



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

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VA BEACH REVIEWS TOURISM PR

East Coast summer hotspot Virginia Beach is re-viewing its eight-figure tourism PR and advertising pact.

The Virginia Beach Convention and Visitors Bureau released an RFP on April 16 for agency pitches to cultivate domestic and international travel and burnish the city as a leading beach resort and year-round family destination in the US.

Marketing budget is \$10M per year. BCF, which specializes in the travel sector, is the incumbent on a PR and advertising pact worth about \$6M per year.

If a firm does not have an office in the Hampton Roads area of the state, it will be required to establish a Virginia Beach outpost, according to the RFP.

Deadline is June 3. RFP: <http://odwpr.us/1CV211k>.



CLINTON SPOKESMAN MCKENNA TO UBER

Matt McKenna, spokesman for President Bill Clinton for the past eight years, is joining car service Uber to head North American communications.

McKenna was a Senate staffer from Montana and served as aide and later communications director for Sen. Jon Tester (D-Mt.) before joining Clinton's post-presidency office. He will relocate from Montana to San Francisco for the new post.

In a statement, the former president said of McKenna, "This is an amazing opportunity for him, and well deserved. While I'm sad to see him leave, I am both happy for his bright future and extremely proud of him."

Uber last summer brought in Obama aide and Hillary Clinton campaign advisor David Plouffe.

WEBER WINS AMERICAN CANCER SOCIETY

American Cancer Society has awarded Weber Shandwick its 2015 communications program following a competitive pitch.

The program includes educating the public about prevention/detection guidelines for lung/colon/breast cancers, Great American Smokeout and highlighting ACS research initiatives.

Raul Duany, senior VP-corporate comms. at ACS, said the organization was impressed with the "creativity, bold ideas and breadth of corporate partnerships" of Interpublic's PR flagship.

The PR firm's healthcare practice has handled PR for a range of initiatives including heart disease, mental illness, HIV/AIDS and diabetes.

BURMA PICKS PODESTA FOR \$840K PR PACT

Burma has hired Podesta Group to an \$840K one-year contract to keep it updated on US policies and the overall political scene.

The country has been without DC representation for more than a decade.

The firm also will do outreach to US Congressional staffs, media and non-governmental agencies for the country formally known as Myanmar.



Myanmar says it is committed to a transition to democratic rule. Elections are slated for November.

With then-Secretary of State Hillary Clinton, President Obama visited Myanmar in 2012.

He was the first sitting US President to visit the once-isolated nation that was dominated by a ruthless military junta. Obama returned last year.

Podesta's Mark Tavlarides, former National Security Council legislative affairs director in the Clinton White House/VP at Van Scoyoc Assocs., and John Anderson, ex-*Washington Post* foreign correspondent and Politico editor, handle Myanmar's DC work.

DRESNER ACQUIRES ALLEN & CARON

Chicago-based Dresner Corporate Services has acquired New York's Allen & Caron in a combination of IR firms.

The merger creates a three-office financial communications specialist led by Dresner managing director Steven Carr as CEO under the Dresner name.

A&C founder Joe Allen heads Dresner's New York office as executive VP and A&C partner Rene Caron oversees Irvine, Calif., as senior VP.

The firm is affiliated with London's Elborne Beare, as well.

Allen said the independent firms have similar cultures and values and will be one of the "few independent IR and corporate communications firms with a national office network and international access."

Dresner acquired The Investor Relations Company in 2011 and is affiliated with investment bank Dresner Partners.

Steve Dowling, the **Apple** spokesman serving as interim corporate communications chief for the tech giant, has dropped the interim role and was named VP of communications. Dowling took over for Katie Cotton in October following Cotton's retirement after 18 years.

INDIANA HIRES PR FOR TOURISM PR, BIZDEV

Indiana's Economic Development Corp. has hired Porter Novelli for a \$2M PR campaign to bolster the state's global standing as a good place to live, visit and do business.

Victor Smith, secretary of commerce for the Hoosier State, said in a statement that PN is an "internationally respected firm" that will enhance the state's position as having "one of the best business climates in the country" and a robust travel, tourism and hospitality industry.

Brad MacAfee, PN North America president and graduate of Indiana State University, is eager to promote "the incredible and innovative story that is Indiana today." Tourism generates \$10B in annual revenues and supports more than 185K Indiana jobs.

Governor Mike Pence triggered a revolt among Indiana-based companies in March after he signed the Religious Freedom Restoration Act, which opened the door to discrimination against gays and lesbians.

The Republican politico has since backtracked on the law.

Pence's PR Director Quits

Christy Denault, communications director for embattled Pence, has resigned to spend more time with her young children.

Pence's office, which released Denault's resignation letter, noted the staffer has an eight-year-old and six-year-old triplets. "Christy set a standard for communicating Indiana's success with integrity and she will be sorely missed," Pence said in a statement.

