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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CHICAGO COMMERCE CENTER WANTS PITCHES

The business and economic development organization for Chicago's commercial center is looking to enlist a PR firm with a pitch process open through late November.

The Chicago Loop Alliance, formed in 2005 in a consolidation of two large groups, has a \$3.2M budget and operates with a threefold mandate that includes running city services, promoting, and advocating for business in the key "Loop" sector of the Windy City.



An RFP released by the Alliance seeks a firm to develop and execute a strategic PR plan touting its programs and services, as well as the attractions of the central business district.

Executive director Ty Tabing stepped down after seven years in June. Laura Jones is interim executive director.

Proposals are due Nov. 30. Philip Barash, director of marketing and development, is heading the search.

View the RFP: <http://bit.ly/TZ7UTt>.

## DIAT TAKES TOP AIG COMMS. SLOT

Jon Diat, a veteran financial sector PR pro who led communications and media relations for banking giant Citigroup, has moved to AIG in a top external communications slot.

Diat, who now serves as AIG's primary media spokesman, took on the role VP, external communications, on Oct. 29, reporting to communications chief Christina Pretto, also a Citigroup alum who joined AIG in 2009.

He is responsible for media relations, financial comms. and social media as AIG rebuilds its image four years after the financial crisis and \$180B bailout. AIG's corporate, business and regional media units all report to Diat.

Prior to seven years at Citigroup, he held senior financial and corporate communications posts at ACE Limited, JPMorgan Chase, Morgan Stanley (VP) and Standard & Poor's (dir. of comms.).

AIG this year began rebuilding its brand and image as it pays back taxpayer funds and emerges from the shadow of the great recession.

*New York Times* business columnist Andrew Ross Sorkin wrote in September that the AIG bailout should be considered a success, noting the U.S. Treasury might turn a profit on the oft-criticized move.

## EDELMAN WORKS HP BOMBSHELL

Edelman is working HP news that it's taking an \$8.8B "impairment charge" for software unit Autonomy, which previous management under Leo Apotheker acquired in a \$10B deal.

That write-down put HP \$6.8B into the red ink column for the fiscal fourth quarter ended Oct. 31 on \$36.4B revenues, which were down 6.7 percent from a year ago. The Palo Alto giant claims an internal investigation and forensic review have uncovered "accounting improprieties, misrepresentations and disclosure failures in Autonomy's financial statements prior to its 2011 acquisition."

HP claims former members of Autonomy's management team were behind the financial shenanigans in an apparent "willful effort to mislead investors and potential buyers and severely impacted HP's management ability to fairly value Autonomy at the time of the deal."

Former Autonomy CEO Mike Lynch denies any wrongdoing, claiming the first time he heard of the accusations was with HP's press release.

HP has referred the Autonomy matter to the Securities and Exchange Commission's Enforcement Division and the UK's Serious Fraud Office. It will seek to pursue the matter in civil courts to "recoup what it can for its shareholders."

Edelman's Jo Sheldon and HP's Michael Thacker handle the press concerning Autonomy.

Apotheker said in a statement via Healy Corporate Communications that he is "both stunned and disappointed to learn of the "alleged accounting improprieties."

## BROADWELL TAPS GLOVER PARK PAIR

Paula Broadwell, mistress of former Central Intelligence Agency chief David Petraeus, has reached out to Glover Park Group for PR counsel.

Dee Dee Myers, who was President Clinton's spokesperson and author of "Why Women Should Rule the World," and Joel Johnson, chief legislative and communications advisor to former Senate Majority Leader Tom Daschle, represent Broadwell.



Broadwell  
Photo: Daily Show

Petraeus, who has hired D.C. legal heavyweight Robert Bennett, faces investigations by the CIA, Justice Department and Congress.

Washington counselor Judy Smith is advising Tampa woman Jill Kelley, who allegedly received harassing emails from Broadwell, author of the "All In" biography of Petraeus.

## **DENNY'S PR BATTLE OVER OBAMACARE**

Denny's and its financial PR agency are working to distance the eatery chain from a franchise owner who has drawn national attention after outlining plans to raise prices to cover what he says will be increased costs from Obamacare.

Denny's CEO John Miller, in a statement from ICR, said last week that the comments of franchise-owner John Metz, who urged customers to reduce their tips to offset the increased cost, do not reflect the company's views.

"I am confident his perspective is not shared by the company or hundreds of franchisees [and] small business owners who make up the majority of the Denny's community," said Miller. "Specifically, his comments suggesting that guests might reduce the customary tip provided to their server as an offset to his proposed surcharge are inconsistent with our values and approach to business throughout our brand."

