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Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## ROLLS-ROYCE ROLLS RFP

Rolls-Royce Motor Cars is floating an RFP designed to keep sales momentum at the super-luxury auto company in high gear.

R-R enjoyed a banner year in North America in 2011 as unit sales rose more than 30 percent, making it the No. 2 marketing region behind China.

The automaker, which is part of BMW Group, opened its largest showroom in North America in March in Jericho, Long Island.

In September, R-R is introducing the Phantom Series II model, which is the line's first significant update since 2003.

On the PR front, R-R wants a social media component as it is eager to attract younger customers. It also wants to reinforce the message that purchasing a R-R is a reward for a job well done.

R-R NA is based in Woodcliff Lake, N.J.



## CDC REVIEWS ANTI-TOBACCO WORK

The Centers for Disease Control is reviewing its national tobacco education campaign aimed to counter tobacco industry marketing efforts.

The CDC says cigarette companies spend about \$1M an hour to promote their products and "glamorize and normalize tobacco use."

CDC's Office on Smoking and Health currently works with Alexandria, Va.-based Plowshare Group and on the \$54M "Tips from Former Smokers" campaign, a PSA-driven effort with some PR support handled by GolinHarris. Plowshare is led by former Ad Council director Jeff Boal.

The CDC office is reviewing the account to "extend and complement" its current efforts without duplicating what's already been done, according to a solicitation document.

The goal of the campaign is to educate the public about the harmful effects of tobacco use and encourage people to quit smoking. Creation and deployment of the PSA ads is the primary component of the work, complemented by social/digital and media relations.

Proposals are due July 20. The solicitation documents can be downloaded at fbo.gov.

## CHEVRON CUTS OGILVY

Chevron has dropped Ogilvy PR and Ogilvy Government Relations after it "uncovered a serious, material conflict of interest," according to Dave Samson, general manager of the oil giant's PA unit.

The move follows a Bloomberg report that Ogilvy staffer Felipe Benitez addressed the Amazon Watch group, which fights for the rights of indigenous people living in rainforests. Chevron has been fighting an \$18B judgment against it from an Ecuadorean court that ruled it is responsible to clean up pollution the San Ramon-based oil company inherited from its acquired Texaco unit.

Prior to Ogilvy, Benitez worked at Fenton Communications, where he counseled Ecuador.

Samson, via email, said there has been misreported information in the media: "It is clear some parties want to distort the facts to minimize the serious nature of the conflict that forces us to take this action." He did not provide more details about that conflict.

The decision to terminate Ogilvy was not taken lightly, he said, adding "our decision was in no way a reflection of the people at Ogilvy who worked day-to-day on our business. ...Any effort, by some, to minimize this issue is unfair to these people," he noted.

Ogilvy has called the split from Chevron "primarily a personnel matter" that it cannot provide further information about. Chevron will re-assign the Ogilvy work.

Chevron spent \$260K in first-half federal lobbying outlays at OGR. It added Haley Barbour's BGR shop to its roster in April.

## MWW REBRANDS

MWW Group has launched a new logo and "Matter More" tagline to reflect its independence and the goal to exceed client expectations.

CEO Michael Kempner, who led a management buyout from Interpublic, says the logo "represents that we are more than meets the eye."

The East Rutherford, N.J.-based firm has already put the new logo atop its 15-story headquarters and is in the process of rolling it out to its nine offices.

Kempner said it was an "emotionally rewarding" experience to see the MWW name on the office building across from MetLife Stadium, home of the NFL's Giants and Jets, and the 2014 Super Bowl.

The rebranding of O'Dwyer's No. 7 independent firm (\$38.6M in 2011 net fees) includes a revamped website and social media platforms.



## **QATAR AIRWAYS LOOKS FOR PR HELP**

Qatar Airways, the 15-year-old carrier that offers direct service from New York, Washington and Houston to its Doha International Airport home base, is rounding up a roster of PR firms interested in handling a U.S. project.

QA's contracts and procurement office has sent an "expression of interest" email to selected firms.

The airline flies in the shadow of the larger Dubai-based Emirates Airline, which has been extensively advertising in upscale U.S. publications.

The carrier has its own aggressive flight path. It has ordered 250 aircraft (Boeing 787s, 777s; Airbus A350s, A380s and A320s) worth more than \$50B to add to its current 108-member fleet. Doha International is being expanded.

Last month, QA added flights to the Iraqi cities of Baghdad and Erbil. Service to Perth (Australia), Kilimanjaro (Tanzania), Mombasa (Kenya) and Yangon (Burma) is slated over the next four months.

## **PICKENS' NAT GAS FUEL PUSH ADDS FOSTER**

The publicly traded company founded by T. Boone Pickens to push natural gas as a fuel for transportation has brought in Disney corporate communications exec and former presidential press aide Gary Foster to head corporate communications.

