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O'Dwyer's Newsletter

The Inside News of
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PENN OUT, BAER IN AS CEO OF BURSON

Burson-Marsteller has replaced CEO Mark Penn with vice chair Donald Baer, as Hillary Clinton's former campaign strategist exits one of PR's highest profile agencies for a role with Microsoft.



Baer, Penn

The 58-year-old Penn was named CEO in 2005 and will take a role as corporate VP of strategic and special projects at Microsoft, where he has advised top brass since 1998.

Baer, 57 and a former Clinton White House communications aide, has been at WPP-owned B-M since 2008, serving as worldwide vice chairman and chief strategy officer, overseeing work for several top clients of the firm. He also chaired B-M's Penn Schoen Berland unit, founded by Penn, who called Baer a "trusted adviser."

Baer was communications director for President Bill Clinton from 1994-98 before moving into the private sector as senior VP for strategy and development of Discovery Communications. He started out as a media lawyer in New York and moved into journalism, including stints at *U.S. News and World Report* and *The American Lawyer*.

WPP CEO Martin Sorrell said in a statement that he is confident the firm's "track record of success" and reputation in the industry will continue under Baer.

IOWA LOOKS TO GROW ECODEV PR

Iowa's economic development engine is looking to grow its PR capabilities as it reaches out to agencies for a communications plan.

The Iowa Economic Development Authority released an RFP July 19 calling for pitches to develop a plan for media relations (regional, trade, national and international) and PR tactics like content development to support its marketing of the state to business.

Marketing and communications director Tina Hoffman said the IEDA previously had Burson-Marsteller handling marketing and PR but in July shifted to a local firm for marketing and creative—ZLRIgnition—and decided to separate out the PR functions.

Key audiences are site selection consultants and business leaders in sectors like biosciences, IT, renewable energy and advanced manufacturing. PR budget is capped at \$750K annually. A one-year contract with a year-long option is slated to start in September.

Proposals are due Aug 3. RFP: <http://bit.ly/NrwdFH>.

BLJ REPS ANTI-PRESS ECUADOR

Brown Lloyd James has scooped up a \$30K a month contract to support the Washington embassy of Ecuador, which is ruled by leftist president Rafael Correa.

Correa, who is up for re-election next year, is currently deciding whether to grant political asylum to WikiLeaks founder Julian Assange, who is holed up in Ecuador's London embassy, to avoid deportation to Sweden to face prosecution of a sex charges case.



Correa
Photo: GIBEX

The *Guardian* noted last month that Assange's bid for openness stands in sharp contrast to Ecuador's free speech record, which has been panned by Human Rights Watch, Reporters Without Borders, Committee to Protect Journalists and Amnesty International.

Jose Miguel Vivanco, director of HRW's America's division, believes only Cuba tops Ecuador when it comes having a lousy free speech record in the region.

BLJ's handles grassroots outreach, media relations, research/analysis, strategic counsel and event management services to the embassy.

The PR firm is still taking media hits for past work for Syrian strongman Bashar al-Assad. The *New York Post* (July 16) ran an item that called BLJ "Assad's New York Coddlers."

OMC REPORTS 2.8% RISE IN Q2 NET

Omnicom reported a 2.8 percent rise in Q2 net income to \$282.7M on a 2.1 percent advance in revenues to \$3.6B.

Its Fleishman-Hillard and Ketchum-dominated PR group rose 2.2 percent to \$322.2M during the period.

That performance trailed the 3.4 percent rise in advertising revenues to \$1.7B, but topped the 2.1 rise in CRM revenues to \$1.3B and the 5.7 percent decline to \$260.5M for OMC's specialty sector.

The auto group showed the biggest growth rate, up 20 percent. That was followed by retail (+12.7 percent), consumer products (+7.0 percent) and technology (+4.5 percent).

Sector laggards were telecom (-9.9 percent), travel and entertainment (-6.1 percent) and financial services (-3.1 percent).

CEO John Wren shelled out \$113.2M for acquisition outlays so far this year. His second-quarter deals were for London-based Portland PR firm and adam&eve marketing services outfit.

OBAMA BIOETHICS PANEL SEEKS PR

A presidential commission established in 2009 to advise the White House on bioethical issues is reaching out for PR support for public meetings and the release of reports.

The Presidential Commission for the Study of Bioethical Issues, established by executive order by President Obama in November 2009, is currently engaged in three key issues: privacy of human genome sequence data, development of medical countermeasures for children, and neuroscience and related ethical issues.

The group of presidential appointees draws from backgrounds in law, science, engineering and bioethics, among other fields and meets quarterly.

The commission, via RFP, seeks a PR contractor to advise its executive director and communications director on media relations, talking points, digital communications and other endeavors.

A one-year contract with two option years is expected through the Dept. of Health and Human Services, Rockville, Md.

The commission is also currently accepting applications for a communications assistant position.