Metz told media outlets that he would cut back employee hours and raise prices because of costs of insuring employees under the Affordable Care Act. He said customers can reduce the amount of tip they give their server to cover the increase.

After outrage and boycott threats over his comments, Metz backed off the remarks somewhat to say his company, West Palm Beach, Fla.-based RREMC, which also owns Hurricane Grill and Wings eateries, will explore "viable and effective ways" to offset costs and stressed his policies are not those of the Denny's brand.

Metz works with Los Angeles-based Konnect PR.

Leadership and franchise owners of other chain restaurants like Applebee's and Papa John's have griped publicly about costs they believe will follow from Obamacare in recent weeks, as well.

## **PARTER INT'L TARGETS MEDIA FOR KOREA**

Parter International, the firm of former GCI Group executive VP Alan Parter, has an agreement with Korea's New York consulate to raise awareness among U.S. audiences of issues related to South Korea via online and traditional media relations.

According to the pact, PI is to develop a "campaign-ready" database of 200 influencers in the digital channels of bloggers, social networks, online newsletters, online communities and web forums. They will be players in the academic/education, business, international affairs, political and media worlds. That targeted list will be supplemented by media contacts at newspapers, magazines, TV and political journals.

PI is to work closely with the consulate to determine what messages are most likely to attract media attention. "For online media, compelling communications will be crafted using a more 'soft sell' approach that educates the target audiences," according to the pact.

Prior to GCI, Parter was New York State's deputy commissioner of commerce and deputy commissioner, and legal counsel for the New York City Commission for the United Nations and Consular Corps.

Elaine Mancini, former director of Makovsky & Co.'s economic development unit, and GCI senior VP, also works the Korea business.

## **GEORGIA SYSTEM WANTS IMAGE REVIEW**

The University of Georgia board of regents wants a firm to review perceptions of the university system and conduct a critical review of its internal and external image.

The board released an RFP on Nov. 19, requesting a strategic approach to identify "perceptions, strengths, weaknesses, opportunities and threats to the university's uniqueness." The review and research will be used by the firm hired to develop positioning and branding statements, as well as a recommended implementation plan.

A contract is expected to run from date of award through June 30 with four year-long options. Proposals are due Dec. 21.

View the RFP: <http://bit.ly/10HZEhI>.

## **HEALTHCARE PRO HAWKER MOVES TO B-M**

Burson-Marsteller has named Kate Hawker managing director/chair of its healthcare practice in the U.K. and EMEA.

She joins from InforMed medical communications shop, where she worked as its business development director.

Hawker founded The Remedy, healthcare PR firm, and sold in to Fleishman-Hillard in 2006. With that sale, she became a director/partner at F-H.

In a 25-year career, Hawker has counseled Bristol-Myers Squibb, GSK, Baxter, Takeda and Boehringer-Ingelheim.

Jeremy Galbraith heads B-M's EMEA group

## **AVOCADO BOARD MOVES PR ACCOUNT**

CRT/tanaka has picked up the Hass Avocado Board's PR account, after an RFP review.

GolinHarris was the seven-year incumbent.

Richmond, Va.-based CRT/tanaka tackles strategic PR as the group of producers and importers implements a new marketing communications strategy focused on health benefits of avocados.

The firm will tackle media relations focused on several studies sanctioned by the Board that link avocados to heart health, weight management, managing Type 2 diabetes, and healthy living.

The Board was set up in 2002 with the involvement of 20,000 producers and 100 importers in the U.S., Mexico, Chile, Peru, New Zealand and the Dominican Republic.

## **SPLC NAMES PA HEAD**

The Southern Poverty Law Center has hired Dana Vickers Shelley as PA director. She was deputy press secretary for former Secretary of Commerce Ron Brown.

Shelley also served as director of strategic communications for the Annie E. Casey Foundation, which works to improve the lives of poor children and their families. She also has counseled the NAACP National Voter Fund and Democratic National Committee.

Shelley is a member of the National Assn. of Black Journalists and the Native American Journalist Assn.

Founded in 1971, the SPLC fights bigotry and discrimination from its headquarters in Montgomery and offices in Atlanta, Miami, New Orleans and Jackson.

**PITCHING REPORTERS AT THE AP**

By Gayle Goodman, GGPR & Social

As much as the Associated Press is known for covering the world, its huge and modernistic New York newsroom is an insulated, windowless enclave to which outsiders, or at least PR people, rarely gain entry.

The PRSA/New York programming committee, headed by Henry Feintuch, president, Feintuch Communications, helped open doors to this insider's universe with a tour and panel discussion at the AP facilities at 450 West 33rd Street, in its program Nov. 15th, "Inside the Media: Associated Press."