Clean Energy Corp., based in Seal Beach, Calif., was founded as Pickens Fuel Corp. in 1997 and reconstituted under its current name in 2001. It handles production, conversion and distribution, including its growing network of 238 natural gas fueling stations around the U.S. and Canada for trucks, buses and other commercial customers.

Foster exits Walt Disney Co. after 10 years as senior VP of corporate comms. for its consumer products division. Other corporate stints included Antigenics (VP, corporate comms.) and Enron Corp., where he was director of PR in the late 1990s. He started out in politics, serving as director of press advance for the Reagan White House's second term and later as deputy press secretary for President George H.W. Bush.

## **GORE AIDE RETURNS TO FENTON**

Kalee Kreider, environmental advisor and communications director for former vice president Al Gore, is back at Fenton Communications as managing director of its Washington office.

She had been senior VP at Fenton from 2003-06, handling media, crisis and Capitol Hill outreach for MoveOne.org, Win Without War, Environmental Media Services and True Majority.

Earlier, Kreider spent ten years at non-profits Greenpeace, Ozone Action and National Environment Trust, which is now Pew Environmental Group.

With Gore, Kreider handled promotion of his best-seller, "An Inconvenient Truth," and his roles at Current TV, Generation Investment Management, Apple, Kleiner Perkins Caufield & Byers, and Google.



**Kreider**

## **INVENTIV BUYS DIGITAL SHOP FOR CCC**

inVentiv Health has acquired digital healthcare communications agency Kazaam Interactive and created a new digital division of inVentiv PR unit Chandler Chicco.

Four-year-old Kazaam will reside within inVentiv Health Communications, inVentiv's PR and advertising unit. The move adds capabilities in social and digital campaigns, creative design, as well as mobile and app development.

Pail Meister, CEO of inVentiv, said demand for digital and social media has expanded rapidly among clients as doctors, patients and insurers get more tech savvy.

Private equity firm Thomas H. Lee Partners, which owns inVentiv, funded the acquisition. Terms were not disclosed.

Kazaam has worked with clients like Insight Pharmaceuticals, Ashfield Healthcare, Uluru, and Scatterjoy, and with agencies including Oxford Communications, Lawrence & Co. and DiD.

Chandler Chicco president and CEO Bob Chandler said Kazaam melds tech expertise with a "deep understanding of the pharmaceutical sector."

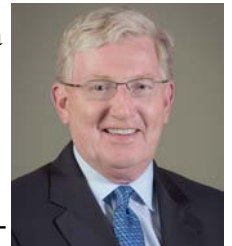
## **CAMPBELL SOUP PR HEAD TO LEAD SPCA**

Longtime Campbell Soup Company communications head and former journalist Jerry Buckley has adopted the Pennsylvania SPCA as his next venture.

The organization, which had \$13.2M in revenue in 2010 but struggled with PR, financial and operational issues over the past few years, saw CEO Susan Crosby exit after two-plus years in December following a revamp of the entity, which runs vet clinics, animal shelters and enforces animal cruelty laws.

Buckley, who retired last year as senior VP of public affairs at Campbell's, has been named CEO of the humane organization, which was founded in 1867.

Buckley led communications, brand PR and community relations globally for Campbell's, and chaired its foundation. He was previously at *U.S. News & World Report* and *Newsweek*.



**Buckley**

## **NY METS' HOSPITAL TAPS GOODMAN**

The Hospital for Special Surgery, the "official hospital" of the New York Mets, hired Goodman Media International to promote its position as the nation's top medical facility for orthopedics, rheumatology and rehabilitation.

Tom Goodman's firm also will generate publicity for the opening of the Lerner Children's Pavilion, a child and family-centered hospital within the hospital, slated for later this year, and the 150th anniversary of HSS slated for 2013. GMI will coordinate its effort with Shelley Rosenstock, assistant VP-communications.

The HSS is where Mets pitcher Johan Santana had surgery a year and a half ago, a procedure that rebuilt his pitching shoulder. Santana, on June 2, pitched the first no-hitter in the 50-year history of the Mets. A video on the HSS site features Santana and his surgeons discussing the operation and his rehabilitation process.

**ATLANTIC RAIDS HUFFPOST FOR NEW BIZ PUB**

Taylor Gray, VP of marketing and social media strategy for the Huffington Post Media Group, has moved to Atlantic Media to head marketing for its new business media brand, *Quartz*, to launch later this year.

Atlantic Media last month tapped *The Economist* media editor Gideon Lichfield as global news editor.

Gray heads brand, advertising, custom content and social/events marketing for Quartz, which resides at qz.com.

Justin Smith, president of Atlantic Media Co., called the HuffPost "one of last century's most prominent traditional media brands."

Gray led the HuffPost-AOL team that worked with AOL advertisers on its "Social Media 2.0" effort to publish SM and branded content across all HuffPost Media Group properties. He was global head of brand and customer knowledge at Thomson Reuters and ran global marketing and international sales at *Time* magazine, leading the Time Magazine Interactive Group.

