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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CUOMO PLUGS IN NBC VET FOR COMMS.

Allison Gollust, who left the executive VP/corporate communications slot at NBC Universal after its merger with Comcast in 2010, was named director of communications for New York Governor Andrew Cuomo.

Richard Bamberger, who previously worked for Cuomo since 2008 when the governor was attorney general of New York, is stepping down from the governor's office after nearly two years in the post.

Gollust, a 14-year NBC vet, was chief spokeswoman for NBCU and CEO Jeff Zucker, who also left after the Comcast merger, after stints heading NBC News communications, a tenure which included the death of Tim Russert and changes from Katie Couric to Meredith Vieira at "Today" and from Tom Brokaw to Brian Williams on the "NBC Nightly News."

"Allison is a consummate professional who has a wealth of experience in communications and management," Cuomo said in a statement.

She previously directed communications for Major League Soccer's Colorado Rapids and started out in journalism.

Cuomo, a prominent Democrat expected by many to run for president in 2016, was elected in 2010.



Gollust

## BURSON ASIA-PACIFIC CHIEF RESIGNS

Burson-Marsteller Asia-Pacific CEO Bob Pickard has resigned from the firm, effective the end of the year, after nearly three years at the WPP unit.

Pickard, who said he will be on "garden leave" starting next week, said in an email he is pursuing another opportunity which will be announced in the coming months. He helped build Edelman's North Asia presence from scratch in 2005 and joined B-M in 2010.

B-M said chief client officer and former U.S. CEO Pat Ford will take over the Asia-Pacific operation on an interim basis amid a search for a permanent replacement for Pickard. He has been based in Hong Kong for the last several months, the firm said.

B-M's Asia-Pacific unit includes 19 offices across Japan, China and Hong Kong, South Korea, Australia, India, Malaysia, Singapore and Indonesia. It also has 11 affiliates adding New Zealand, Pakistan, Thailand, Taiwan, Sri Lanka, Bangladesh and the Philippines.



Pickard

## HUAWEI DIALS UP APCO, F-H

APCO Worldwide and Fleishman-Hillard work the lobbying beat for Huawei Technologies, subject of a scathing Congressional report that charges the Chinese telecom company poses a risk to U.S. national security.

APCO, which began work for Huawei in 2010, collected \$180K of the company's \$820K in first-half lobbying outlays. It handles foreign investment and security-related issues, as well as contact with the U.S.-China Economic and Security Review Commission.

APCO's team includes Barry Schumacher, senior director of international policy who joined the D.C. PR firm in '87 after working trade policy issues for Florida Governor Bob Graham. He's assisted by former Rep. Don Bonker (D-WA) and Brian McLaughlin, ex-research assistant for Sen. Richard Durbin and for the Senate Homeland Security Committee.

F-H picked up Huawei earlier this year for the "Congressional review of cybersecurity procedures of telecommunications manufacturers and any legislative proposals of federal agency policies regarding cybersecurity and foreign telecommunications manufacturers" according to its filing statement.

Bill Black, co-chair of F-H's global PA practice, leads the Huawei push.

China's Commerce Dept. has slapped the House Intelligence Committee report as "based on subjective conjecture and untrue foundations." It believes the Committee has "made groundless accusations against China."

Huawei blistered the House findings as "China bashing."

## SOCCER INVESTOR SHOOTS FOR PR

An investment group targeting the professional soccer sector in the U.S. and U.K. is on the hunt for a firm to develop a PR plan and guide media relations.

The group, Football Ventures Corp., based in Mount Pleasant, S.C., has released an RFP open through Oct. 31. FVC said it plans to release a second RFP for investor relations services in the near future.

The group wants a firm with understanding of public companies within the finance, sport and tech industries. The RFP says it wants to acquire a 20-plus-year-old soccer club in the U.S. for a major re-branding, as well as soccer ventures in the digital space and purchase of a U.K. club, as well.

Jon Pritchett, a former vice chairman of Raleigh-based French West Vaughan and CEO of AstroTurf maker AstroTurf USA, is director of football operations for FVC. RFP: <http://bit.ly/TTBY8G>.

## **NEXEN TAPS C&B FOR CHINA TAKEOVER**

Nexen Petroleum, the Houston-based unit of Canada's Nexen Inc., has tapped Covington & Burling to work its proposed \$15B acquisition by China National Offshore Oil Corp.

C&B's team includes the legendary government relations pro Martin Gold. Along with the late Howard Liebengood, Gold built Gold & Liebengood into D.C.'s fifth largest lobbying firm before selling to Burson-Marsteller in 1989.

He also served as counsel to Senate Majority Leaders Howard Baker and Bill Frist and Sen. Mark Hatfield.

