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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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J&J COMMS. HEAD DEPARTS FOR AMGEN

Ray Jordan, a prominent pharmaceutical PR exec who leads global corporate communications and public affairs for Johnson & Johnson, is slated to exit for a top corporate affairs slot at biotech giant Amgen in early October.

Jordan, corporate VP of PA and corporate comms. at J&J, exits the company after nine years and a tumultuous recent few amid several high-profile recalls and the retirement of CEO William Weldon in April.

Jordan is set to join Amgen, based in Thousand Oaks, Calif., on Oct. 1 as senior VP, corporate affairs, a new position reporting to president and CEO Robert Bradway. He oversees internal and external communications, issues management and philanthropy.

David Polk, who was executive director of corporate communications at Amgen, joined Weber Shandwick's corporate practice in Chicago in January as an executive VP. Phyllis Piano stepped down as VP/corporate comms. in September 2011.

Prior to J&J, Jordan was VP/comms. and information at Pfizer and chaired the drug industry trade group PhRMA's public affairs unit. He started out as a journalist before moving to the healthcare sector with Bristol-Myers.

Bill Price, VP of media relations for J&J, told O'Dwyer's the company has not named a replacement for Jordan. "His direct reports will report to Michael Sneed, VP of corporate affairs," he said. "Other organizational decisions will be announced in the future."

Amgen had Q2 revenue of \$4.2B.

EDELMAN PRESCRIBES PR FOR CVS

Edelman has picked up a corporate communications pact with CVS Caremark, following an RFP process.

The retail pharmacy services, benefits manager and healthcare giant, which had 2011 revenue of more than \$107 billion, also works with Weber Shandwick, TBC and Abernathy MacGregor Group. It is the largest company operating solely in the U.S.

CVS CEO Larry Merlo said in June that it plans to expand its in-store medical services clinics in the next few years from about 600 to more than 1,000 as he sees pharmacies helping to control U.S. healthcare costs.

Carolyn Castel is VP of corporate communications based in Woonsocket, R.I. for CVS Caremark, which runs 7,300 retail pharmacies, in addition to health clinics, online/mail order operations and pharmacy benefit management.



Jordan

MAINE BLUEBERRY GIANT LOOKS FOR PR

Wyman's of Maine, which is the country's largest grower, processor and marketer of wild blueberry products, is looking for a shop to handle its \$1M ad/PR budget.

The 138-year-old family-owned business sells its products in east coast and north/central U.S. markets. It also grows blackberries, raspberries, strawberries and cranberries on properties in Maine, Prince Edward Island and New Brunswick.

Wyman's wants a digitally savvy shop that is located within a two-to-three mile drive from its Topsfield, Mass. headquarters.

Food product experience, including packaged goods for the supermarket channel, is a must. The winning bidder will have expertise in health & wellness, sustainability, nutrition and corporate social responsibility.

The firm is expected to contribute to new product launches and handle online content.

David Swardlick (dswardlick@swardlick [dot] com) is handling the search.

GEORGIA GIVES FIANNA \$320K PACT

Fianna Strategies, a start-up launched by Podesta Group veteran Molly McKew, has picked up a \$320K 16-month assignment from the office of Georgia's prime minister.

She is to explain Georgia's initiatives, programs and policies to relevant American audiences and to conduct outreach to reporters/scholars/think tanks.

McKew also will create content for Georgia websites and newsletters.

The Sept. 1 contract calls for a housing allowance due to the amount of "anticipated time on the ground in Georgia." That tab is to be negotiated between the two parties.

McKew reports to Shota Utiashvili, senior advisor to the PM.

The National Security Council of Georgia is still a client of Podesta, kicking in a fee of \$300K during the first six months of 2012.

While at Podesta, McKew handled Georgia, India, Egypt, Thailand and Hong Kong Trade & Development Council.



Georgia PM Vano Merabishvili with US Deputy Assistant Secretary of State Thomas Melia in Tbilisi this month.

CHINA OIL EXPANDS NEXEN TEAM

China National Offshore Oil Corp., which is offering \$15B for Canada's Nexen Inc. energy giant, has lined up Davis Polk & Wardell to work the Washington beat.

DP&W's John Reynolds, the firm's expert on the workings of the Committee on Foreign Investment in the U.S., is handling the effort. Nexen's Gulf of Mexico assets represent about 10 percent of its overall business.

The *Financial Times* reported Sept. 11 that the Nexen deal represents a "test case" to determine where Cfius, which rules on foreign takeover on strategic American assets, stands on a big Chinese takeover of U.S. natural resources.

Cfius began a review of CNOOC's proposed \$18.5B bid for U.S.-based Unocal in 2005, but didn't make a ruling after Chevron topped the Chinese bid.

The Committee, which is chaired by the Treasury Dept., expects to rule on the Nexen deal shortly after the presidential election.

