



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

September 24, 2012 Vol. 45 No. 38

SACRAMENTO REVIEWS AIR QUALITY PR

Sacramento's air quality agency is reviewing its seven-figure public education account with an RFP for PR and advertising agencies open through Oct. 1.

The California capital last year exceeded federal standards for ozone for 40 days. Ozone is a key component of smog.

The Sacramento Metropolitan Air Quality Management District, part of an area declared by the Environmental Protection Agency to be in "severe" non-attainment for ozone, wants an agency to guide its "Spare the Air" effort and "Check Before You Burn" campaign, the latter which urges people not to burn wood in fireplaces in the winter, in some cases banning it outright. Assistance with general public outreach and other efforts are also expected through web content, social media, news conferences, PSAs and other tactics.

To pitch, firms must have some experience on an air quality or environmental campaign, as well as a behavioral change campaign. The resulting contract will run from February 2013 for two years.

Katz & Associates is the incumbent since 2007 for the account, previously worth about \$1.1M a year.

RFP: <http://bit.ly/OW7tbg>.

T-PAW TO REP FINANCIAL SECTOR

Former GOP presidential candidate and Minnesota governor Tim Pawlenty will take the reins of the Financial Services Roundtable, the D.C. group representing the heads of the world's biggest banks and financial institutions.

Pawlenty, who was considered for the vice president slot on Mitt Romney's ticket and is co-chair of the Romney campaign, takes the post Nov. 1 on the retirement of Steve Bartlett, a former Republican congressman and Dallas mayor who held the Roundtable post since 1999. Pawlenty is stepping down from the Romney campaign.



Pawlenty

Allstate CEO Tom Wilson, who chairs the Roundtable, cited Pawlenty's ability to find common ground in making the announcement. "He understands that while policy makers sincerely desire to improve economic opportunities for all Americans, they also have different political philosophies," said Wilson.

Pawlenty, 51, was governor of Minnesota from 2003-2011 after serving in the state's house of representatives.

BGR PR works with the Roundtable. Elise Brooks is director of communications.

PUBLICIS ACQUIRES LBI DIGITAL SHOP

Maurice Levy's Publicis Group has inked a \$540M deal to acquire Amsterdam's LBi digital shop that serves clients such as Coca-Cola, Carlsberg, Volvo, Johnson & Johnson, Volvo and Ikea.

The LBi, Digitas, Razorfish and Rosetta group will generate about 35 percent of the French ad/PR combine's revenues.

LBi registered \$255M in 2011 revenues. First-half revenues hit the \$154M mark. The shop employs 2,200 staffers in 16 countries.

Levy said in a statement that LBi is a shop "known for extraordinary digital customer experiences, based on a blend of creativity and expertise in technology, strategy and social media."

LBi had been on its own acquisition drive, scooping up Bigmouthmedia and Mr. Youth during the past two years.

MIAMI WANTS U.K. PR PITCHES

The Greater Miami Convention & Visitors Bureau has kicked off an agency review for its U.K. PR account.

The CVB has released an RFP open through Oct. 5 for agency pitches to guide its U.K. consumer and travel trade-based PR program pitching the Florida city as a "uniquely tropical and cosmopolitan destination."

Development and implementation of a strategic PR plan, consulting and ongoing communications, major media visits, story development, crisis planning and events are among the tasks outlined in the RFP.

An agency must have extensive experience in the various domestic U.K. media and markets. A contract from January 2013 to Sept. 2015 is planned.

DKC KICKS OFF NFL ROAD SHOW

The National Football League's Hall of Fame has hired DKC PR to handle PR surrounding its 50th anniversary and road show, "Gridiron Glory: The Best of the Pro Football Hall of Fame."

The 5,000 square foot exhibit features the Vince Lombardi Trophy, HoF busts, films and a "hometown tribute" tailored to the NFL host city.

Gridiron Glory debuts Oct. 6 at Heinz Field in Pittsburgh and culminates at the 2014 MetLife Super Bowl site in New Jersey.

The exhibit is expected to stay at least three months at each stop, and tie in with local cultural and sports organizations.

Legendary running back Barry Sanders serves as national ambassador for the tour, which is designed to extend the Hall of Fame outreach beyond its Canton home town.

GUATEMALA GIVES A&P \$575K PACT

Guatemala, which suffers one of the highest murder rates in Central America, has given Arnold & Porter a \$575K four-month pact to promote tourism and investment by pursuing its legal, media and public policy objectives in Washington.

According to the pact that runs through Dec. 31, the agreement is “justified by the need to attract foreign investment and tourism through improvement in Washington D.C., and in the various strata of the United States, of the way the Guatemalan investment climate is perceived.”

The “relevance of tourism lies in its attraction, that apart from generating foreign currency it also creates a virtuous circle where more tourism and more investment result from an improved image.”