Gulf of Mexico assets represent about 10 percent of Nexen's overall assets. The Committee on Foreign Investment in the U.S. is examining the transaction.

CNOC has hired Hill+Knowlton Strategies and sister company Wexler Walker Public Policy Associates to work the deal.

## **ORSBORN RETURNS TO SRI**

Dan Orsborn has returned to head Santa Monica-based SelectResources International's PR search practice.

After joining SRI a decade ago, Orsborn spearheaded searches for Nike, Wal-Mart, Gap, California Milk Advisory Board, Old Navy, Discover Financial Services and Intel.

The more than 20-year veteran of the PR business headed Porter Novelli's Los Angeles office, worked as managing director of U.S. business/client development at Burson-Marsteller, and ran an eponymous consulting firm.

Catherine Bension helms SRI, which says it handled 500 reviews, searches and projects worth more than \$20 billion in media billings since its founding two decades ago.

## **LEGAL DEFENSE FOR COACH GETS PR**

The legal team for Todd Hoffner, the Minnesota State University football coach being investigated on felony child pornography charges, has brought in PR help as his defense pushes for a dismissal.

Minneapolis-based Tunheim Partners is handling PR in the case working for Hoffner's legal defense team at the Maschka, Riedy & Ries Law Firm. Bill Robertson, of counsel at Tunheim and former VP of communications for the NHL's Minnesota Wild among other sports PR posts, confirmed the Tunheim assignment.

Hoffner's legal team said Oct. 8 that it has asked that all charges be dismissed after investigators found no child pornography on seized computers and electronic devices of Hoffner, who is on paid administrative leave from the Mankato university. That followed a county report which said there was no need for intervention by child services in the case as it found no evidence of child sexual abuse.

Hoffner's arrest in August drew national attention after videos of his three children – reportedly naked and touching themselves – were found on his work-issued mobile phone.

Hoffner's defense has said the videos of his kids were innocent, "private family moments."

## **RUSSIAN TELECOM IPO TAKES HIT**

The billion-dollar London initial public offering of Russian mobile phone giant MegaFon suffered a blow Oct. 9 as Goldman Sachs pulled out as the lead investment bank over reported governance concerns.

Citigate Dewe Rogerson's London and Moscow operations are supporting PR for Megafon, which is controlled by Russia's wealthiest individual, Alisher Usmanov.

The *Financial Times* reported that Goldman has bailed as adviser to the offering after comments by Usmanov about plans to restructure his assets, which include the Arsenal soccer team and Russian steel interests.

Forbes pegs Usmanov's worth at \$18.1B, listing his profession as oligarch.

In an Oct. 9 statement released overseas, MegaFon's CEO Ivan Tavrin said the share offering would proceed in the fourth quarter. "This is the right time for our IPO," he said. The company did not outline a price or size of the offering but Reuters pegged estimates from \$2-3B.

MegaFon, Russia's No. 2 mobile phone company with a market share of about 27%, said its shares would be listed on the London Stock Exchange.

Citigate executive VP Chris Barrie leads a financial practice team from London for MegaFon. Dmitry Manakov, managing director, is on the account from Citigate/Moscow. Citigate is part of Huntsworth.

## **BGR TIES UP THAILAND**

BGR Government Affairs has inked the Royal Thai Embassy to a one-year \$360K contract covering economic development and foreign policy matters regarding the U.S.

Haley Barbour's firm will represent Thailand before Congress, state governments, think tanks and academic institutions. It will provide PR advice and assistance with American media outlets.

BGR's contract includes a "performance security" provision that calls for the Embassy to retain five percent of the monthly fee that shall be paid to the firm following completion of the contract.

In the event that BGR terminates the contract before completion of a specific assignment, it agrees to pay a .01 percent daily penalty of the professional fee until the task is done.

BGR reports to Thanavit Sinhaseni, the embassy's charges d'affaires.

## **U.N. WOMEN'S GROUP SEES OUTREACH**

The United Nations Entity for Global Equality and the Empowerment of Women is mulling pitches to help to extend blogger outreach, according to an RFQ.

The job calls for "creating an audit, mapping and strategy to maximize the organization's overall presence and influence online."

The organization credits online media for helping it to "move from one-way communication to interactive dialogs with its online constituency."

Its potential PR partner will advise on which high impact blogs to target and manage accounts on high-profile blogs such as Huffington Post, Daily Kos and Feministing.

**PENSKE MEDIA SCOOPS UP VARIETY**

Penske Media, which is headed by the son of racing legend Roger Penske, has purchased *Variety* for \$25M from Reed Elsevier, owner of the Hollywood trade pub since 1987.

Jay Penske's company is the owner of Deadline.com, which attracts 2.4M unique visitors per-month compared to *Variety*'s 320K.