Designed in symbolic black-and-white, the space expands with a spectacular farm-like sprawl at 100,000 square feet. AP reporters toil in digs strikingly similar to the set of HBO's "The Newsroom."

The 9:15 morning meeting takes place in "The Fish Bowl," a bulbous glass-walled conference room, where "agenda-setting" happens, said tour leader Erin White, media relations manager, AP. With a congestion of work stations, LED readouts keeping international time, and signs of uncontrollable information, some possibly provided by PR firms, such as piles of books, files, papers, posters, you could sense the drumming activity in this 24/7 temple of news.

Panel participants included Amanda Barrett, editor, New York City news (abarrett [at] ap [dot] org; 212-621-1966); John Simons, technology and media editor (jsimons [at] ap [dot] org; 212-621-7313); and, as a last-minute substitute, Beth Harpaz, travel editor, lifestyles (bharpaz [at] ap [dot] org; 212-621-1832).

Moderated by the energetic Scott Berwitz, corporate communications director, Mindshare, his questions bounced like bullets off the podium. The panelists deflected all shots with an intensity of guidelines and what they need to give a story a go.

Tech and media editor John Simons manages a staff of reporters. He is looking for stories that are happening now.

"What are the issues of the day, that we might need help with?," he specified, adding, "Think sources and data. Those are important to us on major news stories."

Tying into trends will capture his attention. "Most stories we put out are daily news driven stories. In tech, 30 to 40 are trend stories: app development, small tablets. These are timely."

Simons added, "Put us in touch with real people, consumers who use your client's products."

Travel editor Beth Harpaz emphasized her need for stories with a "national or international focus. We don't

do local stories." Do not send her airfare and hotel deals. Think big. She gave examples of pitches that worked. When Lou Hammond, president, Lou Hammond Associates, NY, pitched a story about a cruise on the Mississippi, Harpaz first saw this as a local story. But, she said, "Hammond pitched the story as a great American story, about the Mississippi River, about Mark Twain. I got it." It then had national interest for the AP.

Harpaz also discussed covering the "crisis of the cruise ship in Italy," the Costa Concordia which sank. "No one would talk about it," she said.

She uncovered a source who would give background, illustrating how PR people could assist with a sensitive story, while building an editorial relationship for the future.

Amanda Barrett, New York City news editor, defined her beat as covering police, City Hall, Long Island and Westchester. Yet, she said, "We are not local news, or a local news station. We are looking for a big bang, something that can translate and go a long way."

Stories should point to a trend or situation around the globe. "We are knee-deep in Sandy stories," she said. "We are looking for people in construction. There may be intersections where you (or your client) may fit in."

Here are 10 points these editors urge you to follow to get hits in the AP:

1. Pitch as short as a Tweet -- Simons received a pitch through email, written like a Tweet. He jumped on it. Editors and the audience were enthusiastic about this pitching style, which appeared as a revelation to both sides. "I love the idea of a pitch boiled down to a Tweet," said an approving Harpaz.

2. Subject Line -- These editors get hundreds of emails a day. The subject line of an email is imperative to convey the news, or "it will go into the ether," said Harpaz. "I can tell from the subject line if it's relevant to me."

3. National angles -- AP stories need a national angle, unless you go through a local bureau. Do not pitch more than one editor at a time.

4. Don't call -- "Phone calls are not welcome," stated Harpaz. "Unless it's breaking news, you're better off with an email rather than calling us." Also, Harpaz says to eliminate small talk, such as, "How are you? And how was your weekend?" She's busy. She wants to know fast, "What is the story?"

"We really don't have time to sit on the phone or read email pitches," said Simons. See Subject Line, above.

(Continued on page 4)



Feintuch Comms. president Henry Feintuch with AP tech and media editor John Simons.



Newscast president Jim Sulley with AP travel editor Beth Harpaz.



AP New York City news editor Amanda Barrett.

**MEDIA NEWS continued****PITCHING THE AP** (Continued from pg. 3)

5. Off the Record -- "If you can't say something, don't say it. Let's have a free-flowing conversation," said Simons. He added, PR staff should make sure "the person you are shepherding doesn't say something that's sensitive." Or, like most reporters looking for a good quote, he may print it.

6. Respect Breaking News -- Recognize when reporters will be working on a breaking news story. "Last Friday," said Barrett, "I was covering Sandy, trying to get reporters to Far Rockaway or Staten Island and get enough gas." This was not the time for a PR rep to call and insist on selling "the best story ever," said Barrett, but one did. She will remember who that is.

7. Embargoes -- These are "overused and used in situations where there is no need for it," said Simons. However, feelings differ. "If somewhat exclusive, we can work with some limits," said Harpaz. An embargo, she explained, "Gives me time to plan the story coverage. I'll play with the embargo, as a thank you," she said, to get something like "a Harry Potter story" in the future.

