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# O'Dwyer's

The Inside News of  
PR and Marketing  
Communications

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## NJ REVIEWS HOMELAND SECURITY PR

The Garden State has kicked off an RFP review of its multimillion-dollar PR and advertising account supporting its Office of Homeland Security and Preparedness.

The state released the RFP on April 5 to hear from agencies to create public awareness campaigns and promote the services of the OSHP and Office of the Attorney General's Dept. of Law and Public Safety.

Princeton Partners is the incumbent for the \$4M/year pact. Its current contract runs through the end of June.

The selected firm or joint venture between firms will work with the two entities' public information office and communications office, respectively.

Public service advertising, media relations and feature story placements, press materials, and related tasks are covered in the scope of work with the aim to educate citizens about emergency preparedness and state laws. Proposals are due May 14.

View the RFP: <http://bit.ly/Zw58IA>.

## LAND CANS PEPSI. DIALS UP AOL PR

Peter Land, a veteran PR exec for Edelman, the NBA and Kraft, has left a senior post at PepsiCo for the senior VP, corporate communications, slot at AOL, following an overhaul of the company's marketing and comms.

Land will oversee internal and external comms. and work with the tech giant's IR, government affairs and policy groups, as well.

Based in New York, he reports directly to CEO Tim Armstrong.

Armstrong said Land has managed "multi-faceted, multi-stakeholder efforts on a global stage, which will become more and more important to AOL as we continue to grow."

The CEO over the past year consolidated AOL's marketing and corporate communications. In January, senior VP of corporate comms. and marketing Maureen Sullivan moved to oversee AOL's lifestyle brands and women's content.

Jolie Hunt, chief marketing and communications officer for the tech giant, left in December amid the overhaul.

Land joined Pepsi in 2009 to guide PR for its beverage unit and overall digital strategy. The former *Washington Post* sportswriter was a global managing director for Edelman, director of marketing comms. for the NBA, and directed European promotions for Kraft Foods.



Land

## KEYSTONE PR CASH FLOWS TO RASKY

Canada's Alberta province has hired Rasky Baerlein Strategic Communications to inform the U.S. Congress and White House officials about its solid environmental regulatory structure as part of the Ministry of International and Intergovernmental relations effort to win approval of the controversial Keystone Pipeline of TransCanada.

The firm also will educate federal Washington about how the Keystone decision will impact Alberta's economy.

RB is to receive up to \$125K for the three month campaign that began March 15. It's anticipated that president Obama will decide on Keystone in June.

President Joe Baerlein leads the RBSC team.

Alberta has also hired Mehlman Vogel Castagnetti.

**Rankings of Leading  
Gainers and Firms By  
Category, City**



Tables on pgs. 6-7

## CALIFORNIA BAR SEEKS PR PITCHES

The State Bar of California, which is already searching for a social media and marketing agency, has kicked off a separate search for strategic comms. counsel.

The country's largest bar, with more than 242K members, wants an agency or consultant to develop and implement a communications strategy and advise its executive director, former state senator Joseph Dunn.

The bar released an RFP on April 9 open through May 1. It wants PR advice on high profile issues arising from its regulatory responsibilities, comms. with members, policymakers and media, as well as training of staff on its comms. policies. It does not include lobbying.

View the RFP: <http://bit.ly/14pY7BA>.

## SYRIAN REBELS ENLIST NEW YORK FIRM

The Washington office of the National Coalition of Syrian Revolution and Opposition Forces has enlisted Independent Diplomat in New York to update the United Nations Security Council, U.S. government and European Union on its effort to overthrow Syrian president Bashar al- Assad.

Carne Ross, a former U.K. diplomat, founded ID after resigning the British foreign office in 2004.

Under a one-year pact, ID agreed to represent the Coalition for an undisclosed fee. The work covers preparation of "significant diplomatic communications," arranging meetings and improving the Coalition's relations with the international media.

## **HAGER SHARP DEFENDS REPORT CARD**

Hager Sharp has defended a multimillion-dollar pact with the U.S. Dept. of Education's National Center for Education Statistics to provide a variety of communications support tasks for its flagship program, the Nation's Report Card.

The base contract, worth \$3.5M, could stretch to 5 years and nearly \$18M. It comes after a January RFP by the federal agency drew strong PR agency interest in the capital. HS will lead work including publications, media relations and other outreach and dissemination support for the report card, formally known as the National Assessment of Educational Progress.

The assessment, which draws wide interest from policymakers, educators and the public, looks at performance in subjects like math and reading in two-year cycles at three grade levels. The new pact covers the 2013-17 cycle.

## **ABERNATHY, FRANK WORK BIOTECH FIGHT**

Vivus, the Silicon Valley biotech firm marketing the anti-obesity drug Qsymia, is working with outside PR and IR counsel as a large shareholder says it will mount a proxy fight at the company's annual meeting.

Qsymia, one of the first prescription obesity drugs on the market since the 1990s, is limited by the FDA per its 2012 approval to certified mail-order pharmacy sales, but Vivus wants it offered in the retail pharmacy market.