Proposals are due Aug. 15. RFP: <http://bit.ly/PIG0Kb>.



REPORT: P&G MULLS PR HELP

Procter & Gamble is reportedly mulling outside PR help as the consumer goods giant is targeted by activist investor Bill Ackman.

Ackman, via his Pershing Square Capital Management hedge fund, set off an investor flurry on July 13 that drove up P&G shares after he disclosed a stake in the company.

P&G, which has been struggling and laid out \$10 billion in planned cuts earlier this year, could be spurred into bigger changes with the activist Ackman ratcheting up pressure, according to reports. P&G brands include Gillette, Tide, Pringles and Duracell.

Bloomberg said July 16 that P&G has spoken to financial and communications advisors about handling Ackman's play.

When Ackman staged and ultimately won a proxy fight with Canadian Pacific Railway in May, the transcontinental railway operator brought in New York-based Joele Frank, Wilkinson Brimmer Katcher for PR counsel.

Joele Frank also aided retailer Target in its successful proxy fight against Ackman in 2009.

P&G has declined to comment on whether it has sought outside help. Director of external relations Paul Fox told Bloomberg the company will not comment on "wild rumor and speculation."

Ackman's Pershing Square works with New York-based strategic communications firm Global Strategy Group.

NESTLE ADDS COAN TO ITS PR KITCHEN

Nestlé USA, home to iconic food brands like Gerber, Stouffer's and Lean Cuisine, has brought in Waggener Edstrom's Hannah Coan for a top corporate and brand affairs role, following the retirement of long-time VP Laurie MacDonald.

MacDonald exits the \$10B packaged foods giant after 27 years. Scott Remy, an ad agency vet, is chief communications officer.

Coan, who takes a VP title at Glendale, Calif.-based Nestlé, was a senior VP at WaggEd leading its PR work for Microsoft's Office division. She was previously an executive VP for Publicis Consultants PR in Seattle, where she handled the Nestle account that included brands like Lean Cuisine, Mighty Dog and Gerber.

Coan leads internal and external communications, public affairs and oversees the company's Culinary Center.

Other Nestlé brands include Toll House, Juicy Juice and Dreyer's/Edy's ice cream.

Swiss parent Nestle S.A. had 2011 sales of \$94 billion.



Coan

MARINO TO BREW PR FOR MILLERCOORS

Peter Marino, president of the PR operation of Minneapolis marketing communications firm Olson, is moving in-house at MillerCoors in the new post of VP, communications.

Marino, who had consulted for Miller Brewing and handled MillerCoors as a client at Olson, founded Dig Communications in 2004, building the PR firm up to 50 staffers and five offices before it was acquired by Olson in 2010.

MC, based in Chicago, was formed by the 2008 merger of beer giants Miller Brewing and SABMiller.

Neil Horton, former senior VP of comms. and government affairs for Miller Brewing, is chief public affairs and communications officer at MC.

APCO GETS PAYMENT FROM WALKER FUND

APCO Worldwide's Chicago office received a \$10K payment from a legal defense fund for Wisconsin Gov. Scott Walker in May, according to campaign finance records.

The payment, which came weeks after Walker won a contentious recall election in the Badger State, came from the Scott Walker Trust and was made alongside other outlays to law firms totaling more than \$155K.

The Wisconsin Democracy Campaign, which highlighted the filing, said the trust is a fund created to pay Walker's legal expenses associated with a three-year-old investigation by the Milwaukee County district attorney into former Walker aides when he was the county's executive.

Tilden Katz, an attorney who heads APCO's Chicago office, and an APCO spokeswoman did not return inquiries from O'Dwyer's.

GOOGLE'S MAYER GETS YAHOO! CEO POST

Marissa Mayer, who was the public face of Google and creator of the “look and feel” of its user experience, is now Yahoo!'s fifth CEO in five years.



Mayer

The 37-year-old was most recently responsible for Google's local, maps and location services.

Mayer joined the company in 1999 as its 20th employee and developed the flagship search product before moving on to manage Google News, Gmail and iGoogle.

Mayer takes over for Scott Thompson, the former chief of eBay's PayPal unit who did a four-month Yahoo

stint, but was forced into retirement following revelation that he exaggerated his academic credentials.

Ross Levinsohn, who had headed Yahoo's global media operation, has been serving as its interim CEO.

Mayer's high-profile appointment has drawn coverage also for her revelation that she is six months pregnant. Mayer said she will take a brief maternity leave and “work throughout it.”

KENNY REJOINS PBS NEWSHOUR

Justin Kenny is rejoining PBS NewsHour on Aug. 20 as foreign editor in charge of all international coverage.

That will follow a 10-year stint at Reuters Television, where Kenny advanced from producer to North America duty news editor.

Kenny had worked as a desk assistant at PBS NewsHour, as well as Channel 4 in London, WJLA in Washington, D.C. and Fox News.

