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Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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March 19, 2012 Vol. 45 No. 12

U.N. UNIT CALLS FOR PR PITCHES

The United Nations Population Fund, under recommendation to become “significantly more visible” by its new executive director, is dangling a multiyear PR contract for a global firm.

The New York-based development agency, known as UNFPA, released an RFP on March 9 after executive director Babatunde Osotimehin said the organization has to raise its profile to further its mandate.



Agencies are being asked to submit plans for media relations across print, broadcast and digital/social media focused mainly on the U.S. and Western Europe. That includes placement of Osotimehin’s “messages, stories and features” in outlets like the *Financial Times*, *New York Times*, *Le Monde*, PBS and BBC, as well as blogs covering topics like reproductive healthcare, family planning and population.

Disseminating press materials, monitoring coverage, and orchestrating the launch of “The State of the World Population” report in London are included as well.

The selected firm will work with the UNFPA’s media and communications branch.

Deadline for proposals is March 23. View the RFP at <http://odwpr.us/xCGaTr>.

GOLDMAN TAPS PR CHIEF

Goldman Sachs on March 13 said it has brought in ex-Treasury aide and White House press secretary Jake Siewart to replace its exiting communications chief.

The move came as the bank holding company took a major PR hit March 14 when a 12-year employee penned an op-ed in the *New York Times* declaring “the environment now is as toxic and destructive as I have ever seen it.”

Siewart takes the title of managing director and global head of communications for the bank as Goldman partner and global communications head Lucas van Praag, who is retiring at 62.



Siewart

Reports indicated Siewart was also considering a post at PepsiCo, where earlier this month Julie Hamp left the revamping food and beverage giant as its chief communications officer.

Siewart was VP of global communications for Alcoa in 2001 after serving as the last White House press secretary for President Bill Clinton and from 2009-11 advised Treasury Secretary Timothy Geithner.

MANY BIG TECH PR FIRMS UP 20 PERCENT

PR firms either specializing in tech or with big tech practices showed major growth in 2011 as tech companies grappled with selling and explaining complicated products to a blizzard of audiences, according to the O'Dwyer technology rankings released today.

Edelman, whose overall growth rate in 2011 was +15.9% to \$604 million, had a 24.3% spurt in tech to \$126,752,418.

Others big gainers included:

APCO Worldwide, +24.6% to \$31,080,000

Atomic PR, +35% to \$12,006,603

Sparkpr, +17% to \$10,396,043

Davies Murphy Group, +36% to \$8,883,415

Airfoil PR, +19% to \$8,127,627

MWW Group, +16% to \$7,603,000

Launch Squad, + 30% to \$7,573,405

Merritt Group, +15.7% to \$6,573,638

Allison + Partners, + 30% to \$6,300,000

Makovsky + Co., +66% to \$3,000,000

Borders & Gratehouse, +66% to \$2,337,557

Bateman Group, +28% to \$2,337,557

Catapult PR-IR, +24% to \$1,044,924.

Demand High for Tech PR

“Technology has transcended IT,” said Pete Peterson, global technology chair of Edelman.

“It now impacts every facet of our lives and is fundamentally changing nearly every industry,” he added. “As a result, tech companies must now engage with an ever growing number of customers and stakeholders. As consultants, our mission is to help clients navigate this complexity in a way that drives positive commercial, reputational and regulatory outcomes.”

Technology Rankings Issue



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Kimberly Davis, senior VP and head of the technology practice of Waggener Edstrom Worldwide, which had \$59,305,000 in tech fees, said the firm “Touches every level of the IT technology stack from silicon up to the application layer.

“We work with innovators in ‘new’ industries such as clean energy and ‘old’ industries such as aerospace, telecommunications and diagnostic imaging. We help deliver in-depth stories around innovation and change that move markets and crown leaders...we help companies to shift the industry dialogue, drive adoption of new products and ideas, and, ultimately achieve real and lasting business success—increased sales,” she said.

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TECH PR FIRM RANKINGS (Continued from page 1)

Aedmar Hynes, CEO of Text 100, which grew 10% to \$50,425,771, said the firm has invested heavily in developing integrated marketing and communications services to meet the demand for social media and digital expertise from clients and prospects.

She said Text 100's "core expertise" in tech has been applied to adjacent markets such as energy, automotive, aviation, travel and tourism.

"By expanding beyond the tech sector, we have been able to market our integrated services to a new range of prospects leading to growth in all major regions—Asia Pacific, Europe, Middle East and Africa and North America," she said.

APCO Sees Global Need; Atomic Up 35%

Garry Walsh, APCO's managing director for Southeast Asia and global lead on the firm's work for Microsoft, said the technology sector worldwide is going through a "complex period of tremendous change."

"We have seen growth and deregulation in some areas coupled with increased scrutiny and regulation in others," he added. "What is clear is that no other industry is as fast-moving as the technology sector. The ability to anticipate new trends in business is especially critical to this sector. We have many years of experience advising some of the world's largest players in this industry and we also work with clients in the start-up and early phases of development."

Andy Getsey, co-founder and CEO of Atomic PR, said its 35% growth was propelled by new clients in consumer tech as well as specialized tech.

