



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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October 29, 2012 Vol. 45 No. 43

## FIRM SOUGHT TO BURNISH EGYPT INVESTMENT

An international development company working with the U.S. government is searching for an agency to burnish investor perceptions of Egyptian business opportunities through international media.

Chemonics International, a private company working with the U.S. Agency for International Development, has released an RFP to handle the PR task in support of the Egypt Competitiveness Program, the U.S. effort backing Egypt's new government.

The PR contract, which is with Chemonics and not the U.S. government, will be in the \$350-450K range through June 2013.

Chemonics said it wants to hire a U.S. firm, which can partner with Egyptian firms to pitch, that understands key issues and PR challenges facing Egypt. Key to the effort will be addressing investor perceptions and concerns about the country, which elected Mohammed Morsi in June as president following the fall of 30-year leader Hosni Mubarak in the Arab Spring in 2011.

Egypt's GDP fell from 7.2% in 2008 to a 1.5% forecast this year. Morsi's overtures to China and Iran for investment have raised eyebrows in the U.S. government.

Proposals are due Nov. 23. Copies of the RFP can be obtained by email request to [EgyptECPRFP@chemonics.com](mailto:EgyptECPRFP@chemonics.com).

## EDELMAN'S WALTON TO MWW

Bradford Walton, a VP in Edelman's consumer, lifestyle marketing and CSR group, has moved to MWW's Los Angeles office.

At the No. 1 firm, Walton worked on clients such as Nestle, Starbucks, Feeding America, Volkswagen, eBay and Product(REDD).

Earlier, he was marketing director at the "L.A. Office," responsible for Roadshow Hollywood and Roadshow Europe events, and senior manager of marketing/brand development and advertising at Charles Schwab & Co.

At the No. 6 independent firm, Walton takes the senior VP-consumer lifestyle marketing post, reporting to J.P. Schuerman, executive VP and GM of MWW California.



Secretary of State Hillary Clinton meets with President Mohammed Morsi in New York Sept. 24.

Photo: State Dept.

## PR PERKS UP IPG

Despite a strong PR performance, Interpublic reported on Oct. 26 a 3.2 percent slide in Q3 revenues to \$1.7B and a 24.1 percent drop in operating income to \$131.4M.

CEO Michael Roth said the "year has proven to be more challenging on the revenue front than anticipated." A key hurdle was "incremental client caution being felt across our industry," according to Roth. U.S. revenues fell 5.5 percent to \$940.5M, while international was flat at \$729.9M.

Roth added, "we continue to manage the business effectively and will deliver increased full-year profitability relative to 2011."

Interpublic's PR units turned in a "terrific" performance and see more opportunities ahead (e.g., content-creation, social media), Harris Diamond, chief of the constituency management group, told O'Dwyer's.

He said PR combined for a 5.9 percent "organic" growth rate during the 3Q period, which compares to an overall 0.9 percent decline at the corporate level. Diamond said some of that growth was related to the London Olympics.

Weber Shandwick, GolinHarris, DeVries PR, Rogers & Cowan and PMK\*BNC spearhead IPG's PR unit.

For the nine-month period, IPG showed a one percent decline in revenues to \$4.9B and an 11.1 percent dip in operating income to \$268.4.

## COKE SOCIAL VET JOINS OGILVY

Peter Fasano, a former social media manager at Coca-Cola, has joined Social@Ogilvy as senior VP and head of its social media/solutions activities in Atlanta. He reports to Mickey Nall, managing director of Ogilvy PR's outpost in that city.

At Coke, Fasano established the soda company's Facebook, Twitter and YouTube presence and handled mega-events like the 2008 Vancouver Olympics, 2010 Super Bowl and 2010 South Africa World Cup match.

Most recently, he was client partner at Dachis Investments and social media strategist for Fidelity Investments, Allstate, DeVry University and Target.

Ogilvy is part of WPP.



## **MONSTER MOUNTS CRISIS DEFENSE**

Monster Beverage Corp. is relying on PR support as the energy drink titan copes with a lawsuit and Food and Drug Administration probe into five deaths and other illness' possibly linked to its products.

Los Angeles-based Pondel Wilkinson, which has handled investor relations for the company, is working the PR front and speaking for Monster. PW VPs Evan Pondel, a former journalist and son of PW founder Roger Pondel, and Judy Lin Sfetcu, are serving as spokespeople for the company, which changed its name from Hansen Natural in January.

A negligence lawsuit was filed this month against Corona, Calif.-based Monster by the family of a 14-year-old girl, Anais Fournier, who died last year from a heart arrhythmia after drinking Monster beverages. The suit accuses the company of failing to warn of the risks of its drinks.

A Freedom of Information Act request related to the suit revealed the FDA incident reports, which date back to 2004. The *New York Times* reported the deaths have occurred in the last three years, however.

"Monster does not believe that its products are in any way responsible for the death of Ms. Fournier and intends to vigorously defend the lawsuit," the company said. "The FDA has made it clear that it has not established any causal link between Monster Energy drinks and the reports it has received."

