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O'Dwyer's Newsletter

The Inside News of
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HEALTH EXCHANGE WANTS PR PRESCRIPTION

The entity charged with creating Hawaii's health-care exchange required under the Affordable Care Act is on the hunt for a PR firm.

The Hawaii Health Connector released an RFP on Sept. 5 to handle research, communication strategy and PR, inviting firms to pitch one or all three of the segments. One-year contracts are planned.

The Connector seeks a strategic communications plan and public awareness campaign to keep it in the news and tout its value and benefits.

"In many respects the Connector is similar to a start-up company," reads the RFP. The Connector ... needs a public relations services provider that is fast moving; that can rapidly respond to new issues; and that can provide last minute services when necessary." It also needs a PR firm that can interact with the U.S. Dept. of Health and Human Services, Center for Consumer Information and Insurance Oversight and state entities, as well.

The Affordable Care Act tabs states to set up exchanges, online marketplaces to purchase private insurance plans which are subsidized by the federal government. States which do not act by the end of the year will have exchanges created and run by Uncle Sam.

Proposals are due Oct. 1 with a letter of intent to pitch required by Sept. 17.

View the RFP: <http://bit.ly/S3Dxuy>.

ARMY ENLISTS PA CONTRACTOR

The Army's public affairs operation has tapped D.C. firm Barbaricum for a \$900K strategic communications pact.

Barbaricum is led by Sanitas International partner Christopher Harvin, a former Levick Strategic Communications VP and Pentagon and Bush White House advance and PA staffer. Scott Feldmayer, a former director for the Pentagon's former Iraq War PR firm, Lincoln Group, is a VP.

The PR contract, which could stretch to July 2015 if two option years are picked up, includes communications planning, media and community relations counsel and outreach support for the Army's Office of the Chief of Public Affairs. Both internal and external communications are covered.

Barbaricum has worked several communications assignments for the Army, including its Command and General Staff College, Leader Development and Education unit, and School of Advanced Military Studies.

Brig. Gen. Gary Volesky was tapped in May as Chief of Public Affairs for the Army.

EDELMAN MAKES BIG PLAY FOR RESEARCH

Edelman has brought in polling guru Michael Berland from WPP as the top independent firm revamps its StrategyOne unit as Edelman Berland and plans to inject research into its PR work the way digital has been infused in recent years.

Berland, who handled polling and advised New York Mayor Michael Bloomberg and *Parade* magazine among scores of clients, has been president and partner of Burson-Marsteller unit Penn, Schoen and Berland, bought by WPP in 2001.

Mark Penn, another PS&B partner who led B-M, left last month for Microsoft.



Berland

Richard Edelman said he wants research and analysis "at the core" of client work, adding he hopes the EB unit will follow the success of the PR firm's integration of its digital business. "We know the model works, and the fact that our digital business has grown to revenues in excess of \$80M globally as a result speaks for itself," he said, noting that EB will also establish its own clients, as well.

StrategyOne founder Steve Lombardo, a Republican pollster and key figure in developing Edelman's prized Trust Barometer, returned to StrategyOne as CEO last year after running his own shop. Edelman in July recruited Hill+Knowlton Strategies' Peter Ventimiglia as executive VP for StrategyOne in Washington.

Edelman Berland has more than 100 staffers with offices in seven U.S. cities and four overseas.

WPP, reporting its second half earnings last week, said its PS&B unit has been underperforming amid a slowdown in Washington.

HAVAS GROWTH TICKS UP 2%

Havas said second quarter revenue rose 16% to 224M euro as organic growth ticked up 1.9%.

CEO David Jones said Asia, Latin America, digital media and healthcare led the charge in the first half on one of the holding company's best half-year new business periods in recent years.

Global PR and communications wins through its Euro RSCG network for the second quarter included AXA, IBIS Hotels, Sephora and Thomas Cook.

Revenue for the first half was up 8.4% to 829M euro as net income climbed 5.7% to 56M euro. North American revenue rose 9% in Q2 to 146M euro, mostly on media, healthcare and advertising and wins including Phoenix University, American Eagle Outfitters and Atlantic City.

HOUSE WANTS PR RECORDS FROM DOL, FIRM

The House Committee on Education and the Workforce has requested documents and communications from McNeely, Pigott & Fox PR and client the U.S. Dept. of Labor as it questions the effectiveness of a multimillion-dollar PR contract supporting a jobs program funded under the federal stimulus law.

The move follows reports in the *Washington Times* and Fox News last month noting one aspect of the PR effort purchased advertising space on outlets that included MSNBC's "Countdown with Keith Olbermann" and "The Rachel Maddow Show."

"[W]e have found that DOL, since 2009, spent almost \$2 million on public relations services from MP&F, resulting in the creation of one job in the last reported quarter," Committee chair Rep. John Kline (R-Minn.) wrote to Labor Secretary Hilda Solis, after claiming the MSNBC ads "created no jobs."

