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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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SILVER STATE REVIEWS TRAVEL PR

Nevada, which has a new tourism czar, is reviewing its seven-figure tourism and cultural affairs integrated marketing account with an RFP process to award a single or multiple contracts covering PR, advertising and digital.



Vecchio

Silver State Gov. Brian Sandoval in November brought in former Ohio tourism director Claudia Vecchio to head the newly revamped Dept. of Tourism and Cultural Affairs.

PR is considered "the strategic driver" of the work on a budget from \$500K to \$1M, according to the RFP, released by the DTCA. PR efforts are to include oversight of the integration of a new brand, as well as media relations and social media.

If multiple agencies are selected for the overall account, the PR firm "will serve as the key account manager ensuring program cohesion and consistent message delivery across all channels," says the RFP.

The commission also seeks pitches for advertising (\$1.2M over two years, not including media buying) and digital (\$900K). Proposals are due April 18.

RFP: <http://odwpr.us/H7noS8>.

ATOMIC ADDS GRAYLING CONSUMER PRO

Atomic PR has named Daniel Cohen, who was managing director of consumer brands at parent Grayling, managing director for EMEA as the high-tech San Francisco shop seeks diversification and foreign expansion. He is to spearhead Atomic's analytics-backed approach to PR into the lifestyle category.

Cohen has bolstered Grayling's consumer team from a dozen to more than 40 members who counsel McDonald's, Diageo, Coca-Cola and Procter & Gamble. Atomic CEO Andy Getsey calls Cohen "fearless, straight-talking and deeply passionate about his team, his clients and raising the bar on insight driven creativity."



Cohen

Cohen is joined by Judy Wilks, senior VP at Atomic and founding member of Bite Communications, which is part of Next Fifteen. She is transferring from the West Coast to London. Cohen and Wilks will work with Helen Ellis, a veteran of Johnson King, who has grown Atomic's U.K. office since it launched in 2009.

Getsey's shop has been rebranded as Atomic, a Grayling agency. Peter Chadlington's Huntsworth owns both firms.

FINANCIAL PR, IR THRIVED IN 2011

Financial PR and IR practices of firms thrived in 2011 with the five biggest practices reporting gains in double figures and only one of the top 15 having a negative year.

Edelman replaced ICR in the No. 1 spot as its financial practice grew 22.8% to \$30,032,105, which was \$81,424 greater than ICR's \$29,950,681, up 19.8%.

In third place was APCO Worldwide, +18% to \$13,396,690.

Ruder Finn, growing by 90% to \$12,828,018, was in fourth place, followed by CJP Communication, +21% to \$8,173,359.

MWW Group was in sixth place, reporting \$5,967,000 in financial PR/IR, an 11.2 percent gain over 2010.

The big jump in Ruder Finn's financial PR category is partly due to its decision to include corporate PR in financial since corporate reputation impacts stock value.

Other standout gains in the top 25 were Intermarket, +23% to \$4,837,425; Atomic PR, +36% to \$3,000,000; Dukas PR, +63% to \$2,784,000; Levick Strategic Communications, +147% to \$2,497,798; Gregory FCA Communications, +9.5% to \$2,300,000, and Rasky Baerlein, +61% to \$1,020,500.

Padilla Speer Beardsley reported financial fees of \$1,753,724, down 25%.

Social media may be the rage in much of PR but financial PR/IR heads are cautious about its use because all investors must have equal access to "material" information about a company, meaning anything that might affect the price of a stock. Answering an individual investor's question can touch off a general news release that must reach "disclosure" media.

Edelman, New York, \$30,032,10

Rich Myers and Jeff Zilka, general managers of Edelman's financial practice in New York and Chicago, respectively, said the practice is about evenly divided between work for financial services such as mutual funds, hedge funds, insurance companies and investment banks, and the "capital markets," meaning investor relations, initial public offerings, and communications for corporate restructurings such as spin-offs.

They said there is a strong trend for very large companies to split into two or more publicly held entities that allow management to focus better on certain areas and thus increase shareholder value.

*Financial
Rankings Issue*



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FINANCIAL RANKINGS (Continued from pg. 1)

Edelman staffers don't take part in presentations to Wall Street firms and other investors but help with their creation, they said.

"We help them to tell their stories in the most effective way," said Myers.

The firm not only works on the financial aspects of clients but their general reputations.



Myers, Zilka

The Edelman Trust Barometer has found that trust in the financial sector is at an all-time low and there is a "need to repair that," said Zilka. The U.S. is the only

country covered in the survey where trust declined in all the institutions measured.

