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O'Dwyer's Newsletter

The Inside News of
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Communications

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PUSH FOR ENERGY EFFICIENCY SEEKS PR

A global energy efficiency consortium backed by countries and entities like the U.S., Japan, Australia and World Bank wants a firm to develop a communications strategy for promoting more energy efficient products.

The Washington, D.C.-based Collaborative Labeling and Appliance Standards Program, known as CLASP, opened an RFP through June 1.

The effort is known as SEAD - super-efficient equipment and appliance deployment - and aims to reduce energy consumption and emissions by lowering energy used by everything from refrigerators and televisions to power transformers. CLASP wants a PR strategy and implementation plan to increase SEAD's impact and boost participation, as well as reaffirm commitments from current collaborations. Outreach to supporters, stakeholders and media should be included. PR, messaging, media relations, event promotion and social media are to be incorporated into the plan.

Members of the SEAD initiative include Australia, Brazil, Canada, European Commission, France, Germany, India, Japan, South Korea, Mexico, Russia, South Africa, Sweden, United Arab Emirates, United Kingdom, and United States. China is an "observer."

Proposals are due May 31. RFP: clasponline.com.

GOODMAN REPS SAVERIN

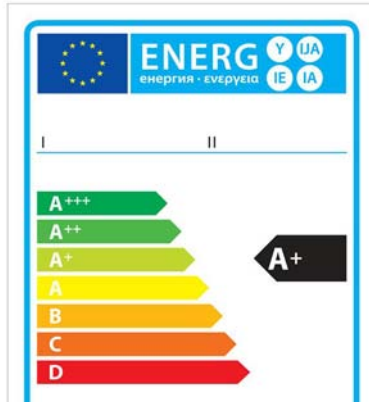
Goodman Media International represents Eduardo Saverin, the Facebook co-founder who renounced his U.S. citizenship ahead of the social network company's initial public offering expected this week.

Tom Goodman told O'Dwyer's he was introduced to Saverin at the time of the debut of The Social Network, the film about the launch of Facebook.

Born in Brazil, the 30-year-old Saverin became an American citizen in 1998. He's now a citizen of Singapore, where he has lived for the past two years.

That city-state has no capital gains tax and a maximum 20 percent personal income tax rate.

Saverin denies charges that he is dodging U.S. taxes. Sens. Chuck Schumer and Bob Casey held a press conference on May 17 to outline a bill to bar Saverin from the U.S.



A new energy label for products in the European Union.

HUNTSWORTH GREW 3.8% IN Q1

Huntsworth announced May 18 that first-quarter revenues rose 3.8 percent, powered by a 19.4 percent advance by its Red unit, which picked up Symantec, Adobe, Boots and Gatwick Airport during the past year.

CEO Peter Chadlington said management is keeping tight control on costs due to the uncertain economic outlook, especially in Europe. He expects modest full-year growth, but improved profitability.

Huntsworth's global flagship Grayling, active in more than 40 countries and the U.S. via Atomic PR and Dutko, registered a 3.8 percent gain to its \$150M revenue base. Developments in the Middle East paced its performance. Huntsworth Health was up 3.3 percent during Q1, while Citigate declined 2.7 percent.

The company announced that Terry Graunke, co-founder of Lake Capital, has joined its board. LC and Graunke own a 9.8 percent stake in Huntsworth.



Chadlington

CLABO TO HEAD HP MEDIA RELATIONS

Howard Clabo, head of communications for Applied Materials, joined HP to head corporate media relations and executive communications on May 21.

Clabo exits the \$10B tech giant Applied after three years as managing director and head of corporate comms.

HP CEO Meg Whitman, the former eBay chief who took the reins in September after the ouster of Leo Apotheker, tapped her longtime PR advisor Henry Gomez as chief communications officer in January.

Clabo previously led media relations for FedEx and worked on the agency side at Citigate and Grey Global Group.

Whitman may cut up to 30K H-P staffers as part of her revitalization program. The company had 350K employees at the end of fiscal 2011.

PIERCE PICKED FOR W2O COO POST

Tom Pierce, who was director of operations and finance at BDO Consulting in New York, has joined W2O Group as chief operating officer, a new position.

He's in charge of information technology, human resources and corporate services at the parent company of WCG Group, Twist and W2O Ventures.

Prior to BDO, Pierce held financial and operational posts at Marsh Inc., GCI Group and Booz & Co. in a career of more 20 years.

U.N. TROLLS FOR ANTI-PIRATE PR

The United Nations' political office in Somalia is reaching out to vendors to develop a PR campaign supporting its anti-piracy endeavors.

The U.N. wants to influence public opinion in South Central Somalia and among refugees in Kenya against pirates by highlighting the dangers and problems associated with piracy.



Somali pirates shown in an undated UN photo.

