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O'Dwyer's Newsletter

The Inside News of
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Communications

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CEO STOCKMAN OUT AT PORTER NOVELLI

Porter Novelli CEO Gary Stockman is leaving the firm after four years at the helm of the Omnicom unit.

Stockman, who is staying on through late July, took the reins in January 2008 from Helen Ostrowski after he joined the firm with its acquisition of Copithorne and Bellows in 2000.

"For more than a decade I've been committed to the transformation Porter Novelli leads for our clients every day. After nearly five years as CEO, it's time for a new experience," Stockman said in a statement.

He follows the exit of chief marketing officer Michael Goldberg this month after a brief stint.

Julie Winskie, president of PN who oversaw a retrenchment of the agency's operations in late 2008, stepped down in April. Ostrowski is now a senior advisor at APCO Worldwide.

Senior partner Michael Ramah, a 25-year PN veteran, will work with the departing CEO during a transition and assume the duties of acting CEO on Stockman's departure, PN said. Anthony Viceroy is president and CFO and PN has eight senior partners.

Dale Adams, CEO of OMC's Diversified Agency Services, which houses PN, said: "The Porter Novelli history and its future make it a valued member of the Omnicom family and we will fully support the leadership transition and appointment of a new chief executive officer."

UMASS WANTS A PR EDUCATION

The Univ. of Massachusetts system wants to hear from PR firms in a bid to shape public perceptions of its educational and research accomplishments.

The Amherst-based institution, which also includes campuses in Boston, Dartmouth, Lowell and Worcester, released an RFP on June 12 to develop a PR strategy and plan for the system, prepare and handle media communications, pitch story ideas and support campus comms. operations, among other tasks.



Over the objections of Massachusetts Gov. Deval Patrick, UMass' trustees on June 6 approved a 4.9 percent tuition increase this fall.

Enrollment headcount system-wide in fall of 2010 topped 68,000 with more than 17,600 employees, and the system's R&D budget surpassed \$542M that year. Its Dartmouth-based law school earned national accreditation this month after an eight-year push.

John Kennedy, a former ACLU PR hand, was named vice chancellor of university relations in late 2010.

Finalists will be asked to present in Boston in late July. Proposals are due July 9. RFP: <http://bit.ly/PJTtk5>.



Happy Fourth of July to all our readers. The next issue will be July 11. Follow breaking news on odwyerpr.com.

GIBLIN SUCCEEDS MALONEY AT OGR

Republican lobbyist Chris Giblin has moved into the CEO slot at Ogilvy Government Relations as Drew Maloney takes an external affairs post at the Republican National Committee to front the Romney campaign.

Giblin is the former aide to GOP Texas Reps. John Carter and Jack Fields as well as Charlie Norward of Georgia. Prior to OGR, Maloney served as legislative director for Texas Rep. Tom DeLay.

OGR chairman Wayne Berman, who merged his Berman Enterprises with Ogilvy in 2004, also has left the firm for a political post at client Blackstone. Senior VPs John O'Neill and Elena Tompkins are exiting the firm. O'Neill, one-time tax counsel to Iowa Republican Sen. Chuck Grassley, is heading for Capitol Counsel, while Tompkins, a George Bush II Labor Dept. staffer, is launching her own firm.



Giblin, Maloney

The moves follows OGR's loss of Chevron, one of its biggest accounts, earlier this month.

WPP ACQUIRES AKQA

WPP is acquiring San Francisco-based AKQA, a top digital advertising shop that serves blue-chip clients such as Nike, Microsoft Xbox, Target and Google.

The 12-year-old firm employs 1,160 people in S.F., New York, Washington, London, Paris, Amsterdam, Berlin and Shanghai. Financially backed by private equity firm General Atlantic, AKQA projects 2012 revenues of \$230M, up from \$189M in 2011.

AKQA is to operate as a stand-alone brand of WPP led by CEO Ajaz Ahmed and chairman Tom Bedecarre, who also becomes president of newly formed WPP Ventures to scout for digital investments in Silicon Valley.

Japan's Dentsu mulled the acquisition of AKQA two years ago, but talks fell apart over a purchase price.

Bob Kocher, who was special assistant to President Obama on healthcare and economic policy, has joined APCO Worldwide's health and international advisory boards. Earlier, he was in charge of McKinsey & Co.'s healthcare economics group.

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

Digital Assassination

PROTECTING
YOUR REPUTATION,
BRAND, OR BUSINESS
AGAINST
ONLINE ATTACKS



Richard Torrenzano
and Mark Davis



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

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

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

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



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



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

NASHVILLE WANTS PITCHES FOR NCAA 2014

The organizing committee for the 2014 NCAA Women's Final Four in Nashville wants to hear from marketing and PR firms in an RFP process to develop and implement a strategic PR plan.

