



**Jack O'Dwyer,
Editor-in-Chief**

O'Dwyer's Newsletter

**The Inside News of
PR and Marketing
Communications**

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ATLANTA REVIEWS ECONDEV PR

Invest Atlanta, the economic development entity for the city, is reviewing its six-figure PR account as its contract with Finn Partners winds down.

IA released an RFP on Sept. 28 calling for pitches through Oct. 10.

Twelve firms submitted proposals for the account in a competitive review last fall. Finn Partners has worked with Atlanta-based Wilbert News Strategies, which handles local program research.

IA wants a firm to develop and execute a strategic PR program support for its three goals – distinguishing Atlanta among investors and the public, promoting IA's services to companies and organizations, and creating a wider understanding of the authority.

Bill Cronin, VP for IA who is handling the review, said Finn's contract expires in November.



Officials from Invest Atlanta and local tech companies rang the Nasdaq opening bell on March 9.

GOODYEAR ROLLS NEW GLOBAL COMMS. CHIEF

Paul Fitzhenry, VP of corporate communications for Tyco International, joined Goodyear Tire & Rubber Co. on Oct. 8 as its chief communications officer.

Fitzhenry, 53, who takes a senior VP, global comms. title, moved to Tyco in 2007 from Pfizer as the then-\$41B conglomerate reorganized after a split into three companies. He oversees global comms., as well as operations of Goodyear's iconic airships.

Ed Markey continues as VP, corporate comms., for Goodyear.

Fitzhenry started out as a reporter in Toronto before moving to PR. Earlier stints included The Upjohn Company and Pharmacia with postings in U.S., Canada and Europe.

Roger Rydell, VP of global business communication for Goodyear, left in February to head marketing and communications for Parallon Business Solutions in Nashville. Christopher Curran heads comms. and PR as a VP for its North American tire business.

Goodyear, based in Akron, Ohio, had 2011 revenue of \$22.8B.



Fitzhenry

LOCKHART EXITS FACEBOOK

Facebook VP of global communications Joe Lockhart is stepping down a year and a half after moving to the social network.

Reports noted Lockhart's desire to stay on the East Coast played a role in his exit from the Palo Alto-based company.

Lockhart, a White House press secretary for President Bill Clinton, founded PR and public affairs shop Glover Park Group, which was acquired by WPP last November. The firm has major operations in New York and Washington.

Glover Park has done work for Facebook. A FB spokeswoman suggested the company could still work with Lockhart after his exit.

Lockhart joined Facebook in July 2011 to oversee its corporate, policy and international comms. teams after the company was reportedly considering Obama press secretary Robert Gibbs for the slot.

Elliott Schrage, an attorney and Google vet, heads corporate communications and public policy for Facebook.



Lockhart

FREMONT SEEKS SILICON VALLEY CRED

Fremont, Calif., has tapped San Jose-based The Hoffman Agency to mount a PR strategy to burnish its image as a "first-class, business-friendly Silicon Valley city."

The contract, approved Oct. 2, outlines a \$195K budget for the first year with three year-long options at \$120K each. Its main two tenets are PR and digital push to create a standalone website on the city's business proposition.

The city, the San Francisco Bay Area's largest suburb and which sees itself as a "strong player" in Silicon Valley, said in a June RFP that it wanted to "communicate a positive impression" and position Fremont as part of the Valley. That includes connecting officials to "the fabric of Silicon Valley," according to its contract.

Seven firms pitched and Hoffman emerged from a group of four finalists.

Fremont was the home of the bankrupt solar panel maker Solyndra. Its factory in the city was purchased by Seagate in August.



EDELMAN CELEBRATES 60TH ANNIVERSARY

Edelman CEO Richard Edelman paid tribute to his father and firm founder, Dan, and Chicago, hometown of the No. 1 independent, during his talk Oct. 1 to celebrate the 60th anniversary of the firm.

Speaking before a packed audience at the stately University Club of Chicago, Edelman called himself a proud Chicagoan who committed “an act of treason” when he moved to New York to head up the Big Apple office. A reason for the shift: “People in Chicago keep calling me Dan,” he joked.



Richard Edelman speaks Oct. 1 in Chicago.

Photo: Kevin McCauley

Chicago, according to Edelman brims with creativity and recognition of the importance of client service that make it “one of the best cities in the world for a communications firm.” Ever the shrewd businessman, Dan saw an opportunity to work with many of Chicago’s ad agencies to extend the reach and credibility of their advertising, he said.

