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# O'Dwyer's Newsletter

The Inside News of  
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## MALONEY & FOX TROT TO OGILVY

Brian Maloney and Margie Fox are leaving their New York firm, which is part of Waggener Edstrom, to join Ogilvy PR as managing directors of its U.S. consumer marketing practice.

The Maloney & Fox co-founders will join the WPP unit early next year. Maloney also will assume the New York consumer marketing group chief, while Fox will take on the U.S. consumer practice creative director post.

Since launching M&F in 1997, the duo has counseled LinkedIn, Microsoft, RCA, World Financial Center, Tupperware, Mercedes-Benz and Shutterfly. They report to Mitch Markson, global consumer marketing president & purpose branding chief creative, a recent hire from Edelman.

Ogilvy's consumer clients include Ford, Mexico Tourism, American Express, Fiji Tourism, Darden Restaurants and Virgin America.

"We are over the moon about this adventure," Fox told O'Dwyer's. Maloney added: "It is great to be going back to the future with a 3.0 twist! And to finally work with Mitch Markson is a blast."



Maloney and Fox

## FTI DRIVES AMERICAN SUZUKI BANKRUPTCY

FTI Consulting is handling the Chapter 11 filing of American Suzuki Motor Corp., an also-ran in the U.S. automaker market.

Parent company Suzuki Motor Co of Japan has decided to concentrate on the sale of motorcycles, all-terrain vehicles and outboard motors in the U.S. Its auto focus is now on Japan, China and India.

ASMC offers multiple reasons for its decision to end car sales here. They include low sales volume, a limited number of models, unfavorable foreign exchange rates, costs associated with growing/maintaining an automotive distribution system and the "disproportionally high and increasing costs associated with stringent state and federal regulatory requirements unique to the U.S. market." It calls the U.S. retreat a "restructuring and realignment."

The company entered the U.S. market in 1985, and enjoyed its record year of 102K cars sold in 2007. Suzuki sold 26K cars for the fiscal year ended March, and registered a \$15.8M net loss.

FTI's Kal Goldberg and Rachel Rosenblatt work the ASMC bankruptcy.

## ST. LOUIS REVAMP SEEKS PR

The redevelopment and investment agency for downtown St. Louis is asking for PR proposals to shape and change perceptions of the area of the city.

The Partnership for Downtown St. Louis, which released an RFP for the work this month, is run by board of executives from some of the city's most prominent corporate residents, including First Bank, US Bancorp, Deloitte & Touche and Wells Fargo. Jim Woodcock, Fleishman-Hillard senior VP, is a board member.

The group is pursuing a strategic plan dubbed Downtown Next 2020 with a series of goals for the city's downtown area, which since the late 1990s and early 2000s has begun to redevelop from its garment district and factory past. A streetcar line, blues museum, and efforts to lure younger residents are all on the agenda.

Firms were asked to email interest in submitting a proposal by Nov. 9 but proposals are not due until Dec. 21. View the RFP: <http://bit.ly/QBfLvA>.

## LOHAN LANDS AT R&C

Actress Lindsay Lohan, who is trying to revive her career, has hired Rogers & Cowan to handle her PR.

She previously worked with Studio City, Calif.-based The Honig Company, the firm of former GolinHarris and GCI Group exec Steve Honig, who dropped Lohan last month after a year. Lohan earlier worked with Leslie Sloan-Zelnick of Ogilvy's BWR unit.

The actress last week pulled the plug on a sit-down with Barbara Walters on ABC's "20/20" slated to air this week, reported Deadline.com.

Lohan is re-launching her career after legal and reported substance abuse woes with the debut of the Lifetime movie "Liz & Dick" on Nov. 25.

## MDC SHAVES DEFICIT

MDC Partners reported a \$13.3M third-quarter net loss, an improvement from last year's \$17.5M red ink flow. Revenues rose 13.6 percent to the \$267.8M mark.

CEO Miles Nadal is pleased with the financial performance, seeing the growth in margins as "proof that our plan to broaden our service offering and to build new platforms that represent the future of the industry is working."

Consumer products generated 32 percent of MDC revenues, followed by retail at 17 percent and communications at 12 percent.

MDC reported a 6.7 percent jump in organic growth and chalked up \$23.4M in new business wins during the quarter. Its PR units are Allison+Partners, Kwitken & Co. and Sloane & Co.

## **SIMPSON-BOWLES GROUP RAMPS UP PR**

Jon Romano, communications director to former North Carolina Gov. Beverly Perdue, has moved to the Simpson-Bowles "Fix the Debt" campaign as VP/comms.

The bi-partisan push for a deal to reduce the federal debt, led by former Clinton chief of staff Erskine Bowles and former Sen. Alan Simpson (R-Wy.), has been ramping up its PR efforts since last month, urging legislators, the White House and the public to rally around a compromise to reduce the debt, which is now more than 70 percent of the U.S. economy (\$11.1T).



