



Jack O'Dwyer,  
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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## LOUISIANA EYES FIRMS FOR BIZ PITCH

Louisiana's economic development engine, which has landed some high-profile industrial and tech business in the past year from companies like IBM and Lockheed Martin by wielding tax breaks, has launched a, agency search to handle strategic marketing and communications to pitch the Pelican State for domestic and international businesses.

Baton Rouge-based Louisiana Economic Development, which also administers tax breaks and has wooed recent businesses like Bell Helicopter's Lafayette factory and an IBM tech center in the capital, released an RFP on April 13 that said it will consider pitches from individual agencies or groups of firms for the four elements of the account: strategic development/brand identity; website and digital communications; external communications, and media buying.

A one-year contract with two option years is planned.

Despite some high profile industrial wins, some state lawmakers expressed skepticism about LED's upbeat reports on job growth in Louisiana last month amid falling corporate tax revenue.

Lori Melancon, senior director of marketing and communications, is handling the RFP process.

Proposals are due May 15. View the RFP: <http://bit.ly/1h5JbNt>.

## MYERS AUDITIONS FOR WARNER BROS.

Dee Dee Myers, former press secretary to President Clinton, is leaving a managing director slot at Glover Park Group to head communications for Warner Bros. Entertainment.

Myers, who is trading Washington for Los Angeles, is slated to take the executive VP, worldwide corporate communications and public affairs, role on Sept. 2, reporting to newly minted CEO Kevin Tsujihara.

Susan Fleishman is stepping down from the role after nine years, most under former CEO Barry Meyer, who remains chairman. Warner Bros., one of the six major film and television studios, is a unit of Time Warner.

Myers was Clinton's first-term press secretary and the first woman to hold the job, following stints in Democratic politics in Los Angeles and DC. She joined Glover Park, now owned by WPP, in 2010 after working as a journalist, political commentator and advisor to NBC's "The West Wing."



Myers

## OMNICOM CHIEF WREN HAULS IN \$18M IN '13

Omnicom Group CEO John Wren collected \$18.1 million in 2013 total compensation, showing a healthy 21.7 percent rise during the period in which the ad/PR conglomerate posted flat revenues and net incomes of \$14.6B and \$1.1B, respectively.

Wren, who earns a \$1M salary, registered a 19.8 percent rise to \$10.1M in cash payments under OMC's non-equity incentive plan bonus scheme.

Gary Roubos, the 77-year-old former CEO of industrial Dover Corp., chairs OMC's compensation committee of the board.

According to OMC's proxy statement, the committee rewarded Wren for driving "solid financial growth" during the past year. The CEO "developed the company's acquisition strategy and identified and invested in high-performing businesses, including those in rapidly growing markets..." Roubos has been an OMC director since 1986.

Wren's partner, CFO Randy Weisenburger, enjoyed a 13.1 percent hike in total comp to \$11.9M. His cash bonus rose 10.8 percent to \$6.5M.

The "merger of equals" between OMC and Publicis Groupe is still undergoing governmental reviews.

*Beauty/Fashion,  
City and Regional  
Rankings Issue*



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## GM DRIVES OUT COMMUNICATIONS CHIEF

Selim Bingol, senior VP of global communications and public policy for General Motors, is leaving the company amid its ongoing recall crisis.

CEO Mary Barra announced April 14 the exit of Bingol and human resources chief Melissa Howell.

GM said the executives are leaving immediately "to pursue other interests."

The company hired former Hill+Knowlton Strategies EVP Jeff Eller earlier this month.

Bingol, who handled PR through GM's 2010 initial public offering, joined GM from AT&T, where he was SVP of corporate communications, in 2010. He added global public policy to his purview in October 2012. He was previously at FleishmanHillard in Washington and worked on the Hill.

"We appreciate Selim's service and for his helping tell the GM story during one of the most exciting periods in the company's history," Barra said in a statement.

GM has not yet named a successor.



Bingol

## **PUBLICIS REVENUES GROWTH UP IN 1Q**

Publicis Groupe reported first quarter 2014 revenue climbed 2.2% to around \$2.2B, following a rocky fourth quarter.



**Levy discusses Publicis' Q1 earnings.**

Chairman and CEO Maurice Levy said Publicis rebounded from the end of 2013 to post organic growth of 3.3% on the strength of digital, its US operations, and as emerging markets and Europe showed signs of life.

Levy said the blockbuster merger with Omnicom is "moving forward even though progress is slower than anticipated." The deal is still expected to close in the third quarter, although antitrust clearance is still under review in China.

North American revenue (half of Publicis' income comes from the US) saw organic growth of 4.3% to just over \$1B on "renewed vigor" of the US economy.

On the PR front, key wins for MSLGroup during Q1 included Brazil accounts Amplificação and Trident. Publicis also acquired Washington-based Qorvis during the period.

Publicis debt is €790M against €761M in cash and securities.

Levy said he expects growth topping 4% for the year.

