



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## CALIFORNIA REVIEWS AMTRAK PR

California is reviewing its \$9M public education, outreach and rail safety education program touting passenger rail and bus service in the Golden State with an open RFP process this month.

The Sacramento-based California Dept. of Transportation, known as Caltrans, tabs the campaign mainly to support Amtrak California, including its San Joaquin and Pacific Surfliner rail lines and bus routes. The San Joaquin line, which has increased ridership to top 1M annually in recent years, is fifth in the country for riders.



The Pacific Surfliner was re-branded from the San Diegan in 2000 and serves in the No. 2 busiest rail corridor in the country, but it competes with local commuter rail. Ridership has declined in recent months after rising to top 2.7M in the 2010-11 fiscal year.

Advertising, PR, websites/social media are all covered by the sweeping pact, which could include multiple agencies. On the PR front, an agency is expected to develop an overall PR plan to increase Amtrak California ridership and revenue, especially on underperforming routes. Events, press conferences and releases, blog posts and other content, and development of "tie-in" trips for events like Comic-Con and the Coachella music festival fall under PR, as well. Its "Be Track Smart" campaign targets kids about rail safety with PSAs and other outreach.

The Glass Agency, Sacramento, is the incumbent. Proposals are due Nov. 2. RFP: <http://bit.ly/TMMbP6>.

## PN HEALTH DIRECTOR EXITS FOR OBAMA

Porter Novelli global director of health Susan Hayes has left the firm for an advance role with President Obama's re-election campaign.

Hayes, who was at PN from 1996-2002, re-joined the Omnicom firm in 2010 and was named to the global health post in May 2011.

Earlier stints included Cooney Waters Group and Ogilvy PR, in addition to running her own PR consulting shop for eight years.

PN, which works with the Internal Revenue Service and Dept. of Health and Human Services among its government clients, didn't comment on the departure.

Julie Winskie, to whom Hayes reported, left the firm in January.

## OMNICOM GROWTH STALLS

Omnicom reported both flat income (\$203.9M) and revenues (\$3.4B) on Oct. 16 as the continued economic doldrums hurt its overseas, telecom, travel/entertainment and healthcare sectors.

Strong performances were turned in by the auto (+12.6 percent), retail (+8.4 percent) and technology (+5.6 percent) groups.

OMC's Fleishman-Hillard, Ketchum, Kreab Gavin Anderson and Porter Novelli-led PR operation managed to advance 0.5 percent to \$313.8M during the period, and three percent for the nine-month period to \$942.9M.

The advertising unit registered a 2.4 percent Q3 growth rate and 4.6 percent for the year.

So far this year, CEO John Wren has shelled out \$85.6M for acquisitions, \$62.3M for earn-outs and \$19.2M for increased equity stakes in affiliated companies.

Joining the ad/PR holding company during the just-closed out period were NIM Digital (China), Face to Face Communications (German healthcare outfit), Chameleon Communications (British medical communications firm) and Philippe Becker Design (San Francisco brand consultant).

## TEETERING TOYOTA HANDS KEYS TO BGR

Toyota, which is in the midst of a massive 7.5M car recall, has hired BGR Government Affairs to provide guidance on federal, regulatory and administrative actions on energy, technology, manufacturing, tax and safety issues.

A faulty door switch that could lead to car fires is the Japanese automaker's biggest recall since the sudden acceleration recalls of 2009 and 2010.

*USA Today* (Oct. 11) reported that the recall, which includes 2.5M cars in the U.S., is a "new black eye" for the company and "another blemish on Toyota's reputation for quality."

BGR has rolled out the heavy guns for Toyota. That team includes Haley Barbour (former Mississippi Governor and Republican party bigwig), Loren Monroe (aide to former New Mexico Senator Pete Domenici), Erskine Wells (ex-deputy chief of staff for Mississippi Senator Roger Wicker), Jennifer Larkin Lukawski (legislative director for former Congressman Bob Dornan), Russell Roberts (ex-chief of staff to Florida Congresswoman Ileana Ros-Lehtinen) and Jonathan Mantz (national finance director for Hillary Clinton's presidential run).



## **ISRAEL EYES PR TO 'LEGITIMIZE' SETTLERS**

Israel's Ministry of Public Diplomacy and Diaspora Affairs plans a \$260K PR campaign targeting bloggers and opinion-leaders at home and overseas to bolster the image of settlements on the West Bank.

The World Zionist Organization is to handle that effort, according to a report on YNetnews.com.

The PR drive comes as prime minister Benjamin Netanyahu has called for elections to be moved up to January.

According to the Ministry, the settlers are "misrepresented as a violent, conquering and destructive group."

The Ministry said in a statement that the PR project "seeks to set off proactive measures aiming to expose opinion leaders abroad to the complex Israeli reality, thus improving Israel's global image."

It says the PR push is in line with its diplomatic strategy.

"The activity aims to take foreign delegations on trips across Israel, including the sites of conflict and the settlements, which stand at the center of the de-legitimization efforts waged against Israel," according to the Ministry.

