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Editor-in-Chief**

O'Dwyer's Newsletter

**The Inside News of
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Communications**

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POLANSKY TAKES WEBER SHANDWICK HELM

Andy Polansky, president of Weber Shandwick since 2004, has been promoted to the CEO spot. He succeeds Harris Diamond, who moves to chair Interpublic's flagship McCann Worldgroup ad network.

Interpublic CEO Michael Roth called Polansky a "key driver" in Weber Shandwick's success, a valued strategic counselor and "someone who creates a great work environment for the firm's people."

Polansky, who did a two-year stint as chairman of the Council of PR Firms, said he looks forward to continue partnering with Weber Shandwick chairman Jack Leslie. He told O'Dwyer's it's a "privilege" to take Weber Shandwick's top spot. His goals are to expand the firm's footprint, foster its collaborative culture to serve clients and keep the double-digit growth rate on track.

Diamond, who also held the CEO position of IPG's constituency management group, succeeds Nick Brien at McCann.

He joins a newly created office of the chairman with Luca Lindner (president of Middle East, Africa, Americas) and Gustavo Martinez (president of Asia-Pacific, Europe).



Polansky, Diamond

NEW FED FINANCIAL AGENCY ENGAGES F-H

The Consumer Financial Protection Bureau, the year-old federal regulator led by Richard Cordray, is working with Fleishman-Hillard.

The Omnicom firm is handling project work for the CFPB, which is a key piece of the 2010 Dodd-Frank Act overhauling the nation's financial sector.

The CFPB brought its first enforcement action in July, a \$210M move against Capitol One for pushing customers to buy credit card products. It has since cracked down on American Express and Discover on behalf of consumers.

Last month, the CFPB said will add debt collectors to its oversight, starting in January.

The CFPB's architect, Elizabeth Warren, was elected to the U.S. Senate from Massachusetts this month.

Raj Date, the No. 2 official at the fed agency whose Wall Street resume helped quiet fierce opposition from the financial sector, announced his exit last week, effective Jan. 31, following the CFPB's release of mortgage rules mandated by Congress.

TRANSIT RESEARCH ENTITY SEEKS PR PLAN

The Transportation Research Board, the federal, state and private sector-backed organization which studies major transportation issues in the U.S., is calling for communications proposals as seven major studies are rolled out through 2014.

Issues like climate change and the highway system, changing energy supplies, and long-range preservation and renewal of infrastructure are the topics of the projects, which will be rolled out over the next two years as they are completed.



The TRB, based in Washington, D.C., wants a communications plan to cut through other issues in the sector to reach industry leaders with the results of its seven major research projects. "To gain the attention, creative and innovative means are needed to convey the relevant and actionable information necessary to begin and sustain a dynamic conversation within transportation leadership circles," reads an RFP issued by the group.

The board anticipates a three-year contract worth \$350,000 for the assignment.

The RFP is open for proposals through Jan. 3, 2013. View the RFP: <http://bit.ly/ZYZD8Q>.

The TRB was formed in 1920 to collect information and research on highway technology and its scope has increased widely to advise the President, Congress and the U.S. Dept. of Transportation, among others.

KEKST WORKS AMF FINANCIAL GUTTER BALL

Kekst & Co. is handling the bankruptcy of AMF Bowling Worldwide as the developer of the automated pinspotter (1946) restructures for the second time.

The Mechanicsville, Va.-based company believes completion of the pre-arranged restructuring will reduce its "burdensome debt load" and provide the financial flexibility to improve its bowling centers.

AMF operates 262 bowling of the nation's more than 5,000 bowling alleys.

The business has been hurt by the long-term decline in organized leagues, which provided a steady income flow, and is in the process of upgrading facilities to appeal to casual and more upscale players.

AMF has modernized nine of its alleys with lounges and a fresher look. It expects to emerge from Chapter XI in five months.

Kekst managing director Kimberly Kriger handles the AMF filing.

Kekst is owned by Publicis.

CASH-STRAPPED CYPRUS INKS \$1.1M PR PACT

Cyprus, which Merrill Lynch says may be the first country to exit the Eurozone, has signed Podesta Group to a \$1.1M one-year contract to improve its image in the U.S.

The Cypriot banking sector is on the verge of collapse, triggering protracted bailout negotiations with the International Monetary Fund and European Union.

Cyprus is slated to hold presidential elections in February. Current left-wing president Demetris Christofias has announced that he will not seek re-election.

Podesta Group's \$90K a month retainer contract calls for working the Obama administration, Congress, think tanks, universities, media, and grassroots groups on behalf of Cyprus.

The firm's Cypriot government relations team is headed by Tony Podesta and Stephen Rademaker, former Assistant Secretary of State and Policy Director for then-Majority Leader Bill Frist.