He called the 107-year-old *Variety* "one of the world's premier entertainment news source" and "one of the most recognized global media brands."

He plans to extend *Variety*'s brand presence "across the web, broadcast, mobile and international markets."

PM also counts *HollywoodLife* and *Hollybaby*, which are managed by Bonnie Fuller, former editor of *US Weekly*, among its holdings. Its collection of online brands reaches a combined audience of more than 83M unique visitors per-month.

The company received financing for the *Variety* deal from Third Point, the hedge fund that triggered the management upheaval at Yahoo.

**MARIE CLAIRE EXPANDS STAFF**

*Marie Claire* has hired *Vogue* veteran Riza Cruz and *Cosmopolitan*'s Tracy Shaffer to buttress the fashion magazine that is owned by Hearst and Marie Claire Album.

Cruz takes on the executive editor slot when she reports to duty on Oct. 29. She has been a senior editor at *Vogue* since 2006. Earlier, Cruz was features editor at *Real Simple* and editor at *Business 2.0* and *Vanity Fair*.

Shaffer was entertainment director at Cosmo and has the same title at Marie Claire. Prior to Cosmo, she was managing director at PMK Public Relations, handling Johnny Depp, Billy Crystal and Mariah Carey. At MC, she is responsible for celebrity and entertainment content.

Cruz and Shaffer report to Anne Fulenwider, editor-in-chief.

**END OF ERA AT MEDIA GENERAL**

Media General has sold the *Tampa Tribune* to a group organized by Revolution Capital Group for \$9.5M a deal that completes its exit from the newspaper business.

Marshall Morton, CEO of MG, said the deal marks a "bittersweet day" for the Richmond-based broadcaster that has TV stations in 18 markets.

Robert Loring, managing partner of RCG, called the *Tampa Tribune* a newspaper with strong brand equity and a long history of serving its readers, advertisers and community exceedingly well."

MG has benefited from the presidential campaign as its stations in the battle ground states of Ohio, Florida, Virginia and North Carolina report an upswing in political advertising.

The company projects political advertising to generate nearly \$60M in 2012 revenues.

MG bought the *Tribune* in 1927.

**HARTMAN NAMED GROUP PUB AT TIME INC.**

Jed Hartman, has been named group publisher of news and business at Time Inc., responsible for *Time*, *Fortune*, *Money* and CNNMoney.com.

In the new post, Hartman is in charge for ad sales and marketing, "allowing him to harness the collective power of these tremendous brands to provide smart, creative and scalable solutions for our advertising partners across every print and digital platform," according to a memo from Todd Larsen, Time Inc. executive VP, who recently joined from Dow Jones & Co.

Before joining Time Inc., Hartman was publisher of *The Week* for a three-year stint.

**AMANPOUR LAUNCHES GIRLS' ED DRIVE**

Christiane Amanpour, ABC News global affairs anchor and CNN chief international correspondent, launched the 10X10 global campaign to promote education for girls and young women during an event Oct. 10 at the Paley Center for Media in New York.

Tied to the United Nations' first International Day of the Girl, the gala featured novelist Marie Arana and Shabana Basij-Rasikh, managing director of School of Leadership, Afghanistan, who as a child in that country dressed as a boy to get an education.



Photo: 10x10

The event debuted the trailer of the movie "Girl Rising," which tells the stories of girls from across the globe seeking to get proper educations.

Girl Rising will be out next spring with voice-overs from Meryl Streep, Kerry Washington, and Selena Gomez.

10x10 is a partnership of Documentary Group, Paul Allen's Vulcan Productions and Intel.

**LEMANN TO STEP DOWN AT COLUMBIA**

Nicholas Lemann is stepping down as dean of Columbia's Journalism School at the end of next June after a ten-year stint.

He plans to take a one-year sabbatical and then return to the facility.

In his announcement, the *New Yorker* staff writer thanked Columbia president Lee Bollinger and his J-School colleagues for putting their "extraordinary trust in me," making it "possible for me to have the happiest season of my career here in the dean's office."



Lemann

A search committee, headed by Bollinger, will begin the hunt for Lemann's replacement later this month.

The J-School is celebrating its centennial.

Lemann will continue his work as an author and writer for *The New Yorker*.

**MEDIA NEWS continued****CONDE NAST LAYOFFS HIT EDITORIAL, PR**

Company-wide layoffs at Conde Nast have hit most of the company's media properties as well as corporate communications, according to reports.

Among the 60 or so staffers let go was VP of media relations and digital corporate communications strategy Susan Portnoy, a six-year Conde Nast vet and former PR director for Oscar de la Renta, according to CN's *Women's Wear Daily*.

The *New York Post* reported Oct. 5 that the company slashed budgets by about 10 percent for the current fiscal year and is mulling budget cuts for next year with a goal of another five percent.

