



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## GARDEN STATE REVIEWS TOURISM PR

The Garden State has planted the seeds to review its tourism advertising and PR business with an RFP process through late April.

New Jersey's Dept. of State released an RFP March 6 saying it will either award individual contracts for PR and advertising or a single pact covering both following the review.

The work focuses on three tenets: reinforcing and enhancing the state's vacation destination reputation, expanding its existing tourism markets, and bringing in digital marketing strategies. Budget is \$5M a year split as \$300K for PR and \$4.7M for ads.

Brushfire, with offices in Cedar Knolls, N.J., and New York City, is the incumbent from the last review in 2007, winning both pieces of the account.

Tourism is the state's No. 3 industry as visitors generated a \$35B impact in 2010. But that figure was below recent highs in the mid-2000s. RFP: <http://odwpr.us/x7nUal>.

## RF|BINDER'S DRUCKER TO CRENSHAW

George Drucker, who served as chief marketing officer for the past 11 years at RF|Binder Partners, is joining New York-based Crenshaw Communications on March 15 as West Coast president in its new Los Angeles outpost.

The move reunites Drucker with Dorothy Crenshaw as the pair worked together at Edelman. He was at Edelman for more than 20 years in New York and Los Angeles. Earlier, he was partner in the PR unit of Jordan, McGrath, Case and Taylor Advertising, which was merged into Euro Havas RSCG.

RF|Binder is part of Ruder Finn Group.

## CHIME REPORTS 7% PR SLIP

Chime Communications, parent of Bell Pottinger, reported a seven percent drop in PR income in 2011 to the \$105M mark due to the restructuring of its contract with the State Dept. for communications duties in Iraq and Afghanistan.

PR, which generates 42 percent of Chime's operating income, was bolstered by gains in financial, corporate, consumer, healthcare and Middle East hotspots embroiled with Arab Spring issues.

CEO Lord Bell is negotiating to buy a piece of PR unit.

## EDELMAN, WCG TOP HEALTHCARE RANKINGS

Edelman topped the 2011 healthcare rankings with \$114,588,421 in revenues, up slightly from \$113M in 2010, while WCG moved into second place to \$43,350,100 as it registered a 21.4% gain.

Others in the top five were Ruder Finn at \$30,401,000; APCO Worldwide at \$22,741,000, and Cooney/Waters Group at \$20,433,000.

PR firm CEOs and heads of the healthcare practices, asked to describe how they are practicing PR and communications, responded with detailed descriptions of their activities.

Revealed is a world of dizzying complexity as PR firms and their clients grapple with issues surrounding pharmaceuticals, patient care, health technology, legislation and regulation at federal, state and local levels, medical devices, health insurance, general and healthcare press, and the academic and scientific communities.

Leading gainers among the top 25 firms in the healthcare category included MWW Group, up 323% to \$2.5M; Jones Public Affairs, up 149% to \$4,272,403; Rasky Baerlein up 64.4% to \$3,058,884; Coyne PR, +26.6% to \$3,375,000; Dodge Communications +25.3% to \$3,602,980; Revive PR +22.7% to \$4,600,000; Hager Sharp +22.1% to \$4,796,177; Crosby Marketing +20.9% to \$4,440,982, and Makovsky & Co. +13.6% to \$5,000,000.

Nine of the firms in the top 25 healthcare ranking only handle healthcare—Cooney/Waters, GYMR, Spectrum, Revive PR, Jones PA, Jarrard Phillips Cate & Hancock, MCS, Dodge Communications and LaVoie Group. Cooney/Waters grew 45% to \$20.4M and fifth place in the rankings from No. 13 partly by adding The Corkery Group, which had \$6.3M in fees in the first nine months of 2011.

WCG's revenues are 92% in healthcare. Other specialties handled are technology, food/beverages and entertainment/cultural. It is now part of the W20 Group holding company.

## **Edelman, \$114,588,421**

Kym White, global health chair of Edelman, said the firm believes that, "Health, today, is everyone's business." Said White: "Companies, institutions, and individuals are shifting their perception of health—from something needing to be fixed to something that needs to be

(Continued on page 2)



## *Healthcare Rankings Issue*



Table on pg. 3

**HEALTHCARE RANKINGS** (Continued from pg. 1) developed, maintained and continually improved. They understand that they need to combine resources to foster well-being in the near-term.”



**White**

Added White: “Increasingly, they take the long-view of their role in human sustainability and the environment in which their organizations operate.

“In this complex, interconnected world, Edelman has the global perspective, resources and people to help our clients thrive in the business of health. Our 500+ health specialists and colleagues stay at the forefront of medical,

scientific, business, policy, and societal issues such as disease prevention and management, the health technology revolution, wellness, control of infectious disease pandemics, biomedical science, and access to healthcare.

“We work for the world’s leading organizations and brands across all health industry verticals and sectors including private, government, NGO and academia, as well as companies in other industries, and we help them use fully integrated multi-channel communication solutions to meet their stakeholders’ expectations.

