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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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PORTER NOVELLI BRINGS IN JERNSTEDT

Porter Novelli, which is searching for a new CEO, has brought in veteran agency pro Rich Jernstedt as a part-time senior counselor in Chicago to focus on new business and counsel clients.



Jernstedt

Jernstedt was CEO and chairman at GolinHarris in 26 years at the firm and later a senior partner at Fleishman-Hillard, where he has been a consultant during the past year through his firm, The Jernstedt Company.

Acting PN CEO Michael Ramah said Jernstedt will bring "strategic depth, a significant understanding of our business and a real record of leadership" to the firm's Chicago operation.

Ramah took the reins last month with the resignation of CEO Gary Stockman at PN, which has seen other high-level departures this year.

Jernstedt noted PN's "commitment to transformation" and said he looks forward to contribute to that effort.

Porter Novelli is part of Omnicom.

EX-TREASURY AIDE SLATED FOR GOLDMAN

Andrew Williams, a former public affairs staffer to Treasury Secretary Tim Geithner now with General Electric, will join Goldman Sachs next month as the bank continues its PR overhaul.

Williams has been director of media relations at GE for the past two years, helping the company respond to fallout from a damaging *New York Times* piece last year that said GE paid no corporate taxes in 2010.

The *Financial Times*, which first reported Williams' move, noted he was a fixture seated behind Geithner during congressional hearings early in the secretary's tenure in the Obama administration.

Prior to Treasury, he was VP for the Federal Reserve Bank of New York under Geithner and worked on the agency side as a director for Public Strategies.

Goldman in March brought in former Geithner aide and White House press secretary Jake Siewert to replace longtime communications chief Lucas van Praag, who retired.

That move came after a vicious cycle of bad press for the bank since the financial crisis which climaxed when a 12-year employee savaged the firm in a widely read March 14 *New York Times* op-ed that declared the Goldman work environment "toxic and destructive."

Prior to Public Strategies, Williams was a media relations specialist at the Federal Reserve Board.

INCOMING MEXICO PRESIDENT HIRES CLS&A

Chlopak, Leonard, Schechter & Assocs. is handling the transition of Enrique Peña Nieto, who was declared the winner of Mexico's presidential race on July 1.

The election marks the return to power of the Institutional Revolutionary Party (PRI), which dominated Mexican politics for 71 years until it was ousted in 2000 by National Action Party (PAN) presidential candidate Vicente Fox.

Peña Nieto takes office Dec. 1.

CLS&A, which began work for Peña Nieto July 1, does not have a formal contract. It will provide communications counsel and assistance to the transition team, including distribution of news/announcements, and monitor news and policy developments related to Mexico-U.S. interests.

CLS&A receives a \$50K monthly retainer. It reports to Diego Gomez, head of international press for Peña Nieto.



Peña Nieto

WSPA WANTS TO PROMOTE 'CAGE-FREE EGGS'

The World Society for the Protection of Animals is looking for a firm to handle a \$200K public outreach campaign slated this fall to encourage American and Canadian consumers to purchase "cage-free" eggs.

It believes people are unaware of the plight of the more than 370M hens that are packed into tiny cages in which they can neither turn around or stretch their wings causing stress and physical injuries.

"Caged-egg production is one of the cruelest practices in farming," says the RFP from WSPA, which has run a "choose cage-free" effort in Canada.

The organization is looking for a "visually-appealing" campaign that is "emotive in nature." The effort should be "unique and engaging" and one that sets WSPA from other animal welfare organizations such as Humane Society International and Farm Sanctuary.

A successful campaign will by Dec. 31 increase traffic to WSPA websites by 20 percent and social media followership by 10 percent, earn 300 media clippings (20 percent from "top-tier" publications), garner at least 100,000 consumer action petition signatures and support fundraising efforts.

Beth Sharpe, communications director of WSPA, is the contact person at 416-369-0044 ex. 111 and sharpe@wspa.ca. Deadline: July 23.

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

Digital Assassination

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YOUR REPUTATION,
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ONLINE ATTACKS



Richard Torrenzano
and Mark Davis



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“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.

TEXAS HMO SEEKS AGENCY FOR RE-BRAND

A Texas health maintenance organization which anticipates significant expansion under the federal healthcare reform law has kicked off an agency search to guide a "re-branding."

Community Health Choice, a non-profit HMO which serves 230,000 people in Texas and includes a network of 5,000 doctors and more than 50 hospitals, said expansion of Medicaid, the Children's Health Insurance Program and other programs under the Affordable Care Act will increase the number of Texans eligible for its healthcare services.

The move comes amid Texas Gov. Rick Perry's protest of the federal law and pledge on July 9 that the state will not follow its requirements to set up an insurance exchange or expand Medicare.

