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O'Dwyer's Newsletter

The Inside News of
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Communications

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FDA AGENCY SEEKS PR ASSESSMENT

The Food and Drug Administration unit charged with a broad scope that includes enforcing laws governing food, drugs, tobacco and other products is on the hunt for an agency to develop a strategic plan for its communications operation.

The Office of Regulatory Affairs, based in Silver Spring, Md., wants an outside firm to assess its existing internal and external communications apparatus, which is composed of 25 staffers, and develop a plan for relations with the media, stakeholders, FDA staffers, and other key audiences.



There is no incumbent and the ORA does not currently have a strategic communications plan.

The ORA's wide purview - it staffs one-third of the FDA's 4,400 employees - spans operations, policy, science and criminal enforcement.

"ORA has an enormous volume of information ... that must be exchanged comprehensively and timely within the organization and externally," says an RFP outlining the work. "Development and implementation of a viable strategic communications structure and plan will increase workforce and community/stakeholder awareness of ORA activities, furthering the ORA mission and the commissioner's initiatives."

Deadline for proposals is June 11. View the solicitation at fbo.gov.

AHIP'S TUFFIN RETURNS TO APCO

Mike Tuffin, executive VP at America's Health Insurance Plans trade group of insurers and healthcare providers, rejoins APCO Worldwide June 25 as managing director of its Washington headquarters.

He replaces Robert Schooling, who was recently upped to Americas president.

Tuffin exited APCO for AHIP in 2005. He was responsible for its advocacy, advertising and grassroots development during the debate over president Obama's healthcare overhaul effort.

Prior to his first APCO stint, Tuffin was senior director of strategic communications at Pharmaceutical Research and Manufacturers of America and Capitol Hill staffer.

APCO has 200 staffers in D.C.



Tuffin

BELL BUYS BELL POTTINGER FOR \$32M

Tim Bell has inked a \$32M deal to take Bell Pottinger off the hands of Chime Communications, setting up a confrontation with WPP's Martin Sorrell.

WPP holds a 20 percent stake in Chime. Sorrell opposes the sale of BP because he believes the transaction is skewed in favor of Bell, who is Chime's chairman.

Chime will get a \$24M cash infusion and a 25 percent ownership in the renamed BPP Communications.

If the transaction gains the support of shareholders June 18, Piers Pottinger will become deputy chairman of BPP. He does not yet have an investment stake in BPP, but plans to become a "significant" owner.

Chime's divested units will be Bell Pottinger PR, Pelham Bell Pottinger (60%), BP Public Affairs, BP Sans Frontières and Bell Pottinger Middle East.

Chime CEO Christopher Satterthwaite said the BP disposal will enable his firm to "exit from non-core business and have a more balanced portfolio of communications and sports marketing," in addition to providing proceeds for investments in digital and healthcare.

WALKER WALKS TO WEBER SHANDWICK

Mary Jane Walker, senior VP at Hill+Knowlton Strategies, has moved to Weber Shandwick's New York office corporate health group.

At the WPP unit, Walker counseled Deloitte, Pfizer's global R&D unit, Forest Laboratories and Amgen. Earlier, she handled Pfizer at Robinson Leher & Montgomery and did an 11-year stint at the National Institutes of Health.

As senior VP at Interpublic-owned Weber Shandwick, Walker will work on positioning, thought leadership platforms, crisis management, restructuring and corporate social responsibility.

Barbara Box is president of Weber Shandwick's New York and Chicago health groups, while Paul Jensen helms the North American corporate practice.

TURETT EXITS EDELMAN

Nancy Turett, who turned over the healthcare reins to Kym White in March, is leaving Edelman to start her own firm. She also will serve as part-time senior counselor to Edelman's sister shop, Zeno Group.

In a 23-year span, Turett worked in New York, London and Paris. She led Edelman's New York health practice and was founding leader of the No. 1 independent's global health operation.

In March, Turett took on the role of chief strategist, health and society post.

White joined Edelman last year after 16 years at at Ogilvy PR Worldwide.

CENSUS BUREAU CONSIDERS PR PLANNING

The communications directorate of the U.S. Census Bureau put out a feeler May 25 to firms as it plans future PR and communications efforts.

Stressing it is not seeking formal proposals at this time, the Census Bureau released a request for information to conduct market research for integrated communications and PR.

“The Census Bureau plans to implement a broad range of communications and public relations activities, i.e. website and online outreach, data education, media relations, and promotion and publicity to inform the American public about statistical information which will be disseminated through multiple communications channels and platforms, i.e. web, social media, traditional media, forums and presentations,” according to the RFI.

Firms are being asked to respond with credentials by June 15. The bureau, based in Suitland, Md., said it may contact individual firms for additional information as necessary.