**WCG, \$43,350,100**

CEO Jim Weiss says the firm provides healthcare clients with a comprehensive range of integrated services including analytics and measurement; strategy and planning, product launch support; investor and financial media relations; corporate identity and positioning; internal and change communications; medical and science writing; patient advocacy and medical society relations; thought leader and influencer development; media and presentation training; digital and interactive strategy and design; tradition and social media strategy and engagement; disease awareness education programs; consumer and professional advertising; creative services and sales and marketing collateral; medical education and communications; market access, policy and public affairs support; regulatory and clinical data communications, and clinical trial recruitment.



**Cohen**

Gail Cohen, global healthcare practice leader says that all aspects of the firm’s work, including strategy, content, engagement and policy, are grounded in research and analytics that produce insights to help clients identify the right audiences, understand their language and preferences, develop and syndicate content that resonates with them across platforms, and increases

share-of-conversation.

“We believe social media and analytics are essential components in healthcare communications,” said Cohen. “We believe our dedicated and experienced professionals have taken a leading role in driving education and behavior change at the government, policy, association, hospital and industry level.”

Key healthcare executives are Cohen; Jen Gottlieb, head of Twist Marketing and formerly practice leader in

New York; Diane Weiser, practice leader, San Francisco; Laura Fusco, practice leader, content and engagement, W<sub>2</sub>O Group, and Leslie Wheeler, practice leader, New York.

**Ruder Finn Health & Wellness, \$30,401,000**

Susan Goldstein, executive VP and global head, RF Health & Wellness, said Ruder Finn Health and Wellness is one of the recognized industry leader in providing global, national and regional communications services to pharmaceutical and biopharmaceutical corporations, media device companies, trade associations and non-profit organizations in the healthcare sector.

“Health & Wellness is a key area of leadership for our firm, a leading independent with more than 65 years of experience,” said Goldstein.

More than 400 professionals are employed by RF at offices in New York, Washington, D.C., Boston, San Francisco, London, Paris, Beijing, Hong Kong, Shanghai, Singapore, Guangzhou, New Delhi and Mumbai.

Practice areas include brand positioning, life cycle management, new drug launches, corporate reputation, viral marketing, social networking, media strategy and relations, internal communications, managed markets, hospital marketing, social work, government relations, public policy, and patient advocacy.



**Goldstein**

“Our philosophy is rooted in hands-on senior management on all accounts teams with relevant specialists engage from all levels across our global network,” said Goldstein.

The Washington, D.C., office creates and implements public education and PA programs that influence public opinion, build support for regulatory and legislative actions, and manage issues. A range of strategies and activities is used including engaging policy makers and advocacy groups, creating coalitions, mounting state and national media relations programs and targeting attention-getting advertising in order to achieve client policy and business objectives.

RF specializes in identifying and mobilizing third-party groups that “have the clout and expertise to elevate an issue or to put a complicated problem into perspective for policy makers, the media and the general public,” said Goldstein.

Clients included Bristol-Myers Squibb, AstraZeneca, Pfizer, Novartis, Abbott Laboratories, Shire Pharmaceuticals, Forest Laboratories, Roche, Astellas, UCB, Boehringer Ingelheim, American Urological Assn. Foundation, National Assn. of Pediatric Nurse Practitioners, European League Against Rheumatism and Aetna.

**APCO Worldwide, \$22,741,000**

Robert Schooling, global head of APCO’s healthcare practice, said the firm had another successful year in 2011 as it continued its work for some of the world’s largest pharmaceutical companies, medical device firms, hospitals and insurance companies.

(Continued on pg. 4)

