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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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July 9, 2012 Vol. 45 No. 27

PA TURNS TO PR FOR NEW VOTER ID LAW

The Bravo Group of Harrisburg has won a six-figure pact to guide PR and community outreach to voters after the state passed a controversial photo ID law ahead of the November presidential election.

The Keystone State, a key battleground for the presidency with its 20 electoral votes, released an RFP with a short turnaround in June for an agency to support a media campaign (under review in a separate RFP) with PR. The state in March narrowly passed a law requiring voters to present photo identification at polling booths starting in November. Those who don't produce ID can fill out provisional ballots and have six days to prove their identities to a county election board.

The American Civil Liberties Union has sued the state over the law and heads to trial July 25 as it seeks an injunction for plaintiffs who say they won't be able to vote in November.

The law, which divided the state legislature on party lines and was signed by Republican Gov. Tom Corbett on March 14, calls for a public education campaign about the new onus on voters. A separate RFP for advertising is under review.

Bravo's pact with the Dept. of State, Bureau of Commissions, Elections and Legislation, is worth just under \$250K. The firm is led by Chris Bravacos, a former aide to ex-Gov. Tom Ridge and former executive director of the Republican State Committee of Pa., and also has offices in Philadelphia and Pittsburgh.

Ten states have some form of photo ID law for voters, according to the National Conference for State Legislatures.

HEADS CONTINUE TO ROLL AT PORTER NOV.

Porter Novelli president and CFO Anthony Viceroy is the latest top executive to head for the exit at the Omnicom unit.

CEO Gary Stockman is leaving this month after four years, following the departures of chief marketing officer Michael Goldberg and president Julie Winskie.

Viceroy took the CFO title in 2009 after serving as senior VP of PN's parent, Omnicom's Diversified Agency Services group. He earlier worked in the pharmaceutical sector.

While the ouster of top execs has sparked speculation about Porter Novelli's future, DAS chief Dale Adams said in announcing Stockman's exit last month that PN's "history and future make it a valued member" of Omnicom.

OMC has installed Michael Ramah, a 25-year PN veteran, as acting CEO. He is one of eight senior partners at the firm.

O'DWYER'S 2012 DIRECTORY PUBLISHED

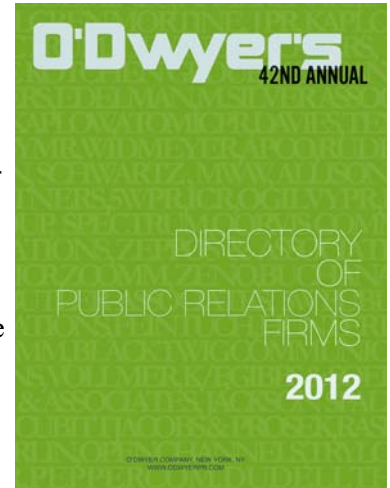
The 2012 *O'Dwyer's Directory of Public Relations Firms*, PR's No. 1 source of information for clients looking for PR counsel and PR pros shopping for jobs, has been published.

The 42nd annual edition lists 1,600 PR firms and sorts them by size, geographical location and 12 types of PR specialties. Clients shopping on the web for healthcare, tech, financial, food/beverage and other PR specialists are invariably directed to the O'Dwyer PR rankings that are based on data in the Directory.

More than 500 of the firms are in the free area of the O'Dwyer online database. Copies of the 340-page print edition are \$95 from the O'Dwyer Co.

"The Directory is an excellent textbook for PR students as well as those thinking of a PR career," said publisher Jack O'Dwyer.

More than 500 PR firms provide extensive descriptions of their increasingly varied services, he noted. "Such descriptions are far preferable to the outmoded definitions and descriptions of PR that are in most textbooks," he said.



MURPHY TO STEP DOWN AT GRAYLING

Grayling CEO Michael Murphy told O'Dwyer's that he's stepping down because he wants to "have a 'plural career' and develop a portfolio of interests" that will include the Huntsworth unit.

He will remain CEO until a successor is in place sometime in 2013 and then continue as Grayling's part-time, non executive chairman. The majority of that time will be devoted to Grayling, he noted. Murphy said he discussed his plan with Huntsworth "for some time."

Peter Chadlington, Huntsworth CEO, praised Murphy as a "central architect of the successful strategy to merge many of our businesses to form a single brand and attract larger multi-office clients."

Murphy anticipates a seamless management transition and "no change at all as I continue in my current role."

He's eager to develop interests that play to his years of international experience. Murphy has headed Shandwick's Asian and European operations.

In the future, which is now,
everyone will have their 15 minutes of shame

Digital Assassination

PROTECTING
YOUR REPUTATION,
BRAND, OR BUSINESS
AGAINST
ONLINE ATTACKS



Richard Torrenzano
and Mark Davis



Two leading advisors to Fortune 500 corporations and high profile individuals look beyond the technology to examine what social media realities, history, pop culture and futuristic science tell us about how to deal with digital assassins.

Whether a board member, CEO or celebrity...small business owner, entrepreneur or manager...teacher, parent or child...doctor, lawyer, accountant, journalist or politician...all of us are at risk of Digital Assassination.