Pirates have become an international scourge after costing business and law enforcement an estimated \$7 billion in 2010.

The U.N.'s International Maritime Organization said the Somali coast saw an increase from 219 attacks in 2010 to 237 last year, although the number of vessels hijacked fell to 28 from 49 as shipping companies employed private security contractors with occasional controversy.

U.S. snipers famously took out three Somali pirates to rescue an American cargo ship captain in 2009.

The U.N. this month issued a "request for expression of interest" (open through May 23) for a firm to develop a strategic communications and advocacy campaign in support of its counter piracy efforts.

"The contracting company will have the responsibility to define, manage and implement a broad-based counter piracy campaign to promote a negative view of pirates and piracy gains through widespread advocacy in partnership with Somali elders, government and religious leaders and the media over an 18-month period," reads the document.

Somalia has not had a functioning central government for the past 20 years, notes the U.N. The European Union, the North Atlantic Treaty Organization and U.N. member states patrol Somali waters.

PB PICKS UP SINGAPORE'S MONEY FUND

Patton Boggs has signed up Temasek Holdings Ltd., which is Singapore's sovereign wealth fund with global assets of more than \$193B.

The D.C. firm is to counsel Temasek on developments in the "trans-pacific partnership," according to its engagement letter.

PB partners Frank Samolis and Joseph Brand counsel Temasek under the three-month deal, worth \$90K. The pact is renewable for another three-month period at Temasek's option for the fixed monthly fee of \$30K.

Temasek's North America chief is Gregory Curl. He was BankAmerica's vice chairman/corporate development and chief risk officer before joining Singapore's investment arm in 2010.

In April, Temasek made news by purchasing a portion of Goldman Sachs' stake in Industrial and Commercial Bank of China for \$2.3B.

ICBC, one of China's Big Four state-owned banks, claims to be the world's No. 1 bank ranked by overall profit and market capitalization.

ARBY'S COPES WITH 'FINGER SANDWICH'

Fast food chain Arby's is mobilizing a crisis response after a Michigan teenager found a fingertip in a roast beef sandwich last week.

John Gray, senior VP of corporate communications and PR, said in a statement that the company is "deeply concerned and apologetic," while adding that it was an "isolated and unfortunate incident" in a franchisee's eatery. He said the restaurant was shut down and sanitized after the accident came to light.

A restaurant employee reportedly cut off her fingertip with a meat slicer and left to get medical attention as employees continued to run the eatery, according to the *Jackson Citizen Patriot*.

The story has since been picked up by national outlets like Yahoo! News, Huffington Post, *USA Today* and the Associated Press.

"Arby's wants to reassure customers that we are committed to providing quality food in a safe and healthy environment," said Gray.

Hunter PR works with Arby's.

DESCHAUER EXITS QORVIS FOR LEVICK

Jack Deschauer, an 11-year veteran of Qorvis Communications, has moved to Levick Strategic Communications in Washington as a VP.

At Qorvis, Deschauer helped Pratt & Whitney fend off the "zombie engine" issue as the Pentagon pursued an alternate engine by GE and Rolls Royce for the F-35 Joint Strike Fighter. He also worked crises for former NBA star Jayson Williams and Run-DMC.

CEO Richard Levick said Deschauer knows how to build communities from the ground up. "He knows how companies leverage communities of support to reach their public policy goals," said Levick.

CANADIAN CANCER ORG SEEKS AOR

The Canadian government-backed organization focused on cancer control is screening for a media relations agency of record, as well as firms or individuals to support its communications efforts.

The Canadian Partnership Against Cancer, founded in 2007 as an independent organization with \$250M in government funding over five years, has released two RFPs for the assignments open through the end of the month. The organization has not previously tapped an agency of record, working instead with firms on a project basis.

The CPAC's efforts focus on cancer prevention and screening targeting the Canadian public with about 80 percent outreach in English and 20 percent in French.

While it doesn't set a hard budget figure, the group said its AOR will be called on for an average of four to six media relations assignments per year with budgets topping out at \$100K.

Proposals for the AOR contract are due May 23.

A second RFP calls for communications project support for the group's PR efforts. Pitches for that work are due May 29.

The CPAC was founded with a five-year mandate through 2012 to assess whether the model was effective for cancer control in Canada.

RFP: <http://bit.ly/LIKsfk>.

BUFFETT BUYS NEWSPAPER GROUP

Berkshire Hathaway has agreed to pay \$142M in cash for 63 newspapers owned by Media General, the Richmond, Va.-based media company, although MG's *Tampa Tribune* is not part of the deal.

Berkshire's BH Media Group will also provide a \$400M loan and \$45M credit line for the media company to pay bank debt, in exchange for share warrants and a director slot.

