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O'Dwyer's Newsletter

The Inside News of
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OAKLAND REVITALIZATION PUSH EYES PR

The tax-funded development and business group promoting downtown Oakland is reviewing its retainer PR pact with an open RFP process this month.

The Downtown Oakland Association, which currently works with Walnut Creek, Calif.-based PR firm Gallen.Neilly, wants proposals for strategic PR counsel, media relations, social media and general help with the downtown district's identity.

The monthly retainer pact is expected to run from late April through the end of the year.

The city has been trying to shed an image of crime and poverty for the past decade and has made some progress in recent years. The DOA focuses on the 19-block area of downtown Oakland and is funded by a 10-year property tax started in 2009.

Proposals are due April 15.

View the RFP: <http://bit.ly/10L8HNs>.

BURGER KING FEEDS ACCOUNT TO BROD

Burger King has moved its U.S. PR account to Alison Brod PR, following a review, in a shift to target women and families.

The Miami-based fast food franchise, which has endured restructuring and ownership changes in recent years, said ABPR, also in Miami, will work with its agency roster to help reach a more diverse customer base, including women and families with children.

ABPR specializes in beauty/fashion and entertainment work.

BK's VP of corporate communications Miguel Piedra stepped down in December and now runs his own PR and social media shop, Rock Orange, with BK as a client. In February, BK handed its lead creative advertising account to one of its support agencies, Mother, over incumbent mcgarrybowen, which won the business in 2011. Coyne picked up the PR work after an RFP process in 2011, following Edelman's exit after six years and budget cut. Coyne did not pitch in the review.

Bryson Thornton is director of global comms. and culture at Burger King.

Anne Bologna, the well-connected executive who joined MDC Partners in New York to add firepower to the Toronto-based ad/PR holding company, has exited after a two-year stint. She handled executive recruitment and development as MDC, working to bolster its profile against larger combines such as WPP, Omnicom and Interpublic. The departure was by mutual decision.



CANADA HIRES PR HELP FOR KEYSTONE XL

Canada's Alberta province has hired the politically connected Mehlman Vogel Castagnetti in its push for Washington approval of the controversial Keystone XL Pipeline to transport tar sands crude oil to Texas.

The State Dept. issued a report on March 1 that said the proposed route of the pipeline presented no major environmental danger, but it fell short of recommending construction. It scheduled public hearings on Keystone in Nebraska April 18.

Prior to MVC, David Castagnetti served as director of congressional outreach for Secretary of State John Kerry during his presidential run. Kerry, a supporter of global warming legislation, has been mum on Keystone.

Castagnetti is joined at MVC by other named partners Bruce Mehlman, President George W. Bush's assistant secretary for commerce for technology policy, and Alex Vogel, chief counsel for ex-Sen. Bill Frist.

MVC's \$75K contract to educate U.S. government officials about the Keystone XL pipeline and Alberta's energy resources began March 15 and runs to June 1.

Also, MVC is repping Sandy Hook Promise, the non-profit group formed in the aftermath of December's Newtown, Conn., massacre to promote "common sense solutions" to gun violence.

MVC is dealing with federal firearms policy issues for the organization that wants to stimulate an "open dialog around the areas of gun responsibility, mental health and school safety."

CBS' "60 Minutes" did a feature on the work of SHP during its April 7 broadcast.

KERINS TAKES BAYER POST

Ray Kerins, who departed Pfizer following its restructuring last summer, has taken the senior VP/head of communications and public affairs post at the U.S. unit of Germany's Bayer, starting April 1.

Based in Whippany, N.J., he assumes responsibility for public policy, state/federal relations, and internal/external communications.

During a five-year stint at Pfizer, Kerins handled communications surrounding its \$68B Wyeth acquisition, \$2.3B Justice Dept. settlement and the patent expiration of its blockbuster Lipitor drug.

Kerins also was executive director-PA at Merck and executive VP/managing director for corporate comms. and media relations at GCI Group.

City Rankings Issue



Tables on pg. 7

STRUGGLING FISKER TAPS SITRICK

Struggling Fisker Automotive laid off 160 staffers (80 percent of its employees) on April 5 and handed its PR account to crisis firm Sitrick & Co. as the electric car company continues to negotiate a buyout deal with Chinese investors.

The company “regrets having to terminate any of hardworking and talented people. But this was a necessary strategic step in our efforts to maximize the value of Fisker’s core assets,” said a statement from the Anaheim-based company.



Fisker, which sells the \$103K Karma, retained bankruptcy law firm Kirkland & Ellis last month. The introduction of the \$55K Atlantic sedan has been delayed until 2014.

Founder Henrik Fisker departed the company in March due to “major disagreements with management on business strategy.”

Fisker faces an April 22 deadline for payment on a \$530M loan from the Dept. of Energy.

Michael Sitrick told O’Dwyer’s he’s working the account with Tony Knight and Anita Marie Laurie.