The U.S. Marines returned to Guatemala in August, patrolling its west coast in the fight against drug traffickers. America’s military intervened to put down a peasant uprising in Guatemala fifty years ago, and withdrew in 1978. More than 200,000 people were killed during that span.

The United Nations, on Sept. 11, decided to extend the life of its International Commission Against Impunity in Guatemala, which probes official corruption, for another three years until 2015. Nearly 2,000 policemen and government employees have been either fired or jailed since the U.N. panel set up shop.

A&P’s contract is with the Government of Guatemala and the Guatemalan Institute of Tourism, which touts the “heart of the Mayan world.”



Ecotourists in Petén, Guatemala.

Photo: Guatemalan Institute of Tourism

EDELMAN BACKS HERAEUS IN DUPONT SUIT

Heraeus Precious Metals N.A. Conshohocken, the U.S. unit of German metals and tech giant The Heraeus Group, is fighting back on the legal and PR front against two patent infringement suits by DuPont.

The North American unit, based in West Conshohocken, Pa., is getting Washington PR support from Edelman as it filed counterclaims this week against DuPont. Heraeus says the suits, involving components of solar cell technology, are meritless and wants a judge to declare a disputed patent invalid.

DuPont first sued Heraeus in September 2011 and in June 2012 announced a second suit against the company and its customer SolarWorld Industries America for allegedly infringing on a patent related to metallization paste used in solar cells.

“DuPont invests significant resources in scientific innovation to solve global challenges and we protect that knowledge through strong and robust patents,” David Miller, president of DuPont Electronics & Communications, said in filing the June action.

CHOBANI CHOOSES CORNERSTONE

Chobani Yogurt, leader in the fast-growing Greek yogurt sector, has hired Cornerstone Government Affairs to handle federal regulations.

Turkey-born Hamdi Ulukaya launched Chobani in 2007 in an upstate New York yogurt plant that was owned by Kraft. The company registered sales in the \$700M range in 2011, and plans a \$100M facility in Twin Falls, Idaho.



Chobani is pushing the Dept. of Agriculture to update its MyPlate nutritional guideline to distinguish Greek from other types of yogurt, and deem it a high-protein product.

That push won the support from Sen. Kristen Gillibrand (D-NY) and Rep. Richard Hanna (R-NY). They penned a letter to Agriculture Secretary Tom Vilsack this month, urging him to update the guidelines and “education material to reflect the positive health benefits of Greek yogurt.”

The politicians also want Greek yogurt added to the federally-funded national school lunch program, a move that would “allow schools to stretch their scarce meal dollars” and provide “students a tasty way to get the protein needed by school-aged children to grow and thrive.”

Chobani is America’s No. 3 in the overall yogurt maker behind Yoplait and Dannon. It dominates the Greek category, accounting for nearly half the market share.

Cornerstone’s Hunt Shipman, former EVP at the National Food Processors Assn.; Jim Richards, who was director of intergovernmental affairs at the Ag Dept.; Fred Clark, ex-deputy chief counsel, House Ag Committee; Vernie Laverne, ex-minority chief counsel at the Senate Ag Committee, and Mark Rokala, ex-aide to Subcommittee on Agriculture, Rural Development and Forestry chairman Herb Kohl, represent Chobani.

OATS SEEKS PR FIRM

Older Adults Technology Services Inc., a group that helps seniors to learn and use digital technology, is looking for a PR firm to promote the opening of its Senior Planet Exploration Center next month in Manhattan’s Chelsea neighborhood and the ensuing launch of SeniorPlanet.org site.

Brooklyn-based OATS has been called by the FCC’s National Broadband Plan a “model for community engagement for seniors” and the Commerce Dept. has provided a grant to OATS to build 23 state-of-the-art computer labs at senior centers across New York City.

Fred Fields, COO of OATS, told O’Dwyer’s though his PR budget is modest (\$9K-\$12K for three months) he sees a “truly valuable opportunity for a hungry firm because we are launching the world’s first technology center for older adults.” He wants placements in media such as the *Wall Street Journal*, *InformationWeek*, NPR and the *New York Times*.

Fields can be reached at ffields@oats.org.

GALLUP: MEDIA DISTRUST AT NEW HIGH

Distrust in the media hit a new high in the U.S. in 2012 as six in 10 said they have “little or no trust” in mass media to report news “fully, accurately, and fairly,” according to Gallup.

The record sentiment was recorded by Gallup from Sept. 6-9, following a trend that negativity increases every election year compared with the prior year.

Gallup said independents and Republicans are driving the decline. While Republican levels of distrust are in the realm of the last election of 2008, Gallup said independent distrust has risen, a reflection that people are frustrated in trying to get fair and accurate coverage of the political race.

Notably, Gallup found 39% said they are paying close attention to political news, down from 43% in 2008.

While 60% have little trust in media, 40% said they have a great or fair amount of trust, a gap of 20 points that Gallup said is the highest ever recorded since it began regularly tracking the questions in the 1990s.

