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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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NEVADA SEEKS HEALTH EXCHANGE PR

Nevada, one of only about a dozen states to have created a health insurance exchange as called for under the Affordable Care Act, is calling for agency pitches for public outreach and marketing in support of the exchange.

An RFP released Sept. 21 wants agencies to promote the Silver State Health Insurance Exchange with a goal to have 85% of Nevadans aware of the market for health insurance slated to open for enrollment on Oct. 1, 2013. The state hopes to sign up 145K enrollees during the first open period.

Creating a communications plan, brand identity, running a statewide education campaign with free media, PSAs digital outreach and "unconventional advertising," are among tactics.

The *New York Times* reported that only 13 states and D.C. have committed to running their own exchanges while most of the remaining states are exploring options. If states don't set up their own plans for exchanges by November, the federal government will step in to run them.

Hawaii released an RFP for health exchange PR earlier this month.

Proposals are due Nov. 1. RFP: <http://bit.ly/O0suWr>.

MSLGROUP HIRES WINKLER

MSLGroup has named Shellie Winkler, most recently general manager of Edelman/New York's corporate and PA group, director of its North America health and corporate practices.

That puts her in charge of health clients such as Eli Lilly, Shriners Hospitals for Children, Bayer, and Trius Therapeutics. United Technologies, Sealed Air, Marsh & McLennan, GM and Vivendi are members of the corporate collection.

Renee Wilson, president of MSLGroup North America, said Winkler is "among the industry's top advisors in the corporate communications and health categories."

She handled Edelman blue-chips like GE Healthmagination, Dannon, Johnson & Johnson, Merck and MeadWestvaco.

Prior to the stint at the No. 1 independent firm, Winkler was managing director of the corporate communications practice & chief learning officer of Ogilvy PR Worldwide, and executive managing director of Hill & Knowlton's global health and pharmaceutical practices.

MSLGroup is part of Publicis Groupe.



Winkler

FINN PARTNERS LAUNCHES HEALTH UNIT

Finn Partners has unveiled a dedicated health practice called Finn Partners Health, headed by 20-year veteran Miriam Weber Miller.

She guided the launches of BlissHealth and FischerHealth Life Sciences, which was acquired by Porter Novelli, and had key posts at Chandler Chicco's Biosector 2 and Noonan Russo.

Miller has counseled Amgen, Atrix Labs, Bayer Pharmaceuticals, Humana Novo Nordisk, Portola Pharmaceuticals, Regeneron Pharmaceuticals and Watson Pharmaceuticals.

Peter Finn says FPH begins life with \$2M in annual fees. Key health clients are American Assn. American Kidney Fund, Barlow Respiratory Hospital, Los Angeles County Department of Health and Pelican Biopharma.

The new group "is a strategic step forward for Finn Partners, as we continue to expand our geographic and marketplace leadership," according to Finn's statement.

With the senior partner/FPH director title, New York-based Miller reports to Alicia Young, managing partner of the Ruder Finn Group spin-off.

STATE SEEKS PR ADVISOR FOR DRUG WAR

The U.S. State Dept. unit focused on the drug war in Mexico is searching for a strategic communications advisor to work with its public affairs operation in Mexico City.

The Bureau of International Narcotics and Law Enforcement Affairs, operating out of the U.S. Embassy in Mexico City, is dangling a one-year contract for a PR consultant to help engage Mexicans and serve as the principal advisor to the so-called Merida Initiative, a \$1.4 billion effort that has the U.S., helping Mexico and other Central American countries fight drug smuggling and organized crime.

Developing and disseminating PR efforts, managing strategic communications for the Merida Initiative, speech writing, media inquiries and other tasks are included.

PR consultants seeking the work must be U.S. citizens with eight to 10 years of PR or PA experience who can obtain a State Dept. security and medical clearance.

An initial one-year contract will carry four options years.

Details: <http://1.usa.gov/R7cIXA>.





In 1952, my father, Dan Edelman, founded our family business and proved that one person can make a difference.

Dan is a visionary who recognized the credibility and power of earned media to inform daily conversations and, in doing so, propel brands forward.

Dan's imprint made a powerful impact felt across industries and forever changed the way we communicate.

Today, as the world gets smaller, the mandate of Public Relations is even more clear: help develop authentic, intelligent and spontaneous two-way dialogue.

Like Dan 60 years ago, we recognize the most credible and powerful way for companies and brands to engage:

- We start with a breakthrough idea firmly grounded in business and communications objectives;
- We help bring it to life by highlighting what our clients do and say;
- We place purpose and participation at the heart of programming;
- We share our ideas through transmedia storytelling and compelling content; and
- We measure and validate the impact of our work.

At its best, Public Relations helps move business and society forward in a complex, ever-changing world.

Simply put, it is time for Public Relations to lead.

As we mark an important milestone for our firm – and an important moment for our industry – happy anniversary, Edelman, from Dan and the entire Edelman family.