PG also has a five-member communications unit, which is led by former *Washington Post* foreign correspondent John Ward Anderson, working the account.

U.S. BISHOPS MOVE TO BOLSTER PR

The U.S. Conference of Catholic Bishops, under pressure to reform after Catholic voters bucked the bishops' criticism of the Obama administration in this month's election, has moved to shore up its PR efforts.

At the Conference's General Assembly in Baltimore Nov. 14, bishops voted 202-25 to hire a director of public affairs as part of a reorganization of its communications unit.

New York's Cardinal Timothy Dolan, president of the Conference, said the new post will be aimed to develop a more "international, focused, comprehensive and unified communications strategy."

The director will be empowered to speak on behalf of the bishops to the media, he added, noting the position with work with the secretary of communications, Helen Osman, as well as Msgr. Ronny Jenkins, general secretary.

The Conference-owned Catholic News Service, part of its PR department, said the cost of the PR revamp is around \$400K a year, compared with the group's \$220M annual budget.

SHAKY EUROPE BATTERS HUNTSWORTH

Poor economic conditions in Europe battered London-based Huntsworth as third-quarter revenues declined 3.6 percent compared to a seven percent growth spurt a year ago, according to financials that it released Nov. 15.

Flagship Grayling, which generates the bulk of its revenues in the U.K. and the Continent, suffered a 7.6 percent revenue decline, while financial communications specialist Citigate Dewe Rogerson suffered a 17.2 percent revenue plunge.

Huntsworth Health and Red consumer shop bucked the downturn, reporting revenues upswings of 6.8 percent and 11.4 percent, respectively.

Overall, Huntsworth CEO Peter Chadlington expects full-year profit to be ahead of last year, though "at the lower end of market expectations."

GADDAFI PR FIRM FILES CHAPTER XI

The Monitor Company Group, which took heat for its work on behalf of Libya's former leader Col. Gaddafi, filed Chapter XI bankruptcy on Nov. 7 and arranged a takeover of its assets by Deloitte Consulting.

The Cambridge-based operation officially terminated ties with Libya and Jordan on July 1, 2011, receiving \$6.7M in fees/expenses from Gaddafi's government from October 2006 to January 2009, according to its late Justice Dept. filing. (MCG also reported an \$871K payment from Jordan).

In its federal filing, MCG said it arranged personal meetings with Gaddafi for bigwigs such as Richard Perle, President Reagan's Assistant Secretary of Defense and noted neoconservative pundit; Francis Fukuyama, political scientist and author of "The End of History & The Last Man," and Benjamin Barber, ex-advisor to Bill Clinton.

There also was a panel discussion organized by David Frost to discuss the application of the philosophies of Gaddafi's Green Book to modern Libya. Fukuyama, as part of his compensation, received copies of Gaddafi's Green Book for use in his political science course.

MCG also maintained ties with Larry Weber's Racepoint Group, which received a \$300K fee for PR services.

Under the merger deal, Monitor is joining with Deloitte's strategy and operations practice.

MCG said the "recent economic downturn" forced it to evaluate its strategic options, a process that found Deloitte to "be not only the right strategic match, but also provided the opportunity for substantial short-term and long-term growth as well as opportunities for its employees and clients."

The Deloitte deal is subject to the U.S. Bankruptcy Court in Wilmington, Del., regulatory approvals and whether a best offer emerges.

Gaddafi was murdered on Oct. 20.

SMITH ENTERS PETRAEUS FRAY

The woman who allegedly received harassing emails from the biographer of Gen. David Petraeus has enlisted crisis guru Judy Smith for PR support as the scandal churns.

Jill Kelley, a friend of Petraeus who is a volunteer in military support endeavors in Florida, has been identified as the target of emails from Paula Broadwell, the biographer believed to have engaged in an affair with Petraeus.

Kelley has hired Smith for PR and attorney Abbe Lowell.

"We and our family have been friends with General Petraeus and his family for over 5 years," Kelley said in a statement from Smith. "We respect his and his family's privacy and want the same for us and our three children."

Smith, a well-known crisis pro who repped Monica Lewinsky and disgraced Sen. Larry Craig, among others, runs Smith & Co. in D.C. She is also the model for the character of Olivia Pope in ABC's drama "Scandal."

BARON SUCCEEDS BRAUCHLI AT WAPO

Boston Globe editor Martin Baron takes the executive editor post at the *Washington Post* on Jan. 2, succeeding Marcus Brauchli, who held the post for more than four years.

Brauchli will become a VP at the Washington Post Co., working with CEO Don Graham to evaluate new media opportunities.