"While I appreciate the discussions about moving to a more strategic and less deadline-driven role in the office, I believe that it is best for my family for me to step away now," she wrote to Pence.

The *Indianapolis Star* reported that Denault was on vacation the week that controversy surrounding Indiana's Religious Freedom Restoration Act simmered, culminating with Pence's rocky appearance on "This Week" March 29.

Pence also sparked a PR kerfuffle in January with plans to launch a state-run news outlet to disseminate stories around Indiana. He scrapped those plans after the endeavor was panned.

EBOLA-RAVAGED SIERRA LEONE TAPS GPG

Sierra Leone, which was hard hit by the Ebola outbreak, has hired Glover Park Group to promote its role as a regional leader in western Africa.

The WPP property also will promote Sierra Leone's bilateral relations with the US.

The \$50K project for the Ministry of Finance and Economic Development began March 9 and runs through the end of May.

The World Health Organization on April 10 said the Ebola crisis that killed more than 10,500 people in Sierra Leone, Guinea and Liberia during the past year and remains an international crisis though the number of new cases has declined dramatically.

The US Centers for Disease Control, Sierra's Health Ministry and Sierra Leone's College of Medicine began testing an experimental Ebola vaccine last week.

BRUCE JENNER GETS PR HELP BEFORE BLITZ

Bruce Jenner is working with veteran entertainment PR counselor Alan Nierob ahead of his anticipated April 24 sit-down with Diane Sawyer.

Jenner, who is drawing tabloid attention as he reportedly undergoes gender reassignment, engaged Nierob, an executive VP at Rogers & Cowan, in February after the former Olympian and "Keeping Up with the Kardashians" star was involved in a fatal car accident in California.

Nierob guided longtime client Mel Gibson through a career crisis in the mid-2000s and has represented stars like Steve Martin, Liam Neeson and Denzel Washington.

ABC News said it will air a two-hour, special edition of "20/20" on April 24 at 9 p.m. devoted to its interview with Jenner.



ABERNATHY SCHOOLS CORINTHIAN ON PR

Corinthian Colleges Inc., the for-profit college slapped with a \$30M fine by the Dept. of Education April 14 is relying on Abernathy MacGregor for PR support.

The DOE said Corinthian repeatedly misrepresented job placements to current and prospective students in its Heald College system.

Corinthian has 14 days to respond before the DOE revokes its participation in federal student aid programs and potentially suspends enrollment.

Corinthian, which is being targeted for alleged predatory lending to low-income students, said the allegations are unsubstantiated, "unfounded" and "highly questionable."

The for-profit school was delisted from the NASDAQ in February and faces a suit by the California attorney general.

Abernathy's Los Angeles outpost is advising and speaking for Corinthian, which is based in Santa Ana, Calif.

PRIME POLICY GROUP TRIES ON NU SKIN

Burson-Marsteller's Prime Policy Group lobbying unit is providing DC coverage for Nu Skin Enterprises, the Provo-Utah-based marketing of anti-aging/weight management products and nutritional supplements.

PPG is focusing on matters concerning direct selling, commerce and short sales for the New York Stock Exchange listed client.

Nu Skin's revenues declined 19 percent in 2014 to \$2.6B due to regulatory issues in China, currency fluctuations and the loss of sales from limited offer deal in 2013 for its ageLOC weight control line. Net income fell 48 percent to \$189M.

CEO Truman Hunt anticipates a "solid 2015."

PPG's Gardner Peckham handles Nu Skin. He was assistant secretary of state under Jim Baker in the first Bush White House, and aide to former House Speaker Newt Gingrich.

DOCS WANT COLUMBIA TO BOUNCE DR. OZ

A group of ten top doctors wants Columbia University to boot TV celebrity Dr. Mehmet Oz from its faculty for his "repeatedly shown disdain of science and for evidence-based medicine."

Dr. Henry Miller of Stanford University's Hoover Institution wrote the letter that attacked Oz's "baseless and relentless opposition to the genetic engineering of food crops."



Oz, a cardiovascular and thoracic surgeon, is vice chair of Columbia's College of Physicians and Surgeons. His syndicated TV program, "The Dr. Oz Show," has been criticized for promoting questionable products and making unsubstantiated claims.

Oz pushed back against the criticism last week and plans to produce a show to rebut the gripes this week. "I bring the public information that will help them on their path to be their best selves," he said. "We provide multiple points of view, including mine, which is offered without conflict of interest. That doesn't sit well with certain agendas which distort the facts."

The Manhattan-based Ivy League school has also defended Oz's right to freedom of expression

Backing Oz, Columbia issued a statement to say it "is committed to the principle of academic freedom and to upholding faculty members' freedom of expression for statements they make in public discussion."

Oz's TV career took off after his appearances on "Oprah."

