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O'Dwyer's Newsletter

The Inside News of
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COSTA RICA LOOKS FOR TOURISM PR

The Costa Rica Tourism Board is looking to hire a PR firm to attract visitors from the U.S. and Canada. The two-year contract is budgeted at \$360K, with an option to renew for another pair of years. The Board has allocated \$20K yearly for presentations on strategies and work sessions in Costa Rica.

The pitch is to position Costa Rica as a leader in sustainable tourism, while promoting the country's value and competitive advantages over other Caribbean and central America vacation spots.



Photo: Costa Rica Tourism Board

The winning firm will have at least 10 years of travel experience and will handle the work in a city that contains the country's best traveler prospects – Los Angeles, Sacramento, San Francisco, Seattle, Houston, Dallas, Chicago, New York, Washington or Florida. The Board may seek PR in other target markets, including England, France, Germany, Italy, Spain, Brazil, Mexico, Argentina, Uruguay and Chile, which would require an additional budget. A "sworn statement" is needed attesting to a firm's ability to work in those global markets.

Deadline for English submissions is Sept. 10. Spanish languages bids will be accepted until Sept. 17.

Burson-Marsteller is the incumbent on the Costa Rica account. RFP: <http://bit.ly/O8H6UO>.

H+K ALUM HEADS F-H L.A.

Ryan Peal, a former creative director and senior VP for Hill+Knowlton, has taken the new GM post for Fleishman-Hillard in Los Angeles.

San Diego-based senior partner Della Sweetman, to whom Peal reports, had overseen the L.A. operation for F-H as GM for Southern California.

The firm has been building up its California operations, including new L.A. additions like managing supervisors Chris Ward (Murphy O'Brien) and Lauren Karasek (Atomic PR).

F-H's Los Angeles outpost was the center of a 2004 overbilling and pay-to-play scandal that led to a multi-million-dollar settlement with the city and a jail term for office head Doug Dowie.

J.J. Carter, president for the U.S. West region of F-H, said the appointment of a dedicated GM for L.A. is "an important milestone for the agency."

Peal has been consulting since exiting Momentum Worldwide as a partner last October.

TSOKANOS TO EXIT MSLGROUP

Jim Tsokanos is leaving the MSLGroup North America presidency post on Sept. 10 to pursue a "more entrepreneurial venture," the Publicis Groupe unit announced Aug. 29.

He's an 11-year veteran, who took the U.S. helm in 2007 at predecessor firm, Manning Selvage & Lee. Previously, Tsokanos ran the Atlanta and New York offices.

Tsokanos will be replaced by Renee Wilson, chief client officer, who has worked with MSLGroup blue-chips such as Procter & Gamble, General Motors, Kellogg and Tiffany.

Wilson also served as managing director of New York.

She is to work closely with CEO Olivier Fleurot as she transitions out of the CCO position during the next few weeks.

MSLGroup and Publicis face a class action sex discrimination lawsuit filed by former healthcare chief Monique da Silva. The suit seeks \$100M in damages.

WPP PR, PA UP 5.8% IN Q2

WPP said PR and public affairs revenues rose 5.8% to £234M in the second quarter with a particular slowdown in Washington and at its Penn Schoen Berland unit.

CEO Martin Sorrell said Cohn & Wolfe continued strong growth seen in Q1, and singled out its German PR unit Herin Schuppener, as well. Other units include Burson-Marsteller, Ogilvy PR and Glover Park Group.

Overall at WPP, revenue was up 6.2% to just under £2.6B on operating profit of £570M.

For the first half, WPP's PR and public affairs is up 6.8% to £459M with an operating profit of £62M.

In North America overall, Sorrell cited reduced client spending in parts of the healthcare business, custom research, WPP's call center operation and public affairs businesses in Washington in advance of the presidential election.

Improvement was seen in the U.K., although Western Europe slowed with the U.S.

WPP is returning to the U.K. from Ireland next year, pending shareholder approval, because of new legislation in Britain protecting foreign profits from taxes.

"The pattern of 2012 looks very similar to 2010 and 2011, albeit at lower overall like-for-like growth rates – in effect, the same but less," Sorrell said in a statement. Looking further ahead, 2013 is likely to be more challenging.



Tsokanos

EDELMAN CHIEF TACKLES PENN STATE CRISIS

Edelman CEO Richard Edelman addressed the board of trustees of client Penn State University Aug. 26, outlining a strategy for the embattled institution to repair its image.

Edelman and Harrisburg, Pa., firm La Torre Communications were tapped in April to guide the reputation recovery of the institution, after Ketchum worked the immediate aftermath of the Jerry Sandusky sex scandal and Kekst and Company advised its board.

Edelman in a presentation to trustees outlining a detailed plan he called an “inside-out” approach to highlight its leadership in academics, athletics and service, also urged the university to work with media to affect stories written about the scandal.



Edelman addresses Penn State trustees Aug. 26.