## **TENEO EXPANDS NASCAR DUTIES AS EXEC EXITS**

NASCAR is expanding its relationship with Teneo Strategies as the auto racing juggernaut's VP of public affairs leaves.

Teneo is the firm of former FTI Consulting CEO Declan Kelly and Clinton consigliere Doug Band. Terrence Burns, former managing director of corporate communications for NASCAR, is a managing director at New York-based Teneo.

Leaving NASCAR is Marcus Jadotte, a nine-year veteran who led its diversity push, including programs to recruit female and minorities to become drivers and pit crew members in the sport.

NASCAR in 2009 settled a \$225M discrimination and sexual harassment suit from a female, African-American car inspector.

Jadotte also led PA, handling the league's state and federal relationships after earlier serving as senior manager for national media outreach. He moved to NASCAR in 2005 from the political realm, where he was chief of staff to Florida Democratic Rep. Debbie Wasserman Shultz and ex-Rep. Peter Deutsch.

In a statement, NASCAR chairman and CEO Brian France credited Jadotte with making NASCAR "a leader in diversity and inclusion among the sports industry." He said NASCAR will expand its existing relationship with Teneo for its PA activities. It has worked with the firm since last year.



**Jadotte**

## **CARTER TO TRUMPET CHICAGO PUB CLUB**

Former president Jimmy Carter will keynote the Publicity Club of Chicago's Golden Trumpet Awards ceremony June 4 at the Palmer House Hilton Hotel.

PCC is staging a 45-minute before-show members-only meet-and-greet with the 39th president and Nobel Prize winner for \$350. Chicago TV correspondent Bill Kurtis also will be on hand.

Jon Kaplan, dinner chair and media relations director at Greenmark PR, says an "extremely limited number of tickets are available" for the Carter reception so it's best to order those ducats as soon as possible.

Ticket sales end May 5. Register online is at [www.publicity.org](http://www.publicity.org). Price for only dinner/ceremony is \$130.

During the night, PCC will give "Lifetime Achievement Awards" to Chicagoland PR veterans Rick Jasculca and Jim Terman of Jasculca Terman Strategic Communications.

## **COLORADO UNCORKS WINE MARKETING RFP**

The trade group for Colorado wine producers has uncorked an RFP to promote the state's growing wine industry to consumers in Colorado and across the country.

The Colorado Wine Industry Development Board, which said it has employed sporadic marketing in the past and does not currently have an agency under contract, released an RFP on April 11 for a branding or PR firm to develop a year-round campaign employing social media, PR, media tours, events and potentially advertising on a \$200K budget. In-state and national consumers are to be a focus.

Colorado ranks 20th among states for wine production, based on 2012 production of 334K gallons. While its growing elevations are among the highest in the world, the state claims 300 days of sunshine and conditions on par with Napa Valley or Washington State. The board said sales of Colorado wines hit \$28.2M last year with an industry impact of \$144M, including employment and secondary effects. Colorado wineries are also generating tourism interest with \$103M in direct and indirect economic activity in that sector.

A one-year contract is expected starting July 1. Proposals are due May 9.

## **RAYTHEON'S STRUBHAR FLIES TO QORVIS**

Keith Strubhar, a corporate and agency PA pro, has left Raytheon for a senior VP post at Qorvis MSLGroup in Washington.

Strubhar was director of communications for Raytheon Intelligence, Information and Services, a \$5.5B business of the defense contractor. He was previously director of PA at Burson-Marsteller and led the firm's energy and infrastructure operation. He was also a senior VP at B-M's Direct Impact grassroots operation and led consulting firm AshtonKnight for three years.

Michael Petruzzello heads Qorvis MSL and directs North American PA. MSLGroup acquired Qorvis in January.

Raytheon was a Qorvis client.



**FORBES, HUFFPOST ON DIGITAL, PR, NATIVE ADS**

Print magazines like *Forbes* don't have a readership problem, they have an advertising problem, *Forbes* Media chief revenue officer Mark Howard told Gibbs & Soell's annual "Welcome to the Global Street Fight" event in New York on April 11.

"Readers are excited as ever to read and consume," he said, "to see what our editors have curated and see what they want readers to know. ... People appreciate the finite experience of a magazine with a beginning, middle and end." But technology has introduced hypertargeting and microtargeting to the ad realm, metrics that don't translate well to print media that have to bridge that divide. "There is value in the messages in advertising that goes with the content. The challenge is providing metrics that you get from the web."

"I still think print has a place in the ecosystem," said Jimmy Soni, managing editor of *The Huffington Post* who said he reads *The New Yorker*, *GQ* and *The Economist*, among print publications. "It's a different reading experience."

Soni said the "journalism is dead" argument amid the rise of digital is answered by outlets like Politico, Pro Publica, HuffPost, BuzzFeed and UpWorthy, all founded in the last 10 years. "Many are generating content that wouldn't have otherwise been produced," he said. Asked by G&S president/CEO Luke Lambert about the gripe that most new media get content from "old media," Soni said operations like Politico and HuffPost spend "enormous amounts of money and time creating stuff out of whole cloth."