Katherine Weymouth, publisher of the Post, said Brauchli "contributed immeasurably" to the paper, noting that under his "leadership we have become one newsroom publishing on multiple platforms, traffic has grown substantially and we are consistently recognized as among the most innovative mainstream news sites," according to her statement.

Baron has edited the *Globe* since 2001. He also held key editing positions at the *New York Times*, *Los Angeles Times* and *Miami Herald*. The *Globe* is owned by the New York Times Co.

Brauchli joined the Post from the *Wall Street Journal*, where he worked as foreign correspondent, national editor, global editor, deputy managing editor and managing editor.

In a statement to staff, Brauchli said: "We have reorganized, melded and streamlined our news operations, and emerged stronger than we started. That is not, as cynics would have it, simply a function of fewer people doing more, but of awareness that we are responsible for our destiny as never before."

The Post now has "a bigger audience, more viewers and more users who follow and watch what we do, than ever," according to Brauchli.

ABC BECOMES AAM

The Audit Bureau of Circulations has been renamed as the Alliance for Audited Media, a bid to reflect changes in the publishing industry.

The group said 94 percent of its members endorsed the new brand, which is aimed to



reflect its measurement beyond print to include tablet and smartphone apps, websites, social media, email newsletters, and digital publishing platforms that serve the media industry.

Michael Lavery, president and managing director, said the "ABC" brand served the group well for nearly 100 years. "With advancements in the media industry and the progress our organization has made in developing new digital audit services and cross-media expertise, we felt it was time to refresh our brand to better reflect our strategic role in the new world of media," he said.

AAM has also unveiled a new logo and new websites that include its Media Intelligence Center, an online tool that offers audited info and media analysis for members.

AAM notes 90 percent of its publisher members now provide content on mobile devices like tablets and smartphones, up from 51 percent in 2009. Digital editions of publications have grown to be 15% of all newspaper circulation, up from 9% in 2011.

ACBJ ACQUIRES STREETWISE

American City Business Journals, which is part of Advance Publications, has acquired Streetwise Media, online publisher of local news, politics, lifestyle and education sites targeted at young professionals in Boston and Washington.

SM says its bostinno.com and inthecapital.com sites attracted more than 2.6M unique visitors last month.

Founders Chase Garbarino and Kevin McCarthy will remain with the company as CEO and CTO, respectively.

"ACBJ is the ideal partner to help us to continue to innovate within local media online and to expand to new cities. With the support of their experience and nationwide platform, we believe Streetwise can become the country's leading local news platform," said a statement from Garbarino.

The AP unit publishes weekly business journals in 40 cities and its owner of the *Sporting News*, *Hemmings Motor News*, *Inside Lacrosse* and *NASCAR Illustrated*.

VARIETY CUTS STAFF

Variety is cutting about 20 employees from its 165-member staff, mostly in circulation, administration, conference planning and its directories division.

New owner Jay Penske said *Variety's* comeback "will include substantial further investments in editorial and digital but will unfortunately require some immediate eliminations."

There also is a plan to cut frequency from its Monday-Friday *Daily Variety* publication and the weekly *Variety*. That effort hasn't been mapped out yet.

Penske Media is knocking down the paywall on *Variety's* site early next year.

HOUSTON CHRON LAUNCHES MAG

The *Houston Chronicle* is launching a weekly fashion, travel and style magazine, *Style*, to be included in the Sunday edition of the paper and at chron.com/style.

The printed edition is available only in home delivered copies of the newspaper, intended as a premium for subscribers.

Chronicle lifestyle reporters Lindsay Love, Greg Morago and Joy Sewing are writers. Editing is done by Melissa Aguilar and Jody Schmal.

"Style will spotlight the area's trends every week through top-notch reporting and lush photography," said Aguilar.

ZYNGA SHUFFLES DECK

David Ko, a Yahoo alumnus, is promoted from chief mobile officer to the COO slot at Zynga, social gaming company. He takes over the position that was held by John Schappert.

Mark Vranesh, chief accounting officer, moves into the CFO slot of Dave Wehner, who departed to Facebook after a two-year stint.

Barry Cottle, a former Electronic Arts, Walt Disney and Palm exec, shifts from a business development post to chief revenue officer.

CEO Mark Pincus, in a note to staffers, credited Ko with helping to "scale our mobile organization" by launching 25 games and uniting development teams

MEDIA NEWS continued

across platforms.

Cottle takes over development, distribution, partnerships, ad sales, publishing, operations and the “real money” gambling venture slated for the U.K.

Pincus wrote that Zynga is positioning for long-term growth, adding that he’s “confident that we have the breadth and depth of management talent to deliver on our mission of connecting the world through games.”

BACKGROUND CHECK FIRMS HIT ‘TODAY’

The trade group for companies that provide background checks for prospective employees has pushed back against a critical “Today Show” report that highlighted shoddy practices by some firms that have cost people jobs.