Barrett asserted, "I'll still ask to be first, and see how early we can get the story."

8. Sources and Experts -- "Be willing to go beyond your client," suggested Harpaz. If you're working on a story which fits into a trend, or you know experts in the field who may be influential, but may not be clients, providing a source will increase your value to the reporter. "If you help me do my job better," said Harpaz, "I'm not going to leave your guy out."

9. Surveys -- "Almost no survey a commercial entity would do will meet our standards," said Harpaz. "We are not permitted to use 99% of surveys" submitted. Simons said, "It doesn't mean we won't use anecdotal info." Barrett had a different take, and said, "We will coordinate with our polling department to evaluate the information before using it."

10. Editorial Decisions -- The first piece of guidance Harpaz gave to the audience was, "Google your subject and AP." Barrett cautioned, "Stories need to stand out to justify doing them. We're dealing with smaller staffs and have to have a big bang if I'm putting a reporter and photographer on it."

At this event, the sponsor, Jim Sulley, president, Newscast, had direct experience at AP, where he worked as a photographer early in his career. Sulley did not know Harpaz would be speaking, as she replaced another editor at the last minute. This became a happy reunion, as both had worked in their first jobs at *Staten Island Advance*, Sulley as a photographer and Harpaz as a reporter.

Additional tips included subscribing to the AP Planner. Contact Howard Goldberg, hgoldberg [at] ap [dot] org. Send events to be covered to Tom McElroy, editor, AP Daybook at APNYC [at] ap [dot] org. The date of the event and what it is should be in the subject line. Do not send attachments.

To find a reporter relevant to client stories, check out the FAQ on ap.org, which recommends contacting reporters on Twitter and gives a list of their handles at ap.org/company/FAQs.

**EX-NEWS INT'L EDITORS CHARGED**

Britain's Crown Prosecution Service has pressed new charges against former News International editors Rebekah Brooks and Andy Coulson concerning illegal payments to public officials for news tips. They maintain their innocence.

Prosecutors say Coulson, who was editor of the now shuttered *News of the World*, and royal editor Clive Goodman were slapped with two counts of conspiracy for allegedly making illegal payments to get confidential information about the royal family.

In a statement, Alison Levitt, director of public prosecutions said:

"We have concluded, following a careful review of the evidence that Clive Goodman and Andy Coulson should be charged with two conspiracies. The allegations relate to the request and authorization of payments to public officials in exchange for information, including a palace phone directory known as the 'green book' containing contact details for the royal family and members of the household."

Brooks is charged with authorizing illegal payments to a British defense official, while serving as editor of *The Sun*.

A court date has not been set.

The charges stem from Scotland Yard's Operation Elveden that was launched in the aftermath of the phone hacking scandal and has resulted in the arrest of 52 journalists, defense officials and policemen.

**NEWS CORP. SAYS 'YES' TO YANKS**

News Corp. on Nov. 21 officially announced the acquisition of 49 percent of the YES Network cable TV station that carries Major League Baseball's New York Yankees and National Basketball Assn.'s Brooklyn Nets in a deal cut with Goldman Sachs and the Steinbrenner family-controlled Yankee Global Enterprises.

Rupert Murdoch's company holds the right to up YES ownership, which reaches nine million households in metropolitan New York, to 80 percent after three years. The network also negotiated a five-year extension to carry Yankee games through 2042.



"This is a tremendous opportunity to enhance News Corporation's industry-leading portfolio of sports properties, while also strategically re-entering the New York market," said James Murdoch, deputy COO of News Corporation. He considers Yes Network the "gold standard for regional sports networks."

Hal Steinbrenner said News Corp.'s "stature and acumen in sports broadcasting on a global scale is unmatched.

He promised that his family will retain a significant stake in the YES Network for many years to come.

News Corp. is competing with Time-Warner to carry Los Angeles Dodgers game on a regional cable network in southern California.

**NEWS OF PR FIRMS****LONDON'S LIBERTY EYES N.Y.**

London-based tech firm Liberty Communications said it will open a New York office in early 2013, the first of two outposts planned for the U.S., with retained and project based clients.

Dee Gibbs, managing director and founder of the 14-year-old firm, said the firm has been built handling the European market for North American-based clients and has increasingly been asked to provide support in their local markets.

Gibbs, a veteran of GDC and Motorola, said New York pros will staff the new office. "Too many firms rely too heavily on sending UK-based staff out to build North American business, but that approach means local knowledge of the market and the technology landscape just doesn't exist," she said.