Gallup noted trust in media was as high as 72% in the 1970s.

SHETTY HELMS NEWSWEEK DAILY BEAST

Baba Shetty, chief strategy and chief media officer for ad agency Hill Holiday, has been named CEO of The Newsweek Daily Beast Company as the media company makes a deeper push into events.

Current CEO Stephen Colvin, a veteran media executive who helped build The Daily Beast from a start-up in 2009, will exit in October to become executive in residence at VC firm Lerer Ventures.

Tina Brown, editor-in-chief of NDB, said: “He is extremely gifted at brand and digital strategy, is a strong leader, and is the perfect partner for the next phase of The Newsweek Daily Beast Company and our expanding live events business.”

TNDBC marked the second year of its Women in the World summit in March and plans the upcoming Hero Project, a D.C. summit slated for November examining the “essential elements of moral, political, intellectual and physical courage, resilience, and selflessness” and featuring guests like Adm. William McRaven, Madeleine Albright and Bono.

Shetty, who collaborated with the magazine-website combine for its popular “Mad Men” issue last year, was previously with Fallon Worldwide and was an analyst at Forrester Research.

“[Internet consultant and writer] Clay Shirky says ‘it’s not information overload, it’s filter failure and The Daily Beast philosophy of ‘read this, skip that’ brilliantly solves filter failure—there’s a reason the site is growing faster than any other in the category,” said Shetty.

GLOBE, MIT TO COLLABORATE

The *Boston Globe* and Massachusetts Institute of Technology’s Center for Civic Media have forged a \$250K partnership for digital initiatives and projects.

The relationship is funded by the John S. and James L. Knight Foundation and parallels four civic media fellowships available within the Globe’s innovation lab.

The collaboration will launch in the fall with a goal to explore new ways to engage citizens in the digital arena, said a release.

“This collaboration will apply academic research at the forefront of new media technologies to one of the country’s strongest newsrooms,” said Michael Maness, vice president for journalism and media innovation at Knight Foundation. “We’re excited to see what these creative organizations build together.”

Added Martin Baron, editor of the *Globe*: “We see great promise in building strong bridges between these institutions.”

STATE DEPT. BUYS AD TIME IN PAKISTAN

The U.S. State Department is buying ad time on Pakistani TV to show messages from President Barack Obama and Secretary of State Hillary Clinton distancing the U.S. from an anti-Muslim movie clip that incited violence in the Middle East.

State Dept. spokeswoman Victoria Nuland said in a press briefing Thursday that the government has spent about \$70K to buy time on about seven stations in Pakistan to show clips of speeches by the two top U.S. officials in the wake of widespread condemnation of the film, “The Innocence of Muslims.”

Large protests in Islamabad against the film and U.S. last week, some of which turned violent, involved tens of thousands of people. U.S. consulates in Lahore, Karachi, and Peshawar were closed, although the embassy in Islamabad remained open.

“As you know, after the video came out, there was concern in lots of bodies politic, including Pakistan, as to whether this represented the views of the U.S. government,” said Nuland. “So in order to ensure we reached the largest number of Pakistanis – some 90 million, as I understand it in this case with these spots – it was the judgment that this was the best way to do it.”

In one ad, Clinton directly addresses the anti-Muslim film. “Let me state very clearly that the United States has absolutely nothing to do with this video,” Clinton says. “We absolutely reject its contents.” In another, Obama says the U.S. has been a “nation of respect” since its founding “that respects all faiths.”

The ads, which are subtitled in Urdu, carry the U.S. seal and carry notice that the message was paid.

Nuland said the U.S. has bought ad time in a “select group of other countries” at other times in the past “when you’re working in a media environment where this kind of purchase of public service announcements is the norm for getting your message out.”

“I think the sense was that this particular aspect of the president and the secretary’s message needed to be heard by more Pakistanis than had heard it, and that this was an effective way to get that message out,” she said.



Shetty



Nuland

MEDIA NEWS continued**NEWS CORP RULED 'FIT AND PROPER'**

Britain's Office of Communications determined Sept. 20 that News Corp. is "fit and proper" holder of a license to run the BSkyB satellite broadcast system.

Ofcom kicked off its investigation in the wake of the phone hacking scandal that ultimately resulted in the shutdown of the *News of the World* tabloid.

The panel did criticize James Murdoch, who presided over News International at the time of the hacking outbreak. It determined that he "repeatedly fell short" in his response to the hacking.

News Corp. said in a statement: "We are also pleased that Ofcom determined that the evidence related to phone hacking, concealment and corruption does not provide any basis to conclude that News Corporation and Rupert Murdoch acted in a way that was inappropriate, and that there is similarly no evidence that James Murdoch deliberately engaged in any wrongdoing."