The Music City won a competitive bid in 2008 against cities like Cleveland and Houston to host the major sporting event and formed the Nashville Sports Council to guide planning.



The council wants a full-service firm from the 10-county middle Tennessee region to handle a two-year contract. Budget is estimated at \$128K.

The tournament is set for April 2014 at the Bridgestone Arena in downtown Nashville culminating with the national championship game on April 8.

In addition to the games, the city will also host the Women's Basketball Coaches Association convention and trade show, along with NCAA youth clinics and a festival known as Tourney Town, among other events.

A two-year PR/marketing contract is planned.

A letter of intent to bid is due by June 29.

Dave Herrell (dherrell [at] nashvillesoprts [dot] com), VP of marketing, development and communications for the sports council, is overseeing the agency search. RFP: <http://bit.ly/Mn4mKg>.

STEELE JOINS DAVIS IN PR BIZ

Former Republican National Committee chairman Michael Steele has teamed with crisis guru Lanny Davis in Purple Strategies, a Washington PR, lobbying and legal crisis management firm.



Steele

Steele, who is credited with coining the phrase "drill, baby, drill" in 2008, was lieutenant governor of Maryland before leading the RNC from 2009-10.

"The focus here is on time sensitive, strategic and bipartisan focused solutions with insight from those on both sides of the political aisle," said

Steele, who has served as an MSNBC pundit and earlier was a law partner at LeBoeuf, Lamb, Greene & MacRae, the law firm that merged into Dewey & LeBoeuf and collapsed this year.

Davis, who set up a PR shop in 2010 with American-Israel Public Affairs Committee spokesman Josh Block, continues to practice law and handle clients through Lanny J. Davis & Associates and the D.C. office of Dilworth Paxson. Davis Block has been dissolved.

In a statement, Davis said there are advantages to working with a firm that incorporates legal strategies. He cited the abilities to gather facts under attorney-client privilege, develop strategies to correct the record, avoid legal liabilities, as well as "protecting client reputations from misinformation in the media and on the internet."

UBS PULLS PR REINS ON TOP EXEC

Swiss banking giant UBS has pulled the PR reins on a top U.S. executive with close ties to President Obama, issuing an edict for him to report all media inquiries to the bank's press office, according to a report.

The *New York Times* reported June 21 that the high profile Richard Wolf, an early Obama supporter who vacations with the president and raises money for his campaign, "makes people's hair stand on end" inside the bank.

The Times said most of the media requests to speak with Wolff since the edict have been rejected and called the PR sanction an unusual step.

The paper of record suggested Wolf has become "the public face of UBS in the United States," likely annoying a higher ranking exec, Robert McCann, who is jockeying to run the bank.

The Times said, following a number of media profiles of Wolf, including the *Wall Street Journal*, the executive was sent an email reminding him of the bank's media relations policies.

"You will clear any and all communications with the press as far in advance as possible," the directive to Mr. Wolf read, according to the Times. "With respect to activities outside UBS you will, on a best-efforts basis, keep corporate communications informed."

JPMORGAN CHASE HIRES BCG

JPMorgan Chase has hired Bennett Consulting Group, the firm of former Utah Senator Bob Bennett, for input on the implementation of the Dodd-Frank Wall Street reform bill.

The Republican was elected to the Senate in 1992 and lost a 2010 primary challenge to Tea Party-backed Mike Lee. He served as ranking member of the Senate Banking Committee and was a member of the Joint Economic Committee.

Bennett has communications experience gained from working as president of Robert Mullen PR, Richard Nixon PA staffer, J.C. Penney Washington lobbyist and PR director of Howard Hughes' Summa Corp.

His Senate aides Mike Nielsen and Mike Lee handle the JPMorgan Chase account. Nielsen was Bennett's liaison to the financial services sector, while Lee prepped the Senator for JEC questioning of Fed chief Ben Bernanke.

BCG has offices in D.C., Salt Lake City and Shanghai

MANEY GOES TO BGR

Jo Maney, communications director for the House Rules Committee, has taken a VP post at BGR Public Relations. She served as spokeswoman for the powerful Rules Committee for the past two years and communicator for its minority members from 2000 to 2007.

In that capacity, Maney wrote op-eds, speeches press releases and organized hearings and press conferences while dealing with the national and international media.

Rules chairman David Dreier of California said in a statement that Maney's "knowledge of the legislative process and ability to explain it to diverse audiences makes her unique among press staff on Capitol Hill."

VATICAN FORTIFIES PR

The Holy See, the Catholic Church's insular governing body, has hired Fox News correspondent Greg Burke as a senior communications advisor as it copes with ongoing crises and other PR issues.

The move comes after a simmering Vatican scandal involving leaked church documents – dubbed "Vatileaks" by the European press – reached a boiling point last month with the arrest of Pope Benedict XVI's personal butler.