The "pure consumer" assignments came from clients such as Bertazzoni and Cabot Creamery.

Growth is also coming from the firm's "broadening, creative and effective use of analytics and the launch of sister agency H3O Communications."

All-Tech Firms Prosper

Good years were posted by many firms only doing tech including Borders + Gratehouse, San Francisco, growing 66% to \$2,982,627.

Founded in 2008 by Emily Borders, Kathleen Gratehouse and Carol Carrubba, the principals say it practices "smart, controlled growth" which means "evaluating each prospect and building partnerships with clients focused on collaboration, creativity and a shared definition of success."

"We provide innovative service offerings like content development, social media and data campaigns that differentiate and create meaningful business results for our portfolio of high growth clients," said Carrubba.

Others with all-tech practices include Spark PR, Hoffman Agency, Davis Murphy Group, Airfoil PR, Horn Group, Launch Squad, Matter Communications, Trylon SMR and Catapult PR-IR.

Social Media "Craze" Deplored by Trufelman

Lloyd Trufelman, president of Trylon SMR, New York, said too many PR pros "have gone crazy over social media often at the expense of mainstay media." Some marketers have even turned entirely to Facebook and Twitter without any PR expertise in the mix, he said.

"Most viral news memes still originate and/or are

amplified via mainstream digital and analog platforms," he added. "The explosion of media outlets requires that PR efforts be spread across multiple platforms. Almost everything is promotable now because there are media channels interested in reporting on topics no matter how obscure."

"Another trend that might be heading in the wrong direction," he continued, "is the rush by PR pros to get into content creation. Until recently, this was called 'advertorial.' Clients want it and it can generate lots of billable hours but it doesn't create valid third party credibility."

Edelman, New York, \$126,752,418

Pete Pederson, global technology chair at Edelman, said "At the core of Edelman's tech practice are people who deeply understand the bits and the bytes. It's a nuanced environment and one that changes very quickly, so we place a high value on talent with real tech chops. If we're doing our jobs right, we're just as likely to be giving counsel to engineers and developers as we are to the communications team. In tech, what a company says and what it actually does need to be tightly aligned."



Pederson

"While technical acumen gives us credibility, it's our integrated approach that drives value for Edelman clients. We frequently draw on world-class expertise in social media, brand marketing, healthcare, public affairs and corporate communications to field diverse teams that think through client challenges in new and interesting ways. For example, we recently developed a special unit focused on Data Security & Privacy. In this space, the

issues are layered and intricate, thus requiring a blend of skill sets."

"From innovative startups to well-established market leaders, our philosophy is the same: Put the client first, build the right team, align on objectives, and commit to mutual success."

Waggener Edstrom WW, Bellevue, WA, \$59,305,000

Kimberly Davis, senior VP and head of the technology practice, said the firm, with 28 years of experience in the technology sector, "is at the forefront of important technological advances that change the world. Our vision—to be the recognized leader in communicating world-changing innovations that influence markets, inspire people and improve lives—guides the work we do with world-leading brands including 3M, GE Healthcare, HIT, MercyCorps, Texas Instruments DLP and T-Mobile USA.



Davis

"From GUI to 64-bit computing, aeronautics to photovoltaic, it's all part of our vernacular and skill set.

(Continued on page 4)