That deadline could be pushed back with the election of Mitt Romney, who has advocated a hard line against the Chinese.

The government of the People's Republic of China owns a 64 percent stake of CNOOC.

Hill+Knowlton Strategies and its sister firm Wexler & Walker Public Policy Assocs. are also handling CNOOC's bid for Nexen.

BP ALASKA TAPS HASQUET

Julie Hasquet, press secretary to Alaska Senator Mark Begich, is joining BP as director of government and public affairs for its Alaskan operations.

The former British Petroleum operates 15 fields on Alaska's North Slope, accounting for about two-thirds of the oil production in The Last Frontier.

Hasquet has worked for Begich since 2003. She provided key outreach to conservative radio talk show hosts during Begich's successful 2008 campaign against Republican Ted Stevens, according to a report in the *Alaska Dispatch*.

Begich has hired Amy Miller, VP at Anchorage's Thompson & Co. PR firm, to succeed Hasquet. She worked as a reporter for the *Fairbanks Daily News-Miner* and communications director at Pacific Lutheran University in Tacoma.

MSLGROUP PUTS CURRAN IN CHARGE OF NYC

MSLGroup's new North America president Renee Wilson has shifted Joel Curran from Chicago to the New York managing director slot. The post has been vacant since Wilson was upped to chief client officer earlier this year.

As Midwest operations director, Curran tripled the size of the Chicago office and landed plum accounts like Sealy Mattresses, Daisy Brands, Delta Faucet Co., DeVry University, Mazola and General Motors' regional work.

Curran is a former managing director of CKPR, and spent a decade at Walt Disney Co.

A search is on for his Windy City replacement.

Wilson replaced Jim Tsokanos as North America chief of the Publicis Groupe entity.

RLM FINSBURY BRINGS IN TWO PARTNERS

Stephen Labaton, a 23-year writer for the *New York Times* who moved to PA consulting in 2009, has joined RLM Finsbury as a partner in Washington and New York aimed at growing its D.C. operation.

Labaton, a lawyer, was a well-known business reporter for the Times before taking a buyout in 2009 and founding Georgetown Policy Advisors. Goldman Sachs was among his clients.

RLM said Labaton will work closely with its February hire, Citigroup and New York Comptroller's Office vet Eric Eve, a move focused on building its government and public affairs capabilities.



Labaton

RLM has also added retired M&A attorney Charles Nathan, most recently of Latham & Watkins, where he was co-chair of the white shoe firm's corporate governance task force and co-chair of the global M&A practice. Nathan, whose recent deals included Roche's acquisition of the public's minority stake in Genentech, InBev's acquisition of Anheuser-Busch, and Live Nation's merger with Ticketmaster, is based in New York for RLM.

Walter Montgomery is CEO of RLM Finsbury, the result of the 2011 merger of WPP firms Robinson Lerer & Montgomery and Finsbury.

GLOVER PARK GETS HELP ON NIGERIA

WPP's Glover Park Group has brought in African specialist Whitaker Group to assist on Nigeria, a \$30K a-month client that it picked up in July.

WG is to provide strategic communications counsel and government affairs services. It is to support Nigeria's Washington's embassy with drafting of speeches, articles and statements, as well as outreach to media, U.S. officials and non-governmental organization staffers. As a GPG subcontractor, WG receives \$12,500 per month.

Rosa Whitaker, a former senior trade advisor to Rep. Charles Rangel (D-NY), played a key role in the development of the African Growth and Opportunity Act, which was the first comprehensive U.S. trade policy toward Africa. She served as the first-ever U.S. Trade Representative for Africa during the Clinton and recent Bush administrations.

Since its founding in 2003, WG has represented Uganda, Malawi, Lesotho, Ivory Coast, Togo and Ghana.

FTI NABS EDELMAN DIGITAL GURU

FTI Consulting has recruited Edelman senior VP Mitzi Emrich to be managing director in the firm's Washington, D.C., strategic communications unit, charged with developing FTI's social media capabilities.

Edward Reilly, who heads FTI's global strategic comms. unit, said Emrich's skills "will be critical to building out our digital and social media offering."

Emrich was a group head in Edelman's digital practice since 2008. She previously held posts focused on digital, PR and government relations at The Saint Consulting Group, Sierra Club, and American Council for an Energy-Efficient Economy.

WAPO GETS SILICON VALLEY VET

The Washington Post Co. has elected Dave Goldberg, CEO of SurveyMonkey, to its board of directors.

Goldberg, who joined SurveyMonkey in 2009, founded the Launch Media music site, which he sold to Yahoo in 2001.

He has served as entrepreneur-in-residence at Benchmark Capital, counseling on investment opportunities. Goldberg is a one-time director of marketing strategy and new business development at Capitol Records.

WPC CEO Don Graham called Goldberg "one of the wisest advisers and business people in Silicon Valley."

Goldberg is married to Facebook's No. 2 Sheryl Sandberg.