**'Net Not a Zero-Sum Game for Readers**

Soni, who confessed that it's not his job to find a way to monetize the content his publication produces, said social media has provided infinite potential for eyeballs, expanding readership and changing the PR game.

He said the Internet has also made the media ecosystem "less hostile" and more open to collaboration. "Partnerships are now the coin of the realm," he said. "We work with BuzzFeed or UpWorthy as their eyeballs might become ours. It's not a zero sum game on the Internet. ... Most people in this room probably consume around 50 news sources a day."

"The era of the blind pitch is over," he said, noting that he does not read unsolicited email or pitches "unless you split the atom." Soni said there are two key factors to the PR realm right now. First: "Be so good we can't ignore you." He pointed to JPMorgan Chase as an example of a company that has attracted its share of negative headlines, also garnering coverage for its work with veterans. And second: "Recognize that you're more in

charge of your story than you've ever been." He cited Volkswagen's viral ad featuring actor Jean-Claude Van Damme as an example of company-produced content that garnered wide coverage. Another example was clothing retailer Gap's empathetic response to racist graffiti on one of its ads that sparked a "Thank you, Gap" campaign.

He said a company like Goldman Sachs, "a company we often go after," works with HuffPost on their small business initiatives, through paid content and advertising.

**Forbes' Native Ads, Digital Growth**

Howard said the magazine is the "front door to our brand," which also encompasses digital and conference and events. "Who we profile on the cover is very important to the business world," he said. But the foundation for *Forbes'* road to digital credibility and growth came from separating the magazine from its Internet push.

Howard said in 2000-01 Tim Forbes spun out *Forbes.com* as a separate entity from the then-84-year-

old magazine to allow breathing room "to figure it out for ourselves." He said *Forbes'* decision to buy the content platform True/Slant 2010, which compensated writers by both monetary payment and via advertising and sponsorship revenues of their pages. The move coincided with media job cuts that left a lot of writers out of work without a platform on which to produce content. Many embraced the True/Slant platform and provided a wide range of professional content to grow the site, which, Howard noted, is not a news site but a forum for opinion and analysis of news and issues.

*Forbes* also in 2010 rolled out its native ad platform BrandVoice, which affords significant control to advertisers producing editorial for the *Forbes* site. The posts are clearly marked as BrandVoice content. Howard said advertisers are taught to use *Forbes'* content management system and publish "just like editorial staffers." Advertisers get a monthly site license that allows them an unlimited number of posts. The platform is expected to make up to 30% of *Forbes'* ad revenue by 2014.

Soni said the HuffPost's success has come in part because its staffers are as focused on publishing as much as content. "Editors know data patterns, audience development," he said. "You can't bury your head in the sand about where your audience is coming from."

The HuffPost in 2012 became the firm digital media outlet to win a Pulitzer Prize as senior military correspondent David Wood's "Beyond the Battlefield" series on wounded veterans and their families. "It sent a wakeup call to the industry that the Internet is not a dirty word," said Soni, "that you can reach a large audience with quality content."



**Luke Lambert, president/CEO of Gibbs & Soell, Jimmy Soni, managing editor, The Huffington Post, and Mark Howard, chief revenue officer, Forbes Media.**

## O'Dwyer's Rankings of Beauty & Fashion PR Firms

Firm	City	2013 Net Fees
1. Edelman	New York	\$16,494,517
2. Ruder Finn	New York	\$7,393,000
3. Kaplow	New York	\$5,413,000
4. French   West   Vaughan	Raleigh	\$4,225,613
5. 5W Public Relations	New York	\$3,700,000
6. Turner PR (Fahlgren Mortine)	Columbus	\$1,836,872
7. Coyne PR	Parsippany	\$1,594,000
8. Zeno Group	New York	\$993,904
9. Allison+Partners	San Francisco	\$898,000
10. O'Malley Hansen Comms.	Chicago	\$688,000
11. Formula PR	New York	\$668,454
12. SPM Communications	Dallas	\$570,621
13. LaunchSquad	San Francisco	\$525,775
14. Linhart Public Relations	Denver	\$521,913
15. Finn Partners	New York	\$353,404
16. Beehive PR	St. Paul	\$300,809
17. The Buzz Agency	Delray Beach	\$290,494
18. Peppercomm	New York	\$188,478
19. Pan Communications	Boston	\$180,000
20. Rosica Communications	Paramus	\$174,700
21. TransMedia Group	Boca Raton	\$150,000
22. Hope-Beckham	Atlanta	\$143,066
23. Maccabee	Minneapolis	\$126,255
24. Marketing Maven PR	Camarillo	\$94,037
25. Jackson Spalding	Atlanta	\$66,561
26. Schneider Associates	Boston	\$60,000
27. Sachs Media Group	Tallahassee	\$55,400
28. IW Group	W. Hollywood	\$46,000
29. Stuntman PR	New York	\$45,000
30. PadillaCRT	Minneapolis	\$19,500