The financial practice also gets involved in legislative and regulatory matters not only in the U.S. but abroad, they noted. Edelman operates in 27 foreign countries. The biggest office abroad is in London with \$56M in revenues in 2011 followed by Canada, \$24M; Germany, \$16M; China, \$14M and Paris and São Paulo, Brazil, \$10M each.

Specialists are mostly concentrated in cities that are major financial centers such as New York, Chicago, Boston, San Francisco, Hong Kong and London.

Edelman financial specialists can draw on the marketing and product expertise plus the media and social media contacts that the firm has built up in numerous product and service areas.

Edelman's revenues, which totaled \$604M in 2011, lead 11 of the 12 practice areas tracked by O'Dwyer's, usually by very large margins—healthcare, tech, financial, food, beauty/fashion, environmental/PA, entertainment/cultural, home furnishings, professional services, travel/hospitality and agriculture. The lone exception is sports/leisure where Taylor Global leads with \$10,350,000 in fees followed by Catalyst Public Relations with \$5,094,633 and Edelman with \$5,041,504.

ICR, Norwalk, Conn., \$29,950,681

Thomas Ryan, CEO and co-founder, said double-digit growth in 2011 was driven by 37 new client wins. Another 22 new clients have arrived since the first of the year. Clients were added primarily in retail, technology, energy and healthcare, he said. Cited were Kosmos Energy, Carbonite, Pandora Media, AMC Entertainment, Teavana and LipoScience.

The "Xchange," ICR's annual investor conference, hosted 175 private and public company management teams last year and drew more than 1,500 attendees. Revenues increased "dramatically" over the previous year, said Ryan.

"Most importantly," he said, we continue to provide strategic IR including IPO-readiness, media relations, cri-

sis management and traditional corporate communications."

ICR, with more than 325 clients served by 100 employees, offers senior counsel in more than 20 industry verticals.

"Our competitive advantage," he said, "comes from senior-level capital-markets experience, deep industry knowledge, and more than a decade of communications experience. Client services stress an integrated approach where teams of former Wall Street and corporate veterans, including senior sell-side analysts, portfolio managers, and investment bankers combine with senior PR, media and corporate communications professionals to provide a unique level of advisory services."

APCO Worldwide, Washington, D.C., \$13,396,680

Larry Snoddon and Jeff Zerkowitz, co-leaders of APCO's global financial practice, said it advises corporate clients on financial communications, transactions and other material events; works for financial services clients such as major banks and insurance, investment and real-estate firms and associations, and helps clients to navigate financial regulatory and policy issues and crises.

"In 2011," they said, "we won significant new client projects around the world, including advising on some of the most high-profile M&A deals of the year, and expanded several existing accounts."



Snoddon, Zerkowitz

APCO was appointed by the trustee for the MF Global liquidation (one of the largest bankruptcies in U.S. history) to provide communications strategy and implementation.

It advised major M&A deals in the healthcare, financial, media and energy sectors, including the \$8-billion merger between Exelon and Constellation Energy to create the number-one competitive energy provider and one of the largest electricity and gas utilities in the United States.

In Asia, APCO led financial communication for the US\$1.5 billion IPO of CITIC Securities (the largest securities firm by market value in Mainland China) in Hong Kong.

CITIC Securities was the first Chinese firm of its kind to launch an IPO outside the mainland and was one of the few companies successfully listed on schedule during the turbulent market environment in the fall of 2011, said Snoddon and Zerkowitz.



Ryan

(Continued on pg. 4)