The bureau’s communications directorate consists of five units: Center for New Media and Promotions; Customer Liaison and Marketing Services Office; Office of Congressional and Intergovernmental Affairs; Office of External Engagement, and the Public Information Office.

Weber Shandwick worked PR for the 2010 census under lead agency draftfcb.

‘MOST VALUABLE AUSTRALIAN’ LOOKS FOR PR

CM Ultimate Events, a Melbourne-based sports marketer/events and tour operator, is looking for a firm to handle media relations surrounding its “Most Valuable Australian” awards event slated for New Orleans on Super Bowl Saturday in 2013.

CM kicked off the award to honor Aussies living and competing in the U.S. at this year’s Super Bowl in Indianapolis.

Pete Fairbairn, who heads PR & communications at CM, said that launch “made a significant splash in Australia and received a lot of support from ESPN.” He wants to make the MVA concept a “major feature of the Australian sports awards calendar.”

On the PR front, CM wants a firm that can generate “pre- and post-event exposure through the right channels.” Sports and celebrity style are crucial as are national TV and radio coverage, according to Fairbairn.

Fairbairn wants to hear from PR firms “about where they think they can place the awards before we start hearing quotes and talking money.”

He can be reached at [pete.fairbairn \[at\] multimateevents \[dot\] com](mailto:pete.fairbairn@multimateevents.com).



WAGGED, HAVAS GRAB EURO HEALTH SHOPS

Waggener Edstrom and Havas have acquired European agencies focused on the healthcare sector.

Paris-based Havas, which owns Euro RSCG Worldwide PR, said it took a majority stake in Creative Lynx, a Manchester-based digital health and wellness communications agency with clients like Johnson & Johnson, GSK and AstraZeneca.

Waggener Edstrom, the No. 3 independent PR firm based in Bellevue, Wash., has acquired Munich-based Patzer PR.

WagEd, which has a small Munich outpost, adds five-year-old Patzer’s 10 staffers under managing partner Michael Patzer, a former product manager for Bristol-Myers Squibb and Sanofi.

Patzer has been an affiliate of the GolbalCom network of PR shops, which includes HealthStar PR in the U.S.

FTI: ‘SHAREHOLDER SPRING’ LINGERS

The so-called “shareholder spring” uprising against executive pay packages is fostering a shift in investor power and communications, according to a study by FTI Consulting.

Shareholder rebukes at companies including Citigroup, Barclays and AstraZeneca this year have reverberated in the U.S. and Europe with the prodding of institutional investors.

FTI polled 170 global institutional investors, finding demand for more annual input on compensation, increased communications, and a larger say in governance. “Investor focus on executive remuneration is not confined to a few high-profile cases nor to a single region or market,” said Mark Kenny, managing director of FTI’s strategic communications practice, formerly FD.

Eighty-eight percent of investors polled said executive pay is important to their decisions, while 62% want an annual “say-on-pay” vote. Sixty-seven percent said they want disclosure of specific performance targets for so-called variable compensation for execs.

FTI’s study found investors are starting to use their voting power to communicate to companies their dissatisfaction with performance and to urge companies to better align pay with performance and shareholder returns.

FTI found that 72% of investors think a vote opposing compensation below 30% is enough to warrant a corporate response, with 15% saying 10% is enough of a threshold. FTI notes that historically companies would get votes surpassing 90% for most resolutions.

Investors are also urging boards to put on more road shows and investor meetings, bucking the norm of written communications with shareholders. FTI found 92% of investors said companies need to put on governance road shows with major shareholders and 58% expect shows once a year.

Kenny noted that road shows aren’t just for companies under fire or marketing a significant resolution. He added: “[Road shows are] increasingly seen as best practice even in circumstances where there are no perceived governance issues or contentious resolutions for the annual meeting.”

FTI’s survey, conducted from mid-April to early May, covered investors in Europe, North America, Asia and Latin America.



AP BUREAU CHIEF TO USD PR POST

Tena Haraldson, former Associated Press bureau chief for the Dakotas and Nebraska, has moved into PR as director of communications and media relations for the University of South Dakota.

She left the AP in January after 35 years reporting and developing staff, as well as news coverage, for six AP bureaus.

Vermillion, S.D.-based USD will be elevating its profile as it transitions into NCAA Division I athletics.

"I look forward to sharing that experience and spreading the word about all the new developments," she said in a statement.



Haraldson

Haraldson is a 1976 graduate of 9,900-student USD.

Former *Dakota County Star* editor Phillip Carter is manager of media relations for the university.

CNN SLATES CELEBRITY CHEF SHOW

CNN has hired celebrity chef Anthony Bourdain to host a weekend show on food and travel, a departure at the news network.