REPORTER SLUGGED WORST JOB IN US

Newspaper reporter "topped" the list of CareerCast.com's ranking of the 200 worst jobs in America.

In its comment about the lowly ranking, CareerCast reports: "Readership has steadily moved from print publications, whether they be newspapers or magazine, in favor of online outlets. The resulting decline in advertising revenue has left newspapers, and thus, newspaper reporters, feeling the pinch."

It does note the skills of reporters "translate into fields with more promising, long-term outlooks such as public relations," which ranked No. 121 behind the tied nurse/recruiter jobs and ahead of elementary school teacher.

CareerCast says reporters earn \$35,267 per-year in a field that has a -13.1 hiring outlook. PR people earn \$191,144 in a profession with a 12.4 hiring rating.

Lumberjack, soldier and cook are the jobs ahead of reporter, according to the poll that measured work environment, stress level, income and hiring outlook.

CareerCast's five best jobs are actuary, audiologist, mathematician, statistician and biomedical engineer.

Chris Cillizza of the *Washington Post* offered this retort: "The honest truth is that journalism is really damn fun most of the time. That doesn't mean -- this is for you, haters -- that we don't take what we do seriously. We do.

But, a profession where you get to not only engage in the daily conversation around politics, pop culture (or whatever) but also write about it for some broader group of people is pretty hard to beat."

POLITICO REBRANDS 'CAPITAL NEW YORK'

Politico has rebranded *Capital New York* as *Politico New York* as the media company expands operations to individual states. It is launching publications in New Jersey and Florida.

"We have a chance here to do something special for journalism and state coverage," CEO Jim VandeHei said in a statement.

The company is expanding Mike Allen's morning tipsheet, *Politico Playbook*, with versions tailored for New Jersey, Massachusetts, California and Illinois.

With the revamp, *Politico* is merging media desks in New York and Washington under *Capital NY* editor Tom McGeeveran.

Politico Europe is slated for an April 21 debut.

Headquartered in Brussels, PE has bureaus in Paris, Berlin and London.

ABC VET COOLIDGE TO PBS NEWSHOUR

Richard Coolidge, who spent more than 20 years at ABC News, has moved to PBS Newshour for the just-created senior content and partnership producer slot.

Sara Just, executive producer at Newshour, said Coolidge's "experience producing news across platforms will serve as a valuable resource as NewsHour grows and expands online, on broadcast and on social."

His responsibilities will include integrating content from partners such as New York Times Video, *The Atlantic* and Center for Investigative Reporting.

At ABC, Coolidge produced political, national security and foreign affairs stories.



Coolidge

NYT UPS LEVIEN

The *New York Times* has promoted executive VP/advertising Meredith Kopit Levien to the chief revenue officer slot. She assumes responsibility for advertising and subscription sales, said Mark Thompson, CEO, in a memo to staffers.

Thompson believes "unifying the responsibilities of advertising and marketing under single leadership will offer us the opportunity to more effectively balance the needs and accelerate the progress of both groups."

BRIEFS

Kirsten Marchioli VP of consumer markets for WebMD, to Reader's Digest Association as VP and group publisher for RD and *Taste of Home*. She was previously with Time Warner and Warner Bros. Online.

Rodale has debuted *Rodale's Organic Life* with the May/June 2015 issue, a relaunch of *Organic Gardening*. It covers food, garden, home, and wellbeing.

DON'T LET YOUR VIDEO LAND YOU IN COURT

By Susan Stolov

"It's gotten pretty challenging for PR to avoid legal issues with online video," according to Laura Possessky, media and entertainment law attorney, because "PR use is, by definition, not necessarily a commercial use to advertise for a product, and it is not necessarily a news event, so what makes it challenging in the PR field is that the legal rules on this are more gray than black and white.

"That means PR professionals are always having to make that critical judgment — what is the piece going to represent and what is the context here. If the videos you make are put online, be aware that distributors like YouTube will pull them off quickly if there's a hint of an issue pertaining to copyright.

"It's happening more and more," said Possessky, "because the major content owners in the music and film industry have leaned heavily on Internet distributors to do a better job of removing unauthorized copyrighted material." And getting the video back up is a difficult process.

Plan ahead, check for clearance issues

Possessky said the most cost-effective way to avoid legal issues is to get your ducks in a row before you start. Paying up-front for certain things is a lot less costly than having to come back around and pay for it a year or two later. First, she said, if you're not producing it in-house, find a producer who will stand behind their product and has indicated to you knowledge of the rights and permissions that might be required. Then think carefully about how you'll use the material: will it be shown at a conference, how many people will see it and will it go on the web? If it's going on the web, how long? Also think about where you'll be videotaping and what is identifiable in the background. Will you be using footage or materials provided by a third party? And if so, in what context will you use those materials?