U.K. AMBASSADOR TO EDELMAN BOARD

Louis Susman, a Democratic advisor, fundraiser, lawyer and banker who is outgoing ambassador to the U.K., has been named non-executive chairman of DJE Holdings, the parent company of Edelman.

Susman fills a role the company vowed to create following the passing of chairman Dan Edelman in January.

He will provide counsel to president, CEO and chairman Richard Edelman as well as the firm’s global leadership team, in addition to business development duties.

“I needed a person to be my boss,” Edelman told O’Dwyer’s. “I had my dad for 35 years.”

Susman, who announced in November that he’d step down from the U.K. post this spring, was a senior advisor and key fundraiser to President Obama’s 2008 White House bid and a national finance chairman for John Kerry’s 2004 campaign.

He was a managing director with Citigroup and Salomon Brothers after practicing law for nearly 30 years. He was tapped by Obama for the ambassadorship to the Court of St. James in 2009.

He was on President Ronald Reagan’s U.S. Advisory Commission on Public Diplomacy.

In addition to Richard Edelman and Susman, DJE’s board includes Ruth Edelman (deputy non-exec chairman); John Edelman, managing director at Edelman; Matthew Harrington, COO; Victor Malanga, CFO, and Steven Felsher, a former vice chairman of Grey Global Group.



Susman

NHTSA KEEPS TOMBRAS IN DRIVER’S SEAT

The Tombras Group has defended its multimillion-dollar marketing communications account with the National Highway Traffic Safety Administration, following a review.

Tombras, the nine-year incumbent based in Knoxville, Tenn., with an office in Washington, pitched with Knoxville PR firm AkinsCrisp Public Strategies, Hispanic Communications Network and digital agency Huge for the pact, which could hit \$209M in billings over five years.

NHSTA rolled the review in early February for agency support of its safety campaigns for issues like seat belt use (“Click It or Ticket”) and drunk and distracted driving.

Alice Matthews, senior VP, heads Tombras/D.C.



PPG GOES TO WORK FOR PUERTO RICO

Prime Policy Group has signed on with Washington-based Puerto Rico Federal Affairs Administration for a broad range of representation including economic development, trade, environmental, energy, tax, narcotics and tax issues.

The island’s economy is in shambles. Standard & Poor’s downgraded Puerto Rico’s debt last month to one level about junk bond status. It made the move due to Puerto Rico’s fiscal 2013 budget gap and the belief that it will take two years before a structural balance is reached.

Charlie Black, former chief spokesperson for the Republican National Committee and adviser to presidents Reagan and Bush, heads the five-member team at the Burson-Marsteller unit.

The PRFAA represents the interests of the 4M people living in the commonwealth and serves as their point of contact with the U.S. government.

Its executive director is Juan Hernandez, son of a former Puerto Rico government and one-time member of the island’s senate.



UNIV SEEKS PR TO BURNISH ONLINE MBA

Washington State University is on the hunt for PR counsel to burnish the online MBA program of its College of Business with a national campaign.

The program earned the coveted top slot in *U.S. News & World Report* for “best online graduate business program” and the university wants to capitalize on the designation.

A national media relations campaign, speaker tour and thought leadership messaging are all expected to be included for the \$100K PR assignment.

The university released an RFP on April 2 open through April 15.

The RFP is available for download through the state’s procurement system: <http://1.usa.gov/12zb9eX>.

CLEVELAND PLAIN DEALER CUTS 50

The *Cleveland Plain Dealer* is cutting about 50 of its 160 staffers as the Advance Publications unit trims home delivery service to three days a week and puts a greater emphasis on its digital operations.

The paper has established an online focused unit called Northeast Ohio Media Group to signal its new approach.

Terry Egger, PD president, said in a statement the moves are “aimed at driving innovation, capitalizing on the tremendous strengths of our existing organizations, preserving high-quality journalism and marketing solutions and providing greater efficient and flexibility.”

NEWS CORP. PUTS LOCALS ON BLOCK

News Corp. is mulling the divestiture of the Ottoway community newspaper group that it acquired in the deal to acquire the *Wall Street Journal* and its Dow Jones & Co. parent.

Rupert Murdoch's company has hired investment banker Waller Capital in New York to scout for buyers.



Now known as the Dow Jones Local Media Group, the eight papers are in Massachusetts, Maine, New Hampshire, New York and California. Their average circulation is about 190K during the week and 240K on Sunday.

Warren Buffett's Berkshire-Hathaway, which has been in the newspaper acquisition mode, is expected to take a look at the News Corp. properties.

BEZOS INVESTS IN BLODGET

Amazon founder Jeff Bezos has made a “significant investment” in the online *Business Insider*, according to its CEO/editor-in-chief Henry Blodget.

The former Wall Streeter disclosed that outlay via a post last week on BI.