Burke, who covers Europe and Middle East for Fox News based in Rome and was a *Time* correspondent in the city for 10 years, is a member of the church's conservative lay group Opus Dei. He told Reuters, which he worked for earlier in his career, that he turned down overtures from the Vatican twice before agreeing to take the post last week.

**Burke**

"Anything that can show an openness and willingness to meet the press is a step in the right direction," Burke told the Daily Beast. "But more than an attempt to humanize it, I would say it's an attempt to modernize it. It's going to be a slow process. The Vatican is not going to change in a day."

He reports to Vatican deputy secretary of state, Archbishop Angelo Beccui.

Father Federico Lombardi is the Vatican's on-the-record spokesman. He told a press conference May 27 that, "it is painful to see such a negative image" of the Holy See, adding the scandal "put trust in the church and the Holy See to the test."

On Burke, Lombardi told the Associated Press in Vatican City that the correspondent will "integrate communications issues within the Vatican's top administrative office, the secretariat of state, and will help handle its relations with the Holy See press office and other Vatican communications offices."

The pope's butler, Paolo Gabriele, meanwhile, faces up to 30 years in prison, charged with aggravated theft for allegedly passing Vatican documents to an Italian journalist. But some Vatican watchers and media have speculated that Gabriele is a fall guy and likely did not act alone.

DJ OUSTS CHIEF COMMS. OFFICER

Dow Jones chief communications officer Bethany Sherman is among a cadre of executives leaving the company in a management shakeup that includes president Todd Larsen.

DJ in February tapped Bloomberg's Lex Fenwick as CEO, replacing Les Hinton, who left amid the phone hacking scandal at parent News Corp.

Sherman joined DJ in 2010 under Hinton after eight years at Nasdaq OMX. She was previously at Middleberg Euro RSCG.

**Sherman**

In addition to 19-year DJ vet Larsen and Sherman, the company said senior VP of circulation Lynne Brennan and corporate markets president Scott

Shulman are also stepping down and leaving the company. Fenwick named *Wall Street Journal* digital GM Alisa Bowen as head of products for Dow Jones, and financial markets president Joe Lanza to head its data strategy division.

DJ has not yet named a replacement to lead corporate communications.

Ashley Huston, a former Rubenstein Associates VP, is VP of corporate communications for Dow Jones and a five-year veteran of the company.

Larsen resigned after a two-year stint. In February, Larsen was passed over for the CEO spot at DJ&C when the company recruited Bloomberg Ventures chief Fenwick for that post.

Larsen joined the News Corp. unit in 1999 from consultant Booz Allen & Hamilton. He also served as COO of DJ&C's consumer media group and president of the consumer electronic publishing unit.

The company credits Larsen with being the chief architect of its digital strategy that has resulted in more than 1.3M subscribers.

Robert Thomson, editor-in-chief of DJ&C and managing editor of the *Wall Street Journal*, said Larsen was "an inspiring leader during his time at Dow Jones."

**Larsen****ECONOMIST GROUP REPORTS RECORD YEAR**

The Economist Group on June 18 reported a record year as fiscal 2012 operating profit rose six percent to \$107.7M on a four percent revenue rise to \$578.9M.

Its flagship weekly business/political magazine wrapped up March with a 1.6M circulation; 123K of that amount was digital.

Circulation revenue from *The Economist* and related publications *The World In* and *Intelligent Life* rose six percent, while ad revenues advanced two percent.

John Micklethwait, editor-in-chief of *The Economist* is reassured that "even in these difficult times ever more people want to read us -- and are prepared to pay for it."

TEG sees the transformation from the web to tablets and smart phones as the age of "lean back reading."

Andrew Rashbass, CEO of TEG, notes that people thoroughly read content on new devices rather than the "snacking, browsing and sharing" of content on the web.

That gives an opportunity for the TEG and other media companies to smarten up rather than dumb down content, according to a statement from Rashbass.

TEG also is parent of *Roll Call*, *Congressional Weekly*, *European Voice* and *EuroFinance*.

In March, TEG acquired TVC Group, a London-based marketing communications shop with more than 50 staffers and a client list that includes Coca-Cola, British Gas, Louis Vuitton and Jaguar Land Rover.

The deal enables TEG to market "beyond the page" offerings such as event sponsorship, thought leadership and digital advertising.

Edelman handles PR for TEG.



MEDIA NEWS continued**SMART MONEY GOES WEB ONLY**

Smart Money will print its last issue in September and then shift to an online edition only.

The 25 print staffers will be dropped but may apply for online positions as the digital staff will increase from nine to 15 people.

Smart Money has a print circulation of more than 800K.

The website attracts a monthly audience of 2.5M.

Dow Jones bought out 50 percent *Smart Money* co-owner Hearst in 2010. It was launched jointly between the companies in 1992.