Mark Whitaker, CNN executive VP and managing editor, said the Time Warner property is not locked in to just war and politics.

He is eager to examine alternative programming to give the weekend time slot a different look. Bourdain is a veteran of shows on the Travel Channel and Food Network. His Zero Point Zero Productions are will produce the CNN show.

PBS NEWSHOUR GETS \$\$\$ BOOST

The PBS NewsHour has received a \$3.6M special grant from four foundations to boost coverage of the 2012 presidential election, economy, overseas developments, health, science, education and arts news.

They are the Carnegie Corp., Rockefeller Foundations, David and Lucile Packard Foundation and John D. and Catherine T. MacArthur Foundation.

"The Rockefeller Foundation is proud to support 'The NewsHour,'" said a statement from Judith Rodin, President of The Rockefeller Foundation. "During such a critical time – filled with civil unrest, economic uncertainty and political elections - high quality, in-depth reporting is more important than ever to educate and engage the public."

O'NEILL, EX-DAILY NEWS EDITOR, DIES AT 89

Michael O'Neill, former editor of the *New York Daily News*, died May 29 from complications from pulmonary fibrosis. He was 89.

He became executive editor of the News in 1974 when it was the nation's largest general interest daily with a circulation of two million.

O'Neill led coverage of the city's financial crisis, and is remembered for the famous headline, "Ford to City: Drop Dead," after a President Ford nixed a federal bailout of the city.

O'Neill directed the News in the "Son of Sam" serial killer case and became part of the story when killer

David Berkowitz sent a letter to Jimmy Breslin, the paper's columnist. He resigned in 1982.

News owner Mort Zuckerman credits O'Neill for bringing the paper "into the modern newspapering era with an emphasis on investigative reporting."

TR's BOHAN TO NJG

Caren Bohan, president of the White House Correspondents Assn., will join the National Journal Group in July as managing editor for domestic policy.

She covered the White House for Thomson Reuters for the past nine years and was Reuters' lead correspondent on Barack Obama's presidential campaign.

Ron Fournier, editor-in-chief of *NJR*, calls Bohan "smart, savvy and experienced" and a major editorial asset in areas such as healthcare, economy and the upcoming election.

COULSON DETAINED BY POLICE

Andy Coulson, the former *News of the World* editor and PR man for U.K. prime minister David Cameron, was picked up for questioning by Scottish police who are probing whether he lied while under oath in the phone hacking scandal.

He was arrested in London and driven under escort to Glasgow for questioning. He was released and charged with perjury, according to a report in the *Guardian*.

Coulson had denied any knowledge of the phone hacking of a Scottish politician by a private investigator employed by NOTW.



Coulson testifies before Parliament in early May.

In that testimony, he rejected the idea of a "culture of phone hacking" at the NOTW. He also denied telling reporters to use "the dark arts" to get stories.

After leaving the NOTW, Coulson served as chief of communications for Cameron's Conservative Party. He followed Cameron to 10 Downing Street, but stepped down in January of last year as the hacking story developed.

Coulson was arrested and questioned last year by English police about hacking and the illegal payments to politicians.

WIKIMANIA SET FOR D.C.

More than 100 presentations are slated for Wikimania 2012, the annual gathering of the Wikimedia community, which is slated for George Washington University's Foggy Bottom campus next month.

This year's theme is "Explore. Engage. Empower."

The opening session will feature an update from Jimmy Wales, Wikipedia founder, and a speech from Mary Gardiner, co-founder of the Ada Initiative, a non-profit that works to increase the participation of women in open technology.

(Continued on page 4)

MEDIA NEWS continued**WIKIMEDIA GATHERING (Continued from pg. 3)**

Google, Ask.com, Wikia, Saylor Foundation, Lounsbury Foundation, and Encyclopedia of Life are among sponsors of the event that kicks off with a “hackathon” on July 10.

The State Dept.’s Office of eDiplomacy, Library of Congress; and Broadcasting Board of Governors are listed as partners and collaborators.

Information is available at wikimania2012.org.

FOX SEEKS SPACE FROM ANTI-OBAMA VIDEO

Fox News Channel says the four-minute anti-Obama video that aired May 30 during the “Fox & Friends” show was not authorized by senior management.

The spot came across like a slick Republican attack ad focused on the presidential promise of “hope and change.”



It contrasts that slogan with grim economic statistics and images of unemployed workers, foreclosed houses, food stamps, long gasoline lines and a graphic of a piggy bank to depict lower family savings.

The feature ends with Obama saying, “That’s the power of hope. That’s the change we seek. That’s the change we can stand for.”

Following the clip, F&F anchor Steve Doocy praised the producer for a “job well done.”