“We have been playing defense for the last four or five months, since we've been engaged,” Edelman told the trustees. “The Sandusky trial, the Freeh report, the NCAA sanctions -- all of these have, you know, put us in a position of back foot. In a sense all we can do is be responsive in all those ways. Now is the time ... to make the pivot.”

Sandusky was arrested Nov. 5, 2011, followed within days by the resignations of football coach Joe Paterno and university president Graham Spanier, and Edelman acknowledged that there will be “tough days” ahead.

“The first Sandusky victim and those kinds of things are going to be a continuous stream,” he said. “The key point about reputation management is you cannot go into your tortoise shell and wait for things to change.”

Part of the PR firm's strategy includes a “Faces of Penn State” campaign rolling out this week to highlight student, faculty and alumni accomplishments across various media.

Edelman said a “BP solution” of national advertising is “not appropriate” for Penn State. “It is a bad use of money, relative to the impact,” he said, adding that paid media could be implemented a year from now. “We have to earn the right to do paid media.”

Penn State, which was hit with its first civil suit on Aug. 24 related to alleged sexual abuse, opened its football season Sept. 1 with a loss to Ohio University.

“We are going to run simultaneous programs on defense and offense,” said Edelman. “We have basically just been doing defense.”

WWE'S BOLAND TO OGILVY

Tom Boland, who was senior director of partnership marketing at World Wrestling Entertainment, is now at Ogilvy PR Worldwide's social media unit. He assumes the senior VP slot at Social@Ogilvy.

At WWE, Boland designed digital marketing campaigns for its corporate partners including Kmart, Slim Jim, Ford, Mattel and 7-Eleven. He also developed WWE's Facebook and YouTube footprints.

FENTON GUIDES ARTISTS AGAINST FRACKING

Fenton is promoting the newly formed Artists Against Fracking, which kicked off Aug. 29 in New York behind support of celebrities like Yoko Ono, Sean Lennon, Lady Gaga and actor Mark Ruffalo.

Lennon fired a salvo Aug. 27 with a *New York Times* op-ed criticizing the hydro-fracking process used to extract natural gas while describing the industry's plans to drill near his family's farm in New York's Catskills.

“Few people are aware that America's Natural Gas Alliance has spent \$80 million in a publicity campaign that includes the services of Hill [+] Knowlton – the public relations firm that through most of the '50s and '60s told America that tobacco had no verifiable links to cancer,” Lennon wrote. “Natural gas is clean, and cigarettes are healthy – talk about disinformation.”

Lennon argues that fracking is a threat to the upstate and New York City water supply.

Fenton says the new anti-fracking group will work to “expose and stop the harmful and contaminating practice of fracking for natural gas and oil through mass awareness and peaceful democratic action.”

Other members include Paul McCartney, Uma Thurman, Alec Baldwin and Salman Rushdie, among others.

The group conducted its first “activist partnership project” Aug. 29 at the Paley Center in New York.

MAHONY ENROLLS AT CHARTER SCHOOLS

The National Alliance for Public Charter Schools has hired Gina Mahony as its senior VP for federal affairs.

The 11-year veteran of Capitol Hill was senior policy advisor for former House Majority Leader Steny Hoyer of Maryland. She played a role in the Charter School Expansion Act of 1998.

Most recently, Mahony was policy director at Brownstein Hyatt Farber Schreck, working the Congress on behalf of companies, coalitions and associations.

The Alliance is headed by Nina Rees, a former Dept. of Education staffer, who helped roll out President George W. Bush's No Child Left Behind Act.

She also was senior education analyst at the Heritage Foundation and domestic policy advisor to Vice President Dick Cheney.

The Alliance counts 5,600 charter schools with an enrollment of 2M. It claims 600K students are waitlisted.

WRIGHT JOINS ENCORE

Sheryl Wright, a 25-year veteran of telecom Sprint Nextel, has joined Encore Capital Group as senior VP-external affairs

She's in charge of corporate communications, community outreach and federal/state regulatory affairs for the San Diego-based debt collection agency.

Wright departed Sprint Nextel as VP-government affairs. Most recently, she was senior VP-external affairs at Bridgepoint Education, the for-profit education company that Sen. Tom Harkin, chairman of the Committee on Health, Education, Labor and Pensions slammed as a “scam.”

PATCH PR HEAD IAMUNNO TO EXIT

Janine Iamunno, VP of communications for AOL's Patch, is leaving the local news unit after two years.

Iamunno, former senior director of PR for CNN, said in a Facebook post that she made the "tough decision" to step down. "It's been an extraordinary journey and I will always believe in our vision and ultimate success," she said, adding there is "more to come" on her next move.



Iamunno

Iamunno has represented the AOL division through its heavily scrutinized (and well-funded) development of the past few years, including layoffs earlier this year in its quest for profitability as a national network of local news sites.

Patch was co-founded by AOL CEO Tim Armstrong in 2007.

Iamunno was previously senior manager of communications for MTV after working PR for documentary filmmaker Arnold Shapiro.

Jolie Hunt, chief marketing and communications officer for AOL, told O'Dwyer's the company is recruiting a new PR head for Patch.