First Manhattan Co., a New York hedge fund that owns more than 9% of Vivus, said April 10 that an announcement allowing expanded sales would be a "step forward" but not enough for the drug's success. FMC, which has engaged Abernathy MacGregor Group, said it will nominate six independent directors for the Vivus board and wants the company to find a partnership for a new commercial strategy for Qsymia.

Vivus, working with Joele Frank, Wilkinson Brimmer Katcher and IR firm The Trout Group, back in March acknowledged FMC's planned slate and said it hired proxy solicitor Morrow & Co. among other advisors.

GolinHarris handles PR for Qsymia.

Vivus shares are trading around \$11.21, toward the lower end of its \$9.86-\$31.21 52-week range.

## **H+K's BURNS TO HEAD ICANN PR**

Duncan Burns, who led Hill+Knowlton Strategies' global energy unit out of D.C. and London, has taken the top comms. post at ICANN, the private nonprofit that oversees the Internet's naming/protocol system.

Burns will take the VP of global comms. slot at the Internet Corporation for Assigned Names and Numbers based in D.C. Jim Trengrove, senior director of comms. who led the entity's comms. unit, is shifting to focus on expanding ICANN's media platforms,

A 12-year veteran of H+K, Burns handled tech, energy, finance and NGO assignments and also served as interim D.C. general manager. The U.K. native led the firm's work with the Nuclear Energy Institute and the electric vehicle battery maker Better Place.



**Burns**

## **McCONNELL RECORDING SPARKS POSTURING**

A recording published by Mother Jones of Sen. Mitch McConnell and campaign aides questioning the mental health and religious views of actress and potential challenger Ashley Judd has touched off a round of PR posturing between the two camps and the magazine.

Cara Tripicchio, a partner at Beverly Hills-based WKT PR, heads Judd's PR.

In a statement, she hit the content of the recordings as "yet another example of the politics of personal destruction that embody Mitch McConnell and are pervasive in Washington, D.C."

Tripicchio, who has repped Tina Fey and Jason Bateman, among other actors, chided McConnell and his camp for taking "a personal struggle such as depression, which many Americans cope with on a daily basis, and turn[ing] it into a laughing matter."

Judd said last month that she would not mount a challenge to McConnell, the Republican Senate Minority Leader who is considered vulnerable in his Kentucky seat.

McConnell has referred the matter to the FBI and his campaign criticized the making and release of the recording as "Nixonian."

David Corn, who published the story for *Mother Jones* and authored the 2012 piece containing Mitt Romney's "47 percent" remarks, said he got no response from McConnell or his campaign and is waiting for the senator to comment on the "substance of the story."

The magazine denied a Watergate-like conspiracy to record McConnell. "We were not involved in the making of the tape, but we published a story on the tape due to its obvious newsworthiness," Mother Jones said in a statement.

The magazine added: "It is our understanding that the tape was not the product of a Watergate-style bugging operation. We cannot comment beyond that, except to say that under the circumstances, our publication of the article is both legal and protected by the First Amendment."

## **WEBER SHANDWICK LAUNCHES SCIENCE UNIT**

Weber Shandwick has established Element Scientific Communications, a group of more than 20 scientists and science writers, to "speak the language and articulate the value of client initiatives on the leading edge of scientific discovery," said Laura Schoen, president of global healthcare, in announcing the launch.

Frank Orrico, global director of ESC, presides over an organization with more than 300 years of combined experience in research and communications. He is based in Chicago.

The group has 14 full-time PhDs (including Orrico), an MD and journalists who have written for *Cure*, *Journal of Cell Biology*, *Los Angeles Times* and *Men's Health*.

ESC is targeting biopharmaceuticals, medical device makers, professional associations, research groups, teaching hospitals and clean tech companies with an array of scientific storytelling, grant writing, data communications, thought leadership and market conditioning offerings. WS is part of Interpublic.

**O'BRIEN NAMED PUB OF BLOOMBERG VIEW**

Bloomberg View has named Tim O'Brien, former executive editor of *The Huffington Post* and chief of the *New York Times* business section, to the newly created publisher position.

His role is to forge strategic partnerships to expand View viewership in the U.S. via positioning it as a "vital hub for thoughtful opinion and analysis," according to BV's release.

O'Brien headed Times Sunday business section from 2006 to 2010. Earlier, he wrote for the *Wall Street Journal*, *Talk* and *National Geographic*.

Most recently, O'Brien was in charge of HuffPo's 400 contributors.

David Shipley executive editor of BV since 2011 and ex-NYT op-ed editor, praised O'Brien as an "innovator with extraordinary skills as a journalist and as a promoter of journalism." O'Brien is author of "The Lincoln Conspiracy," which is set in post Civil War Washington; "TrumpNation: The Art of Being the Donald," and "Bad Bet: The Inside Story of the Glamour, Glitz, and Danger of America's Gambling Industry."



O'Brien

**VOGUE'S WINTOUR SEEKS NEW PR**

*Vogue* editor-in-chief Anna Wintour, recently named Conde Nast's artistic director, is on the hunt for a new PR representative.