Onward,

Richard Edelman

Richard Edelman

Share your thoughts on how we can #impacttomorrow



JERSEY SHORE LOCALE CASTS FOR PR

The Wildwoods, a beach vacation region of New Jersey which attracts nine million people per year but is trying to return to its heyday of the 1950s and '60s, is on the hunt for a PR firm to pitch its turnaround and woo travelers.

The Greater Wildwoods Tourism Improvement and Development Authority, which covers the five municipality area on Five Mile Beach Island on the Jersey Shore, released an RFP Sept.



Photo: Greater Wildwoods TIDA

21 noting that PR could have a stronger impact than advertising and graphic communications. "Today's savvy brand-educated market wants someone other than the owner of the brand influencing them," reads the RFP. "Experience shows that PR, especially when limited budgets require scrutiny of every investment dollar, is the most powerful tool for building brands."

The area, which sports free beaches and a 2.5-mile boardwalk, also competes with nearby Atlantic City, which last year revamped its tourism marketing and hired Edelman for PR.

The authority said its research has found an "emotional distance" and believes a pitch for its change back toward its roots as a vacation locale will appeal to a wider market via PR. "Growth will depend on acquiring new and lapsed visitors and a nostalgic appeal can only go so far with these markets," says the RFP.

The authority slates a two-year contract on monthly retainer. Proposals are due Oct. 16.

Firms must have three years' experience with accounts in the convention, entertainment, tourism, hotel, resort or casino sectors.

RFP <http://bit.ly/QSgJ1O>.

EDELMAN, BRUNSWICK WORK MATTRESS DEAL

Edelman and Brunswick Group are working the merger of mattress makers Tempur-Pedic Inc. and Sealy Corp. in a deal to forge a \$2.7B combination.

Tempur-Pedic CEO Mark Sarvary called the transaction a "transformational deal" that creates a company that will have "products for almost every consumer preference and price point, distribution through all key channels, in-house expertise on most key bedding technologies, and a world-class research and development team."

Both companies are to operate separately, though "cost synergies" are projected to save \$40M annually.

Dissident shareholder H Partners, owner of 16.6 percent of Sealy, opposes the merger, saying it "drastically undervalues" the company. "It reserves the option to file a suit to block the deal."

Tempur-Pedic and Sealy say their transaction is a done deal with support from 51% of stockholders.

Edelman's Michael Geller and Trevor Gibbons rep Tempur-Pedic, while Brunswick's Stan Neve and Shahed Larson work for Sealy.

OGILVY ADDS GOP FIREPOWER; HOGAN OUT

Ogilvy Government Relations has added Republican operatives Dee Buchanan and Con Lass to buttress its Washington outreach.

Buchanan was chief of staff and senior policy advisor to House Republican Conference chairman and Financial Services Committee vice chairman Jeb Hensarling (Tex.).

Lass, who joined from the senior director of federal relations slot at American Petroleum Institute, served as aide to former Wyoming Governor Jim Geringer and the Cowboy State's ex-Senators Alan Simpson and the late Craig Thomas.

OGR CEO Chris Giblin, who was a member of the McCain/Palin 2008 Congressional outreach team, said the new hires are "well-known for their work ethic and integrity."

Meanwhile, Mike Hogan, senior VP, is leaving the firm after nearly 18 months of service for Blank Rome.

He follows the earlier year exits of chairman Wayne Berman (to Blackstone) and CEO Drew Maloney (to the Republican National Committee).

Hogan is a 25-year veteran. He served as deputy chief of staff to Sen. Ben Nelson, the Nebraska Democratic centrist who is stepping down this year.

Previously, Hogan was legislative affairs director for the American Health Care Assn. Hogan earned a "top physician lobbyist" award from The Hill.

OMB ALUM JOINS HARBOUR

Ken Baer, former associate director for communications/strategic planning at the White House Office of Management and Budget, has joined The Harbour Group as managing director.

At OMB, Baer handled communications, new media, press relations and served as key advisors to directors Peter Orszag and Jack Lew.

He was a key spokesperson for the Obama administration's economic, regulatory and policy issues.

Upon leaving OMB during the summer, Baer focused on the speechwriting shop at the Democratic convention in Charlotte.

Before joining the White House, Baer co-founded and edited "Democracy: A Journal of Ideas," a quarterly publication; ran Baer Communications and wrote "Reinventing Democrats."

NFL PR CHIEF SCORES KEYNOTE

Paul Hicks, National Football League's executive VP-communications, is slated to give the keynote address at the University of Tennessee's "PR Day" conference slated for Knoxville on Oct. 19.

The address is especially timely in the aftermath of the PR black eye that the NFL suffered during the referee strike.

Hicks joined the NFL two years ago, after serving as regional CEO of Ogilvy PR Worldwide for eight years. Prior to Ogilvy, he was director of public affairs at U.S. Tobacco Co. and Republican Selectman from Greenwich, Conn.

Info: <http://bit.ly/P6i1dI>.

NELSON RETIRES AT HBO

Bill Nelson, CEO of Time Warner's Home Box Office unit, is stepping down at the end of the year.