O'DWYER'S RANKINGS OF INDEPENDENT PR FIRMS TECHNOLOGY

Firm	2011 Net Fees
1. Edelman , New York, edelman.com, Pete Peterson, Global Technology Chair.....	\$126,752,418
2. Waggener Edstrom Worldwide , Bellevue, WA, waggneredstrom.com, Kimberly Davis, SVP.....	59,305,000
3. Text 100 , San Francisco, text100.com, Aedmar Hynes, CEO.....	50,425,771
4. APCO Worldwide , Wash., D.C., apcoworldwide.com, Margery Kraus, CEO.....	31,080,000
5. Atomic PR , San Francisco, atomicpr.com, Andy Getsey, Co-founder/CEO.....	12,006,603
6. Sparkpr San Francisco, sparkpr.com, Alan Soucy, CEO.....	10,396,043
7. Qorvis Comms. , D.C., qorvis.com, Michael Petruzzello, Partner.....	10,000,000
8. The Hoffman Agency , San Jose, hoffman.com, Lou Hoffman, CEO.....	9,150,000
9. Davies Murphy Group , Burlington, MA, daviesmurphy.com, Eric Davies, Andy Murphy.....	8,883,415
10. Finn Partners , New York, finnpartners.com, Peter Finn, Founding Partner and CEO.....	8,700,000
11. Airfoil PR , Detroit, airfoilpr.com, Lisa Vallee-Smith, CEO.....	8,127,627
12. The Horn Group , San Francisco, hornsgroup.com, Sabrina Horn, President & CEO.....	7,900,000
13. MWW Group , E. Rutherford, NJ mww.com, Ephraim Cohn, EVP, Eric Villines, SVP.....	7,603,000
14. Launch Squad , San Francisco, launchesquad.com, Jason Mandell, Co-founder & Partner.....	7,573,405
15. Merritt Group , Reston, VA, merrittgrp.com, Ben Merritt, CEO.....	6,573,638
16. Allison & Partners , San Francisco, allisonpr.com, Scott Allison, President & CEO.....	6,300,000
17. PAN Comms. , Andover, MA, pancommunications.com, Philip Nardone, President.....	6,113,000
18. Padilla Speer Beardsley , Minneapolis, www.padillaspeer.com, Matt Kucharski, executive VP.....	6,026,509
19. Matter Communications , Boston, matternow.com, Scott Signore, CEO and Principal.....	5,750,000
20. Fahlgren Mortine , Columbus, fahlgrenmortine.com, Dennis Brown, SVP, Julie Russo, VP.....	5,527,786
21. Shelton Group , Dallas, sheltongroup.com, Jodi Shelton, President & CEO.....	3,398,270
22. Formula PR , San Diego, formulapr.com, Emily Porter, SVP, Kelly Baker, VP.....	3,395,989
23. Coyne PR , Parsippany, NJ, coynepr.com, Tom Coyne, CEO; Dr. Norman Booth, VP.....	3,373,000
24. Jackson Spalding , Atlanta, jacksonspalding.com, Bo Spalding, Executive Team.....	3,250,339
25. Gibbs & Soell , New York, gibbs-soell.com, Luke Lambert, CEO.....	3,125,853
26. Makovsky & Co. , New York, makovsky.com, Kenneth Makovsky, CEO.....	3,000,000
27. Borders & Gratehouse , S.F., Emily Borders, Kathleen Gratehouse, Carol Carrubba, Principals.....	2,982,627
28. The Bateman Group , San Francisco, bateman-group.com, Fred Bateman, CEO & Founder.....	2,337,557
29. Kaplow Comms. , New York, kaplowpr.com, Liz Kaplow, President & CEO.....	2,100,000
30. Black Twig Communications , St. Louis, blacktwigllc.com, Tom Geiser, Managing Partner.....	2,050,000
31. Ruder Finn , New York, ruderrfinn.com, Jen Long, SVP, Director, RF-Technology & Innovation.....	2,044,000
32. WCG , San Francisco, wcgworld.com, Jim Weiss, CEO and Founder.....	2,001,200
33. CJP Communications , New York, cjpcom.com, Jennifer Prosek, Partner.....	1,886,160
34. Trylon SMR , New York, trylonsmr.com, Lloyd Trufelman, President.....	1,881,321
35. Gregory FCA Comms. , Ardmore, PA, gregoryfca.com, Greg Matusky, President.....	1,750,000
36. Levick Strategic Comms. , Wash., D.C., levick.com, Richard Levick, President & CEO.....	1,679,969
37. Lambert, Edwards & Assocs. , Grand Rapids, lambert-edwards.com, Jeffrey Lambert, Partner.....	1,250,000
38. Trevelino/Keller Comms. , Atlanta, trevelinokeller.com, Dean Trevelino, Genna Keller, Principals.....	1,150,000
39. CRT/tanaka , Richmond, crt-tanaka.com, Mark Raper, Chairman & CEO.....	1,144,460
40. Zeno Group , New York, zenogroup.com, Barbie Siegel, CEO.....	1,132,920
41. 5W Public Relations , New York, 5wpr.com, Ronn Torossian, President & CEO.....	1,100,000
42. Schneider Assocs. , Boston, schneiderpr.com, Joan Schneider, President and Creative Director.....	1,098,013
43. Catapult PR-IR , Boulder, CO, catapultpr-ir.com, Guy Murrel, Terri Douglas, Principals.....	1,044,924
44. Maloney & Fox , New York, maloneyfox.com, Brian Maloney, Margie Fox, Senior Leadership.....	957,500
45. Bender/Helper Impact , Los Angeles, bhimpact.com, Lee Helper, President & Partner.....	944,635
46. RF Binder Partners , New York, rfbinder.com, Amy Binder, CEO.....	920,000
47. Open Channels Group , Ft. Worth, openchannelsgroup.com, Tonya Veasey, Principal.....	842,058
48. Nyhus Communications , Seattle, nyhus.com, Roger Nyhus, President & CEO.....	827,104
49. Dye, Van Mol & Lawrence , Nashville, dvl.com, John Van Mol, Partner.....	802,267
50. K/F Communications , San Francisco, kfcomm.com, Julie Karbo, Dave Fonkalsrud, Partners.....	779,169
51. Hunter PR , New York, hunterpr.com, Grace Leong, Partner.....	776,520
52. Linhart Public Relations , Denver, linhartpr.com, Sharon Linhart, Managing Director.....	719,709
53. Guthrie/Mayes & Assocs. , Louisville, guthriemayes.com, Clair Nichols, Principal.....	714,211
54. Richard James Phillips Co , Austin, phillipscompany.com, Richard James Phillips, Principal.....	702,775
55. Feintuch Comms. , New York, feintuchcommunications.com, Henry Feintuch, President.....	665,220
56. Moore Consulting Group , Tallahassee, FL, moore-pr.com, Karen Moore, President & CEO.....	651,027
57. Casey Comms. , St. Louis, caseycomm.com, Marie Casey, President.....	556,171
58. CooperKatz & Co. , New York, cooperkatz.com, Andy Cooper, Ralph Katz, Principals.....	471,185
59. Rasky Baerlein , Boston, rasky.com, Larry Rasky, Chairman, Joe Baerlein, President.....	403,030
60. L.C. Williams & Assocs. , Chicago, lcw.com, Kim Blazek Dahlborn, President.....	349,170
61. Dukas Public Relations , New York, dukaspr.com, Richard Dukas, President & CEO.....	345,000
62. Lane Public Relations , Portland, OR, lanep.com, Wendy Lane, President.....	343,370
63. Seigenthaler PR , Nashville, seigenthaler.com, Elizabeth Courtney, Chairman/CEO.....	298,000
64. Beehive PR , St. Paul, MN, beehivepr.biz, Lisa Hannum, CEO.....	234,558
65. Kohnstamm Comms. , St. Paul, kohnstamm.com, Joshua Kohnstamm, CEO.....	232,080
66. French/West/Vaughan , Raleigh, fwv-us.com, Rick French, Chairman/CEO.....	225,000
67. Public Communications , Chicago, pcipr.com, Dorothy Pirovano, CEO.....	194,583
68. McNeely, Piggott & Fox , Nashville, mpf.com, Mark McNeely, Senior Partner.....	126,266
69. Rosica Strategic PR , Paramus, NJ, rosica.com, Chris Rosica, President.....	80,937
70. CJ Public Relations , Farmington, CT, facebook.com/cjpublicrelations, Elizabeth Cowles Johnson, President.....	61,875
71. Red Sky Public Relations , Boise, redskypr.com, Jessica Flynn, CEO.....	58,300
72. O'Malley Hanson Comms. , Chicago, omalleyhansen.com, Kelly O'Malley, Todd Hansen.....	51,000
73. Stuntman Public Relations , New York, stuntmanpr.com, Neil Alumkal, Founder.....	41,700
74. Furia Rubel Communications , Doylestown, PA, furiarubel.com, Gina Rubel, President/CEO.....	39,150
75. Richmond PR , Seattle, richmondpublicrelations.com, Louis Richmond, CEO.....	33,147