The *New York Post*'s Page Six reports that *Vogue* director of communications Megan Salt is stepping down in May after nearly three years to join Amazon Fashion, the Internet retailer's push into high-end fashion.

The Post said the high-profile Wintour potentially wants a PR director with political experience.

Salt, a former managing director for HL Group, was preceded by longtime PR hand Patrick O'Connell.

**TIVO TUNES IN OLSON**

TiVo has handed AOR duties for advertising, digital and consumer PR to Minneapolis-based Olson, following a review.

Allison+Partners was the incumbent on the PR account. Ads and digital were handled in-house.

Doug Bieter, VP of consumer sales and marketing for the Alviso, Calif.-based DVR technology company, said TiVo is "consolidating" advertising, digital and PR strategies that will be a "tremendous asset as we build our brand and spread the word about the distinct value of the TiVo experience."

TiVo posted a 34% rise in fourth quarter 2012 revenue to \$88.9M on a 38% percent rise in subscriptions. Net loss was \$15.8M.

New York-based Sloane & Co., which has a long relationship with TiVo CEO Tom Rogers going back to Primedia, continues to guide corporate PR.

**SINCLAIR ACQUIRES FISHER COMMS.**

Sinclair Broadcast Group wants to acquire Fisher Communications in a deal worth about \$375M.

Fisher owns 20 TV stations and three radio stations in Oregon (Portland, Eugene), Washington (Seattle, Spokane) and Idaho (Boise). Their combined reach is nearly four percent of U.S. TV households.

Colleen Brown, Fisher CEO, said the merger with the biggest independent TV owner will give her company "greater scale and sizable resources" and "provide our stations, team members and business partners with new opportunities to flourish."

The transaction is subject to Federal Communications Commission approval and the vote of two-thirds of Fisher stockholders.

Baltimore-based Sinclair owns/operates provides sales services to 134 stations that cover 34 percent of the U.S. market.

**DISNEY CUTS 150 STAFFERS**

Walt Disney Co. is laying off about 150 people due to "redundancies" that resulted from the acquisitions of Marvel Entertainment in 2009 and Lucasfilm this year.

"As part of an ongoing review to ensure that the studios' operational structure and economics align with the demands of the current marketplace, we have made the difficult decision to reduce our staffing levels in several divisions of the studio," said a statement from Disney.

Earlier this month, Disney announced the shutdown of its video game production unit, LucasArts, in San Francisco. Disney employs 165K people. Its stock is trading at \$60.39, just off its \$60.67 52-week high.

**BORDELEAU TO EDIT PROJO**

Karen Bordeleau will become the first woman editor of the *Providence Journal* when she takes the helm on April 29.

As senior VP and executive editor, she officially succeeds Tom Heslin, who is stepping down after a 32-year stint at the 183-year-old newspaper.

Currently, Bordeleau is deputy editor. She led the newsroom for the past two years, subbing for Heslin, who was on medical leave for much of that span. She joined the *Journal* in 1996 as copy editor and special sections reporter.

Earlier, she worked at the *Kent County Daily Times* (West Warwick) and *The Call* (Woonsocket).

**TEXAS TRIBUNE GETS \$1.5M**

The James L. Knight Foundation has awarded a \$1.5M grant to the Texas Tribune, the four-year-old non-profit news organization based in Austin.

The Tribune will refine its model for "sustainable local journalism" and hire business analysts to explore new revenue models, according to the foundation.

About \$500K of the grant will go toward hiring two fellows to look at premium content and other revenue streams. The Tribune will then cover their experiences on a new web site to share lessons and best practices with other news entities and non-profits. The Knight Foundation said the bulk of the grant – \$1M – will go toward Tribune's "working capital to ensure its long-term sustainability."

## NEWS OF PR FIRMS

### AIRFOIL IN CHINA DEAL

Airfoil, Southfield, Mich., has partnered with 20-year-old China tech firm Newell PR in an exclusive affiliate deal.

Janet Tyler, co-CEO of Airfoil, which also has a Silicon Valley office, said tech clients often require a firm that understands the Asia Pacific region's influence over areas of their businesses like product development, engineering and assembly.

The pact holds that global campaigns managed by either firm will be sourced to the other pending a joint review of the client's needs.

Airfoil previously aligned with Babel PR for the EMEA region and has worked with Newell in the past.

**BRIEFS: Jennifer Connelly PR**, Parsippany, N.J., is marking its 10th anniversary and has produced a series of video case studies on brands which present the right message to the wrong audience. Says CEO Jennifer Connelly: "We want these videos to be fun, but there is also a serious message for companies that struggle to reach their target audiences." View the clips at <http://jcipinc.com/videoproduction-portfolio>. ...Four-year-old New York healthcare shop **KYNE** has expanded to larger offices at 21 Penn Plaza, 360 West 31st Street. The firm has added Malaria No More development manager Michele Kleinmann as a manager and Caitlin Meaney, a senior A/E in healthcare at Cohn & Wolfe, as an associate. Founder David Kyne is a veteran of Hill+Knowlton Strategies, GCI and Makovsky.