FOX UPS PR PRO TO COO SLOT

Fox Broadcasting has promoted Joe Earley, who was marketing and communications president, to the COO slot.

He joined Fox in 1994 as senior publicist after serving a stint as media relations chief at Time Warner's HBO cable operation.

Earley handled promotional duties for Fox hits such as "The Simpsons," "American Idol," "House," "24" and "The X Factor."

He now takes control of programming, casting, scheduling, research, digital and business affairs.

Earley reports to Kevin Reilly, chairman of entertainment. Reilly praised Earley as a creative marketing strategist who "should own the patent on the concept of 'team builder.'"

MURDOCH DELIVERS PITCH FOR ISRAEL

News Corp. CEO Rupert Murdoch is among speakers at a New York conference slated Sept. 10 to promote investment in Israel, the session is co-sponsored by the company's *Wall Street Journal*, *Barron's* publications, along with the Business Council for International Understanding and the Government of Israel.

The conference will discuss the country's impact as an exporter of technologies and highlight investment opportunities in the alternative energy/natural gas and biotechnology/biomedical sectors.

Joining Murdoch are Peter Hancock, CEO of AIG Property & Casualty; Ester Levanon, CEO of the Tel Aviv Stock Exchange; Dov Baharav, chairman of Israeli Aerospace Industries; Yuval Steinitz, Israel's Minister of Finance, and Yuli Edelstein, Israel's Minister of Public Diplomacy & Diaspora Affairs.

LEFT LIKES STEWART, GOP, FOOTBALL

"The Daily Show with Jon Stewart" is the best TV platform to reach Democratic loyalists while ESPN's "College Football Regular Season" series is tops for Republican conservatives, according to an analysis by Experian Simmons, the consumer research unit of credit report giant Experian.

Experian segmented the voter population into 10 groups, using five for the TV study: Super Democrats (somewhat/very liberal), Ultra Conservatives (56% of Republicans, social issue conservatives) and Mild Republicans (Republicans with liberal views on issues like abortion), as well as On the Fence Liberals and Green Traditionalists in the middle leaning left and right, respectively.

Super Democrats

1. Daily Show w/ J. Stewart (CC)
2. The Colbert Report (CC)
3. 30 Rock (NBC)
4. Shameless (Showtime)
5. Modern Family (ABC)
6. Game of Thrones (HBO)
7. Project Runway (Lifetime)
8. Sat. Night Live (NBC)
9. Parks and Rec. (NBC)
10. The Soup (E!)
11. Parenthood (NBC)
12. The Killing (AMC)
13. Mad Men (AMC)
14. Watch What Happens (Bravo)
15. Anthony Bourdain (Travel)
16. TOSH.O (CC)

Ultra Conservatives

1. College Football (ESPN)
2. Antiques Roadshow (PBS)
3. Today w/ Kathy Lee/ Hoda (NBC)
4. College Football (ESPN2)
5. Dancing w/ Stars Results (ABC)
6. NCIS (CBS)
7. Undercover Boss (CBS)
8. Hawaii 5-0 (CBS)
9. Wheel of Fortune (Syndicated)
10. Sat. Night College Foot (ABC)
11. Today Show (NBC)
12. Dancing w/ Stars (ABC)
13. Big 12 College Football (FSN)
14. Property Brothers (HGTV)
15. House Hunters (HGTV)
16. The Biggest Loser (NBC)

Behind Jon Stewart, Comedy Central's "The Colbert Report," NBC's "30 Rock," Showtime's "Shameless," ABC's "Modern Family," HBO's "Game of Thrones," Lifetime's "Project Runway," NBC's "Saturday Night Live" and "Parks and Recreation," and E!'s "The Soup" rounded out the top 10.

The study looked at cable and broadcast TV shows with the highest concentration of viewers from each segment.

"Candidates, political organizations, and even traditional advertisers trying to connect with any of these voting segments would be wise to consider advertising on the programs listed [in the study]," wrote John Fetto, senior marketing manager for Experian Simmons, in releasing the tallies.

For the top conservatives, the top 10 includes PBS' "Antiques Roadshow," NBC's "Today with Kathy Lee & Hoda," ESPN's college football series, ABC's "Dancing with the Stars," CBS' "NCIS," CBS' "Undercover Boss," CBS' "Hawaii 5-0," syndicated "Wheel of Fortune" and ABC's "Saturday Night College Football."

The so-called Mild Republicans tune in the most to CBS' sitcom "Rules of Engagement," with three Discovery Channel shows in the top 10, including "Sons of Guns" (2), "Gold Rush" (7) and "Deadliest Catch" (8).

On the Fence Liberals flocked to BBC America's "The Graham Norton Show," followed by Adult Swim's "Aqua Teen Hunger Force." The right-leaning Green Traditionalists tuned in the most to TRUTV's "Lizard Lick Towing" and TLC's "Extreme Couponing."

