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O'Dwyer's

The Inside News of
PR and Marketing
Communications

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April 22, 2013 Vol. 46 No. 16

ILLINOIS SEEKS HEALTH EXCHANGE PR

Illinois, which has opted to partner with the federal government on a health insurance exchange under the Affordable Care Act, has kicked off a search for an agency to guide marketing and outreach for the effort.

The Illinois Dept. of Insurance has released an RFP to handle public outreach and create a "strong, trusted reputation" for the insurance program among all Illinois residents.

The scope of work includes development of a "test brand" for the Illinois Health Insurance Marketplace.

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

President Barack Obama's home state received federal approval in February to partner with Uncle Sam on the online exchange with an Oct. 1 date set to begin offering insurance.

The state hopes to eventually run the exchange on its own by 2015.

States partnering with the federal government have to submit a paid and earned media plan to the Dept. of Health and Human Services by June 15.

Gov. Pat Quinn tapped Obama campaign vet Brian Gorman for a staff position overseeing advertising and PR for the IHIM, including part of the \$115M awarded to Illinois to implement the exchange.

Proposals are due May 8. RFP:
<http://odwpr.us/XZSbfQ>.

GH SQUEEZES COMPETITORS FOR CITRUS PR

GolinHarris has defended its lucrative Florida Dept. of Citrus PR account in a five-way pitch, following a review.

The Interpublic unit edged Burson-Marsteller, Edelman, Fahlgren Mortine and Ketchum in a close competition.

A copy of the bid scoring shows that GH and Ketchum both received a high score of 277.

The \$2.5M PR account, funded by an excise tax on fruit, encompasses promotion of Florida's key citrus crops in the U.S., Canada, Europe and Sweden, including media relations, public affairs and crisis planning.

Ten agencies pitched the last review in 2010. GH gets a three-year contract following the February RFP.



OMNICOM POSTS Q1 PR, OVERALL GAINS

Omnicom first quarter 2013 PR revenues rose 3.7% to \$318.4M as the marketing communications conglomerate saw overall revenues rise 2.8% to nearly \$3.4B for the period over 2012.

Net income inched up 0.2% to \$205.1M.

Organically, OMC's PR units – including Ketchum, Porter Novelli, Fleishman-Hillard and Clark & Weinstock, among others – posted a 1.9% increase for Q1, ahead of its customer relationship management (Siegel + Gale, Interbrand) operation, which fell 0.6% on revenue of \$1.2B, and specialty communications (Adelphi, CDM Group), up 1% organically to \$256M.

Advertising, however, set the pace with 5.7% growth (6.1% organic) and revenue of nearly \$1.7B for the period.

OMC claims total debt rose to nearly \$4.5B from \$3.2B in 2012, while cash and short-term investments also increased to \$2.1B, from \$1.5B for the year earlier period. OMC shelled out \$20M in Q1 for acquisition costs, including \$13.5M for earn-outs.



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IRANIANS LIGHT 'THE TORCH'

Paris-based National Council of Resistance of Iran is working with former New Jersey Sen. Bob Torricelli's Rosemont Assocs. to promote political change in Iran by educating policy makers and the public on "injustice of the current Iranian regime," according to a federal filing.

Under the oral agreement between the two parties, Rosemont receives \$35K a month.

Working with legal firm Mayer Brown in D.C., Torricelli helped pave the way for the recent delisting of the Mujahedin-e Khalq, another Iranian opposition group, from the State Dept.'s list of foreign terrorist groups.

On behalf of NCRI, Torricelli will meet with U.S. government officials, counsel on overall strategy, and give speeches. He is on a month-by-month basis.

Doug Michelman, chief communications office at Visa Inc., is leaving after a ten-year stint to pursue other opportunities. He handles media relations, PA, issues, stakeholder relations, brand marketing and technology matters.

Michelman joined Visa USA in 2003 and earlier managed Fleishman-Hillard's West Coast operation and served as CEO of its global tech unit.