## Chicago PR Firms

Firm	City	2013 Net Fees
1. Edelman	Chicago	\$96,062,039
2. SS PR	Northfield	\$13,495,600
3. Zeno Group	Chicago	\$10,924,098
4. FoodMinds	Chicago	\$6,432,640
5. Public Communications Inc.	Chicago	\$6,214,154
6. Finn Partners	Chicago	\$4,748,000
7. L.C. Williams & Associates	Chicago	\$4,659,667
8. Walker Sands Comms.	Chicago	\$3,819,129
9. APCO Worldwide	Chicago	\$2,128,100
10. MWW Group	Chicago	\$1,740,000
11. O'Malley Hansen Comms.	Chicago	\$1,650,000
12. Taylor	Chicago	\$1,005,880
13. Allison+Partners	Chicago	\$778,000

## Boston PR Firms

Firm	City	2013 Net Fees
1. Racepoint Global	Boston	\$23,915,652
2. Regan Comms. Group	Boston	\$23,365,000
3. Rasky Baerlein Strategic Comms.	Boston	\$9,957,467
4. Inkhouse Media + Marketing	Waltham	\$6,383,153
5. 360 Public Relations	Boston	\$6,169,477
6. Pan Communications	Boston	\$6,008,000
7. ICR	Boston	\$4,252,557
8. Schneider Associates	Boston	\$2,689,819
9. RF   Binder Partners	Boston	\$1,100,000
10. LaVoieHealthScience	Boston	\$1,010,606

## Los Angeles PR Firms

Firm	City	2013 Net Fees
1. Edelman	Los Angeles	\$14,834,374
2. Davies	Santa Barbara	\$10,980,650
3. Zeno Group	Santa Monica	\$5,440,338
4. Finn Partners	Los Angeles	\$5,149,000
5. Cerrell Associates	Los Angeles	\$4,001,072
6. MWW Group	Los Angeles	\$3,361,000
7. W2O Group	Los Angeles	\$3,018,097
8. ICR	Los Angeles	\$2,647,377
9. Konnect Public Relations	Los Angeles	\$2,341,603
10. Allison+Partners	Los Angeles	\$2,100,000
11. IW Group	W. Hollywood	\$2,095,000
12. J Public Relations	San Diego	\$2,019,734
13. BLAZE	Santa Monica	\$1,589,100
14. VPE Public Relations	So. Pasadena	\$1,425,434
15. Marketing Maven PR	Camarillo	\$934,859
16. Pulp-PR	Los Angeles	\$374,886
17. Taylor	Los Angeles	\$367,625

## Florida PR Firms

Firm	City	2013 Net Fees
1. Zimmerman Agency	Tallahassee	\$11,000,000
2. Jeffrey Group	Miami	\$9,201,011
3. Max Borges Agency	Miami	\$9,116,390
4. rbb Public Relations	Miami	\$5,810,104
5. Moore Comms. Group	Tallahassee	\$4,295,584
6. Sachs Media Group	Tallahassee	\$4,245,863
7. Boardroom Communications	Plantation	\$2,300,000
8. Edelman	Orlando	\$1,416,829
9. TransMedia Group	Boca Raton	\$1,345,145
10. Finn Partners	Ft. Lauderdale	\$928,000
11. The Buzz Agency	Delray Beach	\$706,795

## Texas PR Firms

Firm	City	2013 Net Fees
1. W2O Group	Austin	\$21,529,088
2. Edelman (inc. Dallas & Houston)	Austin	\$10,742,992
3. Pierpont (inc. Austin & Dallas)	Houston	\$5,831,496
4. MWW Group	Dallas	\$3,241,600
5. SPM Communications	Dallas	\$2,098,365
6. OCG PR	Ft. Worth	\$1,568,732
7. Idea Grove	Dallas	\$1,435,985
8. BizCom Associates	Addison	\$892,914
9. Allison+Partners	Dallas	\$832,792

## Connecticut PR Firms

Firm	City	2013 Net Fees
1. ICR	Norwalk	\$25,639,820
2. Cashman + Katz Integrated Comms.	Glastonbury	\$1,865,000

## Pennsylvania PR Firms

Firm	City	2013 Net Fees
1. Gregory FCA	Ardmore	\$7,300,000
2. Gatesman + Dave	Pittsburgh	\$1,400,000

## New Jersey PR Firms

Firm	City	2013 Net Fees
1. Rosica Communications	Paramus	\$1,514,465



## NEWS OF PR FIRMS

### MOTION ACQUIRES MILLER-PEAR

Motion PR, Chicago, has acquired 41-year-old Miller-Pear PR, a Windy City firm specializing in entertainment and events PR and with experience in travel, retail and consumer products.