WWD said Portnoy and another comms. staffer were that unit's casualties. Portnoy's duties will fall to senior VP/corporate comms. Patricia Steele.

**CHICAGO IS TOP LOCALE FOR U.S. MEETINGS**

Chicago leads all U.S. cities as the preferred location of meeting planners, according to a survey of that group by Development Counsellors International.

The Windy City, with 20.8% of support of planners, edged San Diego (18.5%), San Francisco (18%), Las Vegas (16.3%) and New York (14%), among U.S. cities.

Meetings with destination representatives carry the most influence among planners, they said, followed by dialogue with industry peers, and industry and personal travel experiences.

Only two percent said social media is currently influential in shaping their perceptions of destinations.



Convention bureaus are the top evaluation points for planners and the most common interactions they have.

Meeting planners singled out San Diego, Orlando, Chicago and Las Vegas as the leading destination marketing organizations in the U.S.

Internationally, London (20.2%) was the top choice, followed by a tie between Barcelona and Paris (10.1%), as well as Singapore (7.3%) and Hong Kong (6.2%).

Among trade pubs, *Meetings & Conventions* is read by 56% of respondents, while 42% said they read *Successful Meetings*.

More info on the study is at [www.aboutdci.com/winningstrategiesindestinationmarketing](http://www.aboutdci.com/winningstrategiesindestinationmarketing).

**GH TAPS JURNOS FOR 'BRIDGE'**

GolinHarris has installed two former TV news journalists to head the Dallas and Chicago hubs of its digital "real-time" PR unit Bridge.

Stephanie Matthews, a veteran producer who joined GH in April from NBC5 in Dallas-Fort Worth, will serve as Bridge chief for Dallas, where the firm handles

MetroPCS, PetSmart, Cisco and Texas Instruments.

Jay Foot, most recently a digital media consultant who stepped down as news planning manager for Fox Chicago News earlier this year, has joined the firm and been named Bridge chief for Chicago.



**Matthews, Foot**

Martin Frizell, who joined the firm in London last month, heads the Bridge operation there.

GH created the Bridge program as part of an organizational revamp last year. The firm says the unit has staff use traditional media analysis, social media conversations, daily briefings with influencers, and monitoring of live broadcast coverage to capitalize on "short-term" PR opportunities.

**NYC SLATES MEDIA CENTER IN DUMBO**

The New York City Economic Development Corp. is creating an 18,000 sq. ft. "Made in NY" media center in Brooklyn's Dumbo neighborhood to provide workspace for professionals in the film, TV, new media, advertising, marketing, gaming and branding businesses.

It is scheduled to open next spring at 20 Jay Street, a New York City landmark building that once housed America's largest coffee roaster and packager.

Mayor Michael Bloomberg said in a statement that the Center will help connect the 1,000 tech start-ups, estimated 200 films and 165 TV/online programs that are currently in production across the city. The surrounding area has 57K college students and a flourishing tech/arts community.

The Center will have affordable short-term rental work areas: community workspaces, post production suites and two to three anchor tenants.

NYCEDC chief Seth Pinsky said the Center "will help ensure that the next generation of creative and business talent critical to the continued expansion of this industry is seeded and nurtured right here in New York, helping to cement our city's status as one of the world's great centers of innovation for generations to come."

**TIMES PLANS BRAZIL EDITION**

The *New York Times* said it will launch an online Portuguese-language edition for Brazil to be unveiled in 2013. The Times said it is looking to reach a readership that is "educated, affluent and connected with the rest of the world."

The edition will feature English-to-Portuguese translations of its stories alongside original work by local writers. About one third of the reporting will be original content designed specifically for the Brazil site, the Times said.

From 30 to 40 articles will be published per day along with photography. Graphics and multimedia will be introduced over time.

Earlier this year, The Times launched a beta Chinese-language Web site which will officially launch next month.

**NEWS OF PR FIRMS****QUINN BUILDING MIAMI OFFICE**

Quinn & Co., a New York firm that handles travel, real estate and food/bev clients, is opening a Miami office this month.

Jim Lee, who recently built up the Chicago office of Wagstaff Worldwide, has been tapped as senior VP to head the new outpost. Quinn said he is currently scouting office space.

The firm has previously handled Florida clients like The Ritz-Carlton Palm Beach, Harbor Beach Marriott, and Walt Disney World Swan & Dolphin from New York.

"Travel is sizzling; real estate is red-hot, and Miami is on fire," said president Florence Quinn, adding that the area is the "doorway" to the Caribbean and Latin American business, as well.

Lee was previously at Development Counsellors International and started out as a TV reporter in Florida.

**DIFFUSION CROSSES THE POND**

London-based Diffusion has opened a New York office with four staffers handling clients in the consumer, tech and mobile sectors.