Edelman spoke about the changing communications scene that presents great opportunities for firms that can help clients evolve from “rules-based leadership to principles-based leadership.” For instance, Edelman said instead of “waiting for government to respond and regulate,” business must address the issues and challenges of our time. “It should move from license to operate, to license to lead, setting the agenda on issues like fracking, establishing the context and then proving performance through transparency,” he said. PR, at its best, can help move business and society forward in a complex world. “Let’s compete not just with other PR firms but with ad agencies and digital firms for budgets and for ideas that are catalysts for change,” urged Richard.

There’s a need for PR to lead under the public engagement framework, he said: “Fittingly, it’s the leadership Dan always believed that PR should have. He believed it sat above advertising in the communications hierarchy.”

Personal Thank-You’s

Richard thanked the many clients in the audience and members of his family. He praised mother, Ruth, “who in every sense of the word has been my dad’s business partner in building Edelman from the beginning. No one believed more or gave more than she has.”

Ruth received a rousing standing ovation.

He commended brother, John, for “starting our human resources function a decade ago, then helping us continue our involvement in the community,” and sister, Renee,” for “championing the technology sector at Edelman, now our second-largest line of business.”

He concluded: “To Dan, it is a rare gift to find work that sustains you, and keeps you curious for a lifetime. But it is rarer yet to share that gift for 34 years with your father.”

DRUG MAKER IN OUTBREAK GETS PR HELP

The Massachusetts drug manufacturer at the center of a meningitis outbreak that has killed at least four people and spread to five states has brought in PR support as it suspends operations.

The New England Compounding Center, based in Framingham, Mass., is working with Boston firm O’Neill and Associates to tackle to the crisis.

The Food and Drug Administration and Centers for Disease Control held a joint press conference Oct. 4, noting the outbreak has been traced to a steroid drug made by NECC infected with fungus and traced to patients who received injections for back pain in Tennessee, North Carolina, Florida, Virginia and Maryland.

NECC said Oct. 4 that it is working closely with state and federal authorities and has initiated a series of recalls and suspended operations.

The FDA is urging medical professionals not to use any NECC products, although the company says there is no indication of any issues with other drugs.

“We have voluntarily suspended operations while we assist authorities in this investigation,” NECC said in a statement via the PR firm. “The fatalities and illnesses confirmed today by the CDC and FDA are tragic. The thoughts and prayers of everyone employed by NECC are with those who have been affected.”

TEXTILE SOFTWARE DEV. SEEKS U.S. FIRM

Textile and industrial fabrics software developer Lectra is on the hunt for a PR firm with fashion sector experience and media connections in New York and Los Angeles.

Lectra North America is asking for proposals to build recognition of the Lectra brand in the U.S. fashion industry as a “business partner and a pioneering company.” It also wants to create awareness for its software, particularly in the design, 3D CAD and PLM areas.

Paris-based, publicly traded Lectra had first-half revenues of 99.5M euro. Jahmin Lee, senior manager, communications, for Lectra, has details (ja.lee [at] lectra [dot] com).

PEPSI POURS ON PR WITH 'X'

PepsiCo is working with entertainment PR firm PMK.BNC on the launch of Pepsi X, a new beverage to be chosen among four options by fans in a tie-in with FOX’s “The X Factor.”

Pepsi let contestants and fans of the singing competition sample four flavors earlier this year during a 15-city tour by the program. The winning flavor, dubbed Pepsi X, will be revealed during the show and goes on sale as a limited edition on Oct. 8.

Scott Floyd, COO for PMK, is heading the account for the Los Angeles-based firm, which is owned by Interpublic and formed by the merger of BNC and PMK/HBH in late 2009.

Eric Whitehouse, director of marketing for Pepsi, said the deal with the singing competition “has given us the opportunity to further engage with our passionate consumers.”

SCARDINO EXIT SPURS TALK OF FT SALE

Marjorie Scardino, a journalist by training who resisted past calls to divest the *Financial Times*, is stepping down as CEO of Pearson at the end of the year after a 16-year run.

She will be succeeded by John Fallon, the 50-year-old head of the world's largest education company's international unit.

Scardino's departure triggers speculation about the potential sale of Pearson's no-fit FT and Penguin book operations. The education sector generates 75 percent of Pearson's revenues and 80 percent of pre-tax profit. It employs 15,000 people in 70 nations.

Wall Street puts Rupert Murdoch's News Corp., owner of the *Wall Street Journal*, along with exiting New York Mayor Mike Bloomberg's media empire, and Thomson Reuters among potential suitors for the FT trophy property.

Fallon heads Pearson's international education business, which includes the fast-growing markets of China, India, Brazil and South Africa.

Pearson, in its release, calls the international division "fundamental" to its growth strategy.

Pearson chairman Glen Moreno praised Scardino for shifting the business portfolio "towards all kinds of learning, its geographic exposure towards fast-growing economies and its product mix towards digital and services. It has been a radical and highly successful transformation."