BUSCH HEIR RIPS NRA, PUBLICLY RESIGNS

Anheuser-Busch heir and former CEO Adolphus Busch IV has publicly resigned his life membership in the National Rifle Association, following the failure of popular gun legislation in the U.S. Senate this week.



Busch

In a two-page letter to the NRA released to St. Louis media, Busch, a hunter and outdoorsman, decried a “rigid new direction of the NRA,” which he said “appears to have evolved into the lobby for gun and ammunition manufacturers rather than gun owners.”

Busch, who guided Anheuser-Busch to its acquisition by InBev in 2008, questioned the NRA’s lobbying against a gun bill that had wide support among the public and NRA members. “I fail to see how the NRA can disregard the overwhelming will of its members who see background checks as reasonable,” wrote Busch, who also questioned why the group reversed its past position in favor of background checks.

Busch released his letter April 18.

“We disagree with his characterization, but we wish him all the best,” NRA director of public affairs Andrew Arulanandam told the Huffington Post.

Busch thanked NRA lobbyists Chris Cox and David Lehman for supporting environmental issues, but he said he felt compelled to act because of the “distorted values I see emerging within the NRA.”

After a key amendment to the bill supporting expanded background checks for gun purchases was defeated in the Senate this week, Cox released a statement on behalf of the NRA calling the legislation “misguided.” Cox said expanding background checks will not reduce violent crime or keep kids safe.”

SUSTAINABLE FARM GROUP PLANTS PR RFP

The country’s largest member-based sustainable farming group has planted the seeds to hire a PR advisor to create and implement a communications program as it touts locally sourced and environmentally friendly produce to the public and farming sector.

The Pennsylvania Association for Sustainable Agriculture, founded in 1992, released an RFP this month asking for input from individuals or firms with at least five years of experience in PR or public affairs to reach members, farmers, the general public, business leaders, and legislators, among other groups.

The group fosters ties between farmers and consumers – “from farm to fork” – touting locally sourced and sustainably produced food.

It runs education events, holds an annual conference, and coordinates “Buy Fresh Buy Local” campaigns in the state.

Deadline for proposals is May 10.

View the RFP: <http://odwpr.us/12BQ0i7>.



WORLD CUP PUTS FAST TRACK ON PR TEAM

Chime Communications’ sports PR and marketing unit Fast Track has won a competitive pitch to handle the FIFA U-17 World Cup tournament, the global soccer competition slated for the United Arab Emirates for players under 17 years old.

The FIFA organizing committee kicked off a competitive pitch process in August 2012 for the 15th U-17 World Cup assignment.

The tournament, which will take place in all five Emirates from Oct. 17-Nov. 8 and is held every two years, is the largest soccer tournament ever held the UAE, which has been unsuccessful so far in wooing the adult World Cup.

“This will be the biggest football event ever in the UAE ...” said Fast Track Middle East director Ben Faber.

The 2013 tournament is the first where the U.S. failed to qualify. Mexico is the reigning champ.

ARIZONA REVIEWS CANADA TOURISM PR

The Grand Canyon State is reviewing its tourism PR account targeting Canada with an RFP process through early May.

Arizona’s Office of Tourism, which engages firms in several international markets, relies on Canada as its second most important global market and its fastest growing over the last decade.

Connect-Worldwide of Toronto is the incumbent for Canadian PR.

The firm is expected to develop an annual PR plan and provide in-market representation to the press, producing monthly reports and pitching travel to all parts of Arizona. Attendance at the annual Governor’s Conference on Tourism in July is also required.

Arizona uses PR reps in the U.K., Mexico, Germany, Brazil and France. It recently tapped Florida and China-based i2i Media as its first firm for China.

Proposals are due by May 2. RFP: <http://odwpr.us/ZJtD51>.

GAMBLING INDUSTRY GETS A NEW FACE

Geoff Freeman, a public affairs vet of APCO and the U.S. Travel Association, will take the reins of the American Gaming Association in July.