It disagrees with the Ofcom's rap on James "which are not at all substantiated by evidence. As Ofcom itself acknowledged, James deserves credit for his role as Chief Executive, then chairman and now non-executive Director, in leading Sky to an outstanding record as a broadcaster, including its excellent compliance record."

Prior to the hacking scandal, News Corp. made a \$12B bid to acquire the shares of BSkyB that it did not own. That offer was pulled from the table.

LAUF NAMED QUARTZ PUB

Atlantic Media Co. has named Jay Lauf publisher of *Quartz*, the global online business news site that launched Sept. 24.

He will remain publisher of *The Atlantic's* print and digital offerings.

Justin Smith, president of AMC, said Lauf "has a deep passion for quality journalism and an expert knowledge of how to build media brands and monetize premium audiences in this ever-changing media landscape."

Before joining AMC in 2008, Lauf was publisher, associate publisher and advertising director of *Wired*.



Lauf

AMG LAUNCHES NEW NEWSPAPER GROUP

Abernathy MacGregor Group handled the launch of Civitas Media LLC, the community newspaper group put together by Versa Capital Management.

Versa put its Heartland Publications, Impressions Media, Ohio Community Media and Freedom Central papers under the Civitas—Latin for "citizen" or "community"—banner.

Versa CEO Gregory Segall notes that local papers don't face the same financial pressure as their big city counterparts. They have remained profitable due to their position as the "principal sources of information and news content as well as the primary advertising vehicles for their communities," he said in announcing the formation of Civitas.

The Civitas collection has 35 dailies and 63 weekly papers in a dozen states with a combined circulation of

1.6M. It employs 1,650 people. The company owns the *Wilkes Barre Times-Leader* (PA), *Coal Valley News* (Madison, WV), *Floyd County Times* (Prestonburg, KY) and *The Tribune* (Lumberton, NC).

AMG senior counselor Rivian Bell and managing director Chuck Dohrenwend work the account.

BOGUS REVIEWS SEEN RISING

From 10 to 15 percent of ratings and reviews online via social media will be fake by 2014, according to a report by Gartner, which predicted at least two Fortune 500 brands will face legal action from the Federal Trade Commission in that period.

The report found that as companies are scrambling to gain more social media followers and garner positive reviews and "likes," more are paying for reviews and offering incentives like coupons and promotions.

Gartner said the FTC's 2009 determination that paying for positive reviews online is akin to deceptive advertising and will be prosecuted will lead to hot water for a few big brands over the next two years.

Gartner VP Ed Thompson said chief marketing officers will need to weigh long-term risks to reputation against short-term gains online.

The research company sees two positive developments, however. Some online reputation firms have taken to identifying fake reviews and requesting their removal, rather than posting phony favorable reviews.

Gartner also believes that low trust in social media will trend upward if FTC action and increased exposure of phony feedback online continues.

CHICAGO TRIB SCRIBE TO GOLINHARRIS

Trine Tsouderos, science and healthcare reporter at the *Chicago Tribune*, has joined GolinHarris as healthcare media director. She reports to Farah Speer, leader of the Interpublic unit's Chicago healthcare practice.

Tsouderos joined the Tribune in 2003. Earlier, she was at *People*, *The Tennessean* (Nashville) and *The Wilson Daily Times* (NC), where she launched a journalism career reporting on health and religion.

Patti Temple Rocks, managing director of GH/Chicago, said Tsouderos' knowledge of the healthcare business and "exemplary writing" skills will be key assets for the firm's client roster.



Tsouderos

DILENSCHNEIDER SERIES TACKLES CIVILITY

The Dilenschneider Group kicked off its 2012-13 lecture series under the theme of "Civility in America" on Sept. 24 at The Ferguson Library in Stamford, Conn., featuring James Cuno, president of the J. Paul Getty Trust.

Bi-weekly lectures to follow: Fox 5 news anchor Ernie Anastos (Oct. 3 civility in media), Sen. Olympia Snowe (Oct. 17, politics), Kroll chairman and former police chief of New York, Boston and Los Angeles William Bratton (Nov. 13, law enforcement), and American Management Assn. president and CEO Ed Reilly (Dec. 4, management).

Registration: cityofstamford.org.

NEWS OF PR FIRMS**MATTER BUILDS CREATIVE UNIT**

Matter Communications, a Newburyport, Mass., firm focused on the tech and consumer sectors, has created an in-house creative services unit, Studio-C, to handle visual content like video and infographics for clients.

CEO Scott Signore said the rise of social platforms has hastened demand for compelling graphics, video and photos for PR programs. His unit tackles video production, social media content, photo shoots, logo design and infographics, collateral and web work.

A reel of past work is at <http://bit.ly/PRgu7L>.

W20 PARTNERS ON PATIENT OUTREACH

W2O Group, San Francisco, has partnered with La Jolla-based healthcare software developer LiquidGrids with an eye on creating analytic models and tools to “map the disease pathway” of online patient communities.