"In towns and cities where there is a strong sense of community, there is no more important institution than the local paper," said Warren Buffett, chairman of BH. "The many locales served by the newspapers we are acquiring fall firmly in this mold and we are delighted they have found a permanent home with Berkshire Hathaway."

BH takes control of 63 daily and weekly papers in Virginia, North Carolina, South Carolina and Alabama, including the *Richmond Times-Dispatch* and *Winston-Salem Journal*, as well as their websites, digital versions and commercial printing business.

Media General said it expects to enter into a deal with one of several prospective buyers for its Tampa print properties, mainly the Trib.

"These newspapers are great institutions and powerful brands in their respective markets," said Terry Kroeger, president of BH Media Group, which owns the Omaha World-Herald Company.

MG CEO Marshall Morton said the company will be focusing on its TV business and growth in digital and mobile. It owns several network affiliates, including eight NBC, eight CBS and one each of ABC and CW.

The BH deal is slated to close on June 25.

FORD FOUNDATION FUNDS LA TIMES JOURNOS

The Ford Foundation has given the *Los Angeles Times* a \$1M, two-year grant to expand news coverage of topics like immigrant communities in Southern California, the state's prison system, the U.S. border region and Brazil.

The Times is hiring five new reporters to cover those beats, which were previously assigned to staffers with other responsibilities, said editor Davan Maharaj. It had used stringers to cover Brazil, an emerging economic powerhouse.

"These are vital coverage areas that have been affected by our need to make tough choices in the past decade," Maharaj said in an email to staff. "Although the grant is for two years, we intend to continue with these beats beyond that period. We will immediately start our search for reporters."

The Ford Foundation told the paper it would consider extending the grant after two years.

A spokesman said the foundation "and many other funders are experimenting with new approaches to preserve and advance high-quality journalism."



Shutters Sunday Magazine

The Los Angeles Times Media Group is pulling the plug on its Sunday magazine, *LA, Los Angeles Times Magazine*, as president and COO Kathy Thomson cited "a very challenging environment."

The magazine, which switched from weekly to monthly publication in 2008, will print a final issue on June 3.

"The entire magazine industry has been faced with a very challenging environment," Thomson wrote in a memo which ran in the Times. "We are not immune to the challenges."

Thomson said the Times is developing a quarterly centered on fashion, style and luxury. Those are key markets supporting Sunday magazines at the *New York Times* and *Wall Street Journal*.



The last issue is set for June 3.

STEIGER TO STEP DOWN AT PROPUBLICA

Paul Steiger, 69, is stepping down Jan. 1 as editor-in-chief and CEO of ProPublica, the non-profit investigative reporting outfit.

He earned total compensation of \$590,119 in 2010, according to the group's tax filing.

ProPublica managing editor Stephen Engelberg will take the e-i-c title and general manager Richard Tofel will step into the president position. The pair will share the chief executive title. Engelberg earned \$376,276 and Tofel made \$347,666 in 2010.

The 54-year-old Engelberg worked 18 years at the *New York Times* and was managing editor of The *Oregonian* before joining ProPublica. Tofel, 55, is a former assistant publisher at the *Wall Street Journal*.

Steiger, who was managing editor of the WSJ, will transition to the executive chairman post at ProPublica, concentrating on fundraising and strategy.

ProPublica recorded \$10,224,662 in 2010 total revenue. That was up from \$6,367,046 from the earlier year.

It began 2010 with \$1,763,323 in net assets and wrapped up the year at the \$2,847,703 mark.

NYTC DUMPS RED SOX

The New York Times Co. has sold its last remaining stake in Fenway Sports Group, owner of the Boston Red Sox, to multiple buyers, according to a Securities and Exchange Commission filing.

The company received \$63M from multiple buyers and will record a \$38M second-quarter gain.

FSG properties also include Liverpool Football Club, which plays in England's Premier League; 80 percent stake in New England Sports Network regional cable network, and Roush Fenway Racing Nascar team.

MEDIA NEWS continued**BROOKS CHARGED WITH COVER-UP**

Britain's Crown Prosecution Service on May 15 alleged that Rebekah Brooks, former News International CEO and editor of the *News of the World*, attempted to hide evidence from authorities investigating the hacking scandal that has rocked the U.K.

Brooks and husband Charles, who was also charged, said they "deplore this weak and unjust decision after the further unprecedented posturing of the CPS." They were first told of the charges in January.

Alison Levitt, legal advisor to the CPS, announced the charges in the "interests of transparency and accountability."

Brooks and an assistant are accused of removing seven boxes of material from the archives of NI. She is charged with husband, chauffeur and a security consultant with concealing documents and computers from detectives.

Earlier this month, Brooks, a mentee of News Corp. CEO Rupert Murdoch, testified about her close ties with British prime minister David Cameron.