Monster notes that "tens of billions" of energy drinks have been sold and safely consumed for the past 25 years, including eight billion cans of Monster Energy since 2002.

An FDA director told the Times that energy drinks are not defined by any regulation and noted the phrase is a "marketing term."

But the American Beverage Association says energy drinks, like all foods and beverages, are regulated by the FDA, adding they contain half the caffeine of a similar size cup of coffee.

## **EX-SEN. COLEMAN PITCHES LIGHTSQUARED**

Former Minnesota Republican Senator Norm Coleman is representing LightSquared, the bankrupt wireless venture that is controlled by hedge fund chief Philip Falcone.

He's pushing to expand access to broadband technology by supporting LightSquared's effort to use spectrum regulated by the federal government, according to a filing by Coleman's company, Hogan Lovells.

Coleman, who is of counsel to HL, joined the firm after his razor thin loss to comedian Al Franken in the 2010 election.

LightSquared in 2011 won conditional approval by the Federal Communications Commission to install its network, but the FCC revised its decision earlier this year due to concerns with interference of the global positioning system.

In September, LightSquared made a new filing with the FCC that deals with the panel's technical concerns.

Falcone's firm is Harbinger Capital Partners.

## **WPP: Q3 PR REVENUES SLOW, CUTS OUTLOOK**

WPP reported third quarter revenue rose 1.6% to £2.5B amid a slowdown in North America and Continental Europe which hit advertising, media, PR and public affairs.

In dollars, revenues were nearly flat at just under \$4B.

"Functionally, both consumer insight and public relations and public affairs experienced slower growth than in the first half, again particularly in September," WPP chief Martin Sorrell said in a statement, which noted a "difficult" quarter in the sector.

PR and public affairs ticked up 2.3% to £227M, but fell by 1.7% over Q3 of 2011 on a like-for-like basis (excluding acquisitions and currency fluctuations). North America was down in Q3 across all of the PR group's brands, which include Ogilvy PR, Burson-Marsteller and Hill+Knowlton Strategies, offset by growth in the U.K., Latin America and Africa.

Through the first three quarters, PR and public affairs revenues were flat (+0.1%) on a like-for-like basis at £686M.

WPP sees revenue growth slowing for Q4 in North America, Europe and Latin America, particularly in PR, PA, branding/identity, healthcare and other specialty communications.

For North America, revenues on a like-for-like basis were down 0.4% at £885.

WPP cut its like-for-like revenue outlook for the year from 3.5% forecast in August to the range of 2.5% to 3.0% percent.

## **CANADA WORKS TO BOOST YOUTH VOTE**

Canada's government is collecting proposals from PR firms to develop a strategy to reverse declining civic engagement among youth.

The Office of the Chief Electoral Officer of Canada, an agency of the Canadian Parliament commonly known as Elections Canada and based in Ottawa, has released an RFP for a three-year PR strategy to engage stakeholders through forums like academic symposia, consultations with educators and community leaders, and through venues where youth gather to stem a long-term decline the country traces back to the early 1970s.

"Not only are today's youth much less likely to vote than previous generations, they are also less likely to become regular voters later on in life," says the RFP.

Only about 39% of Canadian voters aged 18-24 cast ballots in 2011 national elections. By contrast, from 49%-54% of American youth 18-29 voted in the 2008 presidential election, according to a study by the Center for Information & Research on Learning and Engagement.

Canada notes the decline has serious implications for the "long-term health" of its democratic system.

A one-year contract with a budget between \$100K and \$500K will carry two option years.

Proposals are due Nov. 28. View the RFP (link).

**PUBLICIS REVENUES RISE**

Publicis organic growth slipped in the third quarter to 2% as budget cuts triggered by sluggish economies in Europe stalled strong summer revenues.

North America, Publicis' largest market, ticked up 3.2% over Q3 2011 to 805M euro (\$1B), below expectations, while overall the Paris—based advertising, PR and marketing conglomerate saw revenue of 1.6B (\$2.1B) euro.

Organic growth of 2% was below earlier expectations.

Chairman and CEO Maurice Levy called it a “summer of contrasts” where July and August trended upward until a sudden downturn in September – “as sharp as it was unexpected” – centered on Europe.

“September bore the full brunt of budget cuts triggered by the marked downturn in economies: instead of the 6.6% growth forecast for September, the month ended with negative growth of -1.6%, mainly as a result of Europe.

Levy said North America remains “resilient” and believes the factors that hurt revenue in Q3 – loss of GM's media and search account, as well as cuts to health-care and retail budgets – are “more non-recurrent than structural.”

The first slide of Levy's investor presentation for the Q3 results included a collage of headlines about economic troubles in Europe, the U.S. and China.

Big wins for MSLGroup included Wal-Mart (Hong Kong) and Taitra (Taiwan).