The firm has handled accounts like Napster and Innovate Israel.

Liberty is the latest in a handful of U.K. shops opening in New York over the past few months.



Gibbs

**FENTON NAMES NEW WEST COAST CHIEF**

Jean-Louis Robadey, senior VP for Waggener Edstrom, has moved to Fenton as West Coast managing director for the progressive PR firm.

He takes the reins from Parker Blackman, a 12-year Fenton vet and former COO who is transitioning to an advisory role.

Robadey, who launched a social innovation practice at WaggEd and handled clients like UNICEF and the International Trade Center, is a former CEO of the Pact Institute, which brings social and economic development programs to market.

He was based in Washington for WaggEd.

**SV AIDS RECKITT BENCKISER IN \$1.4B DEAL**

Reckitt Benckiser leaned on Sard Verbinnen & Co for PR support as the England-based consumer health products giant outbid Bayer to acquire vitamin marketer Schiff Nutrition with a \$1.4B offer.

RB said Nov. 16 it has commenced its unsolicited tender offer of \$42 per share in cash, carrying an expiration date of Dec. 14. That trumped a \$34-a-share deal Bayer had announced in late October. Bayer conceded that it was out-bid by RB last week.

Sard Verbinnen managing director Jim Barron in New York works the RB account. Andraea Dawson-Shepherd is senior VP, global corporate communication & affairs for RB, based in the U.K.

Schiff's products include the Aiborne, Fi-Bar and Tiger's Milk brands of vitamins, nutritional supplements and snack bars, among others. The company is based in Utah.

Schiff, which had \$258.9M in fiscal 2012 revenues, works with Lippert/Heilshorn for financial communications support.

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

**Haute PR**, New York/Vargas Cosmetics, for PR for its Tilth Beauty natural skin care products brand.

**M. Silver Associates**, New York/General Growth Properties of Florida, destination shopping and lifestyle centers; The Capella Washington, D.C., hotel slated for January 2013 opening; St Giles Hotel New York, comprised of two side-by-side Manhattan properties, The Tuscany and The Court, acquired last year from Starwood Hotels & Resorts; St. Regis Bora Bora; Ink48, A Kimpton Hotel, Hell's Kitchen, Manhattan, hotel; El Secreto, Belize resort; The Polo Club of Boca Raton; Interjet, Mexico's second largest air carrier; Tiara Air Aruba, national airline of Aruba, and Flavors of Fort Lauderdale, four-day showcase. The firm's New York and Fort Lauderdale offices handle the work.

**Thomas PR**, Melville, N.Y./Fraden, maker of the ThermoScan Ear Thermometer; Ontrion, Apple-compatible cases & accessories; Easy-Doks, CR smart line for charging multiple devices simultaneously, and Gosmart, travel aids and consumer accessories for smart mobile devices, for PR.

**East**

**360 PR**, Boston/Balance Bar, energy bars, for launch of its new Balance Bar Dark line. Staffers in Boston and New York are handling the effort kicked off this month.

**Co-Communications**, Farmington, Conn./Connecticut Association of Nonprofits, for marketing and PR, an expansion of a three-year-old relationship.

**Southeast**

**Capitol Media Solutions**, Atlanta/Yamaha Golf Car Company, as AOR including brand management, media strategy, planning, buying, public and media relations, thought leadership, and event and program management.

**South**

**Zehnder Communications**, New Orleans/South Walton Tourist Development Council, which promotes tourism for 16 beach communities in Walton County, Fla., as AOR.

**Midwest**

**Henry Schafer Partners**, Minneapolis/JB Benefits & Consulting, for media relations and marketing support to introduce its new advisory business, True Choice Services, which counsels businesses on employee health benefits.

**West**

**MWW**, Los Angeles and New York/Kendall-Jackson Wine Estates, for a communications campaign supporting the Sonoma County wine maker's new "Goes Well with Friends" campaign and release of its K-J Recommends mobile wine app. Consumers aged 25-40 are a particular focus. Jason Hunke, VP, communications, Kendall-Jackson, said MWW pitched a creative and targeted consumer engagement strategy "that aligns with our objective in forever changing the way consumers integrate wine into their daily lives."

**International**

**Waggener Edstrom**, London/AVG Technologies, as lead agency for global and U.K. communications programs, following a competitive pitch. Work includes developing and implementing global strategy, content and campaigns, as well as co-ordinating its network of agencies.

— Greg Hazley

## **NEWS OF SERVICES**

### **NY PR PROs TO AID SANDY VICTIMS**

The PR Society's New York chapter has made its annual holiday party, set for Dec. 3, into a Hurricane Sandy benefit.

The event will support children of Coney Island, the Brooklyn area impacted by the storm.