Investigative correspondent Jeff Rossen profiled a woman seeking a Red Cross job as an accountant who was rejected after a background check by a large investigative company, Choicepoint, found multiple drug felonies on her record which turned out to be from another woman of the same name.



An attorney said during the segment that consumers are “losing jobs by the thousands” because of bad background checks.

‘Disservice to Employers and Public’

The National Association of Professional Background Screeners, which provided an attorney for the segment, came out swinging via PR firm Stanton Communications after the piece aired Nov. 9.

“NBC’s Today Show and reporter Jeff Rossen have done a disservice to employers and the general public by focusing on a small number of unfortunate instances in an attempt to indict an entire industry that is critical to the safety of our homes and workplaces,” NAPBS chairman Fred Giles said in a statement from the PR firm, which noted fewer than one percent of consumer disputed records are found to contain an error.

The NAPBS attorney said in the “Today” segment that the error rate for checks is less than 10 percent.

The group said the NBC segment did not explain federal law governing background checks and resulted in a “a sensational rush to indict an industry that in fact does more to protect the safety of the workplace than a handful of unfortunate sensationalized anecdotes would indicate.”

BELL EXITS ‘TODAY’

Jim Bell, who was executive producer for “Today,” will now focus exclusively on NBC’s Olympics coverage.

He’s leaving the top morning show after a stint of more than seven years.

Bell had pulled double duty when he produced coverage of the London Games.

NBC has rights to the Summer and Winter Games through 2020. The Sochi (Russia) Winter Games kick off in Feb. 2014.

NBC NEWS TAKES OVER iVILLAGE

NBCUniversal’s online portal for women, iVillage, is moving under NBCU’s News Group.

Vivian Schiller, senior VP and chief digital officer of NBC News, oversees the group, which consists of NBC News’ digital properties, as well as



EducationNation.com,

BreakingNews.com and theGrio.com, among others.

NBCU last month bought out partner Microsoft in July to fully acquire the MSNBC Digital Network.

The company said iVillage will be integrated into NBC News Digital, sharing content with sites like TODAY.com and contributing to the group’s 62 million unique users per month.

Schiller called iVillage is a “powerful brand with a passionate and loyal online community.”

KIDS MAGS HIT NEWSSTANDS

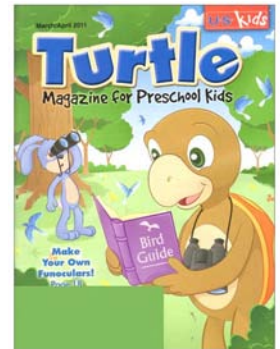
Publisher U.S. Kids said its *Turtle* and *Jack and Jill* magazines for kids are available on Barnes & Noble newsstands for the first time, starting Nov. 13, with the December issues.

The long-running mags were previously available only via subscription.

“Turtle and Jack and Jill have been reaching readers for decades by subscription, but having never been offered on newsstands, they were unavailable for kids and parents to pick up on a whim in stores,” said Corey Michael Dalton, U.S. Kids Editor.

U.S. Kids is a unit of the non-profit Saturday Evening Post Society.

Turtle is geared toward kids ages 3-5, while Jack and Jill aims at kids 7-12.

**ELSEVIER TACKLES HEALTH REFORM**

As national healthcare reform takes shape, medical and scientific publisher Elsevier has launched a new journal, *Health Care: The Journal of Delivery Science and Innovation*.

The publisher said the new publication focuses on advances and innovation in health care delivery, including improvements in systems, processes, management, payment, and applied information technology.

Elsevier named three senior co-editors-in-chief: Arnold Milstein, professor of medicine at Stanford and medical director of the Pacific Business Group on Health; Richard Shannon, professor of medicine and chair of the Dept. of Medicine at the Univ. of Pennsylvania, and Ashish Jha, associate professor of medicine at the Harvard School of Public Health.

“This is a critical time for the U.S. health care system,” Jha said in a statement. He said of the new pub: “We aim to make it an important force for fresh ideas on how to improve the healthcare delivery system.”

NEWS OF PR FIRMS**ICR BOLSTERS CORPORATE UNIT**

Deidre Campbell, managing director and U.S. head of financial communications for Burson-Marsteller, has moved to ICR as a senior managing director, among a trio of hires for the firm's corporate communications unit.

The Norwalk-based firm also added former FD/Morgen-Walke North American CEO Anton Nicholas as a managing director and RLM Finsbury alum Philip Denning as a senior VP.

Campbell earlier led GolinHarris' New York corporate practice and held posts at Powell Tate, TorranceCo and financial start-up Q.Know Technologies.

Denning led IR for security firm Kroll and was a managing director for financial communications shop Kehoe, White, Savage & Co.