MEDIA NEWS continued**YAHOO HIRES SAVITT FOR CMO DUTIES**

Kathy Savitt, the one-time president of MWW Savitt in Seattle and VP-strategic communications, content and initiatives at Amazon, will join Yahoo on Sept. 14 as chief marketing officer in charge of worldwide branding.

She is the first major hire of CEO and Google alumna Marissa Mayer.

Savitt is currently running Lockerz, a rewards based e-commerce company that she founded in 2009. It has a roster of 45M users and financial backing from Liberty Media, Kleiner Perkins Caufield & Byers, DAG Ventures and Live Nation Entertainment.

With the move to Yahoo, Savitt is shifting from CEO to the chairman role at Lockerz.

Before the start-up, Savitt was CMO at American Eagle Outfitters. At Yahoo, Savitt will report to Mayer.

CREATIVE CHIEF LEAVES ZYNGA

Mike Verdu, chief creative officer of Zynga, has left the social gaming firm to launch a new firm backed by it. The former Electronic Arts executive joined Zynga three years ago.

"After I did a lot of soul-searching, I have decided to go back to my roots and start a new company," he wrote on Zynga's website.

CEO Mark Pincus says the company's "deep bench of creative talent and leaders will carry the torch and shape the next wave of creativity at Zynga."

Verdu's departure follows the exit of COO John Schappert. The company's stock, which went public last December at \$10, trades in the \$3 range.

LUHHO HITS THE U.S.

Spanish language luxury magazine *LUHHO*, which launched in Lima, Peru in 2008 and spread through South America, will hit the U.S. shores in October as a controlled circulation of 50K is launched in the Sunshine State.



"Florida continues to be one of the most aspirational American markets for our readers," said Petar Petrov, founder, publisher/director of LUHHO Media. "The LUHHO brand is synonymous with elegance, sophistication and a unique decadence that will be introduced to a new and exciting territory as part of our continued growth throughout the U.S.," said Petrov in a statement.

LUHHO's editorial themes have included travel, home & décor, fashion, sports, technology, arts & collections and architecture.

The magazine plans a series of launch events in partnerships with advertisers based on the brand position of "luxury is not a sin."

Elliott Stares PR handles LUHHO.

NEWHOUSE KILLS MORE DAILY PRINT PAPERS

Newhouse Newspapers, which in May decided that New Orleans is going to be the largest American city without a daily newspaper with the scaling back of the *New Orleans Times-Picayune*, is doing the same for Syracuse and Harrisburg.

The *Post-Standard* in Syracuse and the *Patriot-News* are going to three day a week schedules, while promising to beef up website content.

Newhouse says a decline in advertising is the reason for the retrenchment. Job cuts are in the works. The P-S has a staff of 386 people.

The P-N employs 285.

NBCU ALUM JOINS SHINE

Vivi Zigler, who departed the NBCUniversal digital entertainment president post in a June shake-up, has joined Elizabeth Murdoch's Shine Group TV production unit of News Corp.

The 19-year NBCU veteran signs on as president of Shine 360 & digital at Shine America. Shine 360 is the commercial and rights management operation responsible for developing brands across sponsorship and advertising partnerships, as well as live performances.

Zigler also will oversee Shine America's branded entertainment, licensing and digital categories.

Carl Fennessy, CEO of Shine America, called Zigler an "innovative and dynamic leader with extraordinary multi-platform" savvy. She has the "vision and expertise to develop our brands and content into true 360 experiences," he said in a statement.

Zigler exited NBCU following the addition of Showtime executive Robert Hayes to the executive VP/digital media slot.

Prior to NBCU, she worked as director of marketing and advertising at King 5 TV in Seattle. Shine produces programs such as "The Biggest Loser," and "Master Chef." It's developing "The Face" with model Naomi Campbell for Oxygen.

CR' CHAMPION RETURNS TO NISSAN

David Champion, key spokesperson for automobile quality ratings at *Consumer Reports*, is returning to Nissan on Sept. 10.

The former head of the consumer product watchdog's auto test center in East Haddam, Conn., will be based at the Japanese automaker's proving grounds in Stanfield, Ariz. That site is where the NV200 van, which will join NYC's taxi fleet this year, has been tested.

Champion, who is British, was a quality assurance engineer at Nissan from 1994 to 1997, working to identify and correct customer "dissatisfiers," said Nissan's release.

Earlier, he was a principal engineer at Land Rover of North America, establishing remote test facilities in the U.S. and Canada.

Champion will report to Steve Monk, director-vehicle evaluation/testing and chief marketability engineer for Nissan Technical Center North America.

He also will work with Carla Bailo, senior VP-R&D, on customer satisfaction matters.

NEWS OF PR FIRMS**OLYMPICS BOOSTS CHIME AFTER PR SALE**

Chime Communications reported first half operating income jumped 25% to £167.7M while pre-tax profit fell 41% to £6.7M as gains in sports marketing from the London Olympics bolstered revenue after the \$32M sale of PR unit Bell Pottinger.

Chime CEO Christopher Satterhwaite said the company is “evolving” from a diversified group centered on PR into an international communications and sports marketing group.