## NEWS OF SERVICES

### T-LINE NABS NY EMMY

T-Line TV picked up a New York Emmy Award April 14 in the community service category for its production work on the "Tunnel to Towers Memorial Run."



**Ehrlich**

The live 9/11 special on CBS-TV covered the race to benefit the New York Fire Dept. and severely wounded military veterans.

T-Line, headed by Todd Ehrlich, was also nominated in the health/science program special category for work on the "Race for the Cure" show, and in

sports, for the "Giants Road to Glory Super Bowl XLVI Post Game Show" on CBS-TV.

Giants defensive end Justin Tuck wished Ehrlich well at the Emmys. "Todd was the first producer to put me on TV and he and the team at CBS2 have always done outstanding work," he said.

Ehrlich has now received nine Emmy nominations.

The awards were presented at the Marriott Marquis in Times Square.

**EVENT:** April 24, New York - **PRSA Foundation Paladin Award Dinner** to honor the late Dan Edelman. Info: [prsafoundation.org](http://prsafoundation.org).

## NEW ACCOUNTS

### New York Area

**Water & Wall Group**, New York/Trishield Capital Management; 8of9 Consulting, and Lear Capital, for branding, positioning, messaging, social and traditional media relations, and speaking engagements.

**Weill**, New York/Castiglioni del Bosco, Tuscan country estate and resort, for PR in the Americas.

**The Morris + King Company**, New York/ABC Carpet & Home, luxury home and lifestyle store, for PR following a partnership with Yoko Ono to design window displays urging "Imagine No Fracking."

**Lou Hammond & Associates**, New York/Artful Travelers; Uncommon Journeys; Deep Water Cay, Bahamas; Patton Hospitality Management, and Crawford High Performance Composites, all for PR.

**Rubenstein PR**, New York/Greencard Creative, branding firm; Brian Cuban, 1st Amendment and hate speech lawyer based in Dallas, and Contemporary Art Collection, which fosters investments in contemporary art, for PR.

**5W PR**, New York/TikiTakTo, mobile shopping application and website, for media rels., strategic partnerships, case studies and exec profiles, among other PR.

**HWH PR**, New York/INFURN, modern classic furniture manufacturer which only sells online, for PR to introduce the brand to the U.S.

**Block & DeCorso**, Verona, N.J./De Cecco USA, domestic unit of Italian pasta company, as AOR for advertising and PR in the U.S.

More account news at <http://bit.ly/11aGHTN>.

## PEOPLE

### Joined

**Julia Fleischaker**, dir. of publicity, Penguin Books, to Nancy J. Friedman PR, New York, as media director.

**Arisbe Gardner**, who helped develop the "Stop. Think. Connect" national cybersecurity awareness program at Booz Allen Hamilton, to Waggener Edstrom in its Washington, D.C. public affairs practice. She was an aide to California Democratic Congresswomen Anna Eshoo and Barbara Lee.

**Nancy Gillen**, a veteran of Cross Functional Marketing, Siemens Healthcare and Philips Healthcare, to Toshiba America Medical Systems, Tustin, Calif., as VP of marketing, overseeing, corporate comms., research and business units.

**Steven Vito**, partner at federal marketing firm Upson-Vito, to Sage Communications, McLean, Va., as an executive VP. He is a former president and group publisher for *Government Executive*.

**Jennie Younger**, global head of client marketing Deutsche Bank, to FTI Consulting, London, as senior managing director, strategic comms.

### Promoted

**Cricket Wardein** director of Edelman Digital West, to head Edelman's U.S. Digital practice, a new position. The firm has 450 employees in digital. Wardein reports to Kevin King, global practice chair of Edelman Digital and Mark Hass, president and CEO of Edelman U.S.



**Wardein**

## **RETAIL SECTOR PLANS PR SHOPPING SPREE**

The National Retail Federation is preparing an ambitious campaign to tout careers in retail and the sector's positive effect on communities and innovation in a bid to widen perceptions of retail beyond storefronts, cashiers and stock rooms.

The push, "This is Retail: Careers, Community, Innovation," includes the [thisisretail.org](http://thisisretail.org) website set to fully launch in June as well as PR, advertising and digital efforts like a road show, original research, grassroots and crowd-sourcing endeavors. The NRF is targeting the public and lawmakers.



NRF senior director of media relations Stephen Schatz called the campaign an "all hands on deck" push, focusing every effort and activity to its success. "All of our vendors from government relations to marketing will be making This is Retail their top priority," he said, adding that New York-based RAIN is handling website design and social media strategy. He said as the campaign unfolds, NRF utilizing more vendors (advertising, pollsters, etc.) to supplement internal activities and resources.

NRF president and CEO Matthew Shay announced the campaign April 11 at the Global Retailing conference. Shay said "widely held misperceptions" of retail lead people to "fail to recognize the opportunities for life-long careers that retail provides, how retailers strengthen communities at home and abroad, and the critical role that retail plays in driving innovation."