## **CROSSROADS FEASTS AT APPLEBEE'S**

Applebee's Neighborhood Grill & Bar has picked Kansas City hometown-based Crossroads, a unit of Barkley ad agency, to handle its PR business after a competitive pitch.

Charlotte-headquartered DFPR had done PR for the nation's largest chain of casual dining restaurants with nearly 2,000 units in 16 countries. Its contract expired in July.

Mike Swenson is president of Crossroads, which has worked for clients such as Weight Watchers, Krispy Kreme, Big Bunny Ice Cream, Missouri Lottery, Lee Jeans and New Era Cap Co., Sporting Kansas City and March of Dimes.

A key focus of Crossroads will be to promote Applebee's "See You Tomorrow" positioning that debuted in July.

Crispin Porter + Bogusky, a unit of MDC Partners, kicked off an advertising campaign in July to support that effort to encourage regular visits to Applebee's to sample new menu ingredients and combinations.

That push coincides with a \$200M system-wide restaurant upgrade that ditches Applebee's traditional stained glass light fixture look in favor of sleek new lighting and murals that link each outlet to its neighborhood. Applebee's is owned by DineEquity Inc., which has more than 3,500 Applebee's and IHOP restaurants in 18 countries, and 400 franchisees.

Barkley bills itself as the largest employee-owned ad agency.



## **BRUNSWICK, KEKST LEAD Q2 M&A PR**

Brunswick Group regained the top slot for U.S. M&A PR advisors through Q3 by deal value, while Kekst and Company remained in the lead for deals by volume as the M&A market slumped during the period, according to a quarterly report by mergermarket.

The research firm reported U.S. deals hit \$512.1B from Q1 to Q3, a decline of 18.6% for the same period of 2011, although Q3 of 2012 was up over Q2 by 11.7%. Globally, M&A activity in Q3 was down 16.1% to \$461B over Q2, and down 17.4% for the first three quarters over 2011.

League Tables of PR Advisers to US M&A: Value						
Ranking		Company Name	Q1-Q3 2012		Q1-Q3 2011	
Q1-Q3 2011	Q1-Q3 2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Brunswick Group	118,541	65	148,653	-20.3%
3	2	Sard Verbinnen & Co	107,663	81	120,481	-10.6%
5	3	Kekst and Company (Publicis Groupe)	89,699	86	73,607	21.9%
4	4	Josie Frank Wilkinson Brimmer Katcher	64,401	63	97,004	-33.6%
2	5	Abernathy MacGregor Group (AMO)	55,189	59	125,696	-56.1%
7	6	RLM Finsbury	17,418	23	27,181	-35.9%
6	7	FTI Consulting	16,333	58	51,189	-68.1%
18	8	Maitland (AMO)	12,570	11	7,924	58.6%
8	9	Prosek Partners	10,030	14	16,423	-38.9%
10	10	Citigate	9,925	7	11,664	-14.9%
210	11	Rubenstein Associates	9,790	6	-	-
53	12	Capitol MSL (Publicis Groupe)	9,157	4	867	956.2%
27	13	Hering Schuppener Consulting (AMO)	7,337	6	4,876	50.5%
11	14	CNC	4,895	5	11,092	-55.9%
24	15	Owen Blicksilver Public Relations	3,990	23	5,849	-31.8%
-	16	LLORENTE & CUENCA (AMO)	3,545	1	-	-
50	17	Fleishman-Hillard	3,148	7	1,067	195.0%
41	18	Berebino & Partners	3,094	2	1,758	76.0%
58	19	Lippert/Hellshorn & Associates	2,512	5	646	288.9%
15	20	M:Communications	2,333	5	8,187	-71.5%

Brunswick edged Q2 deal value leader Sard Verbinnen & Co in the U.S. in working 65 transactions totaling more than \$118.5B. Sard handled 81 deals worth \$107.6B. Brunswick worked the year's largest U.S. transaction to date, Kraft's spinoff of its snack business as Mondelez International, a \$26.3B deal.

Kekst was the U.S. M&A PR workhorse in working 86 deals through Q3.

Brunswick was the global deal value leader, as well, with its work on 130 transactions totaling \$180.8B. FTI Consulting topped the volume charts with 153 deals through Q3. The top five global M&A PR firms by value were Brunswick, RLM Finsbury, Sard Verbinnen, FTI and Kekst.

RLM Finsbury counseled Glencore International in its \$50.6B acquisition of Xstrata, which worked with FTI, Stockwell Comms. and Aura Financial in the largest global M&A deal to date for 2012.

## **FINN FINDS TROUNSON**

Finn Partners has hired Ben Trounson to strengthen the consumer practice of the New York-based independent firm.

He ran Hill+Knowlton Strategies' consumer marketing practice in New York, a group that includes high-profile brands such as Dos Equis and Target.

Prior to working at the WPP unit, Trounson was director of client service at Omnicom's Ketchum, representing Kodak and Bank of America.

Cliff Berman heads FP's consumer practice, which handles Bosch Home Appliances, Dole Packaged Foods, North Face, StubHub and Vonage.