PR, once more than 40% of Chime’s revenue, is now about 15%.

“Despite difficult overall economic conditions we anticipate continued growth in our sectors and in our businesses,” he said.

PR hit £24.7M for the first half, down from £51.3M a year earlier. Its discontinued Bell Pottinger unit saw revenue climb 54% to £29.3M.

By comparison, sports marketing was a £92M business for Chime in the first half, up from £38.6M in the first half of 2011.

Chime, which is searching for a new chairman, said the Bell Pottinger deal resulted in significant cost reductions, adding that cash from the move will be invested in growth areas. Chime said a £2.9M profit arose on the deal.

Chime’s business is now centered on four areas: sports marketing (CSM Sports & Entertainment), advertising (VCCP), PR and healthcare comms. (Good Relations, Open Health, Harvard, TTA PR) and insight and engagement (CIE).

NFL VET HALBROOKS HANGS SHINGLE

Tresa Halbrooks, former community relations manager for the NFL's Tennessee Titans, has launched Legacy Consulting, PR & Events in Nashville.

Debut clients include former Titan Kevin Carter, country musician Jay DeMarcus of Rascal Flatts, St. Thomas Hospital, Gigi's Cupcakes and the YWCA of Middle Tennessee.

Halbrooks, who left the Titans in March, is a consultant to SOTL.com, the NFL Players Association's social-media partner.

She was previously senior manager of community relations for Gaylord Entertainment.

Info: legacy-pr.com.

BRIEFS: Clearpoint Agency, San Diego, is marking its 10th anniversary and has revamped its website, clearpointagency.com. ... **Calysto Communications**, Atlanta, has partnered with Austin-based mobile and wireless consulting firm iGR to help clients incorporate those two technologies into their marketing and PR programs. ... **Clement Communications**, a tech shop with outposts in San Francisco, Denver and Boston, has acquired digital agency HON Marketing and renamed it HON Digital as an independent subsidiary of Clement. Samuel Hon remains president of HON. “This is a group that understands the time and effort it takes to understand customers and build programs to help build brands, engage stakeholders and drive sales,” he said of Clement.

NEW ACCOUNTS**West**

Hill+Knowlton Strategies, Seattle/NCsoft West, a unit of Korean online gaming giant NCsoft, as North American AOR, including recent media relations and brand strategy support for the release of "Guild Wars 2." H+K's San Francisco, Los Angeles and New York offices are also working the business.

Edelman, San Mateo, Calif./HootSuite, social media management software, as PR AOR to lead media relations and digital marketing products focused on its enterprise version. HootSuite claims nearly five million global users.

Marketing Maven PR, Los Angeles/USA Women's Water Polo, to represent the gold medal winners for media relations. The firm will also handle social media training for the athletes. The team defeated Spain, 8-5, for the gold medal in the London Games.

Southeast

Brandware PR, Atlanta/ Bonfire Wines, for PR for launch in 2013 targeting millennial wine consumers; STRUT Launchport, for media relations for its line of iPad products based on its proprietary wireless charging technology, and Teles Properties, Los Angeles-based real estate listings and market analysis, for media relations.

O'Connell & Goldberg, Hollywood, Fla./Viceroy Miami hotel, for PR.

TransMedia Group, Boca Raton, Fla./Global Trade Chamber, networking platform for business and chambers of commerce, for launch.

Mountain West

GroundFloor Media, Denver/Oskar Blues, craft beer brewer of Dale's Pale Ale and Old Chub, among others, for PR.

New York Area

DKC, New York/Robert F.X. Sillerman, entertainment entrepreneur, for PR for his new venture in the electronic dance music industry. Sillerman, who built and sold SFX Broadcasting and the Elvis Presley licensing company CKX, has acquired Disco Donnie Presents, an EDM promoter and industry leader, and Dayglow, a production and promotions company staging more than 125 EDM concerts per year in the U.S.

Cornerstone, New York/OurStage.com, online social platform for new music, for PR, media outreach, digital comms., events and partnerships.

Middleberg Communications, New York/Playmaker Systems, D.C. area management consulting firm founded by PR executive Alan Kelly, for branding, positioning, and digital and traditional media relations, particularly related to the release of an upcoming mobile application. Sister agency Laundry Service handles social media and influencer programs. Kelly previously led tech shop Applied Communications Group.

5W PR, New York/Aluminyze, photo production method using aluminum in lieu of paper, for PR.

Stern + Associates, Cranford, N.J./Harvard Business Review Press, for media relations.

International

Genesis Burson-Marsteller, Delhi, India/Flipkart, online retailer of books and merchandise; Loyalty One, customer insight and strategy, marketing and loyalty programs, and GAS, Italian denim brand, for PR.

— Greg Hazley

NEWS OF SERVICES**STRAUSS WORKS DNC RADIO**

Radio and TV PR company Strauss Radio Strategies has been tapped as a vendor for the 2012 Democratic National Convention in Charlotte, N.C., this week.