Miller-Pear has worked for Feld Entertainment, Woodfield Mall, the Chicago Thanksgiving Parade, Rosemont Theatre and Travel Michigan. Current clients include Ringling Bros. and Barnum & Bailey, Disney On Ice, and the Bristol Renaissance Faire.

Miller-Pear principal Bonni Pear joins Motion as executive VP/director of entertainment and lifestyle brands.

"I have tremendous respect for Kimberly Eberl and her Motion PR team," said Pear.

Eight-year-old Motion handles Red Bull, Shoreline Sightseeing, Michael Best & Friedrich, and Packback Books, among others.

### EASTWICK HEADS EAST

Silicon Valley firm Eastwick has opened a New York office to plant a flag in the "epicenter" of media, advertising, financial services and a burgeoning tech scene.

CEO and founder Barbara Bates said several East Coast-based clients and a forecast for strong growth in the city made the time right for a move east.

Staffers making the move include senior director Suzanne Chan, associate Landin King, senior associates Sian Blevins and Emma Wolfe, and associate designer Mario Mejia.

### 360 EXPANDS TO DC, PLANS FOR BAY AREA

Boston-based 360 PR has opened a Washington, D.C., office, and is planning a Bay Area outpost to be unveiled this summer.

Three-year alum Caitlin Chalke has relocated from Boston to be director of the D.C. office. She previously worked PR at Coty Prestige, Rogers & Cowan, Formula PR.

Meredith Gandy, senior publicist who promoted programming at KQED, is based in San Francisco for clients in consumer tech, edtech and digital entertainment.

360PR CEO Laura Tomasetti said the firm has considered a West Coast presence for "some time," adding that it also as a growing base of clients in and around the Beltway.

360PR/D.C. is located in Chinatown, while the Bay Area outpost will be located in downtown San Francisco.

**BRIEFS: Carmichael Lynch Spong**, Minneapolis, has changed its name to **Spong**. President and founder Doug Spong said the move was made to avoid confusion between the PR operation and its Interpublic sister agency Carmichael Lynch advertising. "Creating more white space for Spong through a refreshed identity allows us to reimagine our service offerings without limitation," he said. ...New York-based travel and luxury PR specialist **Quinn & Co.** has rebranded as **Quinn** with a focus on lifestyle. "Consumers buy lifestyles," the firm said in announcing the move, "not commodities."

## NEW ACCOUNTS

### New York Area

**Edelman**, New York/Virgin Galactic, commercial spaceflight unit of Richard Branson's Virgin Group, for global PR, including digital.

**Rubenstein PR**, New York/ARK Development, currently developing The ARK at JFK airport, a multipurpose animal handling and air cargo facility, the first of its kind for the import and export of import and export of horses, pets, birds, exotic/zoo animals and livestock; Sheldon Good & Company, real estate auctioneer, and Karim Rashid, industrial designer, for PR.

### Midwest

**O'Malley Hansen Communications**, St. Louis/Barclaycard US, payments business of Barclays in the US, as AOR for PR, following a competitive review ending in January. Work includes strategic communications, integrated marketing, media relations, digital and social media rels., influencer outreach and issues management assistance.

**JSH&A Communications**, Oakbrook Terrace, Ill./Dremel, rotary tool brand, for PR and social media, including media relations, influencer engagement and channel management, and Rotozip, professional tools, for media relations and social strategy and channel management. Dremel was a client until 2011.

### Southeast

**Boden PR**, Doral, Fla./McDonald's, as AOR for Hispanic PR in the US. VPE PR was the incumbent.

### West

**Funk/Levis & Associates**, Eugene, Ore./Benton County, for PR for a voter bond measure to construct a county jail. Budget could hit \$100K if all phases of the campaign are activated.

**Walt & Company**, Campbell, Calif./ActionsSemiconductor Co, Chinese chip maker for mobile and entertainment devices, as AOR for PR in the US. Walt affiliate ProEXPO handles China.

**Murphy O'Brien**, Los Angeles/Hotel Wailea (Maui), as renovations are completed at the end of 2014; Abano Grand Hotel (Abano Terme, Italy); Farmhouse Inn (Sonoma County, Calif.), and Tres Santos, Baja California Sur, Mexico, wellness community in pre-development, for PR.

**Pollack PR Marketing Group**, Los Angeles/Punto 2012, to lead PR for launch of generic top level domains .rest and .bar for restaurant and bar owners. The work supports the phased rollout time periods known in the gTLD space as sunrise, landrush and general availability. Pollack partners in the Worldcom PR Group will support the work overseas in key markets.

**Bob Gold & Associates**, Los Angeles/Residents Medical, graduate medical education accreditation organization, for PR.

**Kahn Media**, Reseda, Calif./Nitto Tire USA, for PR, including targeted media outreach, new product debuts and event promotion.

### Asia

**Cohn & Wolfe**, New Delhi/Lufthansa German Airlines, for PR in India on a three-year contract. C&W won the business after a three-round competitive pitch process over five months.