**BRIEFS FROM THE CRITICAL ISSUES FORUM**

“We have binders and binders and binders,” joked Peter Land, senior VP-corporate communications at PepsiCo, in his best imitation of Mitt Romney during the Council of PR Firms' Critical Issues Forum.

Land's shot at levity came during his response to a question about diversity at the Purchase, N.Y.-based beverage-based food conglomerate. He said Pepsi was among the first companies to field a black sales force.

...**Kelly Vanasse**, VP-communications at Procter & Gamble's global business units, looks for “scrappiness” in communicators, adding that “some PR people are scrappier than others.”

She talked of the consumer products powerhouse's sponsorship of the London Olympics (32 brands plus P&G corporate), which she said resulted in an 89 percent rise in P&G's brand favorability numbers and incremental sales of \$500M.

In her former post as beauty products/gooming PR chief, Vanasse was obsessed with “getting guys to shave more,” preferably with a razor from P&G's Gillette unit. A dab or two of Old Spice would have made Vanasse even happier.

...**Bridget Coffing**, senior VP-corporate relations at McDonald's, said management doesn't view the Chicago suburb Oak Brook as headquarters of the fast feeder. That honor goes to the 34,500 restaurants.

A consumer enters the McDonald's brand when he walks into a local McDonald's, according to Coffing. The 27-year Big Mac veteran stressed the importance of communicators to keep calendars of upcoming events in this

24/7 world where “it's always the middle of the day somewhere.” Land added that learning something about your company/client via a “Google news alert” is the biggest nightmare for everybody in the room.

...**Greg Martin**, executive director, communications strategy and news operations at General Motors, covered the No. 1 automaker's effort to re-invent itself after the government bailout left it with the stigma of “Government Motors.” He also reminisced about the death of the GM's once high-flying and innovative Saturn brand.

To Martin, the beginning of the end was when Saturn starting producing cars designed by Opel at its Spring Hill (Tennessee) facility.

...**Spud News:** Coffing said McDonald's worked with the Russian government for 10 years to get the country's soil right so farmer grow potatoes good enough for the chain's French fries.

Land said PepsiCo's Frito-Lay operation ran a similar operation with the Government of the People's Republic of China to help farmers get better yields on their potato crops.

...**The event** was held at the glorious 583 Park Avenue event space, which is home to Third Church of Christ, Scientist.

...**Congratulations** to Fleishman-Hillard CEO Dave Senay, who was elected 2013 chairman of the Council effective Dec. 1.

**THE ENTERTAINMENT BEAT**

By Gayle Goodman, GGPR & Social

A fast-talking group of entertainment journalists from digital, TV and print outlets told PR pros in New York Oct. 23 that they're looking for pitches for a variety of celebrity-oriented stories, and some of them even yearn to hear from PR people.

Peter Himler, president of Flatiron Communications and president of the Publicity Club of New York, which hosted the luncheon event, kicked off the proceedings in front of a bubbling crowd at the Three West Club while moderator Lisa Kovitz, executive VP for Edelman, kept the panel on message.

Post-lunch, there was lots of action on Twitter at #PCNY. Start following the panelists because if you're Tweeting about your product or clients, they admit to scanning Twitter, as well as Facebook, for story ideas. And if you happen to see Leonardo DiCaprio ... well read on:

**Rob Shuter**

**Contact info:** [@NaughtyNiceRob](mailto:Naughtynicerob[at]aol[dot]com)

As former executive editor for OK! Magazine, Shuter is known for breaking new stories on major celebs. However, in his juicy career, Shuter worked on “our side” first!

Shuter started in public relations at BNC (Bragman Nyman Cafarelli, now PMK-BNC) as a receptionist, and worked his way up to “head the entertainment group” at DKC before starting his own PR agency, The Shuter Group. In these positions, he worked with celebrities such as Jennifer Lopez and other majors. Shuter knows a good pitch when he sees one, and wants “original, interesting

**MEDIA NEWS continued**

entertainment stories.”

Saying there are “great celebrity stories everywhere,” Shuter is always looking for experts. Such as, “If Jennifer Aniston cuts her hair, and you know the hair stylist,” get in touch. He’s always looking for interesting photos and videos. However, “If it’s on Youtube, I’m not breaking it,” he asserted.

In his hosting gig for AXS.tv, owned by Mark Cuban with new partner Ryan Seacrest, he’s looking for stories with more of “an entertainment focus,” as opposed to breaking news. Celebrity interviews are welcome. AXS.tv is seen in 35 million homes. But Rob? Google him, he’s everywhere.

**Kara Feigeles**

**Contact: KFeigeles [at] bauerpublishing [dot] com @Karabf**

Opportunities knock at a magazine from the publishers of Women’s World. With a readership of 400,000, Kara has 75 pages weekly to fill on fashion, beauty and the celebrity world. “We need pitches,” she implored. Email her.