Bill Thorne, who joined the NRF last year after handling community affairs for retail giant Wal-Mart, heads communications and PA for the NRF.

The group notes retailers run 3.6M U.S. businesses representing one in four U.S. jobs.

## **PELOSI JOINS DEMOCRACY PARTNERS**

Christine Pelosi, author of "Campaign Boot Camp: Basic Training for Future Leaders" and daughter of House Minority Leader Nancy Pelosi, has joined Democracy Partners, the Democratic messaging/grassroots firm.

She's a former prosecutor in San Francisco, special counsel in the Clinton-Gore administration and executive director of the California Democratic Party.

Robert Creamer, president of DP, noted that Pelosi has been working with candidates, volunteers and leaders of non-governmental organizations for more than 30 years. He expects her to "add important firepower" to his firm's SF office.

Creamer also has recruited David Grossman, who began his political career as an online organizer for Media Matters for America.

Grossman was the first rapid response online video producer for the Democratic National Committee in 2008 and was the DNC's video chief during president Obama's first term.

He's based in Washington.

## **FOR-PROFIT EDUCATION GIANT BOLSTERS PR**

Embattled for-profit college giant Education Management Corp. has brought in retired Allstate corporate communications head Joan Walker in its top communications post.

Walker, who retired Feb. 1 as executive VP, corporate relations, at Allstate, takes an executive VP title at Pittsburgh-based EMC, reporting to president and CEO Edward West.

Jacquelyn Muller is VP, corporate comm. and PR, at EMC, the second largest for-profit college corporation in the U.S. which runs 110 colleges and universities in the U.S. and Canada, including Argosy Univ., Brown Mackie Colleges and The Art Institutes. Goldman Sachs owns a 41% stake in the company, which went public in 2009.

The company faces a multibillion-dollar civil fraud suit by the Justice Dept. and 11 states over federal student aid. Its profits and share price has fallen over the past year amid fallout from the suit and declining enrollment.

Walker was a partner at Bozell Sawyer Miller, leading its PR division, and held top corporate communications posts at Qwest Communications, Nynex and Pharmacia.

In a statement, West praised Walker's leadership in marketing and communications across top American brands. "She is a trusted leader in the field and will bring her skills to deepening relationships in the communities that we serve and to communicating the tremendous potential of Education Management," he said.

West in April pledged to keep down its widely criticized tuition costs as part of a strategy to re-focus on "student success and achievement."

EMC in 2010 brought in DCI Group to organize a PR effort and opposition to an Obama administration push to limit federal student aid to for-profit college students who take on large debt for jobs that offer little hope of repaying it. [The new rule is locked in a court battle.]

## **NEXT FIFTEEN ACQUIRES D.C. SHOP**

PR holding company Next Fifteen Communications Group has acquired an 80% stake in Washington digital public affairs agency Connections Media for initial consideration of \$1.85M.

CM, which has worked for New York Mayor Mike Bloomberg's campaigns and corporate clients like PepsiCo and Google, was founded by Jonah Seiger, who was a co-founder of digital PA pioneer Mindshare Internet Campaigns and a former aide to Rep. Ed Markey (D-Mass.).

Next Fifteen CEO Tim Dyson said the move helps NF speed its growth from a "PR only group into a full service digital and social communications group." The firm had revenues of \$2.65M in 2012 providing services like strategy, design, advertising and social media.

Next Fifteen, which owns firms like Text 100, M Booth and The Outcast Agency, said owners Seiger, along with chief technology officer Phil Lepanto and chief creative officer Andy Weishaar will remain with the company.

NF also owns Washington-based 463 Comms.

## LEADING % GAINERS AMONG PR FIRMS DOCUMENTING THEIR FEES AND EMPLOYEE TOTALS

### FIRMS IN THE TOP 25

Firm	2012 Net Fees	Employees	%Change from 2011
1. Zeno Group, New York	\$20,798,925	128	+49.4
2. Finn Partners, New York	32,293,000	233	+35.8
3. Gibbs & Soell, New York	19,734,890	115	+34.0
4. W2O Group, San Francisco	62,005,000	262	+30.0
5. Allison+Partners, San Francisco	25,000,000	130	+29.3
6. French   West   Vaughan, Raleigh	17,186,330	84	+29.0
7. DKC, New York	32,896,560	154	+22.0
8. Prosek Partners, New York	15,019,717	60	+19.4
9. Hunter Public Relations, New York	14,554,310	82	+17.3
10. ICR, Norwalk, CT	36,554,283	97	+14.0

### FIRMS RANKED 26 THROUGH 50

1. Max Borges Agency, Miami	6,910,743	36	+36.4
2. Merritt Group, Reston, VA	9,220,283	42	+28.8
3. LaunchSquad, San Francisco	9,387,224	85	+26.0
4. Matter Communications, Newburyport, MA	7,000,000	58	+21.0
5. Davies, Santa Barbara, CA	10,520,971	34	+20.0
6. Development Counsellors Int'l (DCI), New York	8,619,995	47	+19.0
7. SS PR, Northfield, IL	12,929,500	62	+18.9
9. Fahlgren Mortine, Columbus, OH	12,397,732	69	+17.7
10. CRT/tanaka, Richmond, VA	13,009,202	74	+12.4