Kenny will succeed Mike Mosettig, who is retiring after a nearly 30-year stint.

NBCU BUYS MICROSOFT STAKE IN MSNBC.COM

Comcast's NBCUniversal unit has bought Microsoft's 50 percent stake in MSNBC.com for about \$300M and has renamed the cable network NBCNews.com.

The move unwinds the venture that dates from the mid-1990s. The site attracts about 50M visitors and employs a staff of 300.

Steve

Capus, who heads NBC News, said the deal liberates the network and allows it to develop new ways to deliver news and videos.

NBCNews.com will keep sections for MSNBC.com's political programs like “The Rachel Maddow Show.”

Media biz | NBCNEWS.com

Msnbc.com becomes NBCNews.com

NBCUniversal takes full ownership of online news network as Microsoft agrees to dissolve 18-year joint venture

By M. Alex Johnson
Reporter
NBC News
updated 7/18/2012 4:07:32 PM ET

REDMOND, Wash. — NBC News has acquired full control of msnbc.com and its digital network from Microsoft Corp. and is immediately rebranding the site as NBCNews.com.

More details of the arrangement remain to be worked out, and financial terms

AOL PLUGS IN COMMUNICATIONS CHIEF

AOL has recruited ThomsonReuters' Jolie Hunt to serve as chief marketing and communications officer.

Hunt, who was SVP, global head of brand and PR at TR and penned the “Gal with a Suitcase” column syndicated by Reuters, reports to chairman and CEO Tim Armstrong. AOL in late 2010 named MTV vet Lauren Hurvitz to head corporate communications, but she left after a year.

“Everyone has an AOL story or connection, and I look forward to playing a pivotal role in our transformation,” said Hunt.

The new post oversees the tech giant's global communications strategy, including internal/external comms., social media, CSR and events, as well as consumer marketing.

In a statement, Armstrong said marketing and communications are “critically important” to AOL.

Earlier, Hunt was global director of corporate and business affairs at IBM and director of PR for *The Financial Times*.

FITNESS FOCUSES ON BEAUTY

Heather Muir, beauty news editor at *Conde Nast's Allure*, has moved to Meredith Corp.'s *Fitness* magazine as beauty director.

Fitness editor-in-Chief Betty Wong said the mag looks forward to a “fresh approach” Muir will bring to its expanding beauty coverage.

At *Allure*, Muir reported on product news, beauty innovations, and hair and makeup trends. She was previously beauty editor at *Seventeen*, directing photo shoots and writing and editing articles and videos.

Muir started out as beauty editor at *Cosmopolitan*, where she co-wrote the book “*Cosmo's Sexiest Beauty Secrets*.”

Fitness is published 10 times a year by Meredith with a rate base of 1.5M.

DALLAS MORNING NEWS BUYS DIGI PORTAL

The *Dallas Morning News* has acquired local online entertainment news and info portal Pegasus News from PanLocal Media.

Rich Alfano, general manager of the paper's arts and entertainment business, said the deal allows the News to reach more consumers and “strengthens our ability to provide the latest and most relevant information about places to visit, events, music and restaurants.”

Pegasus aggregates content and produces original pieces, in addition to its databases.

The DMN noted Pegasus’ “hyperlocal” data provides info on 225,000 places, 5,000 events, 4,200 restaurants, 2,500 bands and specials.

Sarah Blaskovich, editor of Pegasus, said, “It's an exciting time for digital news and information companies like Pegasus News, and we're thrilled to be teaming up with the largest creator of proprietary local news and information in Dallas-Fort Worth.”

A lot of the DMN's content is now behind a paywall but Pegasus content will remain free, the paper said.

Terms of the deal were not disclosed.

The DMN is published by A.H. Belo Corp.

MEDIA NEWS continued**SULLIVAN TAKES NYT OMBUDSMAN POST**

Margaret Sullivan, editor and VP at *The Buffalo Post*, takes the public editor post at the *New York Times* on Sept. 1. She succeeds Arthur Brisbane, who assumed that slot in June 2010.

As the NYT's fifth public editor, Sullivan will comment on the paper's journalism and serve as the paper's liaison to its readers.

She is to be the paper's "initiator, orchestrator and moderator of an ongoing conversation about The Times' journalism," according to the release announcing Sullivan's hiring.

Sullivan has edited the Post for a dozen years. She began as a reporter there in 1980. The Post is owned by Warren Buffett's Berkshire-Hathaway.

COOK BECOMES CHIEF OF MOTORCYCLIST

Marc Cook is the new editor-of-chief of *Motorcyclist*, which is owned by Source Interlink Media.

He held the e-i-c post at *Kitplanes*, the journal of amateur-built airplanes, from 2004-2012 and senior editor/executive editor at *Motorcyclist* from 1999-2002.