**NEWS OF SERVICES****FIU CREATES ONLINE GLOBAL COMMS DEGREE**

Florida International University has created a fully online degree program in global strategic communications through its School of Journalism and Mass Communications.

The 30-credit hour program begins in August and focuses on communication management and digital communication.

Professor and associate dean Kathy Fitzpatrick said the degree will prepare graduates to become innovators and leaders in corporate, government and non-profit organization. The curriculum covers reputation management, branding, social media, crisis management, and professional ethics.

**NYWICI NAMES 2014 SCHOLARS**

Ahead of its annual Matrix Awards on April 28, the New York Women in Communications Foundation has named 17 students to receive scholarships in 2014 from the organization.

They include:

- Stephanie Agresti**, The College of New Jersey (Judy Corman Memorial Scholarship from Scholastic)
- KarYee Au**, The City College of New York (Interpublic Group Scholarship)
- Gina DeCagna**, University of Pennsylvania (Meredith Corporation Scholarship)
- Nicole Godreau**, Ithaca College
- Molly Gamache**, Waterbury Arts Magnet School
- Katelyn Gualtieri**, Ithaca College
- Lauren Hard**, Columbia Univ. Graduate School of Journalism
- Bridget Jackson**, SUNY Oswego (Charlotte Kelly Veal Scholarship)
- Kristine Mamanta**, Seton Hall University (McGraw Hill Scholarship)
- Alanna McCatty**, Pace University (Interpublic Group Scholarship)
- Amanda Morris**, Farmington High School (Loreen Arbus Scholarship)
- Alexandra Osten**, Pace University (Ruth Whiteny Scholarship from *Glamour Magazine*)
- Vanessa Powell**, Hofstra University (Hearst Scholarship)
- Brooke Sassman**, Rutgers University
- Sovannary Sok**, Sackets Harbor Central School (Carlozzi Family Scholarship)
- Elisa Tang**, Hofstra University
- Opal Vadhan**, Pace University (New York Women in Communications Alumna Award of Excellence Scholarship)
- Melissa Vargas**, Pace University (Esperanza Scholarship).

Kar Yee Au, a junior in The City College of New York's media and communication arts department, is currently interning at PR firm Child's Play Communications. Au is pursuing a dual major in advertising and PR and Jewish Studies and receives a \$5,000 scholarship for tuition and a paid summer internship with Interpublic Group.

The scholars are also invited to Matrix Awards on April 28 at The Waldorf Astoria.

**PEOPLE****Joined**

**Jeff Bodzewski**, founder of data firm Rhinotale, to M Booth, New York, as chief analytics officer. He was VP of digital experience at Epsilon – Aspen Marketing Services, VP at MSLGroup and held account posts at Zocalo Group and Ketchum.

**Bodzewski**

**Amanita Duga-Carroll**, executive VP, Rubenstein Communications, to Newscast Creative, New York, as managing director to head a new division focused on media training and communications strategy.

**Duga-Carroll**

**Nick Wood**, former VP of communications for Royal Dutch Shell's global exploration and production business, to FTI Consulting, Singapore, as managing director, strategic communications. He is a senior member of FTI's corporate communications and PA practices. He spent more than 20 years at Shell.

**Emily Smith**, who spent four years in Germany for Siemens Healthcare corporate communications, to KP Public Affairs, Sacramento, as a member of its PR team. She handles grassroots campaigns, coalition building and media relations at KP.

**Matthew Donnally**, deputy director of digital for Corey Booker for Senate, to DKC, New York, as a senior A/E in its DKC Connect digital unit. He was a founding member of video social networking startup Waywire.

**Aldie Warnock**, SVP of external affairs, Midwest Independent System Operator, to American Water Works Company, Vorhees, N.J., as senior VP of external affairs, communications and public policy. He is a former VP of EA at Allegheny Energy and SVP of governmental and regulatory affairs at Mirant Corp.

**Lydia Caffery Wilbanks**, founder and president of the Wilbanks Agency of Birmingham, to Cookerly PR, Atlanta, as VP of marketing. She was worldwide marketing director for Avondale Mills in Sylacauga, Ala. and Cotton Incorporated in New York.

**Wilbanks**

**Peggy Blaze**, senior A/M, Wall Street Communications, to sister agency In-Gear, Pembroke Pines, Fla., as an A/D. She was previously director of comms. for Euphonix.

**Manuel Cedeño** and **Megan Sedlacek** to Cheryl Andrews Marketing Communications, Coral Gables, Fla., as junior A/Es. Cedeño handles the Costa Rican Tourism Board, Hertz Latin America and Renting-Carz.com, while Sedlacek is on the Montserrat Development Corp., Grand Sirenis Riviera Maya Resort & Spa and Sirenis Punta Cana Resort Casino & Aquagames accounts.