O'DWYER'S RANKINGS OF INDEPENDENT PR FIRMS FINANCIAL PR/IR

Firm	2011 Net Fees
1. Edelman , New York, edelman.com; Rich Myers, Jeff Zilka, General Managers, Financial.....	\$30,032,105
2. ICR , Norwalk, CT, icrinc.com, Thomas Ryan, CEO.....	29,950,681
3. APCO Worldwide , D.C., apcoworldwide.com, Larry Snoddon, Jeff Zelkowitz, practice leaders	13,396,680
4. Ruder Finn , New York, ruderrfinn.com, Kathy Bloomgarden, CEO.....	12,818,018
5. CJP Communications , New York, cjpcom.com, Jennifer Prosek, CEO.....	8,173,359
6. MWW Group , Metro New York, mww.com, Michael Kempner, President/CEO.....	5,967,000
7. Intermarket Comms. , New York, intermarket.com, Martin Mosbacher, Chairman/CEO.....	4,837,425
8. Makovsky + Co. , New York, makovsky.com, Kenneth Makovsky, CEO.....	4,000,000
9. RF Binder Partners , New York, rfbinder.com, Amy Binder, CEO.....	3,800,000
10. Atomic Public Relations , S.F., atomicpr.com, Andy Getsey, Co-Founder/CEO.....	3,000,000
11. Dukas Public Relations , New York, dukaspr.com, Richard Dukas, President & CEO.....	2,784,000
12. BlissPR , New York, blisspr.com, Cortney Rhoads, Executive VP.....	2,710,000
13. Levick Strategic Comms. , Wash., D.C., levick.com, Richard Levick, President & CEO.....	2,497,798
14. Gregory FCA Comms. , Ardmore, PA, gregoryfca.com, Greg Matusky, President.....	2,300,000
15. Padilla Speer Beardsley , Mlps., psbpr.com, Lynn Casey, CEO.....	1,753,724
16. Lambert, Edwards & Assocs. , Grand Rapids, MI, lambert-edwards.com, Jeffrey Lambert.....	1,350,000
17. Qorvis Communications , D.C., qorvis.com, Michael Petruzzello, Partner.....	1,300,000
18. Regan Comms. Group , Boston, regancomm.com, George Regan, Founder /Chairman.....	1,072,400
19. Finn Partners , New York, finnpartners.com, Peter Finn, Founding Partner/CEO.....	1,071,000
20. Rasky Baerlein , Boston, rasky.com, Larry Rasky, Chairman.....	1,020,500
21. Gibbs & Soell , New York, gibbs-soell.com, Luke Lambert, CEO.....	1,016,146
22. Lane PR , Portland, OR, lanepr.com, Wendy Lane, President.....	872,936
23. Black Twig Comms. , St. Louis, blacktwiggllc.com, Tom Geiser, Managing Partner.....	800,000
24. Beehive PR , St. Paul, MN, beehivepr.biz, Lisa Hannum, CEO.....	790,924
25. CooperKatz & Co. , New York, cooperkatz.com, Andy Cooper, Ralph Katz, Principals.....	649,237
26. Seigenthaler PR , Nashville, siegenthaler.com, Elizabeth Courtney, Chairman/CEO.....	575,000
27. Jackson Spalding , Atlanta, jacksonspalding.com, Bo Spalding, Executive Team.....	525,137
28. Linhart PR , Denver, CO, linhartpr.com, Sharon Linhart, Managing Director.....	383,262
29. Trevelino/Keller , Atlanta, trevelinokeller.com, Dean Trevelino, Genna Keller, Partners.....	330,000
30. French/West/Vaughan , Raleigh, fvw-us.com, Rick French, Chairman/CEO.....	301,074
31. TransMedia Group , Boca Raton, transmediagroup.com, Thomas Madden, Chairman/CEO.....	259,750
32. McNeely Pigott & Fox , Nashville, mpf.com, Mark McNeely, Senior Partner.....	223,667
33. Casey Comms. , St. Louis, caseycomm.com, Marie Casey, President.....	211,874
34. Allison + Partners , S.F., allisonpr.com, Scott Allison, President & CEO.....	200,000
35. Schneider Assocs. , Boston, schneiderpr.com, Joan Schneider, President, Creative Director.....	194,600
36. GodwinGroup , Jackson, MS, godwin.com, Danny Mitchell, Chairman.....	183,272
37. Maccabee , Minneapolis, maccabeegroup.com, Paul Maccabee, President.....	151,425
38. Feintuch Comms. , New York, feintuchcommunications.com, Henry Feintuch, President.....	105,905
39. Furia Rubel , Doylestown, PA, furiarubel.com, Gina Rubel, President/CEO.....	78,000
40. Kohnstamm Comms. , St. Paul, kohnstamm.com, Joshua Kohnstamm, CEO.....	62,726
41. Rosica Comms , Paramus, NJ, rosica.com, Chris Rosica, President.....	35,310
42. Richmond PR , Seattle, richmondpublicrelations.com, Louis Richmond, CEO.....	32,300
43. Bridge Global Strategies , New York, bridgeny.com, Lucy Siegel, President/CEO.....	27,566
44. Zeno Group , New York, zenogroup.com, Barby Siegel, CEO.....	22,088

FINANCIAL RANKINGS (Continued from pg. 2)

APCO has an integrated offering called the “360°-approach Material Issues & Events” that helps companies and institutions to better manage the stakeholder environment and communications opportunities and threats involved in high-stakes situations such as mergers and acquisitions, management changes, financial crises, investigations, litigation, among others, they said.