Cook has contributed articles to *Motorcycle Cruiser*, *Sport Rider* and *Motorcycle Escape* and began a journalism career in 1982 at *Cycle Guide*.

Motorcyclist is celebrating its 100th anniversary this year.

CHICK-FIL-A TRIES TO DIFFUSE COO REMARKS

Fast food chicken chain Chick-fil-A took to Facebook July 19 in an attempt to diffuse remarks by the company's president deriding gay marriage.

Chick-fil-A president and COO Dan Cathy, speaking to a religious news agency and talk show last week, said the company supports "family – the biblical definition of a family unit."

Cathy said "we are inviting God's judgment on our nation when we shake our fist at Him and say, 'We know better than you as to what constitutes a marriage,'" he said.

The remarks came as media focused on the Boy Scouts of America's decision to keep its ban on gay scouts and leaders in place.

The \$4B-a-year Chick-fil-A released a statement on Facebook saying that all customers are welcome.

"The Chick-fil-A culture and service tradition in our restaurants is to treat every person with honor, dignity and respect – regardless of their belief, race, creed, sexual orientation or gender," the company said. "We will continue this tradition in the over 1,600 Restaurants run by independent Owner/Operators. Going forward, our intent is to leave the policy debate over same-sex marriage to the government and political arena."

Don Perry heads corporate PR for Atlanta-based Chick-fil-A. Jackson Spalding is the company's PR agency.

In its statement, Chick-fil-A noted the company's founder, Cathy's father Truett, applied "biblically based

principals" like closing on Sundays, operating debt-free, and contributing to local communities to its business model.

The PR dust-up is the latest in a series of show-downs between the company and gay rights supports dating back years.

Cathy's remarks were prompted by a question about the company's support of organizations that have taken an anti-gay stance, like the Family Research Council, Focus on Family and Exodus International. "We are a family-owned business, a family-led business, and we are married to our first wives," he told the *Baptist Press*.

Chick-fil-A's statement on Facebook drew nearly 7,000 responses in the first few hours.

BROWN, NIKE REMOVE PATERNO NAME

Seven months after Joe Paterno died, his brand appears to be following suit.

Brown University said it has dropped Joe Paterno's name from a top athletic award and is reviewing his election to the school's hall of fame after the late Penn State University football coach was implicated in that school's sex scandal.

Brown since 1993 presented an award named after Paterno to its top male freshman athlete, but took his name off the award for this year's presentation. "The director of athletics has now recommended and the university has approved the decision to remove permanently the Paterno name from the award," the school said in a statement July 17.

Brown also said Paterno's election to the university's athletic hall of fame is being reviewed and that a coaching chair position named after Paterno was previously eliminated.

Following the release of former FBI director Louis Freeh's report on the Penn State scandal, Nike CEO and president Mark Parker—a 1977 graduate of Penn State—said the company would change the name of the Joe Paterno Child Development Center at its headquarters in Oregon.

On the campus of Penn State, the makeshift tent city that forms to buy Penn State football tickets which is sanctioned by the university will be changed from "Paternoville" to "Nittanyville" this year. The organization said it will donate proceeds from its fundraising to an organization to raise awareness of child sexual abuse.

"Now, it's a new era of Nittany Lion football," said Troy Weller, a Penn State senior and president of the newly dubbed Nittanyville Coordination Committee, "and by changing the name to Nittanyville we want to return the focus to the overall team and the thousands of students who support it."

The university itself, after taking time to mull whether to remove a prominent statue on campus of Paterno, on July 22 removed the statue. The tribute had become a flashpoint for criticism and support of the late coach.

The NCAA announced July 23 an unprecedented \$60M sanction against the university, although the so-called "death penalty" punishment of canceling the school's football season was not invoked.



Cathy

NEWS OF PR FIRMS**MIDDLEBERG EXECS BUY OUT**

Water & Wall Group has formed with the acquisition of clients from Middleberg Communications' financial and corporate practices group. Scott Sunshine, previously a principal and senior managing director, and Andrew Healy, a senior director who both joined Middleberg on its acquisition of TowersGroup in 2006, lead W&W. "We've had a terrific six years at Middleberg," said Scott Sunshine. "The urge, however, to return to our roots as a niche agency that does one thing and does it really well couldn't be ignored any longer."

The duo said they open up with 10 clients in retail and institutional asset management, exchange-traded funds, venture capital, private equity, and an accounting industry association.

Their old boss, Alan Towers, is an advisor.

CJP NOW PROSEK PARTNERS

CJP Communications, New York, has changed its name to Prosek Partners, dropping the "C" from an old partnership with Cubitt Consulting in London and the "J" for Dan Jacobs, who retired in 2006.

Jennifer Prosek, founder and CEO, said the firm wanted a single name to use worldwide as 20 percent of its clients are non-U.S. companies and a large share of its domestic clients now engage PP for global work.