Bill Shine, Fox’s programming chief, said the video was created by a junior producer and that management has dealt with the issue.

View the clip at <http://bit.ly/Lh8b3W>.

STARBOARD GETS BOOST IN FIGHT FOR AOL

Starboard Value, which owns a five percent AOL stake, has received a boost from proxy advisory firm Institutional Shareholder Services, which is urging shareholders to back two of Starboards three dissident directors in the June 14 annual meeting vote.

ISS noted: “Because the company does appear to still have a significant issue with cost structure, yet the board, with its rhetoric about ‘liquidation,’ appears to have dug in its heels on exactly the dry-eyed, disciplined business analysis which will be critical to both streamlining the business and allocating capital effectively, it appears likely shareholders would benefit from additional directors with industry knowledge and deep appreciation for these analyses.”

The proxy advisory firm said Dennis Miller and Jeffrey Smith “appear particularly well-equipped to drive the boardroom change the dissident has demonstrated is necessary.”

Miller is a venture capital, while Smith is Starboard’s chief. ISS is supporting the re-election of six AOL incumbent directors.

AOL has rejected the Starboard slate because it fails to offer a “viable strategy of vision for the company.”

Sard Verbinnen represents Starboard.

PFIZER’S REDMOND TO HELM WEBMD

Cavan Redmond, group president, animal health, consumer healthcare and corporate strategy, has joined WebMD to the CEO slot. He replaces interim chief Anthony Vuolo, Chief Financial Officer, of the health information company.

Redmond’s “proven ability to drive strategy and leverage the value of brands will be invaluable as WebMD continues to define and lead the market for digital health information,” said chairman Martin Wygod in statement.

Redmond has more than 20 years of health experience in biotechnology, consumer, pharmaceuticals and infant nutritionals. Before Pfizer acquired Wyeth, he served as executive VP of its high-growth biopharma business unit.

He expects WebMD’s digital reach to consumers and physicians will play an “important part of the industry’s communications infrastructure and as the healthcare industry undergoes significant changes, there is tremendous opportunity for WebMD to better enable patients and physicians to engage with one another.”

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, emedicineHealth, RxList, theheart.org and Medscape Education.

OPRAH RE-LAUNCHES BOOK CLUB

Oprah Winfrey has revamped her book club with today’s roll of “Oprah Book Club 2.0” that highlights “Wild,” the story of Cheryl Strayed’s hike along the Pacific coast.

The venture is part of the OWN network and *O Magazine* enables readers to comment online and share Facebook comments with the www.oprah.com site.

In a post, Winfrey believes it’s time for an “interactive, online club for our digital world.”

Wild was published in March by Alfred A. Knopf.

PEW: AMERICANS ZERO IN ON ELECTION NEWS

The presidential election tops the interest of Americans and sits atop media outlets’ agendas, according to a poll by Pew Research Center released May 22.

Pew also found the public views the increased political coverage to be “fair” between President Barack Obama and former Gov. Mitt Romney. Forty-one percent said coverage Obama has been fair, while 47% gave the same assessment of Romney’s press. Twenty-percent said the press is going too easy on Obama, while 21% say media are pulling punches on Romney.

The presidential campaigns are the most-watched news topic among those surveyed.

Twenty-eight percent said the election is their top story, trailed by 16% who said the economy is their primary interest in the news, said Pew’s News Interest Index gauged from May 17-20.

Pew said Democrats, Republicans and Independents are about even in saying they are following the campaigns “very closely” at 33%, 32% and 30%, respectively.

NEWS OF PR FIRMS**B-M GETS NEW LEADER IN P.R.**

Burson-Marsteller has named Lynette Teissonniere chief of its Puerto Rico operation, replacing Sarah Lora who left the WPP unit.



Teissonniere

She joins from Voice Public Relations, the PR arm of advertising/marketing combo Arteaga & Arteaga.

Previously, Teissonniere did two stints at Comstat Rowland and handled communications for Ondeo Puerto Rico, which operates the island's water and

sewage systems.

She reports to Ramiro Prudencio, president/CEO of B-M Latin America.

B-M opened its Puerto Rico office in 1981.

LAVOIE EXPANDS, JOINS IPREX

Salem, Mass.-based LaVoie Group, which specializes in the life sciences market, has opened a Cambridge, Mass., outpost in the heart of that city's biotech sector and joined the international network of PR firms, IPREX.

The new outpost is located at 201 Broadway (Kendall Square).

"To be in the center of Cambridge's thriving life sciences cluster was a fundamental aspect in the decision to expand offices," said Donna LaVoie, president and CEO.

The 11-year-old firm has also joined IPREX, which as 74 partners around the globe. IPREX America's president Renzi Stone, of Oklahoma City-based Saxum, said Lavoie will add "valuable experience to our investor relations and communication capability."