### FIRMS RANKED 51 THROUGH 100

1. J Public Relations, San Diego	2,646,586	23	+54.3
2. Dodge Communications, Alpharetta, GA	5,510,756	42	+53.0
3. Inkhouse Media + Marketing, Waltham, MA	4,555,312	29	+45.0
4. Trevelino/Keller, Atlanta	2,888,624	16	+44.0
5. FoodMinds, Chicago	4,859,213	17	+38.0
6. Borders + Gratehouse, San Francisco	4,093,355	23	+37.2
7. Public Communications Inc., Chicago	6,546,731	50	+36.7
8. Bateman Group, San Francisco	3,090,395	21	+32.3
9. Kohnstamm Communications, St. Paul	2,345,479	16	+29.5
10. Jarrard Phillips Cate & Hancock, Brentwood, TN	4,862,846	18	+27.0

### FIRMS RANKED 101 THROUGH 127

1. Konnect Public Relations, Los Angeles	1,309,993	21	+95.3
2. Marketing Maven Public Relations, Camarillo, CA	703,577	10	+88.0
3. Butler Associates, New York	857,225	5	+40.0
4. Bridge Global Strategies, New York	530,225	4	+37.5
5. K/F Communications, San Francisco	1,067,800	9	+37.0
6. The Harrall Group, Dallas	873,618	2	+36.5
7. BLAZE, Santa Monica, CA	1,297,370	10	+26.0
8. Furia Rubel Communications, Doylestown, PA	866,781	5	+16.0
9. TransMedia Group, Boca Raton, FL	1,143,027	12	+10.0
10. BizComm Associates, Addison, TX	861,222	8	+8.0

## AGRICULTURE

Firm	2012 Net Fees
1. Gibbs & Soell, New York	\$11,727,319
2. Edelman, New York	8,591,491
3. Padilla Speer Beardsley, Minneapolis	4,052,381
4. Morgan & Myers, Jefferson, WI	3,906,122
5. Standing Partnership, St. Louis	737,780
6. Zeno Group, New York	705,722
7. French   West   Vaughan, Raleigh	309,000
8. O'Malley Hansen Comms., Chicago	200,000
9. Levick Strategic Comms., Wash. D.C.	161,601

## FLORIDA

Firm	2012 Net Fees	Empl.
1. Zimmerman Agency, Tallahassee	\$10,100,000	42
2. Max Borges Agency, Miami	6,910,743	36
3. rbb PR, Miami	5,603,460	38
4. Ron Sachs Comms., Tallahassee	4,345,720	21
5. Finn Partners, Ft. Lauderdale	1,325,009	9
6. TransMedia Group, Boca Raton	1,143,027	11
7. Edelman, Orlando	1,092,085	4
8. At The Table PR, Tampa	1,094,039	4

# O'DWYER'S RANKINGS OF PR FIRMS BY REGION AND CATEGORY

## SOUTHEAST

Firm	'12 Net Fees	Empl.
1. French   West   Vaughan, Raleigh	\$17,186,330	84
2. Edelman, Atlanta	14,555,750	98
3. Jackson Spalding, Atlanta	12,095,500	82
4. Gibbs & Soell, Raleigh	10,031,554	54
5. Taylor, Charlotte	6,414,670	31
6. CRT/tanaka, Richmond	6,320,000	N/A
7. McNeely Pigott & Fox, Nashville	5,640,530	65
8. Dodge Comms., Alpharetta, GA	5,510,756	42
9. Dye, Van Mol, Lawrence, Nashville	5,290,921	47
10. Jarrard Phillips Cate & Hancock, TN	4,862,846	18
11. ReviveHealth, Nashville	4,850,000	17
12. Trevelino/Keller, Atlanta	2,888,624	16
13. Brandware PR, Atlanta	2,676,866	13
14. The Hodges Partnership, Richmond	1,744,790	16
15. Allison+Partners, Atlanta	1,400,000	9
16. Hope-Beckham, Atlanta	1,372,000	14
17. Katcher Vaughn & Bailey, Nashville	1,154,436	9