In addition to Solis, the committee sent the records request to Nashville-based MP&F founding partner Mike Pigott. He did not answer an inquiry from this NL.

MP&F in 2009 won a pact capped at \$10M over four years after a competitive RFP process involving 13 firms to guide PR for Job Corps, the 45-year-old Labor Dept. career skills and technical training program for disadvantaged youth. The firm has worked with the federal agency since 1995.

Kline and other committee leaders want all documents related to the PR firm's contracts, PR strategy for the Job Corps program, and meetings with Labor.

FLORIDA GOV. NAMES NEW COMMS. DIR.

Melissa Sellers, former communications director for Louisiana Gov. Bobby Jindal, is moving down the Gulf to Florida, where she will take up the same post for Gov. Rick Scott.

Brian Burgess, who led Scott's communications since before his 2011 election, is moving to a post heading media relations and communications for the Florida Republican Party on Sept. 17. Burgess was a staffer at the conservative PR shop CRC PR, which handled Scott's anti-Obamacare Conservatives for Patients Rights PAC when Scott was a former healthcare executive mulling a run for governor in 2010.

"His strong work ethic, strategic advice and leadership will be missed inside the administration, but he isn't going far," said Scott, who has garnered national attention in his criticism of federal healthcare reform.

Sellers, who joins the Scott administration on Sept. 10, worked as director of regional media for the recent Republican National Convention in Tampa. She worked for Jindal during his campaign and his first term in office, including two hurricanes and the BP oil spill.



SV&C WORKS DRUG DEAL

Sard Verbinnen & Co is working media for Montreal-headquartered Valeant Pharmaceuticals \$2.6B bid for Medicis Pharmaceutical Corp., the Scottsdale-Ariz. based U.S. leader in the dermatology drug market.

The \$44 per-share offer represents a 39 percent premium to the August 31 Big Board closing price of Medicis' stock.

Michael Pearson, CEO of Canada's biggest publicly traded drug house, expects the merger to result in an annual \$225M cost savings.

He promises the combined \$1.7B dermatology unit will be based in Scottsdale and operate under the Medicis name, once the deal is approved during the first half of next year.

Medicis acquired the dermatology units of Johnson & Johnson and Sanofi last year, but fell short in a \$5.7B bid for specialty drug maker Cephalon.

B-M's ROSENBERG TO H+K STRATEGIES

Amy Rosenberg, managing director in Burson-Marsteller's corporate practice, has moved to sister WPP firm Hill+Knowlton Strategies for the executive VP/director of U.S. media relations post.

Prior to B-M, Rosenberg headed media relations at Financial Dynamics and served as North American media relations for research & trading at UBS Investment Bank, which was once PaineWebber.

She began a nearly 20-year career at MWW and did stints at Manning, Selvage & Lee and Rubenstein Assocs.

Dan Bartlett, CEO of H+K/USA, lauds Rosenberg as "one of the very best minds in the business," a leader who can counsel *Fortune* 500 companies and develop new client opportunities.



Rosenberg

MILITANO TO DEFENSE CONTRACTOR DRS

Joseph Militano, VP of international and business development communications for Raytheon, has moved to the top public affairs and communications slot at DRS Technologies, the Virginia-based military contractor.

DRS, which makes electronic systems for the Pentagon and developed submarine detection technology, was acquired by Italian conglomerate Finmeccanica in 2008. It picked up a \$23.4M contract this month with Lockheed Martin for the U.S. Navy to produce display systems for ships, submarines and aircraft carriers.

Militano takes the title of senior VP, PA and communications leading media relations, marketing communications/advertising, organizational comms. and executive support.

He was an investigative reporter for the *Connecticut Post* before moving to the corporate side with IBM and Honeywell.

At Raytheon, he was the senior PR exec in the company's D.C. office.



Militano

JOURNAL REGISTER GOES BANKRUPT, AGAIN

The Journal Register Co., which filed Chapter 11 in 2009, has again declared bankruptcy and plans to auction its small city/suburban newspaper assets.

Digital Media First, which manages JRC and mediaweek.com, says it has signed a "stalking horse bid" from a unit of Alden Global Capital. It expects the auction process to run about three months.

John Patton, CEO of DMF, said JRC's transformation to a digital mode has made "solid progress," but the program is hindered by high "legacy costs" associated with its print operation combined with a 19 percent drop in print ads since the first Chapter 11 filing.

He believes the current Chapter 11 filing will provide JRC the needed time to restructure its finances.

JRC says its news platforms in 10 states reach an audience of 21M people each month. Its newspapers include the *News Herald* (Willoughby, Ohio), *The Trentonian*, *Macomb Daily* (Mich.), *Middletown Press* (Conn.), *New Haven Register*, *Oakland Press* (Mich.) and *The Record* (Troy, N.Y.).