AM said Quartz, based in New York with planned outposts in Europe and Asia, is currently hiring journalists, developers, designers, and advertising salespeople and plans to build a team of roughly 25 people in the next several months.

Quartz' new editor Lichfield was with *The Economist* since 1996 serving in posts around the globe.



Gray

**CAR TALK GUYS RETIRE**

Comedian car mechanics Tom and Ray Magliozzi – aka Click and Clack, the Tappet Brothers – are retiring from their weekly NPR "Car Talk" program in the fall.

Though they will no longer do new material, NPR will air 25 year of materials from the archives of the show.

Tom, 74, and Ray, 63, began the program 35 years ago on WBUR in Boston. "We've managed to avoid getting thrown off NPR for 25 years, given tens of thousands of wrong answers and had a hell of a time every week talking to callers," wrote Ray in the Car Talk blog. "The stuff in our archives still makes us laugh. So we figured, why keep slaving over a hot microphone?"

In October, NPR will produce new shows built from the more than 1,200 shows in the Car Talk library. The brothers will continue to write the twice weekly "Dear Tom and Ray" column.

"Tom and Ray have become icons to millions of fans, including me, over the last 25 years," said a statement from NPR President & CEO Gary Knell. "I'm



Tom and Ray Magliozzi

thrilled that they will continue to entertain and engage today's fans and future fans for many years to come."

Eric Nuzum, VP-programming at NPR, said the Car Talk body of work "ranks up there with some combination of the Marx Brothers, Mark Twain, and Mr. Goodwrench. The work they did five and 10 years ago is just as funny now as it was then."

**KLOSTERMAN NAMED NYT MAG'S ETHICIST**

Author Chuck Klosterman, who has written articles for the *New York Times Magazine* over the years, took over its "Ethicist" column on June 10.

His eighth book, "I Wear a Black Hat" will be published next year. He wrote "Fargo Rock City," "Sex, Drugs and Cocoa Puffs," and "The Visible Man."

*Esquire*, *GQ*, *Washington Post* and the *Guardian* have published the work of the North Dakota native, who is contributing editor for sports and pop culture for ESPN's "Grantland" website.

In a post, NYTM editor Hugo Lindgren noted that Klosterman's books "confront, with great humor and wisdom, all matter of thorny questions and complicated characters."

Klosterman is a "writer who isn't afraid of expressing his opinions about how things are and how hat should be," according to Lindgren.

Of the new job, Klosterman said it "examines actual problems and asks straightforward questions about how people should or should not live." He agrees that some may question his qualifications, but "it would be just as easy to argue that no one is qualified for this position. I only know that I want to do it."

**PROCTOR TAKES NO. 2. SLOT AT CHRON**

Steve Proctor, managing editor of the *San Francisco Chronicle* since 2009, will take the same title at the *Houston Chronicle*, starting June 18. Both papers are owned by Hearst Corp. with the Houston daily – counting 950,000 daily readers and 1.5 million readers on Sunday – taking the title of the company's largest.

The 54-year-old Proctor will report to editor Jeff Cohen as the second-in-command in the newsroom, guiding daily and Sunday content distributed in the newspaper, on chron.com and on other digital platforms.

Cohen said Proctor and the San Francisco Chronicle team have infused that paper with "quality daily enterprise and big-picture projects that are eminently readable, agenda-setting and capture the essence of the market."

Proctor started out at United Press International and moved to the *Baltimore Sun* before joining the San Francisco Chronicle in 2003 as a deputy managing editor for news.

"In a time of great change and challenge at the Chronicle, Steve's leadership over the news staff has been indispensable," said Ward Bushee, the San Francisco Chronicle's editor.

Cohen also promoted Melissa Aguilar to senior editor/features in charge of the features, arts and entertainment sections. Kyrie O'Connor, interim editor of the *San Antonio Express-News*, returns to Houston as a columnist and an editor working on long-form projects in features and sports.

**MEDIA NEWS continued****BLYTH GETS AARP POST**

Myrna Blyth, former editor-in-chief of *Ladies Home Journal* and founding editor and publishing director of *More*, has joined AARP as senior VP & editorial director, a new position.

She takes control of *AARP The Magazine*, *AARP Bulletin*, *aapr.org* and the group's book, radio and TV operations.

AARP, which targets people over age 50, says its magazine is the world's No. 1 circulation magazine because it is sent to 35M readers.

Kevin Donnellan, executive VP & chief communications officer, said Blyth's "reputation as a thought leader precedes her and it's no secret she's one of the most respected game changers in the media industry."

Blyth is author of "Spin Sisters," a *New York Times* best-seller, and was editor-in-chief of *ThirdAge.com*, which focuses on Boomer women.

AARP also named Robyn Motley to the senior VP and general manager post, another new position.

She's in charge of sales, operations and business matters for AARP's print, digital and broadcast properties.