Before joining Perdue's administration in late 2011, Romano, a seasoned Democratic PR operative, led communications for Know Your Care, the advocacy group formed in April 2011 by prominent Democratic governors which promotes the benefits and services of the Affordable Care Act.

"During the lame duck legislative session, Congress and President Obama must find a way to avert the fiscal cliff while making meaningful progress to control our mounting debt," Fix the Debt president Maya MacGuineas said Nov. 7, following the election.

The "fiscal cliff" will spark a series of tax increase and spending cuts at the end of 2012.

The group spent October rolling out field offices in several states, including Pennsylvania, New Hampshire, Florida and Tennessee, and has drawn support from dozens of corporate chieftains. A paid advertising campaign and more field offices are on tap for November.

Fix the Debt is the private continuation of the National Commission on Fiscal Responsibility and Reform, created by President Obama in 2010. That 18-member entity produced a report later that year advocating entitlement cuts and revenue increases to reduce the federal debt, but it failed to ratify the document with the needed 14 votes.

## **42WEST DEFENDS CEELO**

Crisis PR guru Allan Mayer is mounting a PR defense for CeeLo Green, the singer and "The Voice" judge accused of sexual assault.

TMZ first reported last week that Los Angeles police are investigating a woman's claims that Green drugged and assaulted her.

Mayer, a Sitrick and Company alum, heads 42West's strategic communications division. In a statement, he called the allegations against Green "despicable, untrue and deeply hurtful to CeeLo, his children, and his family," adding that the investigation precluded his camp from speaking as freely as they would like.

He added: "We are confident that when all the facts come out, it will be clear that if anyone was victimized here, it was CeeLo."

## **HAVAS TO LAUNCH NEW EURO NOTES**

Havas Worldwide Duesseldorf has led its Paris-based advertising and PR conglomerate to victory in a competitive pitch to launch the European Central Bank's second series of euro banknotes.

The first notes were unveiled in 2002 and will be gradually withdrawn from circulation.

Havas will guide PR, advertising, events and marketing in a 17-country campaign.

The central bank kicked off an RFP process in July 2011 for the account.

The work will be supervised by a pan-European team consisting of Havas Worldwide Duesseldorf (mass media communication), Havas Worldwide Paris (PR/press and events), Havas Worldwide Digital (multilingual microsite) and Havas Worldwide Amsterdam (online communication). Director of client services Guido Koerfer heads the campaign.

"This is an extremely important and significant task and one we are honored and delighted to be handling," Havas CEO David Jones said in a statement.

A five-euro note will start the multi-year rollout of the new currency in May 2013.

## **WILLOUGHBY TO SOCALGAS**

Denita Willoughby, who spent 15 years in AT&T's PR department, has joined Southern California Gas Co. as regional VP-external affairs.

At AT&T, Willoughby was VP-external affairs, handling government and community programs in the greater Los Angeles area. She served as VP-TV programming for the telecom's U-Verse television development push. Willoughby also was VP at SBC Communications, successor to Southwestern Bell.

Most recently, Willoughby has been running her own management consulting shop.

SoCalGas, part of Sempra Energy, serves 20.9M customers from central California to the Mexican border.

## **CONSERVATIVE SENIORS GROUP ENLISTS PR**

The American Seniors Association, a Georgia-based group that hopes to provide a conservative counterweight to the powerful AARP, brought in Republican advisor and Burson-Marsteller alum Jeri Thompson to head policy and communications.

Thompson, the wife of former senator and presidential candidate Fred Thompson, is based in McLean, Va., and serves as national policy director and spokeswoman for the group. She signed a three-year pact with the group that covers strategic consulting, media relations, alliance building and government relations.

ASA was set up in 2009 in opposition to the Obama administration's healthcare overhaul. It helps seniors secure Medicare, auto and health insurance, among other benefits.

Thompson is a columnist for the *American Spectator* and co-hosts a radio show with her husband, in addition to appearances on Fox News Channel. She was a senior strategist and director of new business for Burson-Marsteller and later worked communications for the law firm Piper Rudnick.

**WSJ HEAVYWEIGHT MURRAY TO PEW**

Alan Murray, deputy managing editor and executive editor of online *Wall Street Journal*, will become president of the Pew Research Center in January. He succeeds Andrew Kohut, who takes on the founding director position.

Murray, who has 30 years of journalism experience including a stint as WSJ D.C. bureau chief, is also responsible for the paper's conference/video operations as well as MarketWatch.

Donald Kimelman, chair of Pew's board, said in a statement: "Alan has had an exemplary journalistic career in which he has demonstrated great integrity and a solid commitment to impartiality. He's a highly effective and creative leader. And he has a deep understanding of the digital arena in which the center's future will play out."

Murray added that "trusted facts are an increasingly rare resource in today's world," and that he's honored to "lead this gem of an institution into a new era of global growth."