“Their *Digital Assassination* should be in the hands of anyone who has a good name -- or a good business -- to protect.”

Michael Hayden, former Director, Central Intelligence Agency and the ultra-secret National Security Agency



Richard Torrenzano is chief executive of The Torrenzano Group, a strategic communications and high-stakes issues management firm. For almost a decade he was a member of the New York Stock Exchange's Management and Executive committees. He has managed some of the most visible global crises of our lifetime.



Mark Davis is a former White House speechwriter and a senior director of the White House Writers Group, where he has consulted with the Defense Advanced Research Projects Agency, as well as with some of the nation's leading telecommunications, information technology and defense-aerospace companies.

IPG SUED OVER FACEBOOK BONANZA

Interpublic is being sued by a former senior account manager who claims that he convinced management to take an equity stake in Facebook in 2006, an investment that turned into a financial windfall for the ad/PR combine.

Ray Volpe says he was at first rebuffed by IPG, which told him that he was “out of his mind” for pushing for the investment in the social networker. But IPG then agreed after he promised to personally guarantee ad revenue for Facebook.

IPG shelled out \$2.5M for Facebook preferred stock. The suit claims that IPG sold half of that investment in August 2011 for \$133.5M and the rest for \$249.6M on May 18 during Facebook’s IPO. Volpe says he received no money from IPG for his investment tip.

Volpe’s suit filed in New York State Supreme Court alleges breach of contract, breach of fiduciary duty, unjust enrichment and recovery of IPG’s pre-tax gain from the Facebook stock sale.

IPG says Volpe’s lawsuit has no merit, saying the decision to invest in Facebook was made at the corporate level. It believes Volpe is trying to make a big financial gain by taking advantage of a “very successful commercial decision” taken by IPG.

FAHLGREN DEFENDS OHIO TOURISM

Fahlgren Mortine has defended its hold on Ohio’s tourism PR account, following an RFP process in May.

The Columbus-based firm has handled the work for more than a decade and inked a new \$215K-a-year contract for two base years starting July 1.

The Buckeye State draws tourism from key markets like Pennsylvania,

Kentucky, Michigan, West Virginia and Indiana.

Ohio released the RFP in May looking for a firm to take its public and media relations “to new heights for the 2013/2014 biennium.”

GOLINHARRIS GETS VIRGO HEALTH

GolinHarris is acquiring Virgo Health, a 60-member shop based in London that serves clients like Johnson & Johnson, Pfizer, Novartis, Bristol-Myers Squibb and GlaxoSmithKline.

Virgo Founders and joint CEOs Sarah Matthew and Angie Wiles will maintain their current positions and report to Fred Cook, CEO of the Interpublic unit. They founded the shop in 2003.

As part of the transaction, Matthew and Wiles are to establish and build the Virgo brand in the U.S., focusing on core strengths of pharmaceutical, consumer health/OTC PR, and education.

With the Virgo deal, GH is forming Go Digital Health, a specialty practice that combines Virgo’s health-care expertise with the parent firm’s digital savvy that has been bolstered with the acquisition of interactive shop Fuse



Columbus, Ohio

FED JUDGE CERTIFIES MSL SEX DISCRIM SUIT

A \$100M sex discrimination suit against Publicis led by a former MSLGroup executive was conditionally certified as a class action by a federal judge June 29, paving the path to potentially sign up more current and former MSLGroup employees as discovery continues.

Judge Andrew Carter of U.S. District Court for the Southern District of New York said the plaintiffs made a “modest factual showing” to show they were victims of a common policy or plan that violated the law.

The ruling applies to MSLGroup in the U.S. only as the court has not yet ruled whether it has jurisdiction over the Paris-based parent company.

Publicis in a statement called the conditional certification a “procedural ruling only and not unexpected.”

The suit estimates 125 potential plaintiffs are in the class. Janette Wipper, lead counsel for the plaintiffs and a partner at Sanford Wittels & Heisler, said the decision gives female Publicis Groupe professionals the opportunity to participate directly in the suit. “And even more importantly, it brings women one step closer to making equal pay for equal work a reality in the PR industry,” she added.

Monique da Silva Moore, former healthcare director for MSLGroup, filed the class action in February 2011 in federal court in New York, alleging female staffers are not paid equally with men and are denied opportunities because of gender.

Da Silva Moore left MSL in 2010 to head North American healthcare for Ogilvy PR, part of WPP. She exited that firm in May to direct public affairs for Biogen.

The plaintiffs submitted evidence that contends female VPs and senior VPs at Publicis were paid from 8.5% to 11.2% less than male counterparts. Da Silva Moore and another plaintiff, Maryellen O’Donohue say they were paid more than \$100K less than men in the same position. In addition to da Silva Moore and O’Donohue, current plaintiffs include Laurie Myers, Heather Pierce, Carol Perlman, Katherine Wilkinson and Zenata Hubbard.

Publicis has noted the Equal Employment Opportunity Commission dismissed the charges leveled by da Silva without issuing a finding. The EEOC did issue a right-to-sue letter.