**FT PUTS DICKSON IN CHARGE OF U.S.**

The *Financial Times* announced that Martin Dickson will become U.S. managing editor in charge of print/online editions effective Sept. 1. He has been deputy editor since 2005, overseeing global financial and business coverage.

Dickson was New York bureau chief for the paper in the early 1990s and has since worked on the reporting and editing sides of the paper since then.

He takes over for Gillian Tett, who is going on book leave to return to a management and comment role during the next year.

FT also promoted Gary Silverman to the newly created deputy U.S. managing editor post. He was U.S. news editor, responsible for coordinating coverage from America with London.

CBS EYES SPORTS RADIO NETWORK

CBS Corp. is launching the CBS Sport Radio network in January to feature sports coverage and talk shows 24/7.

The company already owns all-sports WFAN in New York, which is the city's top radio station.

CBS has tapped Cumulus Media as its exclusive syndicator and sales partner. Cumulus will make CBS Sports Radio available on 67 of its stations.

At launch, CBS Sports Radio will have an audience reach at debut close to 10 million listeners – nearly 90% of them located in Top 50 markets.

CBS Sports Radio will compete with Disney's ESPN.

KLEIN GOES BACK TO SCHOOL

Joel Klein, who served as News Corp.'s chief of the management and standards committee that was established in the aftermath of the phone hacking scandal, has returned to helm its education unit.

He was chancellor of New York City schools before joining Rupert Murdoch's media combine.

The M&S committee now reports to Gerson Zweifach, senior executive VP and group general counsel.

Zweifach reports to Viet Dinh, News Corp. independent director and Justice Dept. veteran.

CORRIGAN NAMED LAT ENTERTAINMENT ED

The *Los Angeles Times* has shifted business editor John Corrigan to be assistant managing editor for arts and entertainment. He takes over for Sallie Hofmeister, who was in charge of A&E for the past three years.

Corrigan is in charge of daily arts coverage plus the Hero Complex, Pop & Hiss and Showtracker blogs. He has covered the financial side of showbiz as part of the LAT's Company Town team of reporters.

The LAT also named Laurie Ochoa, former editor of *L.A. Weekly* and executive editor of *Gourmet*, arts and entertainment editor.

TV critic Mary McNamara is upped to senior culture editor, a new position at the paper.

TEXANS' PR STAFF, FALCONS GM HONORED

The Houston Texans have the top PR staff in the National Football League, according to the Professional Football Writers of America, which bestowed the 2012 Pete Rozelle Award on the unit.

Atlanta Falcons general manager Thomas Dimitroff was given the 2012 Jack Horrigan Award for the league or club official most helpful to the press.

The Baltimore Ravens' PR team and New York Jets head coach Rex Ryan won the awards last year.

The Texans' PR team, led by senior director of communications Kevin Cooper, won the PR award for the third time in the past six seasons and fourth time overall, tops among NFL media relations teams. The unit beat out PR staffs of the Denver Broncos, Miami Dolphins, Atlanta Falcons and San Francisco 49ers for the 2012 honor.

"They make you feel as if every one of their games is a home contest for you," PFWA's Clark Judge, NFL columnist for CBSSports.com, said in a statement.

"They find you immediately when you arrive on game day, ask what you need, then respond to your requests. I always evaluate staffs by how quickly they respond, and I always, always, always get a response from these guys within minutes of my request."

Cooper's team includes communications manager Evan Koch, corporate comms. manager Zac Emmons, comms. coordinator Charles Hampton and intern Brett Maikowski.

Dimitroff was credited with being accommodating to media locally and nationally, including when he made himself available to the press to explain the team's rationale before a landmark draft-day trade to get star wide receiver Julio Jones was made last season.

The PFWA said the Rozelle Award, named after the former NFL commissioner who started out in sports PR, is given to the NFL club PR staff that "consistently strives for excellence in its dealings and relationships with the media." The Horrigan award is named for former Buffalo Bills VP of PR Jack Horrigan.

Cooper was a PR intern with the team before joining as a media relations assistant in 2003.

**Dimitroff**

Photo: NFL

NEWS OF PR FIRMS**PERRY AIDE RE-OPENS AUSTIN PR SHOP**

Ray Sullivan, chief of staff and presidential campaign communications director for Texas Gov. Rick Perry, has re-opened his PR shop in Austin, Sullivan Public Affairs.

Sullivan originally opened the firm in 2002 and ran it for six years with clients like UBS, AT&T and Baptist Children and Family Services before taking the top post to lead Perry's 260-staffer operation in 2009 for two years. He then guided PR for Perry's relatively brief stint on the presidential campaign trail in 2011.

Earlier, he was national spokesman for the Bush-Cheney campaign in 2000, deputy communications director for Gov. George W. Bush for three years, and a state press director for the Bush-Quayle campaign in 1992.