The cash flowed after a dinner that Blodget had with Bezos a year ago.

The investment, which is part of a \$5M fund-raising drive, will allow BI to “continue to invest aggressively in many areas of the business, including editorial, tech/product, sales and marketing, subscriptions, and events,” according to the post.

Blodget said BI attempts to follow Amazon's “obsession with customers and long-term focus.”



Blodget

THOMSON NAMED TRIBUNE PREXY

Kathy Thomson, president & COO of the *Los Angeles Times*, has been promoted to the COO slot at Tribune Publishing, a new position.

She is to push for a bigger digital footprint and increased use of video across all the Tribune papers including the LAT, *Chicago Tribune*, *Hartford Courant* and *Baltimore Sun*.

Peter Liguori, CEO of Tribune Co, said in a statement that Thomson has “demonstrated a keen understanding of the business, a willingness to innovate, and an ability to achieve results – she is perfectly suited to lead these key initiatives, enabling us to provide even better service to our readers, viewers and advertisers.”

Tribune Co. is shopping its newspapers as its rebound from Chapter XI strategy revolves around broadcasting.

PR STAFFER HIRED BY PRINCE HARRY

Edward Lane Fox, a senior associate for RLM Finsbury in London, has been named private secretary to the U.K.'s Prince Harry ahead of his trip to the U.S.

Fox, 36, who serves as chief of staff to RLM chairman Roland Rudd and, like Harry, was in the British Army, takes responsibility for handling the official business of Harry, including visits and functions.

Jamie Lowther-Pinkerton, principle private secretary to the Duke and Duchess of Cambridge, previously handled Prince Harry's affairs. Paddy Haverson, a former *Financial Times* journalist, is Harry's longtime communications secretary.

Harry, third in line of succession to the throne and a pilot in the British Army, is slated to visit the U.S. in May to support British and U.S. troops injured in combat.

His last U.S. trip, for helicopter training in 2012, garnered negative attention for the royal family around the world after he was photographed naked at a Las Vegas hotel.

CONDE NAST'S CONA UPPED TO CRO

Lou Cona, a former publisher of *Vanity Fair* and *The New Yorker*, has been upped to president/chief revenue officer of Conde Nast Media Group. He has been chief marketing officer for the past three years.

Cona is responsible for driving revenue regeneration across all of CN's platforms. His goal is the nurturing of advertising relationships into more diversified partnerships.

CN also publishes *Wired*, *Vogue*, *Allure*, *Details*, *GQ*, *Brides*, *Golf Digest* and *W*.

CBS PROS PITTS, JARVIS BOLSTER ABC

Byron Pitts, who spent the last 15 years at CBS News, has shifted to ABC News for the anchor and chief national correspondent slots.

At CBS, Pitts was a regular on “60 Minutes” and reported from Iraq, Afghanistan and New Orleans following Hurricane Katrina.

Rebecca Jarvis, co-anchor of “CBS This Morning Saturday,” has signed on as chief business and economics correspondent. Earlier, she was NYSE reporter for CNBC, *Crain's Chicago Business* and *Business 2.0*.

ACCUWEATHER HIRES MARKETING PRO

AccuWeather Inc. has hired John Dokes as chief marketing officer in charge of branding, visibility, demand creation and lead generation.

He held positions as MTV Network-Viacom and Marvel Entertainment, where he rose to the senior VP of integrated sales and marketing.

PRSA-NYU CAREER DAY DRAWS 100

About 50 students were present April 2 for the 10 a.m. opening of the PR Career Forum at the Kimmel Center of New York University. This grew to nearly 100 as the day advanced.

Reporters were banned from the Forum. PR publishers had to pay \$1,000 to display their products and none did so.



PRSA VP-PR Arthur Yann photographs O'Dwyer staffers outside the event.

Speakers included Lou Capozzi, chair of the Foundation of PRSA, a sponsor of the Forum, who said "PR is poppin'."

He said it would be "the fastest growing profession in America in the next ten years."

Capozzi said a new age is dawning, "the conversation age" that will be about "two-way conversation."

Organizations can no longer shout at their audiences but instead must "engage them," he said.

Corporations need the assistance of PR people in trying to navigate in this new world, he added. This presents a "terrific opportunity" for PR people.

Millennials are "obviously the most savvy social media people on the planet," he said.

Capozzi, who was chair of the MSLGroup of Publicis from 2000-09 and is now an adjunct professor in the NYU M.S. in PR program headed by John Doorley, also spoke in favor of transparency and the need for organizations to "be comfortable" with the realization that they can no longer control a message.

"PR always works through third parties," he said.

Kathy Cripps, president of the Council of PR Firms, spoke in the most glowing terms about PR as a career. Her Powerpoint pitch was called: "Take Flight with PR—A Smart Career Choice."

Cripps said PR is vastly different today from what it was a few years ago and quoted Burson-Marsteller founder Harold Burson as saying PR is "creating, changing and reinforcing opinion and attitudes."