HEARST PUTS COLES IN CHARGE OF COSMO

Hearst Magazines announced last week that Joanna Coles, editor-in-chief of *Marie Claire*, is replacing Kate White, the long-time editor of flagship *Cosmopolitan*, effective Sept. 10.

White will remain an advisor to Cosmo, while pursuing a writing and speaking career.

White moved to the top Cosmo slot in 1988. HM president David Carey praised her as a "huge talent who not only maintained Cosmo's leadership position over the past 14 years, but also launched many brand extensions, including Cosmo Radio, bestselling books and a popular tablet edition."

Cosmo remains the No. 1 newsstand magazine, but single-copy sales are down 15 percent for the first-half of this year.

On the digital front, Cosmo is the first mag to crack the 100K sub level. Cosmo publishes editions in 64 countries and reaches more than 18M readers per-month.

The fashion magazine has been in the news of late due to the passing of its larger than life e-i-c Helen Gurley Brown, who guided the publication from 1965 to 1997.

Coles has been e-i-c of MC from April 2006. Earlier, she was executive editor of *More* (September 2004 to April 2006) and articles editor of *New York Magazine* (September 2001 to August 2004.)

She arrived in the U.S. in 1997 as New York bureau chief of *The Guardian*. She became New York columnist for *The Times of London* and frequent contributor to the BBC.

At MC, Anne Fulenwider takes over for Coles. She has been e-i-c for *Brides* since October.



Coles
Photo: Marie Claire

NEWS CORP.'S HORNER TO WARNER BROS.

Jack Horner, VP of corporate affairs and communications who handled the phone hacking scandal at News Corp., has moved to Warner Bros. Pictures Group in a new post to handle corporate PR issues for the film division.

Horner, who takes the title executive VP of theatrical communications based in New York, reports to worldwide marketing president Sue Kroll and will work closely with executive VP of worldwide corporate comms. Susan Fleishman. Kroll said Warner Bros. has been looking for the right executive for the new slot and saw Horner as a "perfect fit."



Horner

"His track record speaks for itself and he brings a sharp perspective on the daily communications issues we face as a film studio," Kroll said of Horner.

News Corp. last month brought in MTV vet Nathaniel Brown to replace the departing Horner.

Shareholders Target Rupert Murdoch

In the aftermath of the phone hacking scandal, a shareholder resolution slated for News Corp.'s Los Angeles annual meeting calls for stripping the chairman title from Rupert Murdoch and giving it to an independent director.

The measure says events leading to the 2011 shutdown of the *News of the World* tabloid have raised investor concern about the impact on News Corp. in the areas of jobs, reputation, market position and enterprise value. They are concerned about inadequate oversight and the maintenance of corporate culture within the company and its operating units.

The Christian Brothers, Dorset County Pension Fund and Greater Manchester Pension Fund-sponsored resolution reads:

Events leading to the closure of News Corporation's News of the World operations in 2011 have raised investor concerns about the cost—in jobs, reputation, market position, and enterprise value—of inadequate oversight and maintenance of corporate culture within the company and its subsidiaries.

This pervasive and continuing scandal has led to an erosion of public confidence, helped to scuttle a critical business acquisition, and threatened the journalistic reputation and viability of News Corporation's UK publications. It also has made clear the need for independent board leadership to steer the company through a process of reform.

That these revelations took years to uncover and are only now being addressed suggest a lax ethical culture and a lack of effective board oversight."

The sponsors believe an independent chair is especially needed due to the Murdoch family control over News Corp.'s voting shares.

An independent chairman would be "empowered to challenge management, to foster a culture of accountability, and to reflect the interests of the wider shareholder body."

In the shareholders' view, an independent chair provides "checks and balances and could improve board oversight. It would give News Corp. "greater independence and objectivity on the board, begin to rebuild the public confidence and trust that is critical to a major news organization, and assure shareholders that governance failures are being addressed."

(Continued on page 4)

MEDIA NEWS continued**NEWS CORP. SHAREHOLDERS (Cont'd from pg. 3)**

News Corp. opposes the measure, saying it currently has the right leadership structure in place to guide a complex media entity.

Management wants the flexibility to permit "the roles of the Chairman and CEO to be filled by the same or different individuals, the Board is able to choose a leadership structure that can be tailored to the strengths of the Company's officers and Directors and best addresses the Company's evolving and dynamic business."

The board doesn't want to be bereft of Murdoch's savvy. It claims "Murdoch's unique insight and strategic vision make him the most capable of leading the Board in discussions of the execution of the Company's strategy."