Feigeles has been at Life & Style for six years, and before that, was a senior editor at The Star. She knows from the good, the bad, the ugly. She wants “sneak peeks into the celebrity world,” beauty secrets, videos, photos of “partying with the stars,” and shots “with energy, not just a star holding a drink.”

Some caveats. For events, she suggests the date be in the subject line of your email. In fact, if organizing an event, add Life & Style to your guest list, because post-event rundowns will not be covered if they have not attended, Feigeles explained.

She’s also looking for exclusives – “Readers love exclusives,” she says – and scoops.

So, “If you see Leon DiCaprio making out with someone in a club, and your’re texting that to your friends,” says Kara, “Text us, too!”

**David Caplan**

**Contact: David [at] GossipDavid [dot] com @DavidCaplanNYC @GossipDavid**

“Give me something totally different,” says the enterprising Caplan. You could find your story mentioned on his website, as well as on “The Talk,” Sirius XM, CNN Headline News, WLNY, and other celebrity TV and print outlets from Canada to Australia. This is one savvy gossip monger, and he is building an empire.

Product PR folks can rejoice, because Caplan will cover stories with a celebrity spokesperson “pegged” to a product, (“All the ‘Real Housewives of New York’ have products,” says Caplan) especially if connected to Kim Kardashian. In fact, Kim was another theme of the day.

He wants photos, gallery photos from parties, and video. Nothing is too big, he says: “We can always work with something.”

On the rise, Caplan has an international audience that’s growing daily.

**Emily Gertler**

**Contact: Emily.Gertler [at] abc [dot] com @Egerts**

How does one snag entertainment stories on the holy grail of morning talk shows? First, Gertler pointed out, watch the program. Second, do not address pitches to her for “The Today Show”, “The Early Show,” or any other competing programs. “We get lots of these,” she sighed.

Gertler works with a team of three producers. They book and produce their own segments. After sending an email pitch, Gertler encourages a personal phone call to follow-up – an unusual invitation. And, if you send her a story for fashion and beauty, as opposed to a celebrity angle, she will make sure it gets to the right producer.

In covering celebrity stories, she will consider covering a product endorsement. “We can’t spend an entire segment on a product,” she clarifies. However, “If a celebrity is attached, it takes it to a whole new level.”

Guests are booked three to four months in advance, and sometimes earlier than that. Most of all, she wants stories that are “fun.” She says “HD footage is ideal,” and if lesser quality, GMA can work on it. Slide shows, videos and blog entries are welcome materials to pitch.

**Brent A. Lang**

**Contact: Brent [at] TheWrap [dot] com @BrentALang**

Covering the business of entertainment, Lang wants stories such as Netflix earnings as opposed to coverage of, say, Kim Kardashian. He covers hard news and business stories featuring trends in the entertainment space. The Wrap was started by Sharon Waxman, a New York Times reporter, and is based in L.A. Stories from the site are carried on Reuters, MSN, and other outlets.

Lang says he “appreciates if someone reads my work,” and like many editors, can tell if there is a lack of familiarity with what he covers.

He urges a “crisp, clear message” in the subject line, to compel him to read it, and specifies that “an exclusive must be a true exclusive.” He’s looking for videos and photos, especially of executives who have been promoted.

For events, such as theater openings, send photos to info [at] TheWrap [dot]com.

**KARMAZIN TUNES OUT SIRIUS**

Mel Karmazin is stepping down as CEO of SiriusXM Radio on Feb. 1, which is a month after the expiration of his employment contract.

The move comes as John Malone’s Liberty Media is poised to win control of the satellite radio company, pending Federal Communications Commission approval.

Karmazin, 69, is a long-time rival of Malone, who praised the exiting CEO for overseeing the Sirius and XM merger and “delivering outstanding performance.”

He understands Karmazin’s decision to “pursue other interests” and is “grateful for his willingness to oversee a smooth and orderly transition,” according to Malone’s statement.

A search committee chaired by Liberty CEO Greg Maffei will consider internal and external candidates to replace Karmazin.

**NEWS OF PR FIRMS****PHASE 3 GRABS ATLANTA'S EOS**

Phase 3 Media, a design, production and distribution services firm with offices in Atlanta, Charlotte, Dallas and Nashville, has acquired Atlanta integrated marketing and PR shop EOS.

Phase 3 president Ken Holsclaw says the addition of EOS' PR, advertising and digital services, to name a few, gives his firm a "complete end-to-end solution."

EOS was founded in 2005 by ad vet Margaret Gearing and Susan Frost. EVP Elyse Hammett, formerly of Bell South and communications 21, heads its PR operation. Clients include Coca-Cola, Macauley Investments, Landeavor and Tombo USA.

**TEXT 100 MAPS ENERGY INFLUENCERS**

Text100 and research firm Stratsit have produced the PR firm's first Energy Index to determine the most visible influencers in the energy sector.

The study, based on traditional and social media coverage of politicians, journalists and analysts, found Rep. Ed Whitfield (R-Ky.) and Sen. Harry Reid (D-N.V.) to be the most influential politicians in energy because of their involvement in the Keystone Pipeline, coal and renewable energy topics.