MONTGOMERY EXITS ROLL CALL

Roll Call editor Scott Montgomery is departing for NPR Digital as RC parent, Economist Group, is merging it with CQ Today on Nov. 13.

CQ Roll Call executive editor Susan Benkelman will replace Montgomery on an interim basis until a new editor has been named to head the new entity.

Keith White, EVP, in a note to staffers, praised Montgomery's "easy, effective leadership style."

Montgomery took the RC edit post in 2010 and exits at the end of the month.

GROUPS TARGET VOGUE COVER

Four groups focused on domestic violence and women's issues, with the PR help of Global Strategy Group, are channeling outrage toward Conde Nast for a Vogue international edition cover that depicts a male model with his hand on the throat of a female.

"This truly disturbing image of a woman being choked sends a dangerous message to anyone who sees this magazine – that choking is a sign of passion rather than of violence," wrote the heads of the four organizations – Sanctuary for Families, Safe Horizons, NOW NYC and Equality Now – in a Sept. 14 letter to Conde Nast editorial director Thomas Wallace and chairman Sy Newhouse. "In New York, your magazine appears on numerous newsstands and has enormous reach with young men and women."



The cover photo of Vogue Hommes International shows model Stephanie Seymour with model Marlon Teixeira's hand wrapped around her neck.

The groups, which want the magazine pulled from newsstands and a pledge to not use "violent images" like the cover in the future, charge that choking is a "huge predictor" of future lethality, noting a 2008 Journal of Emergency Medicine study of murders of women in 11 cities found that 43% of women who were killed by intimate partners had experienced at least one previous

episode of choking before being killed.

They also point out that in 2010 New York State made choking a violent felony.

New York-based Conde Nast could not be reached about the letter.

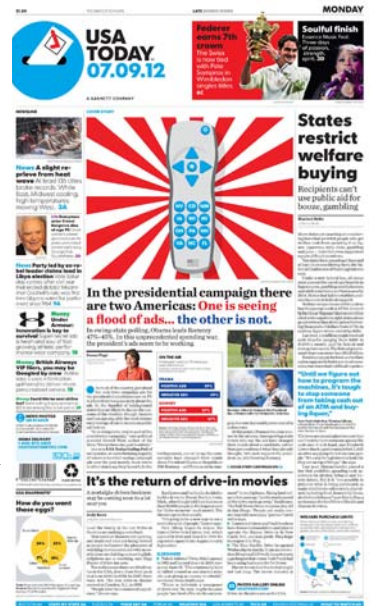
USA TODAY SHOWS NEW LOOK

USA Today has unveiled plans for a print and web redesign, ditching its trademark blue rectangle and white text banner for an identity it calls a "more current, modern approach."

Larry Kramer, president and publisher of the 30-year-old Gannett property, said the changes are meant to "reinvigorate" the value of print media while introducing new digital products.

"We are America's newspaper and we take that responsibility seriously," he said.

USAT said the revamp of the newspaper includes more color (from an average of 13 pages to 24), photos and infographics with enhancements to its popular State By State and Weather sections.



Tech and Travel have been expanded, as well.

USAT's logo, which will be a "live" infographic that changes with the news, is now a blue circle with "USA Today" in black text adjacent.

On the digital front, ISAT said it is presenting "more visual storytelling," including a reworked tablet app, Facebook presence and more video from the 5,000 journalists at USAT and parent Gannett.

The new website went live in "beta" mode on Sept. 15 with a full launch planned in the fall.

CONCERNED SCIENTISTS TARGET NEWS CORP.

The Union of Concerned Scientists slates a Sept. 21 panel discussion and rally in New York to discuss how inaccurate news coverage is misleading the public about the threat posed by global warming.

The key focus will be on how News Corporation-owned Fox News and the opinion pages of the Wall Street Journal mischaracterize the science of climate change.

The panel of scientists and journalists is set for the New York Public Library's Science, Industry and Business Library, on Madison and 34th St.

That focus will be on the responsibility of news, entertainment shows and opinion pages to get it right on climate science.

The rally, scheduled for Bryant Park, will feature a client scientist correcting a big poster of a WSJ op-ed and calls for News Corp. outlets to present a fair account of global warming.

MEDIA NEWS continued**THE STREET DEALS FOR THE DEAL**

TheStreet Inc., the online financial news and investment site, has acquired The Deal LLC from Wasserstein & Co. for a disclosed sum.

Launched in 1999 as The Daily Deal newspaper, The Deal has transitioned to an online subscription model that reaches an audience base of 40,000 bankers, hedge fund operators, law firm partners and private equity partners.

It publishes more than 100 pieces of daily commentary, analysis and data customized to reach each subscriber's job function and focus.

Elizabeth DeMarse, CEO of TheStreet, called the deal a "terrific combination that grows the most profitable portion of our business, subscription revenue."