CHC, which has issued an RFP open through July 30, said it is considering a re-brand and PR campaign because the provisions of the new law expanding Medicaid eligibility and providing assistance for purchasing health insurance create a new potential pool of patients. The HMO also said its current brand "may be too specifically aligned with governmentally-supported health programs to be attractive to what has traditionally been considered the commercial health insurance market."

CHC wants an agency to conduct focus groups to gauge its current brand and if it is deemed unfavorable to develop a new one.

CHC's president and CEO, Ken Janda, said, despite some reservations, he thinks the Supreme Court's decision to uphold the healthcare reform law will help three million Texans get health insurance.

RFP: <http://bit.ly/NreaVq>.

JPMORGAN CHASE FORTIFIES PR

JPMorgan Chase, which has taken a PR beating over a massive trading loss is fortifying its PR ranks with the Obama administration's U.N. mission spokesman Mark Kornblau.

Kornblau, a former senior aide to John Edwards who earlier led corporate communications for Zagat, is comms. director and spokesman for U.N. Ambassador Susan Rice.

Earlier posts included press secretary for the Kerry-Edwards presidential bid and comms. director for Sen. Evan Bayh (D-Ind.).

Joe Evangelisti, a managing director and member of the bank's executive committee, is global head of corporate comms. at JPMC. He confirmed the hiring of Kornblau.

Politico said National Security Council director of comms. Erin Pelton is in line to take over for Kornblau at the U.N.

Kornblau will take the title of managing director of corporate comms. at JPMC at the end of the month, handling strategic comms. for the bank's reputation and media relations for its corporate responsibility endeavors.

JPMC said last week it will restate first quarter results after its London trading blunder losses topped \$5.8B and could reach as much as \$7B.

VENN GETS MONGOLIA PACT

Venn Strategies has a \$300K six-month pact to promote Mongolia as a "stable target for direct investment with reliable rule of law and investor protections."

The D.C. public affairs shop founded and headed by Stephanie Silverman will handle PR and media support; conduct outreach and dialog building exercises with U.S. government entities, and engage with influential third-party interests.

Mongolia, a former satellite of the Soviet Union, was in the news July 9 when Secretary of State Hillary



Secretary of State Clinton with Mongolian President Tsakhia Elbegdorj in a July 9 photo released by the Mongolian government.

Clinton visited the minerals-rich country that borders China. During a speech in Mongolia's capital of Ulan Bator, Clinton praised the country as a model of how a democracy can rise from a former authoritative state. "To those who doubted," Clinton said, "Let them come to Mongolia."

The *New York Times* reported that Clinton also met president Tsakhia Elbegdorj in a ceremonial yurt, which is the traditional home of nomadic herders.

The Obama administration is backing a bid by Peabody Energy to develop a massive coal project in Mongolia in a competition with a Chinese company.

Prior to launching Venn Strategies, Silverman was a senior advisor at Manatt, Phelps & Phillips and an associate in Citibank's global finance unit.

BP TAPS LOCAL PR HELP IN OHIO

BP has engaged Ohio firm Pecchia Communications as the British energy giant pursues oil and gas production in the state's Utica/Point Pleasant shale formation.

BP signed an agreement with a group representing mineral owners earlier this year to lease 84,000 acres in Trumbull County from landowners.

The company is pitching its plans as a way to create jobs and bolster the state economy and points to its predecessor companies Standard Oil of Ohio and Amoco in tracing its Ohio roots back to 1870.

Dan Pecchia founded his eponymous firm in 2005 after stints at Innis Maggiore Group and Ira Thomas Associates. He was previously business editor of *The Vindicator*, the daily newspaper of Youngstown.

CALLAWAY GETS USAT E-I-C SPOT

David Callaway, editor-in-chief of MarketWatch, is moving to that same post at *USA Today* at the end of the month.



Callaway

He rejoins Larry Kramer, MarketWatch founder who became president and publisher of USAT-owner Gannett Co. in May.

Callaway is a 25-year veteran of the financial news business. The 48-year-old was a securities industry reporter at Bloomberg, covering the

investment banking and asset management sectors. Earlier, he was a *Boston Herald* columnist.

Callaway had been at MarketWatch and its CBS MarketWatch predecessor since 2003.

STEWART EXTENDED AT MSLO

Martha Stewart had her contract with Martha Stewart Living Omnimedia extended for five years through June 30, 2017.

The non-executive chairman of the board adds the founder and chief creative officer titles.

Lisa Gersh, president & COO, is elevated to the CEO slot.

Stewart said in a statement that she is "excited by the many phenomenal projects" underway at the company and is looking forward to working with Gersh and the executive management and creative teams.

Gersh joined MSLO last year from the presidency of Oxygen Media.