# O'DWYER'S RANKINGS OF INDEPENDENT PR FIRMS HEALTHCARE

Firm	2011 Net Fees
1. Edelman, New York, edelman.com, Kym White, Global Health Chair.....	\$114,588,421
2. WCG, San Francisco, WCGworld.com, Jim Weiss, Chairman and CEO.....	43,350,100
3. Ruder Finn, New York, ruderrfinn.com, Susan Goldstein, Executive Vice President.....	30,401,000
4. APCO Worldwide, Washington, D.C., apcoworldwide.com, Robert Schooling, Global Healthcare Chair.....	22,741,000
5. Cooney/Waters Group, New York, cooneywaters.com, Timothy Bird, President and CEO.....	20,433,000
6. Waggener Edstrom, Bellevue, WA, waggneredstrom.com.....	7,935,000
7. GYMR, Washington, D.C., gymr.com, Pattie Yu and Patrick McCabe, Partners.....	5,969,294
8. Spectrum, Washington, DC, spectruminc.com, John Seng, President.....	5,728,753
9. Makovsky & Co., New York, makovsky.com, Kenneth Makovsky, CEO.....	5,000,000
10. Hager Sharp, Washington, D.C., hagerssharp.com, Gary Curtis, President.....	4,796,177
11. Revive Public Relations, Santa Barbara, CA, revivepr.com, Brandon Edwards, President.....	4,600,000
12. Crosby Marketing Comms., Annapolis, MD, Denise Aube, Vice Pres., Healthcare Practice Leader.....	4,440,982
13. Jones Public Affairs, D.C., jonespublicaffairs.com, Carrie Jones, Principal.....	4,272,403
14. Jarrard Phillips Cate, Brentwood, TN, jarradinc.com, David Jarrard, Principal.....	3,828,297
15. MCS, Bedminster, NJ, mcspr.com, Joe Boyd, CEO.....	3,771,495
16. Dodge Communications, dodgecommunications.com, Brad Dodge, President and CEO.....	3,602,980
17. Padilla Speer Beardsley, Mpls., psbpr.com, Lynn Casey, CEO.....	3,465,430
18. Communications Strategies, Madison, NJ, cstratinc.com, Donna Peppe, CEO/President/Founder.....	3,446,709
19. Coyne PR, Parsippany, NJ, coynepr.com, Kelly Dencker, Senior VP, Director of Health.....	3,375,000
20. Rasky Baerlein, Boston, rasky.com, Larry Rasky, Chairman, Joe Baerlein, President.....	3,058,884
21. Public Comms., Chicago, pcipr.com, Dorothy Pirovano, CEO.....	2,897,367
22. MWW Group, East Rutherford, NJ, mww.com, David Herrick, EVP.....	2,500,000
23. LaVoie Group, Salem, MA, lavoiegroup.com, Donna LaVoie, President and CEO.....	2,385,063
24. French/West/Vaughan, Raleigh, fvw-us.com, Rick French, Chairman/CEO.....	2,336,112
25. Finn Partners, New York, finnpartners.com, Peter Finn, Founding Partner and CEO.....	2,205,000
26. CRT/tanaka, Richmond, crt-tanaka.com, Mark Raper, Chairman/CEO.....	2,185,453
27. Allison & Partners, San Francisco, allisonpr.com, Scott Allison, President and CEO.....	2,100,000
28. Gibraltar Assocs., D.C., gibraltar-llc.com, Eric Bovim, CEO/Founder.....	1,801,500
29. Qorvis Comms., D.C., qorvis.com, Michael Petruzzello, Partner.....	1,800,000
30. RF   Binder Partners, New York, rfbinder.com, Amy Binder, CEO.....	1,700,000
31. Zeno Group, New York, zenogroup.com, Barbie Siegel, CEO.....	1,636,938
32. Lambert, Edwards & Assocs., Grand Rapids, MI, lambert-edwards.com, Jeffrey Lambert, Partner.....	1,521,000
33. Gregory FCA Comms., Ardmore, PA, gregoryfca.com, Greg Matusky, President.....	1,500,000
34. Singer Assocs., San Francisco, singersf.com, Sam Singer, President.....	1,450,387
35. Black Twig Comms., St. Louis, blacktwigllc.com, Tom Geiser, Managing Partner.....	1,400,000
36. Levick Strategic Comms., Washington, DC, levick.com, Richard Levick, President/CEO.....	1,308,190
37. Dye, Van Mol & Lawrence, Nashville, dvl.com, John Van Mol, Partner.....	1,239,963
38. Moore Consulting, Tallahassee, moore-pr.com, Karen Moore, President & CEO.....	1,221,217
39. Standing Partnership, St. Louis, standingpr.com, Cathy Dunkin, CEO.....	1,013,908
40. McNeely, Pigott & Fox, Nashville, mpf.com, Mark McNeely, Senior Partner.....	994,702
41. Rosica Strategic PR, Paramus, NJ, rosica.com, Chris Rosica, President.....	930,118
42. rbb Public Relations, Miami, rbbpr.com, Christine Barney, CEO.....	863,816
43. PAN Comms., Andover, MA, pancommunications.com, Philip Nardone, President.....	764,125
44. Seigenthaler PR, Nashville, seigenthaler.com, Elizabeth Courtney, Chairman/CEO.....	626,000
45. Merritt Group, Reston, VA, merrittgrp.com, Ben Merritt, CEO.....	596,000
46. Bliss PR, New York, blisspr.com, John Bliss, Founding Principal.....	550,000
47. Davies, Santa Barbara, CA, daviespublicaffairs.com, John Davies, CEO.....	513,701
48. Jackson Spalding, Atlanta, jacksonspalding.com, Bo Spalding, Executive Team.....	513,372
49. TGI Healthworks, New York, tgihealthworks.com, Louis Tharp, CEO.....	472,000
50. Maccabee Group, Minneapolis, maccabeegroup.com, Paul Maccabee, President.....	387,061
51. Regan Comms., Boston, regancomm.com, George Regan, Founder and Chairman.....	328,000
52. L.C. Williams & Assocs., Chicago, lcwa.com, Kim Dahlborn, President.....	296,326
53. Bridge Global Strategies, New York, bridgeny.com, Lucy Siegel, President/CEO.....	273,427
54. Schneider Assocs., Boston, schneiderpr.com, Joan Schneider, President and Creative Director.....	255,673
55. TransMedia Group, Boca Raton, FL, transmediagroup.com, Thomas Madden, Chairman/CEO.....	250,000
56. Godwin Advertising, Jackson, MS, godwin.com, Danny Mitchell, Chairman.....	228,013
57. CooperKatz & Co., New York, cooperkatz.com, Andy Cooper, Ralph Katz, Principals.....	217,508
58. Red Sky PR, Boise, ID, redskyp.com, Jessica Flynn, CEO.....	212,614
59. Open Channels Group, Fort Worth, openchannelsgroup.com, Tonya Veasey, Principal.....	203,826
60. Beehive Public Relations, St. Paul, beehivepr.biz, Lisa Hannum, CEO.....	172,912
61. Guthrie/Mayes & Assocs., Louisville, guthriemayes.com, Claire Nichols, Principal.....	129,555
62. Trevelino/Keller, Alanta, trevelinokeller.com, Dean Trevelino, Genna Keller, Principals.....	120,000
63. Richmond PR, Seattle, richmondpublicrelations.com, Louis Richmond, CEO.....	115,716
64. Phillips & Co., Austin, Richard Phillips, CEO.....	85,745
65. Furia Rubel Communications, Doylestown, PA, furiarubel.com, Gina Rubel, Principal.....	78,300
66. Lane PR, Portland, OR, lanep.com, Wendy Lane, President.....	43,641