Scardino was editor of the *Georgia Gazette* and CEO of The Economist Group before joining Pearson.

U.K. FUND TARGETS MURDOCH

A big British institutional investor has announced support for the shareholder resolution to strip the chairman title from News Corp. CEO Rupert Murdoch and give the position to an independent director. The measure faces a vote at News Corp.'s Oct. 16 annual meeting slated for Los Angeles.

Hermes Fund Managers Ltd. says it's backing the proposal put forward by the Christian Brothers Investment Services and Local Authority Pension Fund Forum.

Hans Hirt, global head of corporate engagement at Hermes, said his organization believes "News Corp has still not sufficiently addressed the significant shareholder concerns about its board structure and corporate culture highlighted at last year's annual meeting. The time is right for the company to appoint an independent chair in order to rebuild trust, and ensure that the interests of all investors are more properly represented."

His statement does acknowledge recent changes by the company, including the recruitment of outside board members, that were made following the phone hacking scandal.

News Corp. maintains that it can better "execute its strategy and business plans to maximize value" with Murdoch in both posts.



Scardino

The company also believes there is "no established consensus that separating the roles of the CEO and Chairman is a corporate governance best practice or that such a separation enhances returns for stockholders."

The Murdoch family controls about 40 percent of News Corp.'s voting shares.

CANNING JUMPS FROM ABC TO NBC NEWS

Andrea Canning, an ABC News correspondent, has moved to NBC News' "Dateline" as a correspondent, contributing to MSNBC, "Today" and "NBC Nightly News."

Canning covered the White House, Congress, the Supreme Court and Iraq War for ABC's NewsOne affiliate service.

She was also a fill-in anchor for "Good Morning America" on weekends and contributed to ABC programs like "20/20" and "Nightline."

Her 2010 interview with actor Charlie Sheen at the height of his spate of odd behavior raised her profile.

She earlier worked for Cincinnati ABC affiliate WCPO-TV and earlier NBC's West Palm Beach affiliate WPTV.

Canning joins Chris Hansen, Hoda Kotb, Josh Mankiewicz, Keith Morrison and Dennis Murphy as correspondents.

David Corvo is the senior executive producer, Liz Cole is the executive producer and Lester Holt is the primary anchor of "Dateline."



Canning

WSJ RECRUITS CONDE NAST VETERAN

The *Wall Street Journal* has recruited Nina Lawrence, publisher of Conde Nast's *W* fashion magazine, as VP-global marketing & advertising sales, responsible for development for print/digital platforms and events.

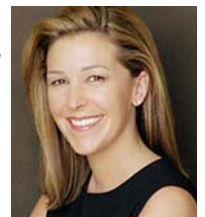
Lawrence, a 15-year veteran of CN, took the *W* post in 2005. Earlier, she was VP/publisher of CN's bridal group, and publisher of *Brides* and *Mademoiselle*. Lawrence also worked for *Disney Adventures* and *Discover Magazine*.

Michael Rooney, WSJ's chief revenue officer, said in a statement that Lawrence's experience and track record will benefit advertisers as they "seek to further distinguish themselves with our high-quality, discerning audience."

The WSJ on Oct. 5 unveiled a new luxury real estate stand-alone section called "Mansion," which it bills as a "home of both aspiration and real estate."

The debut issue's front-page feature covers the Winston-Salem and Harlem homes of poet Maya Angelou.

There's also reports on tech titans scooping up beachfront properties in Los Angeles and the transformation of a London lunatic asylum into an apartment complex favored by pop stars and soccer players.



Lawrence

MEDIA NEWS continued**DEMAIO NAMED VP FOR SLATE**

Anthony DeMaio, sales director for the Washington Post Digital's Eastern region for the past five years, has moved to Post-owned web property Slate, as associate publisher and VP, sales. DeMaio takes over for Matt Turck, who was named Slate publisher last month.

DeMaio was previously at Engage Media and Lycos Corp.

AOL TO PUBLISH ON YOUTUBE

AOL said its entire original video content library will be distributed and "monetized" on YouTube, a move that includes its cache of 20,000 clips from outlets like The Huffington Post, TechCrunch and Moviefone.

AOL and YouTube's parent, Google, are the two largest video content properties by number of video streams per month, according to comScore's Video Metrix (August 2012).

Ran Harnevo, SVP of Video, AOL, noted: "AOL and YouTube are two of the biggest names in online video today, which makes this deal an important milestone, not just for us, but for the industry as a whole."

The videos will be published across 22 channels on YouTube.

In addition to news clips, the video content includes original series "Beyond the Battlefield" and "Little Women, Big Cars."