Henry Feintuch, president of New York-based Feintuch Communications and VP for programming for the PRS chapter, said the group dropped its party fee to \$10 and is asking attendees to bring two wrapped holiday gifts for kids, with age/sex indicated on the wrapping.

The event, at Offsite in New York, is limited to 75 people.

Those unable to attend can drop off wrapped presents by Dec. 3 to, Zlokower & Company, located at 60 Madison Ave., Suite 1010 in Manhattan, or make a donation to the chapter which will be used entirely to buy gifts. Info: [www.prsany.org](http://www.prsany.org).

### **PN HONORED FOR MEASUREMENT**

Porter Novelli has won the Institute for PR's Jack Felton Golden Ruler Award, which honors excellence in PR research, measurement and evaluation.

The firm won the nod for its "Changing Behavior Through PR: Earned Media Boosts Campaign Effectiveness During Medicare Open Enrollment" effort on behalf of the Centers for Medicare and Medicaid Services.

Michael Ramah, acting CEO of the Omnicom firm, said the work, in partnership with PRIME Research, showed that "even in a complex and cluttered media environment, public relations can have a profound impact in message dissemination and comprehension, and lead to results far greater than anticipated."

### **SYMOS HAS SM GUIDE FOR 2013**

Symos, the social media services unit of Marketwire, has developed a free guide to "20 Social Media Resolutions for 2013."

Some tips include:

- Organizations should not try to be all things to all people, but rather focus their social media activities on the social channels that attract the demographic profiles of their best customers and prospects.

- The time to monitor social media is during an active marketing campaign; monitoring conversations to see what is working and what is not allows marketers to modify their offers or messages in real-time to achieve better results.

- With so much traffic on Facebook and Twitter, a staggering number of user accounts can be classified as inactive, fake or spammy, wreaking havoc on business metrics. Organizations should regularly audit their fan base to ensure their fans are human.

Download the report at <http://bit.ly/UNZu4i>.

**BRIEF:** PR Newswire has signed a pact to be the official media partner for the 2013 Davos Sports Forum, slated for March 8-10 at the Davos Convention Centre in Switzerland.

## **PEOPLE**

### **DKC ROLLS INCITE**

DKC Public Relations has launched DKC Incite, an event marketing and production unit, headed by Kelly Markus. She has more than 17 years of experience in the consumer, corporate, entertainment and non-profit sectors.

Markus was executive producer at Markus Daly Ryan, which has done work for Coca-Cola, New York Wine & Food Festival, Anheuser Busch and Univision.



**Markus**

Earlier, she was creative coordinator at MJM Creative Services (multi-media events for IBM, Pfizer and American Express)

DKC says its Incite arm will offer creative/concept development, production schedule management, scenic/audio/lighting/graphic design, as well as on-site logistics including venues, permits, rentals, talent sourcing and programming.

The operation will create events such as pop up stores, sponsor activations, concerts, festivals, launch parties, runway shows, mobile tours, galas and premieres.

Sean Cassidy, DKC president, says Incite also will work on brand-building programs and "create a major added value" to clients.

#### **Joined**

**Shawna Rossi**, principal, Pink Box PR, to energi PR,

Toronto, as VP and consumer practice group lead. She was previously VP of PR for Young & Rubicam Brands, directing the Canadian operation of a North American grassroots communications and influencer relations program and overseeing a team of nine provincial PR agencies for an automotive account.



**Rossi**

**Charles Fedullo**, public affairs director, NANA Development Corp., to Northwest Strategies, Anchorage, Alaska, as PR director. He is a former Fairbanks broadcaster and University of Alaska Fairbanks professor. NS staffs 25 with clients like Era Alaska, Alaska Housing Finance Corporation and Hotel Captain Cook.

#### **Promoted**

**Lisa Rose**, a 16-year veteran of Dix & Eaton, Cleveland, to head the firm's investor relations practice. She is a senior managing director.

**Brittany Unterweger** to account group supervisor, Charleston|Orwig, Hartland, Wisc. **Also, Dave Harding**, who leads the Novartis Animal Health account, to director of PR; **Cassie Mueller** to senior A/E; **Dayna Jansen** to A/E, **Gretchen Hoffman** to AA/E.

**Nicoleta Jordan** to marketing manager and A/C, and **Kristyn Anderson** to executive assistant to chairman Larry Rasky, Rasky Baerlein Strategic Communications, Boston.

#### **Appointed**

**Alicia Ritter**, president and principal of Ritter Idaho's Ritter PR and former managing director for Ogilvy PR, to the board of directors of Idaho Independent Bank.