KRAMER NAMED USAT PUB

Larry Kramer, former head of CBS Digital Media and founder of Dow Jones & Co.'s MarketWatch, is the new publisher/president of *USA Today*, the flagship of Gannett Co.

The 40-year media veteran currently is a consultant and adjunct professor of media management at the Newhouse School of Communications at Syracuse University.

Gracia Martore, CEO of Gannett, called Kramer a "distinguished journalist with a passion for the news business and has an entrepreneur's drive to innovate and the business acumen needed to create value."

Kramer, who is eager to "reinvigorate USA Today's mission" takes charge of the multi-platforms of the brand including its sports/travel media groups and week-end offerings. He also will lead the search for an editor-in-chief of USA Today, which celebrates its 30th anniversary in September.

Kramer worked as reporter/editor for more than 20 years at papers such as the *Washington Post* and *San Francisco Examiner*.

At CBS, he created "March Madness on Demand," and established content relationships with Google, Apple, Amazon and Verizon.

Kramer founded DataSports, a hand-held sports info monitor company sold to Data Broadcasting Corp.

HALL RETURNS TO PHILLY HELM

Bob Hall, who was publisher of the *Philadelphia Inquirer* and *Daily News* when they were part of Knight-Ridder, has returned to the helm.

He takes over for Greg Osberg a month after the papers were purchased by a group of local investors.

Osberg will serve as a consultant on advertising sales and digital strategies on a short-term basis.

Hall, 67, is "known and respected throughout the industry as a first-class professional," said a statement from Lewis Katz, a member of the new ownership team.

NPR'S REBER MOVES TO CIR

Susanne Reber, deputy managing editor of NPR's first investigations team, is moving to the Center for Investigative Reporting as a senior coordinating editor in June.

She focuses on multiplatform projects and investigations for the 35-year-old Berkeley, Calif.-based journalism institution, which merged with the non-profit *Bay Citizen* this month. Her scope includes heading national and international investigative and enterprise reporting projects, and building CIR's team of health and environment reporters.

At NPR, Reber led investigations as well as collaborations with CIR, ProPublica, PBS programs and other entities.

She previously built and led an investigative reporting program at the Canadian Broadcasting Corp. from 2003-09.

CIR editorial director Mark Katches called Reber a "powerhouse in the investigative reporting community." CIR has 45 staffers.

HBO DEVELOPS NEWS SHOW WITH VICE

HBO has partnered with *VICE* magazine for a weekly news magazine to be hosted by VICE founder Shane Smith.

Bill Maher, the comedian and HBO "Real Time" host, is an executive producer and CNN's Fareed Zakaria is a consultant.

Michael Lombardo, president of HBO Programming, said VICE has emerged as a "premier new media brand through a savvy combination of irreverence, smarts and fearlessness.

He said the network is "excited to offer a forum for their groundbreaking style of news coverage and look forward to a show that's like nothing else on TV."

The program will be titled "VICE."

BUCKS PR STAFF HONORED BY NBA SCRIBES

The media relations staff of the Milwaukee Bucks won the Professional Basketball Writers Association's annual award for the top PR department in the NBA.

The Bucks' PR unit, led by PR director Dan Smyczek, won the Brian McIntyre Award, which goes to the league PR team that goes "above and beyond the call of duty" to work with the press and is named for the longtime NBA communications chief who is now an advisor to Commissioner David Stern.

Finalists for the PR honor were the PR staffs of the Oklahoma City Thunder, Chicago Bulls and Memphis Grizzlies.

Two awards are also given to a player and coach for strong ties with the press.

The basketball writers group gave the Magic Johnson Award to Steve Nash of the Phoenix Suns, honoring the point guard for co-operation with media and fans, as well as on-the-court "excellence." Boston Celtics coach Doc Rivers won the Rudy Tomjanovich Award, a similar honor for a coach.

Smyczek, a 15-year veteran of the Bucks, was named PR director in 2007.

NEWS OF PR FIRMS**OGILVY EYES SOCIAL CAMPAIGNS FOR BIZ**

Ogilvy PR has set up a global behavior change practice, OgilvyEngage, aimed to help companies "motivate and assist" consumers to adopt socially-beneficial behaviors that can also boost bottom line.

Christopher Graves, CEO of Ogilvy PR, said the unit will try to move people to actions that are "good for the customer and society" and "good for the business." He cited as examples prompting people to take medications regularly, encouraging the routine purchase of healthier foods, motivating home safety preparedness, or increasing financial responsibility.

The new practice, led by senior VP Bess Bezirgan, uses science-based behavior change models and theories to gauge behavior change opportunities and understand the motivations of consumer audiences.

"Adding behavior change leadership from the private sector to that of government and public interest organizations will create a multi-faceted approach with exponential benefits," said Ogilvy social marketing head, Tom Beall, noting social campaigns are more often associated with the public sector.