The proprietary APCO Predictive Risk & Opportunity, or PRO, model enables companies to develop effective integrated strategies for various stakeholder groups, which the firm then executes using its full range of communications, public affairs, media relations and online and social media capabilities, said Snoddon and Zerkowitz.

Ruder Finn, New York, \$12,818,018

Rachel Spielman, global head of corporate communications, said the firm’s approach is to “integrate investor oriented activities as a fundamental plank in our overall corporate reputation offering.”

“Corporate reputation has taken on increasing importance for all stakeholder groups,” she said. “As stakeholder groups are increasingly interdependent, they should be strategically linked in programming outreach.”

Most of the firm’s work focuses on the broad range of consumer and business/financial-oriented channels. Targeted activities reach specific segments of both buy-side and sell-side institutional investors and analysts.

The focus is on strategic positioning for clients in the financial arena and particularly on strategic moves, transactions and restructuring, said Spielman.

Digital channels are becoming increasingly important for investors and RF is putting special emphasis on providing real-time information and response as well as shaping content through owned and shared as well as earned media, she said.

A specialized group at RFI Studios focuses on monitoring and delivering content for these channels.

Asked whether the firm is helping clients to interface with individual investors on social media, Spielman that since financial news and information is a highly regulated area, the firm makes sure that all responses to individual investors on SM channels are “fully transparent and aligned with publicly available information.”

MWW Group, Metro New York, \$5,967,000

CEO Michael Kempner said the firm’s financial communications specialists have shown excellence in advising clients and have established strong relationships in the investment community and media.

This background was especially useful when a global economic crisis hit in 2008, he noted. “Since this was not the first economic downturn our IR specialists have witnessed, they were well equipped to counsel and work with our clients to ensure they not only achieved their business objectives, but continued to build their relationships with their customers, employees and investment community,” he noted.

“With signs of an improving economy in 2011 and the strengthening of our clients businesses, we continue to grow our programs with existing clients and attract new clients,” said Kempner. “We provide value to our clients as a recognized leader in crisis communications, corporate communications, government relations and public affairs,

digital/social media, healthcare and nutrition, technology and consumer lifestyle.”

MWW’s financial communications practice represents clients across a broad range of market caps including micro- to large-cap companies, and diverse industries including manufacturing, consumer products and services, food and beverage, REITs, financial services and technology.

**Kempner**

The firm works closely with clients to develop proactive media programs that reach target audiences. The focus varies, said Kempner, based on the life cycle of a particular programs or the client’s desire for visibility in a particular market or media, and whether it is consumer or Wall Street-oriented.

MWW has helped more than 300 companies go public, a record for a communications firm, said Kempner. “We were extremely pleased to have the return of IPOs in 2011 and the trend is continuing in 2012,” he added.

Social media are being embraced by many MWW clients. Public companies have to be careful that communications with investors satisfy disclosure rules, he said. Future customers and potential investors are being engaged via Facebook, Twitter, Google+ use, corporate videos, commercials, contests, holiday greetings, product promotions, surveys and other channels.

The improved stock market, now back to its all-time high, means that managements are more receptive to new ideas to support PR and financial communications objectives, said Kempner. “Companies are continuing to file for public listing although we have yet to see many small companies looking to go public,” he said.

He said he looks for the economy to continue to improve with more new home sales and contracts, an improving jobless rate, and increased consumer confidence.

Intermarket Communications, New York, \$4,837,425

CEO Martin Mosbacher said the firm’s 23% growth last year brought it to a “high water mark.” The financial crisis that started in 2008 had resulted in a down year for the firm in 2009 for the first time in more than a decade.

Growth came evenly from existing and new clients, he said.

“Our book of business is extremely balanced right now with buy-side and sell-side, institutional and retail, technology and service providers all in the mix,” he added.

A major client is Nestle, nutrition, health and wellness company. More than 25 clients are on an annual retainer, the most in the firm’s history. No single client accounts for more than 10% of revenues.

**Mosbacher**

For most of its history, Intermarket operated as a

(Continued on next page)

consultancy, restricting the number of clients to those that could be handled by the founding partners.

“We have now built a strong and deep management team that has allowed us to shift to an agency model and that has led to our rapid growth,” said Mosbacher.