With an annual budget of \$33M, Pew employs 130 staffers.

Murray had been in the running to head the *Wall Street Journal* following its spin-off with other print properties from Rupert Murdoch's News Corp.

WSJ's current managing editor Robert Thomson is expected to lead the new publishing company.



Murray

**PROJO CUTS 23**

The *Providence Journal* said it laid off 23 full-time staffers Nov. 7 in a cost-cutting move that includes five percent of its workforce.

Publisher, president and CEO Howard Sutton cited a "persistent softness" in ad revenue. "It is always difficult to reduce staffing levels through layoffs, but it's necessary to ensure the future of the franchise," he said.

The paper said 16 guild employees out of about 200, as well as seven non-union staffers were let go.

**HEEKIN-CANEDY EXITS NYT**

Scott Heekin-Canedy, president & general manager of the *New York Times* Company is retiring at the end of the year. With his departure, the position is being abolished.

Arthur Sulzberger, chairman of the *New York Times* Co., wrote in a staff memo that the company is "losing a great talent who has seen us through a very difficult economic period."

He credited the 61-year-old executive for creating a "strong senior team with deep expertise" and playing a big role in the launch of the paper's digital platform. Heekin-Canedy held the GM post for the last eight years and joined the company in 1992.

He's in line for a severance package equal to his \$587,000 salary and a year of health insurance.

Former BBC executive Mark Thompson joined the *Times* Co. as CEO on Nov. 12.

**RAPP NAMED ROLL CALL EDITOR**

David Rapp has been named editor of *Roll Call*, which debuts a redesign this week that will include expanded news coverage and a free website.

Susan Benkelman, editorial director of CQ Roll Call, said Rapp "knows Capitol Hill as well as anyone in town, so he brings the precise combination of skills and expertise we need for this job."

Rapp joined Bloomberg Government in 2011 from the 1105 Government Information Group, where he served as editor-in-chief of *Federal Computer Week*.

Earlier, he spent 22 years at *CQ*, where he rose to new media editor.



Rapp

**NEWS CORP REPORTS FLAT INCOME**

News Corp. reported flat first-quarter operating income \$1.3B on a two percent uptick in revenues to \$8.4B.

The revenue increase was driven by 16 percent growth in cable network programming, which was offset by downbeat performance in the publishing and direct broadcast satellite TV.

The media giant shelled out \$67M during the quarter for ongoing investigations ties to the shuttered *News of the World* tabloid, the focus of the hacking scandal.

CEO Rupert Murdoch said in a statement that News Corp.'s performed well though buffered by "considerable currency headwinds due a stronger dollar."

News Corp. is "committed to leading the change that the marketplace and our customers demand as the company builds on its success at leveraging multi-platform opportunities for our content," he said.

The company is in the process of spinning off its *Wall Street Journal*, *New York Post* and *London Times* publishing unit, and is a rumored suitor for Tribune Co.'s *Los Angeles Times* and *Chicago Tribune*.

**RLM APOLOGIZES FOR WIKIPEDIA SCRUB**

RLM Finsbury apologized in the *London Times* for scrubbing unflattering details from the Wikipedia entry of Russian billionaire Alisher Usmanov.

The *Times* reported Nov. 12 that Usmanov, Russia's second richest man, hired the WPP PR unit ahead of a large IPO in London for his mobile phone giant MegaFon. The *Times* said RLM removed mention of a past criminal conviction, later overturned, the disappearance of a former MegaFon shareholder, and Usmanov's alleged threats to bloggers who called him a "gangster and racketeer."

"This was not done in the proper manner nor was this approach authorized by Mr. Usmanov," RLM said in its statement. "We apologize for this and it will not happen again."

The *Telegraph* reported that RLM replaced the unflattering facts with text about Usmanov's philanthropy and art collection.

Citigate Dewe Rogerson is handling PR for the IPO.

**MEDIA NEWS continued****TECHCRUNCH RAPS PAY TO PLAY PR**

Tech news site TechCrunch said it has banned pitches from PRserve after editors said they discovered the firm offers clients “a la carte” pricing that includes \$750 for a post on an “A-level blog” like TC.

“While we’re not in the business of advising PR people on their pricing, we think that making press coverage this transactional crosses an ethical/editorial line and diminishes the integrity of our brand and our writers,” wrote TC’s Alexia Tsotsis. “Startups and investors, you shouldn’t be paying for TC articles, or any press coverage for that matter, you should be paying for the help with your message and communications ... And while a (legit) PR team can be useful in many cases, a direct and fair relationship with our writers is always the best way to get on TechCrunch.”

TC said it is banning PRserve or “anyone who we catch doing this from pitching us moving forward.”

PRserve founder Chris Barrett said he was “confounded” by Tsotsis’ claim that PR firms with a performance-based business models would be banned from placing clients on TC.