Diffusion co-founder Ivan Ristic makes the move to head the new outpost. Dan Tudesco, a Brodeur vet, is a new hire in the Big Apple.

"Too often the clients we were speaking to stateside were unsatisfied by lazy newswire-driven campaigns that generate coverage that's a mile wide but an inch deep," said Ristic. "It's time to retire the shotgun approach to PR."

Charter clients include mobile phone recycling service SellCell.com and mobile software developer Antenna.

**DEVRIES TEAMS WITH IPG UNIT IN LONDON**

DeVries Global, part of Interpublic, is teaming with IPG-owned London unit Slam PR to form DeVries Slam, the firm's first London operation.

Helena Bloomer, managing director of Slam, heads the office.

DeVries has also named Weber Shandwick executive VP Michelle Tham as managing director, DeVries Asia, based in Singapore. WS is also an IPG firm.

Slam clients include Zippo, Tanqueray Gin, PepsiCo, Beats by Dr. Dre and Durex.

**HANDELSMAN HANGS SHINGLE**

Adam Handelsman has unveiled SpecOps Communications in New York to offer strategic PR and content creation services.

He's building a firm based on the military's special operations model to feature elite teams of PR experts "not bound by the confines of big-firm mentality," according to his announcement.

Handelsman spent the last three years at Keith Lippert and John Heilshorn's LHA investor/media relations shop and was earlier with Ronn Torossian's 5W Public Relations. He plans to partner with LHA on integrated projects. (Info: specopscomm.com)

Handelsman told O'Dwyer's that going out on his own "has been a dream of mine for a very long time and I am very excited about the future."

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

**Lou Hammond & Associates**, New York/Bristol, R.I.; Hotel Saint-Barth Isle de France (St. Barth, Caribbean); Laucala Island Resort (Fiji); Gaillard Center (Charleston, S.C.), future home of the Charleston Symphony Orchestra and a venue for arts education; The Haunted Attraction Association, and The Garden City Hotel (Long Island, N.Y.), for PR.

**Cohn & Wolfe**, New York/Children's Health Fund, provider of mobile pediatric medical care for kids in need in the U.S., as pro bono AOR, including creative and digital support for its 25th anniversary benefit concert with co-founder Paul Simon.

**5W PR**, New York/Vinod Gupta, entrepreneur and philanthropist and CEO of Everest Group, parent to companies like expresscopy.com and infofree.com, for PR.

**Susan Blond, Inc.**, New York/Intigold Mines, Canadian mining company, for media relations in the U.S. IM trades on the TSX Venture Exchange.

**East**

**Burness Communications**, Bethesda, Md./Presidential Commission for the Study of Bioethical Issues, for public outreach and engagement, following an RFP.

**Young & Associates**, Washington, D.C./Interfolio, higher education credential management and committee-based decision-making services, and Wolfe Domain, generic top level domain brand advisory firm, for PR, including media, analyst and blogger relations, corporate marketing and social media.

**Articulon**, Raleigh, N.C./Nagoya University, Japan, a previous client of the firm, for PR and marketing efforts including online advertising and media relations for its third annual roundtable event, Diagnostics and Molecular Therapeutics, in N.C.

**Southeast**

**Trevelino/Keller**, Atlanta/eVerifile, employee background screening, for PR. The company was acquired earlier this year by entrepreneur, Mark Wilson, along with partners, Frontier Capital, The Yucaipa Companies, Magic Johnson Enterprises and Plexus Capital.

**Oberhausen Marketing & PR**, Miami/Critical Care of South Florida (PCCSF), group of pediatric intensivists who specialize in treating hospitalized children, as AOR for PR and marketing.

**West**

**Public Communications Worldwide**, Garden Grove, Calif./NYNE, audio and multimedia acoustic products for mobile devices, for consumer, trade and online PR.

**Bolt PR**, Irvine, Calif./Smashburger, for PR in Orange County, where at least 20 new eateries are planned over the next five years.

**aLine media PR**, Los Angeles/StyleSaint, fashion media and e-commerce company, for PR.

**Blaze**, Los Angeles/Hangar 24 Brewery, Redlands, Calif., as AOR, including media relations and an integrated blogger strategy for the brewery and its products.

**International**

**Grayling**, London/Brintons, 200 year old British carpet manufacturer bought by The Carlyle Group in 2011, for corporate comms. in the U.K. and U.S. following a three-way pitch. Mary Whenman, managing director of Grayling's U.K. corporate & financial practice, and Sophia Harrison, director, financial & professional services, lead the account. — **Greg Hazley**

**NEWS OF SERVICES****LEXISNEXIS ADDS TVEYES TO LINEUP**

LexisNexis Business Information Solutions and TV and radio monitoring company TVEyes have forged a multiyear agreement for TVEyes to provide a consolidated feed of indexed television and radio content.