J&J CEO THROUGH TYLENOL CRISIS DIES

James Burke, CEO of Johnson & Johnson during the 1982 murders of seven people via cyanide-laced Tylenol capsules, died Sept. 28 in New Jersey. He was 87.

Burke is a vaunted figure in PR case studies and his leadership during the Tylenol crisis was mentioned in the first line of his *New York Times* obituary on Oct. 1, which noted his actions are "regarded as a textbook example of how to handle a public relations crisis."

Burke, who received the Medal of Freedom from President Clinton in 2000 for his later work with the Partnership for a Drug-Free America, retired from J&J in 1989, credited with branching the company out into products like shampoo and medical devices.

J&J said company sales grew more than threefold during his tenure to \$9 billion.

"While his accomplishments were significant and shaped Johnson & Johnson as a global, health care concern, Burke's career will likely be best remembered for his steady leadership of the company during the Tylenol poisonings in 1982 and 1986," the company said in a statement.

His death comes days after the 30th anniversary of the Tylenol murders.

The reality of Burke's handling of the crisis, however, contrasts sharply with an embellished version that has prevailed in some PR studies.

Burke and J&J are often credited with acting immediately, but the lauded recall of all Tylenol from store shelves was actually ordered six days after the first deaths were announced. By then, many stores had already pulled the product from shelves.

After a New York woman was killed by a poisoned

Tylenol capsule four years later, Burke and J&J said they would stop selling products in capsules. It was at a news conference announcing this move in 1986 that Burke apologized when asked by a reporter if he was sorry.

The narrative of immediate action which was touted by the company went mainstream in the 2000 film "The Insider," when tobacco whistleblower Jeffrey Wigand, played by actor Russell Crowe, said Burke acted in an "instant."

"James Burke, CEO of Johnson & Johnson, when he found out that some lunatic had put poison in Tylenol bottles, he didn't argue with the FDA, he didn't wait for the FDA to tell him, he just pulled Tylenol off the shelves in every store right across American instantly," Crowe's character said in the film.

In a news release announcing Burke's death, J&J included a quote from former Capital Cities / ABC chairman and CEO Thomas Murphy, a Harvard classmate of Burke's: "Jim Burke believed 100 percent in the Johnson & Johnson Credo, as he exemplified when he took Tylenol off the shelves (in 1982 and 1986)."

J&J settled out of court with the victims' families in 1991, a week before a trial was to begin.

Tylenol regained its market share a year later, although J&J spent an estimated \$300M on advertising and PR for the brand, according to *Time* magazine.

Burson-Marsteller handled the crisis and aftermath. The PR Society gave the firm and its client a special Silver Anvil Award in 1983 after it lost in the crisis category to Hygrade Hotdogs, which used PR to recover from a tampering problem.

The Tylenol murders have not been solved, although the FBI re-opened the case in 2009.

BIN LADEN FILM TO DEBUT BEFORE ELECTION

National Geographic Channel said Oct. 5 it will premiere its full-length feature film "Seal Team Six: The Raid on Osama Bin Laden" on Nov. 4.

The film, directed by John Stockwell and produced by "Hurt Locker" Oscar-winner Nicolas Chartier, is the channel's first broadcast of a film inspired by actual events.

Critics of the White House have questioned access given to writers and producers by the Obama administration. The scheduled debut is just days before the presidential election.

"We all know now the ultimate outcome of the president's decision to green light the mission," said Stockwell. "But what was fascinating to me were all the potentially disastrous outcomes of the decision to give the go ahead to the raid that the movie highlights. It hopefully gets inside the challenges of making a decision that could have derailed a presidency."

Netflix will make the film available a day after the premiere.



Scene from 'Seal Team Six'

Photo: The Weinstein Co.

NEWS OF PR FIRMS**F-H PARTNERS WITH U.K. CONTENT FIRM**

Fleishman-Hillard has entered a multiyear partnership with the U.K. marketing trends and content firm Contagious Communications, to provide services to F-H clients.

Dave Senay, president and CEO of F-H, said Contagious will work the firm to offer clients "break-through information, insights and inspiration."

Contagious provides original and curated content, counseling services and trend tracking, among other offerings.

F-H, part of Omnicom, also becomes exclusive partner of Contagious' first Most Contagious event slated for Dec. 12 at Kings Place in London, set to examine global trends, technologies and brand-funded innovations considered "most disruptive" during the past year. The event is based on Contagious annual "Most Contagious" report, now in its fifth year.

D&E MARKS 60 YEARS W/ PRO BONO WORK

Dix & Eaton, Cleveland, is marketing its 60th anniversary with a community service-minded pro bono program to give 60 hours of professional services to an organization.