Media, entertainment and Internet attorney Joy Butler said creating a checklist of clearance issues is a good idea at the start of a project.

Tips specific to PR video

It's common for PR-produced videos to have a few stock images, and most assume, said Butler, that paying the stock image company for the rights has them covered. However, "that is not necessarily the case," according to Butler.

"Stock houses may get releases from models that allow their use in promotional videos, but do not cover a use dealing with sensitive material," Butler said.

Take, for example, the Getty Image-HIV Ad lawsuit, in which the person photographed was used in an advertisement that implied she was HIV positive. She is not, and she sued. Butler said "the license granted by the stock house frequently includes only rights related to the copyright of the image, and leaves the PR firm on its own to clear any additional rights triggered by the use of the image like privacy, publicity and defamation."

Release forms. This is an area where planning ahead is extremely important. With most release forms, the more

encompassing you are with your intended uses, the better. There are samples of release forms in the back of *The Permission Seeker's Guide Through the Legal Jungle*; the key to these releases is thinking about the future, as many companies will often use footage in many different ways, over a period of many years.

For example, one of Butler's sample releases: "The rights I grant to Producer are irrevocable, perpetual, worldwide, and include the right to use the interview in any

form, media, language or technology, now known or later developed," would likely keep you covered for many years. But, as in the Getty case above, the producers would have needed a very specific release form signed by the model, allowing

use in an ad that would depict her as HIV positive.

Airchecks and third party footage. Using airchecks and other footage is probably where PR people need to make the most judgment calls, because it often calls into play the concept of "fair use."

As with most copyright issues, how you use the material is key. Using a snippet of a TV news clip to show how something was covered in the news media at the time would likely be considered fair use, as long as your entire video was not just news clips, and you were not indicating that the news station endorsed your subject or product. Third party footage may in some circumstances also be considered fair use, but Possessky said it is always important to look at the different layers involved, who shot the video, who is in the video, is the location identifiable and are there products involved. There may be a layer that's not been covered under fair use.

Music. Show me a video producer who has not heard the following and I'll show you a video producer who is not a video producer: "I heard something on the radio last week and I really would like to use that in the video. Can we do that?" The answer might be "yes," if you have a big wallet and about a month to obtain clearance. In other words, the answer is likely "no!" Any music that is used to move along a piece or create mood, must be licensed.

I recommend you get a copy of the license to the music from the producer. This way, you'll know exactly how long you're allowed to use the music, and you'll have it should you or your client need proof.

Once the term is over, the video must be pulled completely off the site. Music licensing companies have software that can locate their music anywhere on the web, and they'll come knocking at your door and bill you \$1,000 or more if they find your rights were never purchased or expired — that's what you could be charged even if your original cost would have been \$75. And no one wants to have to come up with that kind of money five years after the project has been completed.

So, it's important that you've clearly thought through clearances, releases and rights before you upload. That will likely be your best shot in any video you make, and will keep you and your client's video out of court.

Susan Stolov is a director, producer and writer with Washington Independent Productions in Washington, D.C.

Not advertising, not news, the legal rules for the PR field are more gray than black and white.

NEWS OF PR FIRMS**MSLGROUP RAMPES UP SUSTAINABILITY UNIT**

MSLGroup's UK-based sustainability unit, Salterbaxter, has brought in Kristina Joss as a senior consultant in New York to boost its North American capabilities.

Publicis acquired Salterbaxter last year and placed the sustainability PR unit under the MSL mantle. Salterbaxter CEO Nigel Salter said Joss will work with MSLGroup corporate and brand citizenship director Scott Beaudoin to service North American clients.

Joss spent the last five years in the UK, including a stint as senior corporate advisor with Prince Charles' Business in the Community group focused on CSR.

Stateside, she was a marketing and comms. officer for the Eurasia Foundation and A/E for Racepoint Group in Washington.

MSLGroup is planning its annual Sustainable Business Forum in New York for May 14.

LEWIS LOCKS UP FINANCING TO EXPAND

London-based Lewis PR said it has locked up \$27M in financing from HSBC to pursue new services and offices through acquisition.

The 20-year-old independent, tech-focused firm is eyeing India, China, South America and the US for expansion over the next five years of the financing agreement and said it will take majority or minority stakes in other firms.

CEO Chris Lewis said, in addition to client services, the firm will invest \$3M over the next two years in staff development and training, including its Rise joint venture with the University of the Arts London.

Lewis recently snapped up San Diego-based digital agency Piston.

Lewis claims overall revenue of \$72 million, including \$37M in the US.

PR EXEC SAFFIR DIES

Leonard Saffir, executive VP of Porter Novelli International, New York, from 1984-1990, founder of four newspapers and author of three books, died in January in Lake Worth, Fla., according to an obit published in the April 19 New York Times.