TECH PR FIRM RANKINGS (Cont'd from pg. 2)

“We help standards bodies and trade associations promulgate new standards, align with regulatory agencies and build global markets,” said WagEd’s Davis. “We’ve been to Switzerland with the world Radio Congress to discuss spectrum allocation, involved at foundational levels with hot-button issues such as digital broadcast standards, and helped clients define next-generation solutions that shape how technology is created, deployed and utilized. Technology innovation is truly our heritage and our passion.”

Text 100 Global PR, New York, \$50,425,771

Aedhamar Hynes, CEO, said the firm has invested heavily in the past few years in developing integrated marketing and communications services to meet the increasing demands for social media and digital expertise from clients and prospects.

“Digital is now core to everything we do at Text 100,” she said. “As a result, we have been able to successfully integrate social media and digital strategy into programs with existing clients and us this expertise to capitalize on new opportunities with a growing range of prospects spanning across multiple industry sectors.”

APCO Worldwide, Washington, D.C., \$31,080,000

Gary Walsh, managing director for Southeast Asia and global lead on APCO’s work for Microsoft, said the firm has been supporting and advising Microsoft since 2001 on corporate citizenship, regulatory matters, government relations and communications across markets in Asia, Europe, Africa and the Americas. Other tech clients include eBay and Hewlett Packard.

**Walsh**

“Our tech practice had another successful year in 2011 with significant new client projects won around the world and the expansion of several existing accounts to new markets. A good example of the latter is our work for Applied Materials, the worldwide manufacturer of solar cell, semi-conductor and micro-chip production machineries. Over the past few years we have had great success supporting their government relations priorities in the European Union and 2011 saw our account expand to provide strategic counsel and regulatory consulting to help them grow their business in China.”

Atomic PR, San Francisco, \$12,006,603

Andy Getsey, co-founder and CEO, said the firm’s growth in 2011 was due to its “broadening, creative and effective use of analytics as well as the launch of sister agency H3O Communications.

“These two things led to a string of tech and consumer tech wins by both firms, kicked off by McAfee and Sony early in the year, and a growing number of pure consumer assignments from brands like Bertazzoni and Cabot Creamery going into the end of the year,” he said.

Sparkpr, San Francisco, \$10,396,043

Alan Soucy, CEO of Sparkpr, which has specialized in tech since its founding in 1999, said it has handled clients ranging from stealth start-ups to Fortune 500

global public companies. “We have supported tech companies through launches, growth, and acquisitions and IPOs and we’re known for our expertise in social media programs,” he said.

Specialized practice areas focus on consumer tech, digital media & advertising, e-commerce, enterprise & IT, financial services, gaming, green tech, media & entertainment, mobile & wireless, music, social media and venture capital.

Current clients include Barclaycard US, blinkx, Etsy, Good Technology, Greylock Partners, Hootsuite, NEA, Nielsen, Pinnacle Engines, Rdio, Spiceworks, SugarCRM, “The Today Show,” Vevo and Virgin Green Fund.

**Soucy**

Sparkpr won TechCrunch’s ‘Crunchie Award’ for best overall U.S. technology firm. *Inc Magazine* has named it one of the fastest growing privately held companies three years in a row and the *San Francisco Business Times* in 2010 and 2011 recognized it as one of the Bay Area’s “Best Places to Work.”