**Kendall Klinger**, intern and recent grad, to Fiona Hutton & Associates, Los Angeles, as an A/E.

**Promoted**

**Caryn Caratelli** and **Stephanie Moore** to VPs, Gibbs & Soell, Raleigh.

## **PR PROS ARE TOP TARGETS OF CYBER ATTACKS**

PR people and administrative assistants are top targets of cybercrooks, according to the latest Internet Security Threat Report issued by Symantec, the electronic information protection company in Silicon Valley.

Cybercriminals targets those people because they are viewed as stepping-stones toward top business executives, high-level government officials and Hollywood A-listers, said Kevin Haley, Symantec's director for security response.

Symantec's survey finds that criminals lurk in the shadows for many months before waiting to strike in an effort to pull off a jackpot heist, rather than a series of quick-hit smaller strikes. "One mega breach is worth 50 smaller attacks," noted Haley.

There was a 62 percent increase in the number of data breaches in 2013 compared to the previous year. Those attacks resulted in more than 550M identities exposed.

Symantec recommends companies focus data protection measures on information, rather than a device or data center. It also says companies should educate staffers and implement security infrastructures with data loss prevention, encryption, robust authentication and defense measures including reputation-based technologies.

For consumers, Symantec says unique passwords should be created to each site they visit.

## **SARD, JOELE FRANK ENTER GRAFTECH FRAY**

GrafTech, a publicly traded Ohio-based graphite and steel producer, and an ousted board member of the company have engaged outside PR counsel as a public clash heads to a proxy battle next month.

Nathan Milikowsky, the largest independent shareholder of GrafTech and a former director who joined in an acquisition in 2010, is running the "Save GrafTech" slate of directors ahead of the company's annual meeting on May 15. The push is relying on Sard Verbinnen & Co for PR counsel.

Milikowsky, who previously advocated a CEO change that was eventually made, was tossed from the board in January after the company accused him of leaking company information to a hedge fund. He denies that charge and is lobbying to be re-named to the board, in addition to offering a slate of nominees.

GrafTech, which had 2013 revenue of \$1.2B, is working with Joele Frank, Wilkinson Brimmer Katcher in the proxy showdown. GrafTech president and CEO Joel Hawthorne said last week in a letter to Milikowsky, which the company made public, that Milikowsky breached corporate governance practices and ethics while a board member and declined to re-appoint him. But GrafTech has floated a settlement offer that includes an independent investigation of the former board member that would precede reinstatement to the board. The company has also offered to appoint up to three directors from the Save GrafTech slate in a settlement offer.

The *New York Times* in January said the GrafTech-Milikowsky PR battle "illustrates the complex dynamics when relations between directors and management turn sour," and "highlights the increased sensitivity inside the boardroom in an era of activist investors and insider trading."

## **PhRMA RECRUITS HEALTH INSURANCE HONCHO**

Robert Zirkelbach, who guided communications for the health insurance sector through the legislative battle and rollout of the Affordable Care Act, is moving to the Pharmaceutical Manufacturers of America as senior VP of communications next month.

Zirkelbach is stepping down this week as VP of strategic communications for the Washington-based America's Health Insurance Plans, where he served as spokesman and led PR for the group for the past seven years. He is slated to join PhRMA in early May.

Zirkelbach is a former press secretary for Rep. Jim Nussle (R-Iowa).



**Zirkelbach**

## **US CHAMBER IN SHANGHAI SEARCHES FOR PR**

The American Chamber of Commerce in Shanghai is on the hunt for local PR help as it plans its 100th anniversary in 2015 to celebrate business ties between the U.S. and China.

The Chamber wants PR counsel for a series of events and a wider plan to help American and Chinese businesspeople "better appreciate the potential for further development of commercial relations between the two countries," according to an RFP. Ryan Balis, director of communications and publications for the Chamber, is handling the search.

Proposals are due April 28. RFP: <http://bit.ly/1pmZT0x>.

## **NOTRE DAME'S FRICK DIES AT 89**

Jim Frick, one-time VP-PR for Notre Dame and the first lay officer at the Catholic institution, is dead at 89. He passed April 9 at his home in Naples, FL.

In an 18-year career in charge of PR and development, Frick raised more than \$300M in funding for his alma mater.

"Few individuals have left the university more in their debt than he, and few have a more decisive and widespread effect on the history and development of Notre Dame," said ND president emeritus Father Theodore Hesburgh in a release.

Following WWII, Frick enrolled at ND and worked part-time in its development office then known as the Notre Dame Fdn.



**Frick**

## **TK SINGS PR TUNE FOR JOHNNY ROCKETS**

Atlanta's Trevelino/Keller has picked up the more than 300 unit-Johnny Rockets restaurant for marketing and B2B support and it plans to expand.

Since 2013, private equity firm Sun Capital Partners has owned the made-to-order hamburger outfit also known for its milk shakes, upbeat music, dancing servers and all-Americana format.

James Walker, chief development officer at Johnny Rockets, said T/K earned the business it has "enhanced the reach of numerous brands precisely where we are now."