PR can help companies and institutions to "get out of crises," said Cripps. She described the differ-



ences between corporate and agency PR, noting she had once worked for Nestle. Her tasks there, she said, included giving advice to line managers and shaping messages to employees.

Her "heart," she said, is in agency PR because of the "entrepreneurial environment." She called PR "the number one creative job . . . brainstorming great ideas and selling them."

FINN PARTNERS HOOKS MEXICO

Finn Partners is working for Mexico's National Commission of Aquaculture and Fishing on trade-related matters with the U.S.

On the plate of Peter Finn's firm are transactions in tuna and tuna products, eco-labeling, compliance with World Trade Organization and North American Free Trade Agreement regulations, and matters concerning the Marine Mammal Protection Act.

Kip Eideberg, partner and director of FP's public affairs activities, spearheads the push.

He joined FP in 2010 following stints at Edelman, Hill+Knowlton Strategies and Triple Canopy, where he was a "threat analyst" at the security firm deployed in the Middle East.



BOND HOLDER RAPS STOCKTON CH. 9 PLAN

Kekst and Company is supporting PR for Assured Guaranty as the unsecured creditor of bankrupt Stockton, Calif., makes the public case that the city's Chapter 9 plan is unfair.

Assured backed pension obligation bonds and could face a loss of around \$100M, according to Reuters, under a city plan to pay its pension fund and mostly skip the bond payments.

The city of 300K residents was allowed to move into federal bankruptcy protection by a federal judge April 1, despite the objections of creditors. It owes \$900M to the California Public Employees Retirement System, its largest obligation, and has continued to make payments amid cuts to various services.

The bankruptcy judge, Christopher Klein, did not yet decide whether the pension payments must be altered.

Bermuda-based Assured Guaranty said Stockton's current plan "falls short of the fairness requirements mandated" by the federal bankruptcy filing. Kekst managing director Jeremy Fielding in New York and associate Donald Cutler in San Francisco are supporting AG's in-house team, Robert Tucker, managing director of IR and corporate comms., and Ashweeta Durani, VP of corporate comms.

CalPERS general counsel Peter Mixon fired back at AG, calling the company's public criticism "unfortunate." He added: "Unlike insurance companies, policemen, firefighters and other public employees are not in a position to evaluate credit risk of their employers."

Assured, which asked the judge to reject the bankruptcy petition with other creditors including National Public Finance Guaranty Corp., Frankling Advisors and Wells Fargo Bank, said it remains committed to working with the city.

Stockton city manager Bob Deis blasted the creditors' opposition and what he said was an unwillingness to negotiate. "It's unfortunate that we have been forced to spend millions of dollars, thousands of hours and almost a year on this effort," he said in a statement.

NEWS OF PR FIRMS**MAGRINO JOINS IPREX NETWORK**

Susan Magrino Agency, a 21-year-old New York lifestyle PR firm, with clients like Martha Stewart and Stolichnaya Vodka, has joined the IPREX network of PR firms.

SMA handles consumer goods, travel & hospitality and food, wine & spirits accounts and enters IPREX alongside New York partners Makovsky (health, finance, tech, energy) and the Big Apple office of consumer-focused, Raleigh-based French/West/Vaughan.

Saxum's Renzi Stone, current Americas president of IPREX, said the network has nearly 60 offices in the U.S.

MBS OPENS BRAZIL OUTPOST

MBS Value Partners, a New York-based financial PR and IR firm, has opened a São Paulo, Brazil, office.

The firm has been handling advisory work in the region for six years. The new outpost is led by partner Fabiane Goldstein, a Brazil IR exec previously with Unibanco and MZ Consult.

"Brazilian companies are accustomed to seeking advisory services for a variety of areas including legal and business strategy," said Goldstein, who added that MBS hopes to fill a need for IR services in that vein.

Goldstein will work with New York-based MBS partners Monique Skruzny, Lynn Morgen and Betsy Brod.

SCHMALER HEADS CRISIS UNIT FOR ASGK

Former Justice Dept. public affairs chief and advisor to Attorney General Eric Holder, Tracy Schmaler, is heading a new crisis communications, litigation and issues management unit for ASGK Public Strategies in Washington.

Schmaler, whose exit from Justice was reported by O'Dwyer's in February, as taken a managing director slot at the firm founded by Obama advisor David Axelrod and Edelman vet Eric Sedlr.

ASGK said the new unit will handle public affairs and media relations for clients in crisis, involved in corporate and other complex litigation, government probes or regulatory matters.

She handled multiple crises and high-profile battles in the Obama administration, including the "Fast and Furious" gun-running probe, the PA defense of the Affordable Care Act and litigation against mortgage lenders and BP.

She oversaw communications and media relations for the White House-appointed Financial Fraud Enforcement Task Force, which continues to conduct criminal and civil probes related to the global financial crisis.