**HEALTHCARE RANKINGS** (Continued from pg. 2)

“Significant” new client projects were added around the world, new senior talent was hired, and important new services were developed.

**Schooling**

Launched was the “Health Advisory Board,” a specialty group of the firm’s International Advisory Council to provide clients with enhanced expert counsel and executive-level knowledge of the changing healthcare marketing place.

The Health Advisory Board includes former chief medical officers, public health leaders, heads of communications of large pharmaceutical and insurance companies, and former health policy officials.

Members include Sir Liam Donaldson, former chief medical officer for England and chief medical advisor to the U.K. government; Daniel Glickman, former U.S. secretary of agriculture; Leslie Norwalk, former acting administrator for the Centers for Medicare & Medicaid Services; Kavita Patel, former health policy advisor to the Obama Administration; Kenneth Thorpe, former deputy assistant secretary at the U.S. Dept. of Health and Human Services, and Richard Wade, former senior executive, American Hospital Assn.

**Cooney/Waters Group, \$20,433,000**

Timothy Bird, president and COO, said the firm continued its capabilities expansion in 2011 with the acquisition of The Corkery Group, adding expertise in issue-oriented communications.

**Bird**

“Their great strength in analysis and health policy, coupled with our product marketing expertise has benefited both operations and is a powerful offering for clients in the US and Europe,” he said.

The firm launched Cultúr Health, an Hispanic healthcare communications service aimed at the more than 50.5 million Hispanics living in the U.S. It leverages cultural insights and healthcare communications expertise to help drive important healthcare messages to Latinos. For clients such as Sanofi-Pasteur and UCB, Inc. Cooney/Waters has developed multiple award-winning national, regional and grassroots programs to reach Hispanics who are at greater risk for many treatable diseases, said Bird.

**GYMR Public Relations, \$5,696,294**

Pattie Yu and Patrick McCabe, partners, said that the firm has handled some of the country’s “largest and most prominent foundations, companies, medical societies, health associations, nonprofit health groups and federal agencies since its founding in 1998.”

They have turned to GYMR because of its background in policy, advocacy, journalism and social media, they said. “Our strength is in crafting messages about complex science or public policies as well as in planning and executing strategic communications,” said Yu.

Among events coordinated last year was the “Care About Your Care” gathering of nearly two dozen organizations.

Convened by the Robert Wood Johnson Foundation

in partnership with the organizations, it was a national effort to raise Americans’ awareness of how to identify and get better health care and involved a 17-city, multi-media launch.

**McCabe, Yu**

GYMR planned and led the initiative from start to finish with Dr. Oz as national spokesman.

The firm is making increased use of social media for clients, as well.

It developed an integrated social media strategy for the Society for Healthcare Epidemiology of America. A coordinated Twitter strategy currently helps position the organization as a leader of national conversations about prevention, control and treatment of infectious diseases.

Tactics involving LinkedIn provide a platform to foster member relations and connect SHEA with other professionals interested in sharing the latest science and best practices for care.

**Spectrum, \$5,728,753**

John Seng, president, pondered the question of “Why, in a field as diverse as public relations, would a firm focus on serving just one industry?”

Here’s his answer: “For Spectrum, the answer is a genuine interest in the scientific process and how it can improve lives. Our clients are passionate about their work in health, public health and life sciences. We share that passion because we know that their advances make a tremendous impact. We relish the fact that we are able to develop and tell these stories of progress, hope and innovation every day.”

**Seng**

“Spectrum has the added benefit – a benefit we pass along to our clients – of being independent. Because we don’t struggle with layers of administrative teams that you might find at giant, mixed-interest agencies, we believe we can more quickly respond to our clients’ needs and build lasting relationships.

**Makovsky + Co., \$5,000,000**

Client delight has been the mantra of the Makovsky + Co. healthcare practice and year-to-year growth has been additive to the firm, said executive VP and practice head Gil Bashe. From 2011 to 2012, Makovsky Health realized 100% client retention, an improvement on its industry-leading 92% retention rate.

During the past two years, Makovsky Health has added clients from among the biopharma industry’s top 10 companies and innovative leaders in the field of rare and specialty illnesses including endocrinology, oncology, neurology and women’s health. Bashe said long-standing and new clients have found the Makovsky service teams comprising staff with backgrounds in advocacy, marketing, public-policy, reimbursement, social media, and state-government offer a best practice approach to strong outcomes – anticipating rapid changes in health communications.