“PRserve is devoted to ethical, transparent PR,” he said. “We were the first PR firm to cater to the needs of promising new startups with an honest, upfront policy: clients only pay when their stories are successfully placed. The only difference between how we share stories and the way a traditional PR firm works is that we do not charge a \$5,000 monthly retainer, irrespective of results.”

Barrett said the firm only collects an “extremely modest amount” for successful placements – a flat rate of \$425 - \$750 per story. He called the TC piece a “very unfortunate, ill-informed response to our model.” He added: “The PR industry is changing and we are at the forefront.”

Tsotsis said that clients who paid \$750 to get a post placed on TechCrunch should ask PRserve for a refund. “If they don’t give it to you, I will personally give it to you, out of my own pockets, not AOL’s,” she wrote.

**BBC SEX SCANDAL TAKES TWO MORE**

Helen Boaden, director of news, and Stephen Mitchell, deputy director, on Nov. 12 temporarily stepped down from their positions following a botched report implicating that a former top member of the Conservative party was involved in sex abuse.

Their moves follow the weekend resignation of BBC director-general George Entwistle, who resigned due to “unacceptable journalistic standards” regarding the Nov. 2 “Newsnight” report that politico Alistair McAlpine abused children in North Wales during the 1970s and 1980s. The 23-year BBC veteran acknowledged in his statement that as editor-in-chief he was “ultimately responsible for all content.”

In the top post for less than two months, Entwistle said the “wholly exceptional events of the past few weeks have led me to conclude that the BBC should appoint a new leader.” According to the BBC site, neither Boaden nor Mitchell “had anything at all to do with the failed Newsnight investigation into Lord McAlpine.”

The broadcaster though believes there is a “lack of clarity in the lines of command and control in BBC

News as a result of some of those caught up” in the probe into the McAlpine mess.

“In the circumstances Helen and Stephen will be stepping aside from their normal roles until the Pollard Review reports and they expect to then return to their positions,” said the BBC. In the interim, Fran Unsworth takes over for Boaden, while Ceri Thomas will assume Mitchell’s duties.

Chris Patten, chair of the BBC Trust, has called for an overhaul of the BBC, chiding the 90-year-old broadcaster of practicing “unacceptable shoddy journalism.”

**SANOFI ‘CAVE’ SHOWS POWER OF PR**

The power of PR shines in its full glory in the case of the “shaming” of Sanofi over its very pricey cancer treatment, Zaltrap.

Three doctors at New York City’s prestigious Memorial Sloan-Kettering Cancer Center penned an op-ed in the *New York Times* last month, explaining why they are “not going to give a phenomenally expensive new cancer drug to our patients.”

The physicians wrote their decision to ban Zaltrap “should have been a ‘no-brainer.’” They pointed out that Zaltrap, which costs an average \$11,063 a month, is twice as costly as Genentech’s Avastin without significant benefits.

Doctors Peter Bach, Leonard Saltz and Robert Wittes wrote: “Ignoring the cost of care, though, is no longer tenable. Soaring spending has presented the medical community with a new obligation. When choosing treatments for a patient, we have to consider the financial strains they may cause alongside the benefits they might deliver.”

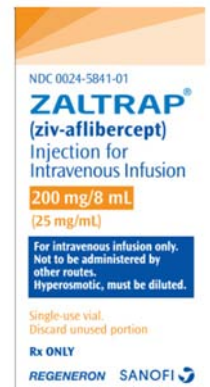
The decision to “exclude Zaltrap from our hospital’s formulary was a hard one to make. But because our medical culture equates ‘new’ with ‘better’ so unequivocally, a decision like this one can seem out of place at a leading cancer hospital. Political rhetoric today is similarly slanted. Our refusal to adopt this remarkably expensive therapy risks being labeled ‘rationing,’ ‘not rational.’”

Sanofi is now singing a new tune, according to a report in the Nov. 8 *Cancer Letter*. Though the company believes Zaltrap is “priced competitively as used in real-world situations,” Sanofi is halving its price in the U.S. due to “some market resistance to the perceived relative price in the U.S.” Sloan-Kettering, however, is sticking to its decision to avoid even a discounted Zaltrap because the hospital believes the drug is no better than Avastin.

Sanofi has a PR problem on its hands—thanks to the trio of doctors who wrote: “But if no one else will act, leading cancer centers and other research hospitals should. The future of our health care system, and of cancer care, depends on our using our limited resources wisely.”

Let’s hope other institutions follow Sloan-Kettering’s lead.

— Kevin McCauley



**NEWS OF PR FIRMS****FTI PR REVENUE FALLS 12%**

FTI Consulting said third quarter strategic communications revenue fell 12% to \$45.8M over 2011 as projects declined in Asia and North America.

FTI said fewer M&A and natural resources projects in the Asia Pacific region, lower income from projects in North America, as well as continued pricing pressure on retainer fees and "depressed" capital markets all affected its PR work. Currency translations reduced PR revenue by 2.3 percent.