BRIEF: M/C/C, Dallas, client **Chuck E. Cheese** was recognized by *Restaurant Business Magazine* among 50 "winning strategies" in social media for 2013. The client and agency earned the ranking by several criteria, including solicitation of customer feedback, leveraging partnerships on social media profiles, and creating corporate transparency through video, among other factors.

NEW ACCOUNTS**New York Area**

Lippe Taylor, New York/FaceCake Marketing

Technologies, which makes software that lets consumers virtually "try on" clothing, accessories and makeup in real time, as its first AOR, including consumer and B2B PR and partnership opportunities.

Laura Davidson PR, New York/The Ritz-Carlton, Naples, in Southwest Florida, for PR as the 450-room resort will be closing for a major renovation.

MWW, Los Angeles/Universal Music Enterprises, for a comms. campaign via traditional and social media to launch the "Zumba Fitness Dance Party" album. The firm is AOR for Zumba Fitness.

Rubenstein PR, New York/British Basketball

Association, U.K. professional basketball league, to promote the organization following its official launch in the U.S. as it seeks franchise partners and investment opportunities. Full operations start November 2014.

East

Greenough, Boston/Conservation Services Group, designer and producer of residential energy efficiency and clean energy programs, as AOR for an integrated PR program, including media relations, content development, and social media strategy.

Environics Communications, Washington/URAC, healthcare accreditation standards, to develop and implement a marketing comms. campaign, including messaging, traditional and social media relations, speaking opportunities, trade show support, collateral materials, and paid media placements.

Southeast

Diamond PR, Miami/Casa Palopo on Guatemala's Lake Atitlan; Santa Barbara Beach & Golf Resort (Curacao), and South Beach Marriott, Miami.

Uproar PR, Orlando/Green Light Fire Bag, eco-friendly fire bag kit for indoor and outdoor fires, for PR.

Midwest

Harvest PR & Marketing, Minneapolis/United Noodles, Pan-Asian grocer, for PR to strengthen local awareness and introduce the company to regional and national audiences ahead of a national e-commerce plan for 2014.

PR Etc., Rockford, Ill./Rockford Area Convention and Visitors Bureau, for marketing, event planning and PR on an interim basis.

KemperLesnik, Chicago/Brunswick Billiards, for PR and social media for the iconic billiard and other game table brand. JSH&A had the account.

Mountain West

Catapult PR-IR, Boulder, Colo./Agile Alliance, as AOR for PR, a renewal for the non-profit group of Agile software developers.

Southwest

TrizCom, Dallas/HipLogiq, social media and marketing software, for PR. HL markets SocialCompass and SocialCentiv, software.

West

MSR Communications, San Francisco/Ubiquiti Networks, wireless networking provider, Infochimps, Big data analytics; Kentico Software, content management software; Bluxome Street Winery, San Francisco, and mybotto, quirky consumer products.

NEWS OF SERVICES**PAGE LAUNCHING HIGH-LEVEL PD PROGRAM**

The Arthur W. Page Society last week announced plans for a high-level professional development program aimed at “senior communicators.”

Gary Sheffer, VP of communications and PA at General Electric, who is co-chair of the program with Thomas Martin of the College of Charleston, said, “We continually hear from Page members that a gap remains between the needs of most senior communicators and the learning and networking opportunities available.”

Sheffer, addressing the Spring Seminar dinner of Page at the Conrad Hotel in downtown New York, said recent member surveys showed “a desire for a quality learning and networking experience for the next generation of chief communications officers and PR firm CEOs.”

Page members apparently are dissatisfied with the training programs being offered by other PR groups, feeling they are aimed mostly at junior or mid-level PR people. The scope of the program is indicated by the costs that are being proposed.

Initial cost is expected to be \$3,750 per participant (\$3,500 for early applicants) in 2013 and 2014. Annual dues would then be \$2,500.

Page members would be able to nominate up to three senior staff members although larger staffs might be able to appoint more than that number.

Planned is a “large” annual in-person event in the fall that would be similar to the Page annual conference. Such an event is currently planned for mid-November, 2013. Said Sheffer: “This will be a socially-enabled community. It is anticipated that the organization will have an independent website that is optimized for mobile viewing and an app that supports member engagement.”

Preference Given to Seniors

Nominees are expected to have the “realistic potential to advance to a Page-member qualifying role.” Page has about 400 members, mostly from companies with more than \$1 billion in sales.

Nominees should be considered “corporate communications experts and may have demonstrated thought leadership in the profession,” says literature on the new program.

Preference will be given to “senior leaders generally with more than 15 years in PR” although there will be no minimum number of years of experience required.

200 at Spring Meeting

About 200 Page members attended the Spring Seminar.