He takes over the gambling industry’s main trade group July 1 from Frank Fahrenkopf, the industry’s face and one of D.C.’s top lobbyists for the past 17 years. Fahrenkopf announced his exit in January.

In a statement, AGA chairman Richard Hadrill of Bally Technologies said Freeman has the “skills to build coalitions and execute grass roots campaigns.”

Freeman led public and government affairs for the USTA before being promoted to COO in 2011 and is credited with building up the travel industry trade group’s Washington profile.

Freeman was a VP for issues management at APCO Worldwide and led its pharmaceutical industry push to provide drugs to low-income people, the Partnership for Prescription Assistance. Earlier, he directed government affairs at Freddie Mac.

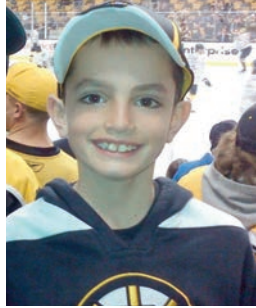
Holly Wetzel is VP of comms. for the AGA.

FIRM AIDS FAMILY OF BOY KILLED IN BOMBING

A Boston PR and public affairs firm is aiding the family of eight-year-old Martin Richard, who was killed in the April 15 bombings at the Boston Marathon.

Liberty Square Group is speaking for the well-respected Richard family of Dorchester, Mass.

"We are helping them out," confirmed Conor Yunits, a senior VP at LSG who is a former director of communications for the Greater Boston Chamber of Commerce and founded the political site MassBeacon.com.



Photos of Martin Richard released by his family have been widely circulated, as the boy was the first victim identified in the double bombing. Martin's seven-year-old sister, Jane, suffered a serious leg injury, while their mother, Denise, was also severely injured. Father Bill Richard's leg was penetrated by ball bearings from the blast.

Bill Richard released this statement April 26:

"My dear son Martin has died from injuries sustained in the attack on Boston. My wife and daughter are both recovering from serious injuries. We thank our family and friends, those we know and those we have never met, for their thoughts and prayers. I ask that you continue to pray for my family as we remember Martin. We also ask for your patience and for privacy as we work to simultaneously grieve and recover."

The bombs Monday have claimed three lives. In addition to Martin Richard, 29-year-old Krystle Campbell was identified as a second victim. Her family held a somber press conference Tuesday outside their Medford, Mass., home.

The third victim was identified this morning as a Boston University graduate student from China, Lu Lingzi.

BBC VET SPEAKS FOR PRINCE CHARLES

Sally Osman, former communications chief for the BBC, will handle PR for Prince Charles and Duchess of Cornwall, beginning in June.

She takes over for Paddy Harverson, who once did PR for Manchester United.

During her eight-year span at the BBC, Osman took charge of the crisis surrounding its exaggeration of Iraq weapons of mass destruction capability.

Via a press release, Osman conceded the BBC wrongly reported its source might be based on a "senior intelligence" officer.

The *Guardian* reported that Osman has a reputation among journalists as "being approachable, calm and sensible."

Prior to the BBC, Osman ran PR for BskyB and Sony Europe. She has consulted for branding agency Make Believe and China Media Center at the University of Westminster.

Harverson has established Milltown Partners PR.

JOURNALIST, PR PRO BRAYKOVICH TO HBC

Mark Braykovich, one-time business editor at the *Atlanta Journal-Constitution*, has joined Hellerman Baretz Communications, a corporate/crisis PR boutique, as senior VP.

Prior to the AJ-C, Braykovich worked at the Cincinnati Enquirer and Akron Beacon Journal.

Most recently, he served as the first PR director at Troutman Sanders law firm. He held that post for the last six years.

John Hellerman, HBC co-founder, called Braykovich "a true statesman in the PR field" who is blessed with "forward-thinking journalistic instincts and talent for crafting effective media campaigns.