MIDDLEBERG ALIGNS WITH SM SHOP

Middleberg Communications CEO Don Middleberg has taken a top role with social media agency Laundry Service, in addition to his duties at his PR agency.

Middleberg takes the titles principal and CEO of LS, which shares space at Middleberg's New York offices, with founder Jason Stein continuing as principal and president.

LS handles video creation and distribution, game and app development, and social media management.

The two firms are collaborating on PR and SM for display advertising company Criteo.

BRIEF: **Finn Partners** has introduced FINNstitute, a PR talent development and training program for recent college graduates and current students. The program kicks off in July and is open for applications. Info: finnpartners.com.

RFP: Non-profit with growing licensing program -- National Sleep Foundation, Arlington, Va. -- seeks veteran representation for part-time assignment (freelancer or boutique PR firm). Strong home textiles industry knowledge and contacts required. To receive RFP, submit qualifications and availability to 567post [at] gmail [dot] com with "PR Services" in the email subject line. Deadline: June 15, 2012.

NEW ACCOUNTS**New York Area**

Ruder Finn, New York/The Council for Responsible Nutrition Foundation, non-profit affiliate of the trade group for the dietary supplement industry, to lead its five-year-old public campaign, "Life...supplemented." Ruder Finn is charged with enhancing its digital platforms, including a mobile application, as well as a celebrity spokesperson and supporting media strategies.

LDPR, New York/Millennium UN Plaza, New York, which will unveil a \$30M renovation in its West Tower in September. It is the first of three phases of renovations planned.

Keith Sherman & Associates, New York/54 BELOW, for media relations for the new Broadway nightclub, and The Art Students League of New York, for its Model to Monument project.

Susan Blond, Inc., New York/The System Within, as AOR to launch the next phase of the members-only entertainment network, TSWMall.com. Media outreach, influencer and relationship building, event management and digital marketing are included.

Emerging Media, New York/The Company Store, bedding, décor, and down comforters, for strategic messaging, media relations, corporate social responsibility and product placement efforts.

Corbin-Hillman Communications, New York/POP International Galleries, New York art gallery, a long-time project client, as AOR for PR and social media.

East

V.K. Fields & Co., Durham, N.C./North Carolina Institute of Minority Economic Development, for PR for its three-day networking conference June 21-23.

Southeast

Uproar PR, Orlando/Slogan Slingers, website for crowdsourcing slogans and taglines, for PR.

Midwest

Mulberry Marketing Communications, Cincinnati/KBM Facility Solutions, national provider of janitorial and facility services, for a multi-faceted PR program.

Mountain West

Wall Street Communications, Salt Lake City/Digram, sound cards and AV networking technologies, for global PR to develop a presence in the broadcast and OTT industry trade press.

Southwest

Leverage PR, Austin, Tex./Crowdfunding Capital Advisors, for launch of a new consulting organization, including PR, marketing and conference opportunities, awards, SEO and social media.

West

Weber Shandwick, Seattle/Washington Discover Pass, for a \$150K assignment to promote the new vehicle access permit for state land, which has fallen short of revenue expectations. An RFP was released in Dec.

Ballantines PR, Los Angeles/AKA Beverly Hills, luxury residence development, to oversee all press coverage, events and interface with the local community.

Morgan Marketing and PR, Irvine, Calif./Philly's Best, Southern California Philadelphia cheesesteak and hoagie shop, as AOR for communications.

— Greg Hazley

NEWS OF SERVICES

MARKETWIRE OVERHAULS IMAGE

Marketwire debuted a new brand identity and streamlined product portfolio in May in a bid to position the press release and content distribution company as “a social communications company.”

MW unveiled a new graphic identity and the “Beyond Words” slogan, which it said reflects the power of “combining content and conversation.” The company also said it simplified and streamlined its product portfolio into categories, including its media analysis platform, “MAP,” its social media monitoring service, “Heartbeat,” its distribution arm “Distribute,” and its comprehensive service, “Resonate.”

“We don’t just want our clients to distribute press releases – we want them to connect with bloggers, journalists, influencers, investors and their customers to make an impact,” said president and CEO Michael Nowlan. “We don’t just want to sell software that monitors social networks – we want our clients to discover who is talking about their brands and why, and we want to provide them with the tools to extract real business intelligence from the social web.”

NY AUTH. DRIVES PRESS RELEASE REVIEW

The New York State Thruway Authority, which runs the longest toll superhighway in the U.S., along with the Erie Canal and other waterways, wants to hear from press release vendors.

The Authority released an RFP on May 25 to disseminate its estimated 800 press releases issued via the office of public affairs and customer service. Construction projects, road safety and media events are among topics covered in the releases, which average 600 words.