TheStreet is listed on the NASDAQ. Its shares are trading at \$1.39. The past year's range is \$1.20 and \$2.37.

TV NEWS GOES DIGITAL: HOW TO GET THERE

By Gayle Goodman, GGPR & Social

It was a full house at PCNY's Sept. 12 lunch for a buzzy panel discussion on "Television 2.0: The Mainstreaming of Digital Video Outlets." Enthused about the idea of "disrupting the news," a sub-topic of this presentation, the panelists said they're putting stakes into what was termed the "wild west" of growth in the news world.

"It's cowboy time," cracked a wry Peggy Allen, VP of programming at Live Well Network, an ABC/Disney property. Live Well is a traditional broadcast outlet with content produced and aired by O&O stations.

Allen said that in some cases at Live Well, "separation of church and state is diminished," and stories are often paid media. Allen wants those "integrated dollars" for stories on lifestyle, home decorating, food and cooking. "We could have national advertisers buy their way in to a show," says Allen.

In this digital video world, paid media coverage sometimes takes its seat next to earned media, or traditional placement; location is not a limit to coverage; real people have more chances to rack up their 15 minutes of fame, and there is a hunger for stories that are news to some, and only some.

Here's a rundown of the new outlets, and how to get on:

Huffington Post Live: J.J. Miller, supervising producer, emphatically stated the site takes "no money to do stories; the business side is on one side of a wall from production." Describing Huff Post Live as "the first live interactive news network," Miller explained, "Community is at the center of what we're doing."

The site posts 30-second viewer videos via webcam, and also takes stories on celebrities and experts. "We're not there to break a story. We're there to talk

about a story," says Miller. To get on, Miller wants a non-traditional pitch, and would use "a good talker." "We've had John Cusack talking about mortgage reform from his house. Location is a non-factor. I don't need reporters on the ground."

Pitches go to: Shira [dot] Sky [at] huffingtonpost [dot] com.

Buzz :60: The channel is produced by Zazoomvideo.com, with a team of familiar anchors from TV news: Jay DeDapper, Len Berman and Tim Minton. Coverage is not paid for "yet," says panelist DeDapper, COO, who was testing the idea.

DeDapper, who is often on-camera, "wants stories only people in small places know about." He said, "Most of the material we do has an urban, 20s-30s, slightly cynical attitude. Tech and entertainment pieces." Send him a pitch for "what people can do with their old phone instead of the new iPhone."

In fact, Buzz :60 uses still photos over video. "We tend not to use video," says the energetic DeDapper. "Still photos done right have bigger impact than b-roll." Good chance to use those high res product shots.

Pitch to Rachel [dot] Trobman [at] zazoomvideo [dot] com.

Live Well Network: If you want a recipe for Sweet Corn Ice Cream, Live Well Network has it. A broadcast channel, programming airs on subchannels of local stations (see Wikipedia for local stations).

In New York, it's on WABC-TV, of course. Allen says it reaches 70 markets and 60% of all households with stories on "entertainment-based lifestyle categories" since 2009. Send pitches directly to Allen at: Peggy [dot] L [dot] Allen [at] abc [dot] com.

Digital Broadcasting Group: DBG produces branded entertainment and original content and mixes all the formats for paid and earned media in online channels. There are opportunities for pitching experts for traditional editorial coverage; products for brand integration into stories as a paid placement; and sponsorship of full content.

Founder, and panelist, Joseph Gomes spoke about the new SpacesTV. A YouTube channel about home design, SpacesTV launched in June as part of what Gomes calls "a YouTube content initiative. It's HGTV meets Jezebel." A video produced on the design of a 78 square foot apartment has over 1 million views on YouTube.

DBG has a video network with 2,600 sites "in all different categories," says Gomes, and creates branded entertainment across the network for clients including Infiniti, Hewlett Packard, Ford, and more. In 2011, *Forbes* ranked the six-year-old DBG third on its list of Most Promising Companies.

For pitches, contact Kayla [dot] Zerby [at] morrisking [dot] com.



L-R: Nancy Allen, VP programming, Live Well Network; Joseph Gomes, founder, Digital Broadcast Group; J.J. Miller, supervising producer, Huffington Post Live, and Jay DeDapper, COO, Zazoomvideo.com/Buzz60.

NEWS OF PR FIRMS**OGILVY PR, O&M ALIGN ON H-CARE**

WPP's Ogilvy & Mather said it has created an integrated healthcare offering via a management change connecting Ogilvy PR's healthcare practice with Ogilvy & Mather's global healthcare marketing communications group, Ogilvy CommonHealth Worldwide.

Ogilvy CommonHealth Worldwide chairman & CEO Matt Giegerich said healthcare and pharmaceutical industries are undergoing "huge transformation and consolidation," requiring a new, integrated agency model that pulls together experts around their domain expertise regardless of their function in PR, advertising or digital, to name a few.