Dukas Public Relations, New York, \$ 3,389,000

“We grew rapidly in 2011 because of the strong demand from financial, asset management and professional service firms for ongoing top-tier media relations,” said Richard Dukas, president and CEO of the firm.

“Despite a realignment of the media environment and the explosion of social media, DPR continues to see strong demand from clients that hire a PR firm because they want media coverage in the *Wall Street Journal*, *Barron's*, *New York Times*, *Financial Times*, CNBC and Bloomberg—they want to be out front of the people who make the investing and buying decisions,” he said.

He feels DPR is an alternative for companies that don't want to spend \$250K and up yearly for an IR/PR program at one of the larger agencies.

“The explosion of mobile devices, combined with the increase in corporate IT spending, also is creating a strong demand for the services of our tech practice,” said Dukas.

BlissPR, New York, \$2,710,000

Donna McSorley and Toddi Gutner, Co-Chairs of BlissPR's Financial Services Group, attribute growth of the practice to client service, patience and understanding during a time of economic concern.”

“2011 was a year of stress and change for our financial services clients,” said McSorley. “Our job was helping them understand that we are an extension of their internal team, and counseling and assisting them with projects outside our scope of work.”

The Financial Services group added more than \$233,000 worth of new business in 2011. Practice revenues grew by roughly 10%.

“We attribute our success to both organic growth and expanded offerings through digital and content marketing,” said Gutner. “At the heart of it all, the ability to draw compelling content from our clients is what helps differentiate them in an already crowded marketplace.”

Both McSorley and Gutner also note that the practice benefited from a few key senior level hires which brought new ways of thinking and creativity to the group.

The Financial Services Group of the firm represents roughly 40% of revenue across BlissPR's three practice groups.



Dukas

Levick Strategic Comms., Washington, D.C., \$2,497,798

Richard Levick, president and CEO, said the financial practice at the firm is approximately 70% consumer-financial with 30% geared to buy-side and sell-side specialists.

“There is significant overlap in that our consumer-financial work typically reaches a sophisticated audience that includes the full range of analysts and brokers – rather than a mass retail consumer population – who also drive our more specialized IR practice,” he added.

LSC last year expanded its Mergers & Acquisitions practice, handling communications related to four transactions, each valued at more than \$1 billion. A priority this year is to expand work on IPOs. Plans are to open a New York office this year.

Asked about how much of the firm's growth is due to the rising stock market, Levick said it has helped since a rising market means more deals, more expansion, and a greater need for communications to support growth.

In a bullish economy, lower market value companies have a strategic need to differentiate themselves, and the only way to do that is through an aggressive communications campaign, he said.

He describes the firm's practice as counter-cyclical. A challenged market leads to diverse crises and Levick's financial practice includes prestigious crisis management capabilities, he said. The same dynamic applies to President Obama's re-election prospects. He said that if Obama's re-election engenders onerous new regulatory initiatives, the firm's financial clients will want to manage communications in order to minimize exposure as well as to influence public perceptions during adverse circumstances.

If the results in November – whoever wins – inspire new market confidence, the firm will provide communications strategies for the renewed growth that results., said Levick.

Levick said use of social media is a major firm-wide activity although it's less of a factor for IR because of regulatory and disclosure concerns. He noted there was reluctance to embrace websites for IR in the 1990s for that reason.

But firms adapted to the new channels and the same process is occurring now with SM, he said, noting that a reported 83% of brokers, with limited access to institutional research, get their investment ideas from reading articles.

Few financial services clients interface with individual investors via SM channels because of the distrust and disconnection created by the financial collapse and attendant reputational crises, said Levick.

But he feels the current alienation only suggests a greater role for SM in the near future as a tool for effective large-scale re-connection.



Levick



McSorley, Gutner

NEWS OF PR FIRMS**APCO ADDS PIANO**

Phyllis Piano, a 30-year veteran who most recently served as VP-corporate communications and philanthropy at biotech giant Amgen, has joined APCO Worldwide's international advisory council.

CEO Margery Kraus expects Piano's brand management, marketing, CSR and internal communications savvy will help clients enter new markets and expand overseas.

Before Amgen, Piano was VP-PA at Cooper Industries, the electrical products and hardware company, and VP-corporate affairs/communications at defense contractor Raytheon.

Piano, who sees an increased need for companies to align actions with corporate values, began her career in General Electric's medical systems group.

She spent 17 years at GE.

VIRGINIA SEEKS WINE MARKETING PLAN

The marketing entity for Virginia's burgeoning wine industry is looking to cultivate a PR and marketing plan to tout wines from the state.