The vendor must be able to issue news, including photos and images, 24/7, 365 days a year to media and non-media targets.

The Authority’s oversight includes the 570-mile NY State Thruway and 524 miles of navigable waterways include the Erie, Oswego, Champlain and Cayuga-Seneca Canals.

Proposals are due July 9. View the RFP at thruway.ny.gov.

NIRI/L.A. ELECTS BOARD

The National Investor Relations Institute’s Los Angeles chapter has elected Demand Media VP of IR Julie MacMedan as president for 2012-13.

Fred Clayton, CEO of Berkheimer Clayton, and Scott Cunningham, VP of IR for Edison International, were tapped as VP, programs. Serena Ehrlich, director of marketing, Mogreet, Leah Sexeny, new business development, PR Newswire, and DeLise Keim, principal, Keim Consulting, are VPs, communications. Maili Bergman, senior VP of IR, Live Nation, and Geri Weinfeld, IR consultant for Nexon Co., are VPs, membership, and Jeff Cruisinberry of Signature Group holdings was elected VP, treasurer of the chapter. Elaine Ketchmere, COO of CCG IR, is board member at large.

MacMedan said the board is looking “to design a series of events and services that will support and enhance the careers of both new and seasoned” IROs in L.A.

PEOPLE

Promoted

David Herrick, GM of MWW Group’s New York office, to chief operating officer. He works closely with president and CEO Michael Kempner and the firm’s senior leadership team to enhance its “culture, client service and growth.” Herrick, who joined the East Rutherford, N.J.-based firm in 2010, continues in the GM role, as well, adding oversight of Chicago, San Francisco and Los Angeles operations. Kempner said the New York office, which relocated to the city’s Flatiron district, grew by more than 50% over the past 18 months. Herrick is a veteran of Kaplow, Bristol-Myers Squibb and Ruder Finn.



Herrick

Chris Monnat to chief technology officer, Joey Tackett to creative director, and Kim Sullivan to senior VP and head of client services, SevenTwenty Strategies, Washington, D.C.

Neil Nowlin to general manager of Weber Shandwick’s Southwest region, which includes Dallas, Austin and Houston. He reports to North America president Cathy Calhoun. Ten-year WS vet **Dawn Kahle** was named deputy GM, Southwest, under Nowlin, who joined the firm in 2003. The firm has also promoted **Ryan Mikolasik** to executive VP, client relationship leader for the American Airlines account. **Dave Nieland**, who was interim GM, was named head of the Southwest technology practice.



Nowlin

Joined

Debra Berliner, managing director, G.S. Schwartz & Co., to Kellen Company, Atlanta, as director for its Kellen Communications unit. She was previously VP of corporate comms. and IR at Hanover Direct.

Jeanette Brown-Green, who handled Procter & Gamble and Citi at MSLGroup, to Evins Communications, New York, as director of the firm’s food, spirits & wine division, handling clients like Maker’s Mark, SLAP Frozen Energy and HALL Wines. She was previously at Deussen Global Communications and began her career at Taylor.

Jennifer DeGuzman, senior director, corporate comms., AOL, to National Geographic Channel, Washington, D.C., as VP, comms. and talent relations. She was previously VP, comms., at Bravo Media and senior director, MTV. NGC has promoted Dara Klatt to senior corporate comms. director, and Erin Griffin to associate director of comms. and talent relations.

Shina Jackson and **Anna Mullen**, former interns, to French|West|Vaughan, Raleigh, N.C., as A/Cs.

Jackson was an FWV intern while Mullen was at Fleishman-Hillard. **Rich Griffis**, designer for East Carolina University, joins as graphic designer.

Julia Wakefield, former senior A/E and social media director, Schwartz Media Strategies, to rbb Public Relations, Miami, as an A/E on account like Florida Power & Light Company and Florida Blue.

INTERNAL CULTURE TIED TO REP. – MWW

Though three out of four executives say corporate reputation is largely driven by internal culture, only five percent believe their internal culture is strong enough to fend off a crisis, according to a survey conducted by MWW Group.

The poll focuses on the crisis that hit Goldman Sachs after the *New York Times* published a critical op-piece written by a former employee of the investment bank.

MWW conducted the survey of 100 executives at companies with at least 250 workers in April.

Seventy-seven percent of respondents agree that Goldman took a reputational hit from the letter, and two-thirds expect more of these letters in the future.

Forty percent are concerned that a disgruntled employee could trigger a Goldman-like letter crisis, while 22 percent are undecided. Only nine percent strongly agree that their company has a crisis plan in place to deal with a Goldman Sachs situation.