Motley began her media career at the Washington Post Co., where she rose to advertising sales & service manager for the D.C. paper, Kaplan Education and regional papers and TV stations.

She was regional senior VP and CFO of the Sun Sentinel, Orlando Sentinel and WSFL-TV before joining the AARP.

**FOX NETWORKS UP CLINE**

Veteran Fox Networks hand Kelly Cline has been promoted to the executive VP-business/legal affairs/entertainment at Fox Cable Networks.

He is responsible for FX, Fox Movie Channel, National Geographic Channel and NG Wild, as well as series development, production management, and acquired programming. Cline reports to Rita Tuzon, executive VP and general counsel. He joined Fox in 1989 as counsel for 20th Century Fox TV and served as senior VP/legal affairs before moving to FCN in 2005.

Tuzon called Cline "a key executive in our entertainment group" and a person who has "important business relationships across the spectrum of the entertainment spectrum."

**BUFFETT BUYS PIECE OF LEE**

Warren Buffett's Berkshire Hathaway has purchased a 3.2 percent stake in Lee Enterprises, owner of 48 daily newspapers with a combined daily circulation of 1.3M and Sunday circulation of 1.7M.

The move follows the purchase of 63 newspapers from Media General for \$142M.

Lee's papers include the *St. Louis Post Dispatch*, *Sioux City Journal*, *Arizona Daily Sun*, *Caspar Star-Tribune*, *Bismarck Tribune* and *Lompoc Record*.

Lee, which is based in Davenport, Iowa, lost \$11.9M on \$371M fiscal first-half 2012 revenues.

CEO Mary Junck noted the company made good progress on its digital initiatives during the period.

**HAYES JOINS NBC'S DIGITAL SHOP**

Rob Hayes has joined NBC Entertainment as executive VP for digital media, replacing Vivi Zigler, who is leaving at the end of the month.

Zigler, a nearly 20-year veteran of NBC, has run the digital shop for the past six years. Previously, he was programming chief in charge of outreach to prime-time show producers.

Hayes is a Showtime alumnus, who most recently was COO of Iconic Entertainment. At Showtime, he ran digital campaigns for "Dexter," "Weeds," "Nurse Jackie" and ironed out content deals with Apple and Amazon.

He assumes command of NBC.com, mobile apps, social media marketing and multi-platform programming.

Hayes reports to Len Fogge, NBC's marketing and digital chief.

**TICKED TRUMP CANCELS USAT**

Donald Trump announced to his Twitter fans that he canceled his subscription to *USA Today* to protest an op-ed piece written by the paper's founder that called the reality show host a "clown."

Tweeted Trump: "Just cancelled my subscription to @USATODAY. Boring newspaper with no mojo – must be losing a fortune. Founder [Al Neuharth] has always been a lightweight – just like his paper."

Neuharth wrote that GOP presidential candidate Mitt Romney made a mistake by appearing with Trump at a fund-raiser in Las Vegas.

Just before that session, Trump told CNN that he still doesn't think Barack Obama was born in the U.S.

Wrote Neuharth: "The Donald keeps repeating his phony charge. Trump is a smart guy in some ways. But he's a clown who loves doing or saying things, no matter how ridiculous they may be."

USAT responded to Trump's tweet by expressing disappointment and then providing a link so Trump's 1.3M followers could take a read.

**BRAGMAN EYES PR TV SHOW**

Howard Bragman, the veteran celebrity publicist who is now vice chairman of Reputation.com, has sold E! Entertainment TV a scripted series based on his experiences in the PR world, according to a report on *Deadline Hollywood*.

Matthew Lieberman, who gets credits for "In Plain Sight," will write the script for the yet unnamed "dramedy."

He will serve as executive producer along with Bragman, Josh Barry ("Prospect Park") and Lee Kernis, Bragman's rep at Brillstein Entertainment Partners.

Bragman was VP at Burson-Marsteller in Chicago and Los Angeles before co-founding Bragman Nyman Cafarelli in 1989.

After Interpublic purchased BNC in 2001, Bragman set up Fifteen Minutes, an entertainment boutique. He became vice chairman of Reputation.com last year.

Bragman has counseled Leeza Gibbons, Isaiah Washington, Meredith Baxter, Chaz Bono, Ricki Lake and Laila Ali.

**NEWS OF PR FIRMS****BUY.COM PLUGS IN HOTWIRE**

Buy.com, the 15-year-old e-commerce site, has plugged in Hotwire to guide PR as the web property owned by Japan-based Internet giant Rakuten seeks to transition to a “destination shopping experience.”

GolinHarris handled the account since 2008.

Buy.com, which marked its 15th anniversary on June 6, in January brought in a new chief marketing officer, Bernard Luthi, a veteran of online shopping properties Newegg and PC Mall.

“We’re looking forward to really taking the awareness of our brand to the next level and feel that the agency will deliver that for us,” Luthi said.