Nicholas was managing director and partner at Sloane & Company after serving as CEO of North American operations of Financial Dynamics. He started out at Sard Verbinnen & Co.

ICR worked the Priceline.com-Kayak.com deal, as well as IPOs for Shutterstock and Eloqua this year.

NETFLIX STREAMS PR TO SARD VERBINNEN

Netflix, which is under attack by activist investor Carl Icahn, has reached out to Sard Verbinnen & Co for PR counsel.

Icahn has collected a nearly 10 percent stake in the video/streaming company. He believes the Los Gatos-based company is a prime acquisition candidate for a deep-pocketed suitor such as Apple, Microsoft, Google or Amazon.

Netflix on Nov. 5 put a "poison pill" in place that is triggered in the event that an outside investor accumulates a 10 percent investment stake. The stockholder rights plan does not go into effect in the event that Netflix's board supports an outside investor's merger or other business combination plan.

Netflix earned \$7.6M on \$905M third-quarter revenues. Its shares trade at \$80.59. The 52-week range is \$133.43 and \$52.81.

CYCLING GOVERNING BODY GETS IRISH PR

The Switzerland-based world governing body for sports cycling, which stripped Lance Armstrong of his Tour de France titles last month, has been working with an Irish PR pro and former journalist amid the sport's tumult.

Ian McClure, who runs Dublin-based McClure Media & PR, told *Cycling News* he is a PR advisor assisting Union Cycliste Internationale with its communications efforts.

Greg LeMond, now the only U.S. cyclist to win the Tour de France, called on UCI president Pat McQuaid to resign last month in a widely publicized plea.

UCI previously worked with Germany's InMotion mar.com, a cycling industry PR specialist. But trade pub Bike Biz reported that firm lost its contract last year in part after a meeting between media and UCI officials saw McQuaid claim \$5,000 carbon frame bikes are made in China for \$30.

In addition to his PR shop, McClure runs news website Irish Pro Cycling.

NEW ACCOUNTS**New York Area**

Rubenstein PR, New York/World Business Lenders, direct lender for small business; FiREapps, foreign currency exposure management services, and Omer Ozden, advisor to companies in China eyeing real estate development in the U.S., all for PR.

Wise PR, New York/Control Group, innovation strategy; Spruce Media, marketing solutions for Facebook Ads; Yieldex, inventory and revenue management services for digital publishers; Dynamix, creative engagement, optimization and personalization, and Spindle Labs, search technology for social content.

East

LaVoie Strategic Communications, Cambridge, Mass./i3 Analytics, data analysis software for pharmaceutical and related industries, for PR following a competitive pitch process.

Crosby Marketing Communications, Annapolis, Md./Saint Agnes Hospital, as AOR for strategic planning and creative services to build brand awareness for the 314-bed Baltimore hospital and its six clinical institutes, amid a \$200M expansion.

S&A Cherokee, Cary, N.C./TribeSpring, mobile referral and networking software for salespeople and business owners, as AOR, including PR, design and marketing communications services.

Ink Link Marketing, Fort Lauderdale, Fla./Buffets Inc., South Carolina-based restaurant chain including Old Country Buffet, HomeTown Buffet and Ryan's, as AOR for promotions and PR.

Southeast

Arketi Group, Atlanta/PMG, business process automation software, to develop and execute an integrated PR and digital marketing plan.

Midwest

GolinHarris, Chicago/Society of Actuaries, as AOR for PR supporting the trade group's global expansion and new areas of member education and credentialing. GH worked the Society's 2006 brand launch and was AOR through 2011. GolinHarris Shanghai has signed a year-long retainer with sanitation product maker Hansgrohe after GH's London office picked up PR duties earlier this year. The Shanghai office handles media relations and digital services in the China region for the Hansgrohe and AXOR brands.

Martin Flory Group, Gurnee, Ill./Wavecraft USA, for PR for the maker of the Waveblade portable barnacle removal tool for the marine market.

Communica, Toledo, Ohio/Hercules Tire & Rubber Company, marketing and distribution of private label tires, as AOR for global advertising and marketing communications.

Simpson Communications, Shaker Heights, Ohio/The Automotive Lift Institute, trade group for makers of in-ground automotive lifts, as AOR for PR.

Southwest

Idea Grove, Dallas/Worldwide Express, package and freight shipping, as AOR for integrated marketing/ PR.

West

R/West, San Francisco/Anchor Distilling Company, craft spirits. for creative services, PR, social media and brand strategy.

International

Good Relations, London/SABMiller, for consumer PR, including content development, digital and media relations, for its Pilsner Urquell beer brand.