The Virginia Wine Board kicked off a competitive bidding process this month open through April 2 for a firm to establish the Virginia Wine Marketing Office and develop a plan covering PR, promotions, marketing and advertising.

The overall goal is to "enhance the image and reputation of Virginia wines and the Virginia wine industry," according to an RFP.

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

NEWS OF SERVICES**SIMON OFFERS LONDON GAMES SUPPORT**

D S Simon Productions, New York, will be offering TV, Internet and PR/marketing support on-site in London, England, prior to and during the 2012 Summer Olympic Games, starting July 12.

"This is the first 'social media video content' Olympics," SAID Douglas Simon, President and CEO. "Having production, editing and social media capabilities on the ground in London are critical to success."

Simon said the firm will be providing live TV satellite feeds on location with a view of the Olympic Stadium or in studio. It will also offer broadcast TV crew availability to provide U.S.-based sponsors of the Games assistance for quick turnaround broadcast production, distribution and social media initiatives.

Services offered include SMTs, webisode production, video press junkets, B-roll and Internet media tours.

BRIEF: **Kye Strance**, former director of product management at **Vocus**, has shifted to media monitoring company **Critical Mention** in the new post of senior VP, product development. Strance was with Vocus since 1998. He joins CM as it looks to expand its U.S.-centric, PR customer base to Latin America and Europe as well as the advertising and marketing sectors.

NEW ACCOUNTS**New York Area**

MWW Group, New York/Aetrex Worldwide, comfort and wellness footwear, as AOR for the lifestyle brand.

M Booth, New York/Banfi Vintners, top U.S. wine importer, has named, as AOR for PR to support its in-house team. Lauren Swartz, senior VP and head of the firm's wine and spirits practice, directs strategy.

Thomas PR, Melville, N.Y./SolarFocus Technology Co., Taiwan maker of solar panels for mobile devices, and PlanOn System Solutions, Canada-based mobile scanning and printing solutions developer.

East

Qorvis Communications, Washington, D.C./The Washington Animal Rescue League, to increase visibility for the organization and its planned National Center for the Rehabilitation of Cats and Dogs.

French/West/Vaughan, Raleigh/TigerSwan, international corporation founded by service disabled veterans that specializes in vulnerability management, global stability and training for military and law enforcement officials, as its first AOR.

MMI PR, Raleigh, N.C./World Overcomers Christian Church, for PR for the nondenominational church serving NC's Research Triangle Park community.

West

Porter Novelli, Seattle/BlackRapid, camera accessories, for PR. Hornall Anderson, a brand design firm, was also hired to work with PN.

JMPR, Woodland Hills, Calif./Omix-ADA, manufacturer of Jeep parts and accessories, as AOR, including wholesale and consumer media outreach.

PEOPLE**Joined**

Lana McGilvray, VP of marketing, Pulsepoint, to blast! PR, Austin, Tex., as principal. She previously led marketing for SKYLIST, Datran Media and UnsubCentral through their acquisition by PulsePoint last year.

Jennifer Spangler, senior A/E, The Lavidge Company, to Zion & Zion, Tempe, Ariz., as a senior A/S. She was previously with B|W|R.

Stephen Morisseau, director of PR, Reliant Energy, to The Gemological Institute of America, San Diego, as PR director. The former Foreign Service officer was director of strategic media an outreach for ConocoPhillips, VP of corporate affairs for Globeleq and director of PA for Duke Energy.

**Morisseau****Promoted**

Bill Kolberg, executive VP and managing director of Porter Novelli's Los Angeles office, to partner.

Kolberg leads the firm's McDonald's business. Also elevated to partner, **Linda Martin**, EVP and managing director of the firm's Irvine and San Diego offices who leads the Almond Board of California account, and **Stephen McCauley**, EVP and director of its D.C.-based food, beverage and nutrition unit who leads Bel Brands USA (Laughing Cow cheese), the National Cattlemen's Beef Assn., U.S. Dept. of Agriculture, and Welch's accounts. PN, part of Omnicom, has 22 partners.

— **Greg Hazley**

GOODMAN WORKS GCT 100TH BIRTHDAY BASH

Goodman Media International is handling the centennial celebration of New York City's Grand Central Terminal, which is the world's largest train station in terms of number of platforms.

Tom Goodman told O'Dwyer's the GCT effort is a "landmark account."