He joined Time Inc. 33 years ago as director—external reporting and risk management and then joined HBO in 1984 as VP and assistant controller.

The duo of Eric Kessler, president/COO, and Michael Lombardo, president/programming, will now report to Richard Plepler, Nelson's replacement.

Plepler has been co-president of HBO since 2007. He joined in 1002 as senior VP-corporate communications.

He is credited with a series of hits including "True Blood," "Boardwalk Empire," and "Game of Thrones."

HAVENS UPPED AT ATLANTIC

Scott Havens, senior VP-finance and digital operations at Atlantic Media Co., has been named president of *The Atlantic*.

He takes responsibility for the print flagship, online, events and management of The Atlantic Wire and The Atlantic Cities sites.

Havens joined The Atlantic in 2009 as VP-digital strategy and operations, and led the "digital first" strategy.

Earlier, he was executive director of Conde Nast business media and founder of portfolio.com and a member of the development team at Yahoo! Finance.

Justin Smith, head of AMC, said Havens' "skills, temperament, and understanding of The Atlantic's mission" make him the right person for the top post.

EW'S KARGER TO FANDANGO

Entertainment Weekly's Dave Karger, who earned the Oscar night "official red carpet greeter" nod from the Academy of Motion Picture Arts and Sciences, has jumped to Fandango, the online movie ticket seller that is bent on evolving into a full-blown entertainment programming site.

Karger, 39, takes on the chief correspondent position at Fandango, which is owned by Comcast's NBCUniversal unit.

He reports to Hilary Smith, senior VP/digital communications and integrated marketing at NBCU, which houses the iVillage, Daily Candy, Hulu, Fandango and Television Without Pity sites.

Karger worked at Time Inc.'s EW, online and print, for more than 15 years.

NYT POACHES WSJ'S STYLE CHIEF

The New York Times Co. has hired Deborah Needleman, editor-in-chief of the *Wall Street Journal's* high-end fashion magazine, to edit *T: The New York Times Style Magazine*. She replaces Sally Singer, the Vogue editor who left T in August after a two-year run.

Jill Abramson, executive editor of the New York Times said in a statement that Needleman is "a creative and innovative editor with an impeccable sense of style and design. As we look to expand and extend T and continue to evolve it for our loyal and sophisticated New York Times audience."

Her job is to "strengthen the franchise and re-imag-

ine its future on all platforms," added Abramson.

Needleman was founding editor-in-chief of Conde Nast's *Domino* magazine, which launched in 2005. *Domino* shut down in 2009.

Previously, Needleman covered the style, design and gardens beat for *Slate* and *House & Garden*. She began her career as a *Washington Post* photography editor.

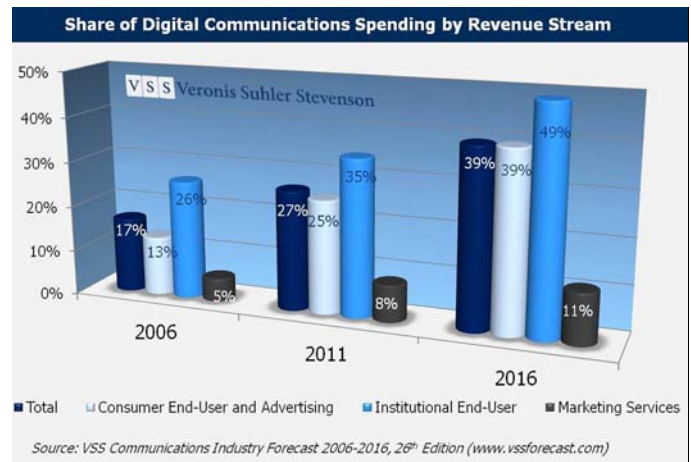
The Times publishes T, which covers style, fashion, design and travel, 15 times a year.

Besides serving as e-i-c of *WSJ. Magazine*, Needleman was in charge of the "Off Duty" lifestyle section of the weekend newspaper.

REPORT: COMMS. SPEND TO REBOUND

U.S. communications spending, including PR, advertising and marketing services, will rise 5.2% this year to hit nearly \$1.2 trillion in a return to spending not seen since the economic downturn as consumers and business embrace digital technology, according to a forecast by media investment firm Veronis Suhler Stevenson.

Traditional marketing, buoyed by political campaign spending on PR and word-of-mouth marketing, is expected to rise 4.2% this year to \$75.9B. VSS said it expects a 4.2% compounded annual growth rate through 2016, a cycle that includes two presidential elections and a mid-term election cycle, as well as "strong growth" in PR and WOMM, and a turnaround in B2B promotions, hitting \$89.3B in 2016.



PR and WOMM grew 12.4 percent to \$6.41 billion in 2011, the report found.

John Suhler, president of Veronis Suhler Stevenson, said digital is now a "constant and significant factor" in every sector and sub-segment of the U.S. communications industry. He forecasts digital-related spending to become 40% of the overall communications spending in the U.S. by 2016.