The firm will support Buy.com’s “reinvention strategy” as it works to “humanize” e-commerce. CEO Neel Grover said in a statement that the company is “concentrating on reinventing the business to deliver a new era of online shopping, one that brings the benefits associated with traditional brick and mortar shopping, online.”

Rakuten owns web retailer and services companies in Japan, France and the U.K and spent \$250M in 2010 to acquire Buy.com, which started out as an online electronics retailer but has expanded its scope. Rakuten last month led a \$100M investment round in Pinterest.

**F-H CANADA CHIEF APOLOGIZES**

Fleishman-Hillard’s Canada chief has apologized after the firm was criticized for a press release on behalf of a criminal background check client that tried to piggy-back a global news cycle centered on a brutal homicide in Montreal.

F-H issued the release for Backcheck via Canada Newswire, holding the killing and dismemberment of a Chinese student as an example of why tenants should use the service to check the backgrounds of prospective tenants. The tactic was widely panned in social media online like Twitter, Facebook and story comments.

“Our firm made an inappropriate decision – leveraging recent headlines in an attempt to gain coverage for a client,” said John Blyth, president and senior partner for F-H Canada. “Using such tragic events in this context was a clear mistake in judgment on the part of our firm.”

The suspect in the killing, an adult film actor Luke Magnotta, had four convictions of fraud before his arrest in the homicide, according to news reports.

BackCheck president and CEO Dave Dinesen apologized in the *Ottawa Citizen*, adding he “might talk to my marketing guy” about the timing of the release.

Blyth called the release an “isolated incident.” He said: “Shocking headlines and the need to break through the content clutter should never come at the sacrifice of common sense and good taste.”

**BRIEF:** Visit Pensacola has moved its PR, research and advertising account out of state after an RFQ review. Nashville-based BOHAN Advertising picked up advertising and PR duties for the estimated \$400K pact, despite a score advantage given to local firms. Majority Opinion Research of Atlanta will guide marketing research. E.W. Bullock Associates of Pensacola was the incumbent for advertising and PR.

**NEW ACCOUNTS****New York Area**

**J Public Relations**, New York and San Diego/The Surrey, Upper East Side independent luxury hotel; Paresa Resort Phuket (Phuket, Thailand); MetWest Terra Hospitality (San Francisco), which has four Bay Area hotels, all for PR.

**Susan Magrino Agency**, New York/OWN, skincare brand; Twin Farms, Vermont luxury resort, and Warsteiner Beer of Germany, all for PR.

**North 6th Agency**, New York/BlueRock Energy, electricity and natural gas for commercial and industries customers in the Northeast, for PR and social media products.

**5W PR**, New York/Voices Against Brain Cancer, for media relations and event support.

**East**

**MZ Group**, New York/Boston Therapeutics, biotechnology, for investor relations.

**Vitamin**, Baltimore/Hammond Wilson Architects, Annapolis, Md., architecture firm, for a re-branding.

**Duffy & Shanley**, Providence, R.I./Jumpstart, national early education non-profit, for PR for the group which trains college students and community volunteers to serve preschool-age children in low-income neighborhoods.

**Southeast**

**TransMedia Group**, Boca Raton, Fla./ ReasL, real state sale automation technology, and MyBigMovieBreak.com, online community for people looking to crack the feature film business, for PR.

**Midwest**

**Finn Partners**, Chicago/ExactTarget, interactive marketing software, as global AOR, including the U.S., Australia, Europe and Latin America.

**Haberman**, Minneapolis/New Ulm, Minn., city known for beer brewing and polka, for tourism outreach, including digital, PR and advertising.

**Mountain West**

**Wall Street Communications**, Salt Lake City/NUGEN Audio, professional audio plug-ins and software, to develop and maintain a presence for the company in the broadcast and professional audio trade press.

**West**

**Mobility PR**, Lake Oswego, Ore./Tektronix, broadcast video test, monitoring and analysis solutions, for PR after handling Mixed Signals, which Tektronix acquired in 2007.

**The Placemaking Group**, Oakland, Calif./Destination Saratoga, a committee of the Saratoga California Chamber of Commerce, for digital marketing and PR to include the development of two websites for visitor attraction and economic development.

**Canada**

**elevator communications**, Toronto/Moosehead and Premium Beer Company, for PR following a three-month competitive pitch. It is the first PR AOR. Matt Johnston, VP marketing for Moosehead and GM of the Premium Beer Co., said the hire “gives us the confidence that they are the right partner to help attract new customers across Canada and the U.S.”

**Europe**

**Grayling**, Vienna/Kapsch Group, Austrian technology company, for a global communications mandate covering its three subsidiaries – BusinessCom, CarrierCom and TrafficCom. The firm previously handled Poland, Russia and Sweden.