“In making this preliminary ruling, the court did not resolve any factual disputes, nor decide substantive issues going to the ultimate merits, nor make credibility determinations,” Publicis said. “We will continue to defend vigorously against all claims by plaintiffs and look forward to the court dismissing them, just as the EEOC dismissed them in 2010. MSLGROUP always has been ... committed to equal opportunities for women and for all employees in the workplace.”

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

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Monique da Silva Moore; Maryellen
O’Donohue; Laurie Myers; Heather
Pierce; and Katherine Wilkinson, on behalf of
themselves and all others similarly situated,

Plaintiffs,

- against -

Publicis Groupe SA and MSLGroup,

Defendants.

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NEWS CORP. TO SPLIT IN TWO

News Corp. announced June 28 its plan to split into individual entertainment/media and publishing companies, a move that sent its stock to a 52-week high.

"The new corporate structure we are pursuing would accelerate News Corporation's businesses to grow to new heights, and enable each company and its divisions to recognize their full potential - and unlock even greater long-term shareholder value," said CEO Rupert Murdoch in a statement.

The new structure would "simplify operations and greater align strategic priorities, enabling each company to better deliver on our commitments to consumers across the globe," said Murdoch, who will remain chairman of both companies.

The entertainment company will be composed of Fox Broadcasting, Twentieth Century Fox Film, Twentieth Century Fox Television, Fox Sports, Fox International Channels, Fox News Channel, Fox Business Network, FX, Star, the National Geographic Channels, Shine Group, Fox Television Stations, BSkyB, Sky Italia and Sky Deutschland.

The publishing company will have assets such as Dow Jones, *Wall Street Journal*, Dow Jones Newswires, HarperCollins, *New York Post*, *The Australian* and U.K. properties *The Times*, *The Sun*, *The Sunday Times*, plus the education unit.

Murdoch will be CEO of the entertainment unit and be backed by president/COO Chase Carey.

The separation process is expected to take about a year.

WEATHER CHANNEL ACQUIRES WU

The Weather Channel Companies, which is based in Atlanta, has agreed to acquire Weather Underground, the top online provider of weather-related data.

The move set off a storm of protest in the social media world from hard-core weather fans, according to a *New York Times* report on July 3.

WU president Alan Steremberg says the deal enables it to strengthen the offerings on weatherunderground.com, its apps and blogs. His San Francisco office will become a regional outpost of WCC.

David Kenny, CEO of WCC, said in a statement that "everyone in the weather space is familiar with the strength of Weather Underground and its innovative method of presenting weather data."

In addition, the deal will bring a "great complementary, brand to our portfolio, a brand with a distinct, loyal, and active user base that will enable us to reach a unique segment of users," according to Kenny.

WU has more than 24,000 users who contribute local observations from personal weather stations to provide up-to-the-minute conditions and forecasts for targeted areas. WCC cable reach exceeds 100M U.S. households.

The Times report contrasted the differences between the perky WCC correspondents and the hard-core science approach at WU.

Kenny said he is aware of the criticism, but has no plan to dumb-down WU.

FODOR'S WANTS NEW, REVAMPED HOTELS

Fodor's Travel is calling for nominations to recognize new and newly renovated hotels for its 2012 Fodor's 100 Hotel Awards.

The respected travel guide unit of Random House said hotel representatives can submit hotels for evaluation if the property opened (or is slated to open) between Nov. 1, 2011 and Oct. 31, 2012 online at <http://bit.ly/NiapPH>.

Winners will be announced in November. Last year's winners are at <http://www.fodors.com/world/hotel-awards/2011/new-noteworthy/>.

NAF'S COLL TO STEP DOWN

Steve Coll, former managing editor of the *Washington Post* and current *New Yorker* staff writer, is stepping down as president of the New America Foundation, a non-partisan public policy think tank, later this year after a five-year stint.

He will become a senior fellow at NAF and write a follow-up to his book, "Ghost Wars: The Secret History of the CIA, Afghanistan, and bin Laden, from the Soviet Invasion to September 10, 2001."

NAF's board led by David Bradley, chairman and owner of Atlantic Media Co., is spearheading the search for Coll's replacement.

Ford Foundation, New York Community Trust and Rockefeller Foundations are the top funders of NAF, kicking in at least \$1M.

George Soros' Foundation to Promote Open Society, Pew Charitable Trusts, Wendy and Eric Schmidt, Carnegie Corp., Peter G. Peterson Foundation and Bill & Melinda Gates Foundation are funders in the \$250K to \$1M category.

**Coll****WAL-MART PARTS WITH MERCURY AFTER FLAP**

Wal-Mart has cut ties with Mercury Public Affairs after a former staffer of the firm posed as a journalism student to attend a union event in Los Angeles earlier this month.

"We take this matter seriously and have taken the appropriate steps to ensure this type of activity is not repeated," Wal-Mart senior director of community affairs Steve Restivo said in a statement. The *Los Angeles Times* first reported the split.