Prosek, No. 5 among financial firms ranked by O'Dwyer's this year, has added the tag line "Unboxed Communications."

FEDERAL ADOPTION PUSH SEEKS AGENCIES

The Dept. of Health and Human Services is scanning for agency support of the National Adoption Recruitment Campaign, a public education push to encourage parents to adopt kids from the public child welfare foster care system.

HHS is asking for input from agencies qualified under small business procurement rules to handle PR, extensive media outreach, PSA production, and monitoring, among other communications aspects of the campaign.

The U.S. Children's Bureau, under HHS, runs the AdoptUSKids website and campaign, which highlights the need for foster and adoptive families and helps states handle their own outreach efforts.

HHS stressed that it has not yet issued an RFP but is seeking information on the availability of firms classified as small businesses to handle the work.

Deadline for responses is July 24. Details are at <http://bit.ly/LvnPdP>.

BRIEFS: Fleishman-Hillard announced the six young professionals comprising the inaugural class of its Alfred Fleishman Diversity fellowships, which are aimed to identify and recruit seniors and graduate students in PR. They are Will Alexander and Whitney Boggs (New York); Branche Foston (Chicago); Leah Girma (St. Louis); Erin Jordan (Dallas), and Jasmine Nesi (Washington, D.C.) office. "This is an impressive group of young professionals with diverse backgrounds and credentials," said F-H president/CEO Dave Senay.

NEW ACCOUNTS**New York Area**

Edelman, New York/Heineken USA, as AOR for corporate communications and its Dos Equis brand, following an RFP process. The work includes reputation management, employee engagement counsel and day-to-day media relations. MSLGroup, which handles the Heineken and Amstel Light brands, had the corporate business. H+K Strategies worked the Dos Equis account.

5W PR, New York/Travel Alberta, tourism marketing agency for the government of Alberta, Canada, for PR focused on the capital, Edmonton.

Robertson Solutions, New York/Tourism Northern Territory, government tourism body for Australia's Outback Northern Territory, for a renewal after winning the business in 2008. RS president Kylie Robertson heads the account.

Nancy J. Friedman PR, New York/The Jade Hotel, boutique hotel in Greenwich Village scheduled to open in fall 2012, for PR.

Workhouse, New York/Papadam, Upper East Side (Indian) eatery slated for September opening, for PR.

East

Calypso Communications, Portsmouth, N.H./Monadnock Paper Mills, for PR, marketing and creative.

Southeast

The Brandon Agency, Myrtle Beach, S.C./Santee Cooper, state-owned electric and water utility and the state's largest power producer, as AOR, after an RFP.

Uproar PR, Orlando/Savage Race, mud and obstacle racing company, as AOR.

Max Borges Agency, Miami/CM4, electronics cases; CUBEDGE, wireless speakers; Dbest London, speaker designer; Drift Innovation, HD cameras; Ego & Company, Apple accessories; Electric Friends, iPhone docking stations, and EnChroma, glasses for those with color vision deficiency, all for PR.

Midwest

SSPR PR, Chicago/Herborium Group, botanical-based medicinal products, for PR and marketing comms.

Flowers Communications Group, Chicago/MillerCoors, a renewal to handle multicultural outreach, adding the Coors Light and Miller Lite brands. The firm also picked up outreach duties for Major League Baseball's first Diversity Business Summit on July 24 in Chicago.

Mountain West

Wall Street Communications, Salt Lake City/Primestream, Miami-based advanced media asset management and broadcast automation software.

Southwest

Ideas Collide, Scottsdale, Ariz./Creative Learning Corp., developer of the Bricks 4 Kidz children's education and enrichment program, for PR.

International

Aspectus PR, London/iOra, data replication solutions, to manage media relations.

Burson-Marsteller, Guanzhou, China/HNA Property, developer, to manage the branding and strategic communications for Da Ying Shan, a central business district development project in the city of Haikou in Hainan Province.

West

Nadel Phelan, Scotts Valley, Calif./Compuverde, big data storage solutions, for PR.

— Greg Hazley

NEWS OF SERVICES

CISION SEES GAINS IN 'EVENTFUL' QUARTER

Cision AB, acknowledging an "eventful" second quarter in which it settled a major copyright claim from Dow Jones, reported revenue for the period increased 7.4% to SEK 260M (\$37.5M), although operating profit plummeted 130% to a loss of SEK 9M, about \$1.3M.

Cision said it took a SEK 45M charge (\$6.5M) to cover the costs of the settlement with Dow Jones, as well as legal fees and the cost of implementing production changes related to the copyright claim.

CEO Gans Gieskes said the company's ongoing "transformation" and focus on growth is paying off with gains in the U.S. and Europe.

The PR software provider's U.S. revenue grew 11% during Q2 as investments in sales and its services have paid off. Its struggling Canadian operations saw revenue fall 5%, down from average losses of 13% over the past year. Total revenue for North America rose nearly 20% to SEK 205M (\$29.6M) as organic growth swung positive to 8% over Q1 of 2011.