Ogilvy has released a white paper, "From Cause to Change," to coincide with the new unit's announcement.

PRGN ADDS CANADA, UAE FIRMS

Mark Paterson of Australia's Currie Communications was elected president of the 45-agency PR Global Network, which also added firms in Canada and the United Arab Emirates.

He succeeds Francine Robbens of the Brussels based PRP - Public Relations Partners. David Landis, president of San Francisco-based Landis Communications, is president-elect of PRGN.

Paterson's Melbourne-based firm counts World Bank, Australia Post and the Global Change Institute among its clients.

"With our recent expansion of agencies in Eastern Canada and Dubai, PRGN has augmented its international foothold and ability to effectively address the diverse markets and needs of the global client," he said.

Added to the PRGN roster are Energi PR of Montreal and Toronto, along with Dubai-based The Content Factory. Energi, led by co-founder and managing partner Carol Levine, specializes in consumer and healthcare sectors. TCF, founded in 2003 by former Microsoft PR hand Layth Dajani, works for clients like Gemalto, SanDisk and SonicWall, among other clients.

BRIEFS: Evins Communications, a New York-based firm focused on the luxury market, is rebranding for the first time in its 25-year history. The revamp includes a new name, EVINS Ltd., logo and website under branding expert David Gensler, as well as a new blog, Aperture. Details: evins.com. ...**Matter Comms.**, Providence, R.I., is marking its sixth year in the Ocean State in 2012. GM Andy Meltzer notes the office has expanded its headcount, footprint and client roster, including the addition of, Numark and Aquabotix. Numark, based in Cumberland, R.I., markets DJ technology, while Falls River, Mass.-based Aquabotix is a marine tech company focused on underwater video.

NEW ACCOUNTS**New York Area**

Grayling, New York/CommTouch, publicly traded cloud-based Internet security provider, for North American investor relations counsel, following a review.

5W PR, New York/IMMUNE Pharmaceuticals, Israel and U.S. based biopharma company focused on inflammatory diseases and cancer, for PR.

Hill+Knowlton Strategies, New York/Supima, fashion brand specializing in the use of American premium cotton around the world, for consumer PR and digital.

CJP Communications, New York/Incapital, underwriter and distributor of fixed income securities and other financial products, as AOR for PR.

Carolyn Izzo Integrated Communications, New York/Los Cabos, Baja Peninsula destination, as AOR for a fourth straight year, following an annual review.

Bullfrog & Baum, New York/ Chef Niki Nakayama's N/NAKA Los Angeles eatery; Lincoln, Portland restaurant; Jezebel, New York eatery set to open in June; Chef Michael Santoro's unnamed restaurant slated for Philadelphia this summer; *House Beautiful*, for unveiling of its annual Kitchen of the Year; Chile Olive Oil by Chile Oliva, and Angie's Kettle Corn.

Rubenstein PR, New York/Philip Stein, luxury watch and sleep bracelet brand; Dr. Suzanne Levine, New York podiatrist, and Zenthea Dental, dentistry in a spa setting, all for PR.

Southeast

Diamond PR, Miami/Jupiter Beach Resort (Fla.), for PR following a \$22M renovation.

InGear PR, Pembroke Pines, Fla./Pro Control, remote controls, control processors, and advanced software for programming and integration, for PR and social media targeting the home theater and enthusiast trade press, and PLUS Corp. of America, manufacturer of electronic copyboards, for PR focused on the professional A/V industry trade press.

Midwest

Carmichael Lynch Spong, Minneapolis/Merrick Pet Care, natural pet food, as AOR for PR. CLS is handling a brand re-launch for Merrick, touting its pet food which includes locally sourced ingredients.

Southwest

BizCom Associates, Dallas/Edible Arrangements, fruit arrangement franchise, and Star Wellness, healthcare screening franchise, for PR. The firm also picked up eatery chain Fresh To Order for franchise sales materials.

West

JMPR, Woodland Hills, Calif./The Coker Group, group companies in sectors like tire and wheel manufacturing, bicycles, hot rod and speed shops, for PR for the company and its subsidiaries, as well as media outreach at collector car events and tradeshow.

The Pollack PR Marketing Group, Los Angeles/Dynamite Data, data mining and e-commerce data provider, for PR following a competitive review.

International

Bite Communications, London/The Innovation Group, software and services for the motor/property insurance and automotive fleet sector, to communicate its story across six markets: the U.K., US, France, Germany, Australia and South Africa. — **Greg Hazley**

NEWS OF SERVICES**NASDAQ OFFERS MEDIA MONITORING**

NASDAQ OMX Corporate Solutions has launched a software-as-a-service media monitoring and analysis platform, Media Intelligence, covering print, digital and broadcast media.