The Mercury staffer, Stephanie Harnett, left the firm after the incident was publicized by the Warehouse Workers United, which has been working to unionize some Wal-Mart employees.

Mercury, part of Omnicom's Fleishman-Hillard, had a \$60K pact with the retail giant as it works to overcome opposition and gain approval for a store in L.A.'s Chinatown neighborhood.

Wal-Mart also last month criticized Harnett's conduct, saying: "Our culture of integrity is a constant at Walmart and by not properly identifying herself, this individual's behavior was contrary to our values and the way we do business."

Mercury called it an "isolated incident."

MEDIA NEWS continued**FACEBOOK NAMES SANDBERG TO BOARD**

Facebook on June 25 named COO Sheryl Sandberg as the first woman member of the social networking giant's board of directors.

Accolades were heaped on the social networker from groups like WomenCorporateDirectors, an organization that reps more than 1,400 female directors across the globe. Co-founder Susan Stautberg said the addition of Sandberg to the eight-member board gives Facebook "diversity of thought and gender" and is a move that will serve as a role model for "aspiring women leaders at Facebook and other companies around the globe.

At Facebook, Sandberg is in charge of sales, marketing, business development, legal, human resources, public policy and communications.

As VP-global online sales and operations at Google, Sandberg built and managed its online sales channels for advertising and publishing and operations for consumer products worldwide.

Sandberg, a director at Woman for Woman International, is at the middle of the current national debate over women empowerment. She sits on the board of V-Day, which fights violence against women and girls. On the corporate front, Sandberg joined Starbucks board in 2009, but decided not to seek re-election this year. She has served on the Walt Disney board since 2010.

Facebook CEO Mark Zuckerberg called Sandberg his "partner" and credited her for being "central to our growth and success over the years."

PR PROS SHOULDN'T EDIT WIKIPEDIA PAGES

PR professionals should not directly edit Wikipedia pages relating to their organization or brand, according to guidance released by four international PR groups today.

Led by the U.K.'s Chartered Institute of PR, the group set out to provide "clear and detailed advice" for PR pros seeking to engage the Wikipedia community. They recommend PR pros should suggest amendments to Wikipedia content to so-called Wikipedians, the "editors" who participate in the online information collective.

"The main theme of the guidance is quite simple – where there is a clear conflict of interest created by the relationship between the public relations professional and the subject of the Wikipedia entry, such as a client or employer, they should not directly edit it," said CIPR CEO Jane Wilson, noting Wikipedia is "one of the most visited sources of information on the internet."

The Canadian PR Society, PR Consultants Association, and PR Institute of Australia collaborated with Wikipedians on the project, which produced a crowd-sourced, 19-page guidebook for PR pros using Wikipedia.

Where a Wikipedia article on a client is perceived to be unfair or erroneous, PR pros are urged to engage with regulator contributors on the article's "talk page." If a request levied there is ignored, the guidelines suggest moving to the author's talk page and to continue through a series of quality controls designed by Wikipedians.

Legal threats are discouraged.

"See you in court" will not help you or a client. It can get you banned from editing while the issue is referred to lawyers," reads the guidelines.

A study funded by the Arthur W. Page Center at Penn State University in April found that 60 percent of Wikipedia articles about companies contain factual errors.

Wilson acknowledged the Facebook group, Corporate Representatives for Ethical Wikipedia Engagement, or CREWE – led by Edelman's Phil Gomes and lobbying Wikipedia founder Jimmy Wales to streamline onerous rules for correcting or changing information on the site – but said such policy changes will not be made quickly and urged PR pros to respect the "community workings" as they stand now.

The guidelines say PR pros are free to contribute Wikipedia articles unrelated to their jobs and urged them to do so to learn how the site works.

The project also backed the following definition of PR: "Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics."

View the guidelines (PDF): <http://bit.ly/Mgxp1T>.

HOOD WAS OFFERED 3-YEAR PACT AT PAGE

The Arthur W. Page Society's IRS Form 990, which was published last week, shows that former *PR Week/U.S.* publishing director Julia Hood was paid \$274,676 for 2011.

That figure includes base salary, performance bonus, unused vacation pay, retirement contributions, plus other payments made by the company for such things as Medicare, Social Security, unemployment compensation and other taxes and payments. She earned \$103,889 in 2010 after joining in June of that year.

Hood was offered a three-year contract and was hired after an executive search firm "researched roles, responsibilities and qualifications and, using comparative data for like-sized organizations, provided compensation recommendations to a search committee of the board."

The search committee and full board approved the contract.

Hood returned to Haymarket as executive VP and board member in charge of PRW and *Direct Marketing News* late last year.

Hood, who was the first staff head of Page to have the title of president, had base compensation of \$182,312; bonus and incentive expense of \$50,000; non-taxable benefits of \$32,714; retirement and other deferred pay of \$7,047, and \$2,603 in other compensation. Page president Roger Bolton said the amount of Hood's salary that would normally be considered compensation totaled \$234,915.

Hood was succeeded by Bolton, president of Page in 2006-07 and who had retired as a senior VP of Aetna in 2006.