**NEWSWEEK MAKES IT OFFICIAL, KILLS PRINT**

*Newsweek's* last print edition will be Dec. 31, two years after the Washington Post Co. sold the news weekly to Harman International and then merged with Tina Brown's Daily Beast.

Barry Diller's IAC took full control of the Newsweek/Daily Beast combo in July, which triggered the countdown to the demise of Newsweek's print edition.

The all-digital Newsweek Global will be a "a single, worldwide edition targeted for a highly mobile, opinion-leading audience who want to learn about world events in a sophisticated context," according to a message posted on the Daily Beast site by editor-in-chief Brown and Baba Shetty, CEO of Newsweek Daily Beast Co.

NG will be available to paid subscribers and available via the web and tablet with some content from The Daily Beast.

Brown and Shetty called the shift to digital a transition rather than a farewell to the 79-year-old publication.

"We remain committed to Newsweek and to the journalism that it represents. This decision is not about the quality of the brand or the journalism—that is as powerful as ever. It is about the challenging economics of print publishing and distribution," they wrote.

There will be staff cutbacks in the works as editorial and business functions are streamlined.

**BLANCHARD HEADS COMMS. FOR NBCU**

NBCUniversal has upped Cameron Blanchard to lead corporate communications as Kathy Kelly-Brown shifts to the PR slot atop NBCU's News Group.

Blanchard is a 16-year vet of NBC, leading communications for NBC Entertainment, Bravo Media, Oxygen, and, most recently, its Entertainment & Digital Networks and Integrated Media unit encompassing Telemundo, Bravo, mun2, Oxygen, Sprout, Style Media, DailyCandy, Fandango and iVillage.



Blanchard

Blanchard takes a senior VP slot with the promotion, reporting to executive VP Adam Miller, the former Abernathy MacGregor president who took the PR reins with the NBCU-Comcast merger in 2010.

Blanchard leads development and execution of the company's media relations strategy serving as principal corporate media spokesperson.

**FCC REVAMPS COMMUNICATIONS**

Justin Cole, U.S. corporate communications manager for Indian telecom and outsourcing giant Tata Communications, has joined the Federal Communications Commission as press secretary.

Neil Grace, a Burson-Marsteller alum who held the press secretary post at FCC since May 2011, is moving to a senior communications advisory role under chairman

Julius Genachowski. He was director of B-M's issues and crisis unit in D.C, handling tech and telecom clients.

Cole joins the FCC after a year and a half at Tata. He was previously a journalist, working as an energy and business reporter for Dow Jones Newswires, AFX News and Agence-France Presse, before moving to Fitch Ratings in an editorial corporate comms. role.

Tammy Sun remains director of communications at the FCC.

Genachowski, a Harvard Law School classmate of Barack Obama, is in his third year as FCC chair.

**SPINGLER JOINS O'DWYER'S AS ASSOC. PUB**

Sharlene Spingler has joined O'Dwyer's as associate publisher, covering sales for *odwyerpr.com*, *O'Dwyer's* monthly magazine, *O'Dwyer's PR Buyer's Guide* and *O'Dwyer's Directory of PR Firms*.

Spingler started out on Wall Street as a molybdenum trader, then was editor and photographer of the *Diplomatic World Bulletin* and the *Wall Street Transcript*, where she interviewed and photographed heads of state, CEOs, diplomats and celebrities, covered World Bank meetings and other global conferences.

She is a published writer and photographer whose works and comments have appeared in a variety of publications like *Spy Magazine*, *Soho Weekly News*, *New York Post*, *Vanity Fair* and *New York Times*.

She spent 23 years as a senior vice president at NAPS, specializing in generating new business for Fortune 500 corporations, governments and non-profits.

Spingler is at [sharlene@odwyerpr.com](mailto:sharlene@odwyerpr.com), 646/843-2088.

**BEASLEY SHAKES UP WASHINGTON TIMES**

Larry Beasley, who took the helm of the *Washington Times* on Oct. 15, sent a memo to staffers vowing an "ambitious new strategy to reach profitability" by transforming the print edition and expanding its "digital-first publishing capabilities."

The program does not include editor Ed Kelley, who resigned after 18 months on the job.

Beasley named a three-member leadership team to guide the Times. That includes current Times consultant John Martin, a MCI, Ernst & Young and Jones Lang LaSalle veteran who moves to the COO spot; Keith Cooperrider, CFO, and Tom Culligan, a *Chicago Tribune*, *Los Angeles Daily News* and *Minneapolis Star-Tribune* alum who takes the chief revenue and marketing officer position.

There is a search for an executive editor. Christopher Dolan, managing editor, will handle editorial in the interim.

Beasley's moves come in the aftermath of the death of Unification Church founder Sun Myung Moon, who was the benefactor of the paper.

Moon's confidant, Douglas Joo, who was chairman of the Times, has returned to South Korea to oversee the global operations of the Church. Tom McDevitt, president of the Times, has assumed Joo's chairman slot.

The Times print publication has 100K daily subscribers and the online version reaches six million people every month.