Metropolitan Transportation Authority chairman Joseph Lhota on March 20 unveiled a centennial logo that features the iconic clock that sits atop the information booth on the main concourse and serves as a popular meeting spot. The logo clock's hands are

set at 7:13, which is 19:13 in military/railroad time, to honor the station's opening year.

Caroline Kennedy, whose mother Jacqueline Kennedy was instrumental in saving GCT from the wrecking ball, chairs the centennial committee. Luminaries like filmmaker Spike Lee and opera star Jessye Norman are charter members of the panel.

They will plan musical and public performances, workshops, historic train visits and multimedia exhibitions.

Beginning in February, those events will run through next year.

The MTA will unveil a website in June to provide updates on planned activities to honor the 80K sq. ft. Beaux Arts building that serves 750K commuters and visitors each weekday.

GMI is working the PR push with the MTA and Amy Scheer, director of marketing and events at GCT at Jones Lang LaSalle, commercial real estate company.

CREDIT UNIONS WALK TO CROSSROADS

The Credit Union National Assn., which represents 7,500 institutions with \$920B in combined assets, has hired Crossroads Strategies for issues regarding member lending.

Formed in 2010, Crossroads is a Republican powerhouse firm that was established by Federalist Group and Ogilvy PR Worldwide veterans Stewart Hall and John Green.

Hall was legislative director for Alabama Senator Richard Shelby, who is ranking member of the Banking, Housing & Urban Affairs Committee. Green served as deputy chief of staff to former Senator Majority Leader Trent Lott.

CUNA on March 23 completed its week-long government affairs conference in which more than 4,000 advocates worked Capitol Hill. They told how failure to increase the cap on member lending would hurt the business loan market.

Earlier this month, CUNA named Sam Whitfield VP-legislative affairs. He served on Lott's staff and most recently was with the National Assn. of Realtors in D.C.

Whitfield worked in the George W. Bush White House as PA specialist at the Office of National Drug Policy and did a stint in Baghdad as press officer for the Coalition Provisional Authority.

SITRICK REPS REVAMPING DEWEY

Sitrick & Co. represents Dewey LeBoeuf, the law firm that has been the subject of a spate of negative press following partner departures and cuts in compensation following an earnings miss.

The *New York Times* (March 15) ran a piece called "Lean Times for Dewey LeBoeuf," which reported that the "turmoil at Dewey is the result of financial missteps by the firm's management."

Dewey chairman Stephen Davis gave a "pep talk" to partners at its New York headquarters on March 21 to bolster confidence in the firm.

The *Wall Street Journal* (March 22) noted that while the firm has lost 30 partners since the beginning of the year, management says many were asked to go and "that compensation to partners has been adjusted to better align with the firm's profits."

The old-line law firm was once run by New York Governor and Presidential candidate Tom Dewey.

Adds Tech Social Media Pro

Wendy Tanaka, former tech editor at *Forbes* who moved to the PR and social media side with Cisco, has joined Sitrick and Company's Bay Area operation.

Tanaka has been social media manager and tech news editor for Cisco's news site *The Network* for the past year.

Mike Sitrick, CEO of the 22-year-old firm, said Tanaka's business journalism experience covering tech giants like Google, Yahoo! and Oracle, as well as her later social and digital media work will be a "great benefit" to clients. She will be based in San Francisco for Sitrick, which is based in Los Angeles with outposts in Denver and New York.

Tanaka was previously deputy editor and later tech editor for *Forbes* in San Francisco after stints at Red Herring and the *Philadelphia Inquirer*.

U.S. RARE EARTH PROSPECTOR MINES PR

The mining company set to explore a state-owned site in Texas for rare earth minerals has brought in FTI Consulting for strategic communications support.

Texas Rare Earth Resources Corp. is hoping to tap a renewed look within the United States for the minerals as the world's top supplier China continues to cut back on exports of the crucial materials for technology products to fuel its own development.

The Denver-based mining company, which is completing its preliminary economic assessment of a Lone Star State site 85 miles east of El Paso known as Round Top, said bringing in PR help is the "natural next step" to reach business and stakeholders.

CEO Marc LeVier said FTI has extensive experience in the mining sector and is helping TRERC "effectively articulate our long-term value proposition" at a "critical time" in its development. FTI's strategic communications unit is the former FD.

Texas has given its okay for drilling on the site with any proceeds to benefit its education fund.

China's lockdown on rare earth minerals, started in 2009 but ramped up of late, sparked the U.S., European Union and Japan to file a landmark joint case before the World Trade Organization this month.