## ENTERTAINMENT

Firm	2012 Net Fees
1. Edelman, New York	\$10,939,284
2. Finn Partners, New York	5,539,000
3. MWW, East Rutherford, NJ	4,827,000
4. Allison+Partners, San Francisco	3,200,000
5. Taylor, New York	3,145,000
6. APCO Worldwide, Wash, D.C.	1,589,900
7. Jackson Spalding, Atlanta	1,494,013
8. 5W Public Relations, New York	1,400,000
9. Hunter PR, New York	1,377,192
10. Ruder Finn, New York	1,125,679
11. W2O Group, San Francisco	1,027,000
12. Zeno Group, New York	910,587
13. Coyne PR, Parsippany, NJ	897,000
14. Kaplow, New York	850,000
15. CooperKatz & Co., New York	609,916
16. Public Communications Inc., Chicago	425,674
17. French   West   Vaughan, Raleigh	425,000
18. IW Group, West Hollywood, CA	409,000
19. Singer Assocs., San Francisco	341,267
20. Maloney & Fox, New York	181,000
21. Blaze, Los Angeles	173,700
22. rbb Public Relations, Coral Gables, FL	153,000
23. Levick Strategic Comms., Wash., D.C.	144,700
24. Linhart PR, Denver	144,393
25. Seigenthaler PR, Nashville	127,000
26. McNeely Pigott & Fox, Nashville	124,586
27. Gregory FCA, Ardmore, PA	100,000
28. Padilla Speer Beardsley, Minneapolis	87,436

## HOME FURNISHINGS

Firm	2012 Net Fees
1. Edelman, New York	\$45,109,435
2. Zeno Group, New York	4,762,213
3. L.C. Williams & Associates, Chicago	3,101,491
4. Gibbs & Soell, New York	2,798,534
5. Kaplow, New York	1,500,000
6. CRT/tanaka, Richmond	1,182,000
7. Lou Hammond & Associates, New York	947,741
8. SS PR, Northfield, IL	700,000
9. Hope-Beckham, Atlanta	477,890
10. Finn Partners, New York	439,402
11. McNeely Pigott & Fox, Nashville	323,070
12. Schneider Associates, Boston	199,012
13. Rosica Communications, Paramus, NJ	172,816
14. Trevelino/Keller, Atlanta	120,000
15. Beehive PR, St. Paul	101,787
16. Marketing Maven PR, Camarillo, CA	75,000
17. CJ Public Relations, Farmington, CT	63,6882

## BEAUTY/FASHION

Firm	2012 Net Fees
1. Edelman, New York	\$12,143,457
2. Ruder Finn, New York	7,364,777
3. Kaplow, New York	6,000,000
4. French   West   Vaughan, Raleigh, NC	3,961,223
5. 5W Public Relations, New York	3,400,000
6. Coyne PR, Parsippany, NJ	1,481,000
7. energi PR, Montreal	1,011,639
8. Finn Partners, New York	801,517
9. Zeno Group, Chicago	597,800
10. O'Malley Hansen Comms., Chicago	590,000
11. Linhart PR, Denver	553,140
12. Allison+Partners, San Francisco	500,000
13. LaunchSquad, San Francisco	481,150
14. Beehive PR, St. Paul	254,468
15. Hunter PR, New York	222,200
16. Hirons & Company, Indianapolis	180,000
17. Rosica Communications, Paramus, NJ	129,750
18. Hope-Beckham, Atlanta	125,000
19. TransMedia Group, Boca Raton, FL	110,000
20. Padilla Speer Beardsley, Minneapolis	75,017
21. Stuntman, New York	61,298
22. Maccabee, Minneapolis	55,537
23. CJ Public Relations, Farmington, CT	51,093
24. Schneider Associates, Boston	24,408

## ENVIRONMENTAL

Firm	2012 Net Fees
1. FTI Consulting, New York	\$30,785,000
2. APCO Worldwide, Wash., D.C.	30,747,224
3. Edelman, New York	13,678,493
4. Davies, Santa Barbara, CA	10,280,901
5. Development Counsellors Int'l, New York	4,823,932
6. Cerrell Associates, Los Angeles	4,505,793
7. Rasky Baerlein Strategic Comms., Boston	3,958,761
8. MWW, East Rutherford, NJ	3,759,000
9. Finn Partners, New York	2,981,393
10. Singer Assocs., San Francisco	2,734,817
11. Seven Twenty Strategies, Wash., D.C.	2,408,791
12. Levick Strategic Comms., Wash., D.C.	2,294,162
13. Widmeyer Communications, Wash., D.C.	1,666,661
14. Ron Sachs Communications, Tallahassee	1,342,420
15. Crosby Marketing Comms., Annapolis	1,139,085
16. Ruder Finn, New York	905,586
17. Butler Associates, New York	857,225
18. Allison+Partners, San Francisco	850,000
19. Fahlgren Mortine, Columbus, OH	779,651
20. Public Communications Inc., Chicago	772,331
21. Jackson Spalding, Atlanta	716,479
22. Hirons & Company, Indianapolis	705,000
23. rbb Public Relations, Miami	571,175
24. Standing Partnership, St. Louis	544,725
25. Kaplow, New York	506,000
26. Bliss Integrated Comm., New York	480,000
27. French   West   Vaughan, Raleigh	465,440
28. Schneider Assocs., Boston	435,756
29. McNeely Pigott & Fox, Nashville	223,562
30. CRT/tanaka, Richmond, VA	180,000
31. VPE Public Relations, S. Pasadena, CA	159,225
32. Padilla Speer Beardsley, Minneapolis	112,178
33. Rosica Communications, Paramus, NJ	107,348
34. Beehive Public Relations, St. Paul	90,215
35. Gregory FCA, Ardmore, PA	73,000
36. Zeno Group, New York	72,613
37. Trevelino/Keller, Atlanta	50,000
38. Coyne PR, Parsippany, NJ	40,000
39. Red Sky PR, Boise, ID	52,554

**Pew, whose annual thrashing of the press and reporters is oddly** labeled “The Project for Excellence in Journalism,” should fund a companion study called “Project for Excellence in PR” which would cover PR’s role in declining press credibility.