**MEDIA NEWS continued****AILES HIRES NEWSWEEK'S BOYER**

Fox News chief Roger Ailes, who has signed a new four-year contract, has recruited senior *Newsweek* correspondent Peter Boyer for the editor-at-large post at the New Corp. property. Boyer will report to Michael Clemente, executive VP of news editorial, and John Moody, executive editor.

Ailes called Boyer a "talented and insightful journalist who will add added weight and depth to our investigative reporting."

Boyer was staff writer for 18 years at the *New Yorker* before joining *Newsweek*. He also was national correspondent at the *Los Angeles Times*, media reporter at the *New York Times*, contributing editor to *Vanity Fair* and a TV critic for NPR's "Morning Edition."

For the *New Yorker* in 2011, Boyer wrote a favorable profile of the Putnam County News & Reporter, the upstate paper owned by Ailes and published by his wife, Elizabeth.

**MULTIVITAMIN MAKERS LEVERAGE BIG STUDY**

Multivitamin makers are cheering a 13-year study published in the *Journal of the American Medical Association*, which found men who took Pfizer's Centrum showed a reduced cancer risk of eight percent.

"This study suggests, at least for men, that there might be benefits to taking multivitamins in terms of cancer as well," said John Michael Gaziano, M.D., chief of the division of aging at Brigham and Women's Hospital and a researcher at VA Boston who headed the study, which is drawing significant media interest.

Pfizer Consumer Healthcare and agency Ketchum are jumping on the study, which used its Centrum Silver multivitamin.

The PR victory for Pfizer came just months after the company removed claims related to breast and colon health on advertising and labels for Centrum products, after pressure by the Center for Science in the Public Interest.

The new study, published Oct. 17 in the *Journal of the American Medical Association*, saw researchers track 14,641 men, all doctors, from 1997-2011, finding "daily multivitamin supplementation modestly but significantly reduced the risk of total cancer."

"We're very encouraged about the positive news coming out of the Physicians Health Study about multivitamins and we're honored that Centrum multivitamin was the one chosen to be part of the study," said Rowena Pullan, VP for Pfizer Consumer Healthcare.

The study was conducted by researchers at the Brigham and Women's Hospital and Harvard Medical School.

The Council for Responsible Nutrition, the trade group for dietary supplement makers, said the study is a key endorsement for its members' products. Duffy MacKay, VP of scientific and regulatory affairs, added that the study "pushes the door and the windows wide open to the benefits and safety of multivitamins."

The findings were presented last week at the 11th Annual AACR International Conference on Frontiers in Cancer Prevention Research in Anaheim.

**ARMSTRONG EXITS CHARITY DROPPED BY NIKE**

Lance Armstrong is stepping down as head of Livestrong, the cancer patient support juggernaut he founded in 1997 that became one of the world's most recognizable charity brands.

"I have had the great honor of serving as this foundation's chairman for the last five years and its mission and success are my top priorities," he said in a statement Oct. 17.

"Today therefore, to spare the foundation any negative effects as a result of controversy surrounding my cycling career, I will conclude my chairmanship."

Armstrong, who started the organization after a bout with testicular cancer, last month pulled the plug on his years-long legal and PR fight against doping charges as the World Anti-Doping Agency closed in on the seven-time Tour de France winner. The organization last week released a report containing significant evidence and testimony from teammates that Armstrong led a doping scheme for his racing teams.

His resignation from the charity sparked one of his biggest corporate backers, Nike, to end its longstanding relationship with the cyclist.

"Due to the seemingly insurmountable evidence that Lance Armstrong participated in doping and misled Nike for more than a decade, it is with great sadness that we have terminated our contract with him," the athletic apparel company said in a statement, adding it will continue to support the Livestrong charity.

Vice chairman Jeff Garvey, an Austin venture capital titan, takes the reins of Livestrong on Armstrong's exit. Livestrong has raised nearly \$500M over the past 15 years, including from the sale of its iconic yellow bracelets.

**BROOKS BAGS \$11M**

Rebekah Brooks, former CEO of News International and a central figure in its hacking scandal, received \$11M in severance pay following her resignation last year, according to British media reports.

The former editor of the now shuttered *News of the World* goes on trial next year.

*The Guardian* reported that Brooks' contract includes "clawback" provisions that give NI the right to recover some of her severance if she is "found guilty of a criminal offense relating to her employment." She has been charged with concealing evidence from investigators. Brooks also edited *The Sun*.

**BRIEF:** Henrique de Castro, who is in charge of Google's ad platforms and services, will join Yahoo as president & COO early next year. CEO Marissa Mayer, a Google alum, said de Castro's operational experience and "proven success in structuring and scaling global organizations" makes him a perfect fit for the struggling company.



**NEWS OF PR FIRMS****OGILVY DEALS ACE**

Ogilvy Public Relations has launched ACE (Analyst Community Engagement) to provide high-tech clients a strategic and measurable pathway to industry analyst relations.

The venture is a partnership with KCG, an AR strategy firm that has a database of more than 400 firms and 2,300 analyst profiles.

Services include briefings, relationship management, training, presentation development, events, media references and measurement.