Management says its lead director, Sir Roderick Eddington, JPMorgan's non-executive chairman for Australia and New Zealand, is already in place. As the designee of News Corp.'s independent director, Eddington presides over board meetings when Murdoch is not available and provides him feedback from non-management directors.

The board also nominated two more independents to its board. They are former Labor Secretary Elaine Chao, who served during the George W. Bush administrations, and Alvaro Uribe, who was president of Colombia.

Scandal impact cuts bonuses in half

Management considered the impact of the scandal in determining the annual 2012 bonuses, according to News Corp's proxy statement that was released Sept. 4.

The compensation committee "considered the U.K. and related investigations and litigation and their impact on the Company including the closure of The News of the World, costs and expenses for the investigations, litigation and civil settlements, and the withdrawal of the proposal to acquire BSkyB."

The committee believes "management should share responsibility for the impact of these matters on the Company, including the related costs, in the current fiscal year and determined to award only half of the qualitative portion of the annual bonus" to Murdoch; James Murdoch, deputy COO; Chase Carey, president/COO, and David DeVoe, chief financial officer.

The committee, however, is mindful that James Murdoch made a decision to "decline his entire fiscal 2011 annual bonus in light of the issues surrounding The News of the World and acknowledged that he was already adversely economically impacted by the U.K. and related investigations. The comp committee awarded cash bonuses of \$10.4M to Rupert, \$8.3M to Carey, \$5M to James to \$4.2M to DeVoe.

The annual meeting will be held Oct. 16 at Fox Studios.

GUGGENHEIM BUYS DICK CLARK

New York private equity firm Guggenheim Partners announced that it's leading a group to buy Dick Clark Productions in a deal worth about \$375M.

DCP, which was founded 55 years ago by the late

legendary broadcaster, produces the Golden Globe Awards, American Music Awards, New Year's "Rockin' Eve" countdown and the "So You Think You Can Dance" TV shows.

"We look forward to continuing DCP's production of branded entertainment that has become a part of the American lexicon," Todd Boehly, GP president said in a statement.

Mandalay Entertainment and Mosaic Media Investment Partners, which is headed by Allen Shapiro, former CEO of DCP and current chairman of TV Guide Network, are GP's partners in the deal.

RedZone Capital Management, the investment unit of Washington Redskins owner Dan Snyder, purchased DCP in 2007 for \$175M.

DCP put itself up for sale in June and reportedly attracted the interest of Bain Capital, Thomas H. Lee Partners and "American Idol" host Ryan Seacrest.

GP made the high-profile purchase of the Los Angeles Dodgers in March, a deal that is fronted by Los Angeles Lakers' star Magic Johnson.

Brunswick Group represents GP in the DCP transaction, while Hiltzik Strategies works for Mandalay and ID PR handles Mosaic.

EX-DOW JONES PREZ TO TIME INC.

Todd Larsen, who was president of Dow Jones & Co., starts at Time Inc. Sept. 17 as executive VP/group president news and sports.

He will become responsible for *Time*, *Fortune*, *Sports Illustrated* and *Golf* along with their websites and spin-offs.

At DJ&C, Larsen oversaw the global business operations of the *Wall Street Journal*, MarketWatch, Factiva and Dow Jones Newswires. He rolled out the paid business model and helped guide the WSJ's push its non-traditional coverage areas like sports, fashion, culture and opinion.

In a 13-year career at DJ&C, Larsen served as COO of its consumer media group, electronic publishing president and director of strategic planning and development.

Earlier, he was senior associate in consulting firm Booz, Allen & Hamilton's communications/media/technology practice and did stints at Saatchi & Saatchi and Jordan, McGrath.

At Time Inc., Larsen will report to CEO Laura Lang.

PMG INCREASES MAG FREQUENCIES

Professional Media Group, the Connecticut-based publisher of *District Administration* and *University Business* magazines, said both publications will increase print frequency from 10 times a year to 12, starting in November 2012.

"At a time when many publications are reducing or abandoning their print editions, we are committed to giving readers and advertisers a choice of platforms, print and online," said Daniel E. Kinnaman, president of PMG, in a statement.

PMG also makes full content available on the magazines' respective web sites and in digital editions.

DA has a controlled circulation of more than 75,000. UB counts more than 48,000.

NEWS OF PR FIRMS**MSL UNIT DRIVES ROLLS-ROYCE PR**

Rolls-Royce Motor Cars has put MSLGroup's Be Spoke division in the driver's seat of its North American PR account, following an RFP process.

MSL created the Be Spoke unit last year to focus on beauty and luxury accounts.

Rolls-Royce North America, which is based in Woodcliff Lake, N.J., and part of BMW Group, floated the RFP in May after a strong year in 2011 as sales climbed more than 30 percent.

Rubenstein Associates previously handled the account.

R-R is rolling out its Phantom Series II this fall, starting at \$398K and billed as its first major update since 2003.