Andrew McAfee, principal research scientist, MIT’s Center for Digital Business, spoke about Big Data, the tracking of buying habits of millions of Americans. He is the co-author of a recent article in the *Harvard Business Review* on the topic.

Kelly McGinnis, VP of global communications, Dell, and co-chair of the Spring Seminar, said, “Earned media remains one of the most critical ways of building belief and advocacy.”

The session explored how media outlets use social media to influence belief and told attendees how to obtain earned media as well as how to create “more interesting” owned media.

PEOPLE**Joined**

Elliot Levy, VP-health, Edelman, to GCI Health, New York, as senior VP handling clients and to launch a new CSR unit focused on the aftermath of healthcare reform. He started his career at GCI and did a four-year stint at Cohn & Wolfe. GCI also promoted Mary Kate Watkins to SVP.

Julie Livingston, director, business dev. and accounts, Child’s Play Comms., to youth marketing agency CarrotNewYork as senior director, client development. She was senior dir., PR, for the Toy Industry Assn. and dir. of corporate comms. at Scholastic.

Bill Whitman Jr., former managing director for Burson-Marsteller and chief U.S. comms. officer for McDonald’s, to Exelon’s Commonwealth Edison Company, Chicago, as VP of comms. Whitman, has been running his own shop and counseling for Edelman, oversees internal and external comms., brand and advertising for the utility of 3.8M customers. He was previously VP of comms., McDonald’s USA, after a decade at the fast food giant.

**Whitman**

Jim Buckley, executive VP and partner in 19 years with Sharon Merrill Associates, to Clean Harbors, Norwell, Mass., as senior VP, IR and corporate comms. for the waste disposal company.

Erin Weinberg, managing partner of Taylor Global, to Matter, New York, to deputy managing director to manage and expand the Edelman unit’s sports and sponsorship offering. **Liz Coughlin**, former head of Yahoo!’s TV and OMG units, also joins as a deputy managing director to head West Coast operations in Los Angeles.

Michael Mills, president of the Southeast Energy Alliance, to GolinHarris, Atlanta, as executive director and head of its public affairs and sustainability unit. Mills, who ran for Georgia Secretary of State in 2010, is a former regional director for PA for Wal-Mart.

**Mills**

Stacia Schacherer, marketing manager, Paul Martin’s Restaurants, to Morgan Marketing and PR, Irvine, Calif., as a senior A/E.

Promoted

Scott Leightman to PR director and **Glenn Gray** to PR manager, Buffalo Communications, Vienna, Va. **Mara Naylor** to AA/E, McNeely Pigott & Fox Public Relations, Nashville.

Honored

Michael Sitrick, chairman and CEO, Strick and Company, Los Angeles, will be given “The Duke” special service award on April 13 at the Odyssey Ball, an annual fundraiser for the John Wayne Cancer Institute at Saint John’s Health Center. Patrick Wayne, chairman of the JWCI board, cited Sitrick’s family’s philanthropy and the work he has done for center, as well as his board service at Abraxis BioScience, a cancer drug developer.

O'DWYER'S RANKINGS OF PR FIRMS BY CITY, REGION

LOS ANGELES

Firm	2012 Net Fees	Employees
1. Edelman.....	12,835,170	116
2. Davies, Santa Barbara.....	10,520,971	34
3. Finn Partners.....	6,187,000	25
4. Revive Health, Santa Barbara.....	4,850,000	17
5. Cerrell Assocs.....	4,505,793	22
6. Zeno Group.....	3,865,737	23
7. Phelps Group, Santa Monica.....	3,460,000	18
8. MWW.....	2,787,000	15
9. ICR.....	2,765,394	7
10. W2O Group.....	2,639,000	12
11. Allison & Partners, Los Angeles.....	2,600,000	12
12. J Public Relations, San Diego.....	1,734,206	14
13. VPE Public Relations, S. Pasadena.....	1,452,488	15
14. Konnect PR.....	1,309,993	21
15. Blaze PR.....	1,297,370	10
16. CRT/tanaka.....	1,230,000	6
17. Allison & Partners, San Diego.....	884,000	6
18. Marketing Maven PR, Camarillo.....	703,577	10
19. Focal Point, Burlingame.....	637,800	1
20. FTI Consulting.....	606,902	3
21. Taylor.....	402,990	2

SAN FRANCISCO

Firm	2012 Net Fees	Employees
1. Edelman, Mountain View.....	23,281,428	108
2. Atomic.....	17,000,000	106
3. W2O Group.....	14,072,000	64
4. Sparkpr.....	11,280,339	39
5. Edelman.....	9,543,620	116
6. The Hoffman Agency, San Jose.....	8,650,000	92
7. LaunchSquad.....	6,472,951	59
8. Allison+Partners.....	5,800,000	35
9. Text 100 Global.....	5,200,000	42
10. Singer Assocs.....	4,907,595	12
11. Borders + Gratehouse.....	4,093,335	23
12. Zeno Group.....	3,848,333	19
13. Edelman, Sacramento.....	3,334,695	14
14. The Horn Group.....	3,200,000	17
15. Bateman Group.....	3,090,454	21
16. APCO Worldwide, Sacramento.....	2,541,141	11
17. Finn Partners.....	1,507,000	19
18. APCO Worldwide.....	1,324,721	8
19. Landis Communications.....	1,100,000	10
20. K/F Comms.....	1,067,303	9
21. MWW.....	901,000	4