The first content from the deal will be from BBC TV and radio and Independent Television News in the U.K., which will be made available to LN subscribers in the legal, corporate, tax, government, academic and non-profit sectors. Users can search the media content by keyword to find and play clips.

David Ives, CEO of TVEyes, said business, government and political users want real-time notification and historical search of broadcast content "and they're willing to pay a premium for it."

**APO BREAKS UP WITH PR NEWSWIRE**

The African Press Organization said it has terminated its three-year partnership with PR Newswire, effective Jan. 1, 2013.

The deal included dissemination for PRN in the region and providing content from African clients.

APO said it is now the sole supplier of press release wire distribution and monitoring on the continent.

APO say it is an exclusive supplier for pan-African press release distribution of France Télécom - Orange, Airtel, the African Development Bank, the International Criminal Court, and also works with Western Union, MasterCard, Merck, as well as agencies Weber Shandwick, Hill & Knowlton and Africapractice, among others.

**HISTORY FACTORY RE-BRANDS**

The History Factory, a Washington, D.C.-based "heritage management" firm, has unveiled a new brand identity focused on a revamped website, <http://www.historyfactory.com>.

Bruce Weindruch, founder and CEO, said the brand lost its "inherent playfulness" over the past decade. "As we enter our thirty-fourth year, there's a renewed energy in our culture," he said. "This branding is right for the next era."

**NC PR GROUP NAMES BOARD**

The Raleigh Public Relations Society has elected its new board for a term to run until November 2013.

Stephanie Llorente, PR manager for Butterball, was named president of the group. Kelly Hubbard, A/E, Largemouth Communications, is vice president; Crystal Roberts, owner/principal, Mountaintop Productions, is secretary, and Eva Hornak, comms. manager, S.T. Wooten Corporation, is treasurer.

The board handles professional development programs and the group's annual Sir Walter Raleigh Awards for Excellence in Communication.

**BRIEF:** Laura Desmond, Global CEO of Starcom MediaVest Group, has been named as vice chair of the board of directors of the **Ad Council**. She joined the board in 2009 and will replace Debra Lee, who is chairwoman & CEO of BET Networks, as chair of the Council in 2014. Marc Pritchard, P&G's global brand building officer, is currently Council chair.

**PEOPLE****Joined**

**Naeran Rubio**, comms. manager for defense and homeland security tech provider DRS Technologies, to Konica Minolta Business Solutions U.S.A., Ramsey, N.J., as manager of corporate communications, including managing its analyst and media relations programs.

**Amanda Glasgow**, who left MSL for a global consumer marketing role with Edelman in San Francisco in April, re-joins MSLGroup North America, as consumer practice director in its Schwartz MSL unit in San Francisco. Glasgow, who originally joined MSL in 2003 from Text 100, also replaces Renee Wilson as the firm's global

**Glasgow**

client engagement director for P&G, its largest global account. Wilson, who was named president for North America last month, takes the role of executive sponsor of the P&G.

**David MacKay**, marcomms. consultant and former senior VP for Fleishman-Hillard, to Finn Partners, Washington, D.C., as a partner. He heads regional integrated marketing efforts and serves as the first Washington-based partner of its Polskin Arts & Communications Counselors division.

**Jodi Johnston**, news anchor and reporter for WGRZ-TV, to First Niagara Financial Group, Buffalo, N.Y., as director of corporate media relations and first VP. First Niagara Bank has 430 branches in New York, Pennsylvania, Connecticut and Massachusetts.

**Lainey Canevaro**, senior VP, consumer and lifestyle brands, Edelman, to Ketchum, Chicago, as senior VP and Midwest brand practice leader, effective Oct. 22. She was previously with the Special Olympics.

**Linda Romanello**, A/E, Gilbert Displays, to InGear PR, Pembroke Pines, Fla., as account director handling pro A/V clients. She was an A/D at D. Pagan Communications and managing editor of Studio/monthly.

**Promoted**

**Kerry Anne Watson** to president of PR, The Zimmerman Agency, Tallahassee, Fla. She is a 12-year vet and retains her senior VP title within the marcomms. agency.

**Sidney Salter**, journalist-in-residence, Mississippi State Univ. Libraries, was named director of the Office of University Relations at MSU. He serves as chief spokesman and marketing officer.

**Salter**

**Robert Ferguson** to VP, global Cadillac brand, a new post at General Motors, Detroit. The Public Strategies veteran handles marketing, brand management and advertising for Cadillac. He joined GM in 2010 and is VP for global public policy and earlier was at AT&T.

**Andrea LePain** to VP, media relations, Greenough, Boston. She joined two years ago after serving as managing editor for regional news channel NECN.