Luca Penati, managing director of Ogilvy's tech practice, calls AR the "most global of all the marketing disciplines." He believes the trick is to distinguish the difference between "deal makers" and "perception makers" and tap the "right ones to influence sales cycles and purchase decisions as well as shift market attitudes through increased exposure," according to his statement.

Ogilvy's ACE teams are stationed in London, New York, Chicago, San Francisco, Beijing, Hong Kong, Singapore and Sydney.

**BRIEFS: Ronald Childs**, a veteran African American journalist and PR consultant, has set up **OMEN Communications** in Chicago. The 53-year-old consultant handles media relations, digital editorial content, social media and PR strategy, among other services. He was recently VP for media relations for Flowers Communications Group and media strategist with Burrell Communications Group. Info: [www.facebook.com/Omencomm](http://www.facebook.com/Omencomm). ...**LaVoie Strategic Communications Group**, Cambridge, Mass., has released a free white paper on the nuances of building an communications strategy around drug development and commercialization of orphan drugs. LaVoie argues companies often neglect to craft strategies to address the specific needs of the rare disease environment, adding that, for public companies, the task can be further complicated by the need to balance investor communications, while also reaching patients, providers and payers. View the white paper at: <http://www.lavoiegroup.com/agency-news/blog.html>. ...**RF|Binder**, New York, was named one of the "Best Places to Work in New York City" for 2012 by *Crain's New York Business* magazine. ...**Maslowski & Associates PR**, Roseland, N.J., has developed a series of communications training programs for executives in areas like PR planning, crisis comms. planning, media training, social media training, ethics, and business writing. Info: [imassocpr.com](http://imassocpr.com). ...**TransMedia Group**, Boca Raton, Fla., has engaged LinkedIn guru Ray Knight to offer clients his counsel for using the business social network. Knight runs his own firm, The RaynMakers. ...**APCO Worldwide** founder and CEO Margery Kraus was honored Oct. 7 in Amman, Jordan, with an Excellence in Leadership Award at the 2012 Global Thinkers Forum. "Margery epitomizes excellence in a woman leader," said Elizabeth Filippouli, forum founder and CEO. The forum includes public- and private-sector leaders who discuss trends in governance and society. The 2012 gathering centered on women's leadership in the MENA region.

**NEW ACCOUNTS****West**

**Fineman PR**, San Francisco/Guckenheimer, on-site corporate restaurant management and catering, for a brand awareness and media relations campaign, and XL Construction, a Bay Area commercial builder for crisis preparedness and training.

**Allison+Partners**, San Francisco/Toyota Motor Sales U.S.A., to manage communications efforts in a six-state region that includes northern California and the Pacific Northwest.

**BLAZE**, Los Angeles/Design By Humans, online community for graphic t-shirts, for media relations and an integrated blogger strategy.

**Southwest**

**MassMedia Corporate Communications**, Las Vegas/Pets Best Insurance, Boise-based pet insurance agency serving across the U.S., as AOR for PR.

**Mountain West**

**JohnstonWells**, Denver/Lerch Bates, global elevator consulting company, for PR, its first engagement with a PR firm.

**Midwest**

**Haberman**, Minneapolis/prAna, active living brand, for PR, social media, marketing planning and events for its Twin Cities location slated to open in November.

**New York Area**

**Bullfrog & Baum**, New York/Chef Michael Lomonaco, to promote his recently opened Center Bar and six-year old Porter House New York, both in the Time Warner Center in New York's Columbus Circle.

**Goodman Media International**, New York/"Totally MAD" (Time Home Entertainment, Oct. 2012), for media relations for the book marking *MAD Magazine's* 60th anniversary; author and Commerce Bank founder Vernon Hill, to develop and execute a publicity plan for his new book, "Fans Not Customers," on sale in November; Bedtime Math, for PR for the national nonprofit which aims to help parents teach their children to love math from a young age through the use of nightly math problems distributed online and via email; Next Avenue, for PR for NextAvenue.org, a new online site for Americans 50 years and older; "Pioneers of Television," for national promotional efforts for the third season of the PBS history, and 4 Sunflowers Media, to launch several book series and build brand awareness.

**5W PR**, New York/Gummybear International, entertainment producer and parent of animated character Gummibär, a viral Internet hit, for PR. New songs, a live show and feature film are in the works.

**R&J PR**, Bridgewater, N.J./St. Francis Veterinary Center, veterinary specialty hospitals, as AOR for PR.

**East**

**Warschawski**, Baltimore/Yellow Ribbon Fund, which assists injured service members and their families, to design a team logo for its Marine Corps Marathon team, for a second straight year. The marathon is slated for Oct. 28 in Washington.

**Southeast**

**rbb Public Relations**, Miami/Arnstein and Lehr LLP, law firm with operations in three states, for PR for its three Florida offices.

**Canada**

**Momentum PR**, Longueuil, Quebec/Functional Technologies Corp., for investor and analyst relations, a renewal.

— Greg Hazley



**NEWS OF SERVICES****TRADE SHOW CONSULTING FIRM SET UP**

Dave Franson, executive director of the Wichita Aero Club and former VP of public affairs for AlliedSignal Aerospace, has co-founded a firm to help convention exhibitors get the most bang for their buck at trade shows and conventions.