— Greg Hazley

**NEWS OF SERVICES****TVEYES TO TRACK GOP CONFAB COVERAGE**

TVEyes was named the official broadcast monitoring provider for the 2012 Republican National Convention in Tampa Aug. 27-30.

The company will provide convention PR staff with real-time access to TV and radio broadcasts during the event, which is expected to draw 15,000 members of the media.

David Ives, CEO of Fairfield, Conn.-based TVEyes, said the “instant-turnaround news environment” means that political candidates and parties must be prepared to respond to news, political issues and competitors in real time as coverage airs in the U.S. and worldwide.

**SYNAPTIC PLUCKS PAIR FROM NBN**

Laura Pair, who led media relations and production for News Broadcast Network, has moved to Synaptic Digital as VP of media relations for the PR video company.

Pair exits NBN after more than 11 years, most recently as senior VP of media relations, new media and production services. Her tenure included managing the broadcast response for crises at Taco Bell and Firestone, as well as consumer and other efforts for Xbox, Google Huggies and Disney.

She previously ran her own production shop, OnCue Productions, for five years with clients like the New York Health & Racquet Club and Tag Heuer Watches. Earlier, she directed media relations and production at Target Video News.

Synaptic is the former video services company The NewsMarket.

**MD COLLEGE SEEKS RELEASE SERVICE**

Maryland’s Montgomery College is inviting press release distributors to pitch for its dissemination and media monitoring account via a request for bids open through mid-month.

The scope of work includes a media database, distributing and tracking releases, monitoring news and social media coverage, compiling reports and managing non-media contacts.

The school of 60,000 credit and non-credit students plans to award a year-long contract.

Proposals are due June 22. Download the RFP (PDF) at <http://bit.ly/KZgi7n>.

**BRIEFS:** **MSLGroup** and **Sealy Corp.** won “best in show” as the agency took home four awards of excellence at **IABC/Chicago’s** 2012 Bronze Quill Awards June 7 in the Windy City. **GolinHarris** and **Cooper Hong** won two top Quills apiece. Complete list of winners is at <http://bit.ly/LDIL23>. ...**Argyle Social**, Durham, N.C., said it has added two new products - the Social Signals API and Argyle for Salesforce.com - for community managers and social media professionals to integrate social data for marketing and other business use. SS API maps activity like social interactions, short URL clicks, shares and website conversions to individual contact records and social profiles. The “plug-and-play” service for Salesforce.com maps social activity directly into Salesforce Lead and Contact records.

**PEOPLE****Joined**

**Stephen Millikin**, director of special events for Bard College, to MSLGroup, New York, as senior VP, director of fashion and luxury, and senior strategist in its year-old BE SPOKE unit. He was previously a VP for Formula PR and a senior A/E at LaForce + Stevens.

**Martin Rodahl**, founder of Chicago-based 71 Degrees North, to electronic commerce platform Swift Exchange, New York, as managing, corporate comms.

**James Pearson**, director of corporate communications, The Wonderfactory, to interactive TV services provider BrightLine, New York, as director of corporate comms. He held corporate comms. posts at MindsInSync and Audible.com and earlier was VP for technology PR at Rubenstein Associates.

**Franceen Shaughnessy**, a former journalist who was corporate marketing specialist for media relations, Simpson Gumpertz and Heger, to Rhino PR, South Hamilton, Mass., as A/M. **Kaitlyn Ethier**, an intern for the agency, joins as an A/C.

**Kari Hudnell**, media and marketing manager, CommunicationWorks, to Gibraltar Associates, Washington, D.C., as a manager.

**Christian Zdebel**, former senior vice president of digital and social media at MSLGroup, to Impress Labs, Phoenix, Ariz., as managing director. He was previously VP, digital, for Fleishman-Hillard and an independent consultant.

**Tracy Chambers**, former brand planner for HMH Advertising and PR, to McClenahan Bruer Communications, Portland, Ore., as a client strategist.

**Jessica Lange**, former program specialist, Ward Hill Marketing, and **Whitney True**, A/E at Lane PR, join as communications counsel.

**Jessica Appelgren**, VP for sustainability at PR boutique Blue Practice, to Saatchi & Saatchi S, San Francisco, a Publicis-owned sustainability agency, as VP, communication to build up its PR offering. The firm tapped former Cohn & Wolfe sustainability head Annie Longsworth as CEO in January. A former Bay Area journalist, Appelgren has handled PR clients like Silver Spring Networks, Solar City and Soraa.

**Appelgren**

**Stephen Carter**, a political strategist and chief of staff to Alberta premier Alison Redford, to Hill+Knowlton Strategies, Calgary, as national director of campaign strategy.

**Honored**

**Al Golin**, founder and chairman of GolinHarris, was given an honorary Doctor of Humane Letters June 10 by DePaul University’s College of Communication. Jacqueline Taylor, dean of the university’s College of Communication, said: “His philosophy helped create a sea change in public relations and we are pleased to recognize his many contributions to the long-term success of businesses and communities he’s served.”