Stewart, 70, rejoined MSLO in 2010 as chief editorial, media and content officer.

She was convicted on obstruction of justice charges in 2004 for the improper sale of ImClone Systems stock.

COMCAST SELLS A&E STAKE

Comcast's NBCUniversal unit is selling its investment stake in A&E Television Networks to partners Walt Disney Co. and Hearst for \$3B.

In a July 9 Securities and Exchange filing, Comcast noted the redemption price for its 15.8 percent stake will be "paid in solely in cash, although under certain limited circumstances as described in the redemption agreement, it will be paid in cash and in the form of a senior note issued by A&E."

A&E is the home of Lifetime, History Channel and Biography Channel.

VIACOM CONSOLIDATES COMEDY BRANDS

Viacom has created Comedy Central Enterprises to house its consumer products, books, magazines, video, digital downloads and tour operations spun off from the cable network.

Mitch Fried, who was senior VP at Comedy Central's live entertainment unit, has been named executive VP in charge of the enterprises group.

He believes consolidating Comedy Central's brand extensions into a single unit will "provide our fans with what they want most, easily accessible, high quality com-

edy, both on screens and off," according to his statement.

Fried said due to the "increasingly fractured world of content distribution, success today means reaching fans everywhere."

The new unit is responsible for negotiating with talent and with the execution, distribution, production and marketing support of these new businesses.

Viacom's Comedy Central has generated \$2B at the retail level. It recently formed a partnership with Frito Lay and Wal-Mart to launch "Cheesy Poofs" to mark the 15th anniversary of "South Park."

MARCOVITCH TO AFP

Emmanuel Marcovitch is taking the deputy managing director slot at Agence France Presse Sept. 1, succeeding Fabrice Bakhouch, who is joining the new government of president Francois Hollande as technical advisor for media and the digital economy.

He's a digital pro who first made his mark at the Massachusetts Institute of Technology, where he conducted research on the social integration of the Internet.

Marcovitch joined Vivendi Universal Publishing group in 1998, handling multimedia research in its marketing and strategy department.

In 2001, he shifted to France's Interior Ministry as head of its "new information and communication technologies mission," where he worked on e-projects for the government.

Marcovitch, in 2008, was appointed to the court of auditors, in charge of monitoring public broadcasting, culture and education.

COURT BOOSTS DILLER STREAMING SERVICE

A federal judge in New York on July 11 denied a preliminary injunction against TV streaming service Aereo sought by major media companies like NBC Universal and Disney, paving the way for the start-up to continue operations.

Aereo, backed by media mogul Barry Diller's InterActive Corp., lets users watch or record live TV from major networks and local stations which broadcast over the air. It currently operates in the New York area.

The media companies, which also include News Corp., CBS and ABC, among others, sued Aereo in March, alleging that the service illegally captures broadcast TV signals and then broadcasts them over the Internet to subscribers.

The preliminary injunction turned down July 11 would have asserted that Aereo was liable for copyright infringement.

Judge Alison Nathan of U.S. District Court for the Southern District of New York ruled July 11 that the Aereo service could result in irreparable harm to the broadcasters because of fees paid by cable companies and advertising rates set by ratings. But she did not believe such harm was imminent during the current litigation and paved the way for the case to head to trial.



Aereo antenna array.

(Continued on page 4)

MEDIA NEWS continued**COURT BOOSTS STREAMING (Cont'd from pg. 3)**

Aereo's legal argument contends that its service essentially allows users to rent a remote antenna, DVR or Slingbox-like device to access content they could receive for free in the same manner by installing the equipment at home.

Launchsquad is Aereo's PR agency. The company in April hired Rubenstein Communications senior VP Virginia Lam as VP of communications and government relations.

In a statement, Aereo CEO Chet Kanokia pitched the legal victory as a small company battling media giants. "Today's decision shows that when you are on the right side of the law, you can stand up, fight the Goliath and win," he said. "This isn't just a win for Aereo, it's also a significant win for consumers who are demanding more choice and flexibility in the way they watch television."

The media companies will continue the legal battle. "The judge has denied our request for preliminary relief – ruling that it is ok to misappropriate copyrighted material and retransmit it without compensation," said a group including FOX, PBS, WNET, Univision and Tribune. "While we are disappointed, we will continue to fight to protect our copyrights and expect to prevail on appeal."

Cable providers who pay the broadcast networks were not exactly sympathetic to the court setback. "I don't know if it's legal or not," Time Warner Cable CEO Glenn Britt said in the *Wall Street Journal*. "But if it is we should do it too."

CORPS MORE COMFORTABLE WITH SOCIAL

Large corporations are making some progress to connect with customers, employees and the public through social media, but the move to so-called social business remains the biggest communications challenge, according to an in-depth study by FedEx and Ketchum.