W20 president Bob Pearson said the days of large direct-to-consumer spending “with questionable ROI” in healthcare are ending, adding the goal of the alliance is to focus on changing how the firm targets and communicates to patients and providers via “vastly improved analytics and insights.”

LiquidGrids’ software sifts large reams of healthcare “dialogue” for data which is developed into grids, which can focus on, for example, a specific disease by symptoms, diagnoses or treatment.

Pearson said doctors and patients meet to discuss disease or disorder treatment “at most” 12 times per year, leaving 353 days “where we can and should provide additional value that will transform health.”

W20 said first products from the collaboration will enter the market this fall.

CHANDLER CHICO SETS UP CONTENT UNIT

Chandler Chicco Companies has formalized a Multiplatform Content Group, aimed to create narratives around communications for clients through services like branded video, custom publishing, infographics and podcasts.

CCC said members of its MCG team, which include former journalists, producers and digital pros, recently have created a multi-part talk show on YouTube for disease education, a monthly corporate comic strip, commentaries for The Huffington Post, digital and traditional annual reports, speeches, website content, and blog posts. CCC is part of inVentiv Health.

BRIEFS: The Council of Public Relations Firms of

Hong Kong has created a new, annual award recognizing in-house PR pros in Hong Kong called the “Double Happiness Awards.” The group said the honors are meant to recognize the “mutual benefits” from a partnership between in-house and agency PR pros. ...Louisville-based **New West** has been acquired by **Mo’ Better Marketing** creating what the firms say is among the largest African-American-owned ad agencies in the country. Carl Brazley, owner of MBM, is CEO of the firm, which takes the New West name, while New West co-founder Tom Howell takes a managing director slot. Staff will be combined in NW’s offices by the end of the year.

NEW ACCOUNTS**New York Area**

Nancy J. Friedman PR, New York/Dartmouth College’s The Hanover Inn; The Ritz-Carlton South Beach; restaurateur Jonathan Morr’s new Japanese and French-influenced eatery slated for the Dream Downtown hotel in New York; Hotel Week in New York, second annual event set for Jan. 4-20, 2013, and Visit Savannah, for PR for a second year.

5WPR, New York/SuperJeweler.com, online jewelry retailer, for PR, including media relations, celebrity and spokesperson integrations, co-branded partnerships, social media, online events.

Finn Partners, New York/Affinia Manhattan, part of the Denihan Hospitality Group, as AOR for the N.Y. hotel following a \$24M redesign. Work includes media relations, consumer promotions and events, trade activities and rebranding.

Child’s Play Communications, New York/American Specialty Toy Retailing Association, for social media relations surrounding the 1,400-member, Chicago-based association’s rebranded consumer website YourNeighborhoodToyStore.org and promotion of its third annual Neighborhood Toy Store Day Nov. 10.

Consulting for Strategic Growth 1, New York/Progressive Care Inc and its wholly-owned prescription pharmaceutical provider subsidiary PharmCo, for U.S. IR and PR.

East

McReynolds Elek Communications, Baltimore, Md./RLTV, cable network aimed at 50+ audience, as AOR for PR, including trade and business communications, as well as consumer publicity promoting original programming and content initiatives.

French/West/Vaughan, Raleigh/Glen Davis, NBA basketball player for the Orlando Magic, for marketing, PR and endorsements for the player, known as “Big Baby.” Davis is the firm’s first NBA client.

Southeast

Cookerly PR, Atlanta/Anisa International, cosmetic brush, accessory and package design and manufacturing; RST Global Comms., N.C.-based telecomms. provider; Intelligent Hospital Systems, medical device developer, and The Westin Peachtree Plaza, Atlanta, for PR.

The ZLP Group, Atlanta/Jasper Cole, actor, for PR.

Midwest

Martin Flory Group, Gurnee, Ill./Quick USA, nautical products, for North American PR.

West

MSR Communications, San Francisco/Sendmail, to create and execute a PR and social marketing program about the need for enterprises to modernize messaging infrastructures with cloud computing and consumer devices.

Clearpoint Agency, Encinitas, Calif./5D Robotics, software for robotics applications, as AOR for PR.

Morgan Marketing & PR, Irvine, Calif./Embarcadero California Bistro, San-Francisco themed bar and bistro located in Rancho Santa Margarita, Calif., as AOR.

International

Pulse Communications, Sydney, Australia/Trade Commission of Spain, for PR for Spanish olive oil in Australia and New Zealand, following a four-way competitive pitch. Pulse is part of Ogilvy PR Australia in a joint venture with STW Group.

— Greg Hazley

NEWS OF SERVICES**EDELMAN RESEARCH UNIT ADDS SCHNEIDER**

Edelman Berland has named Ben Schneider to lead its media measurement and analytics team in London.

Schneider, who was associate director, Report International, was previously a consultant and analyst for Dow Jones, Cision and CARMA Int'l.