WPP UNITS TOUT COMMS. SECTOR IN ASIA

A group of six WPP marketing and communications firms have created the Burson-Marsteller Leadership Institute in the Asia-Pacific region with the goal to build leadership capacity for communications practitioners and raise the value and awareness of the sector among business leaders in the region.

Burson-Marsteller, strategic corporate communications advisory firm Wolf Group Asia, Y&R, Penn Schoen Berland (PSB), branding agency Landor Associates, and creative communications and leadership training company Acewood are participants.

Chris Deri, CEO of Burson-Marsteller China, said the goal will "help educate the region's decision makers on the importance of marketing and communications as an industry."

Members will develop research and offer training in seven specialty areas.

Info: www.bmleadershipinstitute.com.

WS RAMPS UP CHINA PRACTICE

Weber Shandwick said it has expanded a specialty area aimed at helping China-based public and private multinationals and state-owned enterprises take their brands global.

The Interpublic unit's Emergent China practice works with Chinese executives to "address the challenges and opportunities" of engaging across multiple continents, cultures and languages, WS said.

Andy Polansky, president of Weber Shandwick, said multinationals headquartered in China and some key state-owned enterprises are on the "brink of taking major strides" in international investment and expansion across many sectors.

The WS team has a presence in the Americas, Europe and Asia led by EVP William Brent, who spent 15 years in China as a foreign correspondent and in marketing and media.

BRIEF: Bateman Group, San Francisco, has aligned with cleantech investor and startup advisors Greenstart to provide strategic communications counsel to the company and its startup projects. Bateman senior VP and GM Bill Bourdon in San Francisco and SVP Tyler Perry in New York co-lead the account.

NEW ACCOUNTS**New York Area**

Child's Play Communications, New York/Ganz, Ontario-based maker of toys and gifts (Webkinz), for PR, including traditional media and blogger outreach for the launch of Tail Towns Friends, a hybrid Facebook game and gift collection for women.

Steinreich Communications Group, Fort Lee, N.J./The Electronic Retailing Association, for PR for its D.C. convention this week, expected to draw 4,000 in Las Vegas.

Lisa Lori Communications, Greenwich, Conn./MDSolarSciences, primary skin cancer protection and prevention and skin care photo-aging reduction and reversal, for PR and special events.

East

Godfrey, Lancaster, Pa./Hickory Springs Manufacturing Co., furniture component maker, for B2B integrated marketing communications programs.

MWW, Washington, D.C./H5, technology-assisted review and document retrieval services for legal, corporate and government clients, for government relations and PR support eyeing business development in the federal marketplace, executive thought leadership, and support for the federal adoption of industry policy and standards.

Buffalo Communications, Vienna, Va./Mobile Warming Gear, maker of heated waterproof outerwear for the golf-lifestyle market, for PR.

Southeast

Schwartz Media Strategies, Miami/Walmart, which has 300 stores and 94,000 employees in Florida; Jones Lang LaSalle, financial and professional services firm; the InterContinental Miami hotel, and Pinnacle Housing Group, affordable housing developer, for PR, including media relations, targeted marketing initiatives, and social media campaigns.

Fetching Communications, Tampa/NoviPet, nutritional supplements for pets, for traditional and social media before and during the company's attendance at the 2012 SuperZoo and H. H. Backer trade shows.

Southwest

Anderson Advertising & PR, Scottsdale, Ariz./National Hockey League's Phoenix Coyotes, as AOR.

Professional Solutions Group, Dallas/Family Law Section of the State Bar of Texas, to help Texas family lawyers develop and publicize programs in divorce and family law designed to improve legal services to the poor. PSG specializes in legal PR and marketing.

West

i.d.e.a., San Diego/Advanstar Communications Powersports Group, for creative development, national media planning and buying, search engine marketing, and social media strategy.

AlphaDog PR, Oxnard, Calif./All American Pet Company, Inc, for launch of its Nutra Bar, billed as the first super-premium bar for dogs.

International

Ogilvy PR, Beijing/World Economic Forum, for PR for its three-day Annual Meeting of the New Champions, slated for in Tianjin, China, Sept. 11. It's the sixth year Ogilvy has handled the work. Ogilvy supports the Forum's media team with Chinese and international media relations and hosting, managing web and social media activities, and providing on-site support during the conference.

NEWS OF SERVICES**VOCUS RELEASES PR SOFTWARE UPDATE**

Vocus has released a new version of its PR suite with new capabilities to integrate content into social networks and pull analytics from those sites, as well as a "recommendation engine" for users.

The marketing software company said its new recommendation engine, based on algorithms, trolls online content based on users' search terms and topics to suggest content to share or others to follow in cyberspace. It also suggests "influencers" from the Vocus database for outreach.