Saffir authored *Power Public Relations*, *How to Get PR to Work for You*, *Power Public Relations: How to Master the New PR*, and *PR on a Budget*. He was also chief of staff and press secretary to former U.S. Senator James Buckley, served in the U.S. Marines, and was president, Overseas Press Club of America.

Surviving are his wife, Eleanor; children Andrew, Michelle, and Samantha, and two grandchildren.

BRIEFS: The OutCast Agency is guiding PR for Acorns, the fast-growing investment app popular with younger users that rounds up spare change and invests it in various funds. The app, which has grown to more than 650K members in seven months, locked up \$23M in a Series C round of funding closed on April 15. Greycroft Partners and e.ventures led the latest round ... **Chassix**, the \$1.4B automotive component supplier, is relying on **Joel Frank, Wilkinson Brimmer Katcher** for PR support in bankruptcy.

NEW ACCOUNTS**New York Area**

Allison+Partners, New York/Seventh Generation, for product PR, corporate and advocacy work, blogger relations and social media; Airbnb China, for features, familiarization events and media awareness programs; ForSaleByOwner.com, real estate site backed by Tribune Publishing, for social and digital PR; Dignity Health; Equity Residential, and PKWare.

Laura Davidson PR, New York/New York Marriott at the Brooklyn Bridge, the largest hotel in Brooklyn with 665 rooms and suites, a fitness center, and 40,000 square feet of banquet and meeting space, for PR as it unveils a new look in May and undergoes a redesign slated for 2016.

5W PR, New York/NeoCell, collagen brand nutraceuticals, for consumer PR targeting the beauty market, including media relations toward women's and men's consumer print media, national and regional broadcast, business media, celebrity outlets, beauty/lifestyle websites and blogs.

East

Aberdeen Associates, Greenwich, Conn./Innovacyn, human and animal healthcare products, for PR for its Vetericyn Plus wound and skin care product for the livestock and veterinarian industries.

Imre, Baltimore/PowerBar, sports nutrition products, as AOR for PR, social media and creative. The firm handled several projects over the past 18 months, including its Tour de France sponsorship last year.

Buffalo Brand Invigoration Group, Vienna, Va./Boyer Golf, Michigan lower peninsula group of 11 golf courses across three resorts, for public and media relations aimed at American and Canadian audiences.

Qorvis MSLGroup, Washington, D.C./National Safety Council and the Univ. of Iowa Public Policy Center, for a national campaign to educate drivers about new safety techniques. The \$3.25M pact is centered on MyCarDoesWhat.org and led by SVP Sheila McLean, who previously handled General Motors and Chrysler. The NSC is a non-profit chartered by Congress that works with the private sector on safety issues.

Southeast

Uproar PR, Orlando/Front Burner Brands, restaurant management company and owner of The Melting Pot fondue eateries, for PR and social media.

Simply the Best PR, Boca Raton/LA Via Ristorante & Bar, as AOR for the eatery.

Midwest

FleishmanHillard, St. Louis/Emma L. Bowen Foundation, four-year internship programs, as AOR to handle PR, social and digital media, and content development to promote greater career diversity and opportunities for people of color in media and PR jobs. Quinn Fable Advertising is handling creative.

Southwest

Idea Grove, Dallas/Pivot3, hyper-converged infrastructure (HCI) solutions, as AOR for PR and social media. **Champion Management Group**, Addison, Tex./CiCi's Pizza, pizza buffet chain, as AOR for PR. SPM Comms. previously handled the work. CiCi's, which started in Plano, Tex., has 450 restaurants in 32 states.

NEWS OF SERVICES**USA TRAVEL PUSH NAMES CMO**

David Whitaker, who led destination marketing organizations for Miami and Toronto, is taking the CMO reins at Brand USA, the campaign that promotes overseas tourism to the US.

Whitaker was recently president and CEO of the \$37M Tourism Toronto DMO. He spent 17 years with the Greater Miami Convention and Visitors Bureau, departing as executive VP and CMO. He earlier led marketing for the United Way of Miami-Dade.

At Brand USA, which he joins in May, he will report to president and CEO Christopher Thomson and oversee consumer marketing, trade outreach and similar endeavors.

Hill+Knowlton Strategies is Brand USA's external PR firm, defending the work in a review last fall.

Brand USA is the former Corporation for Travel Promotion, formed in 2010.

**Whitaker****BROWNSTEIN HYATT TOUTS US ENGAGEMENT**

Brownstein Hyatt Farber Schreck is working with the US Global Leadership Coalition to maintain America's leadership on the world's stage.

A coalition of more than 400 business and NGOs support the effort to fully fund the international affairs budget.

The campaign advocates for a "smart power approach of elevating diplomacy and development alongside defense in order to build a better, safer world."

It worries that the "nation's smart power tools are underfunded and undermanned."