Read more from healthcare firms in the rankings at <http://odwpr.us/wZLq3s>.

**NEWS OF PR FIRMS****LAUNCHSQUAD KICKS OFF CONTENT UNIT**

LaunchSquad, San Francisco, has created a content company to handle editorial, PR and marketing writing assignments, as well as distribution and analysis.

“As companies and brands become publishers, we see a very exciting and untapped opportunity to build a new, brand-name content services company,” said Jesse Odell, co-founder of LaunchSquad.

The unit, Original9 Media, is led by LS senior VP Jeffrey Davis, who serves as editorial director and strategic lead.

Odell said the spin-off will develop content for platforms like blogs, mobile and social media.

**OGILVY PARLAYS MEXICO WORK TO SINALOA**

Ogilvy PR has picked up global PR duties for the Mexican state of Sinaloa, a coastal region of the country that includes the tourism destination Mazatlan but is also associated with a notorious drug cartel.

Ogilvy, which is familiar with the struggles of promoting Mexico of late as global PR agency for the Mexican Tourism Board, was tapped for media relations, public affairs and stakeholders communications to spark tourism and investment while fighting negative perceptions arising from violence in the country.

Oralia Rice, Secretary of Tourism for the state, stressed Ogilvy’s government communications and experience with the MTB in announcing the hire.

The Sinaloa Cartel, the top Mexican drug gang and one of the largest such crime rings in the world, is based in the state.

Ogilvy/New York heads the work.

**OIL, GAS PR VET SETS UP AUSTIN SHOP**

Jim Cox, a veteran PR agency exec specializing in energy clients for Edelman and Hill & Knowlton, has set up a new firm in Austin.

Cox previously ran Jim Cox Inc. before selling the firm to Edelman and creating its first Texas outpost in Houston in the 1980s. He was at Edelman for 13 years, later relocating to New York, before moving on to GCI Group to lead its corporate practice.

Most recently he was a senior VP at Hill & Knowlton until December, where he led its Riyadh, Saudi Arabia, team for the Third OPEC Summit in 2008 and worked Saudi Aramco’s PR and the four-person H&K crisis unit during the Iraq invasion in 2003.

Cox has counseled America’s Natural Gas Alliance, Saudi Aramco, Petrobas, Exxon, Texaco and Peabody.

James O. Cox III LLC is at 917-945-1533/JamesOCoxIII [at] gmail [dot]com.

**BRIEFS: Publicis Group** has acquired two Asia experiential marketing shops covering China, Singapore and Macau to be folded into **MSLGroup**. Ten-year-old King Harvests has more than 100 staffers and is focused on mainland China with global clients like Bosch, Sanyo and Siemens. It is led by Laura Lee. Luminous, founded in 2005 with about 40 employees and headed by Antony Spanbrook, works Hong Kong, Singapore and Macau for clients like Prudential and PricewaterhouseCoopers.

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

**Camelot Communications**, New York/Smart Vent Products, flood protection vent system, as AOR.

**Stuntman PR**, New York/Atomic Hospitality Group, owner of Williamsburg gastropub The Bedford, as well as K&M Bar and Legion Bar, for PR, including media relations, social media and event marketing.

**5W PR**, New York/Iredale Mineral Cosmetics, marketer of jane iredale - THE SKIN CARE MAKEUP, as AOR for PR.

**East**

**Arketi Group**, Atlanta/Jacada Inc., call center technology, as AOR for PR, including messaging and positioning as well as a new product launch.

**Aloysius Butler & Clark**, Wilmington, Del./Continuum Health Partners, for a social media campaign, including creating and managing content, for its Friedman Diabetes Institute and the Child and Family Institute in New York.

**Southeast**

**Calysto Communications**, Atlanta/BeQuick Software, hosted telecom and wireless billing and back office solutions for service providers, to manage its social and traditional PR program.

**Fetching Communications**, Tampa, Fla./The Pet Loo, “backyard in a box” for pets; MrChewy.com, online pet products retailer, and Vetstreet.com, pet care news and veterinary portal for pet owners.

**Midwest**

**Ketchum**, Chicago/Phonak, hearing aid systems developer, as AOR for its U.S. division, based in Warrenville, Ill. Phonak, part of Sonova Holding, is based in Switzerland.

**MMGY Global**, Kansas City, Mo./Terranea Resort (Palos Verdes Peninsula, Calif.), as integrated marketing firm of record.

**West**

**LANE PR**, Portland, Ore./Oregon Ryegrass, Tall Fescue and Fine Fescue Commissions, as AOR after a search to run a large national consumer campaign touting the benefits of natural turf.

**Borders + Gratehouse**, San Francisco/AppDirect, cloud services marketplace; SoftLayer, data centers, and Xero online accounting software for small biz, for PR.

**Bob Gold & Associates**, Torrance, Calif./Telit Wireless Solutions, machine-to-machine modules and services provider, for global PR, an expanded role after the firm handled AOR duties in North America since 2006.