"As PR pros have been propelled to the front lines of communications because of social media, the Vocus PR Suite enables them to stay ahead of the curve," said senior VP of products You Mon Tsang.

The company also said the update has improved its social media analytics and monitoring capabilities.

PRN REWORKS DIY SITE

PR Newswire unveiled a website for its turnkey online distribution service iReach with an eye on easier navigation.

PRN said the new site also includes content to help users identify how different types of professionals are utilizing the service, understand forms of content that are suitable for distribution, along with press release writing tips. "The new site is not only designed to be more intuitive, but also to inform our audience of the benefits that online content distribution can bring to their overall communications strategy," said Nicole Guillot, senior VP, global product management, for PRN.

Info: <https://ireach.prnewswire.com/Home.aspx>.

PSB OPENS IN MUMBAI

Penn Schoen Berland, the research unit of Burson-Marsteller, has launched a second office in India in Mumbai. Its Gurgaon operation opened in April 2011.

Coinciding with the launch of the Mumbai office, PSB also announced the introduction of Capital Market Communications to its bouquet of services.

PSB said it has also unveiled a service to help create business and financial communication "roadmaps" for top executives of publicly traded companies to "maximize returns to their shareholders."

Mehul Mehta, a chartered accountant and IR pro, has joined PSB Mumbai as a director and will lead the CMC effort.

BRIEFS: The **Hispanic IT Executive Council** has tapped **Marketwire** as its media partner to provide support and expand the organization's visibility within the Hispanic community. ...**IABC/New York** hosts "Mad Men vs. Crazy Clients: An Insider's View of the Agency/Corporate Dynamic," a breakfast and discussion on what life is like managing communications and marketing on the corporate side vs. the agency side. Panelists include APCO EVP Kirk Stewart; GE VP, comms. and public affairs, Gary Sheffer; Korn/Ferry managing director Richard Marshall, managing director, and moderator Valerie Di Maria, principal, the10company. Members: \$45.00; \$60.00 others. Info: <http://bit.ly/UEP07J>.

PEOPLE**Joined**

Robert Shapiro, general manager of Greentarget's New York office, to senior VP, partner and group leader in the B2B marketing practice for Fleishman-Hillard, New York. Previous stints include Weber Shandwick and Burson-Marsteller.

Emily Graham, a manager in Burson-Marsteller's PA and corporate communications unit, has taken a VP-corporate communications position at MWW. At the WPP unit, Graham advised Shell Oil, Ford Motor, HP, Texas Dept. of Health Services, Bank of America and Iowa Dept. of Economic Development. Earlier, she held a post in Southwest Airlines PR shop, handling corporate social responsibility and crisis matters. Graham will be based at MWW's New York office.

Gail Hunter, senior VP, events and attractions, National Basketball Assn., New York, to the NBA's Golden State Warriors, as VP of public affairs and event management as the team leaves Oakland for a new arena in San Francisco. She leads community engagement efforts in SF, serves as the team's liaison with groups that represent Oracle Arena, and serves as executive director of the team's foundation. She was formerly director of corporate marketing for the Seattle Mariners and director of promotional events for Major League Baseball.



Hunter

Marla Viorst, senior VP, Wexler & Walker, to Environics Communications, Washington, D.C., as a senior consultant for public affairs and coalition development. Earlier stints include Fleishman-Hillard and Hill & Knowlton, and press secretary for Rep. Lois Capps (D-Calif.), a member of the House Energy & Commerce and Natural Resources Committees.

Elise Fennig, VP of member services, American Frozen Food Institute and executive director of the Frozen Food Foundation, to the Grocery Manufacturers Association, Washington, D.C., as VP of industry affairs. She reports to Sean McBride, SVP, communications and marketing, starting Oct. 1.

Matthew DiCiero, intern, Likeable Media, to The S3 Agency, Boonton, N.J., as a social media coordinator.

Kristin Lamas Patterson, VP and account director overseeing Mullen's food and nutrition business, to PAN Communications, Boston, as VP of the firm's consumer practice, handling clients like Tiffany & Co., Travelers, and Valassis. She was previously at Swardlick Marketing Group and started out as a writer and field producer for WHDH-TV Boston. The firm has also promoted **Elizabeth Famiglietti** (SVP, human resources); **Gary Torpey** (SVP, finance); **Lisa Astor** (VP), and **Kyla Ruane** and **Kim Leadley** (senior A/Ms).

Promoted

Kathleen Caputi to VP, Epoch 5, Huntington, N.Y. She was director of business development.

Tracey Benjamini to A/E, R&J PR, Bridgewater, N.J.

CONSUMER VET PETERS TO OGILVY

Susan Peters, former executive VP and longtime Edelman consumer hand, has landed at Ogilvy PR in Chicago in an EVP role.

She had been running her own Windy City shop since leaving Edelman after a 14-year run in January. She also worked at the firm earlier in her career.