Branch offices are in New York, London and Cape Town.

Davies Murphy Group, Burlington, MA, \$8,883,415

“At Davies Murphy Group, tech PR isn’t one of our practice areas – it’s our only practice area,” says founder Eric Davies.

He explained the firm’s operation: “We work with technology giants like IBM and Comcast, as well as earlier stage companies like Veeam and Brainshark, and we provide a wide range of services including PR (media relations, analyst relations, social media, speaking programs, and awards programs), marketing (lead generation programs, collateral development, event management, messaging and positioning, SEO/SEM), and business strategy (product strategy, market development, M&A strategy).”

**Davies with principal Andy Murphy**

The agency was started in 1998 with an exclusive focus on technology because, for the previous decade, Davies (whose roots are in IT and software engineering) had been the client of PR agencies, and felt that most agencies weren’t well equipped to represent technology companies.

“In today’s media environment, where so much of the emphasis is on content creation, and so much of the coverage depends on being able to tie clients’ technologies to industry issues and trends, you really can’t staff or operate a tech PR agency the way you would a “consumer or general purpose PR agency,” says Davies.

(Continued on next page)

“You need senior, experienced people who not only understand PR and marketing, but who have a real in-depth understanding of a broad range of technologies.”

Finn Partners, New York, \$8,700,000

Practice heads Howard Solomon, Managing Partner, and Alicia Young, Managing Partner, said “Exceeding client expectations is the hallmark of the Finn Partners technology team. It includes the dedicated mobile/telecom group led by industry figure Christine Bock.



Solomon, Young

“We work with companies—large and lean, storied and start-up—that share a common objective: to build and mold our technological future,” said Solomon.

Both Solomon and Young are strategic counselors and program execution partners. “Our track record is that

we deliver award-winning programs and measurable results that serve client business goals and positively impact their bottom line.”

Recent clients range from Marvell and IEEE to Logitech, Rovi, AVG, and Carbonite.

Solomon and Young say today's environment requires a PR firm that is a true partner, providing not only functional components, but the insights and innovative thinking to guide often complex technology campaigns. “We partner where we can make a difference, with our feet firmly set in the present, but our imaginations focused on the future,” they said.

LaunchSquad, San Francisco, \$7,573,405

Jason Mandell, co-founder and partner, said, “The PR landscape is changing dramatically, and for obvious reasons technology PR is at the forefront of that. In the face of this change, agencies must be nimble, cutting edge, and innovative in the way we're getting our clients' messages across. We can't just give lip service to it; we need to build our businesses around it.

Added Manell: “We're focused on embracing innovation and finding new ways to deliver results and value to clients. We must dive into and understand these new channels, and help our clients participate and lead interactive conversations that exist in our new hyper-digital and social world.

Mandell said the firm has “evolved and enhanced our services in very profound ways” over the past few years. “Over 20% of our staff today is involved full-time in non-traditional PR services such as video production and content marketing,” he said. “It's what our clients are looking for, and it's what we need to do if we're going to continue to drive value and results for our clients.

Airfoil Public Relations, Detroit, \$8,127,627

Janet Tyler, co-CEO of Airfoil, said the firm added significant new clients as well as organic growth to obtain a 19% gain in 2011. “We made substantial investments toward increasing our social and digital capabilities to provide additional value to our clients and reorganized our business to a portfolio model to better manage existing and new accounts,” she said.

Significant investments were made in sales and marketing, introducing a dedicated business development executive, conducting extensive brand evaluation, staff

training and incentive programs.

“We also finalized plans for improvements to both domestic offices at Southfield, Mich., and Mountain View, Calif., and laid the groundwork for expansion into international markets [in 2012],” she said.

The Horn Group, San Francisco, \$7,900,000

Sabrina Horn, president and CEO, said the “most exciting development” at the firm is its “transition from a pure PR agency to a fully integrated digital communications firm.”

“PR can no longer operate in a silo,” she said. “Companies today need communications programs that have a stronger connection to their brand and utilize more, and different, channels at different times. That's why we've been growing our Interactive group and working with each employee to ensure that they have the advanced social media skills our clients require.”

About 75% of client work involves integrated programs that combine PR, social and interactive services, said Horn, who noted the firm has developed an approach called SENSE that helps clients to strategically apply services and tactics into integrated campaigns that achieve business goals.

Said Horn: “We've even gone so far as to weave our Interactive talent into every client engagement, better supporting our clients' larger marketing efforts.”

Horn's sector focus continues to be in digital media/publishing, enterprise/Software as a Service (SaaS) and consumer e-commerce. Recent clients have included the *New York Times*, ServiceNow and Gannett Corp., along with new additions ParkatmyHouse, Avantgate, Axcient and Savings.com.

“There is a new wind in our sails, both as an industry and as an economy,” says Horn. “The upcoming slew of IPOs will create a massive influx of capital to help fund many entrepreneurs and their innovations.”

MWW Group, East Rutherford, NJ, \$7,603,000

Ephraim Cohen, EVP of technology and digital content, and Eric Villines, senior VP, general manager and deputy head of technology, said MWW approaches content and technology as “two sides of the same problem.”