**VPE PR**, South Pasadena/AbilityFirst; American Academy of Ophthalmology; Building Healthy Communities Eastern Coachella Valley; Valley Presbyterian Hospital, and Hulu, for national and regional media relations, digital marketing and comms.

**aLine PR**, Hollywood/Mischa Barton, actress/model, for PR, celebrity outreach and promotional services as she launches an accessories and clothing line.

**International**

**Cognito**, London/WBR, producers of the TradeTech electronic trading industry event, to promote the April 24/26 event for a fourth year.

— Greg Hazley

## NEWS OF SERVICES

### ANOTHER CISION CEO TO EXIT

Weeks after announcing the exit of its North American CEO, Cision said March 9 its European CEO is leaving the company at the end of the second quarter.

Yann Blandy, CEO of Cision of Europe, is slated to take that same post at Sweden-based Intellecta AB.

Cision CEO Hans Gieskes said Blandy leaves behind a European operation “in better shape than ever.”

Blandy’s move comes after North American CEO Joe Bernardo took an early retirement package, effective March 1.

Cision’s fourth quarter revenue slipped 6% but growth in the U.S. and a turnaround in Europe has the company optimistic for 2012.

### Threatened By Publisher

A major U.S. publisher has threatened Cision with a damages claim based on alleged infringement of rights, the PR software and monitoring provider said March 8.

“It is at present not possible to quantify the likely potential liability that Cision could incur as a result of this claim,” said a statement from CEO Hans Gieskes and CFO Tosh Bruce-Morgan.

The statement continued: “However, it cannot be excluded that the impact on Cision’s full-year earnings could be significant.”

That revelation sent the company’s Sweden-traded shares sinking by more than 25 percent.

The company said it intends to work toward an “amicable solution or otherwise invoke such defense as it sees fit.”

### PR NEWswire POSTS ‘RESILIENT’ 2011

PR Newswire’s 2011 revenue ticked up 3.6% to £187M, a “resilient” performance as the United Business Media unit transitions to digital and expands overseas.

U.S. distribution revenue inched up 0.7% for the year, although overall U.S. revenue was essentially flat in 2011. PRN’s continued expansion in Europe yielded growth of 38.5%.

“The solid performance of data services and PR Newswire in 2011 reflects the initial benefits of our continuing investment in these businesses,” said CEO David Levin. PRN has a new generation of services for online and social media reach currently in beta as it works on a plan of “moving well beyond the ‘press release.’”

So-called “enhanced” releases accounted for 23% of its volume in 2011.

UBM also said it wants PRN to ink broader, longer-term customer pacts – subscriptions rather than one-off press releases – as it took in \$31M via subscriptions in 2011 in the U.S., where it counts 21,000 customers. About 90% of its US revenue is split evenly between public, private and agency clients.

Operating profit fell 2.6% at PRN but was slightly positive at 0.2% on a constant currency basis.

UBM, which derives the largest chunk of revenues from its events business, saw 2011 revenues rise 9.3% overall to £972.3M as operating profit was up 17.5% to £201.9M.

Levin said all of its units met or exceeded targets for the year.

## PEOPLE

### Joined

**Brian Hague**, chief of staff and director of communications to former Bergen County (N.J.) Executive Dennis McNerney, to MWW Group, East Rutherford, N.J., as VP, public affairs. He is a former *Star-Ledger* reporter.

**Scarlett Rajski**, special projects director in the office of Sen. Robert Menendez (D-N.J.), joins as an AA/E.

**David Wertheimer**, founding CEO of ecommerce web design firm Canopy Commerce, to Burson-Marsteller’s Proof Integrated Communications, New York, as chief strategy officer. He was director of strategy for Alexander Interactive and earlier was at Clarins Group and The Economist Group.



Wertheimer



Hague

**Andrea Pellicciari**, team leader, Chandler Chicco Agency, to GCI Health, New York, as senior VP handling neurology, urology and advocacy accounts.

**Mary Kate Watkins**, account manager, Chandler Chicco, joins as a VP, consumer health and beauty.

**Jennifer Gordon**, media specialist, Chandler Chicco, and a former producer, CNN, joins GCI as senior media specialist.

**Marty Conway**, former director of business development and strategic partners at AOL Sports, to IMRE, Baltimore, as VP in its sports practice. He was previously VP of marketing and communication for the Baltimore Orioles and VP, marketing and development for the Texas Rangers.

**Bill McRae** to McClenahan Bruer Communications, Portland, Ore., as a senior writer. The former Microsoft hand was previously with Waggener Edstrom. **Leigh Brooks** also joined MBC as art director.

**Amy Cofone**, who led accounts like IKEA, Philips and Kodak at Ketchum, to sister firm Emanate, New York, as director, integrated marketing. She continues with Philips, the second largest global account at Ketchum, among other business.

**Craig Becher**, manager of strategic planning and buying, Mindshare, to French/West/Vaughan, Raleigh, N.C., as media director. Also, **Melissa Rivera**, PR director, Rubberneck Media, joins as group account director.

### Promoted

**Bill McCue** to VP, The North 6th Agency, New York, responsible for the agency’s daily operations and handling business development.