Global healthcare practice leader for Ogilvy PR and New York office head Kate Cronin joins the Ogilvy CommonHealth Worldwide global board and leads the integration of the PR healthcare staff into the new operation, reporting to global PR CEO Christopher Graves and Giegerich.

Robert Mathias, president of Ogilvy Washington and 17-year veteran of Ogilvy PR, is New York's acting office head throughout a search period, the firm said.

H+K CANADA GRABS SOCIAL SHOP

Hill+Knowlton Strategies Canada has acquired the assets of Ottawa-based Ascentum, which counsels businesses, government and not-for-profits on stakeholders engagement via online, in-person and social media-based tactics.

Ascentum's operation merged into H+K's Ottawa office, forming a new H+K public engagement group.

"The public now expects to be involved in the issues that impact them and this has profound implications for business and government," Mike Coates, president and CEO of H+K Canada said in a statement. Joe

Peters and Rob Mariani founded Ascentum in 2003 with a focus on public participation, stakeholder and community relations and employee engagement.

Peters becomes deputy social media and digital communications practice leader, reporting to Boyd Neil, national practice leader for social media and digital communications at H+K.

Mariani leads the new public engagement group at H+K, reporting to Goldy Hyder, general manager of the Ottawa office.

PROI ADDS ST. LOUIS' BLICK&STAFF

Blick&Staff Communications, St. Louis, has joined the Public Relations Organisation International network of independent firms, the first PR agency from that city in the 56-partner group.

PROI, which said it liked B&S' media relations, marketing communication and cause marketing capabilities, claims 100 offices throughout 50 countries.

Harriet Blickenstaff, president of B&S, said the firm can now provide seamless access to local, PR teams around the world, as well as capabilities in IR, entertainment PR, B2B and public affairs.

BRIEFS: Bianchi PR, Troy, Mich., said it will donate PR services to non-profit Compassion Through Cameras to mark the PR firm's 20th anniversary.

NEW ACCOUNTS**New York Area**

Crenshaw Communications, New York/skobler, mobile map-based apps and services, for PR and marketing comms. in the U.S. after a competitive review. Traditional and digital media relations, social media content creation and other initiatives are in the scope.

M Booth, New York/Tourism Victoria, region of Australia's southeastern coast, as AOR for U.S. PR. Strategic planning, consumer and trade media relations, media tours, in-market activities, partnerships and promotions, digital and social media are all covered. Katie Barr Cornish, VP and head of M Booth's travel practice, leads strategy for the account.

Cognito, New York/Museum of American Finance, New York-based affiliate of the Smithsonian Institution, to manage media relations and raise its profile among key constituents.

Mfa Ltd. Marketing & PR, New York/Mike's Hard Lemonade Co., Chicago-based liquor brand, for its next product launch.

The Morris + King Company, New York/Heifer International, foundation dedicated to ending global poverty, as AOR for PR for the Little Rock-based organization.

Bullfrog & Baum, New York/LT Burger, new Bryant Park-area eatery, for opening PR.

Raker Goldstein, Old Tappan, N.J./Session Bistro, New Jersey eatery, for PR.

East

Hager Sharp, Washington, D.C./The Centers for Disease Control and Prevention, for two multi-year contracts worth about \$6.2M, including support for the Atlanta-based Division for Heart Disease and Stroke Prevention and the Division of Oral Health. HS has a four-year, \$5.7M pact with subcontractor Palladin Partners for the DHDSP handling comms. for public health activities to reduce cardiovascular and stroke mortality, with a particular focus on blood pressure control. A two-year contract worth \$525K supports communication and education efforts on oral health issues, including water fluoridation.

Spector & Associates, Washington, D.C./eCaring, web-based home care management and monitoring company, as AOR for PR focused on the professional health care community and general public.

Southeast

The Gab Group, Boca Raton, Fla./ Beaute Therapies, "medispa," for PR and marketing.

Southwest

The Deberry Group, San Antonio/University of Texas, San Antonio, which started a Division 1 football program last season, for PR and marketing to support the school's athletics and revenue goals.

West

GMA International, Bainbridge Island, Wash./ Catalyst Energy Technologies, privately held company running 30 projects in the Philippines with plans to expand to North and South America and Africa, for PR, marketing and branding functions.

International

Ogilvy Group Belgium, Brussels/European Parliament's Directorate-General for Communication, to promote awareness and understanding of the law-making institution through campaigns and events leading up to the 2014 European Elections.

NEWS OF SERVICES

FAIRFIELD PR GROUP DUMPS 'PR'

The Fairfield County Public Relations Assn. is celebrating its 50th year in business by dropping "public relations" from its name, opting for Fairfield County Communications Assn.

FCCA feels it has "grown beyond its primary roots in PR and expanded programming to appeal to a broader audience of communications professionals." The name change is supposed to reflect the organization's evolution.

Co-president Randy Savicky said in a statement: "The time was right to update the name, as FCCA members from communications, creative agencies, and other marketing disciplines have risen to leadership positions, even board of directors."