Cision said it has 13,103 customers, including 9,270 of its CisionPoint software, up from 8,943 in December.

Gieskes noted the positive revenue growth contrasted with "two key events" in the U.S. during Q2.

Cision sold off its U.S. print monitoring business to BurrellesLuce for \$2M last month saying digital has hastened revenue declines in the space. But the business was worth \$11M in revenue in 2011. It had previously unloaded European print operations.

Cision in June paid out a "significant sum" to Dow Jones, according to the media company, to settle an infringement claim. Among the material risks and uncertainties Cision lists in its filings is the potential tightening of copyright and data protection laws, which could limit its ability to distribute information or cause higher fees to rights holders.

Cision last month hired Dawn Conway, an attorney and former VP of global licensing for Lexis Nexis, to be senior VP of global content licensing responsible for acquiring and retaining all licensed content in support of its global businesses, including its news monitoring and media database services.

Cision has 1,221 employees.

HOOD DIDN'T HAVE 3-YEAR DEAL

Julia Hood, who left as the first paid president/CEO of the Arthur W. Page Society on Nov. 18 after 18 months in the post, did not have a three-year contract with Page as reported June 26.

Offer of such a contract was reported in the 2011 IRS Form 990 of Page but this was a mistake, a pickup of verbiage from a previous contract, said Roger Bolton, who succeeded Hood as president.

Hood was paid a total of \$378,565 for her 18-month stay, which included a \$50,000 performance bonus at the end of the first year.

She departed to previous employer *PR Week*/U.S., although boundless enthusiasm had greeted her arrival and her allegedly stellar performance earned her a \$50K bonus.

Bolton said Hood's performance was "exceptional and the board of trustees is grateful for her service."

PEOPLE

Joined

Joe Shantz, director of marketing insights for Yahoo!, to Porter Novelli, New York, as senior VP of digital analytics. Shantz, who joined the agency on July 16, reports to Karen van Bergen, senior partner and managing director of the Omnicom unit's New York office. Earlier, he was director of analytics at News Corp.'s MySpace and held digital and research posts at PHD (research director), Turner Broadcasting (director, digital media research), and Omnicom's BBDO (research manager).



Shantz

Karen Sung, director of PR, Callison, to Nyhus Communications, Seattle, as director of PR. She was previously a VP at Waggener Edstrom and an associate producer for FOX's Seattle/Tacoma affiliate.

Jonna Bell, also of Callison, joins Nyhus as account manager of marketing.

Jessica Drouet, A/C, Newlink Group, to Cheryl Andrews Marketing Communications, New York, as a junior A/E handling Trinidad & Tobago and TDC.

John Digles, senior VP who led consumer marketing teams at Edelman, re-joins MWW Group as executive VP and GM of the firm's Chicago office. He was previously chief marketing officer for Xango after nearly a decade at MWW in the 1990s to mid-2000s.

Kim Eberhardt, VP of marketing and comms., Hennessey Capital, to Tanner Friedman Strategic Communications, Farmington Hills, Mich., as senior account manager.

Tammy Lee Stanoch, VP of corporate and foundation relations, Univ. of Minnesota Foundation, to Carlson, Minneapolis, as VP, corporate comms.

Kevin Slagle, principal and partner, Capitol Public Affairs, to Ogilvy PR, Sacramento, as a senior VP in its corporate comms. unit. He is a 10-year veteran of Porter Novelli and held posts at Edelman and Teichert Aggregates. His specialties are land use policy, environmental advocacy and legislative affairs.

Catherine Keill, deputy chief of staff to the mayor of Edmonton, Alb., to Hill+Knowlton Strategies, Edmonton, as a senior A/D.

Stephen Corsi, VP and managing director for iCrossing, to Lewis PR, San Francisco, as VP of digital marketing in the U.S. He was chief marketing officer at First NLC Financial Services and senior VP of marketing at First Franklin Financial Corp.



Vorys, Kennedy

Promoted

Mary Skafidas to VP, investor relations and PR, Loews Corp., New York. She joined in January as IR chief after serving as VP of corporate comms. and marketing for McGraw-Hill Education.

Sam Kennedy and **Kate Vorys** to associate A/Es, McNeely Pigott & Fox PR, Nashville. They joined the firm in 2011.

THEATERS, STUDIO ON COLORADO SHOOTING

Theater owners, film studios and trade groups are scrambling PR responses to the July 20 massacre in a Colorado movie theater which has left at least 12 dead and dozens wounded at the height of the summer movie season.

The Washington, D.C.-based National Association of Theater Owners released a statement expressing support for the victims, while praising law enforcement and emergency service personnel, while also stressing the safety of going to movies.