**Promoted**

**Kari Culp** to senior A/E, Schnake Turnbo Frank | PR, Oklahoma City. She joined as an intern in 2006.

## **BOOTH, AMEX WIN TOP 'APPLE'**

A corporate social responsibility campaign by M Booth and client American Express Open won "Best of the Best" honors from the New York chapter of the PR Society at the group's annual Big Apple Awards.

The "Small Business Saturday" effort aimed to bolster AmEx's small business service unit while also urging consumers to shop at small business on the weekend of retail's "Black Friday" in November.

Dan Rather keynoted the May 24 event at the Mandarin Oriental Hotel in Manhattan, noting PR "at its best" serves both the client and the public interest. "Yes it can make money, and yes it can serve the stockholders and stockholder value, but at its best it's in the public interest," he said.



**Rather**

MWW Group was the top winner with five awards, including campaigns for JetBlue (reputation and brand management, crisis comms., issues management), Museum of Mathematics (community relations), and the Network for Teaching Entrepreneurship (CSR). The firm's "Flight Plan for the Future" effort for JetBlue, which helped the airline fend off a bid by the Air Line Pilots Association to unionize the airline's pilots, won the Apples' top honor for research, measurement and evaluation.

Ketchum took home three awards for its work with IBM and Applied Materials, a total matched by M Booth. Alembic Health Communications, Chamberlain Healthcare PR, Affect, Euro RSCG and Cohn & Wolfe all won two Apples apiece.

Chapter president-elect Lea-Ann Germinder said the 25th anniversary of the competition brought a diverse group of winners representing the "best and brightest in the industry."

Margi Booth, CEO of M Booth, won the chapter's John W. Hill award for leadership and ethics in PR, while Maria Russell of Syracuse University took home the Philip Dorf Award for outstanding accomplishments in mentoring PR practitioners and students. The President's Award went to Ketchum senior partner Barri Rafferty for service and contributions to the chapter.

## **SALTZMAN FLIES TO A4A**

Josh Saltzman, chief of staff to Texas Republican Congressman Pete Sessions, is moving to the Airlines for America trade group as VP-global gov't affairs June 18.

Sessions is vice chair of the House Rules Committee and chairman of the Rules Subcommittee of Legislative and Budget Process.

Earlier, Saltzman worked for Reps. Ed Royce and Pat Toomey, who is now Pennsylvania's Senator.

Nick Calio, chief pilot of A4A, praises Saltzman's "proven track record of working cooperatively with leadership and with members of both parties."

A4A represents U.S. airline passenger/cargo traffic, which generates more than \$1T in economic activity and accounts for 10M jobs.

## **POLISARIO RENEWS INDEPENDENT DIPLOMAT**

The Polisario Front, the liberation group that has waged a decades-long fight for independence for Western Sahara from Morocco, has extended its contract with Independent Diplomat through next March.

ID is the New York-based firm of Carne Ross, a 15-year veteran of the British foreign service and United Nations.

Ross resigned from Britain's diplomatic corps in 2004 after giving then-secret evidence to the inquiry into the use of intelligence on weapons of mass destruction in the lead-up to the Iraq war.

According to its website, ID's goal is to address the "diplomatic deficit" created by a "diplomatic system that excludes or marginalizes many governments and groups most affected by the decisions made within in."

The PF, which has been recognized by the U.N. since 1979 as the representative of the people of Western Sahara, is outlawed by the Moroccan government.

ID also works for the Government of South Sudan, which received independence from Sudan last year.

The Government of Switzerland and Humanity United, a non-governmental organization, provided ID with \$450K during the six-month period ended April to support the South Sudan work.

## **CRUISE LINE GETS NEW PR CAPTAIN**

Susan Robison, former VP of communications for Burger King and Norwegian Cruise Line, has moved to cruise line operator Prestige Cruise Holdings as VP of corporate communications.

Gary Gerbino, the former Lou Hammond & Associates VP who held the VP slot at PCH, has left the company, which operates Oceania and Regent Seven Seas Cruises.

Prior to two years at Burger King, Miami-based Robison was at Norwegian for more than seven years overseeing internal and external communications for three main brands - Norwegian Cruise Line, NCL America and Orient Lines. Earlier, she was a VP in Edelman's Miami office.

Redpoint Marketing PR is AOR for PCH's Oceania and Regent Seven Seas Cruises, following a competitive review last year.

## **CADMUS BOLSTERS COMMS. UNIT**

Ellen Field, who held top public affairs and communications posts at the Dept. of Health and Human Services, Porter Novelli and the Peace Corps., has landed at The Cadmus Group in its strategic communications and market transformation unit.

Field, who takes a principal title at the Arlington, Va.-based consulting firm focused on environmental and public health issues, was deputy assistant secretary for PA at HHS during the last two years of the recent Bush administration.