Sullivan handles PR, PA and lobbying.

He previously served in staff positions for Sen. Kay Bailey Hutchison (R-Tex.) and Reps. Sam Johnson (R-Tex.) and Duncan Hunter (R-Calif.), in addition to a stint at Karl Rove+Company.

WAGSTAFF ACQUIRES SF FIRM

Wagstaff Worldwide, the Los Angeles-based hospitality PR firm, has acquired San Francisco food and beverage shop Rivera PR.

Jared and Steve Rivera, the brothers who founded the firm in 2005, are stepping out of the agency management realm to focus on their smartphone application Chefs Feed, which recommends restaurants and dishes based on the opinions of professional chefs.

Jared Rivera said they approached Wagstaff "after careful consideration" to take over the firm, which has worked with clients like Dom Perignon, Park Tavern and Saison.

Wagstaff has an existing San Francisco outpost with about 10 staffers and clients like Lark Creek Restaurant Group and the InterContinental San Francisco.

The Riveras are planning to expand the Chefs Feed app to seven more cities and overseas to London.

Wagstaff said it will also take on Rivera's popular weekly newsletter of food-oriented content and restaurant reviews.

DEWEY ASKS COURT TO KEEP SITRICK

Dewey & LeBoeuf, which shook the legal community when in May it became the largest law firm to collapse in U.S. history, has petitioned a bankruptcy court to retain Sitrick and Company, along with two restructuring firms and collection agency, through Chapter 11.

Sitrick handled crisis communications for the firm, which had 1,400 lawyers, as it teetered under the weight of a large debt load and onerous contracts earlier this year.

The law firm filed the application in U.S. Bankruptcy Court for the Southern District of New York on June 15 to retain Sitrick for corporate communications counsel.

Sitrick has worked with D&L since March 19 and collected a \$35K retainer. Its contract calls for hourly billings from \$185 to \$895.

A judge will consider the application on July 9.

NEW ACCOUNTS**New York Area**

Montgomery Communications, New York/Cheli & Peacock, collection of 14 eco-tourism camps and lodges in Kenya, and Expert Africa, designer and operator of personalized tours to southern Africa, for PR.

Lou Hammond & Associates, New York/Big Ass Fans, Lexington, Ky.-based industrial fan maker, for launch of its Haiku ceiling fan for residential and commercial markets; SoapTime, Austin, Tex.-based multimedia "edutainment" system to encourage children to wash their hands and learn proper wash time of 20 seconds, and Cellar Advisors and Domaine Wine Storage, St. Louis-based wine collection and storage service which has launched in New York and plans to enter the D.C. market in late 2012, for PR.

The S3 Agency, Boonton, N.J./BMW Motorrad USA, motorcycle division of BMW of North America, as AOR for creative and media services across advertising, online and social networks, a \$2M account, following a review involving five other agencies.

Stern + Associates, Cranford, N.J./MD-Online, electronic healthcare solutions; CarpetCycle, commercial and residential recycling solutions, and Fullbridge, boot camp for college and graduate students.

East

Version 2.0 Communications, Boston/Avid Technology, digital audio and video technology, for North American PR.

Calypso Communications, Portsmouth, N.H./LimeSprings Beef, beef processing plant slated for construction and operation in Lime Springs, Iowa, that will allow consumers to trace meat back to the plant and farm from which it originated, and LifeCycle Meats, meat processing franchise brand, for marketing and branding support, including messaging, website design, and communications plans.

Warschawski, Baltimore/Xcel Brands, owner of the Isaac Mizrahi fashion brands, for marketing comms.

Widmeyer Communications, Washington, D.C./U.S. Consumer Product Safety Commission, to continue providing communications counsel and support its "Pool Safely," campaign, following a competitive RFP process. The firm first won the business in 2009.

Southeast

Uproar PR, Orlando/Silly Lips, natural lip balms, for PR and social media.

rbb Public Relations, Boca Raton, Fla./DubLi.com, online shopping and entertainment community, to manage a strategic PR, marketing and promotions campaign targeting consumer audiences.

Southwest

Zion & Zion, Tempe, Ariz./MPower Energy Tabs, natural energy supplements, as AOR for interactive development, messaging, social media and strategy.

West

Blaze, Los Angeles/Elaine Ryan, interior designer, to launch the new Elaine Ryan Home Decorating Kit, including a media relations campaign targeting home improvement, interior design and lifestyle reporters.

International

Prompt Communications, Boston and London/aPriori, Concord, Mass.-based post- and pre-production software developer, to conduct European public and media relations, including the U.K., Germany, Austria, Switzerland and France regions.

NEWS OF SERVICES**CISION UNLOADS PRINT MONITORING**

Cision, which traces its roots to a Swedish press clipping service founded in 1892, has unloaded its declining print monitoring operations in the U.S. to BurrellesLuce for \$2M.