HBC services law firms, healthcare/financial services companies and consulting practices from several offices.

EX-NASDAQ PR CHIEF GETS SOCIAL

Frank DeMaria, one-time global corporate PR chief at NASDAQ OMX Group, has been named CEO/America for Social360 Ltd., the social media monitoring and analytics company that is co-headquartered in London and New York.

The 20-year plus PR veteran also headed PR for Newsweek and handled media relations duties at Thomson Reuters. He has PR firm experience gained through stints in New York and London at Brunswick.

DeMaria believes it takes more than technology savvy to master the social monitoring scene. He said technology needs to be "combined with experienced communicators who cut through the noise and deliver relevance."



DeMaria

SocialMedia has a strong position in Europe, according to CEO Ryszard Bublik, an alumnus of Nomura Investments and Brunswick, who is looking forward to DeMaria replicating that success here.

REPORT: KOCH BROS. AMONG TRIB SUITORS

Koch Industries owners and conservative political financiers Charles and David Koch are exploring a bid to buy eight regional newspapers of Tribune Company, including the *Los Angeles Times* and *Chicago Tribune*, according to the *New York Times*.

Other papers in the group include the *Baltimore Sun*, *Orlando Sentinel* and *Hartford Courant*.

Tribune, which came out of bankruptcy protection at the end of 2012, is exploring the sale of several print papers and is expected to ramp up the process in the May with potential suitors.

The Times said that "thinking inside the Tribune Company" is that Koch, with \$115B in annual revenue, could prove "the most appealing buyer."

Melissa Cohlmi, director of comms. for Koch, told the Times the company is "constantly exploring profitable opportunities in many industries and sectors," adding that it is "natural that our name would come up in connection with this rumor."

NEWS OF PR FIRMS**ARIZONA FIRMS COMBINE**

Phoenix agencies Olson Communications and Barclay Communications have merged into new offices in Scottsdale under the Olson Comms. banner.

The firm counts about 14 staffers.

Olson founder Michelle Olson is president and CEO, while Barclay chief Mary O'Hanlon takes a VP role.

Barclay, with a focus on promotions and entertainment PR, counts Universal Pictures and Home Entertainment, Sandusky Radio and Cirque du Soleil among clients.

Olson has centered on hospitality, tourism and eateries with clients like Sundt Construction, Scottsdale Quarter, Pointe Hilton Resorts, and Kimpton Hotels.

"Combining our talented teams and noteworthy client bases makes Olson a real contender among the largest public relations [and] marketing firms in the southwest," said O'Hanlon.

BRIEFS: *Institutional Investor* magazine **Publicis** chairman and CEO Maurice Lévy to its "2013 All-Europe Executive Team. Lévy was voted the best CEO among European media companies by buy-side analysts working within the media sector and was the No. 3 pick by sell-side analysts. Said Lévy: "I am of course very glad about this choice, which expresses the quality and the performance of all the [group's] teams."

NEWS OF SERVICES**NIRI NAMES FIRST CLASS OF FELLOWS**

The 44-year-old National Investor Relations Institute has named its inaugural class of NIRI Fellows based on nominations from peers.

NIRI president and CEO Jeffrey Morgan said the Fellows represent the "highest standards in the investor relations profession and NIRI community."

The first group includes:

Mark Aaron, VP, IR, Tiffany & Co.

Don Allen, partner, The Allen Group

Kay Breakstone, president, Breakstone Group

Sally Curley, senior VP, IR, Cardinal Health

Mickey Foster, VP, IR, FedEx

Len Griehs, retired member, former VP, IR, Campbell Soup Co.

Jane McCahon, VP-corporate relations and corporate secretary, Telephone and Data Systems

Dewitt Morrill, retired member and NIRI founding member

Mark Steinkrauss, retired member, ex-head of IR, Digital Equipment Corp.