NEWS OF PR FIRMS**NH SHIFTS TOURISM PR ACCOUNT**

New Hampshire has shifted its tourism PR account to Lou Hammond & Associates after an RFP review kicked off in early March.

Manchester-based Montagne Communications was the incumbent, handling the account since 2008, when it won the pact from Leading Edge Marketing, another local shop.

The Granite State's account is worth \$150K/year. LH&A inked a two-year contract carrying two option years. New Hampshire relies on tourism as its No. 2 industry for jobs and out-of-state dollars. Direct spending topped \$4B in 2010.

Eighteen proposals were received for the work.

SARD VERBINNEN SCORES WITH MAN U.

Sard Verbinnen & Co. is handling the return of Manchester United to the public markets as the soccer team filed a registration statement July 3 with the Securities and Exchange Commission to list shares on the New York Stock Exchange.

Man U, considered by *Forbes* to be world's most valuable sports franchise, was kicked from the top of England's Premier League this year by rival Manchester City. More than 4B people watched its games during the '10-'11 season, according to the prospectus.

Man U had traded on the London Exchange, but it was taken private by American Malcolm Glazer in a \$1.5B deal in 2005.

SV & Co.'s Jim Barron, Brooke Gordon and Michael Henson handle Man U.

EDELMAN NAMES GERMAN CHIEF

Edelman has named Susanne Marell chief of its Germany operation (Berlin, Frankfurt, Hamburg and Munich), which is the No. 1 independent firm's second biggest market in the EMEA region.

The former VP-corporate brand management at BASF Ludwigshafen succeeds Cornelia Kunze, who is exiting for the vice chairman post at Edelman Asia Pacific on Oct. 1.

Marell began her career at Kohtes Klewes, which is now Ketchum Pleon, and has worked at Schering Hoechst, AgrEvo and Cognis, which was acquired by BASF. She has handled corporate communications including branding, employee engagement, M&As and organizational change.

At Edelman, Marell reports to Robert Phillips, president/CEO of Edelman EMEA.

BRIEFS: Patton Boggs has a three-month \$150K contract to represent billionaire politician Hamid Al-Ahmar, who helped organize the opposition that brought down Yemen president Ali Abdullah Sahel. Yemen is an Al-Qaeda stronghold and a key target for U.S. drone strikes. ...**The United Nations**

Population Fund has brought in PR firm support after an RFP process to help the global agency raise its profile to further its development mandate.

Portland Communications, with operations in New York, London and Nairobi, beat pitches from APCO Worldwide and Hoffman & Hoffman for the multi-year contract with the Fund's media and comms. unit.

NEW ACCOUNTS**New York Area**

Susan Magrino Agency, New York/Marie France Van Damme, for PR for the designer's resort wear collection.

RB Milestone Group, New York/Bauxite Resources Limited, junior mining company specializing in the exploration of bauxite and alumina in Western Australia, for market intelligence, corporate advisory, PR, and equity research services.

5W Public Relations, New York/Excel Corp, publicly traded licensing, merchandising, and distribution company, for PR, including media relations, speaker engagement, messaging and web strategies.

Edelman, New York/Symantec's Consumer Business Unit, which includes the Norton brand, as global AOR, an expansion of the firm's work for Norton in the EMEA, North and South America regions. Norton has been a client since 2008.

Mfa Ltd. Marketing & PR, New York/Colorado Ski Company (Denver), Iron Lotus Personal Training (New York), Vic & Anthony's Steakhouse NYC, and Zeal Optics (Boulder).

Workhouse, New York/Amy Laurent, relationship industry pro who stars in Bravo's "Miss Advised," for PR.

East

Calypso Communications, Portsmouth, N.H./Derry Medical Center and Derry Imaging Center, for website redesign.

Racepoint Group, Waltham, Mass./Thermo Fisher Scientific; Plasma Surgical; UMass Memorial Medical Center; HealthEdge; Jiff Inc.; Sanovas, and Hello Health, all for healthcare PR.

Birnbach Communications, Marblehead, Mass./Centage, business performance management and forecasting software, for media rels., product reviews, awards and analyst relations in the U.S.

Warschawski, Baltimore/DJ Bennett, luxury sporting wear and gear, for marketing communications surrounding the launch of the company and a new e-commerce website.

Howard, Merrell & Partners, Raleigh, N.C./The Candy Cottage, makers of a reusable gingerbread house, for PR and social media, tradeshow support, along with sales and retailer support.

Southeast

Dodge Communications, Atlanta/Accelarad, healthcare IT, to create a messaging platform and develop a new company website, and Outcomes Health Information Solutions, compliance-based programs, for trade show support, website updates and PR outreach around a new product launch.

Hill+Knowlton Strategies, Miami/Sun Bergeron, joint venture between Sun Recycling and Bergeron Environmental and Recycling, for strategic messaging and ongoing marketing comms. Account includes corporate comms., media rels., research and community rels.

West

North of Nine Communications, San Francisco/TechShop, membership-based, do-it-yourself workshop and fabrication studio, for PR.