“We understand how technology and content interact with and reinforce each other, and how customers engage with the final product,” said Cohen. “We know how to reach the influencers who matter most to the brands that are involved and, more importantly, how to engage them in a meaningful dialogue. We execute this in a context that increases the client's relevance and drives action.”

Creative services of MWW are aimed at “driving the big ideas,” he said.

Event design and management create consumer and influential experiences; trade, business, consumer media and industry analyst relations target the right influencers; social media drives the conversation; enhancing corporate reputation builds trust; community relations leverages influential consumers for insights and amplification.

“All this is driven by a research-based approach that combines both analytics expertise and survey data to execute and measure programs against measurable business and reputation goals,” said Cohen.

Comments from tech firms continue online at <http://bit.ly/A55mzQ>.

NEWS OF PR FIRMS**MWW SETS UP VENTURE ARM**

MWW Group has unveiled a venture arm of the East Rutherford, N.J.-based independent firm to focus on incubating media, marketing and PR-related services and technologies.

Its first project is BuzzMob, a location-based social media platform.

Michael Kempner, president and CEO of MWW, said the firm will partner with entities like VC firms, incubators and trade groups to explore investment opportunities in spaces including social media management, measurement/analytics, and design, among others.

MWW is investing firm resources and PR services in exchange for equity in the nearly two-year-old startup. MWW technology chief Ephraim Cohen said the company is positioned to capture a need to form social networks around offline events.

HERALD HITS AUSTIN

The Herald Group, Washington, D.C., has opened an Austin office under the leadership of managing director Cary Roberts.

Roberts was communications director and VP for the Texas tort reform group the Texas Civil Justice League after handling communication, marketing and research for Akin Gump Strauss Hauer & Feld's Austin public law and policy unit.

Herald founding partner Matt Well said he has worked with Roberts for several years and praised his experience in "high stakes corporate and public affairs campaigns."

NEWS OF SERVICES**KEF SETS UP NEW HQ**

KEF Media has relocated to a new company-owned building in Smyrna, Ga., eight miles from downtown Atlanta.

**KEF's new base of operations.**

KEF Media has relocated to a new company-owned building in Smyrna, Ga., eight miles from downtown Atlanta. The building was completed in 2008 but not occupied before KEF bought it and Foley said only a few modifications were necessary to make it home.

Agency vet Foley moved the digital and broadcast PR company, which staffs 25, from Chicago to Atlanta in 1993. It has satellite offices in Orlando and Charlotte.



BRIEFS: The Publicity Club of Chicago has tapped **Kim Biederman** to serve as executive director. Biederman was administrator for the Chicago Area Public Affairs Group and earlier was operations manager for the American Association of Oral and Maxillofacial Surgeons.

"We've been growing and adding staff. It just made sense to finally buy a home we could call our own," said Kevin Foley, founder and CEO of the firm.

Foley said the company bought the new,

10,000 sq. ft. headquarters in late 2011 to house KEF's consultants, production, media relations and digital departments, along with a 1,000 sq. ft. studio. The building was completed in 2008 but not occupied before KEF bought it and Foley said only a few modifications were necessary to make it home.

NEW ACCOUNTS**New York Area****Rubenstein Communications and Fleishman-**

Hillard, New York/BMW of North America, following a competitive review. Rubenstein handles auto shows, marketing, golf activities and its new sustainability unit. Fleishman works the car makers U.S.

Olympic Team sponsorship PR. Both are incumbents. **Zing USA**, New York/Infusion Sciences, as PR AOR to launch a new anti-aging wellness drink called Youth Infusion.

East

Susan Davis International, Washington, D.C./Capitol Communicator, online resource for communicators in the mid-Atlantic region, for media rels. and publicity.

Environics Communications, Washington, D.C./ServiceSource, non-profit disability resource organization, to help raise awareness of its services.

Sawmill Marketing PR, Baltimore, Md./American Registry for Diagnostic Medical Sonography, for ongoing corporate comms.

Midwest

JSH&A PR, Oakbrook Terrace, Ill./Robert Bosch Tool Corporation, North America, as AOR for PR for its power tools, accessories and measuring tools businesses.

Sweeney, Cleveland/Chef's Planet, Petersburg, N.Y.-based designer, manufacturer and marketer of kitchen housewares, for PR.

West

Morgan Marketing & PR, Irvine, Calif./Qzina Specialty Foods, importer and distributor of chocolate pastry and dessert ingredients, as AOR.

PEOPLE**Joined**

Kelley Doyle, former director of PR and communications, Boston Harbor Hotel, to The Hubbell Group, Hingham, Mass., as an A/S. She was previously with Edelman and started out in broadcast journalism.

Matthew Keenan, former editor and reporter for Bloomberg News and VP of media relations for Putnam Investments, joins to handle media relations for financial clients.

Jessica Riggs, PR and analyst relations specialist for software developer Epicor, to Morgan Marketing and PR, Irvine, Calif., as a senior A/E handling Wienerschnitzel, Sapphire Laguna, gardein and True Food Kitchen. She was previously with Singer Assocs.