"Guest safety is, and will continue to be, a priority for theater owners," the trade group said. "NATO members are working closely with local law enforcement agencies and reviewing security procedures."



The University of Colorado Denver released a photo of the alleged gunman.

Cinemark Holdings, the Texas-owned of more than 450 movie theaters, including the Aurora, Colo., site where the 24-year-old gunman, James Holmes, opened fire, released a brief statement of condolences at the event.

James Meredith is VP of marketing and communications said the company is working closely with authorizes in the aftermath of the shooting, which took place during a midnight showing of "The Dark Knight Rises."

"Cinemark is deeply saddened about this tragic incident," the company said. "Our thoughts and prayers are with the victims, their families and loved ones, our employees, and the Aurora community. We are grateful for the quick and professional reaction of all local law enforcement and emergency responders."

Warner Bros., the studio which released the Batman movie, nixed a red carpet premiere in Paris July 20 and pulled back the reins on PR appearances promoting the film.

"Warner Bros. and the filmmakers are deeply saddened to learn about this shocking incident," the company said in a statement.

The National Rifle Association, the gun industry and firearm owners' group which typically stays mum in the immediate aftermath of incidents like the Colorado shooting, said an individual unaware of the shooting posted a Twitter message on an NRA account saying "Good morning, shooters. Happy Friday! Weekend plans?"

An NRA spokesman, Andrew Arulanandam, told CNN that the comment was taken out of context and that the group sends its thoughts and prayers to victims, their families and the community. "NRA will not have any further comment until all the facts are known," he said.

The University of Colorado Denver Aschutz Medical Campus confirmed Friday that the shooter, James Holmes, was in the process of withdrawing from its graduate program in neurosciences. Holmes enrolled at the university in June 2011.

The school made a photo of the shooter available to the press.

LIFESTYLE VET O'CONNOR TO MWW

Shelley O'Connor, a veteran of Interpublic's DeVries PR and WPP's UniWorld Group, has joined independent firm MWW Group as VP in its consumer lifestyle marketing practice.

At DeVries, O'Connor spearheaded the lifestyle strategy for Fiat USA. Earlier, she spent nine years at WPP's UniWorld Group, handling entertainment alliances and celebrity partnerships for Ford Motor's luxury Lincoln and former Land Rover and Jaguar brands. She also represented Burger King, Kraft Foods, Home Depot and the U.S. Marines.

O'Connor did stints at the New York Police Dept., Borden and Seagram Americas (Absolut Vodka).

HARBOUR FILES \$15M UAE PACT

The Harbour Group has registered a three-year renewal contract at the Justice Dept. for the United Arab Emirates, showing a \$5M cap on annual outlays including professional fees, expenses, legal, compliance costs as well as third-party payments as approved by the country's embassy.

The pact went into effect Jan. 1 through 2014.

THG will guide the Embassy in the "planning and ongoing implementation of a comprehensive public diplomacy and communications program to sustain and enhance public awareness and understanding of the UAE among U.S. policymakers and opinion leaders," according to the contract.

Richard Mintz, managing director of THG, Matthew Triaca, senior VP, oversee the UAE business.

INDIANA FIRES UP ANTI-TOBACCO REVIEW

Indiana has fired up a review of its mid-six-figure tobacco "counter-marketing" campaign with the state's Tobacco Prevention and Cessation Commission.

Promotus, an Indianapolis-based advertising and PR agency, is the incumbent on the \$450K-a-year account.

The state released an RFP last week to run a statewide public education effort to change attitudes and beliefs toward tobacco use under guidelines developed by the federal Centers for Disease Control.

The state notes tobacco companies outspend anti-tobacco efforts in Indiana by 46:1.

Tobacco companies pumped \$426 million into marketing in the Hoosier State in 2006.

Proposals are due Aug. 24.

RFP: <http://bit.ly/Mj0KYR>.

LOOKING FOR SPOOKY PR

The Haunted Attraction Assn. is looking to hire a PR firm as its membership of operators of scream parks, haunted houses, corn mazes, hayrides and Halloween festivals gears up for the "fright season."

The PR goal is to generate positive coverage of haunted attractions and encourage people to "visit your local haunted house," according to HAA's RFP. The firm also will pitch the association as the expert authority on the haunted attraction business.

HAA has a \$20K budget for a four-month campaign.

President Patrick Konopelski wants to receive electronic proposals at president@hauntedattractionassociation.com by July 24.

PR OPINION

The New York University Langone Medical Center, in seeking a replacement for the retiring VP for communications and PA Deborah Bohren, has changed the job title to VP, communications and marketing.

The 20 pages of specs being circulated by search firm Witt/Kieffer mention “advertising, marketing and branding” before PR is named. <http://tinyurl.com/d568t22>.

“Internal” responsibilities are repeatedly mentioned ahead of “external” responsibilities. The new person is supposed to be “politically savvy both inside and outside the organization.” We don’t doubt that.