Ogilvy said she took up a “dual” leadership role Sept. 4, counseling consumer clients and handling new business development.

At Edelman, she worked Brita, Bush's Beans, Clorox, and Avent America, among others.

She previously directed development for Minnesota's Super Bowl XXVI in the early 1990s.



Peters

RAIVICH REPS FANATICS

Meier Raivich, a VP of communications for NBC Sports Group, has moved to online sports merchandise retailer Fanatics to head communications and PR.

Raivich, who was earlier VP of comms. for Comcast's Versus sports channel before it was folded into NBC Sports, reports to Fanatics' new president, Jamie Davis, who was president of Versus while Raivich led communications there.

Fanatics.com raised \$150 million from venture firms Andreessen Horowitz and Insight Venture Partners in June for a valuation of \$1.5 billion.

Prior to Versus, Raivich was director of PR for the Chicagoland Speedway, handling NASCAR and IndyCar Series events. He started out at sports PR and marketing firm Taylor.

Greg Hughes is senior VP, corporate communications, for NBC Sports Group.



Raivich

FDNY MAKES PITCH TO PR, AD PROS

Former New York Stock Exchange PR chief Bob Zito is inviting members of the PR and advertising community to attend a Manhattan lunch to get know New York's fire department.

He wants communicators to find out about various FDNY programs. In his pitch letter, Zito writes, “It may be that you will see opportunities for your clients, or maybe even for some of you on the ‘client’ side.”

Zito assures potential attendees that “we will not pass along a hat at lunch.” An added bonus: the lunch will be prepared by members of New York's Bravest.

Fire Commissioner Salvatore Cassano will co-host the lunches with Zito, a board member of the FDNY Foundation who launched the NYSE Fallen Heroes Fund in 1998. Lunch dates are Sept. 27 at Engine 8/Ladder 2 at 51st between 3rd and Lexington Avenues and Oct. 11 at Engine 1/Ladder 24 at 31st between 6th and 7th Avenues. They will run from 11:30 to 1:00.

More info is available from Zito at bob@zitopartners.com and 917/692-0747, or from the Foundation's Jean O'Shea at 718/999-0779 and osheaj@fdny.nyc.gov.

BOOK REVIEW: RETHINKING REPUTATION

How PR Trumps Marketing and Advertising in the New Media World

By Fraser Seitel and John Doorley

Published by Palgrave Macmillian

Available at Amazon.com for \$14.95 (hardcover) and \$12.99 (Kindle)

Review by Arthur Solomon

I am not a big fan of “how to” books on PR or journalism. That's because I find the do-it-by-the-numbers techniques have little to no value outside of the classroom.

But I was pleasantly surprised with “Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World,” a new work by Fraser Seitel, an odwyerpr.com contributor, and John Doorley.

Rethinking Reputation gives a behind the scenes expert analysis of news making PR events and how to restore damaged reputations. It's a valuable tool that should be read by everyone in the business.

What to Like: There are no how-to-prepare news tips, photo captions or press releases in this beneficial to me. Instead, it describes how different companies and individuals handled major crises situations and other strategies, including how to create a buzz for important issues-oriented campaigns. And the authors pull no punches when giving a thumbs up or thumbs down for each situation.

Written in a mini case history style, each informative, easy-to-read chapter also includes what I call “lessons that everyone in our business should remember.” But in order to fully appreciate the usefulness of the tips, you should read the situations and not just take the easy way out and go straight to the tips.

Examples range from crisis communications – the BP, Exxon Valdez oil spills and Johnson & Johnson's product recalls - to the travails of bold face individuals. Seitel and Doorley include the widely successful PR strategy of T. Boone Pickens' energy campaign. For those who like to read the gossip magazines, there is an informative and instructive chapter titled “Control The Agenda,” using Kobe Bryant, Roger Clemens, Tiger Woods, John Edwards, and other prominent names as examples.

The case histories just don't dwell on the corporate and individual mishaps. The book details how damaged reputations were salvaged through expert PR planning, thus the title.

One chapter that I find some fault with is titled “The Sin of Spin,” which the authors say was triggered by answers Bill Clinton gave during the Monica Lewinsky scandal.

Spin has been around since the days I was a “cub” reporter. When I entered the PR world, spin became a valuable tool during the creative process when writing client programs. If done properly, not to deceive the media or the public, I believe that spin should be in every PR tool box. It can especially be valuable when disseminating a PR message.

Despite my disagreement, if I had to grade this book, without hesitancy, I would give it an “A”—required reading.

PR OPINION

September is “Ethics Awareness Month” at the PR Society and leaders of the Int’l Assn. of Business Communicators are also chiming in on the topic.