The new firm, Conventional Wisdom, includes Cassandra Bosco, who led media relations for the National Business Aviation Association; Bob Searles, former editor of BCA Show Daily, and Steve Lowe, handled convention displays and exhibits for Honeywell Aerospace.

Franson, who runs his own Wichita-based PR firm, Franson Consulting Group, managed the National Business Aviation Association's annual convention for two years.

The new shop offers counsel on which events to attend, budgets, PR strategy and other logistics.

Franson is at [fransonconsulting.com](http://fransonconsulting.com).

**STRAUSS ADDS DUO**

Broadcast PR provider Strauss Radio Strategies, Washington, D.C., has brought in Matthew Lawrence and Greg Pruett, as A/E and assistant A/E, respectively.

Lawrence was national communications coordinator for the Young Invincibles, an advocacy non-profit for youth.

He was previously a presidential appointee in the press office of the United States Trade Representative in the Executive Office of the President.

Pruett previously interned with Strauss.

**POSSIBLE RELAUNCHES NETJETS.COM**

Berkshire Hathaway's NetJets has re-launched NetJets.com in collaboration with WPP digital agency POSSIBLE.

The new site is said to give customers an "easier and more convenient" way to choose private planes and trips. A new tool shows 13 aircraft types in the NetJets fleet with statistics for respective ranges (distance or hours), speeds, passenger and luggage capacities.

The site also allows visitors to explore exactly what each aircraft cabin looks like from the inside, with a 360 degree view from nose to tail.

**BRIEFS:** **Marketwire's** Sysomos social media service has published a free tip sheet, "8 Ways to Build Your Brand Using Social Media," outlining major components that MW says form the foundation of a "positive online brand reputation." MW found that 84% percent of global brand executives feel their brand's "sociability" is not up to world-class brand standards. Download the sheet at [sysomos.com](http://sysomos.com). ...Mumbai-based social media firm **Social Wavelength** has been appointed as authorized reseller of popular SM monitoring service **Radian6**. ...**Calysto Communications**, Atlanta, and **Business Wire** have published a white paper, "The Rise of Content PR, covering the development of original content to reach journalists and consumers. Calysto has also produced a new blog on content PR along with the white paper, which is available at <http://bizwire.pr/Content-PR>.

**PEOPLE****Joined**

**Veronica Rodriguez**, senior manager, PR and social media, The Vidal Partnership, to VPE, New York, as account director for the Los Angeles-based firm. She was previously principal, PR and digital comms., for Lares Entertainment, and PR manager for the Vox Collective. She was also manager of PR and events for Atari.

**Laurie Armstrong**, former director of communications, Nokia, to MWW, New York, as senior VP of the firm's technology and digital content practice. At MWW, she oversees a tech team focusing on mobile devices, applications and services.

**Tracy Shea**, executive producer for a recent series of National Geographic Expedition trips, to Widmeyer Communications, New York, as a VP for the firm's Pre-K-12 Education practice, including clients like Carnegie Corporation of New York, the Foundation for Newark's Future, and The McGraw-Hill Companies. She is a former creative director for Fleishman-Hillard and supervising producer for *Wired* magazine.

**Kay Logan**, marketing manager at NCI, to ConnellyWorks, Herndon, Va., as account manager.

**Tammy Hawk**, executive VP of consumer marketing, Weber Shandwick, to Fleishman-Hillard, Chicago, as senior VP and leader of its consumer marketing practice.

**Frances Sun**, senior vice president at Hill+Knowlton Strategies, China, to APCO Worldwide, as managing director of the firm's Shanghai office, Brad Staples, president, international. She handled H+K's appointment by China's State Council Information Office to conduct spokesperson training for Chinese government officials, was global client relationship manager for the Beijing Olympic Games, and secured several Chinese brands for corporate communication support.

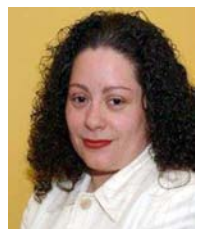
**Hawk****Promoted**

**Marc Drechsler** to global head of financial communications, Ketchum, New York. Drechsler was a founding partner of Ketchum Pleon Financial and earlier spent seven years at Citigate Dewe Rogerson in Germany and four years with Commerzbank AG in New York.

**Carmen Sepulveda** to partner, d expósito & Partners, New York. She continues as chief communications officer in charge of PR and social media at the agency.

**Brett Meister** to senior VP of communications, Harlem Globetrotters, Phoenix. He is a 15-year veteran of the traveling team and was previously VP/comms. for the Continental Basketball Association.

**Katherine Neunaber** to associate A/E, McNeely Pigott & Fox PR, Nashville, Tenn.

**Sepulveda**

## **CROSBY LEADS BIG GOV HEALTHCARE PACT**

Crosby Marketing Communications, Annapolis, Md., and Alexandria, Va.-based Reingold have been tapped among five firms to handle strategic communications assignments under a multimillion-dollar pact with the Agency for Healthcare Research and Quality, part of U.S. Dept. of Health and Human Services.