The study found oil, renewable energy sources and clean energy were the top energy issues discussed in the political sphere, shaping 42 percent of the energy conversation.

Greentech Media editor-in-chief Eric Wesoff was deemed to have the most visibility among energy journalists. His coverage of the high-profile Solyndra bankruptcy, along with renewable energy and electric vehicles put him atop the ranking.

Solyndra, oil and climate change were the top headlines in energy, accounting for more than 50 percent of coverage, the study found.

The top 10 energy journalists for influence included Jonathan Fahey, *The Associated Press*; Andrew Restuccia, *Politico*; Wendy Koch, *USA Today*; David Roberts, *Grist*; Thomas Friedman, *The New York Times*; Cassandra Sweet, *Dow Jones Newswires* and *The Wall Street Journal*; Dina Capiello, *The Associated Press*; Marc Gunther, *Fortune*, and Ryan Tracy, *Dow Jones Newswires* and *The Wall Street Journal*.

Among journalists, oil, climate change and Solyndra generated the most buzz in the energy conversation, with these topics accounting for 50 percent of media coverage.

Text 100 found clean energy and renewable energy sources as key topics for energy analysts, accounting for almost 60 percent of coverage. Full report is at <http://info.text100.com/download-the-text100-energy-digital-index>.

**The PR Collective** network of boutique PR agencies said it has marked its 10th year with a new mission, logo, and moniker. "We took a look at what benefits and services have been most popular with our member agencies over the last decade and have reorganized TPRC to focus on those," states Los Angeles-based TPRC president Jonathan Zaleski.

Info: [theprcollective.com](http://theprcollective.com).

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

**KMR Communications**, New York/Billion Dollar Brows, eyebrow cosmetics; Edge Systems; skin care, and Emeshel, fragrance for men and women, for PR, including the U.S. launch of Emeshel.

**Susan Magrino Agency**, New York/InterContinental Miami; Hyatt Union Square New York; Auberge du Jeu de Paume, new Chantilly, France, luxury hotel, and an interactive photography exhibition presented by Le Méridien Hotels and Air France, for PR.

**Rubenstein PR**, New York/The Agency Group, entertainment booking; the Sounds of Reggae Concert, Dec. 12 event at Brooklyn's Barclays Center, and Ramona Singer, "Real Housewives of New York City" actress with skin care and jewelry lines, all for PR.

**Mfa, Ltd.**, New York/Chef Ryan Hardy and co-sommeliers Robert Bohr and Jordan Salcito, to promote their upcoming restaurant opening in SoHo slated for spring 2013.

**East**

**Clapp Communications**, Baltimore/Reisterstown Bible International, for marketing strategy and re-branding of the non-profit funder of global missionaries.

**Environics Communications**, Washington, D.C./The American College of Cardiology, 40,000-member nonprofit medical society, for traditional and social media relations for the group's annual meeting.

**South**

**Avidea PR**, Brentwood, Tenn./Super Rope Cinch, for PR to expand retail distribution. The product has been picked up by Walmart in the U.S. and Canada.

**Midwest**

**Haberman**, Minneapolis/Wolf Ridge Environmental Learning Center, for marketing, memorable creative and integrated communications.

**West**

**MWW**, San Francisco/Nimbuzz, messaging app, for brand messaging and positioning, as well as to seed partnership outreach initiatives.

**Morgan Marketing & PR**, Irvine, Calif./Lion's Heart, volunteer service organization for teens, as comms. agency of record, including media relations, PR and marketing.

**Tellem Grody PR**, Malibu, Calif./"Shatner's World: We Just Live In It," one-man show by actor William Shatner slated for a 20-city tour, and "Guts & Glory," chef and author Anthony Bourdain's 12-city tour, for PR.

**J PR**, San Diego/Rancho La Puerta, destination spa in Tecate, Mexico, for PR.

**Canada**

**energi PR**, Toronto/Hotels.com, for PR and social media in the Canadian market, and Pari Beauty, cosmetics and skin care brand, for PR and social media, including strategic counsel, media and influencer relations, and event management.

**International**

**Moonlight Media**, London/CounterpartyLink, for PR and marketing across Europe, the U.S. and Asia. The firm handles financial institutions and tech companies with trading and risk management applications.



**NEWS OF SERVICES****NEER NAMED CEO AT PILE**

Judy Neer has been named president and CEO of Boston-based agency search firm Pile and Company, taking the reins from co-founder Rick Hooker.

Hooker slides into a chairman role and will handle strategic director and financial management.

Neer, a 15-year veteran of the company, continues to oversee Pile and its divisions, Communications Collaborative and In-Houser Agency Forum, working directly with clients, the firm said.

**SMU KICKS OFF PR DEGREE**

The Meadows School of the Arts at Southern Methodist University in Dallas is launching a new bachelor of arts degree this fall in PR and strategic communications, part of its Division of Communication Studies.