Communications and marketing execs at 55 companies responded to the study, including Xerox, IBM, Bank of America, Corning and Cisco, reporting on efforts to engage external and internal audiences with social media endeavors.

FedEx and Ketchum, which conducted a similar study in 2010, found that a corporate comfort zone with social has evolved after extensive discussion two years ago about developing policies for employees in social media. Embrace of social communications from the executive level has extended down through organizations. The study found that seven in 10 corporations now engaged in social media say their executives believe engagement in SM adds value through brand or reputation building.

View the study results at 2012socialbusinessstudy.com.

As Bank of America communications exec Peter Osborne said, "We wouldn't have been this active if it wasn't for the company's executives."

Privacy and legal issues are among key concerns in social business. Twenty-seven percent of companies in the survey said that concern has increased over transparency issues. "In a world where nothing can be hid-

den, you better have nothing to hide," said Cargill VP Mike Fernandez.

Concerns

Forty-five percent reported increased concerns over legal or compliance issues when engaging clients. Other worries include who owns content when a staffer leaves and the continuing presence of erroneous information online, even when it's corrected.

Aaron Miller, a social media and marketing strategist for General Mills, noted the crisis that struck Susan G. Komen earlier this year – when the organization cut ties with Planned Parenthood – enveloped a General Mills unit and supporter of the organization, Yoplait yogurt.

Miller said when the crisis struck it was too early to make a business decision on whether to sever ties with Komen, so the company created a separate tab on its Facebook page, where much of the conversation was happening, for consumers to post their thoughts. "They felt that we were listening, that we cared that they wanted to share their thoughts and that we're taking it seriously," he said.

Miller said the conversation "calmed" because consumers felt they had a venue to talk and that the brand was listening.

ABC HITS OLYMPIC UNIFORMS, MADE IN CHINA

The U.S. Olympic Committee and Ralph Lauren Corp. are taking some lumps after introducing on July 10 the China-made official Team USA uniforms for the Olympic opening ceremonies later this month.

"ABC World News" focused on the uniforms' Chinese origin in a prime-time report July 11, questioning why such a high-profile outfit for U.S. athletes was manufactured abroad.

"The U.S. uniforms were made in China? How could it be?" asked anchor Diane Sawyer, before airing a report that had top U.S. fashion designer Nanette Lepore say the garments could easily have been made domestically.

In a statement, the U.S. Olympic Committee stressed that it is privately funded and dependent on sponsors like Ralph Lauren for support. "We're proud of our partnership with Ralph Lauren, an iconic American company," the committee said.

The 2012 garb is the third time Ralph Lauren designed the duds for Team USA.

Other media outlets zeroed in on berets and the large Polo logo that are part of the ensemble, both of which have adorned the U.S. uniforms in past Games.

The *New York Post* crowed that American athletes look "as if they're decked out for a Hamptons' lawn party" as a headline asked, "What happened to cowboy hats?"

The Associated Press noted that the 2002 U.S. uniforms included berets, which became popular and sold out widely during the Salt Lake City Games.

"It's a privilege to play a part in the London Games and to celebrate the achievements of these premier athletes as they represent our nation on the world's biggest stage," said David Lauren, executive VP of advertising, marketing and corporate communications for Ralph Lauren, in a statement.

NEWS OF PR FIRMS**SARD, KEKST LEAD U.S. M&A PR ADVISORS**

In a weak but improving first half for merger activity, Sard Verbinnen & Co and Kekst and Company were the top U.S. M&A PR advisors in the first half of 2012 by deal value and volume, respectively, according to mergermarket.

Sard edged out first-quarter volume leader Brunswick Group.

Although global M&A activity picked up in the second quarter to break a string of five straight quarterly declines, the U.S. recorded the lowest half-year total – \$290.6B – since 2003.

Brunswick Group continued to lead global M&A PR advisors handling deals worth \$122.6B during the first two quarters of 2012, while FTI Consulting advised the most transactions globally with 97 deals.

Vaulting Sard Verbinnen up the charts in the U.S. was its work for Sunoco in the company's nearly \$7B acquisition by Energy Transfer Partners (Brunswick), and Sard's counseling of Illumina as it was bought for \$6.8B by Roche Holding (Brunswick), among other deals with Gavilon and Pentair.

A handful of firms entered the top 10 by advising a few deals with large price tags. Maitland, which handled only eight deals during the half, landed at No. 6 by value, while Rubenstein Associates (five deals) and Capital MSL (4) followed at Nos. 7 and 8, respectively.

Sard was followed by Brunswick (\$74.1B), Kekst (\$53.6B), Joele Frank, Wilkinson Brimmer Katcher (\$37.6B) and Abernathy MacGregor (\$25.4B) in the top five by deal value.