Alison Joob, aide to Cal. Assemblyman Steven Bradford, to Fiona Hutton & Associates, Los Angeles, as an A/E. She was also a PA associate at Dewey Square Group.

John Morgan, regional managing director for greater China at GolinHarris, to Hill+Knowlton Strategies, Hong Kong, as chief operation officer for Asia, which includes 10 offices of the WPP firm. He also serves as managing director for its Hong Kong office.

Promoted

Tom Valdiserri to executive VP and **Amy Littleton** to senior VP, KemperLesnik, Chicago. CEO Steve Skinner said three-year KL vet Valdiserri will lead execution of the firm's long-term strategic plan. Littleton, who's been with the firm eight years, heads its PR business.

— **Greg Hazley**

BROADBAND PUSH SEARCHES FOR PR

The ambitious years-long push by a consortium of Utah cities to build the largest municipally-backed fiber optic network in the country is calling for PR proposals to turn around a negative image and draw national media exposure.



The Utah Telecommunication Open Infrastructure Agency, or UTOPIA, kicked off in earnest in 2002 struggled through a cash crunch in 2008 and is looking to turn a corner as it aims to sign up 723,000 residents

and 34,500 businesses for the network.

“Over the recent years, UTOPIA’s media exposure has been local and mostly negative. This has turned around in the last year and become more neutral/positive,” a request for qualifications says. “Our goal is to cut out negative press as much as possible and obtain national media exposure, placing us as a national leader in fiber to the premises installation.”

The work encompasses development of a PR plan, as well as media relations, public affairs, community relations and relationship building with “appropriate centers of influence,” according to the RFQ.

Proposals are due March 22.

GRAYLING INSTALLS BOEHLKE TO HEAD U.S. PR

Grayling has tapped San Francisco operations head Chris Boehlke as CEO for its North American PR operation.

Boehlke, a veteran of Edelman and Burson-Marsteller, joined the Huntsworth unit on its acquisition of Connecting Point, which she led as CEO, in 2009.

“I am delighted to confirm our new U.S. team structure under Chris’ leadership,” said global CEO Michael Murphy, noting she has doubled the size of its San Francisco operation over the past two years. He said North America is a “critical market” for Grayling.

In addition to San Francisco, Boehlke oversees PR operations in New York, Washington, D.C., Los Angeles and Sacramento.

SAMSUNG MOBILE DIALS UP U.S. PR

Samsung’s U.S. mobile phone unit has dialed in Edelman and Ketchum vet Teri Daley as senior director of PR as it ramps up marketing and PR in the U.S.

Daley, who ran her own Dallas-area shop for the past year, was an executive VP at Edelman after seven-plus years at Ketchum, where she led the firm’s wireless and telecom practice as senior VP and was global account director for Nokia.

Dale Sohn, president of Dallas-based Samsung Mobile, said Daley’s hire reflects the company’s expanding its marketing and PR in the U.S. to support growth.

Daley was previously a VP at Vollmer, which was acquired by Edelman in 2010.

MWW is AOR for Samsung Mobile, which markets the popular iPhone competitor Galaxy S mobile phone and is also known as Samsung Telecommunications America. A new version of the Galaxy launches this year.

SYRIANS FIND VOICE IN D.C.

The National Change Current, a political party formed February to support the Syrian uprising against the Assad regime, has registered as a U.S. lobbyist on behalf of the “people of Syria.”

NCC says its mission is to “support peace and democracy by speaking with U.S. government officials and asking for assistance.” The majority of its activities will be PR-related.

The party calls the uprising a “civilized and moral revolution against injustice, tyranny and abuse of human dignity” carried out by young Syrians of different ethnic, sectarian and religious backgrounds.

It runs the www.nccsy.com site to keep people updated on political developments, anti-government demonstrations/rallies, sanctions and various massacres/executions carried out by Assad’s forces.

FIRMS WORK MESSY WYNN-OKADA FIGHT

The messy split of casino mogul Stephen Wynn Japanese gaming magnate Kazuo Okada has both sides relying on PR counsel amid the latest volley - a counter-suit by Okada declaring Wynn Resorts Ltd. a “personal fiefdom.”

Amid accusations of bribes and questionable pay-offs to government officials, the *New York Times* earlier this month called the break-up “one of the most rancorous public feuds the international gambling industry has ever seen.”

Sard Verbinnen & Co. is supporting Wynn Resorts, which March 13 noted the “enormous length and scurrilous allegations” contained in Okada’s latest legal maneuver.

Joele Frank, Wilkinson Brimmer Katcher is working with Universal Entertainment Corp., Okada’s company which operates as Aruze USA in the U.S.

Okada’s legal volley followed accusations by Wynn in February that Okada made a questionable \$135M donation to the University of Macau.

While Wynn has accused Okada of violating foreign bribery laws of the U.S., Okada says Wynn has run afoul of Nevada RICO statutes in running his company as a “personal fiefdom.”

Business reporters covering the melee regularly reference Wynn’s declaration during a 2008 earnings call that, “I love Kazuo Okada as much as any man that I’ve ever met in my life.”

FLEISHMAN RIDES ELECTRIC HIGHWAY

Fleishman-Hillard reps AeroVironment, which on March 16 in partnership with Oregon’s transportation and energy departments, opened the first leg of the west coast electric highway.