Traditional consumer advertising, by comparison, will post a modest 2% gain this year to \$146.6B, said VSS, as gains from the Olympics, broadcast TV, and broadcast and satellite radio are tempered by declines in newspapers, magazines and local consumer directories, according to the report.

Advertising overall, however, is expected to post the largest compounded annual growth rate through 2016 of 6.1% as Olympics, political ads and the shift to digital ads flows to the sector.

Details of the report are at <http://bit.ly/STuHf1>.

MEDIA NEWS continued**EMPLOYEES BUY VILLAGE VOICE**

A group of staffers at the Village Voice Media Holdings has purchased the *Village Voice* and a dozen other alternative papers such as *SF Weekly* and *Phoenix New Times*.

The price of the transaction was not disclosed.

VVMH president & COO Scott Tobias leads the buyout team. The deal does not include Backpage.com, the online classified ad operation that has been the centerpiece of protests by human rights activists and politicians who claim it's a vehicle for child sex trafficking.

Backpage.com will remain under the current ownership of Michael Lacey and Jim Larkin.

Circulation at the VV has fallen 40 percent to about 150K during the past six years.

'PUNCH' SULZBERGER DIES AT 86

Former *New York Times* publisher and CEO Arthur Ochs Sulzberger died Sept. 29 at his Southampton, N.Y., home. He was 86 and passed away after a long illness, the paper reported.

Sulzberger, known as "Punch," led the Times Company for 34 years, starting in 1963, before his son, Arthur Jr., took over as publisher and later chairman.

His tenure included the expansion of the paper from two sections to four, among other changes, as well as the publishing of the Pentagon Papers, which the *New York Times* noted in his obituary was "a defining moment for him and, in the view of many journalists and historians, his finest."

His term also saw the paper turn to color, start a national edition, and pursue a series of acquisitions.

"Over the course of more than 30 years, Arthur helped transform the *New York Times* and secure its status as one of the most successful and respected newspapers in the world," President Barack Obama said in a statement after Sulzberger's death. "He was a firm believer in the importance of a free and independent press - one that isn't afraid to seek the truth, hold those in power accountable, and tell the stories that need to be told."

The *Times* noted at the beginning of Sulzberger's rein, 1963, *Times Company* revenue was \$101M, nearly all of it from the newspaper. By the time he relinquished the chairmanship in 1997, revenue was \$2.6B with the newspaper making up about half the total.

Sulzberger's grandfather, Adolph Ochs, bought the *Times* in 1896. Sulzberger was his only grandson.

POST TAPS LOZADA IN ENTERPRISE POST

Carlos Lozada, editor of the *Washington Post's* Sunday opinion section "Outlook," has been named enterprise editor for the *Post*, effective the end of the

month.

He was previously national security editor and economics editor.

Ariana Cha, former foreign correspondent who now works the digital side of the *Post's* business and economy operation, has been named digital editor for special projects as a deputy to Lozada.

Barbara Vobejda, a deputy national editor, was named A1 Editor, filling a post vacant since the exit of Steve Reiss last year.

NBC, RLTV TEAM FOR FINANCE SHOW

NBC News and 50+ cable network RLTV will debut a one-hour personal finance series, "Money Matters with Jean Chatzky," on Nov. 20 at 9 PM ET on RLTV.

The interactive consumer finance show will feature advice on how to manage money for Baby Boomers and seniors.

Chatzky, an author and financial editor for NBC News' "today," will be joined by expert guests to tackle finance topics and take viewers' calls and questions sent in digitally.

The producers said weekly episodes will cover topics ranging from second careers, boomerang kids, insurance mistakes and how to spot scams.

"I'm thrilled with the interactive format which will allow me to provide sound advice and directly respond to viewer questions about their personal finances," said Chatzky.

Executive producers are Beth O'Connell of NBC News and Elliot Jacobson of RLTV.



Chatzky

WOODWARD, BLITZER TO HEAD ICFJ DINNER

Bob Woodward and Wolf Blitzer will headline the 2012 International Center for Journalists (ICFJ) Awards Dinner Nov. 13 in Washington.

Woodward is booked to deliver the keynote, which will come one week after the presidential election. Blitzer is master of ceremonies.

ICFJ said it will present YouTube with its News Innovation Award for revolutionizing the way video news is distributed.

John S. and James L. Knight Foundation President and CEO Alberto Ibarguen will present two Knight International Journalism Awards -- one to Afghan broadcaster Sami Mahdi and a second to Kenyan investigative reporter Kassim Mohamed.

The event is slated for the Ronald Reagan Building and International Trade Center.

NBC's Ann Curry will pay tribute to photojournalist David Hume Kennerly.

Info: icfj.org/dinner.

NEWS OF PR FIRMS**FTI WORKS \$340M PAPER DEAL**

Smurfit Kappa Group, the European paper and packing giant, has called on FTI Consulting to support communications for its \$340M acquisition of U.S.-based Orange County Container Group.

OCCG operates packaging and retail display production, as well as recycling facilities in the southern U.S. and Mexico with about 2,800 employees, 2,000 in Mexico.