The five-year pact is capped at \$150M and Crosby and Reingold are eligible to head strategic communications assignments for the Office of Communications and Knowledge Transfer of the federal agency which oversees the quality, safety and efficiency of healthcare in the U.S.

“Knowing that our work will ultimately help enhance quality care, outcomes and patient safety is very rewarding,” said CEO Ray Crosby.

Crosby's team of subcontractors includes Abt Associates; MacColl Center for Health Care Innovation; Professional and Scientific Associates; Diffusion Associates; The Disparities Solutions Center; WebMD; National Area Health Education Centers Organization; gravitytank, and Cornerstone Government Affairs.

Denise Aube, Crosby's healthcare practice leader, serves as AHRQ project director.

## **LEVICK SIDES WITH ANTIGUA IN U.S. SQUABBLE**

Levick Strategic Communications has inked a \$240K contract to represent Antigua and Barbuda, which licenses electronic casinos, in its squabble over online gambling with the U.S.

The U.S. maintains the federal Wire Act prohibits online gambling.

Under the six-month pact that went into effect Oct. 3, Levick fronts A&B's position that it has lost billions of potential gambling revenue due to this country's “failure” to abide by various rulings of the World Trade Organization.

A&B has filed a claim with the WTO for \$3.4 billion in trade sanctions against the U.S.

The Washington-based PR firm distributed a release Oct. 15 that says if America fully complies with various WTO rulings, money will flow to the Caribbean nation so it can “invest in education, further job creation and job training that will benefit every Antiguan and Barbudan.”

Settlement of the decade-long impasse with the U.S. over remote gaming services “will substantial positive impact on the country's ailing economy, adding diversity to the tourism industry which accounts for nearly 60 percent of gross domestic product and 40 percent of investment,” according to the A&B's statement.

CEO Richard Levick and Colin Murdoch, A&B's permanent secretary/minister of finance, the economy and public administration, signed the contract.

Michael Robinson, Levick EVP and acting chair of the PA group, heads the firm's effort for A&B. He's assisted by Jack Deschauer, Philip Ellwood and Ryan Stanton.



## **TOPPS RE-LAUNCHES GARBAGE PAIL KIDS**

Topps launched a new edition of the 1980s classic Garbage Pail Kids trading cards on Oct. 16, five years after pulling the plug on the cards featuring raunchy cartoons.

Ogilvy PR is supporting the launch, which includes a contest to choose five people to be “immortalized” as characters in a future series.

Stephen Dumas, brand manager for the Topps series, said the cards are being “rejuvenated in a way that we haven't seen in decades.” Topps last tried reintroducing a series of the cards in 2003 to mixed results and has issued commemorative editions over the past few years.

The cards were a pop culture phenomenon in the mid-to-late 1980s for their depictions of children with various abnormalities, including Adam Bomb, a boy with an atomic explosion emitting from his head, the obese Slobby Robby, and Marty Gras, a boy dressed in drag.

Some districts banned kids from bringing the cards to school because they were a distraction or over concerns about the content.

A 1987 movie was a box office bomb.

## **WEY LEADS IR, PA FOR NEWLY PUBLIC DURATA**

Allison Wey, a veteran financial communications exec on the agency and corporate sides, has moved to the top post overseeing investor relations and public affairs for Durata Therapeutics, which went public in July.

Wey takes a VP title with the Morristown, N.J.-based early stage pharma developer of therapeutics for patients with infectious diseases and acute illnesses.

The three-year-old company went public in a \$68M offering July 19, but does not yet have any products approved for sale. It previously acquired antibiotic dalbavancin from Pfizer.

Wey was recently VP of IR and corporate affairs for Par Pharmaceuticals through its acquisition by TPG. Earlier, she was VP of IR and corporate comms. at Boron, LePore & Associates, senior VP at Edelman financial, and managing director of Hill+Knowlton Strategies' financial communications group.

## **ORASURE PITCHES HOME HIV TEST**

OraSure Technologies is working with GolinHarris and Zer0 to 5ive as it launches the first in-home test for HIV.

OraQuick, which hit retail shelves and was made available for online sales on Oct. 9, has recruited Magic Johnson and former Miss Universe Dayana Mendoza as celebrity endorsers.

Johnson, who is HIV-positive, appeared on “The Daily Show” on Oct. 10 pitching the test, noting African-Americans and Latinos make up half of all new HIV/AIDS cases.

The test utilizes an oral swab and produces results within 20 minutes, according to the company.

GH has worked with the company since the FDA approved the test for over-the-counter sales in early July. OraSure said 25M units have previously been sold in the professional market to doctors and clinics.

Zer0 to 5ive managing principal Jennifer Moritz handles OraSure and leveraged Mendoza for National Latino AIDS Day on Oct. 15.

## PR OPINION

**A study of the renewal rate of PR Society** exhibitors shows that 21 of the 47 exhibitors in 2011 did not return to exhibit at the Oct. 14-16, 2012 conference in San Francisco, a renewal rate of 55%.

Fifteen of the 43 exhibitors in 2010 did not return in either 2011 or 2012.