Kekst's 62 U.S. deals were trailed by Sard (49), Joele Frank (43), Brunswick (42) and Abernathy MacGregor (37), FTI Consulting (34), and Owen Blicksilver (21).

RLM Finsbury led European PR advisors with deals with \$95.6B, while FTI led in numbers with 73 transactions for the first half.

Mergermarket said global M&A activity of \$968.5B was down 18.3% in the first half compared with 2011.

BRIEFS: Women's apparel retailer **Christopher & Banks Corp.** is working with **ICR** for investor relations counsel as it fends off a hostile takeover bid from Boston hedge fund Aria Partners. Aria, which is working with **Muirfield Partners** for PR counsel and media relations, made an unsolicited, \$1.75-per-share offer (\$64M) this month to take over the Minnesota-based operator of 672 stores. Aria owns a 4% stake. ...**Publicis** has acquired German-based financial and corporate communications firm **CNC** to fold into **MSLGroup**, the latest in a string of acquisitions to bolster the French PR and advertising conglomerate's PR division. CNC, an acronym for Communications & Network Consulting which has used Sard Verbinnen & Co. in New York as its U.S. affiliate, claims about 100 staffers in its Munich base and outposts in New Delhi, Tokyo, London, Paris, Frankfurt, Brussels and Berlin. MSLGroup said the firm will complement its existing MSL Germany operation.

NEW ACCOUNTS**New York Area**

Trylon SMR, New York/Scenios, cloud-based TV and film production management software, for media rels.

The Morris + King Company, New York/Gabrielle's Angel Foundation, which funds research for therapeutic leukemia treatments and focuses on improving the quality of life for cancer patients, for PR.

Bullfrog & Baum, New York/Jezebel, kosher SoHo eatery which opened July 12, for PR.

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

The Halo Group, New York/Infinit Software Solutions, to launch English language education system Linguizz via marketing communications, including PR, advertising and trade show support.

RB Milestone Group, New York/China Carbon Graphite Group, wholesale supplier of fine grain and high purity graphite and China's top producer of carbon and graphite products, for market intelligence, corporate advisory, PR, and equity research.

Raker Goldstein, Old Tappan, N.J./New York City Experience, Big Apple custom and group events/entertainment, and Lagos Biofeedback Therapy by psychologist Dr. Leah Lagos, for PR.

East

Garden Media, Kennett Square, Pa./The Davey Tree Expert Company; Havahart, animal control product marketer; Fall Creek Farm & Nursery, wholesale blueberry nursery stock producer; Soil Reef, start-up biochar marketer, and The Growers Exchange, web seller of plants and herbs, all for PR.

Abel Communications, Baltimore/STX, sporting goods; CoPilot Live, mobile GPS application, and Presbyterian Senior Living, Pennsylvania-based operator of senior care facilities, for PR/strategic comms.

Madison+Main, Richmond, Va./ Rainbow Station, early childhood education franchisor, for communications as it looks to expand from its North Carolina, Texas and Virginia operations.

French/West/Vaughan, Raleigh/Southwestern Athletic Conference, its annual basketball tournament in Garland, Tex., and football championship in Birmingham, Ala., for an integrated marketing campaign, including PR, digital and social media, media relations, promotions and grassroots.

Southeast

Arketi Group, Atlanta/CorFire, mobile commerce business unit of SK C&C USA, as AOR for PR after working with the client in 2011.

Midwest

Beehive PR, St. Paul, Minn./Friends of the Boundary Waters, to develop and lead the launch of Mining Truth, a statewide education campaign critical of sulfide mining near the so-called Boundary Waters and Lake Superior; HLT, heart valve replacement brand, for PR, and JB Hudson Jewelers, for brand awareness, customer engagement and sponsorship.

West

MKM, Huntington Beach, Calif./Long Beach International City Bank Marathon and Half Marathon, for PR for the Oct. 5-7 event.

aLine media public relations, Los Angeles/Bellatrix, women's clothing line founded in 2009 by Catwalk to Sidewalk, for PR.

— Greg Hazley

NEWS OF SERVICES**KEF ADDS EXEC PRODUCER**

Jim O'Reilly, a veteran broadcast PR exec who left Synaptic Digital's Chicago office last year, has joined KEF Media, Atlanta, as executive producer.

**O'Reilly**

He counsels clients while directing the company's production and media relations staffs.

O'Reilly was a news producer for nearly 20 years with KYW-TV in Philadelphia before joining the PR side with DS Simon Productions in New York. After 10 years as a senior producer and production manager, he moved to Chicago to head the Windy City office for Simon and later joined Synaptic as an account manager.

KEF Media Co-President Yvonne Goforth-Hanak said O'Reilly is an accomplished media producer and director with expertise across many sectors. "He's a great addition to our fast-growing operation," she said.