Cision said its U.S. print monitoring and margins have steadily declined over the past decade – revenue for 2011 was about \$11M – with the shift to digital.

The company unloaded its print monitoring operations in Europe over the past four years.

The move comes less than two weeks after Cision was forced to pay a “significant sum” to settle a copy-right infringement charge by Dow Jones.

Cision said it will get \$1.5M of the \$2M in quarterly installments through 2013 and will get an earn-out up to \$4M over a three-year term.

The move is a “further important strategic step in [Cision’s] transformation to a fully digital, software-driven business that conforms to the changes in the media landscape,” Cision Group CEO Hans Gieskes said.

Cision said it would take a SEK 7 million (about \$992K) hit on the group’s full year 2012 operating profit after non-recurring costs.

LABOR DEPT. REVIEWS MEDIA MONITORING

The U.S. Dept. of Labor’s office of public affairs is reviewing its media monitoring account with an RFP open through July 12.

The federal agency, which said in May it was considering a review, wants a vendor to provide print, electronic, and social media capabilities for its PA staffers in its national and regional offices.

The web-based service must track at least 200,000 sources and be able to track keywords, phrases and topics. Two daily reports (7 a.m. and 4 p.m.) must be produced and the contractor is required to be capable of analyzing trends or the performance of DOL media and communications campaigns.

The review is expected to yield a year-long contract with four option years.

View the solicitation at fbo.gov.

AD AGENCIES DOMINATE PR ‘LIONS’

A campaign by ad agency JWT San Juan for Banco Popular de Puerto Rico won the top PR award at the Cannes Lions International Festival of Creativity on Monday, emerging from 1,130 entries.

The Interpublic unit’s win is the fourth straight year an ad agency has taken the PR Grand Prix prize since the PR category’s inception in 2009.

Gail Heimann, vice chair of Weber Shandwick, chaired the jury for the PR awards.

JWT beat 134 finalists from around the globe out of 1,130 entries.

In the U.S., PR agency finalists included Fleishman-Hillard/Minneapolis (Blue Cross & Blue Shield of Minn.), Euro RSCG Worldwide PR/New York (The French Will Never Forget 9/11), F-H/St. Louis (AT&T), F-H/Washington (Bloomberg Government), MSLGroup/New York (Underwriters Laboratories).

But they were all shut out of the gold, silver and bronze awards for PR. List of winners: <http://bit.ly/LvSkkM>.

PEOPLE**Joined**

Ashok Sinha, director of communications for Oxygen Media, to Current TV, New York, as VP of corporate communications. He was chief of staff for the (RED) campaign to link consumer products with the HIV/AIDS fight in Africa, and manager of publicity and communication for Disney Theatrical Group.

**Sinha**

Earlier, he was manager of communications and public affairs for MTV’s gay and lesbian channel Logo.

Lisa Boylan, senior editor and director of print and online publishing, Epilepsy Foundation, to the National Association of Chain Drug Stores, Alexandria, Va., as communications director. She reports to VP Chrissy Kopple.

Matt McCollester, assistant director of athletics media relations, Ball State, to the University of North Carolina, Greensboro, as director of media relations.

Christie Montague, marketing intern for SAS, to Crossroads PR, Raleigh, N.C., as an A/C.

Joshua Levitt, managing director, McKinley Reserve Media Group, to Morgan Marketing and PR, Irvine, Calif., as a senior A/E handling Philly’s Best, Wetzel’s Pretzels and Panda Express, among others.

Lynn Gervais and **Valeria Mertsalova** to The Ritz-Carlton Abu Dhabi, Grand Canal, as director of PR and PR manager, respectively. Gervais, who was PR director at The Ritz-Carlton, Dubai International Financial Centre, is Canadian and Mertsalova, PR coordinator at The Ritz-Carlton, DIFC since early 2008, is Russian.

Promoted

Eric Fitzgerald Reed, VP of market issues and policy, Verizon, to lead its public policy initiatives with the high-tech and entertainment industries, based in San Francisco. He joined Verizon’s federal regulatory group in 2000 and moved to its public affairs, policy and communications organization in 2006.

Elected

Keith Mabee, vice chairman of Dix & Eaton, Cleveland, to Fellow of the Governance & Accountability Institute, New York. Mabee leads the firm’s transaction communications practice and was previously VP of corporate relations for Figgie International before joining D&E in 1997.

**Mabee****Awarded**

Dennis Tartaglia, president of Tartaglia Communications, Somerset, N.J., won the 2012 Healthcare PR and Marketing Society of Greater New York Award for Excellence in PR at the groups annual dinner June 19 at the headquarters of the *New York Times*. Tartaglia was honored for getting ongoing major media coverage for Neurological Surgery, P.C. **Robert de Luna**, director of public information, United Hospital Fund, won HPRMS’ top marketing award.