The new degree is interdisciplinary with courses from the Meadows School's divisions of advertising and journalism as well as communication studies.

Ben Voth, chair of the division, noted modern PR pros must be versed in media relations, advertising, journalism, strategic planning, fostering relationships and other disciplines. "Students have to be able to create and manage multi-media communication messages to support an organization's mission, values and brand," she said. "We designed the new degree to meet these needs."

SMU has added two new faculty members for the program: associate professor Sandra Duhé, who oversees the new degree, and assist. Professor Rita Linjuan Men, both Ph.Ds.

Duhé was head of the PR program at the University of Louisiana and associate dean of its College of Liberal Arts. She was a financial analyst for Conoco and public affairs manager for Conoco, Mobil and ExxonMobil, handling media relations, community outreach, brand management and crisis response.

She has a Ph.D. in political economy from the Univ. of Texas at Dallas.

Men taught strategic communications at the Univ. of Miami in Florida for two years after working internationally with L'Oreal and Ketchum. She has a Ph.D. in strategic communication from the Univ. of Miami.

Participation in a student-run consulting firm, debate opportunities, venues for in political arenas in Washington, D.C., internships, both locally and internationally, and a chapter of PR Society's student organization are among offerings around the PR program.

**CONVERSATION RE-TEAMS WITH SUNY**

SUNY Plattsburgh has tapped New York digital marketing agency Conversation for a campaign to increase student applications for the 2012-2013 school year, following a successful push that increased applications last year.

"Similar to the campaign last year, we are focusing heavily on the personal interests and identity of students," said Kristen Link, director of client services at Conversation.

Online search tactics, digital ads and rich media displays, as well as new emphasis on online streaming radio are included in the bid.

**PEOPLE****Joined**

**Lisa Fels**, A/S, Environics

Communications, to Brightline Strategies, Alexandria, Va., as VP for strategic comms. and marketing. She was previously manager of media relations at Verizon and director at The Glover Park Group. Earlier stints included Porter Novelli in New York and Edelman in D.C. and New York.

**Fels**

**Liana Lopez**, who ran her own shop, Image House Brands, to Tampa Bay & Company, the tourism and economic development entity for the city, as director of communications. She was formerly director of public affairs for the city of Tampa.

**Meredith Pruden**, founder and CEO, Meritocracy Creative, to tech holding company East Coast Diversified Corp., Atlanta, as senior communication and media relations manager. ECDC is preparing to launch StudentConnect, a student safety technology, and Vir2o, a social engagement platform currently in beta testing.

**Mark Sutherland**, who led corporate social media efforts for Monsanto, to Elasticity, St. Louis, as chief communications officer. He was manager of public affairs for Allsup, PR director for JMM and media/gov't relations director at RAD, all St. Louis-area companies.

**Christina Baez** to Cheryl Andrews Marketing Communications, Miami, as an A/E handling Baptist Health International, Montpelier Plantation & Beach and Elite Island Resorts accounts, among other clients.

**Dagny Akeyson**, comms. and social media aide to Los Angeles Mayor Antonio Villaraigosa and City Controller Wendy Greuel, to Fiona Hutton & Associates, Los Angeles, as an A/E.

**Kaylynn Arnold**, previously with JWT Action and Big Red Rooster, and Justin Brown, banker and research analyst at Jx4, to Innis Maggiore, Canton, Ohio, as art director and A/C, respectively.

**Promoted**

**Carol Cox** to senior VP, external affairs and corporate comms., Life Technologies Corp., Carlsbad, Calif. She was VP of investor relations since December.

**Andy Weitz**, U.S. chief operating officer, Hill+Knowlton Strategies, to co-chair of the firm's global corporate advisory practice, alongside vice chair Andrew Laurence. Weitz is initially focused on developing corporate services for clients in the U.S. region, while Laurence handles international markets.

**Harry Hussain** to head Weber Shandwick's Edinburgh, Scotland, office as director. He joined the firm in 2010 from Lloyds Banking Group.

**Honored**

**Suzanne Horsley**, advertising and PR professor at the University of Alabama, was recognized as a "Champion of Change" at the White House last month for her voluntary PR work for the American Red Cross. In 2011 her PR class created "Dollar for the Next Disaster," which resulted in a \$2,000 donation to the local Red Cross chapter ahead of devastating tornadoes which hit Alabama the next day.

## **DRUG COMPOUNDERS GET PR HELP**

The trade group for compounding pharmacies has called on a Boston PR firm for crisis support as a compounding center in Massachusetts is the focus of a national meningitis outbreak.

Ball Consulting Group, the firm of former VP of communications for the Massachusetts Hospital Association, David Ball, is working with the International Academy of Compounding Pharmacists. The 2,700-member trade group, based in Houston, is working to educate media, lawmakers and regulators, as well as the public about pharmacy compounding and reassure those stakeholders about the safety of the industry.