SKG, based in Dublin, is Europe's top producer of corrugated packaging with operations in manufacturing, recycling and forestry. The company said the deal will boost its share of the Mexico market from 12 to 17 percent and give it a small position in "an increasingly consolidated U.S. market."

FTI's Dublin office is supporting investor and analyst relations for the all-cash deal, announced Sept. 24.

TWS ENLISTS PR DEFENSE IN PROXY FIGHT

Clothing retailer The Wet Seal has engaged outside PR and proxy solicitation support as the company works to fend off a bid by Clinton Group to stack Wet Seal's board.

RLM Finsbury is working the PR front for Foothill Ranch, Calif.-based TWS, which sells clothing and accessories for young women in 551 stores branded The Wet Seal and Arden B. RLM partner Steven Goldberg and senior VP Kate Foley are handling the account.

TWS has also hired proxy firm MacKenzie Partners.

New York-based Clinton Group, which owns seven percent of TWS' shares, in late August said it would lobby TWS shareholders to replace four board members, arguing the existing directors have "failed shareholders."

"After years of strategy shifts, personnel changes and financial and operational mismanagement, it is time for shareholders to put in place a Board that will work feverishly to fix the damage, repair the brand and earnestly consider the Company's strategic alternatives," said CG's Joseph DePerio. "More of the same is simply not an option."

TSW on Sept. 24 released a letter from the company's existing board sent to shareholders outlining reforms and support for themselves, adding that noting negotiations with CG failed because the investment firm would not compromise.

"We believe the current board, with the new additions and the additional candidates prepared to join in the near term is a stronger group than what Clinton has proposed and is better suited to lead the company as it returns to a fast fashion strategy," said the letter from the board.

Clinton Group has engaged proxy firm Okapi Partners to aid its bid.

BRIEF: **Chevron** has hired **Capitol Counsel**, the firm of former powerful Republican Congressman Jim McCrery, for input on tax reform. The Louisiana Republican served as ranking member of the House Ways and Means Committee and was a member of the Joint Committee on Taxation. Chevron also uses BGR Government Affairs.

NEW ACCOUNTS**New York Area**

5W PR, New York/Majesco Entertainment, video game producer, for PR for its latest Xbox Kinect release, "NBA Baller Beats."

Laura Davidson PR, New York/The Allison Inn & Spa (Willamette Valley, Ore.) and Balcones Del Atlantico (Dominican Republic), for PR.

RED PR, New York/Miss Jessie's, treatments and styling products for naturally curly hair, and Flawless Entertainment & Promotions, talent casting, for PR.

Rubenstein PR, New York/ Ben Moon, vocalist, DJ and artist, for PR representation.

Raker Goldstein, Old Tappan, N.J./Bibi'z Restaurant, N.J. eatery, for PR.

Southeast

Mulberry Marketing Communications, Jacksonville, Fla./ITW Dymon, manufacturer of industrial maintenance, repair and operations specialty chemicals and marking products, as AOR for PR. The Olathe, Kan., company is a unit of Illinois Tool Works. Work includes media relations strategy and content development targeting cleaning professionals, facility managers and building service contractors.

KWE Partners, Miami/Adriana Hoyos, interior and furniture designer for the luxury hospitality industry, Bertram, luxury sportfishing yacht manufacturer, for social media marketing.

South

SJ Communications, Albuquerque, N.M./Snowshoe Mountain Resort, West Virginia, as AOR for PR. The resort has also brought in Sterling Rice Group of Boulder, Colo., for ads and hired David Dekema as director to oversee marketing, sales, PR and promotions.

DVL PR & Advertising, Nashville/Piedmont Natural Gas of Charlotte, N.C., for communications surrounding a major pipeline project in south Nashville and other PR efforts, and Jackson Purchase Energy Corp. of Paducah, Ky., for message development and comms. for electric rates and economic development projects.

Midwest

Communica, Detroit, Mich./TI Automotive, automotive supplier of fluid storage, carrying and delivery technology, as global advertising and marketing communications agency of record.

Mountain West

Outside Media, Columbia Falls, Mont./Alta Ski Area, Utah, for digital and PR initiatives, including a social media plan.

Southwest

Leverage PR, Austin/MHD Enterprises, reverse logistics, reverse logistics, redistribution of electronics and wholesale sourcing of computer products, as national AOR, including PR across all media, marketing and conference opportunities, awards, SEO and social media, and website redesign.

BizCom Associates, Dallas/Corner Bakery Cafe, for franchise development PR and marketing, and Taco Cabana, for consumer PR and marketing communications. Both are fast casual dining chains.

Canada

Kin Communications, Vancouver/Taipan Resources, independent Africa oil and gas exploration company focused on Kenya, for IR on a \$7,500/mo. retainer and 500,000 stock options.

— Greg Hazley

NEWS OF SERVICES

DEFINITION 6 ACQUIRES SYNAPTIC

Digital marketing services firm Definition 6 has acquired broadcast and digital PR company Synaptic Digital in a \$25M cash and stock deal.

