PR groups in a bid to come up with a new definition of PR.

Such a threat is likely to make Wales even madder at PR if that is possible.

Trivitt was agreeing with Shel Holtz who noted that with global and national PR and communications "on board and aligned," there could be an effort to "alter the perceptions of the Wikipedia faithful, thus upping the pressure on Wales to open his mind at least a little."

Trivitt, who just joined PRS last year (where are PRS chair Gerry Corbett, president/COO Bill Murray

and VP-PR Art Yann in this debate?!) thought Holtz made a "good point in having the majority of international PR and communications associations on board with this effort and using that as some sort of pressure point to open significant dialogue with Wales and his faithful."

In other words, PR groups around the world could "gang up" on Wales to bring him around. Wales et al are urged to be "reasonable" by Trivitt and even have an "in-person" meeting with the WP critics.

Trivitt, who works for one of the most stubborn groups we have ever encountered, posted on techdirt.com Jan. 20 that WP is failing to "accommodate" both sides of the issue.

This is strange talk coming from the PR staff of PRS since for many years it has refused to talk to us on the telephone much less have an in-person meeting. But it suddenly wants doors opened and "reasonable" behavior when confronted with an institution as rigid as itself.

The small faction of APRs (less than 20% of membership) who have run PRS since the mid-1970s has been anything but "reasonable" and "accommodating" to the non-APRs.

Another suggestion is that WP "reflect the will of its readers" (i.e., practice democracy). That would be a good idea for PRS itself.

Trivitt on June 17, 2011, castigated the Redner Group for threatening to blacklist a news medium although PRS has a formal press blacklisting policy in place. Corbett, Murray and Yann are sending Trivitt off to the "PR wars" while they hide behind a bunker. Former PRS PR manager Cedric Bess was used the same way.

'PR' Costs \$620,292 at PRS

Cost of "media relations" (PR) at PRS was \$620,292 in 2010 which included \$408,453 in pay/benefits. This was a 42% hike from 2009 costs.

PRS could get expert advice from a top flight PR firm for that kind of money.

At the very least it would put the Society back in touch with reality. PRS has never had outside PR counsel but it's about time considering the trail of PR wreckage it creates.

It's only January and already it has embarrassed itself and PR not only by threatening Wales but by launching a quest for the definition of PR and finding this is taking two months longer than planned.

Any businessperson or even any layperson encountered on a street corner knows what PR is. But it's a mystery to the Society.

Chair Corbett is the one who should be taking part in the CREWE dialogue.

Instead, he is refusing to answer 15 "accurate" and "clear" questions that have been put to him by members including what is his speaking schedule; will he conduct "listen-only" teleconferences like 2011 chair Rosanna Fiske; what is in the new three-year contract of Murray, and when will PRS post the minutes of any of the 2011 board meetings or the 2011 Assembly? — *Jack O'Dwyer*