The firm, which has also deployed a team and sponsored the JDRF Walk to Cure Diabetes, said the efforts reflect the ideals of its founders. "John Dix and Henry Eaton were passionate not only about serving their clients but also about serving the community that provided the foundation for their business," said Scott Chaikin, chairman and CEO.

Chaiken said the pro bono program, dubbed "60 for 60," will help a not-for-profit group, small business or start-up in northeast Ohio with communications and counsel. Info: dix-eaton.com/60for60.

LIGHTS OUT AT BRIGHT LIGHT

Bright Light Marketing is closing in mid-December so its owner Lynette Lo Tom can pursue her "passion for cooking in the culinary industry," according to a letter she sent to clients.

The Honolulu-based firm was founded more than 20 years ago and is a top ten firm in the Aloha State with billings in the \$2M range, reports *Pacific Business News*. Its 40-member client roster features Hawaii Tourism Authority, Hawaii Pacific Federal Credit Union and Hawaii Medical Service Assn.

Lo Tom is closing the shop with "mixed emotions," but intends to spend some time on PR working from her home.

BRIEFS: **Bliss PR** is re-branding as Bliss Integrated Communication, a move the firm says reflects its evolution over the past five years away from PR as a "siloe" function and toward a broader offering of integrated services. Bliss has released a whitepaper, "2012 Survey of the Journalist's World," based on a poll of more than 100 journalists on "what they want, how they want it and their outlook for the future." Managing director Elizabeth Sosnow said "integrated communication" does a better job of highlighting the firm's role as "marketing problem-solvers" accountable for business results. Info: blissintegrated.com.

NEW ACCOUNTS**New York Area**

DiGennaro Communications, New York/Feld Entertainment, entertainment events producer, for regional PR for its Ringling Bros. and Barnum & Bailey property for the New York Metro area, following a competitive review. B&B's Tri-State area tour kicks off in March 2013.

Trylon SMR, New York/Streamworks International, online video news, as AOR for U.S. media relations.

5W PR, New York/TuneCore, six-year-old digital music distributor, for PR. TC distributes music via outlets like iTunes, Amazon MP3, Spotify, Rdio and Google Play, among others, and launched a music publishing administration business in 2011.

Hanna Lee Communications, New York/X Wine Consortium, group of artisanal, family-run wine and spirits producers from Sicily, including Alcesti, Marco De Bartoli, Cantine Intorcia, Fina Vini srl, Pupillo and G. B. Distillati, for strategic event marketing consulting and media relations outreach in the U.S. market.

The Marino Organization, New York/Biagio Cru and Estate Wines, Long Island-based importer of fine wines, for PR.

East

360PR, Boston/ Sun Country Foods, to introduce its Kretschmer Wheat Germ brand to a new generation of consumers via PR and Facebook development. The 75-year-old brand is the largest brand of wheat germ in the U.S.

Gibraltar Associates, Washington, D.C./CytoDyn, biotech focused on therapies for combating infection with immune deficiency viruses like HIV, for corporate communications and IR.

Southeast

Diamond PR, Miami/Alma del Pacifico Beach Hotel and Spa (Costa Rica), hotel resort, for PR following a \$500K renovation in 2011.

Midwest

GolinHarris, Chicago/Dow Building and Construction, a unit of existing client The Dow Chemical Company that combines Dow Building Solutions and Dow Construction Chemicals, to lead PR work for the individual businesses in North America, and for the business unit as a whole.

Southwest

Sammis & Ochoa, San Antonio/Moni's Natural, gluten-free pasta sauces and salad dressings, for PR.

West

Ogilvy PR, San Francisco/Lunera, LED interior commercial lighting; Ostara, water treatment and nutrient recovery systems; Project Frog, technologically-advanced component buildings, and ZeaChem, biorefinery platform, for PR. Ogilvy West offices in Los Angeles, Sacramento and Denver will assist.

JMPR Public Relations, Woodland Hills, Calif./Infiniti, luxury auto unit of Nissan, as AOR for its product and lifestyle communications efforts in the U.S., including media relations.

International

Peregrine Communications, London/Wells Fargo & Co., to increase the bank's profile and provide media relations across Asia and Europe targeting wealth management, retail and institutional investors.

The Hoffman Agency, Seoul/Twitter, for PR in the Korean market.

— Greg Hazley

NEWS OF SERVICES**ALPAY ELECTED NIRI CHAIR**

Hulus Alpay, VP-IR for Medidata Solutions Inc., will succeed Derek Cole of ARCA biopharma as chairman of the National Investor Relations Institute at its annual meeting next month.

He ran his own firm and worked at Makovsky + Co. and Morgen-Walke. Alpay has counseled CEOs and board members on key issues, such as issues management, Sarbanes-Oxley Act, corporate governance, Regulation FD and management of investor perceptions.