Synaptic, formerly TheNewsMarket, which acquired a struggling Medialink in 2009 and has been backed with venture capital investment of \$25M since 2002, adds a robust PR client roster to the digital marketing capabilities of Definition 6, which said the deal creates a \$45M operation with 200 employees.

Michael Kogon, CEO of Definition 6, said Synaptic created an "incredible system" to help brands and PR firms get exposure and increase distribution and said the combined company can better leverage paid, earned and "owned" media.

Definition 6 scored a viral video hit in 2010 with Coca-Cola's "Happiness Machine."

LOBBYING SHOP FORGES STATE NETWORK

Lobbying firm Aronnax Public Strategies has unveiled the FedState Network, a combination of federal advocacy from APS and state-based lobbying from a network of firms.

APS said it has signed 11 state partners in Georgia, Idaho, Michigan, Minnesota, Mississippi, New Mexico, Puerto Rico, South Carolina, Texas, Virginia, and Wisconsin.

Drew Setter, principal at The Setter Group in Albuquerque, said his firm has secured a new client and expects two others to finalize contracts since the collaboration. "The idea of a seamless government affairs team – both federal and state – working on behalf of their interests was the major reason these clients decided to sign with us," he said.

PRECISE TAPS PRN VET FOR U.S. PUSH

Todd Grossman, VP of sales and client services in PR Newswire's broadcast and digital unit MultiVu, has moved to monitoring firm Precise in New York as managing director, Americas, to head the London-based company's U.S. push.

Group managing director Keir Fawcus called the 18-year PRN vet the "perfect choice" to lead Precise's U.S. business.

Precise's provides customized media and social analytics produced by a team of more than 100 sector analysts in the U.K. and the U.S. IT claims more than 5,000 organizations use its software.

At PRN, he was VP of customer service, sales director for EMEA, director of strategic planning and new business and VP of strategic channels, among other posts.

UPCOMING: International Association of Business Communicators and Prime Research slate their 2012 conference on global strategic communications and measurement for Nov. 12-13 at The Yale Club in New York. Cost: \$945. Details and justify memo are at: <http://bit.ly/W8Bee8>.



Grossman

PEOPLE

Joined

Heather Wilson, who ran Weber Shandwick's West coast corporate and crisis management unit out of Los Angeles, to Ogilvy PR, Chicago, as executive VP and director of its Chicago corporate group. She was previously a financial journalist at Dow Jones MarketWatch.

Garin Narain, director of basketball communications, NBA's Cleveland Cavaliers, to the Atlanta Hawks, as VP of PR.

Bill McQuillen, who covered trade and labor for Bloomberg News, to JDA Frontline, Washington, D.C., as VP of public affairs.

Lara Kavanaugh, who worked at Scales Advertising, BBDO Proximity and Carmichael Lynch, to Padilla Speer Beardsley,



Kavanaugh, Epstein

Minneapolis, as director of digital strategy

serving N.Y. and Minn. clients. **Amy Epstein**, managing director, ABI Marketing PR, joins as VP in N.Y.

Bryan Campen, director of new media strategy, Manifest Digital, to XCOR Aerospace, Mojave, Calif., as director of media and public relations for the commercial space vehicle maker. He was previously managing director at Blueeye Creative.

Max Martens, VP for Porter Novelli, to EvansHardy+Young, Santa Barbara, Calif., as VP of PR, handling clients like the Idaho Potato Commission, Chilean Avocado Importers Association and National Honey Board. Heather Dillon, a PR and social media consultant, joins as a senior A/E, PR.

Promoted

Amber Roberts to VP, leading the New York office of LANE PR, Portland, Ore. **Ted Lane** was upped to senior A/E and Rob Bitter to A/E.

Terrie Ard to president, Moore Communications Group, Tallahassee, Fla. She has been a senior VP since 2006 and will continue leading daily operations of the firm and counsel clients. Karen Moore is founder and CEO. Ard joined the firm as a PR assistant in 1995.

Angela Dasbach to VP of corporate affairs for refiner and petroleum marketer CVR Energy, Sugar Land, Tex. She joined CVR predecessor Coffeyville Resources in 2004 and was previously a senior comms. specialist at Harley-Davidson Motor Company.

Matt Coppola to A/E, MCS Healthcare PR, Bedminster, N.J., working accounts like Merck, BD, CSL Behring, Genentech and MannKind Corp.

Amanda Sefton to director of Ketchum's global healthcare practice, based in London, effective Dec. 1. Sefton, a partner in the firm since June, continues as MD of the London healthcare unit while a search is underway for her successor in that role, the firm said. She is a veteran of Ogilvy PR and Weber Shandwick.



Roberts

BURSON'S INT'L ARCHITECT WRITES MEMOIR

Bob Leaf, who presided over the development of Burson-Marsteller's international network, has written "The Art of Perception," a memoir covering his half-century in PR, which the author calls a business rather than a profession.