**Dean Martin Katz of the University of Denver Law School**, of which PRSA VP-PR Stephanie Cegielski is a 2006 grad, has been asked to study the legal moves of the Society vs. the O'Dwyer Co.

The Society is enamored of legal approaches, concepts and threats. Members can be cut from its website on mere "suspicion" of misuse; its Assembly is told that state and federal laws "trump" the Society's bylaws; legal spending totaled \$582,608 from 2004-2012; Columbia law grad Joe DeRupo was associate PR director at the Society from 2007-2010; current PR manager Roseanne Mottola previously worked for her father's law firm.

Reporters in general increasingly run into legal blocks, barricades and even lawsuits. Stock legal advice is not to respond to a press call but "buy time" and consult with legal. PR and the law are being mixed to an unprecedented degree. Lawyers are often consulted on any media inquiry and quite often the advice is either don't respond or stick to something already published on the company website.

The Society desperately needs a third party to rescue it from its quagmire of stonewalling, seclusion and spin that has driven away many leading PR figures and resulted in stagnant membership growth over the past 14 years (adding about 1,500 members over that time). Counselor Mike Paul and others have tried to do this but all such offers have been rebuffed by the Society.

Dean Katz could perform a rescue mission for former student Cegielski. A recent arrival to PR, she is far over her head as VP-PR of the Society, lacking sufficient knowledge of its history. She was thrust into this position by the sudden death on June 13, 2013 of VP-PR Arthur Yann, 48, who had a background of more than 25 years in PR. A search was made for another senior PR person but none could be found. How many PR people want to take a job where the last person died suddenly at a youthful age? The Society's high-handed policies with members as well as the press are well-known. PR people typically last a couple of years at the Society and leave. That record is well known in New York.

The Society had to go to the West Coast to recruit staff head Bill Murray in 2006. He quit suddenly on March 7 with only the barest of explanations, after being given the title of CEO. He wanted no severance pay. He just wanted out of there. A new post had been found for him at the National Coffee Assn.

Katz has a B.A. from Harvard (1987) and a law degree from Yale (1991). He has "lectured extensively" on anti-discrimination law, free speech and religion, defamation, and employment-related intellectual property law.

#### **Society Continues on the Legal Road**

The Society has just "sued" the O'Dwyer Co. for the third time. The "sued" is in quotes because two of the actions are not in court. But they have all the earmarks of legal actions. We did end up in court in one case at a cost of nearly \$100,000. That was the \$21.5 million lawsuit against us by TJFR Publishing in 1994, a suit in which the Society was heavily involved.

The most recent quasi-legal action is Cegielski's invoking the Sept. 1, 2011 charges against us as the reason we're not eligible for Society membership.

The 23 pages of charges, signed by 2011 chair Rosanna Fiske and Murray, had 35 separate instances of alleged wrongdoing.

The document was immensely complicated and loaded with exhibits (including texts of e-mails we had sent to Society leaders, members and staff).

The Society sent it to us, believing that if we published it first the Society would therefore be "off the hook" legally. We did publish it first. But the Society then referenced it on its website on Oct. 26, 2011 making the charges available to its 21,000 members. So the Society is also a publisher of this text.

#### **Lawsuits Must Be Answered**

We had to respond to the 35 charges or Society members and everyone else would assume they are true.

In a lawsuit, if you don't respond, you can be held in contempt of court and a "judgment" for the amount of money involved can be obtained that is legally enforceable. You may never get your "day in court."

Yann had started a discussion of the Society's charges against us Oct. 26, 2011 in the PRSAY section of the web under the headline, "Aren't You Tired of It by Now, Too?"

There were 18 comments to the Yann letter, 16 of them blasting this writer and the O'Dwyer Co.; one saying we had some good points to make, and one from us saying the Society owes us and many other authors for selling copies of our works without our permission from 1978-1994. Twelve authors hired a law firm which told us costs would be astronomical not only to sue the Society but to defend against countersuits that would be lodged against each author. Prentice-Hall, Longman and other publishers refused to help their authors.

We were in the process of knocking down the 35 charges via the Society discussion group, as would have been allowed in a real court of law. But Yann announced on Nov. 1, 2011 that the discussion was "closed." The Society's "court" was open five days.

#### **What Is Fair About Society's Court? Nothing!**

The 14th Amendment gives certain rights to a member of any group who is accused of anything. The rights are normally associated with criminal trials.

We are being denied those rights in the Society's "court." No elected head of the Society has talked to us on the phone or in person since 2005 chair Judith Phair took calls from us on Fridays between 8:30 a.m. and 9 a.m. We were not worthy of being talked to during normal business hours.

This NL and other materials are being sent to Dean Katz with a plea that either he or someone from his department (or a law student) print out the materials, including the links, and study them.

Large numbers of documents are involved because claims have to be proven beyond a shadow of a doubt.

*– Jack O'Dwyer*