Bina Thompson, senior VP, IR, Colgate-Palmolive

Karen Warren, retired member, ex-IR head, Hasbro

Fellows have to be NIRI members of at least 10 years. The group said no more than five Fellows will be approved annually, except for this first year.

Morgan said the group will be honored at NIRI's annual conference in June, adding the fellows are "called to continued service as content leaders, selection committee participants, authors, and thought leaders" in IR.

NEW ACCOUNTS**West**

Landis Communications, San Francisco, and **VPE PR**, Los Angeles/California Society of Anesthesiologists, for PR to promote the physician organization and its mission.

South/Mountain West

Phoenix Marketing Associates, Phoenix/El Sol Foods, salsa maker, for marketing and PR.

104 West Partners, Denver/FlixMaster, online video platform, and **SDL Campaign Management and Analytics**, customer engagement, for PR.

Midwest

Weber Shandwick, Chicago/Big Ten Conference, college athletic conference dating back to 1896, for comms. counsel on issues like its recent expansion to include the Univ. of Maryland and Rutgers Univ.

RMD Advertising, Columbus, Ohio/Watershed Distillery, micro-distillery producing vodka, gin and bourbon, for social media and PR.

East

ab+c, Wilmington, Del./Eos Medical Group, emergency medical services, for an employment branding campaign following its name change.

Abel Communications, Baltimore/CohnReznick, national accounting, tax and advisory firm, as AOR for PR for its Baltimore office.

Warschawski, Baltimore/ImQuest BioSciences, pre-clinical research and drug development services, for brand research, messaging and positioning.

More new accounts are at <http://odwpr.us/11Ev9Xp>.

PEOPLE**Joined**

Eric Wing, dir. of media relations, National Thoroughbred Racing Assn., to New York Racing Association, Ozone Park, N.Y., as director of comms. and media relations, effective May 15. Dan Silver resigned the post in September for the director of racing slot at Penn National in Grantville, Pa.

Brian McClintock, editorial and marketing dir. for Washington, D.C.-based GoSportn, to Little League Baseball and Softball, South Williamsport, Pa., as director of media relations. **Mike Weslosky** of The Sports Network joins as web development manager.

**McClintock****Promoted**

Susan Pyle to VP, Tonic Life Communications, Philadelphia. She joined in 2006. Also, **Assal Shahpari** (2006) to senior A/S; **Dante DelVecchio** (2010) to A/S; **Michelle Vroom** and **Christy Loring** (2009) to SA/Es, and **Sarah Stephens** (2010) to A/E. **Amy McCarthy**, director, Ketchum's New York health practice, Jo-ann Robertson, mng. dir., U.K. corporate & PA, and Julie Schumacher, dir., N.Y. food & wellness unit, to partners. Also named partner were **Serguey Chumin**, co-founder and financial director, Ketchum Maslov, Moscow; **Andrea Cornelli**, CEO, Ketchum Italy, Milan; **Simeon Mellalieu**, GM, Ketchum Hong Kong, and **Jamey Peters**, associate director, Ketchum South, Dallas.

INTERPUBLIC'S LOSS GROWS

Interpublic today reported a \$58.5M Q1 loss, up from \$45.7M a year ago and a 2.4 percent rise in revenues to \$1.5B.

Revenues in its McCann-led advertising agency network, which generated 82 percent of overall \$1 revenues, dipped 0.2 percent.

CEO Michael Roth expects to hit overall 2013 financial goals due to “significant assignments coming on stream in the coming months and our proven ability to closely manage costs.”

IPG's constituency management group, which includes Weber Shandwick, GolinHarris, DeVries, Cassidy, Jack Morton, Octagon and FutureBrand, sparkled during the quarter as revenues advanced 14.8 percent to \$302M.

WS CEO Andy Polansky said his unit was up 5.3 percent, pacing the four percent growth of overall PR revenues.

He said WS had strong growth at its New York digital and social media hub, as well as its offices in Texas, St. Louis, Canada, Brazil and Asia.