HUNTSWORTH SEEKS GLOBAL, BIG THINKERS

Huntsworth chief Peter Chadlington told this month's PR World Congress in Dubai that high-level job candidates must pass at least five of eight tests before being offered a job.

He provided O'Dwyer's with a transcript of the speech, which lists the eight-point check-list.

- A person must understand how business works. "I want that aura of certainty which comes when you are sitting with the client chief executive and he feels that you have been there before and that this is your rightful place," said Chadlington. A person cannot be "tonguetied" or appear "out of depth."

- Digital fluency is a must. Chadlington called digital the "great opportunity for the next ten years." PR people are "content specialists" and "must think digital first and analogue second."

- Hi-tech gadgets are cool, but they are just useful tools, not work. A successful recruit is a thinker with the ability to reflect on a client problem without reverting to what has worked in the past. "Shallowness compensated by charm is yesterday's PR executive," he said.

- Huntsworth looks for articulate people who can write, speak and argue coherently and persuasively. Chadlington wants people with personal confidence without a sense of arrogance. They can "put forward a case at the highest client level and be strong enough to know and admit when you have got it wrong."

- A global view is a requirement, which means "travel, unsocial hours, managing family and personal commitments."

- A person must be hungry for success and driven by the desire to do a great job and make money for the client, agency and himself.

- Huntsworth staffers are disciplined, possessing the knack of organizing a series of disorganized events or creating order out of disorder.

- Since PR is about face-to-face relationships, trust and loyalty are paramount. A job candidate must possess the highest personal code of conduct and be loyal to Huntsworth and its code of ethics.

Chadlington said he puts great emphasis on those criteria for people that he is recruiting at Grayling and the enlarged Huntsworth Group.

GEORGIA GIVES PODESTA \$600K PACT

Podesta Group has a \$600K contract with the National Security Council of Georgia for lobbying, government relations, PR and media management services.

The pact with the former Soviet republic went into effect Feb. 1 and runs through December. It automatically renews for a six-month period Jan. 1. Both sides are to meet in November to discuss the scope of work and fees for the renewal period, according to the agreement.

Tony Podesta's firm represents Georgia before the U.S. government, media, and non-governmental organizations.

The contract requires PG to "use its best efforts to avoid any and all behavior" that might damage the interests, reputation or assets of the Government of Georgia.

CHICAGO PR PROS PREP FOR NATO ARRIVAL

As the North Atlantic Treaty Organization is set to hold its 25th annual summit in Chicago in May, Windy City PR pros are preparing for the media deluge that will come with the event.

The NATO summit is set to descend on Chicago May 20-21, drawing more than 50 heads of state, scores of other officials and more than 2,000 members of the global media. Members of Chicago's host committee along with its Convention and Tourism Bureau on March 22 presented a multimedia exhibition on the city at NATO headquarters in Brussels.



The Chicago exhibit at NATO headquarters in Brussels.

"This exhibit showcases the world class diversity of Chicago," said Ivo Daalder, U.S. Ambassador to NATO. "While Chicago is here today, in two months NATO will be in Chicago."

The Publicity Club of Chicago is planning an April 11 PR education event to help the city's communications pros capitalize on the frenzy.

"The goal is to inform PR professionals how to best break through the media clutter around NATO," said Carlyle Fallon, a VP at Edelman who is organizing the event.

While positive press is on the minds of the Chicago delegation in Brussels, the city is also bracing for expected protests that will accompany the event.

The protests might not be as large as expected, however, as the city will miss out on an expected two-pronged publicity jolt after plans to hold the upcoming G8 economic summit days before the NATO event were scrapped earlier this month in favor of Camp David in Maryland.

KONY PR SHIFTS TO DAMAGE CONTROL

The non-profit at the center of the "Kony 2012" viral video juggernaut and recent public meltdown of its producer is relying on PR agency help as the story continues to draw interest.

Sunshine Sachs, the entertainment-savvy firm led by Ken Sunshine and Shawn Sachs, is speaking for Invisible Children and handling interest in the video made to stoke outrage over Ugandan militant group leader Joseph Kony, logging more than 84M views on YouTube since its release March 5.

The story, however, took a strange twist late last week when Jason Russell, an Invisible Children co-founder who produced the video, was arrested in San Diego after he was spotted running naked and yelling in the streets of San Diego.

A statement from Sunshine Sachs attributed to Russell's wife, Danica, released March 22 attributed the episode to "brief reactive psychosis" brought on by extreme exhaustion, stress and dehydration.