Amy Mitchell, with PEJ since its founding in 1997 and previously with the American Enterprise Institute as a researcher, is now the acting director.

We asked her in a phone call to do a study of PR practices with a special focus on reporters’ experiences in obtaining information from companies and institutions and the near disappearance of press conferences.

She is serving in place of Tom Rosensteel, former *Los Angeles Times* media critic who was the initial head of PEJ and who has become executive director of the American Press Institute, which merged last year with the Newspaper Assn. of America Foundation.

PEJ reports are loaded with surveys showing the public’s declining faith in news media and blaming this on smaller staffs that don’t dig deeply enough.

PEJ’s 2011 report started off by saying “Negative opinions about the performance of news organizations now equal or surpass all-time highs on nine of 12 core measures Pew has been tracking since 1985.”

The 2012 report starts with “A continued erosion of reporting resources converged with growing opportunities for those in politics, government agencies, companies and others to take their messages directly to the public.”

Pew, fueled by about \$5 billion in Sunoco oil money and with conservative roots (Joseph Pew Jr. called President Roosevelt’s New Deal “a gigantic scheme to raze U.S. businesses to a dead level and debase the citizenry into a mass of ballot-casting serfs”), says organizations are simply going directly to their audiences “without any filter by the traditional media.”

The news industry “is more undermanned and unprepared to uncover stories, dig deep into emerging ones, or to question information put into its hands,” huffs PEJ.

#### **Mitchell Should Channel UNESCO**

Mitchell should take a look at the 51-page report that UNESCO published last April noting that 372 journalists have been killed since 2006 (many hunted down and murdered in cold blood) and saying that this is only the tip of an iceberg of press avoidance and persecution.

Navi Pillay, High Commissioner for Human Rights, said most press interference takes place at the local level and involves refusal to grant “credentials,” threats of arrests and jailings, lawsuits, destruction of news offices, and expulsion of reporters from a country.

Worse yet, she said, is the failure of governments and institutions to do anything about this. Press bashers roam with “impunity,” she said, noting that only nine of 27 countries responded to UNESCO requests for more information on the murders of reporters in their countries. This could be because the governments and institutions themselves are behind the offensive against the press.

#### **Press Freedom Day May 3**

May 3 is “World Press Freedom Day,” continuing an observance started in 1991. It celebrates principles of press freedom, evaluates press freedom worldwide, defends media from attacks, and pays tribute to journalists who have lost their lives in their jobs.

Pew’s charges of reporters failing to “dig deep” or “question information” that is provided rankles us because of the tight information and stonewalling practices that are common at companies and institutions.

It is not our fault we don’t get certain information or get our questions answered. Mitchell should look into that side of the equation.

For instance, last Oct. 15, we went cross-country to the Marriott Marquis in San Francisco eager to cover the Assembly of the PR Society of America and visit each of the 45 exhibitors both to collect stories and tell them about advertising opportunities in our January 2013 O’Dwyer’s PR Buyer’s Guide.

#### **PRSA Reneged on Boycott**

Arthur Yann, VP-PR of the Society, had said on *PR Newser* March 14, 2012 that the Society had no boycott against any news medium including the O’Dwyer Co. He made this statement after PR Newser reported that O’Dwyer reporters had been barred from the Assembly in 2011 and blocked from entering the exhibit hall.

But when we arrived outside the site of the Assembly, Yann had a hotel security guard escort us up one escalator level where we were told to stand in back of a line. We did so but also greeted some arriving delegates.

Several guards “swarmed” us and said we were violating a rule against talking to anyone. We were forced out of the hotel and told not to come back.

Our question to Mitchell is whether we were “unprepared to uncover stories,” or “dig deeper into emerging ones,” or to “question information” put into our hands?

How could we report on the Assembly or 45 exhibitors if we were across the street from the hotel?

The PR trade press should also have access to the extensive research the PR Society did from 1999-2001 on the pressures on members to do unethical things and their attitudes towards enforcement of the Society’s Ethics Code. The Ethics Resource Center was paid \$50,554 for in-person interviews and circulation of 78 questions on ethical issues to the entire 20,600 membership. ERC said half the respondents reported being under “extraordinary pressures” to perform unethically.

The entire ERC report should be available to members and the press but it would probably take a lawsuit to pry it loose. Are we in the press negligent because the Society withholds the study?

Its press-blocking policies mirror those of the American Legislative Exchange Council, a group of mostly Republican state legislators and company lobbyists, which has ejected reporters from *PR Watch*, the *Toronto Star* and *Arizona Republic* from its meetings.

– Jack O’Dwyer