IPG ended Q1 with \$1.7B in cash/cash equivalents and \$2.2B in total debt.

Pay Cuts for IPG's Top Three

Interpublic's top three executives took a compensation cut in 2012 as net income tumbled 15.7 percent to \$465M on flat revenues of \$7B.

The “hits” were largely due to declines non-equity incentive plan compensation according to IPG's proxy statement released April 12.

CEO Roth saw total comp tumble 25.4 percent to \$9.7M as his incentive payout dropped 61.1 percent to \$2.1M. CFO Frank Mergenthaler suffered a 15.6 percent slide in overall comp to \$3.8M as incentive pay was halved to \$1M. Chief strategy and talent officer Philippe Krakowsky's comp fell 8.3 percent to \$3.3M, while incentives slipped 50 percent to \$833K. He did receive a healthy boost in non-qualified deferred comp to \$335,525 from \$153,231.

IPG'S annual meeting is May 23 in New York.

NV SEEKS PR FOR REVAMPED ECONDEV PUSH

Nevada's economic development and film office, which was streamlined under Gov. Brian Sandoval last year, is on the hunt for a PR agency.

The Nevada Governor's Office of Economic Development released an open RFP this month for an agency to position the office via PR, including media relations, statewide campaigns and crisis support.

The office was created by the state legislature in 2011 in a bid to diversify Nevada's economy in response to the recession's crushing effect on the Silver State. It includes the Nevada Film Office (movies have a \$100M annual effect) and the economic development division.

Sandoval on April 9 unveiled a new state brand – “Nevada: A world within. A state apart” – to encompass tourism, economic development, education and job training, among other areas.

The state last year tapped Burson-Marsteller to lead an overhauled tourism marketing effort.

Proposals are due April 30.

FBI-RAIDED PILOT FLYING J RELIES ON PR

Moxley Carmichael is helping long-time client Pilot Flying J deal with the media crush connected to the Monday and Tuesday FBI raid of its Knoxville headquarters, CEO Cynthia Moxley told O'Dwyer's.

Pilot Flying J, the privately held owner of the nation's No. 1 truck stop chain with more than 600 units, issued a statement April 15 from CEO Jimmy Haslam, who said the company “will cooperate appropriately with any and all external investigations and conduct our own.”

He held a press conference yesterday and the company posted the session on its website.

Haslam said the criminal investigation “appears to be centered on a very insignificant number of customers and the application of rebates.”

Pilot Flying J serves more than 3,300 trucking customers. Haslam is majority owner of the Cleveland Browns National Football League. After selling his stake in the Pittsburgh Steelers, Haslam paid \$1B-plus for the Browns. His brother, Bill, is the governor of Tennessee.

MC has worked for clients such as U.S. Cellular, Catholic Charities of East Tennessee, and PetSafe.

ABMAC, SARD WORK ‘HIP HOTEL’ FIGHT

Trendy hotel chain Morgans Hotel Group and a large shareholder group have engaged PR and IR counsel in a showdown over a recapitalization plan with Yucaipa Companies, the firm of supermarket titan Ron Burkle and a creditor of Morgans.

Morgans, based in New York and originally founded by the two impresarios behind Studio 54, is pursuing a Yucaipa plan to raise money in a \$100M stock offering and retire \$187M in debt, following a 15-month “exploration process” of strategic alternatives by the Morgans board.

Under that plan, it would hand over ownership of its Delano South Beach hotel and The Light Group nightclub operator, while continuing to operate both.

Morgans has engaged Abernathy MacGregor Group – managing director Lex Suvanto and VP Neil Matland – to burnish the deal and provide PR support.

But a group led by hedge fund chief Michael Olshan and the mall magnate Taubman family, owning 13.9% of Morgans outstanding shares, has launched a proxy fight, sued the company and blasted Morgans management over the deal, which it calls a “troubling transaction.”