Edelman brought in polling guru Michael Berland from WPP earlier this month as the top independent firm revamped its StrategyOne unit as Edelman Berland with plans to inject more research into its PR work.

Schneider reports to U.K. managing director James Turner.

**Schneider****NIELSEN OFFERED IN AD PLATFORMS**

Nielsen has partnered with VINDICO to integrate Nielsen Online Campaign Ratings into its ad management platforms, bringing a total of 15 such platforms to offer the NOCR service directly to clients.

Nielsen said the platforms using the NOCR application programming interface include

Adap.tv, AudienceScience, DataXu, FreeWheel, Innovid, Jivox Corporation, LiveRail, SET, TubeMogul, Turn, VideoHub, Videology, VINDICO and ZEDO.

Scott Ferber, who heads Videology, said NOCR helps buyers and planners a consistent measurement metric for both traditional and digital media.

HOUSTON CHAPTER SLATES 'PR DAY'

PR Society's Houston chapter has taken the theme of "News at the Speed of Social Media: The Paradigm Shift in Crisis Communication" for its PR Day event Oct. 31.

Topics on tap include "The Perfect Storm in Your Company's Crisis Communication Plan," Terri Larson and Larry Springer, Enbridge; "News Media Roundtable: Staying Ahead of the News and Information Curve," Capella Tucker, Houston Public Broadcasting; Crestina Chavez, YNN Austin, and Denise Bishop, News92FM/KROI, and "Igniting Viral Storytelling: PR for People Who Don't Want to Do All the Talking."

Info: <http://www.prsahouston.org/pr-day-2012-oct-31-at-united-way/>.

UPCOMING: *PRNews* will host its Social Media Measurement Conference in New York Oct. 2, a one-day event covering tactics and strategies on SM communications. The conference runs from 7:45 a.m. to 5:15 p.m. at the Grand Hyatt. Info: <http://bit.ly/QtWMkq>. ...Marcus Evans slates its third Energy Crisis Communications Conference Oct. 3-4 in Houston. Speakers include Doug Hock, director of public & community relations, Encana Oil & Gas (USA); Stephen Lindsey, senior director of government and community affairs, Quicksilver Resources; Marti Powers, head of business communications, global manufacturing, supply & distribution, Shell Downstream, and Glen Thomas, supervisor, communications & PR, Memphis Light, Gas and Water. Info: <http://bit.ly/UL2saX>.

PEOPLE**Joined**

David Hoff, deputy assistant secretary for communications development, U.S. Dept. of Education, to The National Alliance for Public Charter Schools, Washington, D.C., as VP for communications and marketing to serve as spokesman for the trade group and the "public charter school movement," effective Oct. 9. At the Dept. of Ed, he handled speechwriting, digital media and message development. He was previously a writer for *Education Week* and *Education Daily*.

Amelia Bryce, comms. intern, The National Campaign to Prevent Teen and Unplanned Pregnancy, to Widmeyer

**Bryce, Curtis, Ernst**

Communications, as a creative producer. Also, **Katherine Curtis**, manager, International Resources Group, where she handled projects for the U.S. Agency for Int'l Development, joins as digital producer and project manager, and **Francesca Ernst**, who handled digital outreach for EMILY's List, joins as a senior A/E.

Don Hale, consultant and former VP for public affairs at The University of Texas at Austin, to Georgia State University, Atlanta, as VP for PR and marketing communications, effective Oct. 1. Earlier posts included VP for university and board secretary at Carnegie Mellon Univ. and director of PR for Drexel University. He started out as a reporter for United Press International.

Steven DiMattia, president, EVC Group, to Greentarget, Chicago, as a senior VP to lead its New York office. He was previously at Starkman & Associates and FTI Consulting predecessor Morgen-Walke Associates.

Victoria Shaw, founder, A Tiny Coalition, to Shift Communications, San Francisco, as a VP. She was formerly director of interactive marketing at New Line Cinema in Los Angeles, VP of integrated PR at AMP Agency in Boston and director of client services at Schematic/WPP in New York.

Promoted

Patrick Przybyski to chief operating officer, Burson-Marsteller, New York. He continues as CFO and now serves as "full business partner" to president and CEO Donald Baer in worldwide management of the firm. Baer took the reins in July with the exit of Mark Penn for Microsoft.

**Przybyski**

Liza Bychkov and **Michelle Davidson** to partners, Shadow PR, New York. Bychkov was VP of fashion/beauty, handling American Eagle, Gap and lia sophia. Davidson was VP, hospitality/lifestyle, on clients like SVEDKA Vodka and Butter Group.

Jaelyn Reardon to assistant A/E, Bianchi PR, Troy, Mich. Reardon, a former intern, handles clients like National Defense Industrial Association, Johnson Controls, and the Steel Market Development Inst.