Savicky, founder of Strategy+Communications in Weston, shares the presidency with Sandra Ruiz Desai, president of Norwalk's Desai Communications.

FCCA's current mission is to spread the concept of a "Connecticut Creative Corridor," by promoting the Nutmeg State's strategic communications talent and the impact that it has on job creation and economic development.

The organization kicks off the fall season on Sept. 20 with a presentation by "innovation expert" Bryan Mattimore, author of "Idea Stormers: How to Lead and Inspire Creative Breakthroughs."

MARKETING RESEARCH FIRMS GROW ON M&A

Global marketing research firms are growing large in size through acquisitions as opposed to collective revenue, according to a report by the American Marketing Association.

The AMA found the 25 largest marketing research firms had total revenues of \$18.7 billion in 2011, a 4.1% increase over 2010 but a 1.4% gain adjusted for inflation. But nine of the firms saw revenues decline in 2011 or not grow enough to cover the estimated 2.7% inflation rate.

Nielsen (\$5.4B in 2011) leads the global pack, followed by Kantar (\$3.3B) and Ipsos (\$2.5B). Westat, SymphonyIRI Group, Arbitron, IMS Health, The NPD Group and ICF International round out the top 10.

Jack Honomichl, founder of the newsletter *Inside Research* who helps compile the annual Honomichl Global Top 25 ranking for the AMA, said those numbers are "good news given the dire economic conditions in many countries." He said the 25 "behemoths" of the industry "have come to be so via amalgamation, the end result of hundreds of acquisitions made over many years in many countries."

He noted in 2011 alone, the top 25 firms bought 24 research firms around the world.

For example, Paris-based Ipsos, No. 5 on last year's list, acquired 2010's No. 6 Synovate and moved up to No. 3 this year on \$2.5 billion in revenue.

The report found the top 25 firms accounted for approximately 58% of global spending on marketing, advertising and public opinion research services in 2011. Employment at those shops rose 6.9% – from 103,136 full-time people in 2010 to 110,235 in 2011.

Complete list of the top 25 is at <http://bit.ly/PKov0l>.

PEOPLE

Joined

Alissa Pinck, former New York general manager for JS2 Communications, to Commit Media, a New York-based social change consulting firm focused on the entertainment sector, as VP of marketing and media. She was previously a VP for G.S. Schwartz & Co. and director of PR at DIC Entertainment.

Mike Lucarelli, director, global IR, Allen & Caron, to Lippert/Heilshorn & Associates, New York, as director of market intelligence. Lucarelli was previously a senior IR exec for Rubenstein PR and a VP at Merrill Lynch and SG Hambros.

Sebastian Moreira, video director, Trisha Creative, to DKC PR, New York, as director of digital content to lead the firm's online video production. Moreira is a former senior producer for Hachette Filipacchi Media U.S.



Moreira

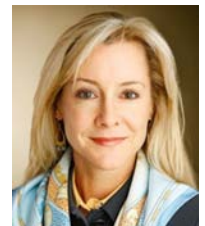
Joe Libonati, managing director, Principal Communications Group, to Rubenstein Communications, New York, as a senior VP in the firm's corporate entertainment practice, which counsels MGM, Fox TV, and New Regency, among others. He was previously at ID-PR and VP/corporate comms. at NBCUniversal.

Kerry Marshall Schmit, PR consultant and former assistant VP for comms. and media for the National Assn. of Manufacturers, to the National Assn. of Professional Employer Organizations, Alexandria, Va., as director of comms.

Hollie Geren Rapello, who was senior VP and director of comms. at Lowe & Partners Worldwide and SVP/dir. of comms. at Young & Rubicam NA, to McNeely Pigott & Fox PR, Nashville, as a senior comms. strategist.

Brad Jaffe, founder and president of Singapore-based issues and crisis firm Skelly & Monroe, to Edelman, Chicago, as a senior VP, crisis & risk management, under global chair Harlan Loeb.

Sara Jones, managing director and leader of the crisis and litigation practices at Mercury, to Edelman, Los Angeles, as executive VP and group head for public affairs. She was previously senior VP for PA at Apollo Group and held roles with APCO Worldwide, Burson-Marsteller and Fleishman-Hillard. Edelman counts Activision, Experian, Starbucks and Warner Bros. as L.A. clients.



Jones

Peter DeMarco, comms. director for Nevada Rep. Mark Amodei's (R-Nev.) election campaign, to Randle Communications, Sacramento, as a director. He was senior corporate relations manager for Allstate Insurance Co., a counselor for Sitrick and Company, chief of staff to California State Sen. Mark Wyland (R) and comms. director for Sen. Dave Cox.

Appointed

Marie Baker, social media director at Coyne PR, Parsippany, N.J., to chair of the Word of Mouth Marketing Association's newly formed Community Management Council. At Coyne, she handles SM campaigns for clients like Burger King and Mary Kay.