PENTAGON BANS CO-OWNER OF PR VENDOR

The Department of Defense has banned the co-owner of a PR services firm from handling military contracts after he confessed to smearing two reporters covering his company.

Camille Chidiac, who co-founded and controls a 49-percent stake in Leonie Industries, was added to the Excluded Parties List of individuals and companies barred from working federal contracts, effective May 30.

Leonie handles information and PR operations for the military in Afghanistan and has worked with the U.S. government since 2004.

"Mr. Chidiac's placement on the EPL relates to him as an individual," Leonie, which has worked with Patton Boggs amid the crisis, said in a statement June 20. "Leonie has not been placed on the EPL, and the government has not indicated that Leonie has done anything that would warrant placement on the list."

Two *USA Today* reporters, Tom Vanden Brook and Ray Locker, reported in February that the company's work on a \$145M, three-year pact was ineffective, questioned its limited military experience, and that it owed at least \$4M in federal taxes, which has since been paid. *USA Today* also reported that its writers were targeted with an online smear campaign after reporting on the company.

Members of Congress expressed concern and threatened to withhold Pentagon PR funds. Chidiac confessed to involvement in an online "misinformation" campaign, following an internal probe Leonie. Although the company stressed he resigned as an employee in 2008 and acted on his own, he still holds a 49-percent stake in the company.

Leonie, which said it has earned high marks by the government for its previous work and has been audited on several occasions, said Chidiac is "being removed as an owner of the company," although as of June 20 that process is not yet completed.

GOP CONVENTION ENLISTS DOWNEY

Seasoned Republican PR aide Kyle Downey has been enlisted as press secretary for the 2012 Republican National Convention in Tampa in August.

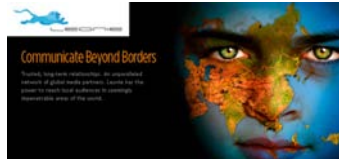
Downey, who was communications director for two legislators considered possible vice presidential picks by GOP nominee Mitt Romney, is one the party's "most effective and respected voices," said Williams Harris, CEO of the convention's organizing committee.

Jim Davis, a former Gibraltar Associates and Brunswick Group staffer, is communications director for the confab.

Downey exits the Senate Republican Conference, where he was communications director for the group of the party's 47 senators. He held the same title for the Senate Republican Policy Committee, Sen. John Thune (R-S.D.), and Rep. Rob Portman (R-Ohio), the latter two who are reportedly in the conversation for vice president.

Downey was also press secretary for the House Republican Conference under Rep. J.C. Watts (R-Okla.).

The GOP convention is set for Aug. 27-30.



H+K STEPS INTO UVA FRAY

University of Virginia Rector Helen Dragas has engaged Hill+Knowlton Strategies as the university's board handles fallout from the ouster of popular president Teresa Sullivan.

The surprise firing of Sullivan after less than two years sparked an outcry from faculty and students at the university, drawing national attention and media to the dispute. The reason for her ouster was not elaborated upon by the university's board, leading to speculation that a wealthy donor influenced the move.

UVA said in a statement that the firm was hired on behalf of the rector and the board of visitors to assist them in handling the matters over the past weeks.

Despite a report in the *Washington Post* that the U-Va. Foundation is picking up the PR tab, the university stressed that no state funds will be used to pay H+K. The funds will come "from other sources of University funds, including the endowment," the school said.

An H+K spokeswoman told O'Dwyer's the firm can't comment on the matter.

In a statement on June 18, Dragas said the dismissal of Sullivan was the right move "firmly grounded in what we believe to be in the very best and long-term interests of the university," but added that the PR was mishandled. That statement came the same day students and faculty rallied outside of a board meeting and the UVA faculty senate demanded the resignation of Dragas and another board member, along with the re-instatement of Sullivan.

WR WANTS TO SPRING UKRAINE'S EX-PM

Wiley Rein is educating Congress about Yulia Tymoshenko, the jailed former leader of Ukraine who claims to have been beaten by prison guards.

She's been imprisoned since October on charges of abusing her office in connection with a natural gas deal inked with Russia.

Supporters of Tymoshenko, a leader of Ukraine's "Orange Revolution," dismiss the charges as political-

ly motivated and the work of her political rival and current PM Viktor Yanukovich.

The Tymoshenko saga has poisoned Ukraine's relations with the west. European leaders have boycotted the current round of championship soccer matches that are being played in Ukraine.

Germany chancellor Angela Merkel has called for the release of Tymoshenko to a Berlin hospital for medical treatment. Ukraine has rebuffed all pleas on behalf of Tymoshenko, saying she will be charged with a murder that occurred 16 years ago.

WR was retained by Tymoshenko's husband, Oleksandr, a Ukrainian businessman who has been granted political asylum in the Czech Republic.