**Logan Pratt** to associate A/E, McNeely Pigott & Fox PR, Nashville.

## **SUSTAINABILITY PRO JOINS POWELL TATE**

Cindy Drucker, who was in charge of global sustainability at S.C. Johnson & Sons, has joined Weber Shandwick's Powell Tate unit.

As executive VP in the social impact practice, Drucker will counsel clients on creation of CSR and "green" strategies.

At S.C. Johnson, Drucker rolled sustainable programs for top brands including Windex, OFF!, Ziploc and Glade.

Earlier, Drucker was director of public engagement for the Presidential National Commission on the BP Deepwater Horizon Oil Spill and senior advisor to the CEO of the World Wildlife Fund on climate change, energy and conservation measures.

She also was VP at Cone Inc., senior VP at Solomon McCown and VP at consultant Environmental Futures.

## **ICR WORKS SHUTTERSTOCK IPO**

Shutterstock, the digital imagery giant, is working with ICR for investor relations counsel on its \$76.5M Oct. 11 initial public offering.

ICR senior VP Denise Garcia, who handles the firm's Internet and e-commerce clients, is heading the IR account.

The nine-year-old New York-based stock photo company in March tapped Ogilvy PR as its PR agency of record.

Shutterstock's shares debut Oct. 11 – selling 4.5M shares at \$17 – on the New York Stock Exchange under SSTK.

Meagan Kirkpatrick, an IAC/InterActiveCorp. vet, heads in-house communications for Shutterstock.

The company claims a database of 20M photos, vector graphics and illustrations, adding about 80K each week.

## **JOELE FRANK WORKS OSHKOSH ICAHN DEF.**

OshKosh Corp., the military, emergency and commercial truck manufacturer, has brought in PR help as it mounts a defense against activist investor Carl Icahn's hostile takeover bid.

Joele Frank, Wilkinson Brimmer Katcher's New York office is supporting OshKosh's Wisconsin-based communications unit, led by VP/comms. John Dagett and VP/IR Patrick Davidson.

OshKosh, in a statement, noted Icahn failed to get his six director nominees on the company's board at its last annual meeting and said it will advise shareholders of its position on the latest offer within 10 days. In addition to PR support, it has brought in Goldman Sachs and two law firms – Skadden, Arps, Slate, Meagher & Flom and Foley & Lardner.

Icahn, who says there are "long standing problems" facing the company, went public with his \$32.50-per-share offer earlier today, a 21% premium on its Oct. 10 share price.

The takeover is subject to election of his slate of directors to Oshkosh's board.

"We believe that mismanagement of this company has resulted in a lost decade of shareholder value," Icahn

said. OshKosh makes vehicles like fire and emergency trucks, personnel lifts, military transports and various other commercial trucks.

Fiscal 2011 revenue topped \$7.5B.

## **GEPHARDT GRABS GOP PLAYER**

Rob Epplin, who has nearly 25 years of experience working for Republican politicians, has joined Gephardt Government Affairs as VP.

Most recently, Epplin was legislative director for Maine Senator Sue Collins and staffer on the Senate Finance Committee.

Earlier, he handled tax and trade matters for Gordon Smith of Oregon, worked as analyst in the Office of Management and Budget and was staffer at the Dept. of Education under Lamar Alexander.

He began his Senate career in 1993 as advisor to Oregon's Bob Packwood on budgetary, economic, foreign affairs, and defense issues.

GGA, which is the firm of former House Majority Leader and Democratic presidential contender Dick Gephardt, is the home of Republican strategists Scott Brenner (ex-Federal Aviation Administration spokesperson) and Tom Blank (Transportation Security Administration alum).

## **PR SNAPSHOT: WENDY'S REVAMPS**

Wendy's, with support from Ketchum, unveiled a new store design and logo Oct. 11 in a bid to "contemporize the brand."



**Rendering of new restaurant and logo design for Wendy's.**

The revamp includes "Image Activation" restaurants that feature a modern design which includes lounge seating with fireplaces, flat-screen TVs, Wi-Fi and digital menuboards.

## **U.N. PALESTINIAN UNIT SEEKS PR PRO**

The United Nations Relief and Works Agency for Palestinian refugees in Jordan, Lebanon, Syria, Gaza Strip and West Bank is looking for an external relations and projects officer based in Amman, Jordan.

It advertises the post as part of the Arab Partners unit of the external and communications department.

The Agency, created in 1949, describes its role as helping 5M Palestinians "achieve their full potential in human development, pending a just solution to their plight."

The listing is at <http://unjobs.org/vacancies/1349229097025>. Applications are due Oct. 26.

**Biz Stone, co-founder of Twitter, told more than 2,000 attendees** at the PR Society Conference in San Francisco Oct. 14 that his mission is to help people to connect with each other.