Carreen Winters, executive VP at MWW, notes that reputation management programs are too often centered on engaging with external audiences.

The survey “demonstrates a growing acknowledgement of the connection between internal culture and external reputation,” according to Winters.

She told O’Dwyer’s: “This issue of culture is an important topic, and more and more I am hearing clients talking about its role in their reputation, and their business.”

JFWBK, FTI WORK TALBOTS DEAL

Joele Frank, Wilkinson Brimmer Katcher is guiding Sycamore Partners’ \$193M offer to acquire Talbots, the struggling retailer of women’s clothing and accessories.

The offer is less than the \$212M offer that Talbots had rejected as “inadequate.”

In accepting the lower bid, Talbots noted that it represents a 76 percent premium to where its shares were trading when Sycamore’s offer was first disclosed in December.

Talbots CEO Trudy Sullivan, who is exiting the Hingham, Mass.-based company, said the company is “pleased with the value this transaction delivers to shareholders.”

She called Sycamore a “strong investor with substantial resources and expertise.”

Talbots lost money in four of the last five years, and has been closing stores and cutting its workforce in a bid to get back on track.

FTI Consulting’s senior VP and New York GM Rachel Rosenblatt represents Talbots.

JFWBK partners Michael Freitag and Tim Lynch, with director Jennifer Friedman comprise Sycamore’s team.

Julie Lorigan is senior VP, investor and media relations, The Talbots, Inc.



WEBER SHANDWICK ON 2020 OLYMPIC TEAM

Tokyo’s pitch for the 2020 Olympics is running with Weber Shandwick, which also handled the country’s 2016 bid.

Tokyo was tapped May 23 as a candidate city for the Olympic and Paralympic Summer Games, providing a lift as Japan rebuilds in the aftermath of the 2011 earthquake and nuclear crisis. It squares off against Istanbul and Madrid.

WS, which has worked several Olympic bids and Games over the past two decades, scored an Olympic win for Sochi, Russia, for the 2014 Winter Games.

The firm worked with Tokyo through the applicant phase and was tapped as global PR agency to support its overall communications strategy. Tokyo last hosted the Summer Games in 1964.

The winner of the 2020 Games will be announced by the International Olympic Committee on Sept. 7, 2013 in Buenos Aires, the city which edged Tokyo in the 2016 competition.

MSLGROUP SEES PURPLE

MSLGROUP has launched a practice called PurPle to offer a package of corporate social responsibility, sustainability, reputation management, branding, digital, social media, crisis management, and PA resources.

The 100-member unit is headed by Scott Beaudoin, PurPle global director, and Pascal Beucler. GE India, Kellogg’s, Dell and Perfetti Van Melle are charter clients in the practice with fees of more than \$25M.

Beucler said the new practice marks the evolution of good corporate citizenship from green (environment) and blue (sustainability) to purple (purpose and people).

“Tomorrow’s successful PurPle companies and brands will be the ones that drive more rapid and meaningful change in society and business through the co-creation with stakeholders of shared value, and a shared purpose in society,” he said in a statement.

Publicis Groupe owns MSLGROUP.

LONDON CITY AIRPORT BOOKS GRAYLING

London City Airport, the smallest of the six commercial airports serving the U.K. capital, has hired Grayling to bolster its profile among business travelers and corporate trip planners in key European markets.

The move comes as debate picks up about expanding service in London as Heathrow operates at just about 100 percent, handling 70M passengers a year.

London Mayor Boris Johnson opposes the addition of a third runway at Heathrow, opting instead for construction of a new airport set to cost about \$80B. He believes foreign investors will pick up the bulk of that outlay. There’s also talk about expanding capacity at Gatwick and Stansted airports.

LCA, which is the only facility located in the city, sees an opportunity to boost traffic from three to eight million per year. The airport is eager to promote its proximity to the ExCel London venue (less than a mile away), Olympic site (three miles), Canary Wharf (three miles), and financial district (six miles).

Grayling will target Germany, Spain and Ireland for LCA.

PR OPINION

Coverage by the *New York Times* of the O'Dwyer Co. expose of Dean Rotbart's "Newsroom Confidential" series in 1993 is a case study of a newspaper turning on a source who gave it a good story.

NYT thought so highly of the O'Dwyer expose of what goes on in Dean Rotbart's "Newsroom Confidential" seminar series that it sent a photographer to Rotbart's house in Ridgewood, N.J., and ran a six-column story on Dec. 27, 1993 that occupied about a third of the page and was illustrated with a three-column picture of Rotbart.

The exposure of what Rotbart was saying about financial journalists caused the PR Society, which hosted the talk at its 1993 conference, to cancel plans to sell a videotape of the talk. It had recorded it with two cameras.