Alpay began his career as a lobbyist for the State of Connecticut before moving to Merrill Lynch Asset Management and the New York Mercantile Exchange.

Jeff Morgan, who was executive VP of the Futures Industry Assn., has headed NIRI since Jan. 2008.

MARKETWIRE ADDS THREE TOP EXECS

Marketwire has added three new members to its management team in a move the news release and digital PR disseminator said will "propel the next stage in its rapid expansion."

President and CEO Michael Nowlan said Marketwire is in a period of "aggressive growth and innovation" and the new hires come as the company rolls out new services.



Delaney, Bennett, MacDonald

James Delaney, president of global sales for Dunn & Bradstreet and a veteran of JPMorgan Chase & Co. and Verizon, was named COO to head day-to-day-operation

Jeff Bennett, founder of ServiceVantage, was named senior VP, client experience and Victoria MacDonald, who built an HR unit for Takeda Canada, was tapped as VP of human resources.

MW is owned by Toronto-based private equity firm OMERS.

BRIEFS: IR services company **InvestorIdeas.com** has unveiled a mobile offering that allows publicly traded companies to optimize IR content for iPhone, iPad and Android mobile devices. **TNS** has released re-engineered version of its ConversionModel brand tracking service that takes into account people's feelings toward a brand, as well as external factors like price and availability. Jan Hofmeyr, head of behavior change at TNS, says the new model tackles some of the fundamental weaknesses of traditional research. "These issues have been long ignored by the research industry, but are profoundly important to ensure an understanding of customer behavior that is accurate and predictive."

PEOPLE**Joined**

Patrick Wixted, a sports PR and social media guru and former PR director for the NFL's Washington Redskins, to Ketchum's New York-based sports and entertainment unit as a VP and client services director. Wixted was with the Redskins for six years in PR and media relations roles before moving to the agency side in digital PR for entertainment clients like Disney and ESPN at New Media Strategies in D.C. He left NMS in June. He is a regular panelist on the PR and social media conference circuit. Ketchum, part of Omnicom, said Wixted is the most senior of a handful of new hires, including A/Ss **Chris Smith** and **Allison Goldstein**, A/E **Danielle Dussault**, and associates **Rachel Brueno** and **Sofia Vrani**.

Liz Burke, A/S, DKC PR, to Harrison Leifer DiMarco, Rockville Centre, N.Y., as a senior A/M. She is a former traffic anchor at NBC-4 and CBS-2.

Marie Condron, senior VP, communications, consumer banking, to Hershey Cause Communications, Los Angeles, as a VP. She led marketing and communications for the Los Angeles Area Chamber of Commerce and served in the Office of L.A. Mayor Jim Hahn.

Jessica Boulanger, VP at New Media Strategies, to the Business Roundtable, Washington, D.C., VP of communications, to oversee digital outreach, media relations, advertising and member communications. She reports to SVP Tita Freeman. She is a veteran of Capitol Hill, working for House Republican leadership, including as press secretary to then-Majority Whip Roy Blunt (R-Mo.).

Harvey Valentine, senior VP, Hawthorn Group, to Story Partners, Washington, D.C., as a senior VP. Also, **Kate Connors**, director of comms., PhRMA, joins as a VP and **Caleb Smith**, director of new media for the House Committee on Financial Services, signs on as digital director.

Jorian Weiner, who handled PR, marketing and internal comms. for The Ritz-Carlton Resorts of Naples, to The Setai, Miami Beach, as marketing communications manager.

Promoted

Kathy Kelly-Brown to senior VP, communications, NBCUniversal News Group. She was VP, corporate comms. and media relations, NBCUniversal.

Jay Leveton, a Burson-Marsteller executive VP and veteran of its Penn Schoen Berland research unit, to interim CEO of PSB, following the exits of partners Mark Penn for Microsoft and Michael Berland for Edelman. Leveton has spent his entire 15-year career with PSB and B-M, both WPP units, running the PR firm's advertising, digital, consumer brand marketing, and media practices and handling research for corporate and Democratic political clients at PSB. Leveton, who retains his EVP role, reports to B-M president/CEO Donald Baer.



Alpay



Burke



Leveton

PR PROS SEARCH FOR THE 'ALPHA IDEA'

A Weber Shandwick panel Oct. 4 talked about the Holy Grail-like hunt for the "alpha idea," a concept that crosses platforms, channels, continents, minds and hearts, during an Advertising Week presentation made at B.B. King's Blues Club in Times Square.

Gail Heimann, vice chair at WS, moderated the panel that included clients Cristine Cea, director of marketing communications at Unilever, and Mark Burrell, co-founder of social platform company Tongal.