Strauss, led by former Clinton White House radio chief Richard Strauss, is among a team of vendors and convention staff working on radio services for the convention's broadcast and multimedia operation, Studio 2012, based in Charlotte's Time Warner Cable Arena.

DNCC CEO Steve Kerrigan said Studio 2012 is "essential" to the event because it "allows us to localize the convention experience and ensure that elected officials, campaign surrogates, and others attending the convention here in Charlotte can communicate our message of bringing Americans together to those tuning in from communities across the country."

The studio will move to Bank of America Stadium for the final day of the convention and President Barack Obama's speech to the event.

Richard Strauss said working the convention is a "great honor."

EX-PR SOCIETY CHAIR FISKE TO FIRM

Rosanna Fiske, 2011 chair of the PR Society and a faculty member of Florida International University since 2006, has left the school to join República, a "cross-cultural" advertising and PR firm based in Miami.

**Fiske**

It was founded in 2006 by Jorge Plasencia and Luis Casamayor, who have "decades of experience in media, advertising and marketing" and who founded a company that "lives by ethics, trust, loyalty and responsibility."

Fiske, previously in *Communique*, her own firm, and with Ketchum, was director of the Global Strategic

Communications Master's Program in the School of Journalism and Mass Communications at FIU, where she was also an associate professor.

Fiske last November initiated a quest for a new definition of PR via an interview with ad columnist Stuart Elliott of the *New York Times* that touched off a flood of comments, most of them negative.

The biggest discussion was on spinsucks.com, which had blasted the quest. A lengthy post in defense of it by Dave Rickey, former national board member of PRS, was one of 74 comments on the issue.

Plasencia was the first director of Hispanic marketing for the Miami Marlins during their 1997 championship season.

He also was an executive at Estefan Enterprises, working with entertainers Gloria and Emilio Estefan. He was involved in the careers of Gloria Estefan and Shakira in the late 1990s when there was increased interest in Latin music.

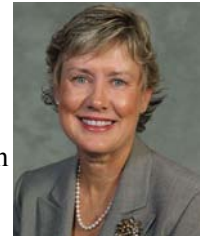
Plasencia also operated Univision Radio, the country's largest Spanish-language radio network.

Casamayor had his own advertising, marketing and design firm, Cosmyk, which had clients in Miami, New York, Las Vegas and Latin America. Baptist Health, Sedano's Supermarkets, Miami Dolphins and BankUnited are among clients.

PEOPLE**Joined**

Maria Andriano, independent consultant and former senior VP at Redpoint Marketing PR, to PRCo, New York, as managing director and head of its U.S. office. She handles clients like Gramercy Park Hotel, Paramount Hotel, The Stafford London, The Café Royal, and the Four Seasons Maldives. She was previously with KWE Associates, Rubenstein Assocs. and M. Silver Assocs.

Cathy Barry-Ipema, who has more than 30 years of hospital and health systems experience, has moved to Edelman's D.C. health practice. She joins from The Joint Commission, which accredits and certifies more than 19,000 healthcare groups and programs across the U.S. Barry-Ipema, a 19-year veteran of TJC, was chief communications officer, in charge of media relations, issues management, publications and the organization's speakers' bureau. Prior to TJC, she was PR director of Lutheran General Health System (Park Ridge, Ill) and Grant Hospital of Chicago. Barry-Ipema, who lives in Chicago, reports to Laura Gordon, GM of Edelman's D.C. healthcare team.

**Barry-Ipema**

Shannon Bennett, VP, corporate comms. and public affairs for grocery giant Supervalu, to aluminum producer Aleris, Cleveland, as VP, communications. She previously worked comms. for Albertsons before its acquisition by Supervalu and earlier led PR for the Massachusetts State Lottery.

Silvia Taylor, senior director, marketing, RSV franchise, MedImmune, to Sucampo Pharmaceuticals, Bethesda, Md., as senior VP, IR, PR and corporate comms.

Ralph Frammolino, a veteran investigative reporter for the *Los Angeles Times*, to G.F. Bunting, the year-old Los Angeles firm of former Sitrick and Co. EVP Glenn Bunting. Bunting and Frammolino were colleagues at the L.A. Times, exiting amid buyouts at the paper in 2007 and 2008, respectively. The 56-year-old Frammolino was at the *Dallas Times-Herald* before moving to the LAT in 1983, where his investigations included the Fleishman-Hillard overbilling scandal and the J. Paul Getty Museum's acquisition of black market antiquities.

**Frammolino**

Bill Shawver, former director of the Idaho Bureau of Homeland Security, to Idaho Power, Boise, as director of corporate communications. He is a 37-year veteran of the Idaho Air National Guard.

Chandni Patel, freelancer and former senior A/E at Cornerstone Communications, to R/West, Portland, Ore., as director of PR and brand strategy in N.Y.

Promoted

Jason Chiem, **Claudio De Laurentiis** and **Nat Wilkes**, who completed trainee apprenticeships, to full-time associates, The Phelps Group, Santa Monica. They are media coordinator, art director and team coordinator, respectively.