— Greg Hazley

NEWS OF SERVICES

SGP: FIRMS SURVEYED ON SOCIAL MEDIA

Although only 25 percent of PR agency owners have made a concerted effort to know as much about social media as anyone practicing it today, 33% say they've personally learned as much as they need to know to manage the function, according to a survey by StevensGouldPincus.

SGP, which advises firms on mergers and acquisitions, drew responses from 142 agencies of all sizes finding that a robust 90% of PR agency owners believe that social media won't replace traditional print and broadcast media.

But firms understand the opportunity for PR with digital and social media. Seventy-eight percent said that if PR firms aren't up to speed on social media clients will turn to digital/interactive agencies. Twenty-one percent said clients will look to ad agencies while another 24% will likely hire internally, according to the survey.

As for staffing their own firms, 60% of agency owners said they cultivate their own expertise by internal training, while only 30% hire new professionals who have already been trained in college in social media.

"Even though the predominant view is that social media won't replace traditional print and broadcast media there's no question that PR agencies are looking over their shoulders to see who might be gaining on them to provide leadership and wisdom in social media," said Art Stevens, managing partner of SGP.

RUTGERS GETS RESULTS WITH RELEASE PHOTO

Rutgers University was honored at the 7th Annual SNCR Symposium and Awards Gala held Nov. 9, for an unconventional test of identical press releases distributed with and without a photo.

The Rutgers University Center for Management Development won the Measurement & ROI Award in the Academic Division from the Society for New Communications Research, for a test its claims showed press releases with images are more effective than those without.

Working with SEO-PR, a press release was distributed via Business Wire at the same time one week apart, one with a photo and one without.

Eric Greenberg, managing director of executive education, Rutgers CMD, said the campaign has generated seven registrations worth \$31,500 in incremental revenue for Rutgers CMD, about 8.75 times more than the \$3,600 spent on writing, optimizing and distributing the press releases over BW with and without a photo.

"So, conducting the study has paid off financially, as well as academically," he said.

BRIEFS: Synaptic Digital, acquired last month by Definition 6, has "re-branded" its London operations as Definition 6. The London office serves as the company's European headquarters. The Synaptic name continues in the U.S. and the company said its Asian offices will take the Definition 6 name in 2013. Matt Thomson is managing director, int'l business. ...Maryland-based broadcast PR company Tobin Communications has revamped its website at tobincommunications.com.

PEOPLE

Joined

Elinor Mills, senior writer, CNET, to Bateman Group, San Francisco, as director of content and media, a new post. CEO Fred Bateman said Mills will lead the firm's content creation unit and serve as a resource on media strategy for clients, with a special focus on enterprise cloud/SaaS, security and mobility. She was a foreign correspondent and tech reporter for Reuters in Portugal and San Francisco, and earlier was at *The Industry Standard* and IDG News Service.



Mills

Steve Knipstein, senior director of global marketing services, Life Fitness, part of Brunswick Corp., to KemperLesnik, Chicago, as VP in its PR unit. He was a senior VP and GM at Cushman/Amberg Communications, managed of public and investor relations for Smartalk Teleservices, Inc., and was an A/S for GolinHarris and Aaron D. Cushman and Associates.



Knipstein

Lisa Charlebois, a vet of Ogilvy, Digitas and BBDO, to GolinHarris, Los Angeles, as creative director, handling PR, digital, social paid advertising and collateral assignments. **Chris Baccus**, executive director of digital and social media, AT&T, joins as executive director, digital strategy, and **Hugo Cabrera**, art director, SuperVisionMD, as interactive designer. The firm has also added journalist **Valli Herman** (*Los Angeles Times*, *Dallas Morning News*), technology writer **Asami Novak** (Wired), and corporate/technology PR pro/writer (Edelman, Sprinklr) **Elizabeth Winter**.



Charlebois, Baccus

Mark Ludwig, designer and web developer, Direct Dimensions, to Warschawski, Baltimore, as a senior design developer, handling coding, app development and database management for agency clients.

John Bluth, senior VP of investor relations and group comms., Elster Group SE, to PowerSecure International, New York, as senior VP of investor relations and corporate comms. He was previously at CV Therapeutics, Aviron and Fleishman-Hillard.

Toby Walsh, a U.K. tech PR pro previously with Waggener Edstrom, Nelson Bostock, Inferno, Marlin PR and Brands2Life, to Sparkpr, San Francisco, as managing director of the tech firm's London office.

Promoted

Andrea LePain to VP, media relations, Greenough, Boston. She joined the firm two years ago from NECN.

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

Annie O'Dell to assistant A/E, Eisbrenner PR, Royal Oak, Mich.



Procter

EDELMAN NAMES PUBLIC ENGAGEMENT CZAR

Edelman has named Robert Phillips to the new position of global chair-public engagement and future strategies as the No. 1 PR firm seeks to fend off challenges from ad agencies and digital shops for primacy in the social media space, Richard Edelman told O'Dwyer's.