O'Reilly has an extensive healthcare PR resume and has been a lead producer for the American College of Physicians.

Atlanta-based KEF has outposts in Orlando and Charlotte.

SPECTRIO UNVEILS SOCIAL PRESS KIT

Spectrio, a Tampa-based provider of on-hold audio marketing messages and digital signage displays, has launched a social media press kit service that includes a customizable website to host the social media profiles of an entity.

Spectrio said the kit can be used for PR purposes, as an order platform or to share white papers and case studies, for example, to market products.

The service costs \$9.95/month.

Mitch Keller, president of Spectrio, sees the SMPK as a "digital calling card" that can organize all of a company's disparate social media profiles into one, online location.

IPR 'GOLDEN RULER' OPEN FOR ENTRIES

The 2012 Jack Felton Golden Ruler Award, recognizing PR research, measurement and evaluation campaigns, is now open for entries

The award, sponsored by the Institute for Public Relations Commission on Measurement & Evaluation, has a primary objective to "identify research excellence in the field of public relations practice and to contribute to the body of knowledge of the profession."

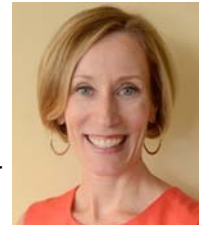
Corporations, agencies and institutions are welcome to apply. In addition to the Golden Ruler, judges may also award Silver and Merit-level awards.

The winning program will be announced at an IPR event in November and the top recipient will also be invited to present their work to the IPR Measurement Commission. Submissions will be accepted through Aug. 24 and winning entries will be published as case studies on the IPR web site.

The award is named after Jack Felton, former IPR president and CEO, who played a key role in creating the Commission on Measurement & Evaluation, which aims to establish standards and highlight best practices for PR research and measurement.

PEOPLE**Joined**

Stephanie Marshall, communications director for the Dept. of Health and Human Services, has joined Bethesda-based Abt Associates, a health, environmental and public policy shop. She created and managed HHS' \$50M pandemic flu planning and preparedness program and was liaison to other federal agencies. She also was deputy campaign manager for the national Medicare prescription drug education campaign and served as communications director for Michelle Obama's "Let's Move" fitness initiative after a four-year stint at Porter Novelli.

**Marshall**

Neill Coleman, chief external affairs officer, U.S. Dept. of Housing and Urban Development, to The Rockefeller Foundation in the new role of VP of global communications, effective Aug. 13. He will oversee communications staffers in New York, Bangkok and Nairobi, reporting to president Judith Rodin. The foundation kicked off its centennial push in April, a year ahead of its 100th anniversary. Coleman joined HUD after working communications for the New York City Dept. of Housing Preservation and Development and was previously comms. director for the NY League of Conservation Voters.

Joined

Ed Lamoureux, senior VP at WestGlen Communications, to Ketchum, New York, as senior VP and director of business development. He was VP of U.S. sales for The NewsMarket (now Synaptic) and VP of sales at VMS, among other posts.

Chris Tromp, senior director of digital marketing for Harper Collins unit Zondervan, to Lambert, Edwards & Associates, Grand Rapids, Mich., as senior director, digital, and head of its RippleAffect digital unit.

Jessica Payne, digital program manager for Fleishman-Hillard in London, to PAN Communications, Boston, as director of digital strategy. She previously held social media posts at PainePR and GolinHarris in Los Angeles.

Promoted

Adam Kustin to president, Shelton Group, Knoxville, Tenn., as founder Suzanne Shelton becomes CEO. Kustin, a VP since 2009, will lead and oversee all client work and the firm's account service, interactive, insight and creative departments. Shelton, who said she's focusing on new services for clients, broadening the firm's capabilities and developing new corporate partners, called Kustin an "exceptional leader."

**Kustin**

Lloyd Singer to senior VP, accounts, and **Andy Kraus** to senior VP, strategy, Epoch 5 PR, Huntington, N.Y.

Janeen Driscoll and **Stephen Reynolds** to PR directors, Buffalo Communications, Vienna, Va. Driscoll joined in 2010 while Reynolds has worked with the firm since 2007. Clients include Toshiba LED Lighting, Steelcase, Boeing, Georgia-Pacific, and the American Iron and Steel Institute.

BUDGET CRISIS TASK FORCE GETS PR HELP

A high-profile task force examining the crisis among state budgets has engaged Widmeyer Communications for PR support as it prepares to release an anticipated report this week.

The Task Force on the State Budget Crisis, formed last year with the support of several foundations, is led by ex-Federal Reserve Chairman Paul Volcker and Richard Ravitch, a former New York lieutenant governor and budget expert.