SECURITIES REGULATOR REPLACES PR CHIEF

Greg Ahern, who leads communications for the mutual fund industry's trade group, will leave for the top PR and government relations slot at the Financial Industry Regulatory Authority, the securities industry's self-regulatory body, amid a realignment.

Howard Schloss held the comms. and government relations role as executive VP for FINRA, which said he left the organization on Sept. 7.

Schloss' 11-year tenure dated back to FINRA's predecessor, the National Association of Securities Dealers, which was consolidated in 2007 with the enforcement arm of the New York Stock Exchange, NYSE Regulation.

FINRA said Ahern is set to join the Washington, D.C.-based entity on Oct. 15 as executive VP for corporate comms. and government relations.

He oversees media and government relations, investor education efforts, as well as editorial production and member relations, part of a realignment the group says will help coordinate interaction among its units.

Ahern exits the mutual fund sector's Investment Company Institute as chief public communications officer after seven years.

He was previously senior VP of marketing and comms. at Jennison Associates and SVP/external affairs at State Street Corp.

L.A. PR EXEC SETTLES INSIDER TRADING CASE

A Los Angeles PR pro Renee White Fraser has settled a Securities and Exchange Commission charge of insider trading, agreeing to pay more than \$91K after she allegedly bought shares of a bank that contacted her in 2009 for PR support during its acquisition of another financial institution.

The SEC said Fraser, who runs L.A. ad and PR agency Fraser Communications, bought 10K shares of stock in East West Bancorp and sold them after the shares jumped 55 percent on the announcement of EWB's acquisition of United Commercial Bank.



Fraser

"I made a mistake, and I deeply regret it," Fraser said in a statement.

Fraser's settlement deal does not admit or deny the allegations. The SEC notes the payment is more than double the \$43,868 in illegal profits she made.

"Consultants in public relations or any career field cannot exploit their client relationships for an illegal payday in the stock market," said SEC Los Angeles regional director Michele Layne.

The complaint said EWB contacted and engaged Fraser's firm in October 2009, sharing nonpublic information about its deal for UCB to allow the firm to prepare marketing and PR materials.

Fraser, who accepted a permanent bar from serving as an officer or director of a public company, bought the shares a day after the bank formally hired her PR firm.

The SEC last month charged former Carter's VP of investor relations Eric Martin with insider trading.

Last year, a staffer for IR firm Market Street Partners was charged in the large Galleon hedge fund insider trading case.

PEARSON FRONTS SHAKY GABON

Pearson & Assocs. has a \$6K monthly deal to raise the profile and promote investment in Gabon. Rachel Pearson reports to Gabonese ambassador Michael Moussa Adamao.

The *New York Times* (Sept. 8) featured Gabon in a story entitled "Summer of Siege for West Africa as Discontent Boils into the Street," noting in Togo and Gabon the "levers of power have long seemed immutable, dominated by the same families for decades."

Gabon has been rocked by violent protests against the ruling Bongo family, a clan that has "ruled the small-scale petro-state for more than 40 years."

Protestors question the legitimacy of the 2009 election that put Ali Bongo in position to take over for his father, Omar, who died in office.

Bongo told parliament on Sept. 12 that the demonstrators are working towards a "constitutional coup," and ruled out any negotiation, according to a report from Agence France-Presse.

TRAIL BLAZERS ROLL WITH LEWELLEN

Michael Lewellen, a former top corporate communications exec for Black Entertainment TV and Fox Sports Network, has been named senior VP of communications and public engagement for the NBA's Portland Trail Blazers, following a search.

Traci Rose, who was VP, comms. and community relations, has moved into a VP/community relations slot with the team. Cheri Hanson, hired in 2009 as VP/comms. for the team, is senior VP, team relations.

Lewellen heads media, community and team relations for the Trail Blazers, which is Oregon's only major professional sports team. He had recently run his own shop in Florida and served as VP of marketing and communications for the Heart of Florida United Way. That followed a stint as VP of PR for Universal Orlando and nearly eight years at BET Networks, departing as senior VP/corporate comms. Earlier posts included VP of media relations for Fox Sports Network and PR director for the Goodwill Games.

The Trail Blazer post is a return to Oregon for Lewellen, who was urban and minority affairs manager among other posts for Nike in Beaverton in the early 1990s.

Generator Group handled the executive search for the Trail Blazers.

ICR GUIDES SGOCO BACK TO NASDAQ

SGOCO Group, one of a handful of Chinese companies whose Nasdaq-traded shares were halted from trading, has relied on ICR for financial communications and investor relations counsel as the flat-panel monitor maker navigated a return to the public market last week.

The Beijing-based company said Sept. 11 it has conducted an investigation and audit following a whistleblower letter about alleged double-booking sales and contradictory securities filings, finding ineffective controls and a non-material error. SGOCO said it will revamp and increase internal controls over its financial reporting.