## **EDELMAN: PERCEPTION MANAGEMENT OVER**

The “days of perception management as the defining PR construct are over,” Richard Edelman told the World PR Forum in Australia Nov. 19 via a video link from New York.

He believes perception management and advertising are based on an “antiquated model of persuasion, the pyramid of influence with elites at the top, mass audiences at the bottom.” Communication today “is no longer top down and one way, but rather horizontal conversations,” said Edelman.

He said the “simplicity of well-scripted words or polished images are being surpassed by embracing the complexity of real-life action.”

Communicators “can no longer rely on the hide-bound notion of audience; rather today’s reality, which is communities and co-contributors who crave authenticity, spontaneity, and the communion of conversation. Stakeholders want more than expensive video and celebrity endorsements. They demand action around the issues that matter,” said the CEO of the No. 1 independent PR firm.

### **PR Must Re-Earn Trust**

Edelman cited an online survey conducted last month by Edelman Berland for Adobe to illustrate the public’s low esteem of the PR business.

Consumers ranked PR as the least valuable profession. Advertising/marketing—tied with dancer and actor/actress—ranked just ahead of PR.

The top four professions are teacher, scientist, programmer/engineer and social worker, respectively.

Edelman also spoke of a survey from the Public Relations Society in Sweden that showed the poor reputation of PR in the Swedish press.

More than 80 percent of the coverage regarding PR is negative through the use of language such as “PR-machine,” “PR-stunt,” “PR-coup,” and “PR-trick.”

It’s up to PR people to move from “managing perceptions or projecting images to changing reality,” Edelman said. That’s done via the evolution of PR to public engagement, which centers on communication that is bottom up, social, radically transparent, values-led and rooted in action that delivers a demonstrable impact.

To Edelman, public engagement “considers the new dimensions of our complex world; it establishes clear operational principles and behaviors and talks about measurable outcomes.”

Public engagement is a reflection of PR’s multi-stakeholder perspective. “We understand deeply that it is not enough to sell to consumers alone. We engage with NGOs, regulators, policymakers, academics, and those new influencers, which are impassioned consumers, empowered employees, and social activists. We also find that common ground between humanity and science,” said Edelman.

He quoted Arthur Page’s observation that “Public perception of an organization is determined 90% by what it does and 10 percent by what it says.”

The typical PR department “has only been able to influence the 10 percent part. Public engagement is the path to impacting the other 90 percent,” according to Edelman. “It’s our time to lead.”

## **VACATION RENTAL TRADE GROUP REVIEWS PR**

The Vacation Rental Managers Association is reviewing its PR account with a closed RFP process as the trade group wraps a branding initiative early next year.

MMGY Global is the incumbent and has been invited to participate in the review.

“With the revised brand strategy and rapid pace of change within this industry and association, as a matter of best practice, VRMA is also reviewing its public relations campaign goals and deliverables through an RFP that was issued last week to a select group of public relations agencies and organizations,” Shelly Pfenniger, director of communication for the group, told O’Dwyer’s. She said the group has seen “tremendous expansion” over the past several years.

VRMA’s key PR push, Discover Vacation Homes, pitches vacation rentals over hotel as a lodging option to travel consumers.

Twenty-seven-year-old VRMA is based in the U.S. with global members. The group is currently engaged in a branding initiative slated to end in early 2013 aimed to “strengthen our message and further position this association and its members as trusted leaders in the vacation rental industry,” said Pfenniger. VRMA tapped Brainforest for that endeavor.

## **PARGETER DRIVES JAGUAR LAND ROVER PR**

Jaguar Land Rover has elevated Fiona Pargeter to head global PR communications, following the exit of Frank Klaas for Ford.

Pargeter, who joined JLR in 2009 to lead PR for the Land Rover unit, reports to CEO Ralf Speth and is based in London. She covers all product and corporate PR matters.

Klaas took the executive director, communications, slot for Ford’s European operation in July.

Pargeter handled the 2010 launch of the successful Land Rover Evoque model and the recent re-launch of its new Range Rover at the Paris Auto Show. She was previously with Ford, Volvo and Nissan.

JLR is owned by India’s Tata Motors, which bought Jaguar and Land Rover from Ford in 2008.

## **ZAPATA JOINS RF**

Dushka Zapata has joined Ruder Finn as managing director of its San Francisco office, targeting the technology, healthcare, corporate and consumer sectors.

In that post, Zapata is charged with building the integrated communications capacity of the independent firm’s throughout the west coast.

Most recently, she was executive VP and S.F. chief for WPP’s Ogilvy & Mather. Earlier, she was executive VP at Edelman and deputy GM of the top independent firm’s Silicon Valley operation.