The low renewal rate points to a lot of dissatisfaction among the exhibitors. Service firms this year were offered a combination "sponsor" designation and standard booth for a combined price of \$10,000. This was one reason for the 32% jump in "sponsor" income to \$747,430. Some exhibitors told this NL that the price was too high for them.

The 36 exhibitors who were present in 2010 or 2011 and decided not to come back had paid thousands of dollars in exhibition fees, plus the costs of staff time, and shipping and setting up displays in order to reach a live audience of PR people.

PRS, which regularly checks on how satisfied members are, should find out why the exhibitor renewal rate is only 55%. A membership renewal rate of 55% would soon put PRS out of business.

### Non-Returnees Listed

Exhibitors in 2011 that did not return in 2012 were Booz|Allen|Hamilton, Charet and Assocs., ClickSquared, Coverago, Dow Jones & Co., Education Partnerships, George Washington University, Kelton Research, Magnify Digital, MyMediaInfo/Red Egg, National Black PR Society, News USA, New York Times, On the Record...Online, PitchEngine, Queue Associates, Rutgers School of Communications, Solodev, TEK Group, TRAAKCR, VeraQuest

The 43 exhibitors in 2012 included 26 repeats from 2011 and 17 firms that were not present last year.

Repeats were American Pop, BurrellesLuce, BusinessWire, Cision, EurekAlert, Family Features, Give the Kids the World, Int'l Visitor's Center, iPressroom, Leadership Directories, Marketwire, MediaVantage, Meltwater Group, Moreover, NAPS, NYU, PIER Systems, PR Newswire, Quinnipiac University, Synergy Events, Syracuse University, Thomson Reuters, Tufts University, TVEyes, Vocus and West Virginia University.

Exhibitors not present in 2011 were Airfoil PR, Bowling Green State University, Golden Gate University, GolinHarris, Google, Kaiser Permanente, KRM Information Services, Media Skills Academy, MEDIAMobz, NASDAQ, NettResults Int'l PR, News Data Service, Onstream Media, Reputation.com, The Clorox Co. and University of Florida.

Exhibitors in 2010 that did not return in either 2011 or 2012 included AP Images, Berkman PR, Best Buy/Geek Squad, Blue Sky Factory, Editor Showcase, eNR, Evolve24, *Financial Times*, Gonzaga University, History Associates, Infoition, IZEA, MyPRGenie, ROI Communication, TopRank Online Marketing, University of Denver, University of Waikato, and Visible Technologies. Exhibiting in 2010, 2011 and 2012 were BurrellesLuce, Business Wire, Cision, EurekAlert,

Family Features, George Washington University, Marketwire, Moreover Technologies, New York Univ., PR Newswire, Synergy Events and Syracuse Univ.

### Who Attends the Conference?

A key issue for exhibitors is whether they are reaching people who will buy their products. An examination of the 1,650 names on the registration list gives some answers.

The PR services should have this list but we suspect many don't. It used to be given out in hard copy but now the 26 pages have to be downloaded and printed out.

If they study the first four pages, they will find 256 names but only nine blue chips—General Motors, Amway, Genentech, State Farm Insurance, Eli Lilly and Wells Fargo, Kaiser Permanente, ConocoPhillips, and Comcast.

There are no VPs among the nine. Bryan Byrd is director of communications at Comcast and Jenie Altruda is "head of PR" at Amway. There are 41 directors and 37 managers among the 256.

Burson-Marsteller until the mid-1970s hosted a giant party at each PRS conference. It stopped doing that, explaining that there were not enough senior PR people in attendance to justify the expense.

If the exhibitors put some of their research people to work (and most are in one form of research or another), they will examine all 26 pages like we have done.

They will find 102 PR professors listed and 71 directors of PR of educational institutions. How good a market are PR professors and PR heads of colleges, the latter mostly having promotional and fund-raising duties? The professors who come get a reduced rate but are not allowed to have meals at functions. They are usually on very tight budgets.

Exhibitors will find 51 staffers of service firms. How often does one service firm buy the products of another? They will find 26 PR Society staffers most of whose names are unknown to members because all but about 10 names were removed from the PRS website years ago.

PRS staffers listed are Thomas Albi, Candice Bellitera, Michael Benoit, Don Bill, Phil Bonaventura, John Bomier, Ann Caggiano, Stephanie Cegielski, Albert Chau, Robert Denbe, Christina Darnowski, John Elsasser, Wendy Gallo, John Gumbinger, Amy Jacques, Donna Jonas, Rosanne Mottola, Bill Murray, John Robinson, Colleen Seaver, Richard Spector, Judith Voss, Karla Voth, Art Yann and Nicole Zerillo.

Withholding staff names makes it impossible to track staff turnover.

PRS in the 1970s typically sent less than a dozen or so staffers to national conferences that were nearly as big, relying heavily on local volunteers.

The 2012 cost of coast-to-coast airfare, food and lodging for 26 staffers for up to ten days (not including advance trips) is a considerable one.

Next largest contender from a single organization are the 18 staffers listed for Kaiser Permanente, the "Premiere Sponsor" of the conference. — Jack O'Dwyer