GRAYLING WORKS U.N. FOR QATAR

Grayling's Connecting Point unit has signed on to promote Qatar's progress on the climate change front during meetings of the United Nations General Assembly this week.

The San Francisco-based unit is working the account on behalf of Grayling Momentum, which has been operating in the Middle East for more than 20 years and counts Qatar's National Food Security Programme as a client.

The NFSP was established in 2008 to reduce Qatar's 90 percent dependence on food grown elsewhere through promotion of renewable energy, desalination/water management, food processing and agriculture development.

Connecting Point is to work the media during the U.N. session and arrange interviews with Qatar's Emir Hamad bin Khalifa Al Thani, according to its contract.

The U.N. outreach comes ahead of Qatar hosting the United Nations Framework Convention on Climate Change in Doha from Nov. 27 to Dec. 7.

Grayling is part of Peter Chadlington's Huntsworth operation.

HIGH-END GLASSWORKS SEEKS PR FIRM

Saverglass, maker of bottles for premium wines/spirits and cosmetics, is looking for PR firm to handle its 2013 communications campaign in North America.

The objective is to build a community of decision makers interested in the latest developments at Saverglass and its customers.

The French company, which opened its first glassworks in Feuquieres in 1897, wants to promote its story based on best practices, innovation, new decoration process, eco-friendly production and trade show participation.

It wants pitches to specialty media, such as *Wines and Vines*, *The Tasting Panel*, *Beverage World* and *Package Design*.

A print ad program and social media are part of the communications mix.

Pitches go to J-P Giovanni, the Napa, Cal.-based chief of U.S. operations. He's at jpg@saverglass.com.

ISRAEL LOBBY GETS NEW SPOKESMAN

The American Israel Public Affairs Committee, the influential D.C. lobbying group for the Jewish state, has brought in senate communications director Marshall Wittman as spokesman, according to a report.

Air Golderg earlier this year stepped down as spokesman and director of media relations for AIPAC after a year on the job to take up similar duties at the global anti-poverty ONE campaign in Washington.

The Jewish news service JTA reported the 58-year-old Wittman's appointment, which has not been announced by AIPAC.

Wittman most recently was communications director for Sen. Joe Lieberman (I-Conn.) and earlier served in that capacity for Sen. John McCain (R-Ariz.).

Earlier posts included the Dept. of Health and Human Services during the recent Bush administration and the Heritage Foundation.

LINCOLN LEADS REGULATORY REPEAL PUSH

The National Federation of Independent Business has hired former Arkansas Senator Blanche Lincoln to spearhead its drive to roll back regulation of the private sector.

The Democrat lost her seat to Republican John Boozman in 2010 because conservative voters of "The Natural State" considered her too close to president Obama.

Lincoln told the Associated Press that she's a "problem-solving Democrat" who wants to thwart a "tidal wave" of impending federal rules regarding pollution, energy development and workplace/consumer product safety.

The NFIB is framing its effort as part of its advocacy for "sensible" regulation. Repeal of Obamacare is about NFIB's priorities. While in the Senate, Lincoln, who served as chair of the Senate's Agriculture Committee, supported the healthcare reform push.

The NFIB is supporting 30 candidates in the upcoming House and Senate races. Mike McIntyre (N.C.) and Jim Matheson (Utah) are the only Democrats to win the NFIB's nod.

Lincoln believes regulatory reform is a non-partisan issue.

LEBANON'S BANKS HIRE DLA PIPER

The Association of Banks in Lebanon, the professional trade group that coordinates standards, procedures and technology, has hired DLA Piper to handle Washington developments as the U.S. steps up oversight of the Lebanese banking sector.

In August, the U.S. seized \$150M from a Lebanese bank suspected of playing a big role in money-laundering scheme linked to Hezbollah.

On Sept. 11, Deputy Treasury Secretary Neil Wolin visited Beirut and warned Lebanese banks and government officials to "remain vigilant against the evasions of sanctions by Iran and Syria," according to a statement from the U.S. embassy.

Beirut's *Daily Star* newspaper reported Sept. 15 that the U.S. is "increasing its pressure on Lebanese banks to clean their balance sheets, improve supervision of all transactions and accounts, block any attempt to fund suspected terrorist organizations, and fully abide by strict international measures to combat money laundering."

DLA Piper's team includes John Merrigan, co-chair of DLA's federal law and policy group, and Jim Pickup, who served as an aide to George Mitchell (now DLA's chairman emeritus) when he chaired the committee that explored reasons for violence in the Middle East.

WIENECKE BANKS ON INSURANCE

Nat Wienecke, who was VP-global government relations at JPMorgan & Chase, has joined the Property Casualty Insurers Assn. of America as senior VP-federal government relations.

At JPMorganChase, Wienecke served as the banking giant's point man during the financial crisis and ultimate government bailout. He made the bank's case at the White House, House Financial Services Committee and Senate Banking Committee.