VIRGINIA BEACH MAKES POTENTIAL NBA PITCH

Buzz is building in Virginia Beach as the resort city tries to potentially woo the NBA's Sacramento Kings to become the area's first major sports franchise.

Meridian Group, the local ad and PR agency working on an effort to build a sports arena in the city, set off speculation last week when it registered the Internet domains virginiabeachkings.com and vbkings.com.

A press conference put together by Meridian Aug. 23 featured one of the project's backers, Comcast-Spectator, floating plans for an 18,000-seat sports arena, according to the *Hampton Roads Pilot*, which pegged the cost between \$275M and \$400M.

The Kings have not commented on Virginia Beach's efforts. The arena pitch does not identify a tenant.

The plan goes before the VB city council Aug. 28.

Comcast-Spectator owns the Philadelphia Flyers and the Wells Fargo Center in Philly, where the NBA's 76ers and NHL's Flyers play.

Meridian was hired by HKS, the global sports planning and architecture firm working on the city's pitch, according to the *Hampton Roads Business Journal*.

PR vet Tom Kelley heads Meridian's PR operation. He told the HRBJ that the domain registrations were a "normal course of business" and said the firm has reserved other addresses as well, although he declined to name them.

SEC CHARGES IR EXEC WITH INSIDER TRADING

The Securities and Exchange Commission has filed a civil suit against former Carter's Inc. VP of investor relations Eric Martin.

The federal agency accused Martin, first as director and later as VP of IR, of repeatedly trading Carter's shares during blackout periods while he had nonpublic information on financial results, gaining profits and avoiding losses to the tune of \$170K.

The SEC said Martin got the financial results while preparing executives for quarterly earnings calls and then bought or sold stock, depending on whether the reports were positive or negative. The activity occurred over at least eight quarters from January 2007 to April 2009.

Sean McHugh, VP of IR and treasury for Carter's, told O'Dwyer's the company is aware of the SEC's enforcement action against Martin but did not have knowledge of his actions while he worked for the apparel company. "Carter's was unaware of his alleged actions during his tenure at Carter's," said McHugh. "We have fully cooperated with the SEC investigation."

Martin worked IR at Carter's from March 2003 to March 2009, according to his LinkedIn profile, which says he is a managing director for MA Capital Management.

The complaint, filed in U.S. District Court for the Northern District of Georgia, said not all of Martin's trades produced gains or avoided losses, noting Martin did most of the trading through his wife's account and joint accounts. His wife is named as a relief defendant.

Carter's executives faced criminal charges by the U.S. attorney's office in Georgia after a probe in 2009 that led to financial restatements at the company back to 2004. Martin was terminated in March 2009.

WITH NEW NAME, UNIV SEEKS AGENCY

The renamed Western State Colorado University is dangling a three-year marketing communications contract for proposals as the Rocky Mountain institution looks to build its image and foster public awareness.

WSCU, formerly Western State College, sits in the Rockies at Gunnison, Colo., ("Learning, Elevated." is a tagline) with 2,300 students in its undergraduate and graduate programs. It is the latest of a handful of Centennial State university's to drop "college" for "university" to boost enrollment from beyond state borders.

"[W]e can't operate solely on students from Colorado anymore," Western State president Hay Helman told the *Denver Post* in April. "If the state can't or won't support us, we have to be competitive for out-of-state students."

The school wants an agency to "directly and indirectly increase the university's visibility with target groups such as alumni, friends, the Denver metro area, and known USN&WR survey takers and beyond," according to the RFP.

For the name change, which went into effect Aug. 1, the university hired Maine branding firm BFT International. Tagged as a "public awareness" campaign, the university anticipates an advertising-heavy effort.

View the RFP: <http://bit.ly/OPuq0a>.

PARISEU HANDLES RIMES REHAB

True PR partner Marcel Pariseau is handling singer LeAnn Rimes, who has entered a rehabilitation facility in California ahead of the launch of her 20th album.

Los Angeles-based Pariseau, whose firm reps clients like Scarlett Johansson, Catherine Zeta-Jones and Bill Maher, said Rimes voluntarily entered a 30-day program to "cope with anxiety and stress," denying treatment for an eating disorder or substance abuse.

"While there will be speculation regarding her treatment, she is simply there to learn and develop coping mechanisms," he said in a statement. "While privacy isn't expected, it's certainly appreciated."

The 30-year-old singer has sold more than 40 million albums with her latest, "Spitfire" to be released in early 2013 and a single dropping later this year. Rimes, who was involved in a high-profile affair with husband Eddie Cibrian before they married in 2010, took an image beating earlier this year when a recording of a phone conversation was posted online after the singer reportedly tried to resolve negative online postings.

The AP reported last week that Rimes has sued two women over the posting of the phone call recording with the complaint alleging the audio clip caused "a public and damaging depiction of Ms. Rimes, have harmed her reputation and personal relationships, and have caused her emotional distress."

One of the women accused in the suit told the AP: "I truly think this is a PR attempt to get people to think she's been victimized."