Ball is advising the group and serving as a spokesman. "What's alleged (at the Massachusetts facility) is very different from what compounders do every day," he told the *Columbus Dispatch* Oct. 21.

More than 280 people have contracted meningitis and 23 died in an outbreak traced to a drug made by the New England Compounding Center, based in Framingham, Mass. That manufacturer has been shut down amid an investigation. Boston-based O'Neill & Associates is working the PR front for the center.

## **SOFTBANK BANKS ON CARMEN GROUP**

Japan's Softbank has hired the Carmen Group to work its proposed deal to purchase a 75 percent stake in Sprint, the No. 3 telecom. The \$20B deal faces muster from the Federal Communications and Justice Dept.

David Carmen, who was communications director for Ronald Reagan's Citizens for America grassroots group, leads the charge.

He's assisted by Bill Signer, a former aide to Manhattan Congressman Charlie Rangel, and John Ladd, ex-chief counsel of the House Judiciary Committee.

Sprint uses an array of D.C. lobbyists including Fritts Group; Franklin Square Group, Cormac Group, Putala Strategies and Fierce Isakowitz & Blalock.

Meanwhile, Carmen Group has just opened a Los Angeles outpost headed by Hope Boonshaft, who once helmed Hill+Knowlton Strategies' L.A. outpost and served as executive VP/external affairs at Sony Entertainment Pictures.

Carmen has Hollywood ties as founder of Anonymous Content, producer of films "Eternal Sunshine of the Spotless Mind," "Fifty First Dates" and "Babel") and commercials (Procter & Gamble, Budweiser and General Electric).

## **GOODMAN INDUCTED INTO HALL OF FAME**

Avid baseball fan Tom Goodman, CEO of Goodman Media International, is among inaugural members to be inducted into the Joe Torre Safe At Home Foundation Hall of Fame at a New York gala slated Nov. 8.

The New York City firm chief has done PR for the Foundation founded by the former New York Yankee manager and Atlanta Brave/St. Louis Cardinal slugger.

Katie Couric will serve as master of ceremonies of the event, while Michael Bolton is lined up as musical talent.

The evening will honor sports broadcaster Bob Costas, who has been a long-time supporter of Torre's organization

dedicated to putting an end to domestic violence.

The list of luminaries expected to attend include Bob Gibson, Tim McCarver, Billy Crystal, Lesley Visser, Lou Lamoriello, Stanley Tucci, Yogi Berra and Don Mattingly.

The price of a table goes for \$25K, while a limited supply of individual ducats are available for \$2,500. Information is available at [www.joetorre.org](http://www.joetorre.org).

## **JC INKS 'VOICE' OF THE MUSLIM WORLD**

Just Consulting, which specializes in human rights, governance, social justice and corporate social responsibility matters, has signed the Jeddah, Saudi Arabia-based Organization of Islamic Cooperation as a client.

OIC bills itself as the "collective voice" of 55 countries and the Palestinian Authority, "espousing all causes close to the hearts of over 1.5 billion Muslims of the world," according to its website.

The organization says it's the second-largest inter-governmental organization after the United Nations and dedicated to resolving conflicts among its members and advocating the "elimination of discrimination against the Muslims in all forms and manifestations."

JC CEO Joe Grieboski leads the three-person lobbying team for OIC. He is founder and chairman of the Institute on Religion and Public Policy.

His firm also represents the Kingdom of Morocco under a one-year contract worth \$120K.

According to that pact, JC provides Morocco with "strategic and tactical human rights consulting, capacity-building, communications advice and grassroots HR development."

Grieboski told O'Dwyer's that the OIC and Morocco work are separate projects.

## **TEXAS CITY REVIEWS TRAVEL PR**

The travel and tourism entity for Plano, Texas, is reviewing its six-figure PR account with an RFP process open through Nov. 5.

Dallas-based Tucker & Associates is the incumbent, winning the last competitive review in 2008. Budget is about \$250K.

Plano, which sits just outside the Dallas/Fort Worth metro area and is the corporate home of J.C. Penney, wants agency pitches to represent its tourism present to U.S. media, including press release writing, news bureau, media relations, media tours and interviews, crisis comms. and other PR activities.

The 23-year-old Plano Convention and Visitors Bureau is funded by hotel taxes levied on the city's 34 hotels with 1.9M room nights each year. Annual budget is about \$1.7M.

## **LONDON TAXI CO. HAILS FTI**

FTI Consulting is counseling Manganese Bronze Holdings, maker of London's iconic taxi, as it declares insolvency and says it "is no longer a going concern."

PricewaterhouseCoopers is expected to be appointed administrator of the company that employs 400 staffers.

MBH's London Taxi Co. has produced more than 100,000 vehicles at its Coventry production line since 1948.

## PR OPINION

**Hundreds of PR service firms are itching to help PR pros** do their jobs better but much more information is needed about the firms so that PR people can make intelligent purchases.