Heimann spoke about how an alpha idea is a disruptive force that defies conventional wisdom.

An example: a boutique hotel ran a "Stay the Night. Steal the Art," promotion that had guests trying to pilferage a Banksy artwork.

The WS exec cited the Israeli-Palestinian blood donation drive that was forged by the Shimon Peres Foundation, an organization dedicated to peace in the Mideast.

That Cannes Award-winning campaign carried the theme, "Could you hurt somebody who has your blood running in their veins."

Cea highlighted the work of Wharton School assistant professor of marketing Jonah Berger, who believes it's better to create "contagious talkable content" than to target influentials.

He developed the ASPECTS model to spur "talkability." The seven ASPECTS points are "Advertise themselves" (Apple's white ear buds), "Social Currency" (people care about what others think about them), "Practical Value" (dining, technology and education sections are most viral sections of the *New York Times*), "Emotion" (encourages people to share), "Common Ground" (weather, sports and food topics connect with people) and "Triggered" (cues to remind people of a product).

Heimann sees the need for communications people to "re-calibrate" the big story mentality to the "most engaging stories" orientation.

For instance, the media in 2011 devoted much space to the killing of Osama bin Laden, Japanese earthquake and Casey Anthony murder trial.

Yet, the *Wall Street Journal's* "most shared" story of the past year was the one about "Tiger Mom," who famously returned a birthday card to her daughter because it wasn't good enough, while "The Happy Marriage is the 'Me' Marriage" was the No. 1 viral story of the *New York Times*.



Christine Cea, director of marketing communications, Unilever; Gail Heimann, vice chair, Weber Shandwick, and Mark Burrell, co-founder, Tongal.

IAMS TO HEAD COMMS., MARKETING FOR PPG

Bryan Iams, principal advisor, communications, for FedEx Ground, joined \$15B industrial chemical, paints and materials giant PPG industries as VP of corporate communications and marketing on Oct. 1.

Earlier in his career, he handled the PPG account during a seven-year-stint at Burson-Marsteller.

Prior to PPG, Iams worked communications for the \$9.6B Pittsburgh-based FedEx Ground unit since May. He previously handled external comms. for Bayer Corp. and headed strategic and external comms. for its MaterialScience division in 10 years with the company.

Publicly traded PPG, which had \$14.9B in 2011 revenue, is based in Pittsburgh. Iams reports to executive VP J. Rich Alexander.

OGILVY TACKLES ISLAMIC ECONOMIC FORUM

Ogilvy PR's Singapore office will lead global PR for the World Islamic Economic Forum, slated for December in Malaysia.

The account includes engagements in the U.K., Malaysia, Indonesia and Singapore for the eight annual event. A London roundtable was held Oct. 3 by the WIEF Foundation, which produces the event.

Heads of state from Qatar, Liberia, Malaysia, business leaders and other officials are slated to attend. Ogilvy, which has a branding practice focused on Muslim customers, Ogilvy Noor, is handling the World Economic Forum for the sixth straight year.

"The world's Muslim populations are undergoing unprecedented transformations, which we believe will have a lasting impact on the global economy," said Ogilvy Noor president John Goodman.

ALGAE LOBBY USES DC BLOOM FOR PR

The lobbying group for the commercial algae sector have mounted a PR push to leverage a nuisance bloom of algae in one of Washington, D.C.'s most iconic landmarks.

The Algae Biomass Organization, via Seattle PR firm Scoville PR, urged the National Park Service to delay draining the Lincoln Memorial Reflecting Pool of algae, after the *Washington Post* reported the NPS' frustration with a thick layer of algae and scum that grew after a \$34M overhaul of the pool's water system.

The Park Service spent the stimulus funds over two years on the new system to use river water from a nearby Potomac River tidal basin to fill the pool, rather than city drinking water. The new circulation system was activated on Aug. 31.

Algae Biomass Org executive director Mary Rosenthal acknowledged the frustration that algae bloom has caused, but said it also highlights the resilience and utility of the plant.

"While we would never advocate using the pool to produce algae full time, it is a highly visual reminder that the attributes of algae which frustrate consumers are the very same that make algae ideal as an industrial raw material," she said. The reflecting pool episode occurred just days before the ABO's sixth annual Algae Biomass Summit in Denver.

Despite the plea, however, the Park Service drained the pool on Oct. 3 to clean it.

PR OPINION

This is an open letter to PR Society COO Bill Murray whose lies and insults have reached excessive levels.

His 1,089-word Oct. 4 e-mail to consumer advocate Christopher Elliott repeats the lie that the National Press Club “conceded” wrongdoing by this reporter when it did no such thing. <http://tinyurl.com/93www3b>.