He's credited with opening the Soviet Union and People's Republic of China to PR and running campaigns for global giants such as Coca-Cola, Unilever and Johnson & Johnson.

Leaf counseled colorful characters like Rupert Murdoch and his media baron archrival Robert Maxwell, former Occidental Petroleum CEO Armand Hammer and King Constantine of Greece. He turned down an opportunity to represent Libya's Gaddafi-prior to the Lockerbie bombing-because "presenting a favorable image of the Colonel and his government would be too close to science fiction for my tastes."

The book is loaded with small gems, such as why Leaf was initially voted down for a board seat. During the early 1960s, every B-M employee had to sign in and sign out each day. If a person arrived after the 9 a.m. check-in time, he or she had to sign in with red ink. During the month prior to the board vote, Leaf had been late twice. He was late one time by four minutes and the other by six.

Wrote Leaf: "Bill Marsteller, who believed in perfection in all things, especially by anyone he felt strongly about, and who believed that being on time was the closest to godliness, had vetoed my board membership. ... From then on, I made a concerted effort to arrive by nine, and I was able to join the board three months later."

The author contrasts those days with today where "punctuality is a lost art. It was easier to find Osama bin Laden that it is to get people to arrive at a meeting on time these days."

Leaf, who remains an advisor to B-M, runs Robert S. Leaf Consultants in London.

The Art of Perception will be released Oct. 14.

PODESTA FILES ALBANIA WORK

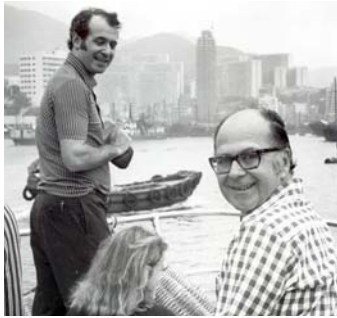
Podesta Group has registered a one-year \$60K monthly pact with Albania to help that southern European nation cement ties with the U.S.

Tony Podesta's firm will keep Albania's Council of Ministers updated on the American political scene, and maintain ties with Congressional staffers, reporters and the non-governmental organization community.

According to the contract that went into effect April 1, the CoM will pay the retainer at the beginning of each three-month period.

Besides advocacy, Podesta will assist Albania in international fund-raising activity to generate money for economic and social development.

The country has targeted the energy and tourism sectors for a push.



Leaf, left, with Harold Burson in Hong Kong, 1973.

FINZEL TO LEAD WAGGED D.C.

Ben Finzel, senior VP and head of Widmeyer Communications' public affairs practice in Washington, D.C., has moved to Waggener Edstrom in a similar role in the capital.

Finzel heads the D.C. office as GM and leads the tech firm's PA unit as senior VP.

WaggEd opened a D.C. outpost in 2004 under Torod Neptune, who left the firm in 2010 for a corporate post at Verizon.

Finzel left Widmeyer after more than three years working accounts like the American Gas Association and United Brotherhood of Carpenters.

Finzel's longest PR tenure was with Fleishman-Hillard in D.C., where he spent nearly 10 years exiting for Widmeyer as a senior VP in 2009. He was previously a communications director for the U.S. Dept. of Energy.

Finzel started out in politics as a press secretary to Rep. Tim Valentine (D-N.C.) and moved into PR a few years later at Edelman in D.C.



Finzel

FIRMS WORK \$118M GENOME DEAL

Chinese genome sequencing company BGI-Shenzhen is working with Brunswick Group in the U.S. and China as it moves to acquire Silicon Valley-based Complete Genomics in a cash tender worth \$117.6M.

Waggener Edstrom works with CG, which said the deal came after reviewing "alternatives" with its outside advisors.

The \$3.15-per-share deal will make CG a subsidiary of Shenzhen-based BGI, which has also engaged proxy firm Innisfree M&A.

Brunswick's San Francisco and Hong Kong offices are supporting media relations and PR counsel for BGI.

"The combination of the companies' resources provides an opportunity to accelerate our vision of providing researchers and physicians with the genomic information needed to prevent, diagnose, and treat cancers and other genetic diseases," Dr. Clifford Reid, chairman and CEO of Complete, said in a statement.

The cost of genetic sequencing has fallen in recent years as technology improves, increasing its potential for medical research and the development of treatments.

H+K STRATEGIES ADDS CLIMIE

Hill+Knowlton Strategies has hired David Climie as VP-communications in the Vancouver outpost of the WPP unit.

He's joining from QLT Inc., a biotech company involved in ocular therapies. Climie was VP-corporate communications and investor relations there.

Earlier, Climie held financial PR posts at PMC-Sierra, Finning International and Westcoast Energy.

Joy Jennissen, senior VP/GM of H+K's western Canada business, said in a statement that it's "rare that a candidate becomes available with the breadth of experience that David offers" and looks forward to the "insight and strategy that he will bring to our clients."

PR OPINION

Our journeys as a reporter have taken us to the doorsteps of three members of the Arthur W. Page Society—Diane Gage-Lofgren of Kaiser Permanente, Ray Jordan who just left Johnson & Johnson, and Jon Iwata of IBM—where we find all the doors are closed.