There is no mention in the specs of the duties of such major NYULMC figures as board chairman Kenneth Langone, who donated \$200 million to the hospital that is now named after him, nor dean and CEO Dr. Robert I. Grossman.

The fate of the hospital’s reputation in the light of the bungled treatment of 12-year-old Rory Staunton rests with those two and not a new VP.

PR cannot function if it cannot deliver chairs and CEOs to the press both in open press conferences and in one-on-one interviews. If the President of the U.S. confronts the press this way there is no excuse for other people in power to dodge that.

Low Standing of PR Is Evident

This document is testimony to PR’s low standing in corporations and institutions. If followed, the new VP will do little to help NYULMC’s current PR disaster brought about by its mistreatment of Staunton, who died April 1. <http://tinyurl.com/d6wde2h>.

Says the cliché-ridden summary for the job: “The VP of communications and marketing is responsible for the development and implementation of research-based, strategically driven internal and external communications programs that optimize NYULMC’s relationship with the entire range of its constituents: faculty, staff, board, donors, influencers, referring physicians, and patients, current and future.”

Adjectives such as “world class” and “state-of-the-art” are used. “Strategic” is sprinkled liberally throughout.

Notice what is last on this list—“patients.”

Marketing’s emphasis, as noted by a June 17 *New York Times* story by Natasha Singer titled “You for Sale,” is on demographics. <http://tinyurl.com/7f7sbax>. She lists more than 70 traits clocked by marketers such as income, age, occupation down to “vegetarian” and “new mover.” Marketers are not typically interested in discussing issues with reporters.

Thirty-three different duties are listed for the new VP including working closely with more than 50 medical centers and the chairs; the faculty of 29 academic departments; managing ad agencies, being on the “senior leadership team,” and supervising 23 PR pros operating with a \$14 million budget.

Eleven desirable personal characteristics are listed such as “exceptional judgment and maturity,” “emotionally intelligent,” “high-energy,” “good listener,” “well-developed sense of humor,” and “unflagging attention to detail.”

Dwyer Raps “Confidentiality” Claims

Jim Dwyer’s July 12 article in the *New York Times* drew 1,659 comments before it was closed on July 17. One of the comments was a shorter version of this reporter’s

blog about my visit to the ER with a kidney stone. <http://tinyurl.com/73nk58v>.

My advice to NYU is to tell the new VP not to show up at the hospital until he or she has spent a month with relevant press such as Dwyer, staffers at ProPublica, the Staunton family, etc. Schmoozing with all the personages at NYU is not going to do the hospital’s image any good.

Dwyer accuses NYU of improperly invoking “confidentiality” in relation to this incident. There is “no law” against NYU discussing its general procedures about how lab results are handled when a patient has left the hospital, and what blood values are considered alarming,” he wrote.

Medical Horror Stories Sought

ProPublica, which had \$10.2 million in revenues in 2010, up from \$6.3M in the previous year, is wading into this fray.

The investigative group posted an initial article July 20 headlined “Why Medicine Can’t Seem to Fix Simple Mistakes.” It was picked up by numerous media including Huffpost Healthy Living <http://tinyurl.com/c75nzze>.

ProPublica not only described a number of medical mistakes such as operations on wrong body parts and repeated violations by hospitals including NYU, it provides a link to a form asking readers to report problems with doctors and hospitals.

Says the form: “It’s estimated that millions of Americans have suffered avoidable infections and injuries in medical facilities” and asks for detailed descriptions of mistreatment so that “we can bring much needed accountability to the medical system.”

Respondents are promised confidentiality.

A ProPublica Patient Harm Facebook group has been opened at [facebook.com/groups/209024949216061](https://www.facebook.com/groups/209024949216061).

This only scratches the surface of the negative news flow that is coming in the wake of the Staunton case. It may be the “Three Mile Island” of ER treatment.

PR bungling after the 1979 TMI nuclear accident resulted in massive distrust of nuclear regulators and operators.

Medical Establishment Slow to Change

ProPublica raps hospitals in general for being “slow” to adopt new procedures.

A Los Angeles County health official, frustrated by continued abuses at one hospital, told ProPublica: “You can yell, scream, jump up and down, but things don’t seem to change.”

Those who use ERs frequently say the treatment process can be speeded up if patients carry on themselves at all times lists of medications they are taking and the dosages; dates and descriptions of any surgeries; allergies of any type, and lists of all their doctors including regular phone, cell phone, e-mails and faxes.

The ER that I experienced July 10 was over-organized. Staffers wear about five different colors of uniform to signify duties.

I waited about an hour and a half to see a second administrator who took down prescriptions being used, allergies, previous surgeries and other info. There should be other workstations so that nurses or others could pitch in with information gathering.

Doctors who send patients to the ER should call the ER and offer their diagnoses as well as the need for immediate treatment if that is the case.

— Jack O’Dwyer