The task force will release its report on July 17 in Washington as states continue to reel from the 2008 financial crisis. It has examined the balance sheets of six states - California, Illinois, New York, New Jersey, Texas and Virginia - to highlight ways state budgets can hide problems and "obscure fiscal reality."

Scott Widmeyer, president of WC, told O'Dwyer's his firm is providing communications counsel and preparing media for what is expected to be a widely discussed report as the fiscal woes of states and bankruptcies of some cities and municipalities draw interest.

"It's a diagnosis and weaves it all together and puts years and years of budget issues in perspective," Widmeyer said of the report, which will not recommend particular policies but will note rules and procedures to bring greater transparency.

Following the report's release, the task force will hold discussions on its results later this year and will likely propose solutions to its "diagnosis" in 2013 after the elections, Widmeyer said.

Other members of the task force include former New Jersey senator and Reagan and Bush Treasury Secretary Nicholas Brady, Carter administration cabinet member Joseph Califano, and Reagan cabinet member George Shultz.

Donald Boyd is on leave from the Rockefeller Institute of Government to serve as executive director.

EMPIRE SEEKS TO RESTORE SS UNITED STATES

Empire Solutions is handling the SS United States Conservancy's effort to restore the SS United States luxury liner, which set the trans-Atlantic speed record on its maiden voyage in 1952.

The ship has been docked in Philadelphia in a state of disrepair since 1996. The Conservancy kicked off an online fundraising drive yesterday at www.savetheunit-edstates.org.

A schedule of events is slated for New York on July 18 to celebrate the 60th anniversary of the ticker tape parade that celebrated the record-breaking voyage.

The Conservancy wants to restore the "Big U" as the centerpiece of a mixed use waterfront real estate development.

Thomas Basile, principal of Empire Solutions, told O'Dwyer's that he handles strategic communications and media relations work for the Conservancy.

He served in the State and Defense Depts. of the Bush II White House and was a senior press advisor to the Coalition Provisional Authority in Baghdad.

In 2007, Basile teamed with Don Middleberg to form the Middleberg Sustainability Group, where he serves as managing director.

FTI CUTS 3% OF STAFF

FTI Consulting said it will lay off about three percent of its 3,800-staff workforce and take a \$28M charge in the second quarter as it streamlines offices in a bid to cut costs.

FTI said 115 employees were notified by June 29 of termination. "The majority of affected employees were employed in the two business segments most impacted by current economic conditions," the company said in a statement, which cited "current business demands and global macro-economic conditions" for the moves.

The company said it will reduce excess real estate capacity amid the layoffs but did not specify which two units will be affected. FTI's five business units include strategic communications (formerly FD), corporate finance/restructuring, technology, economic consulting, and forensic/litigation consulting.

FTI did not return an inquiry from O'Dwyer's about the cuts' impact on strategic communications. Geoffrey Pelham-Lane, president of FTI's global strategic communications unit, is leaving the firm at the end of the month.

Technology consulting and strategic communications were the two units which posted declines in the first quarter of -2.9% and -2.7%, respectively. Overall FTI revenues were up 9.2% to \$395.2M for Q1. It reports Q2 results on Aug. 2.

FTI said the cuts will save about \$14M over the rest of 2012. It also expects additional real estate consolidation during the third quarter.

Fiscal year 2011 revenues were \$1.57B.

SUSTAINABILITY PRO JOINS MWW

Deana Perlmutter, who was running Integral Group, is joining MWW's Washington office as the New Jersey-headquartered shop beefs up operations in the nation's capital.

As deputy general manager and senior VP-corporate affairs posts, Perlmutter will counsel clients on corporate, economic and environmental sustainability strategies. Perlmutter also was a senior policy advisor at Holland and Knight, where she was responsible for launching its green tech practice.

During a 10-year stretch at Dutko Worldwide, Perlmutter opened its Denver office and started a sustainability unit.

BANK CEOs TAP CANTOR AIDE FOR PR

The Financial Services Forum, the advocacy group chaired by Goldman Sachs CEO Lloyd Blankfein which is comprised of the CEOs of the 20 largest financial institutions doing business in the U.S, is bringing in the communications director for House Majority Leader Eric Cantor (R-Va.) to head communications.

Laena Fallon, who joined Cantor's office in January 2011 as press secretary, is slated to take the title of VP for comms. for the FSF in August.

Eric Hurtt stepped down as senior VP/comms. for the Forum last year for the VP slot at the commercial bank-back entity The Clearing House.



Pelham-Lane

PR OPINION

This reporter had a medical emergency starting Tuesday, July 10—a kidney stone.

On advice of my doctor I hot-footed it to the emergency room of NYU at 9 p.m. where I got relief about six hours later when doctors flushed out the “stone,” a small mass of hardened crystals.