Business Wire, which had helped Rotbart to promote his seminar, announced that, "As of now, we have absolutely no involvement with TJFR (Rotbart's firm) or its products."

PR Newswire, which sponsored the "Business News Confidential" TJFR directory, acknowledged it had an agreement to co-sponsor many of the 27 Newsroom Confidential seminars planned in 22 cities in 1994 but said it was not required to do so. PRN said it would sponsor the seminars if they were "of value to our clients."

NYT Provided Twisted Coverage

Columns by William Glaberson on Dec. 27, 1993 and March 7, 1994 falsely accused this reporter of making a "secret tape" of the talk (a subhead in the Dec. 27 column); of having "slipped in to a sample session"; of printing a "transcript" of the talk, and falsely described Rotbart as a "rival" and "archenemy" of the O'Dwyer Co. when the two firms only competed in a narrow area.

Rotbart, as he announced early in the talk, was "a reporter, editor and columnist at the *Wall Street Journal* for seven years," rising to writing the "Heard on the Street" column which he noted could change the value of stocks by hundreds of millions in a day.

His firm specialized in covering the business press while that was only a small slice of what the O'Dwyer Co. covered (corporate and agency PR, service firms, general and trade media, about 15 PR and journalist associations, public affairs and lobbying at state and national levels, corporate crises, etc.).

Legal papers writing about the \$21.5 million lawsuit that Rotbart launched against this reporter and the O'Dwyer Co., accepted that the two firms were in competition but did not realize how thin that area of competition was. All charges were dismissed in Federal District Court. I attended the talk as a PRS-credentialed reporter.

Silence of NYT, WSJ, CJR Is Deafening

Although the *New York Law Journal*, other legal publications, *American Journalism Review*, Reporters Committee for Freedom of the Press, Business Wire, the Deadline Club of New York, the Publicity Club of New York and others hailed the court decision as a victory for press freedom, there was only silence from NYT, *Wall Street Journal*, the Columbia Graduate School of Journalism (of which Rotbart was a graduate), the

Columbia Journalism Review, the Society of Professional Journalists and its magazine, *Quill*, and the New York Financial Writers Assn., to which both Rotbart and I belonged.

Charges included copyright violation, unfair competition, libel and slander. All charges were dismissed.

Revisiting the legal case is relevant now because press intimidation and interference have reached intolerable levels worldwide according to UNESCO, which is launching a campaign against such abuses.

Governments, NGOs and professional associations are to blame for granting "impunity" to the offenders, says Navi Pillay, High Commissioner for Human Rights.

Revisiting the Rotbart incident is also relevant now because it exposed the hostility of PRS to the O'Dwyer Co., an hostility that continues in the formal PRS boycott against the company and all its staffers and any "assign." PRS would not provide the Rotbart videotapes to me or anyone else although it had perpetual, unlimited copyright to the speech.

Exposure of the full, 14,000-word transcript would have shown how accurate O'Dwyer coverage was although there were mistakes and omissions. U.S. District Court ruled none of these were substantial.

NYT Schizoid About O'Dwyer!

An odd element to this story is that only a few years previously NYT had hailed the O'Dwyer NL as the "bible of PR."

A May 31, 1987 column on PR by Claudia Deutsch had this opening sentence: "Item: Jack O'Dwyer's Newsletter, the bible of PR, lists huge increases in billings at PR agencies this year." Deutsch based a major part of the column on the increases in 10 PR firms as documented by O'Dwyer's Directory of PR Firms—Hill & Knowlton, Burson-Marsteller, Ogilvy PR, MS&L, Edelman, Doremus Porter Novelli, Fleishman-Hillard, Ketchum, Golin/Harris and Ruder Finn.

Deutsch also covered a story the O'Dwyer NL had been tracking—the wholesale firings and restructurings going on in corporate PR including those at Monsanto, RCA, ITT, W.R. Grace, American Standard and McKesson.

Management consultants had told me that corporate PR units were "hotbeds of political intrigue" and PR people were best dispersed to operating units where they could do product publicity. The Sunday NYT Deutsch article quoted me as saying, "Corporate PR is getting killed." Corporate ad depts. had mostly been closed some 30 years earlier.

If NYT initially thought the story was worth a third of a page, why did it never write a word about the ensuing lawsuit, which cost the O'Dwyer Co. nearly \$100,000 to answer, or the victory by the O'Dwyer Co.?

I was glad to see the negative views that Rotbart expressed about the press being given wide exposure in Glaberson's Dec. 27, 1993 column.

But I was flabbergasted by all the negative arrows aimed at me in the Dec. 27 and March 7, 1994 columns including charges I "slipped into" the session, made a "secret recording," and was "gleefully" writing about my "archenemy."

— Jack O'Dwyer