He described the slot as a "big think" position and a move to codify the seismic shifts in PR that are occurring in a communications market that is changing faster than ever.

Edelman expects his firm will continue to thrive in the public engagement arena due to its strengths in "bottom-up" communications, where transparency, visibility and the ability to foster conversations are paramount.

One of the biggest advantages that PR has over advertising, according to Edelman, is that PR messages have more substance.

Phillips added that PR "celebrates complexity" while "top-down" advertising pushes "reductivity" or shaving themes to eight-word sound-bites.

The executives believe that ad agencies and digital shops look at online communications from a technology stand-point, while Edelman gears its effort to "behavioral change."

Phillips said his future strategies work will decide how breakthroughs in communications impact Edelman and its clients. His overall mission is to keep Edelman "ahead of the curve" and flexible enough to adapt to the rapidly changing world of communications.

Phillips joined Edelman in 2004 after the firm that he co-founded, Jackie Cooper Public Relations, was acquired. He became CEO of Edelman/U.K. in 2007 and CEO of EMEA January 2011.

Phillips is co-author of "Citizen Renaissance," which sees the world shifting from rampant consumerism to citizen-based values.



Phillips

5-HOUR ENERGY IS LATEST ON HOT SEAT

Energy drink marketer Living Essentials responded last week to reports that its flagship 5-Hour Energy "shot" was possibly involved in 13 deaths.

The Food and Drug Administration said last week that the two-ounce caffeine drink has been associated with 92 adverse reports over the past four years. Thirty-two resulted in hospitalizations.

Responding to reports, LE, through spokeswoman Elaine Lutz, stressed that 5-Hour Energy is a dietary supplement and sought to distance the product from so-called energy drinks like Red Bull which are regulated differently by the FDA.

"Living Essentials is unaware of any deaths proven to have been caused by the consumption of 5-Hour Energy," she said, pointing out that adverse reports are not admissions that the product was involved or contributed to an event.

Lutz said the company "takes reports of any potential adverse event tied to our products very seriously," adding that the product is "strictly regulated by and complies with" laws governing dietary supplements.

She was not yet reached by O'Dwyer's about her role with LE. [A LinkedIn profile for an Elaine Lutz lists that individual as owner of PR shop EPL Communications and Chrysler PR manager as a previous position.]

Washington, D.C.-based Crosby-Volmer Int'l Communications previously handled the Living Essentials PR account, winning the business in 2007 and handling tasks like developing a crisis plan for the company as it moved to a mass-market product.

Last month, Monster Beverage, another drink marketed as a dietary supplement, was in the spotlight after a lawsuit and FDA reports possibly linked the product to five deaths and other illnesses. Pondel Wilkinson works PR for Monster.

ANIMAL ACTIVISTS TARGET BUTTERBALL ANEW

Poultry giant Butterball is in the crosshairs of animal rights group Mercy for Animals for a second straight year, following the group's Nov. 13 release of an undercover video purporting to show abuses at a Butterball facility.

Mercy for Animals said an investigator recorded the footage in October at a Butterball facility in North Carolina showing workers abusing turkeys.

Butterball, which works with Edelman for PR, said in a statement that it takes the allegations seriously and has a "zero tolerance policy" regarding animal abuse, which involves suspending workers involved before conducting an investigation.

"Pending the completion of that investigation, Butterball will then make a determination on additional actions including immediate termination for those involved," the company said.

A video released by MFA last November led to animal cruelty charges against a handful of Butterball employees.

The group is urging consumers turn to vegetarian, turkey-free Thanksgiving dinners.

REVAMPING BIOTECH HIRES ROCCO

Revamping biotech company Dendreon has brought in Lindsay Rocco to head corporate communications.

Rocco takes an executive VP title reporting to chairman and CEO John Johnson, who joined in February from Savient Pharmaceuticals. Rocco was previously senior VP at Omnicom's Rx Mosaic Health and, earlier, director of public affairs at Roche-Genentech.

The Seattle-based developer of prostate cancer drug Provenge is in the midst of a \$150M cost-cutting plan that includes cutting 600 jobs and closure of a manufacturing plant as it shifts sales and marketing operations to Bridgewater, N.J. Third-quarter revenue was up 21 percent, including a 27% increase from the two-year-old prostate cancer treatment to \$77.9M. Its quarterly loss soared to \$154.9M on the restructuring and analysts noted Provenge sales are falling well short of goals.

Rocco, based in New Jersey, noted she joins Dendreon at "such an important time for the company."

Katherine Stueland previously led corporate comms. and IR from Seattle.

Joele Frank, Wilkinson Brimmer Katcher works with Dendreon.