BHFS staffers Elizabeth Maier, former aide to Arizona Republican Senator Jon Kyl; Marc Lampkin, ex-counsel for the House Republican Conference; and Doug Maguire, ex-advisor on USAID/World Bank projects, work the Campaign business.

Campaign members include Wal-Mart, Caterpillar, Pfizer, Catholic Relief Services, P&G, Boeing, Mercy Corps. and International Rescue Committee.

PINTEREST PUSH TAKES TOP MN PR HONORS

Exponent PR and client Land O'Lakes won Best in Show honors at Minnesota PRSA's Classics Awards April 9 for a Pinterest-based campaign that saw the agricultural cooperative support food banks each time a user "pinned" a recipe.

The 2014 campaign, "Pin a Meal. Give a Meal," saw Land O'Lakes donate \$1 to Feed America for each recipe posted on the cooperative's Pinterest page, an effort that provided 2.7M meals through community food banks.

Exponent took home 12 awards on the night, while Spong (8), PadillaCRT (7) and Weber Shandwick and Risdall (4 apiece) were other top winners. [Complete list is at mnprsa.com]

The event also honored Weber Shandwick North America president Sara Gavin with the group's Donald G. Padilla Distinguished Practitioner Award. Belmont Partners A/E Maggie LaMaack was named Young Professional of the Year Award. .

PEOPLE**Joined**

Stan Alleyne, chief communications officer of Minneapolis Public Schools, has joined Tunheim in Minneapolis to lead its education and non-profit business. He is a former TV and print reporter from North Carolina who shifted to education PR in the Tarheel State in the early 2000s. He moved to Minneapolis in 2008 to direct communications for the 35,000-student district.

**Alleyne**

Ann Balsamo, a 10-year consumer marketing/technology PR veteran, joined Elasticity on April 15 in the VP-accounts slot. The FleishmanHillard and Weber Shandwick alum, has represented clients such as AT&T, BeechNut Baby Food, McDonald's, P&G, Hitachi, US Census Bureau and St. Louis Fine Art Museum.

Jim Savage, who led Edelman's Dallas corporate practice, has moved to Pierpont Communications as senior VP and GM of the Houston-based firm's Dallas outpost. He takes a post vacated in December by another Edelman alum, Teresa Henderson, who is now a SVP at Saxum. Savage is a former VP of PA and corporate communications for the Federal Reserve Bank of Cleveland and held senior corporate PR roles at Western Financial Group and Philips Electronics. He worked on the agency side at Reputation Leadership Group, where he was a managing partner before his recent stint at Edelman.

Jenny Moede, former North America president of Waggener Edstrom, has moved to Portland-based digital agency Citizen as CEO. Moede has consulted for the firm for the past seven months as she led Oregon Story Board, a digital storytelling incubator. Ten-year-old Citizen combines technology and design consulting for clients like Daimler, adidas and T-Mobile. Moede works alongside partners See Pike and Piper Carr to lead the firm. She spent 20 years at WaggEd in Portland and earlier did a stint at Edelman in Washington, D.C.

**Moede**

Christine Harrison, former SVP for APCO Worldwide's healthcare practice, to Reservoir Communications Group, Washington, D.C., as managing director.

Jenny Kay, manager of Congressional, state and local affairs for No Labels, and **Caroline Dutton**, ex-chief of staff at No Labels, join as managing associates.

Chris Boyer, associate VP of digital marketing/comms., North Shore-LIJ, to ReviveHealth, Nashville, Tenn., as digital senior VP. Also, **Scott Hutcheson** joins as VP of content strategy, **Nick Crocco** as senior interactive designer, and **Nathan Juarez** as graphic designer, mixed media.

Tim Olson, brand and product marketing manager, LifeProof, to Suzuki Motor of America, Brea, Calif., as PR manager for the motorcycle, scooter, ATV and outboard motor maker. The former journalist was PR manager for Yamaha Motor Corp. USA. He was previously editor at Motorcross.com.

FDA CHALLENGES KIND BARS ON 'HEALTHY'

Kind Healthy Snacks, which makes liberal use of the words "healthy" and "healthful" in selling 28 granola bars, including six with "Healthy" in their names, flunks FDA requirements for use of that term and has been ordered to make corrections.

The Food & Drug Administration told Kind in a letter March 17 that the company did not meet the requirements for use of the term "healthy" on a food label, singling out four of the products.

Joseph Cohen, SVP of communications for Kind and 2014 chair of PR Society of America, said the company is fully committed to working with the FDA and is "moving quickly to comply with its request."

He said nuts were to blame for the labeling problem. The nuts in the bars "contain nutritious fats that exceed the amount allowed under FDA's standards," he said. "There is an overwhelming body of scientific evidence supporting that nuts are wholesome and nutritious."

Dr. Suzanne Steinbaum, preventive cardiologist at Lenox Hill Hospital, New York, said candy bars can also make the claim that they have nuts.