Overall at the professional services and consulting combine, Q3 revenues were down 6.7% to \$386.1M over a year earlier, in-line with expectations. Net income declined nearly 23% to 22.7M.

President and CEO Jack Dunn said FTI has begun to see the benefit of a cost-cutting program kicked off last quarter and wrapped up in Q3.

FTI has 597 staffers in its strategic communications division, relatively unchanged since the beginning of the year.

Corporate finance/restructuring revenue were flat at \$110.2M while economic consulting ticked up slightly to \$96.4M. Its technology and forensic/litigation consulting businesses also posted declines.

**REPORT: OMC PR UNIT STANIFORTH SHUT**

Staniforth, the 34-year-old U.K. PR operation of Omnicom's TBWA, has been shuttered, according to reports.

The firm had offices in London and Manchester and was led by managing director Rob Brown, a Euro RSCG and McCann Erickson vet.

Phil Staniforth founded the firm in Manchester in 1978 with John Williams as Staniforth Williams before later selling to Omnicom in 2002. It opened its London operation in 1998. Clients include Nissan, Aviva, Tata and British Cycling.

U.K. news site TheBusinessDesk.com reported Staniforth once had 60 staffers across the two offices, but billings dipped below £1M in 2011.

Marketing director Tom Wong told the *Manchester Evening Standard*: "As part of TBWA's strategy to focus on core creative agencies Staniforth PR has closed for business this week, this is following a period of consultation with staff."

**SARD, JOELE FRANK WORK TPC DEAL**

Sard Verbinnen & Co and Joele Frank, Wilkinson Brimmer Katcher are working the \$705.9M deal to acquire chemical company TPC Group, announced Nov. 8 after an increased bid by First Reserve Corp. and SK Capital Partners.

Houston-based TPC is a top maker of chemicals that go into products like fuel additive and tires.

Sard New York managing director James Barron reps the acquiring investment firms First Reserve and SK.

Joele Frank partner Meaghan Repko and director James Golden counsel TPC Group, which also hired the proxy firm Innisfree M&A Inc. for the deal.

The acquirers sweetened a \$40-per-share offer from July to \$45 to close the deal as TPC was receiving other interest.

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

**Spring O'Brien**, New York/General Tours World Traveler, upscale tour operator, and OneTravel.com, online travel booking site, for media relations, promotions and strategic partner development.

**Edelman**, New York/National Frozen & Refrigerated Foods Association, as agency of record to "tell the story" of frozen and refrigerated dairy foods. The \$6B frozen foods industry faces declining sales in several categories, according to the NFRFA, which reps 400 manufacturers, sellers, retailers and distributors.

**Stuntman**, New York/America's Farmstand, network of family-run farms based on sustainability, biodiversity and other factors, as AOR, including implementation of a consumer-focused publicity campaign nationally as well as regionally in markets it serves.

**5W PR**, New York/*Natural Child World Magazine*, sustainability publication for parents, for PR.

**Child's Play Communications**, New York/Rullingnet, early education technology company and creator of the VINCI Tab and VINCI Curriculum, for social media, including platform management, blogger outreach and Twitter parties.

**R&J PR**, Bridgewater, N.J./Amber Sky Home Mortgage, for PR, media relations and social media focused on the New Jersey market.

**Raker Goldstein**, Old Tappan, N.J./ShopperSense, shopper behavior analysis, for PR.

**East**

**Crosby Marketing Communications**, Annapolis, Md./ACTS Retirement-Life Communities, not-for-profit owner, operator and developer of lifecare retirement communities, for marketing campaigns and SEO.

**MMI PR**, Raleigh/Virginia Veterinary Medical Association, as AOR for PR.

**Southeast**

**Bob Gold & Associates**, Atlanta/Clearleap, IP-based video solutions for the television industry, for PR targeting the programming, video delivery and advertising industries, and beIN SPORT, the new 24-hour global network focused on international sports, to lead its North American communications program.

**Fish Consulting**, Hollywood, Fla./Dogtopia, dog daycare franchise, and Pinot's Palette, franchise entertainment art studio, for franchisee recruitment, media relations and creative.

**The Nabors Group**, Orlando/GDT Tek, renewable and sustainable energy technologies, for PR. GDT has licensed patented waste heat to electric power generation technology and is pushing its adoption by power plants, landfills and other waste-heat generating industries.

**Midwest**

**AutoCom Associates**, Bloomfield Hills, Mich./Saphran Solutions, software for automotive industry, as AOR for PR.

**Maccabee**, Minneapolis/Chiropractic Care of Minnesota, network of chiropractic and physical medicine providers, and MLT Vacations, vacation package provider, for PR and social media marketing.

**West**

**McGrath/Power PR**, San Jose/INXPO, online communication platform for business; Moovweb, mobile web platform, and Monkeybars, platform for recording artists to sell music online, for PR.