Tens of thousands of words have been generated so far on PRS, IABC and other websites with many more to come. But specific examples of alleged unethical behavior are few and far between. No one wants to get accused of defamation or slander.

PRS, IABC and the Arthur W. Page Society, the three major PR groups, ought to be setting an example of PR ethics by doing the right thing. They don’t seem to have a clue as to what is right or wrong.

Shel Holtz and Neville Hobson, who are active in IABC, said on their FIR podcast series July 30 that there are so many “jaw dropping abuses labeled PR” that the industry should adopt a new “certification” label to police offenders.

The blog generated 3,836 words including 14 replies by Sept. 8, most of them applauding the suggestion. Not convinced was PRS VP-PR Arthur Yann who posted in 484 words saying that ethical certification would be a “tough sell” because of the difficulty of enforcement.

PRS chair Gerry Corbett posted on the PRS website that PRS “tried for more than 50 years to enforce its Code without success.” <http://tinyurl.com/bo68nb6>.

There were “enormous legal and investigative expenses” but only “meager results” and there was a “lack of return on investment,” said Corbett.

What actually caused the demise of the enforceable PRS Code in 1999, including the dismantling of “judicial panels” throughout the U.S., was that the board voted a press boycott that year because it didn’t want to talk about the five-year, \$150K credibility survey that placed “PR specialist” 43rd on a list of 45 “believable sources of information.” <http://bit.ly//xxApwc>.

It also didn’t want to talk about charges of unethical behavior made by the EIFS construction industry vs. Duffey Communications of Atlanta, headed by PRS treasurer Lee Duffey. In addition, an APR member who was a Fellow filed formal charges that the board broke five articles in ordering a press boycott. The board did not want to deal with that, either.

What was expensive about ethics was the creation of a new Code with no enforcement powers. That tab was \$197,243 for 1999-2000 and included leader/staff travel, meals and hotel costs. A competent writer could have come up with a new code sans enforcement in an afternoon.

Harold Burson’s Definition of PR Ignored

PRS/IABC/Page can start giving an example of ethical PR behavior by following what Harold Burson told the PRS Foundation April 26 upon receiving the Paladin Award for courageous and meritorious service to PR.

PR, he said, involves listening, being a corporate conscience, communicating, and serving as an “ombudsman” for the press and public. <http://tinyurl.com/865ky2s>.

The PR dept. of PRS has not functioned as defined

above since forces led by Patrick Jackson took control in 1980 and evicted all the PR pros. There was only one PR person on staff from 1984-94, Donna Peltier, whose contact with the press was severely limited.

IABC does not currently have anyone on PR nor does Page. That solves the PR problem! Paige Wesley heads “marketing and communications” for IABC but she said she does not consider herself to be the press contact. Her main duties are marketing.

Page for three years had Anuneha Mewawalla as communications director. But she left Jan. 26 and has not been replaced, although Page had cash, savings, and investments of \$1.26 million as of Dec. 31, 2011.

Oddly, though PRS is desperate for PR, it hired law school grad Stephanie Cegielski in June as associate PR director to replace Keith Trivitt. No announcement of this was made on the PRS website or elsewhere.

PRS/IABC/Page can start showing interest in ethics by providing their financials early in the year and by reporting the contracts of their COOs. Page gave us their 2011 Form 990 two months ago.

PRS is withholding the terms of the three-year contract that COO Bill Murray got as of Jan. 1 and IABC is withholding the contract given its new COO Christopher Sorek in June.

Jack O’Dwyer-Go Away

PRS’ policy of press avoidance is not only unethical but un-American as chair Gerry Corbett all but admitted on the a.m. PRS teleconference Aug. 29 in referring to this reporter.

These are among his opening words: “Jack, if you are on line, good morning. You’re not supposed to be. You may want to take off. Jack is very interested in these proceedings. Obviously, someone is keeping Jack posted which is fine. That’s your call to do that in America. But just be aware that by keeping him engaged in what we’re doing is just adding, you know, additional fodder for his commentary and that is your call but our business is the business about the PR Society and membership and values and I’m hoping that’s why you’re here as well. Thank you.”

So Corbett believes, regretfully, that a member, “in America,” can keep the press informed of what goes on in PRS. Corbett regards the press as an intruder, echoing a formal policy of PRS that does not allow reporters as members.

Any member caught sharing secure parts of the PRS website with a non-member can have his or her privileges revoked on mere “suspicion” of doing that, says page 3 of a 13-page proposed document on member access to the website. <http://tinyurl.com/c8uz5qm>.

Another odious section says PRS, “in its sole discretion,” can delete “unacceptable content from your posting.” Except for eliminating profanity or personal attacks, this gives far too much editorial powers to the PRS overseers. Another zinger is that PRS will monitor any use or searches a member makes of the site. This is spying on members and something that belongs in a dictatorship and not in America.

— Jack O’Dwyer