Four Bars Singled Out

Singled out as having too much saturated fat to be considered healthy, said Bloomberg, were Fruit & Nut Dark Chocolate Cherry Cashew, Fruit & Nut Almond & Apricot, Fruit & Nut Almond and Coconut, and Plus Peanut Butter Dark Chocolate + Protein.

Kind snack foods, according to Wikipedia, deliver between 180 and 210 calories and include a balance of fats and protein. The Kind Healthy Grains bars deliver 140-150 calories (equivalent of 9-10 teaspoons of sugar) and have at least 18 grams of whole grains per bar.

Strong & Kind bars deliver 230 calories each with 10 grams of protein. The 230 calories is the equivalent of 15.3 teaspoons of sugar.

A Milky Way candy bar (not made by Kind) has 170 calories. A 5th Avenue candy bar has 250. A 12-ounce can of Coca-Cola has 140 calories. A 12-ounce can of Pepsi-Cola has 150 (ten teaspoons of sugar).

BURSON DRIVES PR FOR SPAM FOOD TRUCK

Burson-Marsteller is driving PR for Hormel Foods' Spam food truck tour, a 12-stop cross-country celebration of the iconic canned meat.

The "Spamerican Tour" launches in Los Angeles today and will visit the Toyota Grand Prix with Sharon Wang of Sugar Bloom Bakery as the celebrity chef whips up kimchi Spam musubi croissants. Each stop will include a local chef whipping up recipes that include Spam.

After a run through San Francisco, Denver, San Antonio and Tulsa, the Spam truck heads to the East Coast before wrapping up in Chicago in mid-July.

Nicole Behne, marketing director for Hormel's grocery products division, said the company found Spam used in various eateries across the country from Midwest diners to Manhattan hot spots. She said the food truck tour is meant to share Spam recipes with America "and celebrate the chefs who serve them."

Burson has worked with Hormel since 2005 and worked the 75th anniversary of Spam in 2012.

IPG HIKES ROTH'S PAY 10%

Interpublic CEO Michael Roth earned a 9.7 percent rise in '14 total compensation to \$12.9M as net soars 74.7 percent to \$505M, according to the ad/PR conglomerate's proxy statement.

The firm sweetened his \$1.4M base salary with \$6.4M in stock awards, \$4.7M in non-equity incentive plan comp, \$383K in other payments and \$31,118 due to changes in pension plan values.

CFO/executive VP Frank Mergenthaler saw a 9.0 percent increase in total comp to \$5.4M.

Chief strategy & talent officer Philippe Krakowsky enjoyed an 18.7 percent boost to \$4.5M.

At the May 21 annual meeting in New York's Paley Center for Media, IPG shareholders will get their first look at three new board members who joined it as part of the stand-still agreement hammered out with Elliott Management. They are Jon Miller, former CEO of News Corp.'s digital group; Henry Miller, chair of Marblegate Asset Management; and Deborah Ellinger, ex-CEO at Princeton Review and Wellness Pet Food.

CONG. MOVES TO CLOSE 'REVOLVING DOOR'

Rep. Rod Blum has introduced the "No Golden Parachutes for Public Service Act," which would ban Members of Congress from ever becoming federal lobbyists once they leave office.

The Iowa Republican, who believes serving constituents should be reward enough for his colleagues, wants to "close the revolving door between Congress and special interest groups," according to his statement.

If the measure becomes into law, Blum believes politicians will "focus on representing their constituents instead of catering to lobbying groups who offer a lucrative post-electoral career."

The no golden parachutes effort is the first bill introduced by first-term Congressman Blum.

On a related note, Blum formed the Congressional Term Limits Caucus earlier this month with Texas Democrat Beto O'Rourke.

Blum aims to weed out politicians "who are incentivized by the system to care more about retaining their position than doing what is best for the country."

Before joining Congress, Blum was CEO of Eagle Point Software and owner of Digital Canal software.

CHR ADDS REAL ESTATE FIRM ZLOKOWER

The CHR Group has acquired New York-based real estate PR specialist Zlokower Company.

The acquisitive holding company now has eighteen firms in its group, spanning PR, digital marketing, package branding and advertising.

Thirty-two-year-old Zlokower Co. is led by Harry Zlokower, an agency alum of the 1970s and '80s at Ruder Finn and Rubenstein Assocs. Senior VP Gail Horowitz and VP Dave Closs are senior staff of the firm, which has a client roster spanning every sector of real estate, from architecture and design to REITs and shopping center owners.

CHR has acquired PR firms Trylon SMR, Idea Workshop and Raker Goldstein in the past year, among other deals.

PR OPINION

Prof. Tina McCorkindale of Appalachian State University, slated to become CEO of the Institute for PR May 11, should not take that post unless she wants to destroy IPR's 26-year record of independence.