PR OPINION

Anyone who tries to look up and possibly contact the officers and boards of the ten biggest chapters of the PR Society will quickly wonder whether these “leaders” want to be contacted at all.

New York and Chicago are the only chapters among the ten that provide the names of their volunteer leaders accompanied by employers, phone numbers and e-mails (spelled out fully and not needing to be clicked on). <http://tinyurl.com/9rwk5rd>.

The New York chapter lists 40 volunteer leaders and Chicago, 23.

A common practice is for chapter websites to provide names and phone numbers of leaders only, leaving visitors to guess whether they are dealing with a solo practitioner or someone with a big job at a major company.

The only way to contact an entire such board is to click on every one of the often 15 or more names and jot down the e-mail addresses. None of the boards is reachable via a blast e-mail.

The stingy contact information is provided by working PR people who expect and receive full contact information about the editors with whom they deal.

Numerous services not only provide such data but their records for using PR materials, editorial likes and dislikes, and personal information. The editors and their media freely provide such information.

No Phones for Ethics Heads

The Philadelphia chapter lists e-mails for its officers and board and phone numbers with one exception—Molly Wilson, immediate past president and ethics head who is a senior A/S at Tonic Life Communications, a Huntsworth Health Company. Only her e-mail is listed.

There is also no phone number for Minnesota chapter ethics officer Michael Porter, adjunct professor at the University of St. Thomas, St. Paul.

Since this is “Ethics Month” at PRS, we have numerous PRS ethical abuses we would like to discuss on the phone with Wilson and Porter, including the threat by an Assembly delegate to beat us “to a pulp” and the theft of a day’s notes at the 2003 Assembly when our back was turned.

If past experience with chapter leaders is a guide, neither will ever talk to us on the phone.

What we’re likely to get is e-mails from them with the nonsensical advice to take up these abuses with national although it is national that blocked our access to the 2011 Assembly, exhibit hall and all events; national that shows no sign of giving us “credentials” for the 2012 conference; national that sold more than 50,000 copies of O’Dwyer articles, and national that refuses to carry our rebuttals to 23 pages of charges against us. <http://bit.ly/wKsMCw>.

Telling us to “go to national” is like telling a home owner who has been robbed to contact the thief about the stolen property. We challenge Wilson and Porter to tell us what could possibly be ethical about members not having access to the national list of delegates; the list

being compiled as of mid-August each year instead of the previous Dec. 1 as called for in the old bylaws; press being barred from the Assembly in 2011 for the first time in PRS’s history, and the numerous violations of Robert’s Rules and common sense that went on at the 2009 Assembly which used 56 proxy votes to vote in the use of proxies. <http://odwpr.us/zZTnAb>.

PRS Abuses Compiled into Directory

The above only scratches the surface of PRS ethical offenses which have now been compiled into O’Dwyer’s Directory of PR Society Abuses. <http://tinyurl.com/9uvowzp>.

More than a dozen documented instances of undemocratic practices, information blocking, and press-boycotting are in the directory with many more to be added.

The database is overwhelming, we admit. It has grown to gargantuan size because each chair who comes in for the year’s term only wants to leave his or her mark and not clean up any messes left by previous chairs. The history of PRS is that it was caught red-handed in 1993 selling tens of thousands of copies of authors’ works without their permission. Rather than make amends with the authors, it challenged them to take the case to court. Lawyers for a dozen authors who organized said costs would be in the hundreds of thousands and the case could drag on for years.

PRS has continued to take the legal approach, spending \$528,423 on Venable and other law firms from 2005-2010 (2011 spending is being withheld). Spending on ethics was \$1,406 in 2011 and \$2,649 in 2010. No staff time was spent on ethics in either year.

APR Has Little Traction in New York

New York, with 650+ chapter members among more than 800 national members in its area, is the biggest chapter in a single city. Less than 50 of its members are APR. National Capital, with nearly 1,500 members in its area and 1,150 chapter members, is bigger but its territory includes D.C. as well as parts of Northern Virginia and Maryland. No. 2 Georgia, with nearly 900 members, includes the entire state.

Among the stingiest with information is NC where the eight officers provide only their names, chapter titles and phone numbers. Phones and e-mails are provided for the 11 directors but again, no employers or titles. <http://tinyurl.com/cvj34xx>.

President of NC is Suzanne Holroyd, Ph.D., APR+M, director of communications, Secretary of Defense Sexual Assault Prevention and Response Dept. She has said her board refuses to take action on this. However, she can act on her own without board approval.

Also tight with info is Georgia where chapter titles and employers are given but no phones or e-mails (not even click-throughs). President is Julie Davis, Georgia-Pacific Corp.

Colorado, sixth biggest chapter with more than 500 members, provides names and titles of officers and directors, phone numbers and e-mails if you click on the names.

— Jack O’Dwyer

if you click on the names.