He described Twitter as a "triumph of humanity" rather than a "triumph of technology."

Stone's view is that the more connected people are the more likely they are to be happy and successful.

Not only Stone but others have said that Twitter played a major role in fomenting unrest against dictators in Tunisia, Egypt and other Middle East countries.

Life began, he has noted, when amino acids organized into proteins. He recalled he originally worked in Boston "as a single cell." But then he started working with others and "our organism grew more complex and cool things happened. Twitter was a cool thing. Twitter allows people all over the world to join forces and make amazing things happen."

Stone told the PRS audience to "manufacture" their own opportunities and look for "creative solutions" to problems. He also urged them to be committed to what they are doing including being "emotionally attached" to their businesses.

Success in a capitalist society, he said, should include not only financial success but "joy."

#### **Steele, Westergren, Cotte also Speak**

Other speakers on the program include Michael Steele, political analyst for MSNBC and former Republican National Committee chair; Tim Westergren, founder of digital music service Pandora, and June Cotte, Ph.D., consumer behavioral specialist and assistant professor at the Richard Ivey School of Business.

The opening night reception last night was at the Sony Metreon, a 350,000 sq. ft. space on four levels that includes 15 motion picture theaters and numerous entertainment and technological attractions.

The Metreon was a short distance from the conference hotel, the San Francisco Marriott Marquis.

#### **Six Directors Are Now At-Large**

Election of officers and board members of the Society went off as scheduled since there were not contested positions. Chair and CEO for 2013 will be Mickey Nall, managing director of Ogilvy PR, Atlanta. He will succeed Gerard Corbett. Joseph Cohen of MWW Group will be chair in 2014.

Kathy Barbour, who has left Mayo Clinic to become director of employee communications and organizational effectiveness, Baptist Health South Florida, will be secretary, and treasurer will be Blake Lewis, of Lewis PR, Texas.

Named directors at large were Kelly Davis of Columbia, S.C., and Susan Walton, VP for university and PA, University of North Dakota, Grand Forks, N.D.

They join other directors at large Jane Dvorak of Lakewood, Colo.; Diane Gage-Lofgren, Kaiser Permanente, Oakland, Calif; Mark McClennan, Schwartz MSL, Waltham, Mass., and Elizabeth Pecs, Unisys Corp., El Cajon, Calif.

#### **O'Dwyer Reporters Barred**

For the second straight year, reporters for the O'Dwyer Co. were barred from the Assembly, opening night reception and all plenary sessions.

Hotel security at first said O'Dwyer reporters were not to step past a line that led to the hallway where exhibits were set up.

This reporter stationed himself past that line and talked to several of the registrants as they arrived.

Security then decided that the line of demarcation had been moved two levels up which were reached by escalators. That brought this reporter to the lobby where more security guards were stationed.

They told me that I could not hand out any literature to anyone heading for the PRS meeting rooms and exhibit hall. After several conversations with arriving attendees, the security guards said I was not to have any "interchanges" with any of those heading to the PRS meeting rooms.

Some of the people I talked to, including reporters for non-PR trade papers, were not registered with the conference.

The guards insisted I could only remain mute.

When another conversation took place with an arriving person, the guards escorted me out of the hotel with orders not to come back. — *Jack O'Dwyer*

#### **'Neutron Jack' Shows Touching Concern**

In his best man of the people pitch, former General Electric CEO Jack Welch wrote in an Oct. 10 *Wall Street Journal* opinion piece that many people he knows are "having such a hard time finding work."

He performed a public service. The vast majority of Americans had no idea of the economic plight of the one percent crowd. Thanks, Jack.

Concern for the unemployed is a touching sentiment from old "Neutron Jack," who, during the glory days of the Cold War, was working on a bomb that would destroy people, but not buildings. Tipping my hat to *Forbes*, the neutron bomb was the ultimate "capitalist tool."

The Journal provided Welch a platform to defend his Oct. 5 Tweet that accused the Obama White House of "cooking" the better-than-expected unemployment numbers put out by the Bureau Labor Statistics. "Unbelievable jobs numbers...these Chicago guys will do anything...can't debate so change numbers."

Welch's only admitted mistake: He would have added a few question marks at the end of the Tweet.

Welch's wild conspiracy theory was not taken too lightly at *Fortune* and Reuters, which had published Welch's columns. *Fortune.com*'s Stephen Gandel posted a piece Oct. 9, reporting that President Obama has a much better job creation record than Neutron Jack, who presided over GE for two decades and famously said that he "never put himself out there as an employment agency."

Jack and wife, Suzy, have resigned their slots at *Fortune* and Reuters, believing they can get more "traction" at Murdoch's property.

They got that right.

— *Kevin McCauley*