— Greg Hazley

**NEWS OF SERVICES****W20 CREATES SOCIAL COMMERCE CENTER**

W20 Group has created The W20 Group Center for Social Commerce at Syracuse University's S.I. Newhouse School of Public Communications to provide students/professors "real world" exposure to the analytics, digital, social, corporate, technology and research areas that are reshaping the PR business.

CEO Jim Weiss, an alumnus of Newhouse's PR program, believes social commerce is coming of age and at the stage that TV/advertising was in the aftermath of the Kennedy/Nixon debate.

He said the "practice of using digital analytics to drive social commerce strategies is changing how companies, campaigners and causes reach customers, influencers, voters and partners. It also is changing how e-commerce is conducted online, which leads to new product lines and distribution channels."

Weiss told O'Dwyer's the successful Obama presidential campaign showed how sophisticated and precise big data media was successfully used to microtarget voters.

W20's \$100K investment in the Center is to help "create the profession of the future."

Staffers at the No. 5 independent firm will guest lecture at Newhouse and work with faculty to design courses and update current ones.

Students and professors will rotate through W20 offices in San Francisco, Los Angeles, Austin, New York and London to interact with clients and staff.

The Center will ultimately expand from Newhouse to other schools of the university.

Lorraine Branham, Newhouse dean, believes the venture with W20 is a way "to make sure its students are not only ready but ahead of the competition when they graduate."

W20 is parent of WCG, Twist Marketing and W20 Ventures.

**YANKEE CHAPTER HONORS BISHOP**

Episcopal Bishop Gene Robinson will receive the 2012 Pat Jackson Award from the Yankee Chapter of the PR Society (Maine, New Hampshire and Vermont) at the chapter's annual meeting Nov. 15 at the University of New Hampshire's Franklin Pierce Law Center.

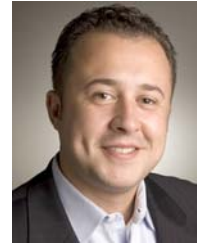
The award goes to a non-PR professional who uses PR principles to benefit an organization and society.

Robinson is an advocate for civil rights for gay, lesbian and transgender people, as well as debt relief, socially responsible investment and access to health care. He initiated "Fresh Start," a two-year mentoring program for clergy in new positions in New Hampshire, and co-authored the Fresh Start curriculum, now in use in about half of the dioceses of the Episcopal Church.

He is co-author of three AIDS education curricula for youth and adults, has done AIDS work in the United States and in Uganda and South Africa and gave the invocation at the opening inaugural ceremonies for President Barack Obama at the Lincoln Memorial Jan. 18, 2009.

**Robinson****PEOPLE****Joined**

**Christiaan Brown**, GM of Hill+Knowlton Strategies Northwest, to Edelman, Seattle, as senior VP in the firm's tech practice. Brown was global client relationship manager for H+K's Qualcomm account. He earlier handled HP's consumer, SMB and enterprise product launches at Porter Novelli.

**Brown**

**Nicole Rodrigues**, former director of digital entertainment at Miller PR and director of consumer marketing at Demand Media, to Bender/Helper Impact, Los Angeles, as VP of the firm's entertainment content unit.

**Kristen Cullen**, legislative and communications director for Massachusetts State Senator Katherine Clark (D), to Rasky Baerlein Strategic Communications, Boston, as senior A/E handling clients like Argo Medical Technologies, Global Advanced Metals, First Wind, Cambridge Consultants and Reznick Group. She was previously a general assignment reporter for both the NBC affiliate, WCSH-TV in Portland, Maine and the ABC affiliate, WOI-TV in Des Moines, Iowa. Taylor Connolly was promoted to A/C at Rasky.

**Ken Sain**, senior VP, Porter Novelli, to Widmeyer Communications, Washington, D.C., as senior VP in the firm's Pre-K-12 education practice with a primary focus on the W.K. Kellogg Foundation. He was previously VP of program partnerships for non-profit PowerUP and special assistant to both the U.S. Secretary of Housing and Urban Development and Secretary of Labor.

**Erin Jones**, Charlotte-based consultant and former PR exec for Quest Software, VERITAS Software and Seagate Software, to Edge Legal Marketing, Minneapolis, as senior A/M and media relations strategist.

**Sarah Shea**, intern for Weber Shandwick and Finn Partners in Chicago, to McNeely Pigott & Fox PR, Nashville, as staff associate.

**Shea****Promoted**

**Kristin Proctor** to group supervisor, Morgan Marketing & PR, Irvine, Calif. She joined in December 2010.

**Erin DiPietro** to manager, executive comms. and **Courtney Boone** to manager, media relations, United States Steel Corp., Pittsburgh. **Sarah Cassella** was named PA representative. DiPietro and Boone continue to report to Chuck Rice, GM of PA, and Cassella reports to Boone. DiPietro joined in 2002, Boone in 2007 and Cassella, 2008.