Tymoshenko

PR OPINION

The PRS nominating committee is inviting "members" and "other interested individuals" to make comments to it on candidates including chair-elect candidates Kathy Barbour and Joe Cohen.

<http://tinyurl.com/7yly3uv>

The comment period is extremely short—this week and the next (which will be the July 4 holiday period).

But before anyone can comment on Barbour or Cohen, they have to know how each stands on key issues facing the Society. The candidates should speak publicly or be branded as hypocrites because Barbour promises "transparent, two-way communication" and Cohen says he favors "an atmosphere of collaboration, transparency," and is "not afraid to make bold decisions or take a stand on the issues that matter."

Neither Barbour nor Cohen take a stand on any of ten vital Society issues listed below. Their public pitches answer powder-puff questions with powder-puff answers.

The Barbour presentation is at <http://tinyurl.com/c4eqxj3> and Cohen is at <http://tinyurl.com/d7vbnoy>.

Below are questions that readers should e-mail to Barbour at barbour.kathy@mayo.edu and Cohen at jcohen@mww.com

Reader questions and comments to the nomcom are confidential but Barbour and Cohen have the right to publicly answer the questions. They haven't given up their right of free speech just to run for PRS office.

Ten Questions for Barbour, Cohen

1. Should the Society again provide a transcript and audiotape of the Assembly, which it did until 2005? How about a live audiocast as is done by the Canadian PR Society? <http://tinyurl.com/7z3tcqv>

2. Should the full list of Assembly delegates, last seen in 2005, be posted throughout the year?

3. Should the press be allowed in the Assembly? All reporters were barred last year and ditto is expected this year.

4. Do you favor eliminating proxy votes in the Assembly since use of them makes any actions open to perpetual challenge under Robert's Rules? <http://odwpr.us/zZTnAb>

5. Do you favor making the list of all members available on a PDF, duplicating the printed directory which also had employer and geographical indexes? Members have been demanding this for years. <http://tinyurl.com/bm5sdh6>

6. Do you favor New York as a conference site at least every three years, as recommended by New York member Art Stevens? Current policy eliminates New York as a site although the 2004 conference there drew a record 4,000 and saved staff travel including advance trips.

7. Do you favor removing APR as a requirement for national office, which was urged by the 1999 Strategic Planning Committee?

8. Do you favor warning member prospects that

they can't hold national office nor serve on the Ethics Board until they become APR?

9. Do you favor letting press join the Society since most press groups allow PR members? Only members have access to PRS financials, impeding press coverage.

10. Do you favor restoring the list of 110 chapter presidents and the list of h.q. staffers (only seven are now listed)? Do you favor more PR professionals on staff?

Send Comments to Nomcom and Members

Barbour and Cohen should e-mail their answers to those who have sent the questions.

Comments on the candidates should then be e-mailed to nomcomm@prsa.org as well as some of the 19 nomcom members.

This includes Stevens, (artstevens@att.net) one of the three leaders of the 2010 "Committee for a Democratic PRS," and Peggy Bendel, (bendelcommunications@gmail.com) former SVP of Development Counsellors Int'l who is now based in Catalina, Ariz.

Bendel in 2010 blasted PRS as being "patently unfair" in blocking non-APRs from running for office. <http://tinyurl.com/7m34oao>. She said 91.5% of the 600 members of the Travel Section are non-APR and are thus ineligible for service on the national board, which she called a colossal waste of talent and experience.

It's time for PRS to close the smoke-filled back room method of picking leaders of the "world's biggest association of PR professionals." That's something from the 1950s.

Comment e-mails must be less than 300 words and must refer to only one of the candidates. Otherwise, they will be declared "invalid and returned to the sender," say the rules.

The 19-member nomcom should have no more than four APRs since PRS is only 18% APR. Instead, 15 are APR. <http://tinyurl.com/7wtjpsz> It is also geographically unbalanced, having eight members from the South and five from the West.

Turnout Is Sparse; Members Helpless

Only five candidates showed up this year for five district director seats, a pitiful turnout. No one at all showed up from the N.E. district so another at-large seat will be created after three were added last year (S.E., S.W., and N. Pacific districts).

One reason for the scarcity of candidates is that the APR rule eliminates 82% of members. Also, very few of the APRs themselves want to get involved with HQ.

Members are showing signs of "learned helplessness," a psychological condition described by the May 16 *New York Times*. <http://tinyurl.com/dxkgllhv>

They have been defeated so many times by the PRS lawyers, association managers, financial types, PR staffers, APRs and parliamentarians (who are now on retainer instead of being hired for the day) that they have given up. Assembly delegates led by Mark McClennan expressed outrage in 2008 that the 2007 Assembly minutes, Q3 financials and final Assembly agenda were not provided until the day of the Assembly. — *Jack O'Dwyer*