AeroVironment’s electric fueling stations are situated at 25-mile intervals along the Beaver State’s Interstate 5, allowing drivers to travel carbon/emission-free from Ashland to Portland, a 160-mile stretch. The company will unveil 40 stations in Oregon and Washington by the end of the year. Interstate 5 runs 1,350 miles.

AeroVironment, which also makes unmanned aircraft, is based in Monrovia, Cal. It earned \$12.6M on \$214M revenues for the nine-month period ended January.

FED PAOs STIFLE REPORTING, SAY JOURNOS

The public is not getting the information it needs because of barriers agencies are imposing on journalists' reporting practices. That's the message backed by seven in 10 journalists in a Society of Professional Journalists survey of 146 D.C.-area reporters.

Public affairs officers are getting most of the blame for interfering with journalists collecting information on the federal government, according to the survey.

Two-thirds of reporters said federal agencies prohibit them from interviewing employees some or most of the time, while three-quarters said they have to get PAO approval.

SPJ president John Ensslin said the findings were not surprising but show a "dismaying" trend.

"The strategy of spokespeople acting as the spigots of that information inevitably backfires by fostering leaks and intrigue instead of all the sunshine and full disclosure," he said.

When interviews are granted, PAOs are often monitoring the exchanges as 84 percent of journalists surveyed said a PR staffer is present in person or over the phone during interviews.

Despite the apparent frustration, 70 percent said they have a positive relationship with the PAOs they deal with and most said the PAOs are quick to respond to queries most of the time.

"Speaking from 30 years of experience in government public affairs - military, federal and state levels - I can honestly say that it is not the policy of the government public affairs to spin or control information, but to facilitate its timely and accurate release," John Verrico, director of professional development for the National Association of Government Communicators and a PAO for the Dept. of Homeland Security, told O'Dwyer's.

Verrico said PAOs should be considered "a journalist's best friend." He sees the PAO role as that of a "facilitator, not a blockade to a story."

Verrico noted the "luxury" of media outlets having a dedicated beat reporter has become rare, so government spokespersons are working with general assignment reporters more often than not.

KOSOVO HIRES PODESTA

Kosovo, which declared independence from Serbia in 2008, has hired Podesta Group to a \$50K a-month contract to strengthen ties with the U.S and deepen economic cooperation.

The contract with the country's Ministry of Economic Development is to be reviewed every six months. Either side can nullify the agreement with 60 days notice.

Tony Podesta's firm, which has close ties to the White House, is to keep Kosovo updated on the American political scene and maintain contact with the press and non-governmental organizations.

Kosovo, which is one of Europe's poorest countries, gave Patton Boggs a \$600K one-year contract last September covering bilateral ties with the U.S., foreign aid and private sector investment.

ATLANTIC CITY ROLLS DICE WITH EDELMAN

The new consortium of Atlantic City casino owners has brought in Edelman for a push to revitalize the struggling New Jersey Oceanside resort city.

Liza Cartnell, installed in October as CEO of the non-profit Atlantic City Alliance, said hiring the top independent PR firm "will go a long way in addressing some of Atlantic City's challenges, while still highlighting all of the factors that make the city so great."

The Alliance was created with \$30M in annual commitments from the city's casino operators as part of a public-private partnership with the Garden State.

Edelman/New York president Russell Dubner said the firm looks forward to having a stake in "reviving" the city.

The Alliance last month hired Euro RSCG to handle the advertising portion of its push.

Annual visit trips to A.C. have fallen from 33.7M in 1999 to 28.5M in 2011, according to the Atlantic City Convention and Visitors Authority, which had worked with Lou Hammond & Associates and is giving up its marketing duties to the new alliance.

Approval of slot machines and table games in surrounding states, relatively inexpensive flights to Las Vegas, and the urban decay of the city itself are among factors that have contributed to the declines.

Gov. Chris Christie created a special "tourism district" for Atlantic City last year, ceding control over the beachfront area to the casino industry's government body in the state in a bid to revitalize the city over the next 10 years.

About \$11.3M is budgeted for marketing A.C. in 2012.

ICAHN SUGGESTS PR FIRM PLANTED 'HIT'

CVR Energy is relying on PR counsel as the nitrogen fertilizer producer is targeted by activist investor Carl Icahn.

Icahn owns 4.5% of the company and floated a hostile \$2.6B tender offer last month which has been rejected by CVR's board. Icahn appealed to CVR shareholders with an open letter March 14 blasting CVR's PR efforts which he says are criticizing his record and intentions.

"On March 12 a major news organization published commentary about my record and intentions at your company which prompt me to respond directly to you," Icahn wrote, referencing a piece published by Reuters Breakingviews. "The piece was so fraught with inflammatory rhetoric and reasons not to render your stock that I would not be surprised if it was written by a PR firm paid for by CVR."

Abernathy MacGregor Group is counseling CVR amid Icahn's overtures. Steve Eames is VP of corporate affairs at CVR.

The company volleyed back at Icahn's letter a few hours later, noting "it is absurd for Mr. Icahn to suggest, as he does in his letter, that a reputable news organization such as Reuters Breakingviews would compromise its standards and allow a public relations agency to plant stories."