Pariseau, who started out at Nancy Seltzer & Assocs., was formerly a partner in Pariseau York Raymond PR. He is partnered with Cece York in True PR, which is aligned with Wagstaff Worldwide to handle PR for culinary personalities.

PR OPINION

Andrew Fowler, technical support rep of the PR Society, has e-mailed us that someone broke the PRS web rules by sending us the first half financial report last week and can have his or her web privileges revoked.

Justaminute!

The first half report, as we noted, was a financial “dirty trick” because it was only posted the day before the PRS Assembly delegate teleconference Aug. 29 and gave the delegates no time to pore over the figures and prepare questions. <http://tinyurl.com/8nlwemy>.

Delegates have now been told they won’t get Q3 until the day of the Assembly, Oct. 13, another dirty trick.

This is the Theatre of the Absurd because the PR press can’t report adequately about PRS unless it has access to its financial reports.

PRS won’t let reporters join. It’s also folly for PRS to think that it can get 21,782 members to go along with its policy of stifling the press.

Neither the board nor the staff has the power, at their “sole discretion,” to expel members or deprive them of any rights.

Those rights can only be removed if the member has been “sanctioned by a government agency or convicted in a court of law.”

The current PRS Code of Ethics says: “Emphasis on enforcement of the Code has been eliminated. But, the Board of Directors retains the right to bar from membership or expel from the Society any individual who has been or is sanctioned by a government agency or convicted in a court of law of an action that fails to comply with the Code.”

Kangaroo Court Was Rejected in 2009

The 2009 bylaws re-write committee attempted to give the board the “sole discretion” to expel or discipline a member but that was rejected and the language above substituted in Article XII, Section 2 (b).

The 2011 Assembly, from which this reporter was barred, removed the sentence in Section 2 (b) that said “sanctioned by a government agency or convicted in a court of law” and left in the sentence that said the board may bar or expel from membership “any member who violates the PRS Code of Ethics.”

However, Article III, the current Section 7 on “Termination of Membership,” says a member may be expelled “who shall have been convicted of, or shall have pleaded ‘No Contest’ to a charge of, a felony or misdemeanor related to the conduct of the PR profession.”

The need for conviction by an outside authority is invoked. There is an obvious danger of members, who may be in competition with each other for jobs and accounts, sitting in judgment of other members and convicting them of anything.

The PRS “Kangaroo Court” is not in session and never will be. If leadership/staff want to remove any privileges from a dues-paying member they will have to go to court to do so.

Members should ask for a copy of the new 13-pages of harsh legalisms that apply to users of the PRS website. The words “sole discretion” appear five times and violators are threatened with “criminal and/or civil prosecution.” One section says: “We may suspend any account where violations of these Terms of Use and Usage Policies are suspected.”

Members can be convicted by the PRS Kangaroo Court on mere suspicion! Says the next sentence: “We also reserve the right to disable your user account at our sole discretion without explanation.”

Any searches by members become “PRS’s own records” and may be intercepted and reviewed “at any time,” the document warns. The PRS system collects “cookies” that identify users. It’s PRS as “Big Brother.”

By agreeing to the terms, members are letting PRS sell their names and addresses for “one-time mailing use only” by “responsible third parties.”

Members ought to protest the existence of the PRS Kangaroo Court to their chapter presidents, Assembly delegates and h.q. staff. “Kangaroo,” first used in 1853 in Texas, refers to justice taking “leaps” like kangaroos. There were “hanging judges” who went from town to town and meted out quick “justice.”

Press Needs Finances to Cover PRS

The 2012 first half report is important because it shows how many members are paying the \$30 dues increase.

It looks like quite a few are not.

The dues hike was 13% but 1H dues “revenues and fees” are up only 7% to \$2,907,285. If renewals and new members were at the same rate as in 2011, dues revenues would be up 13%.

The dues figure includes initiation fees and dues of new members and the new member total is probably 2,500 or more for the half. New members pay \$255 dues plus \$65 initiation fee or \$320 total (\$775,000 total although initiation fees are waived in some instances).

PRS typically renews 70% to 75% of current members. The two-year total (2001-2002) was 11,042 members not renewing while 11,227 joined (figures disclosed by PRS PR director Libby Roberge).

Leaders Don’t Want More Members

Corbett told the teleconferences that PRS needs ideas that will help it to grow since the PRS membership total is only 8% of the 270,000 PR people. We don’t think that’s what the leaders want at all. The fewer members there are and the fewer APRs there are, the more “elite” they can claim to be.

If PRS wanted to grow it would allow chapter-only memberships (like the ASAE and many other groups); have the annual conference in New York every year; convert *Tactics* and *Strategist* to online-only; move at least 90% of the staff, shaving the \$5.5M payroll; replace the 95% non-PR staff who know little about PR and care less with career PR people; stop booking dues as cash which no other major non-profit does (ABA, AMA, AICPA, IABC, ASAE, etc.), and cut national dues to \$95 or less.

— Jack O’Dwyer