She would inherit Frank Ovaitt's \$150K salary which would be a boost from her professor's pay. But the price to IPR and the industry would be too great.

McCorkindale, as a leader of PR Society of America, including being past chair of the Educators Academy and a director of the Society-controlled Universal Accreditation Board, represents the competitor of IPR—the Society's Foundation, which has battled IPR from Day One.

IPR broke away from the Society in 1989 because IPR leaders could no longer tolerate the demand that all directors be APR. Legally, the 501/c/3 charitable/educational arm of the Society (a tax status that allows companies to deduct contributions from their earnings) was supposed to be "independent."

But soon as the 501/c/3 exercised its independence, the leaders of PRS, smoke coming out of their ears, denounced the new entity and created the PRS Foundation. The last thing the PR industry needs is two such entities.

Two 501/c/3's Remain Tiny

Neither has gone much of anywhere in 26 years. Income of IPR in 2014, not counting dubious "in-kind" donations of service totaling \$279,00 as "income," was \$674,012. The Society's Foundation only took in \$250,526 in 2013, latest return available. No other group we know of reports donated goods and services as income. It doesn't belong in a financial report except to bloat results.

On the IPR plus side, on April 17 it put its 2014 audit on its website in the public area, showing transparency and openness.

Opposite to this is the culture of McCorkindale's PR Society which provides no such posting. It will fight the O'Dwyer Co. tooth and nail when we try to get the Society's audit. Two members were expelled from the Society last year on suspicion of accessing the audit for us and without a hearing of any kind.

That alone should bar McCorkindale from having anything to do with IPR. It's only the tip of the iceberg of the PR Society's abusive practices.

IPR's slogan is "The science beneath the art of PR." There's nothing scientific about stonewalling and boycotting. The PRSA Foundation, in typical "Who needs the press?" fashion, says any reporter who wants to attend the Paladin dinner April 23 honoring Charlotte Otto, who retired from Procter & Gamble in 2009, will have to pay \$500.

APR Participation Plummet

Another major negative is McCorkindale's seat on the UAB, ten of whose 17 members are PR Society. There has been a steep, even catastrophic drop in new APRs as PR people turn away from this bogus offering.

The UAB website shows 97 new APRs for 2014, a drop from 180 in 2013 and 170 in 2012. The 97 who

passed includes members of seven other groups. UAB stopped breaking out totals by member groups several years ago. PR Society members passing APR typically made up 85% of the total. So about 85 of those getting APRs in 2014 were from the Society. That contrasts with 346 members becoming APR in 1992 when membership was only 15,462 vs. 22,000 currently.

PR Society's Own Research Gutted APR

The Society paid at least \$100K for a study by consultant Laura Freebairn-Smith in 2013 to help observe the 50th anniversary of APR in 2014.

She delivered a number of haymakers to the program that have been ignored by the leaders. They had crippled her research from the outset by not allowing her to ask the 750 members she interviewed whether or not the program should be dropped.

Since UAB is not "independent," it lacks the power to "accredit" anyone, said Freebairn-Smith. She also said UAB does not "address concerns of ethical violations," its maintenance requirements are "not strict enough," its website is "dated and does not convey an image of a robust, successful credential," and no other organization has something like the "Readiness Review" that the UAB conducts before candidates can take the test.

The UAB test since 2003 is multiple choice at a time when the demand for good copy from PR people is escalating because media revenues have plummeted, erasing tens of thousands of jobs. CareerCast has just named "newspaper reporter" as the worst job among 200 on its list.

With so many negatives loaded on APR, one might expect the Society to at least re-evaluate it. But speaker after speaker at the 2014 national conference, including candidates for chair-elect Mark McLennan and Blake Lewis, reaffirmed the Society's commitment to APR. Kathy Barbour, 2015 chair, said, "I wear my APR pin proudly." Joe Cohen, 2014 chair, vowed to find new ways to improve and market APR.

If McCorkindale wants to leave the academic world, following the path of 2011 Society chair Rosanna Fiske, ex-Florida Int'l University who is now VP-Florida for Wells Fargo, she might look to Wells Fargo or other blue chips whose executives are Society members.

Also working for Wells Fargo as VP-communications, Mid-Atlantic region, is 2004 Society chair Del Galloway. He is one of the three co-chairs of the 2015 conference in Atlanta Nov. 8-10. Oscar Suris, head of corporate communications of WF, one of the four biggest banks, is co-chair of IPR. McCorkindale, he said, "is a well-respected researcher who has been active in academic and professional organizations that are squarely aligned with IPR's focus on PR and communications."

The PR Society's behavior is not aligned with the values or communications practices of IPR. Suris, co-chair of the 2013 conference in Philadelphia, did nothing to remove the blockage of the O'Dwyer Co. at that meeting. Calls and emails to him were not returned.

— Jack O'Dwyer