**Paul Andrew** to executive VP, Weber Shandwick, Boston. He’s a six-year veteran of the firm.



Andrew

**Nicole DiVito**, A/C, Celtic Marketing, to Mulberry Marketing Communications, Chicago, as senior A/E handling tech, hospitality and human resources accounts. **Jessica Messenger**, a former intern, joins as an A/C on tech and sustainability work.

## **VANDERMOLLEN TO VICE CHAIR, DJE**

Edelman CEO Richard Edelman has named Alan VanderMolen vice chairman of the Daniel J. Edelman Inc. holding company to build global scale for non-Edelman branded businesses such as Zeno (PR), StrategyOne (research), Ruth (integrated marketing) and Matter (sports, sponsorship, entertainment) of the No. 1 independent PR firm.



**VanderMolen**

International generated \$220M of Edelman's overall \$604M in 2011 fee income, while overseas revenues were less than \$5M for the DJE group.

Richard Edelman says since the DJE group is enjoying robust growth in the U.S. the time is ripe for an international foray.

VanderMolen told O'Dwyer's the plan is to "build a PR-centric holding company where PR is at the center of the plate of marketing services."

The 10-year Edelman veteran has deep roots overseas, joining the firm as Asia president. He spearheaded the move into Japan, India and Indonesia and managed the acquisition of Pegasus Communications in China. Currently, he reps Shell and SAP and has counseled Johnson & Johnson, Microsoft, Starbucks and Samsung.

VanderMolen, who served a 13-year stint at Burson-Marsteller, remains president/CEO of Edelman's global practices and diversified insights business.

Daniel Edelman is chairman of DJE. Son Richard is executive chairman.

## **Turett Turns Over Edelman Health to White**

Nancy Turett, who built Edelman's health group into a practice of more than 500 pros during a 23-year stint, has been upped to the new post of chief strategist, health and society. She will counsel clients in diverse businesses about the opportunities and challenges presented by the fast-changing healthcare sector.

Kym White, who joined Edelman a year ago as vice chair, succeeds Turett as global health chair. Prior to Edelman, White did a 16-year stint at Ogilvy PR Worldwide (global health chief and New York leader) and led corporate communications at Baxter Int'l.

Susan Isenberg, an 18-year Edelman vet, assumes White's duties. She led the New York health group from 2002-10.

## **LEHMAN, BP PRO MOVES TO AFME**

Andrew Gowers, the *Financial Times* editor who went on to manage PR for Lehman Brothers and BP, has joined the Assn. for Financial Markets in Europe, a trade group of global bankers operating on the Continent, according to a report in Reuters.

The crisis veteran worked in London as Lehman's corporate communications chief for two years until its 2008 financial collapse. He then moved to the head of group media at BP position in 2009, working through the Gulf of Mexico oil spill disaster. Gowers also co-authored a biography of late Palestine Liberation Organization leader Yasser Arafat.

He began his career at Reuters before moving to FT. Gowers has been working as a consultant to AFME before officially assuming the director of external affairs slot.

## **PENTAGON EYES GI PAPER MOVE TO PR HQ**

A Pentagon cost-cutting move that will relocate the staff of *Stars & Stripes* to the military's public affairs headquarters at Fort Meade, Md., has raised concerns of journalists and Sen. Carl Levin (D-Mich.), chairman of the Senate Armed Services Committee.

Levin penned a letter the Defense Secretary Leon Panetta last week asking him to review the decision and questioning what the Defense Dept. will do to "ensure the actual and perceived independence of the important service provided by Stars and Stripes is preserved."

The paper is independent but backed by \$20M a year from the U.S. Congress, where it has strong support.

Mel Russell, who heads the Defense Media Activity at Fort Meade, has issued a directive ordering the move by Sept. 28 to save \$1M in office space Stars & Stripes spends on its National Press Club base of operations. Russell says he can't justify to the General Services Administration in a time of budget cuts that there is no government-owned alternative available to its current commercial space.

Terry Leonard, editor of Stars and Stripes, is lobbying Congress to fight the move.

"Proving to your readers that you're independent is difficult enough in the private, commercial press," wrote S&S ombudsman Ernie Gates March 2 in urging a more thorough review of such a move. "Stripes starts from an even tougher spot."

Pentagon officials have said the relocation will not affect the paper's operations. Outgoing Defense public affairs chief Doug Wilson told the *New York Times* it's a matter of costs "in an era when the entire department is having to find efficiencies."

The Pentagon, responding to a 2005 Base Realignment and Closure Commission report, in 2008 consolidated its communications apparatus at the DMA at Fort Meade, a 2,000-staffer operation with a budget of about \$225M a year.

## **US SPACE STATION ENTITY TAPS PR**

Bobby Block, VP of corporate communications for commercial spaceflight company SpaceX, has moved to the top PR role at the non-profit tapped by NASA to run the U.S. lab in the International Space Station.

Block, a former reporter who covered the space program, is charged with promoting the CASIS and ISS National Laboratory "brands" internationally, while cultivating industry and stakeholder media as the organization works to position the lab and rebuild interest in the space station.

"I am confident we will significantly raise the profile of CASIS and the ISS National Lab in the international marketplace," said CASIS newly minted interim executive director Jim Royston, who took the reins last week following the resignation of Jeanne Becker after a short stint.