Nadel Phelan, Scotts Valley, Calif./Enova Technology, encryption security solutions, as AOR for PR.

Wagstaff Worldwide, Los Angeles/Tourism Western Australia, as AOR for PR and destination marketing in North America, following a review. Wagstaff has handled the business since 2008. Brenda Urban leads the PR team.

— Greg Hazley

NEWS OF SERVICES**VOCUS TAPS NEW BIZ GURU**

Vocus has brought in a senior VP of business development with global responsibility for channel sales at the PR and marketing software provider.

**Lewis**

The company said Thomas Lewis, former CEO of search marketing firm ImmersiFind, will focus on growing partnerships in the U.S. at Vocus with a particular eye on the small to mid-sized business market seen as a key pillar for growth.

Lewis was recently executive VP of digital publisher Dirxion and earlier led local ad server Innovectra Corp.

Vocus executive VP/COO Bill Wagner said Lewis has a record of forging strategic partnerships and experience in the digital marketing space.

Vocus in January aligned with LocalEdge, the multimedia Internet marketing unit of Hearst Corporation.

GETTY PROMOTES MOTAMEDI

Roxanne Motamedi has added oversight for all global operations of Getty Images' expanding entertainment business, the photo agency said.

The expanded duties include management, assignments and production for the Getty brands like Getty Images, WireImage, Film Magic and Getty Images Video.

Motamedi joined the company 12 years ago and created and expanded its entertainment division. Typical projects include securing exclusive shots of celebrity weddings, baby portraits and "at-home" features, as well as supervising the company's global network of photographers. She manages assignments like award ceremonies, red carpet events, film festivals, and fashion events, among others.

PRN WAIVES FEES FOR COLORADO FIRES

PR Newswire said it has waived fees for all news releases from organizations offering aid to victims and those assisting in rescue and relief efforts for the Colorado wildfires.

"With the reports of more than 300 homes destroyed by the Waldo Canyon fire and more than 30,000 people evacuating Colorado Springs alone, there's a great deal of information that needs to be communicated to the residents of Colorado Springs, its surrounding areas, and the broader country," said PRN's chief commercial officer Scott Mozarsky on June 28.

PRN members can upload releases to the Online Member Center or email it to lahubs@prnewswire.com noting "Colorado Fires" in special instructions or the subject line of the release.

BRIEF: The National Hockey League Fans'

Association and Marketwire have renewed the long-term media sponsorship between the organizations. The NHLFA was founded in 1998 as a bridge between fans and the NHL. Added Jim Boone, co-founder of the NHLFA: "Communicating with the media is the most critical component of our advocacy work. Having strength in the fans' corner as we enter the upcoming NHL-NHLPA labor war is important.

PEOPLE**Joined**

William Miller, a partner in Brunswick Group's Washington office, is joining the Business Roundtable as senior VP to oversee government relations. The Roundtable, the respected business lobby composed of the CEOs of large U.S. corporations, has been led by former Michigan Governor John Engler since late 2010. Miller exits Brunswick after less than a year. He was previously senior VP for political affairs and federal relations at the U.S. Chamber of Commerce.

**Miller**

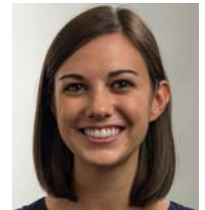
Bryson Thornton has shipped out of FedEx to become director global communications for Burger King, Miami. Thornton was manager of corporate communications and PR at FedEx after a senior post in marketing communications and PR at Del Monte Foods. **Miguel Piedra** is VP of global communications and culture for BK.

**Thornton**

Shakirah Holley, who developed a social media program for Equal Justice Works, and **Merrick Kranz**, media manager, Dept. of Legislative and Political Affairs at the Transpor Workers Union, to Environics Communications, Washington, D.C., as digital media specialists.

Rick Anderson, a former executive VP for Hill+Knowlton Strategies and political advisor in Canada and the U.S., to NATIONAL PR, Ottawa. He was at H+K for 15 years in the 1980s and '90s and later headed online video service Zip.ca.

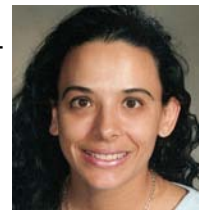
Maggie Bowers, recent Vanderbilt grad, to McNeely Pigott & Fox PR, Nashville, as an associate.

**Bowers****Promoted**

Tom Jones to senior VP, Makovsky Health, New York. The Novartis vet joined in early 2011. The firm has also added former Feinstein Kean and JFK Comms. hand **Jennifer Lawson** as an A/S, and recent grad **Lindsey Mathias** as an A/C in the health unit.

Apryl DeLancey, senior social media business strategist, TBWA\Chiat\Day Los Angeles, to BLAZE, Los Angeles, as director of marketing and social media.

Christie Scott to regional PR manager, Ameristar Casinos, Las Vegas, managing media relations, internal comms. and community relations for its casinos in Iowa and Colorado. He joined the Iowa casino as PR manager in 2007.