PR OPINION

Wikipedia's history of PR Society of America, currently running to 3,343 words after being cut from an original 4,697, has many flaws. But one highlight is a 24-page, 13,136-word chapter from "Public Relations: The Profession and the Practice," published by McGraw-Hill Higher Education.

Authors are Dan Lattimore, Ph.D., vice provost and dean, University of Memphis; Otis Baskin; Pepperdine University; Suzette Heiman, University of Missouri, and Elizabeth Toth, University of Maryland.

The chapter, available for free as a sample of the book's fourth edition (<http://tinyurl.com/b6gpdu7>) has a favorite section of ours that says the duty of PR people is to answer press questions "promptly" and "most cheerfully." That was a statement made by Ivy Lee around 1906:

"This is not a secret press bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly to go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly, and any editor will be assisted most cheerfully in verifying directly any statement of fact. . . ."

McGraw-Hill's book competes with three other college PR texts that have been published for decades: *The Practice of PR* by Fraser Seitel; *Public Relations: Strategies & Tactics* by Dennis Wilcox, and *Effective Public Relations* by Cutlip, Center & Broom.

Committee Needed for History of PR Society

We want the authors to be on a committee that will create an accurate history of the PR Society to replace the spotty, error-laden and poorly documented history that is on WP.

Others members would be corporate and agency executives as well as representatives from PR groups such as the Arthur W. Page Society, Int'l Assn. of Business Communicators, Institute for PR, and Council of PR Firms. Graduate PR or journalism students could help.

WP, while making some of the corrections I have sent to it, including taking down the cartoon of me burning the Society at the stake, refuses to make others.

It has removed, after two weeks, the link to the *New York Times* article that started, "Jack O'Dwyer's Newsletter, the bible of PR..." while keeping links to the full texts of NYT stories that reflect negatively on the O'Dwyer Co. such as the May 14, 1992 column by Stuart Elliott in which Society president Rosalee Roberts accused us of "distorting" anything the Society sent us and being "inaccurate" and making "negative conclusions."

Worst of all is the use of an article by a Forbes freelancer to establish that there is some kind of long-running "feud" between this writer and the Society.

Headline on the article by PR counselor Aaron Perlut, a partner in Elasticity, St. Louis, is "The Case of Jack O'Dwyer vs. PRSA."

Perlut says "O'Dwyer really dislikes PRSA" and that there is a "legacy of angst between O'Dwyer's and PRSA that goes back to at least 1970..."

This is the spin of the Society-that this is a personal feud. It takes the abuses of the Society out of the spotlight and tries to put it on someone who tracks abuses such as the stranglehold the small group of APRs have had on Society governance since the 1970s. Attempts to crack this monopoly since 1999 have failed.

WP, after incorrectly saying for weeks that we "sued" the Society over copyright abuse when we did not, now says "O'Dwyer had a dispute with PRSA over its copyright privileges" as though this writer was the only author complaining. Twelve authors, including Prof. Lattimore of Memphis State (see above), investigated filing a lawsuit after learning that copies of their articles and entire chapters of books were being sold without their permission. Numerous statements were made by the authors condemning the practice.

Perlut not only "has been a member" of the Society (we don't know if he currently belongs) but is a cousin of 2009 Society chair Mike Cherenon, which he noted in his blog.

He should demand that WP remove this use of Forbes since it is not the "real" Forbes but a freelancer who doesn't measure up to WP's stringent rules for objectivity and neutrality.

When we brought the matter of Perlut to the author of the Society's WP article, "Corporate Minion," the reply was that CM is "busy with other things" and only checks any of our e-mails to him "every once in a while."

He also said another WP editor, "Eclipsed," is responsible for the use of Perlut's article. The identity or at least the e-mail of Eclipsed is being sought.

The PR industry, including working PR people as well as academics, should not tolerate such a shoddy history of the group that claims to be the biggest PR organization in the U.S. Many of the references link to nothing or insubstantial materials.

WP's editing rules, including its insistence on obtaining "reliable," "third-party" and "independent" sources for anything, cripple its information-gathering process.

Author Philip Roth ran into this in September when WP, refusing to correct a statement about the source of inspiration for one of his novels, demanded that he obtain a "secondary source." Roth posted a long piece in the *New Yorker* online that resulted in the WP correction. But how many aggrieved authors can do that?

Researchers for a true history of the Society will find numerous documents on it in the O'Dwyer archives including the Society's blatant interference with the free market in 1998 when COO Ray Gaulke urged Society advertisers and members to patronize Haymarket's U.S. edition of *PR Week*.

Steve Pisinski, 1998 treasurer who became president in 2000, blasted such interference as unethical and something that was not run before the board. — *Jack O'Dwyer*