Some of the firms are spending as much as tens of thousands of dollars to reach prospects at three and four-day PR conferences but the low renewal rate of the exhibitors indicates they are not satisfied with sales. (<http://tinyurl.com/8pwjcz3>)

While nothing can top in-person visits, conferences only last a few days while a web exhibit hall, such as the O'Dwyer "Find the Right PR Service" database (<http://tinyurl.com/cev4fka>) is open 24/7/365, is easily downloaded, interactive, and can be updated throughout the year. Traffic is in the tens of thousands rather than a couple of thousand. Cost-per-thousand of reaching prospects is dramatically lower.

### Basic Info Needed on Services

There's almost no information on how the services charge such whether it is on an hourly basis, by project, or by monthly retainer. We know of no service firms that supply client lists.

Two of the most popular articles on [odwyerpr.com](http://odwyerpr.com) are the "How to Hire a PR Firm" (<http://tinyurl.com/yewzyse>) articles by this writer and Fraser Seitel (<http://tinyurl.com/9d4durd>) author of the leading PR text, *The Practice of PR*.

Numerous corporate executives told us how they judge PR firms and Seitel drew on his experience as a client while working at Chase Manhattan Bank.

We will do research for such an article and hope that Seitel will too.

The service firms need a small board of directors who can work on definitions. The blizzard of often highly technical services being offered is daunting even to experienced PR people.

Kirk Stewart, now with APCO but then with Manning, Selvage & Lee, told the PR Services Council in 1991 that PR firms want accurate estimates; ability to meet deadlines, truthfulness concerning their expertise and in reporting results, plenty of service, and high quality work.

### Disclosure, Rankings Helped PR Firms

PR firms in the 1970s had started to grow rapidly as companies turned to them for creativity and media contacts.

Clients had a good grip on the ad agency business because the Redbooks listed thousands of ad agencies and Advertising Age published an annual ranking of hundreds of agencies.

The O'Dwyer Co., founded in 1968, immediately noticed that there was no directory of PR firms with basic information.

Our background was covering advertising for eight years on daily basis for the former *New York Journal-American* and *Chicago Tribune*.

We set out to duplicate what was available in the ad business, namely list agencies and their people and accounts and compile a ranking of PR firms.

There was plenty of opposition to disclosure but PR firms soon realized that openness was the key to growth, particularly when their competitors were thriving by doing that.

## H&K Was Initial Holdout

An early holdout was Hill and Knowlton, which had a reputation as the biggest firm and which refused to give out an account list.

Since we belonged to the New York Financial Writers Assn., we had plenty of contacts in the financial press.

Reporter friends were asked to save all the releases sent to them by H&K or that listed H&K as the outside PR firm.

H&K executives, faced with its clients being revealed one way or another, started supplying its list.

Although an early opponent of divulging information, it later became an ardent believer in supplying both account lists and financial information.

During the late 1970s and early 1980s, H&K's account list in *O'Dwyer's Directory of PR Firms* totaled nearly 500 and occupied nearly three full pages.

Not only that, it employed one of the Big Five CPA firms to attest to its net fee income and employee count. Costs for this were in the tens of thousands but were well justified in terms of status obtained and accounts won.

H&K was so dominant in the industry that it interviewed clients rather than the opposite. Its leaders shunned competitive pitches, saying they only raised client expectations to unreasonable levels.

### H&K Dominated Counseling Industry

Blue chip corporate executives almost automatically picked H&K even though competitors were already on the H&K list. The rationale was, "We picked No. 1, what more do you want?"

H&K was sold to J. Walter Thompson in 1980 and was annexed by the WPP Group in 1987 when JWT was acquired by WPP in a hostile takeover.

Account lists no longer were published. H&K and almost all the other conglomerate-owned firms withdrew from PR firm rankings in 2001. More than 120 independent PR firms, including almost all of the major ones, continue to supply ranking data (backed up by top pages of income tax returns and W-3s) and account lists. (<http://tinyurl.com/5zw2ta>)

An early and enthusiastic participant in the O'Dwyer rankings was Edelman. It was far back of H&K in 1976 with \$3.25M in fees vs. \$17M for H&K and \$13M for Burson-Marsteller. As of 1988, Edelman was No. 8 with \$31M and still far behind H&K at \$145M and B-M at \$138M.

Edelman, which broke out its fees in the 12 PR specialties tracked by O'Dwyer's starting in 1990, now leads in 11 of the categories. Its overall fees of \$604M for 2011 were five times as big as the next independent, APCO Worldwide at \$120M.

### Services Need to Organize & Report

The services once had a thriving group in New York, the PR Service Council, but it apparently got "too big for its britches." The PR Society demolished it in 1995 by closing the exhibit hall for four years. <http://tinyurl.com/9n4qpc>

Were the services to follow the royal road pioneered by the PR firms in the 1970s, they would supply information on total number of employees, provide top pages of their corporate income tax returns, provide copies of the W-3 showing payroll and would reveal client lists.

— Jack O'Dwyer