WEST

Firm	2012 Net Fees	Employees
1. Edelman, Seattle.....	40,488,942	112
2. Edelman, Portland.....	5,546,882	40
3. Linhart PR, Denver.....	4,899,244	28
4. APCO Worldwide, Seattle.....	2,707,836	12
5. Allison+Partners, Phoenix.....	2,200,000	10
6. Catapult PR/IR, Boulder.....	1,082,615	7
7. Allison+Partners, Seattle.....	518,078	2

TEXAS

Firm	2012 Net Fees	Employees
1. W2O Group, Austin.....	10,114,000	46
2. Edelman, Austin, Dallas & Houston....	9,141,781	54
3. Pierpont Comms., Houston & Austin...	5,307,382	31
4. MWW, Dallas.....	3,129,000	11
5. M/C/C, Dallas.....	1,632,000	26
6. Open Channels Group, Ft. Worth.....	1,251,576	8
7. The Harrell Group, Dallas.....	873,618	2
8. BizCom, Addison.....	861,220	8
9. Allison+Partners, Dallas.....	624,155	2
10. Phillips & Co., Austin.....	573,587	10

CHICAGO

Firm	2012 Net Fees	Employees
1. Edelman.....	92,816,750	576
2. FTI Consulting.....	15,499,997	52
3. SS PR.....	12,929,500	62
4. Zeno Group.....	8,363,263	56
5. Public Communications.....	6,546,731	50
6. Gibbs & Soell, Hoffman Estates.....	4,873,621	10
7. FoodMinds.....	4,859,213	17
8. L.C. Williams & Assocs.....	4,404,394	24
9. Finn Partners.....	3,507,000	22
10. APCO Worldwide.....	2,306,483	7
11. O'Malley Hansen Comms.....	2,000,000	11
12. Taylor.....	1,425,098	4
13. MWW.....	1,306,000	4
14. Allison+Partners.....	257,767	5

MIDWEST

Firm	2012 Net Fees	Employees
1. Padilla Speer Beardsley, Mlps., Minn...	15,972,539	80
2. Fahlgren Mortine, Columbus, Ohio.....	12,397,732	69
3. Airfoil PR, Detroit.....	7,867,069	51
4. Standing Partnership, St. Louis.....	4,100,532	29
5. Blick & Staff Comms., St. Louis.....	3,993,860	15
6. Morgan & Myers, Waukesha, Wisc.....	2,805,052	N.A.
7. Kohnstamm Comms., St. Paul, Minn.	2,345,479	16
8. Beehive PR, St. Paul.....	1,981,655	12
9. Mogan & Myers, Waterloo, Iowa.....	1,865,948	N.A.
10. Maccabee, Minneapolis.....	1,222,940	12
11. Red Sky Public Relations, Boise Idaho	1,126,923	13

BOSTON

Firm	2012 Net Fees	Employees
1. Regan Comms. Group.....	18,063,000	40
2. Rasky Baerlein Strategic Comms.....	10,689,403	39
3. Matter Comms.....	7,000,000	58
4. 360 Public Relations.....	4,752,383	30
5. Inkhous Media + Marketing, Waltham	4,455,312	29
6. Schneider Assocs.....	2,926,010	18
7. ICR.....	2,772,444	8
8. FTI Consulting.....	2,363,888	7
9. Text 100 Global.....	2,000,000	13
10. RF Binder Partners.....	1,113,000	10
11. LaunchSquad.....	1,044,300	10

NEW JERSEY

Firm	2012 Net Fees	Employees
1. Coyne PR, Parsippany.....	17,904,000	90
2. MCS Healthcare, Bedminster.....	2,877,962	17
3. FTI Consulting, Morristown.....	2,650,253	17
4. Rosica Comms., Paramus.....	2,208,755	8

CONNECTICUT

Firm	2012 Net Fees	Employees
1. ICR, Norwalk.....	22,465,153	48
2. Cashman & Katz, Glastonbury.....	1,585,000	22
3. Regan Comms. Group, Hartford.....	770,375	N.A.
4. CJ Public Relations, Farmington.....	672,262	7

PENNSYLVANIA

Firm	2012 Net Fees	Employees
1. Gregory FCA, Ardmore.....	7,300,000	44
2. FTI Consulting, Philadelphia.....	3,930,943	14
3. Furia Rubel Comms., Doylestown.....	866,781	5

PR OPINION

The O'Dwyer PR Library, a resource available without charge to anyone seeking information about the industry, has opened in Suite 600 at 271 Madison ave., between 39th and 40th Streets.