Some 20 million Americans need treatment for kidney stones each year, one of whose causes is not drinking enough water.

I had no intention of writing about this incident until I picked up the Thursday, July 12 *New York Times* and read a detailed story of more than a page (2,651 words plus pictures) about a 12-year-old boy who was sent to the NYU ER and didn't survive. <http://tinyurl.com/d6wde2h>.

A cascade of errors by Rory Staunton's own doctor and those in the ER resulted in his death April 1, four days after his initial visit. The precipitating incident, a fall in the gym that resulted in a cut, was wildly out of proportion to the ultimate result. There was all sorts of mis-communication and non-communication, documented by Jim Dwyer, who writes the “About New York” column.

Staunton's parents are as angry as possible and want a full accounting of what went wrong.

Dwyer's account had drawn 1,558 comments by 10 a.m. today including many from doctors who denounced him as inaccurate and causing needless fear of ERs. Dwyer has written thousands of words in rebuttal to the critics.

NYT columnist Maureen Dowd wrote July 15 that Staunton was a victim of “false assumptions, overlooked data and overburdened doctors” who might have been saved by a “swift dose of antibiotics.” <http://tinyurl.com/6oe23np>.

My Diagnosis: Imbalance of Medical Staff

Having experienced four visits to the NYU ER in recent years, I can make a quick diagnosis of what's wrong—not enough doctors and nurses in the ER and more than enough in the regular hospital.

The hospital became the NYU Langone Medical Center following a gift of \$200 million in 2008 from Kenneth Langone, a native of Roslyn Heights, New York, who became a venture capitalist and co-founder of The Home Depot.

Langone, since his name his plastered all over NYU Medical and he is board chairman, should take a look at this imbalance in how some of his money is being used. He might put up another \$100M or so for ER personnel. WP estimates his worth at \$1.3 billion.

My doctors and no doubt others say “Get thee to the NYU ER” when almost any condition comes up including indigestion, sudden rash, and a painful shoulder (bursitis). It seems like a form of medical cop-out. Staunton's own doctor, in reply to a question by Dwyer about the doctor's mistakes in treating Staunton, replied, “I sent him to a major medical center.”

Four visits to the NYU ER over the years provide plenty of evidence that it is being run far above its

capacity. The ER, even in the wee hours of the morning, looks like Grand Central Station with patients stacked every which way including in hallways and in close proximity to each other. Patient “privacy” is promised by a sign but it's in short supply. NYU ER had 42,819 visits in the latest available year or more than 800 a week.

The scene at NYU is no doubt replicated across the U.S. since about 45 million have no insurance of their own and no recourse except the local ER.

After spending the night in the ER, I was transferred to the regular NYU hospital which abounded in doctors and nurses. I got plenty of attention. The atmosphere of calm, undivided attention to my symptoms was in contrast to treatment in the ER where personnel seemed to be working on many cases at break-neck speed.

Given my experiences, it's easy to see how tests were made on Staunton and crucial, life and death results were not communicated to his family or doctor. That is a key charge in the Dwyer article.

PR Advice for the NYU ER

The word “emergency” seems to connote speed but that's in short supply at the NYU ER.

Upon entering I found two administrators, one of whom was busy with a patient and another who was doing paper work. I told the second one of my pain (nine on a scale of ten) and he told me to sit down and wait my turn. He didn't realize that people with kidney stones prefer to stand because that is the least painful position.

Recommendation No. 1 would be to have at least one medical person at the entry who can decide who should get treated the fastest. Triage should be based on those with the most pain rather than the order in which people arrive. Delay in treatment, as in Staunton's case, can lead to death.

My doctor had diagnosed kidney stone on the phone in a few seconds. It was not until around 1 a.m. that I saw an NYU doctor (one of two on duty as far as I could determine) and got the same diagnosis. Treatment began that removed symptoms by around 6 a.m.

The caring attitude of the staff in the regular hospital, backed by expertise, should be in evidence from the moment a patient enters the ER facility so that they get a “seamless,” consistent experience.

PR Muzzled

Dwyer called Lisa Greiner, senior director of institutional communications for NYU Langone, who offered the hospital's “deepest sympathies” but nothing else.

Wrote Dwyer: “NYU Langone declined to discuss any aspects of Rory's care or hospital procedures.”

Greiner, a graduate of Ward Melville high school, Setauket, L.I., and the University of Delaware, was an account supervisor at Stanton Crenshaw Communications from 1999-2002; IR director at WellChoice, parent of Empire Blue Cross/Blue Shield; PR director of Empire Blue Cross/Blue Shield, and PR director of WellPoint from January, 2006 to May 2009 when she joined NYU Langone as PR director.

Deborah Bohren is VP for Medical Center comms. and PA.

— Jack O'Dwyer