Nasdaq re-opened trading in its shares the same day, its first activity since May 16. Shares are in the \$1-\$2 range.

PR OPINION

The PR Society's biggest chapter by far, National Capital, is wracked by undemocratic practices and has served as a footstool for national leadership for far too long.

We have hopes that perhaps it will change this year because NCC president is Suzanne Holroyd, Ph.D., director of communications, Secretary of Defense Sexual Assault Prevention and Response Dept.

She is the holder of the new APR for military communications (APR+M). The Dept. of Defense is not noted for standing down when basic American liberties and freedom are at stake including freedom of the press. The holder of an APR+M is said to have "skills and abilities well above" those of his or her peers and to have become "a trusted counsel to the commander..." The "commander" in this case is none other than the President.

Also germane is that Holroyd has a Ph.D. in political science from the University of Southern California.

About all we see going on at PRS are politics, politics and more politics.

The major topic that should be discussed at the Assembly Oct. 13 in San Francisco is not how to bring more money to national's coffers but shifting a good deal of the money to chapters. <http://tinyurl.com/9ry77lh>.

Members say they get better than 90% of benefits at the local level but average chapter dues are only \$55 while national dues are \$255—nearly five times as much. National dues are three times that of NCC (\$85).

Chapter Leaders Have Sold Out

Far too much power and money have flowed to national and this has been allowed by chapter leaders who sell out to national for all sorts of baubles including the free weekend in New York each June and appointments such as head of one of the 30 national committees, Silver Anvil judge, speaker at a national conference, etc., etc. There is also the fear of incurring h.q.'s wrath by being a dissident.

Counselors are stroked by the new biz leads that flood into PRS h.q. The "number one request" that h.q. gets every month is "where can I find a PR firm?" said a publication of the Counselors Academy. Who gets those tips?! None ever appears on the PRS website. The O'Dwyer website posts more than 150 RFPs a year.

National can do a lot for cooperating members but the price has gotten too high. What national does is rent out the name to chapters at an exorbitant price. Actually, the name belongs to the chapters and the individual members, not national.

NCC has nearly 1,500 members in its area and 14 delegates who have been picked to go. Actual chapter membership is about 1,150.

Delegates Missing from Web for Months

The delegates' names were not on the NCC website from June to this past weekend. They were inadvertently left off during a web re-make. No one noticed or complained until this reporter did which indicates lots of apathy in this chapter despite its big numbers.

Unidentified Assembly delegates is a scandal at PRS because PRS won't release the national list to anyone but the delegates who have to sign for it. The national list isn't even compiled until mid-August each year, a total flip-flop from the previous bylaw that said delegates had to be elected by Dec. 1 of the previous year. The national list previously was available to reporters as well as members.

Holroyd ought to speak out against that practice. No democracy in the world has a secret legislature.

12 of 14 NCC Delegates are APR

Another abusive practice of NCC is allowing a disproportionate percentage of delegates to be APR. Since only about 200 of NCC's members are APR out of 1,150, only 20% (three APRs) should be delegates.

Twelve of the 14 delegates slated to go to S.F. are APR. In 2010, when the Committee for a Democratic PRS was seeking publicity on its drive to let non-APRs run for national office (for the first time since the 1970s), 13 of the 14 NCC delegates were APR.

NCC, under 2010 chapter president Jeff Ghannam, refused to report the Committee's existence on the NCC website.

None of the chapters did, as far as we could determine, and the Committee's proposal was quickly dumped by the Assembly.

Tracy Schario, NCC president in 2006, led national's battle against the Central Michigan proposal that year that would establish the Assembly as the supreme authority of PRS, modeling it after the American Bar Assn. and American Medical Assn.

NCC Was Solid Vs. Governance Reform

Schario told the Assembly that all 14 of NCC's delegates would vote against the move.

She said the proposal would "turn Society governance on its head," involving the Assembly in day-to-day operations. CM Delegate Mark Holoweiko, the only delegate speaking in favor of the proposal, said the Assembly would set policy and not get involved in day-to-day business.

He branded as "lies" claims by national that the Assembly already had the powers it sought and that all delegates would have to get directors' insurance.

APR Dominated Assembly Won't Loosen Grip

An Assembly that is 70% APR is not going to ditch the APR rule that bars non-APRs from national office and the Ethics Board, relegating them to second-class citizenship. Prospective members are not warned about this.

NCC argues that their delegates are "elected." But we would argue that the chapter should limit APRs to the APR proportion of its members since otherwise the Assembly delegation is unrepresentative of the members. An Assembly that is 82% non-APR would quickly ditch the rule blocking non-APRs from national office.

Numerous abuses have taken place under the APR rule, the chief one being allowing too much power to gather at h.q. The APRs have squandered millions of dollars of members' money including losing \$2.92 million on the program from 1986-2003. — Jack O'Dwyer