A section of the O'Dwyer offices has been stocked with more than 200 books and directories on PR as well as numerous other informational sources such as magazines, newsletters and articles.

Users will have access to all O'Dwyer NLs dating back to July 7, 1968, *O'Dwyer's Directory of PR Firms* to 1970, and *O'Dwyer's* magazines to 1987.

Back issues of PR Week/U.S., PR News, Strategist and Tactics of PRSA and other publishers are available.

Numerous other directories and PR textbooks are available including the Contact directory of PR Week/U.S. back to 2000.

Jobseekers can peruse the latest O'Dwyer's PR Buyer's Guide that lists nearly 1,000 PR products and services, including 43 executive recruiters in PR

Dozens of leading business and general magazines and PR/ad trade papers are available.

Jobseekers will be able to peruse the O'Dwyer's magazines that focus on 12 PR specialties including tech, healthcare, financial and food/beverages.

Indexes of subjects and people covered in the O'Dwyer NL are available in printed form from 1979-2003. O'Dwyer web content is available via a custom Google search engine from 2001 to present.

The web is wonderful but a library allows numerous publications, directories and other sources to be examined in their full form in a few minutes.

No Appointment, No Identity Needed

Users will not have to make an appointment to use the library nor identify themselves nor the subject of their searches.

Members using PRSA's online database are told that any searches become the Society's "own records" and that user accounts can be disabled "at our sole discretion" if improper use is "suspected." The Society's physical Information Center was closed more than a decade ago. The first dozen users of the library will be given a set of 12 O'Dwyer's magazines, each one focusing on a PR specialty.

Anything written about PR will be welcome in the library. There will be a digital version of the library that will have links to many of the articles in the library.

Reporters, for their part, are overjoyed at the web. They have "access to a universe of information from which to 'pull' their story ideas and locate experts," writes New York counselor Joyce Newman in her blog is titled: "The News Media Doesn't Need PR People Any More." Her clients tell her how hard it is to place stories since the arrival of the internet.

Counselor Lucy Siegel of Bridge Global Strategies said the same thing in a blog posted March 19 on the shrinkage of media. "You can no longer depend on the media to get your messages out to your target audiences," she wrote.

First Target of Library: High Schoolers

One purpose of the O'Dwyer library will be to dissuade high schoolers from thinking about taking any PR, communications or journalism courses in college.

They are vocational in nature and don't belong in higher education in the first place. In addition, the three are in such a state of flux that anything learned in college will be outmoded by the time students graduate.

The syndicated comic strip "Pearls Before Swine" mocked communications as a major on April 3. The "rat" character (the "voice" of author Stephen Pastis) who speaks truth in a rude way, tells a communications major that he has learned "how to be unemployed."

The Princeton Review, consulted by about half of students headed to college, said in 2007 that a PR degree is not needed to get a PR job and that a liberal arts degree was best. It continues to advise that, again saying that, "according to an old saying, advertisers lie about the product. PR people lie about the company."

Another aspect is that politics of one sort or another determines what is communicated in PR as well as journalism. A publication may not want to offend an advertiser. PR people at companies and PR firms run everything by a gauntlet of corporate objectives, lists of friends and enemies, and even pet peeves of executives.

High school guidance counselors must warn students about PR/comms/J courses because these will be hard sold in college. The students, being teenagers, are fodder for such cannons. Typical hard-selling of PR took place at the PRSA/NYU "Career Forum" April 2 (pg. 4).

PR "Scholarship" Is a Wasteland

The PR "scholarship" that we have encountered is a vast wasteland.

A good dose of criticism of college profs was administered April 3 by columnist John Podhoretz in the *New York Post*. He quoted William Butler Yeats as saying in 1915 that college was a place for "humorless, thick-witted, passionless pedants who were living off the greatness of the past."

"Tedious scholarship still flourishes on campus," said Podhoretz, noting that current college catalogues show profs "get ahead by focusing on pointless minutiae." This certainly applies to PR.

Examples of deficient PR writing and research include Quinnipiac Prof. Kathy Fitzpatrick's description of why PRSA ditched its enforceable Ethics Code in 2000. The article appeared in the *Journal of Mass Media Ethics*. Fitzpatrick mentioned some of the reasons for abandonment of the enforceable Code but left out a lot. Texas Tech Ph.D. candidate Patrick Merle complained that the PR trade press was not paying enough attention to what academics wrote about PR. But he failed to include any O'Dwyer publications or *PR Week/U.S.* in his research.

Merle's piece ran in the online PR Journal of the Society run by Prof. Don Wright of Boston University. We have offered Wright an article on the many other forces leading to dissolution of the enforceable PRSA Code but have been refused so far.

— Jack O'Dwyer