The service, which includes integration of Critical Mention's TV and radio monitoring service, offers real-time monitoring, including tonality, as well as advanced metrics.

Users can engage Twitter discussions and gauge influential commenters via integration with Klout and PeerIndex metrics.

Demetrios Skalkotos, senior VP at Nadsaq, said the monitoring service is aimed to "help PR and IR professionals respond more quickly and effectively to protect and promote the reputation of their brand."

LABOR, COMMERCE EYE PR VENDORS

The U.S. Departments of Labor and Commerce are considering reviews of their media monitoring and press release dissemination accounts, respectively.

The Labor Dept. said May 16 that it is conducting market research ahead of a likely upcoming RFP process, expected around June 11, for monitoring to support its office of public affairs.

That federal agency wants a vendor to track at least 200,000 sources across print, electronic and social media. A contract stretching for five years with options is planned.

The Commerce Dept.'s U.S. Census Bureau, meanwhile, issued a request for information last week for its news distribution efforts to gauge the capabilities of vendors in the field.

Census Bureau releases are currently disseminated by PR Newswire.

PR PRO UNVEILS LEGAL RELEASE SERVICE

Miami PR pro John David has created a news dissemination service for attorneys and companies seeking media attention for legal cases.

LawsuitPressRelease.com carries a \$1,500 fee to create a news release, customized media list, and distribution of a press release.

David is pitching the service as a way to tout a legal case or settlement without retaining a PR firm on an ongoing basis and differentiates it from established release services because it offers more services like consultation, writing, and media follow-up calls to journalists and tracking services.

David said the service has promoted cases involving wrongful death, toxic torts, intellectual property rights, hazardous work conditions and ADA compliance.

Info: lawsuitpressrelease.com.

EVENT: The Bernard L. Schwartz Communication Institute at Baruch College, New York, will host its 12th annual symposium on "Communication and Communication-Intensive Instruction" on Friday, June 1. Rountables with top journalists, authors and bloggers are on teh agenda. To request an invitation and get more info on the full-day event: blsci.baruch.cuny.edu/symposium/request-invitation.

PEOPLE**Joined**

Jeremy Button, senior policy fellow, Heinz Family Foundation, and **Contessa Kellogg**, former comms. director for the California Women's Law Center and for Rep. Maxine Waters (D-Calif.), to High Lantern Group, Washington,

**Kellogg, Becker**

D.C., as directors. **Jonathan Beker**, a staffer for the U.S. Senate Agriculture Committee, and **Austin Tuell**, special assistant to Republican Whip Eric Cantor (R-Va.), join as associate directors.

Amy Speak, market development manager for Florida-based GMP Companies, to Green Room PR, Cambridge, Mass., as a life sciences communications specialist. Chaz Godwin Ross, senior VP of of integrated marketing, socialsklz:-), joins the firm's Boonton, N.J., office as VP, strategic media. And Stacey Palmieri, a recent graduate, joins as a media specialist.

Chris Uithoven, director of individual giving, National Multiple Sclerosis Society, GatewayArea Chapter, to Standing Partnership, St. Louis, as VP of healthcare. She oversees accounts like Ranken Jordan pediatric specialty hospital, Missouri Foundation for Health, and the St. Louis Behavioral Health Network.

Mark Van Lommel, PR manager, video game company Nexon America, to Wonacott Communications, Los Angeles, as account director. He was previously at Edelman.

**Van Lommel****Promoted**

Bill Danon and **Will Willis** to senior VPs, Bite Communications. Danon, based in San Francisco, leads both global and U.S.-focused clients like Lithium Technologies, Nicira and Parallels. Willis, based in New York, serves as the East Coast head of Bite, and works Broadcom, Nokia and Sony.

Denise Vitola to senior VP, consumer and health and personal care practice director, MSLGroup, New York. She oversees 45 account staffers for clients like Shiseido, Johnson's and Neiman Marcus, and P&G. Scott Beaudoin to senior VP, consumer marketing practice director, a 40-person unit working for General Motors, Heineken and Outback Steakhouse.

Rebecca Morley, to VP, Devine + Partners, Philadelphia. She joined in 2005. Also, Kimberly Hallman to A/S and Kiera Daly to A/E.

Ivy Mollenkamp, Wendy Zaas and Maggie Gallant to executive VPs, Rogers & Cowan, Los Angeles. Mollenkamp is in R&C's lifestyle and digital entertainment unit, handling Xbox, Sugar Inc. and MySpace. Zaas works consumer technology and digital entertainment for Warner Bros. Interactive and CIE Studios. Gallant, based in New York, works entertainment and lifestyle accounts like Food Network, Cooking Channel and Discovery Channel's "Shark Week."

SKECHERS GETS PR SUPPORT IN \$50M DEAL

Shoe marketer Skechers is relying on Addo Communications for PR support as the company manages fallout from its \$50M settlement over false advertising allegations.