Murray, in the same e-mail, insulted New York State Senator Liz Krueger by charging her with unfairness in refusing to meet with him.

Murray and PRS leaders are the last ones to complain about failure to get a hearing since they regularly deny that to this reporter and many of their most senior members.

Four Fellows who sent them questions in 2010 were ignored. <http://bit.ly/9N25um>.

A group of professors who pleaded for a PDF of the discontinued printed directory of members were ignored.

No input from the Assembly was ever obtained on that decision nor on the decision to move h.q. to downtown New York for 14 years.

It's time for senior PR people to call on Murray and tell him to stop the lying and combat with the press and/or members, just like senior GOP leaders went to President Nixon in November 1973 and told him resignation was the only way to go. <http://tinyurl.com/9hrrd3l>

PRS' reliance on legal concepts, which has cost it \$528,423 in law firm bills in the latest seven available years, has been overdone.

The \$75K average annual legal bill is the equivalent of having a full-time lawyer on staff. In addition, PRS this summer hired law school grad Stephanie Cegielski as associate director of PR instead of a PR or communications grad.

Lawyers are combatants while PR people are conciliators and mediators.

PRS Lies about NPC & SPJ

VP-PR Arthur Yann on Oct. 19, 2011 told the same lie about what NPC said and added another one on what the Society of Journalists said about this reporter. <http://tinyurl.com/3grkx8l>.

NPC said PRS described actions of mine that were “unfortunate” and “even highly disagreeable” but NPC did not accept the truth of such charges nor did it use the word “concede” in any of its forms. PRS has falsely injected that word.

NPC, which reiterated its stand last week, said that whatever the charges, and it examined them, they were not enough to bar *O'Dwyer's* reporters from the 2011 conference.

SPJ told this writer that it did not want to get involved in the “dispute” between us and PRS. But the Yann posting said my conduct “prompted SPJ to invite Mr. O'Dwyer to resign his membership.” SPJ did no such thing.

On top of that, Yann then posted on PR Newser March 14, 2012 that PRS “does not maintain a boycott against the O'Dwyer organization or any media outlet.”

That denial came after PR Newser editorialized against the boycott. PRS is marred by inconsistent, contradictory policies and practices.

It cannot reasonably ignore NPC and Senator Krueger.

Murray Criticizes Krueger

The Oct. 4 e-mail by Murray does not even mention Senator Krueger by name but refers to her a “sitting politician.” It berates her for backing NPC's criticism of PRS, which she did “wholeheartedly.” Murray complained she made the criticism “without first asking for our side of the story.”

Senator Krueger listened to the world's biggest press association, which had had “a very cordial and extended conversation” with executive director Bill McCarren (in the words of Yann himself) and decided that there is “no other side” to a press boycott.

The PRS tradition of blocking input will be on display this Saturday at the Assembly. Scheduled are four hours of speeches in the a.m. by 12 leaders and staff with no time allotted for discussion among the delegates. A “town hall” is set for 4:30 p.m.

O'Dwyer Is “Small NL and Website”

The Murray e-mail describes the O'Dwyer Co. as “a small newsletter and website related to the PR industry.”

Ignored is the monthly O'Dwyer's magazine which has just published its 56-page October Healthcare issue; O'Dwyer's Directory of PR Firms now in its 42nd edition and listing 1,700 firms, and O'Dwyer's PR Buyer's Guide, now in its 22nd edition and listing nearly 1,000 products and services in 60 categories.

Unique visitors to odwyerpr.com totaled 36,429 in the Aug. 27-Sept. 26 period and page views were 182,531. Users spend a lot of time on the site.

The New York Times called O'Dwyer's “the bible of PR” and rightly so because three major features on PR in NYT were based on O'Dwyer research, the 1,800-word piece by Claudia Deutsch May 31, 1987 detailing the downsizing of corporate PR and the rise of agency PR; Dean Rotbart and the financial press, 1993, and the death of PR queen Denny Griswold, 2001.

Legal Rampage Goes on at PRS

We are far from the only victims of legal overkill by PRS.

Members are confronted with 13 pages of harsh “Terms of Use” rules when they access the members' area of the website.

On page three they are told PRS “may suspend any account where violations of these TOU policies are suspected. We reserve the right to disable your account at our sole discretion without explanation.”

On page 8 it says searches of the members' directory and PRS website are “PRS's own records” and will be reviewed “at any time.” This is PRS spying on its members. The words “sole discretion” (for PRS) appear five times. Our lawyer says members don't have to pay any attention to this set of “rules” because “coercion” is involved and it is “not a contract.” There were no negotiations with members.

— Jack O'Dwyer