**Sconaid McGeachin** to regional president and CEO, Hill+Knowlton Strategies India, Middle East, Africa and Turkey, following the September death of **Dave Robinson**. McGeachin was COO of H+K Middle East and Turkey for the last four years and continues to be based in Dubai, reporting directly to global CEO Jack Martin. Robinson suffered a heart attack after a WPP training session in Dubai.

## **ROMNEY MADE MISTAKE WITH RYAN: PENN**

Mark Penn, former Burson-Marsteller CEO and President Clinton's pollster, and Dana Perino, press secretary for President George W. Bush and now a Fox News commentator, looked at the presidential election from the Democratic and Republican sides at the Institute for PR's annual dinner Nov. 8 in the Yale Club, New York.

Perino was a last-minute substitute for Karen Hughes, former counselor to President Bush and now vice chair of Burson-Marsteller, who was unable to get a flight from Texas in time for the dinner.

Penn, who used a half dozen video clips to illustrate his points, said a key mistake of Republican candidate Mitt Romney was picking Paul Ryan of Wisconsin as his running mate when some GOP advisors were urging the selection of Senator Marco Rubio of Florida. Romney skipped a key chance to appeal to the Hispanic voting bloc that has grown to 10% of the electorate, he said.

Perino, second female White House press secretary, serving from Sept. 2007 to January 2009, defended the choice of Ryan, saying that Romney wanted the best qualified candidate whatever his or her ethnicity and regardless of the "politics" involved.

Some in the blue chip audience of 300 corporate and agency executives thought that Romney's VP choice was as disastrous as John McCain's choice of Sarah Palin four years previously.

Penn, now corporate VP for Microsoft, repeated many of the Democratic campaign themes, the main one being that the economic problems President Obama inherited from President Bush were so severe that they could not be solved in four years and more time is needed. He pleaded for the Republicans to work with Obama the way Clinton worked with the GOP in the 1990s.

### **Murphy Sees Too Much Political Spin**

James Murphy, former chief marketing and communications officer for Accenture and now in his own firm, who received IPR's Alexander Hamilton Medal for contributions to PR, said "The political process seems to have reached a point where truth seems almost irrelevant. The 'spin room' is a remarkable development. Fact checking has become a new sub-industry."

According to Murphy, "What wins the day is how well the story is spun, regardless of where the truth really lies." He added that he faults both Republicans and Democrats.

PR has a major role to play in this area, he said, adding "The term 'truth well told' is an excellent definition of public relations. Of course, who defines truth is always the issue." Too much advocacy "can leave the truth behind," he added. "With each new political cycle, that line stretches further away from truth."



## **ETHANOL POWERS GLOVER PARK**

Glover Park Group is repping the Fuels America coalition, which calls on Environment Protection Agency head Lisa Jackson to reject demands for a waiver to the Renewable Fuel Standard.

Groups, such as the Heritage Organization, believe the RFS, which sets the level of ethanol in gasoline, is among reasons for rising food prices. It wants RFS waived-- or better still--scrapped.

FA, which expects a decision by Jackson at any minute, designated Nov. 8 a "Fuels Day of Action."

It asked supporters to send Jackson a tweet in support of RFS, which it claims has helped reduce oil imports from the Persian Gulf by 25 percent since 2000.

FA is funded by DuPont, National Corn Growers Assn., Biotechnology Industry Organization, National Farmers Union, Renewable Fuels Assn., Spain's Abengoa Bioenergy and Denmark's Novozymes.

WPP owns GPG.

## **NOCERA STEPS DOWN AT MAZDA**

Barbara Nocera, who led Mazda North American Operations' lobbying effort and charitable giving for the past 15 years, is stepping down at the end of the year. She did a 17-year stint at Honda N.A. prior to Mazda.

Jim Sullivan, MNAO president, called Nocera "an outstanding advocate for Mazda" who has been "indispensable" in strengthening its brand in the U.S.

Dan Ryan will succeed Nocera as director of government and PA in the Japanese automaker's Washington office. The 11-year Mazda veteran was manager of government and safety affairs and the company's top contact with the National Highway Traffic Safety Administration and *Consumer Reports*.

Sean McMorro, who was senior policy advisor to Congressman Dale Kildee (D-MI), takes Ryan's spot. He co-managed the Congressional Automotive Caucus.

Mazda has more than 700 dealers in the U.S. and Mexico.

## **BURSON BACKS ICELAND**

Iceland's government has hired Burson-Marsteller's London office to guide communications for the country's emergence from the 2008 banking crisis.

The small Atlantic country was ravaged by the 2008 financial crisis and forced to turn to the International Monetary Fund for support.

B-M will help Iceland with PR related to its management of the banking crisis.