Skechers enlisted celebrity endorsers as part of a broad marketing campaign for its Shape-ups line of shoes, which the company said improved muscle tone and health. "Get in shape without setting foot in a gym," was a claim used in marketing materials.

A handful of other Skechers brands were also targeted by regulators.

The company, which remains defiant in its belief that the ads were "appropriate," said May 16 that they agree to pay out \$45M along with \$5M in class action attorneys' fees after a bevy of probes and legal action from the Federal Trade Commission, state attorneys general and consumer class actions.

"While we vigorously deny the allegations made in these legal proceedings and looked forward to vindicating these claims in court, Skechers could not ignore the exorbitant cost and endless distraction of several years spent defending multiple lawsuits in multiple courts across the country," chief financial officer David Weinberg said in a statement.

Addo Communications, the Santa Monica, Calif., firm of ICR veteran Andrew Greenebaum, is supporting financial communications for Skechers, which has faced a steady decline from its \$43.85 peak share price in 2010 amid lawsuits and declining market share.

The company brought in Sitrick and Company in 2010 to fight off an early salvo in the battle over its marketing claims by the American Council on Exercise, which found no evidence that toning shoes such as Skechers help wearers exercise more intensely, burn more calories or improve muscle strength and tone.

The FTC said May 17 that Skechers' marketing claims went too far in touting health benefits from the shoes. "Skechers' unfounded claims went beyond stronger and more toned muscles. The company even made claims about weight loss and cardiovascular health," said David Vladeck, director of the FTC's Bureau of Consumer Protection. "The FTC's message, for Skechers and other national advertisers, is to shape up your substantiation or tone down your claims."

The company enlisted football great Joe Montana and actresses Kim Kardashian and Brooke Burke in its high-profile pitch for Shape-ups.

Skechers leads the "toning shoe" category with Reebok, which paid a \$25M settlement to the FTC last year amid similar claims.



Skechers marketing materials cited by the FTC.

AUDI PUTS JACUZZI IN PR DRIVER'S SEAT

Joseph Jacuzzi, GM of communications in a short stint at Ford Motor Company's Lincoln operation, has rolled to Audi of America as chief communications officer.

Jacuzzi takes the slot vacated by Jeff Kuhlman, who left Audi in December to head global communications at Nissan. He was previously VP of communications for PepsiCo's beverage division before joining Ford earlier this year.

Audi of America president Johan de Nysschen said the company "look[s] forward to his valuable insights and support as we continue to strive to take Audi to its full potential here in the U.S."

The German luxury carmaker's U.S. operation is based in Herndon, Va.

Jacuzzi was previously with General Motors in the U.S. and abroad during eight years, and earlier held posts at Shelby Automobiles and Mitsubishi. He worked on the agency side at Bob Thomas and Associates.

Brad Stertz, a former reporter and editor for the *Wall Street Journal*, *Detroit News* and (Hampton Roads, Va.) *Daily Press*, is corporate communications manager.

HUNGARY HUNGERS FOR POSITIVE IMAGE

Rasky Baerlein Strategic Communications has a \$450K research and development contract with Hungary through the rest of the year to access the image of the European state.

The goal is to explore the "opportunities of the uniform and positive public perception and presentation of Hungary in the U.S. on the basis of the research plan."

According to that plan, RBSC is to map the "true or false opinions, cultural and historical clichés related to Hungary and to find new solutions to influencing these with the tools of cultural and political communications."

Hungary wants an ongoing "cultural presence abroad to effectively develop the related PR and PA activities and country brand management."

The country also wants a "friendship lobbying" with neighboring states to present a "common shared fate and the ideal of living together in tolerance in terms of cultural diplomacy, current politics and economic policy."

RBSC's contract is with the Ministry of Public Administration and Justice.

5W SPEAKS FOR JAILED AMERICAN IN BOLIVIA

5W Public Relations represents Jacob Ostreicher, the Brooklyn flooring contractor who has been jailed without formal charges in Bolivia for nearly a year.

The 53-year-old Ostreicher invested in a rice farm in Bolivia. He claims the manager of the operation, who turned out to be linked to a Brazilian drug trafficker, stole money from the project. When he flew to Bolivia to investigate, Ostreicher was arrested on money laundering charges after investigators discovered the farm was on land owned by a drug gang.

Ronn Torossian, CEO of 5W, said his firm was hired by the family of Ostreicher. He promises a "full-scale campaign," an effort that already features the free-jacobnow.com site and has received media play on CNN, Fox and "Nightline."

PR OPINION

Our campaign to break the PR Society's boycott against the O'Dwyer Co. has won the support of New York State Senator Liz Krueger, the National Press Club, and PR Watch.