**DeLancey****Elected/Named**

Dave Senay, president and CEO of Fleishman-Hillard, to 2013 chair of the Council of Public Relations Firms, effective Dec. 1. He takes the chair-elect post held by **Gary Stockman**, the Porter Novelli CEO who is leaving PN.

Mike Harvey, who was director of comms. for northern Europe at Google and former features editor and tech correspondent for *The Times* of London, to the board of directors of Bite Communications.

HOLMES DUMPS PR FIRM AFTER CRUISE

Tom Cruise wasn't the only one dumped by Katie Holmes. The actress has also moved her PR account from Slate PR to Ogilvy PR's BWR.

The change is a return to BWR for Holmes, who used the firm before her high-profile marriage to Cruise in 2006.

"Following the announcement of her divorce from Tom Cruise, she is now represented by Leslie Sloane in the New York office and Nanci Ryder in Los Angeles," said a statement from the

firm. Ina Treciokas, now a partner Slate PR, handled Holmes since 2007. Cruise's sister, Lee Anne DeVette, briefly worked PR for the couple in 2005.

WPP-owned BWR said Holmes, who was featured with Aaron Eckhart in Fox Searchlight's 2006 PR satire "Thank You for Smoking," will star alongside Chace Crawford in the upcoming "Responsible Adults," which starts filming later this year.

Leslee Dart's 42 West handles Cruise's PR after he moved from Rogers & Cowan in 2010.



Holmes with Aaron Eckhart in Fox Searchlight's 2006 PR satire 'Thank You for Smoking.'

PSAKI RETURNS TO OBAMA

Jen Psaki, senior VP and managing director of the D.C. office of Global Strategy Group, is taking a leave from that role to re-join President Obama's team this week as traveling press secretary for the campaign.

She was deputy comms. director at the White House before moving to GSG last year and held the traveling press post under Robert Gibbs during the 2007 campaign.

GSG senior VP Jim Papa, another Obama alum, will lead the firm's D.C. office in Psaki's absence.

Rick Gorka, a veteran GOP PR aide who recently led communications for the New Jersey Republican party, is traveling press secretary for Mitt Romney.



Psaki

MALDIVES IS \$65K RETAINER FOR RF

Ruder Finn's tourism work for Maldives is worth \$65K a month, according to its contract with the Indian Ocean island nation that was subject to a military coup in February.

Mohamed Nasheed, the country's deposed leader, told the *Financial Times* on July 1 that travelers should cancel planned trips to the Maldives to protest its "illegitimate government." He became the nation's first democratically elected leader in 2008.

The goals of RF's three-month contract, which kicked off April 26, are to instill confidence in the tourism industry of Maldives, promote its "government's commitment to strengthening democracy and sustainable development" and improve its image.

NASCAR REVS UP PR

NASCAR has revved up its PR operation with two new execs, including an Edelman alum steeped in Hispanic marketing as the auto racing giant targets that demographic under a five-year strategic plan.

Sabrina Macias, VP at Edelman and a tri-lingual native of Argentina who specializes in multicultural communications, takes the title of director, brand and consumer marketing communications for NASCAR, an acronym for the National Association for Stock Car Auto Racing. She was previously with RL PR and DeVries PR handling general market and Hispanic campaigns.



Macias

NASCAR in the spring said it was rolling out new Hispanic marketing to grow the group estimated to be about nine percent of its fan base. The youth market and digital are other areas eyed for expansion, as well, under a five-year strategic business plan developed and introduced after a study by PR firm Taylor.

Chris Tropeano, who handled PR programs for *Sports Illustrated*, *Golf Magazine* and their online counterparts, moves to NASCAR as senior manager of business communications. He handled business comms. for Major League Baseball and the National Basketball Assn. after four years in PR with the New York Mets.

Daytona Beach, Fla.-based NASCAR has also promoted Jon Schwartz to senior director, business and brand communications, who is based in New York overseeing Macias and Tropeano.

NASCAR's business units include partnership marketing/business solutions, corporate/ multimedia marketing, licensing and automotive; broadcasting, digital media, entertainment marketing and productions; brand, consumer and series marketing; green innovation and multicultural affairs.

Brett Jewkes is chief communications officer for NASCAR, which has races broadcast in 150 countries in 20 languages.

NASCAR in 2010 overhauled its communications operation, installing Taylor managing partner Jewkes after a national search in early 2011. Its five-year plan includes five components: growing its youth and Hispanic fan base; reaching the "next generation" of fans; developing a wide-reaching digital and social media strategy; building driver "star power," and improving the track experience for fans.

NASCAR recently brought in Sean Dougherty from Sprint as director to oversee its content communications division, formerly sport services. He's helping develop a fan and media engagement center.

Stu Hothem, who was director of sport services, has moved to NASCAR's new digital media unit as director, content, ahead of the launch of a new NASCAR.com on January 1, 2013.

Stephanie Ackerman, associate manager, brand public relations and communications for H.J. Heinz, also joined NASCAR as manager, stakeholder communications.

PR OPINION

Northeast Utilities chairman Charles Shivery is strongly committed to doing “what’s right” and to “integrity.” NU PR staffer Anita Saunders should follow those principles in running for the Tri-State district seat on the PR Society board. <http://tinyurl.com/832s3c6>.