The PR firm also said it will work with Iceland's U.K. Embassy, as well as its Ministries of Foreign Affairs, and Industries and Innovation as it negotiates with European countries overall fishing rights for mackerel in the North Atlantic, a key economic cog for the country.

The European Union has been playing hardball with Iceland over the fishing rights as the country moved to exponentially increase its quotas amid a boom in mackerel.

Europe has threatened to bar Icelandic imports in the standoff, which has called into question Iceland's bid to join the EU.

**Counselor James Murphy, speaking at the Institute for PR dinner** last Thursday (pg. 7) upon receiving the group's highest honor, the Alexander Hamilton medal for outstanding lifetime service to PR, made an eloquent plea for PR – in this age of spin – to stand for the truth.

There is so much spin these days, particularly in politics, that we are all getting dizzy, he said. "What wins the day is how well the story is spun, regardless of where the truth actually lies," he added.

Too much advocacy "can leave the truth behind," he said, giving this excellent definition of PR: "Truth well told."

There is an urgent need now for a truthful history of the PR Society and it's a job that IPR and the Arthur W. Page Society should take up as well as individual PR practitioners. Page's main principle is "Tell the truth" and IPR says it represents "the science beneath the art of PR." Scientists go to the ends of the earth for truth.

Wikipedia is currently posting 3,774 words on the PR Society's history (2,108 in text and 1,666 in references) after having cut this from 4,697 words including 82 references on Nov. 1.

WP editor Phil Bridger (probably not his real name) complained on the "Talk" page associated with the Society entry that there was "excessive detail" in an earlier essay.

That boggles our mind since one definition of journalism is "details, details, details."

We are mystified as to how a 65-year history of an organization can be helped by cutting almost a quarter of the original text.

#### **Errors of Omission and Commission Abound**

The WP posting, which came only a couple of weeks ago after years of a 290-word entry on the Society, needs sharp, knowledgeable sets of eyes. This would be a good project for graduate students.

A problem for the O'Dwyer Co. is that we are not allowed to make any inputs because WP does not accept us as an "independent, reliable" source (even though we have attended some 40 all-day sessions of its annual Assembly and our stories on the Society number in the thousands).

The WP entry fails to say that only accredited members of the Society have been able to hold national office since the mid-1970s. It says the O'Dwyer Co. sued the PR Society for copyright infringement when no such suit was ever launched. Nearly half of the 74 references have no links or go to places that are of superficial relevance or require purchases.

Readily available key documents are missing such as the rule of the Financial Accounting Standards Board that requires groups to book dues over the period involved. There is a reference to the 1999 Society study that found PR specialist to rank No. 43 on a list of 45 believable sources but the full list is not provided.

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#### **PR People Are "Not Professionals"**

The WP entry on the Society, while deficient in many respects, has done a job of digging up some documents we did not know about.

One of them is a 3,320-word article from the October 2001 *PR Quarterly* in which lawyer and retired Texas Tech PR professor Michael Parkinson argues convincingly that PR people are not professionals and the Society's Code of Ethics is invalid.

His starting point was the 2001 Code that replaced the previous Code that had enforcement provisions. Such provisions were removed from the new Code.

PR people, according to Parkinson, have no business saying they will work for the "public interest" when no one knows what that is. Lawyers fight for what is fair or not fair in a court of law and PR people must do the same in the court of public opinion, he feels. All PR people can do is push their clients' interests and viewpoints as hard as they can, he contends.

Another point he made is that PR people should not call themselves professionals because they do not have the public recognition of licensing which is given to lawyers, physicians and ordained ministers.

Law is concerned with something a government can enforce. The PR Society focuses on what is strictly legal as indicated by its legal bills of \$528,423 over the past seven available years. Citing the law, the Society is withholding IRS Form 990 for 2011 to the last possible deadline--Nov. 15. First deadline for releasing the figures was May 15.

While Parkinson says lawyers argue in real court and PR people argue in the court of public opinion, he neglects to point out that neither the public nor the press has subpoena powers and cannot compel PR people to show up in the court of public opinion. Silence and refusal to deal are common PR practices in today's world.

PR must rid itself of use of the word "professional" until it deals with what Parkinson has to say. Shakespeare's advice is relevant: "To thine own self be true...then thou canst not be false to any man."

#### **Page Chair Iwata Close to PR Society**

Current Page chair Jon Iwata of IBM has been especially close to the Society in recent years, receiving the Paladin Award of the Society Foundation in 2011 and the PR Professional of the Year award at the 2012 conference in San Francisco.

IBM's Centennial Celebration won this year's Best of Silver Anvil Award of the Society, beating out 142 other contenders.

IPR has long had a close relationship with the Society. Iwata, after having drunk so deeply from the Society's awards well, even though he is not a member of the Society, should come to its aid now.

Many of its 45 directors and honorary trustees are members of the Society and many have had or continue to have prominent roles in it.

— Jack O'Dwyer