This is in spite of the “Page Principles” that say members are supposed to “Tell the Truth” and “Prove it with Action.”

Furthermore, they are supposed to “lay the ground-work for PR miracles with consistent and reasoned attention to information and contacts.”

Nowhere in the Principles does it say anything about listening to reporters or dealing with them. In fact, the third Principle says “Listen to customers.”

This sounds like the attitude of 1980 PR Society president Patrick Jackson towards reporters’ which was “duck ’em,” “screw ’em,” and “go direct.”

Employees of companies, say the principles, are to be “honest, knowledgeable ambassadors to customers, friends, shareowners and public officials.” There is no mention of media.

Arthur Page, son of Walter Page who co-founded Doubleday, Page and Co., was a graduate of Harvard and an aristocratic New York “club man,” according to a bio by Noel Griese in 2001. His memberships included the New York Yacht Club.

Heading AT&T PR from 1927-46, he at first hired ex-reporters as PR staff. But he soon found they were not knowledgeable enough about the company (or maybe not loyal enough) and replaced them with AT&T veterans.

Page was a vocal foe of President Franklin Roosevelt and his New Deal, saying it “imposed restrictions on liberty.” He blasted plans for federal economic planning and increased taxation in 1938, saying the government seemed to believe “that if no one is allowed to get rich all will be better off...in a country where the opportunity to get rich is banned the fate of the poor will be bad.”

PR Execs and Staff Unavailable

We don't know how someone is supposed to “tell the truth” if they are not going to listen to any of the facts. We tried to contact Jordan for nine years at J&J with questions about the Tylenol murders of 1982, whose 30th anniversary was Saturday. Neither he nor anyone on his staff was available. Jordan last month switched to Amgen.

Contact with Iwata was sought because he is the 2012 chair of Page and was chair of (PR) Seminar in 2007 when it dropped “PR” from its name. IBM's PR issues include the charge by longtime IBM watcher Robert Cringely that it is shipping tens of thousands of jobs overseas, damaging employee morale in the U.S.

Gage-Lofgren Chops up Assembly

Gage-Lofgren is wanted for questioning because she and staffer Laura Dunn are supervising the chopping up of the Oct. 13 PR Society Assembly into small groups for three hours. This is nothing less than the destruction

of the Assembly on the one day a year it meets.

The first four hours, from 8:30 a.m. to 12:30 p.m., are taken up with leader/staff speeches and a half hour break. There is no opportunity for delegates to address each other in open session.

Eight speeches are scheduled from 8:30-10 a.m.—three by chair Gerry Corbett, and one each by chair-elect Mickey Nall; COO Bill Murray; treasurer Kathy Barbour; Adam Aisner, past president of the PR Student Society, and parliamentarian Colette Collier-Trohan.

After a 10:30-11 a.m. “networking break,” there is a half hour nominating committee report by past chair Gary McCormick although no elections are being contested; a 15-minute report by McCormick on “PR Serving America”; Judy Phair making a half hour report on Certification in Education for PR; Frank Oviatt and Maria Russell speaking for 15 minutes on CEPR; Foundation president-elect Lou Capozzi speaking for 15 minutes, and Gage-Lofgren using 15 minutes to describe the three-hour “unconference” she will lead in the afternoon. A “town hall” is set for 4:30-5:30 p.m.

Dunn at first said the three hours will be an “unconference” where any topics can be posted on a bulletin board. But Gage-Lofgren then posted Sept. 12 on the PRS website that while “freedom” will reign, her committee has already come up with a “list of Assembly objectives and themes” and these include “growing and retaining the Society's membership, uncovering membership and growth development issues and finding ways national can support membership.”

But when we asked Gage-Lofgren for an explanation of this inconsistency, we got an e-mail from the KP legal staff saying we are “harassing” her and face possible legal action.

Marriott, Unlike Hilton, Aids Press Blockage

The San Francisco Marriott Marquis, where the conference will take place, has adopted a severe attitude towards us, demanding that we “register and wear PRS conference badges” and saying that hotel staff will “direct” us to the PRS registration desk if we don't wear them. PRS is refusing to give this reporter and an assistant press passes.

No one on the Marriott PR staff will deal with us, including PR head Kathleen Matthews (wife of Chris Matthews of MSNBC's “Hardball”) or Jeff Flaherty, director of corporate relations. E-mails are being traded with the hotel's event staff.

Marriott itself is aiding and abetting PRS's despicable, un-American anti-press policies.

Marriott's attitude is the opposite of that of the Hilton which was the scene of the 2010 conference in Washington, D.C.

Ellen Gonda, SVP of global corporate communications, agreed that we were being unfairly discriminated against and told Yann that if press credentials were given to one PR news medium they should be given to all. That is actually the law (Americans with Disabilities Act section 42, U.S.C. #12182(b)(ii)). Said Gonda: “I tried to reason with him but it fell on deaf ears.”

— Jack O'Dwyer