However, strangely on the sidelines in this battle is a group of journalists that I have belonged to for 50 years -- the New York Financial Writers Assn.

The silence of our fellow reporters no doubt has emboldened PRS to the point where it not only refuses to answer any of our questions (or the same questions put to them by four PRS Fellows), but where it had guards stationed in front of last year's Assembly, the exhibit hall, and all conference sessions to block our entrance.

Requests for help against the boycott have been sent to 2012 NYFWA president Richard Wilner of the *New York Post* as well as board members Pierre Paulden of Bloomberg, Conway Gittens of Reuters and Robert Kozma of Dow Jones Newswire. As in the past when we have asked for support, no response has been received.

Other PR trade reporters were allowed to all the plenary sessions and the opening night reception of the 2011 PRS conference.

Blocking me while admitting them was a violation of the Americans with Disabilities Act, which says equal benefits must be provided at a public accommodation to everyone regardless of whether they have disabilities or not. It is illegal to give admittance to some reporters and not to others.

This writer's complaint to the U.S. Justice Dept. because of our treatment at the 2011 conference is still being considered.

Boycott Delivered in Person

Confident of the silence of NYFWA as well as the Society of Professional Journalists, PRS COO Bill Murray and 2010 chair Gary McCormick came to my office on March 19, 2010 and told me for about an hour that I was too reprehensible a figure to deal with.

When I demanded to have the charges against me spelled out, Murray and 2011 chair Rosanna Fiske published 23 pages of them. They did not dare present them to my face. When I started to rebut them one by one on that website, the discussion was shut down after four days.

A campaign of defamation was launched by VP-PR Arthur Yann and PRS members on the Society's own website, e-mails to *Ragan*, *Advertising Age*, PR Watch, Lucy Siegal's blog, thegoodthebadthespin blog and others that called me "a pig," "unhinged," "a scoundrel," "flat-out liar," and one who "acts on warped, false and misleading information."

Krueger Dumps Package of PRS Garbage

Senator Krueger took about one day to decide that the PRS boycott was improper and sent a letter May 9 to Murray saying it was "deeply concerning given your status as a tax-exempt industry trade association."

Staffers in Krueger's office said PRS's response was to send a package of "materials" about me by bicy-

cle messenger. They were obviously dumped into the trash where they belong because Senator Krueger stuck by her opinion in which she "wholeheartedly" seconds the statement of the NPC.

NYFWA Has Long Record of Ducking

NYFWA's current silence is no surprise to me.

It apparently does not want to do something that might annoy the PR executives who bankroll its annual "Financial Follies" that raised \$388,000 in 2010 (latest year available). Cash/savings as of Jan. 31, 2011 were \$576,000. Dues of \$10,155 were collected.

The 70th anniversary show will be Nov. 16, 2012. About 1,000 will be present including hundreds of reporters who are guests of companies that pay \$3,500 for a table of ten or \$400 per ticket.

My first disappointment with NYFWA came in 1994 when NYFWA member Dean Rotbart sued me personally and the O'Dwyer Co. for \$21 million, charging I libeled him with an erroneous transcript of his speech to the 1993 PRS conference, forced him to cancel a 30-city tour of his "Newsroom Confidential" workshops, and subjected him to "unfair competition."

What I reported was that Rotbart described the influence of ads and news tips on news coverage. A former *Wall Street Journal* reporter and graduate of the Columbia J School, he said WSJ staffers knew about the illegal activities of Ivan Boesky, who later went to jail on various charges, but did not report them because Boesky gave the reporters so many valuable news tips.

Rotbart wondered if certain *Fortune* magazine writers were buttering up famous CEOs in hopes they would be hired to do bios on the CEOs. I sent writers at *Fortune* and other business publications who were mentioned by name large sections of the speech because they wanted to see in what context they were mentioned. Less than 800 words of the 14,000-word presentation were ever used in O'Dwyer media on the Rotbart address as advised by our law firm.

I thought I had quite a scoop and shared all my notes with NYT media reporter William Glaberson. I wanted as many journalists as possible to know what Rotbart was saying about them.

Glaberson wolfed down what I told him and wrote 926 words, almost a full column. He called up *Business Week* editor Stephen Shepard and quoted him as saying about Rotbart: "This guy passes himself off as an independent media critic. He's not. He is serving the PR community and is presenting a cynical and highly warped view of the major news organizations."

Attempts to interest NYFWA in the Rotbart suit went nowhere although the Deadline Club (New York chapter of SPJ) headlined: "Deadline Club Supports Jack O'Dwyer in Lawsuit."

In tossing all the charges against me personally and the O'Dwyer Co., New York Superior Court Judge John Martin said I was a "good reporter."

More than 30 PR executives, including Howard Rubenstein, contributed to an O'Dwyer Defense Fund.

— Jack O'Dwyer