Kathy Bloomgarden, CEO of RF, expects Zapata’s expertise to provide RF with the “opportunity to strengthen leadership in a west coast business focused on our agency’s social capabilities and creative thinking,” according to her statement.



**Zapata**

## **PR OPINION**

**The PR Society and International Association of Business Communicators**, whose 2011 IRS 990 tax forms have yet to be posted on either GuideStar or Foundation Center 990 Finder, are being denied use of GuideStar's new "Seal" that is given to non-profits that are "among the most transparent."

GuideStar, founded in 1994, tracks the financial information of more than 1.8 million non-profits while the Foundation Center has been performing a similar role since the 1950s.

Both the Society and IABC are faulted by GuideStar for not providing enough information to earn the Seal including failure to supply an "Impact Statement." The two organizations have registered with the IRS, reported revenues and expenses on 990s in the past, and have provided "Mission Statements," notes GuideStar, but this is not enough to earn the Seal.

That designation, for which there is no charge, is given only to those non-profits that have "updated their reports to the fullest, sharing all required fields," says GuideStar. Details are at <http://tinyurl.com/ad8ah2y>.

The Independent Sector, comprised of more than 500 non-profits, and which has earned the GuideStar seal, urges members to post their audits and 990s on their websites but does not get into the issue of when those two documents should be made available.

The latest 990 for IS on GuideStar and Foundation Center is for 2010.

### **Pay of Top Staffers, Legal Costs Are in 990s**

The 990s, which provide the pay/benefits of at least seven of the top staffers of a non-profit and much other information that is not in the audit or annual report, have an initial deadline of May 15. Common practice is for non-profits to delay filing until later in the year or to the ultimate deadline of Nov. 15.

The IRS then sends the reports to GuideStar or Foundation Center but it may be 3-6 months before they are posted on either and before the public or members of the non-profits may see them.

PRS has withheld the 990s from the last three Assemblies. Up until this year, the Society had delivered a printed copy of the 990 to O'Dwyer offices after the annual conference.

Society members can only obtain the 990 by making a written request. This sentence is at the bottom of the section in the Society website on financial reports. Only members are allowed access to such reports.

"Members may also request a copy of PRSA's annual tax return. Requests should be submitted in writing to PRSA's chief financial officer or treasurer."

Assembly delegates also must submit individual requests to see the national list of delegates. Rank-and-file members and reporters do not have access to that list.

Until 1991, when the entire Statement of Functional Expenses (300+ statistics) was pulled from the PRS audit, there was a separate item for "staff travel expenses" which also included staff meal and hotel costs.

Member complaints resulted in the functional expenses being returned for the 1992 audit but seven categories were no longer reported including staff travel/meals/hotels, legal costs, and national board expenses.

### **PRS Has Habit of Info Withholding**

The withholding of the 2011 IRS Form 990 from members as well as the press is the latest instance of the Society's habit of withholding key information.

There is as yet no PRS report to members or the press on topics that were discussed during the afternoon session of the 2012 Assembly. Board member Diane Gage-Logren conducted a three-hour "un-conference" for which delegates were invited to post on a bulletin board any topics they wanted for discussion.

The only report so far has come from a group of senior members who said the entire Assembly was the "most useless" ever because there were no bylaws up for passage and delegates were "dis-assembled" for most of the afternoon. The seniors said this break-up-the-Assembly device has been used many times before and is particularly frustrating to the delegates because the board "never uses any of the feedback anyway."

### **Suppliers (Not Members) Get Members' List**

PRS published its last printed directory of members in 2005 and members who ask about this have been told that publishing such a list would put it in the hands of service companies that would bombard members with sales pitches. Leaders have also said such a list cannot be published any more because it would violate an agreement PRS has with members not to divulge their contact information.

However the 5,587-word "Terms of Use" agreement members are supposed to sign to get access to the Society website say that signers agree that the list can be "made available" (i.e., sold) to "responsible third parties for one-time mailing use only."

"Terms of Use," as posted in June on the PRS website, in Section II at the end of Letter "B" say:

"Unless otherwise indicated, PRS is the sole owner of the information collected on our sites. PRS retains the right to make member contact information available to responsible third parties for one-time mailing use only (emphasis added). Business or personal telephone numbers or email addresses are not made available to third parties without your express permission, and we will not sell or rent this information to anyone. If you do not wish to have your addresses made available to third parties, please notify us by emailing the Society."

Members want to know why they too cannot have a complete list of all the members by addresses only, including geographical and organizational indexes, since such a list is being sold to service companies and others? Phone numbers and e-mail addresses would not be supplied.

Members note that motivated service firms could also get the phones and e-mails of most members once they have their mailing addresses.

— Jack O'Dwyer