CASIS, based near NASA's Kennedy Space Center in Florida, won the \$15M-a-year assignment in July to grow the lab's use for non-NASA applications and foster interest in its projects, especially among schools and students.

NASA ended its space shuttle program last year.

## **WCG KEEPS 'NIMBLE' VIA NEW HOLDING CO.**

San Francisco's WCG has established W<sub>2</sub>O Group holding company to retain the nimbleness and entrepreneurial drive of the fast-growing healthcare company, founder/CEO Jim Weiss told O'Dwyer's.

PR veteran Bob Pearson, WCG's chief media & technology officer, becomes president of W<sub>2</sub>O Group. He joined WCG three years ago after stints as GCI Group (Americas president), Novartis (head of communications), and Dell (VP group corporate communications) and State of Texas Emerging Technology Fund (vice chairman).

Pearson, who has known Weiss for more than 20 years, told O'Dwyer's "we wanted to restructure early in our growth" to avoid development of a cumbersome corporate bureaucracy. Launched in 2001, WCG chalked up \$47.7M in fees last year, making it sixth largest independent firm.

Weiss said the new structure increases management opportunities for staffers, which he considers a major priority.

He noted that Jennifer Gottlieb, WCG's biopharma practice leader, helms a new entity called Twist, which is positioned as an agile "forward-thinking independent communications firm."

Twist joins W<sub>2</sub>O Ventures in the new set-up. It's the "incubational arm" of the organization and is focused on local search/analytics, engagement platforms, mobility and augmented reality.

WCG, which has expanded from its healthcare core to sectors such as consumer goods, entertainment, automotive, aviation and technology, has offices in New York, Chicago, Washington, Austin, Los Angeles, and London.

## **NIU RESEARCHES PR SUPPORT**

Northern Illinois University, the 25,000-student research institution and state university, is conducting a competitive bid process for a strategic communications firm to advise the school on PR, crisis communications, promoting healthcare and research projects, and media training, among other endeavors.

The Dekalb-based school has released an RFP open through March 22 with plans to award a roughly \$100K a year contract that could stretch five years with renewals. The work will support the university's in-house public affairs staff.

View the RFP at <http://odwpr.us/yPSrxm>.

## **UNIVERSITY SLATED FOR MERGER SEEKS PR**

Rowan University, the New Jersey public university of 10,000 which Gov. Chris Christie wants to merge with Rutgers University, is calling for qualifications from PR firms to assist the school with major communications efforts during the "time of transition."

Christie's plan is opposed by Rutgers officials but can be implemented by executive order or legislative action. Although based in New Jersey, the Philadelphia market is a key target for its PR, marketing and recruitment. Deadline is March 16. View the RFQ: <http://odwpr.us/yFfNfN>.

## **GRANITE STATE REVIEWS TOURISM PR**

New Hampshire is reviewing its domestic tourism PR account with an RFP process through March 22.

The pact was last reviewed in 2008, when it was worth \$110K a year. Leading Edge Marketing, a Newfield, N.H.-based firm led by a former Omni Hotels hotel PR pro, was the incumbent firm then.



Tourism is the No. 2 industry in the Granite State in terms of jobs support and out-of-state dollars pouring in. Recreation and business trips during 2010 hit \$34M while direct spending reached \$4B.

A two-year contract with one two-year option could take the pact through June 2016, according to the RFP released March 2.

View the RFP: <http://odwpr.us/AAVBmU>.

## **JOELE FRANK REPS REVAMPING MONSTER**

Joele Frank, Wilkinson Brimmer Katcher represents Monster Worldwide as the online employment company announced last week the hiring of Bank of America's Merrill Lynch unit and Stone Key Partners as financial advisors related to its "review of strategic alternatives."

Monster CEO Sal Iannuzzi in January predicted first-quarter revenues would decline up to seven percent from last year's \$253M mark. Earnings are projected to be flat.

He unveiled a \$400M cost-cutting program to deal with "continuing global economic uncertainties." That program includes layoffs of 400 staffers, shutdown of offices and tighter expense controls. Monster stock trades at \$8.31. Its 52-week range is \$6.34, \$18.47.

Andi Rose, managing director of JFWBK, handles Monster.

## **KOREA RENEWS SINGER BONJEAN**

South Korea has renewed Singer Bonjean Strategies' \$200K contract through 2012 for political/media analysis, press roundtables, speeches, op-ed pieces and press releases.

SBS is the bipartisan shop of Phil Singer, former aide to Sen. Chuck Schumer (D-N.Y.) and senior advisor to Hillary Clinton's presidential run, and Ron Bonjean, who was chief of staff for Sen. Jon Kyl (R-AR) and director of communications for former House Speaker Dennis Hasserot (R-IL).

*Roll Call* once called Singer and Bonjean the "platinum version of Carville and Matalin."

The government of South Korea, which added Finn Partners (\$480K contract) and The Nickels Group (\$200K) to its communications line-up this year, is fighting a bid to junk its freshly minted free trade agreement with the U.S.

The country dropped WPP's Glover Park Group from the roster at the end of 2011 after spending \$300K for the year there.

— Jack O'Dwyer