She moved to HHS from Porter Novelli, where she was executive VP for health and social marketing, leading business development efforts for the Omnicom unit.

For the Bush administration's first term, she was communications director for the Peace Corps over four years.

## PR OPINION

**Lucy Dalglish, a lawyer, has resigned** after 12 years of being COO at the Reporters Committee for Freedom of the Press. That's the good news.

The bad news is that a search committee is seeking another lawyer to head the RCFP, which is sitting on a treasure chest of \$6.2 million although it only has \$1.1M in annual expenses.

Would a legal society look for a reporter to head it?! A giant "No."

The legal camel got its nose into the reporters' tent and this was soon followed by the rest of the camel. The usual mess has been made.

In this era when the press is under huge economic and political pressures, the RCFP needs a reporter with fire in his or her belly and not a lawyer who is worried that the slightest statement may result in a lawsuit.

The legal mind is death to the type of communications that must go on in journalism. Lawyers think in terms of guilty or not guilty, plaintiff and defendant, accused and accuser, friend and enemy.

There is no in between. They are counter-punches whose stock advice is "say nothing."

The introduction of legal threats to a discussion is like someone showing up for a touch football game with helmet, shoulder pads, etc., who blocks and tackles as hard as possible. Or an astronomer studying the moon to the exclusion of the rest of the universe.

### Focus on Legal Ignores Ethics

Lawyers' obsession with what is "legal" blinds them to blatant unethical practices.

What is legal may be far from what is ethical. The web is loaded with discussions that point out that legal is what the government can tell you to do while ethics is knowing right from wrong.

In RCFP's case, it has taken the tack that it will only get involved in matters involving governments because Freedom of Information lawsuits can only be filed against governments.

RCFP, therefore, will have nothing to do with my request for it to examine the press boycott of the PR Society. PRS not only barred me from the 2011 Assembly, but later announced on newsroomink that no reporters would be allowed in future Assemblies.

Staffs of the American Medical Assn., American Bar Assn. and American Institute of CPAs are always headed by one of their own pros. PR and journalist groups should follow that lead.

The scandalous sale of hundreds of thousands of copies of authors' articles without their permission by PRS from 1980-94 would not have taken place if PR people dominated the h.q. staff.

### More Bad Journalism News — Committee Folds

Another piece of bad J news is that the Committee of Concerned Journalists folded Dec. 31 after 14 years.

It was "dedicated to helping an industry in crisis find solutions that are consistent with the enduring values of journalism."

CCJ was co-founded by Tom Rosenstiel who also

heads the Pew Research Center's Project for Excellence in Journalism based in the National Press Club building in D.C. It is part of the Pew Charitable Trusts that have \$5.5 billion in assets and spent \$250M yearly.

CCJ has been linked the past six years with the Donald W. Reynolds Journalism Institute at the University of Missouri which will continue its work.

Reynolds is not interested in PRS's exclusion of the press from its annual Assembly or other meetings. The mission of Reynolds is to "generate and test innovative models and technologies for journalism and advertising.

Rosenstiel has also said PRS's interference with press coverage is not a subject for the Project for Excellence in Journalism.

### PRS Ignores Laws

A problem with PRS saying it obeys the law is that it doesn't. PRS has falsely told members that proxy votes are legal and permissible in the Assembly when they are not.

PRS has adopted Robert's Rules as its guide which has a section that says adoption of RR satisfies any state demand for a specific rule against proxies.

PRS and its lawyers ignore this and 56 proxies were used to vote in the use of proxies at the 2009 Assembly. The Assembly needs its own lawyer.

Under RR, all the 2009 votes are subject to perpetual challenge because of the poison of proxy votes. Same thing for all the votes in Assemblies after that. Who votes the proxies and how they are voted are mysteries as are the composition of the Assembly and what the delegates say.

Last transcript published was in 2004.

### PRS Copying Was Illegal

Also both illegal and unethical was the sale of hundreds of thousands of copies of authors' articles (PDF) that was carried on by PRS from at least 1980 until 1994 when an expose by the O'Dwyer Co. halted the lucrative practice. PRS was netting about \$60,000 a year on the purloined pieces.

Why did this atrocity take place? One reason was that the executive director, Betsy Kovacs, was an association career person rather than a PR person or a journalist.

No PR person nor journalist would allow the copying and sale of an author's article without checking first with the author. No academician would have allowed it since plagiarism or sale of another's work is high crime in academia. The information pack business grew throughout the 1980s and into the 1990s, reaching 3,800 packets a year sold for up to \$55 each. A total of 1,000 subjects were offered with especially "hot" ones (like the O'Dwyer article on "How to Hire a PR Firm") being available within 24 hours.

Supposedly only one copy of each was being delivered. But recipients could keep the info packs for up to two weeks. How could that be accomplished with one packet?!

Media most copied by far were the O'Dwyer newsletter and magazine and Howard Hudson's *PR Quarterly*.

— Jack O'Dwyer