Shivery lost his CEO title in April as part of NU’s takeover of rival NStar, a smaller utility. But he continues as non-executive chair.

New CEO of NU is Thomas May, NStar CEO who has been with the utility 34 years.

Although smaller than NU (serving 1.1 million customers vs. NU’s 2.4 million), NStar gave May a \$10.75 million pay package in the latest available year, which is about double the Shivery package of \$5.53M. May also has \$22M of stock and Shivery, \$23.2M. May took in \$37.23M in the latest five available years while Shivery took in \$29.87M according to *Forbes*.

Takeover Blasted by NYT

The takeover was criticized by *New York Times* writers Rob Cox and Robert Cyran in a Dec. 4, 2011 article headlined, “Reasons to Stop a Utility Merger.”

They said a report for Connecticut found numerous faults with NU’s Connecticut Light & Power unit in “preparation, response and communications” before and after the Oct. 29, 2011 snowstorm. <http://tinyurl.com/7fbapsy>.

Cox and Cyran, noting that utilities have monopolies and that few customers “ever get to choose their providers,” say they doubt NU’s plans to save \$784M because of the takeover and conclude: “It’s hard to see how regulators can give the nod to NU getting an even larger monopoly.”

Promise of “Doing What’s Right...Every Time”

The “Standards of Business Conduct” on the NU website have the cover title “Doing What’s Right...Every Time.” <http://tinyurl.com/84kzbdn> (PDF).

Shivery writes, “Of all the things that contribute to the success of our company, none are as essential as the integrity of our actions. Acting with integrity means that we do what’s right—in situations where the law is there to guide us, and in those where it is not.

This blog is being sent to Saunders who can be challenged until Sept. 13. However, it’s hard to challenge a candidate who is incommunicado.

Ten issues of vital concern to members and non-members have been sent to her and the other candidates. <http://tinyurl.com/85g5z55>.

Outage Hits NU PR Staff

E-mails and phone calls to NU PR staffers starting Thursday, July 5 and continuing through Sunday, June 8 have gone unanswered.

I called an NU emergency media line over the weekend and got an employee who said the line handles problems such as electrical outages. I said that what’s involved here is an ethical outage. He was unable to help.

This is not just about the candidacy of Saunders or overpaid utility executives but about the unavailability and even invisibility of corporate/institutional PR

staffers, as illustrated by NU.

Marie van Luling is VP-communications for NU but I couldn’t find her name or contact points anywhere on the NU site. A member of the Arthur W. Page Society, she has just returned from the annual meeting of secretive (PR) Seminar that took place June 3-6 at the Park Hyatt Aviara Resort near San Francisco. She also attended the two previous years. Society of Prof. Journalists Ethics Board member Peter Sussman said editors at (PR) Seminar violate ten articles of the SPJ code. <http://tinyurl.com/c24tgqy>. A lawyer (Villanova School of Law), she managed the Boston office of MSLGroup until she joined Bank Rhode Island in 2004.

Other NU contacts who didn’t respond were Caroline Pretzman, director of media relations, former reporter for WCAX-TV, Burlington, who joined in 2005, and PR staffers Al Lara and Michael Durand.

Joseph Nolan is SVP of customer and corporate relations of NStar in charge of media relations but I couldn’t find his name on the utility website.

Harold Burson, describing the main duties of PR people in accepting the Paladin Award of the PR Society Foundation earlier this year, said the first duty was listening, the second being the “corporate conscience,” the third being a “communicator” and the fourth being an ombudsman who “agitates” when programs are “falling short of expectations.” <http://tinyurl.com/865ky2s>.

Short Course in PRS Practices Provided

May, Shivery, van Luling, Nolan and Pretzman may not know much about the PR Society but they will if they open the links below.

They may find in them the answer as to why Saunders is the only candidate running for Tri-State, an area that includes New York City, site of the single biggest city chapter within the 21,000-member group (plus 10,000 student members). Why wouldn’t someone from NYC seek this post? Can Saunders do justice to the needs of New York from Berlin, outside of Hartford?

They may also find the answer as to why no one will run from the Northeast district this year although about 400 APR members are eligible. Last year no one showed up for the S.E., S.W. and N. Pacific districts. Why is it so hard getting anyone to serve on the board?!

<http://bit.ly/p0jJuj> (NPC chides PRS, asks removal of press boycott)

<http://tinyurl.com/7bvzbk4> (UNESCO says murders of journalists and interference with their duties is worldwide scandal and especially the “impunity” granted to offenders by governments and professional associations; 51-page study published)

<http://bit.ly/9N25um> (four PRS Fellows ask questions of leaders, get snubbed)

<http://tinyurl.com/7wtjpsz> (17 of 20 nominating committee are APR when only four should be because only 18% of members are APR)

<http://tinyurl.com/6oof72g> (PR Society, whose leadership is dominated by PR people from South and West, have short-changed the New York chapter in numerous ways).

— Jack O’Dwyer