The group, organized as OTK Associates, hired Sard Verbinnen & Co for PR – managing director Dan Gagnier and principal Nathaniel Garnick – as well as Okapi Partners for IR/proxy support. It has offered a slate of seven board candidates as it vows to “refocus” the company and kill the Yucaipa deal.

The *Wall Street Journal* headlined the showdown “The Fight for Hip Hotel Firm.”

Morgans hit back against OTK's PR offensive this week. “We do not believe it is productive to engage in an escalating battle of press releases with OTK,” the company said in a statement, adding: “We are confident our shareholders will appreciate receiving the facts in a fair and balanced presentation rather than through OTK's self-serving press releases.”

TECHNOLOGY

Firm	2012 Net Fees
1. Edelman, New York	\$217,856,287
2. Waggener Edstrom Worldwide, Bellevue, WA	59,000,000
3. Text 100, San Francisco	50,930,028
4. APCO Worldwide, Wash., D.C.	32,039,918
5. FTI Consulting, New York	17,471,000
6. Atomic, San Francisco	17,000,000
7. Sparkpr, San Francisco	11,280,339
8. Qorvis Communications, Wash., D.C.	10,500,000
9. Finn Partners, New York	10,254,885
10. Allison+Partners, San Francisco	9,500,000
11. The Hoffman Agency, San Jose	8,650,000
12. LaunchSquad, San Francisco	8,523,874
13. Merritt Group, Reston, VA	8,520,283
14. MWW, East Rutherford, NJ	8,346,000
15. Horn Group, San Francisco	8,000,000
16. Airfoil PR, Detroit	7,867,069
17. Matter Communications, Boston	7,000,000
18. Max Borges Agency, Miami	6,910,793
19. Connect Marketing, San Francisco	6,354,475
20. Ruder Finn, New York	6,299,391
21. Fahlgren Mortine, Columbus, OH	6,046,075
22. W2O Group, San Francisco	5,389,000
23. Zeno Group, New York	5,754,170
24. Coyne PR, Parsippany, NJ	4,716,000
25. SS PR, Northfield, IL	4,600,000
26. Gibbs & Soell, New York	4,145,749
27. Borders + Gratehouse, San Francisco	4,093,335
28. Inkhouse Media + Marketing, Waltham, MA	4,071,392
29. Jackson Spalding, Atlanta	3,513,787
30. Bateman Group, San Francisco	3,090,395
31. Makovsky, New York	2,900,000
32. Kaplow, New York	2,064,000
33. Trylon SMR, New York	1,605,194
34. Levick Strategic Communications, Wash., D.C.	1,564,196
35. Trevelino/Keller, Atlanta	1,550,000
36. Prosek Partners, New York	1,524,350
37. CRT/tanaka, Richmond	1,510,000
38. Gregory FCA, Ardmore, PA	1,427,130
39. 5W Public Relations, New York	1,400,000
40. Dye, Van Mol & Lawrence, Nashville	1,265,968
41. Hunter PR, New York	1,163,875
42. Catapult PR-IR, Boulder, CO	1,082,615
43. K/F Communications, San Francisco	1,067,303
44. M/C/C, Dallas	1,000,000
45. Linhart Public Relations, Denver	934,360
46. Ron Sachs Communications, Tallahassee	841,650
47. Open Channels Group, Ft. Worth	800,000
48. Rasky Baerlein Strategic Communications, Boston	711,363
49. RF Binder Partners, New York	646,468
50. Focal Point Communications, Burlingame, CA	637,800
51. Schneider Associates, Boston	556,166
52. French West Vaughan, Raleigh	462,226
53. Feintuch Communications, New York	457,209
54. Kohnstamm Communications, St. Paul	336,372
55. CooperKatz & Co., New York	324,961
56. Beehive PR, St. Paul, MN	305,380
57. Red Sky Public Relations, Boise	288,672
58. Standing Partnership, St. Louis	273,037
59. Landis Communications, San Francisco	260,000
60. Hirons & Co., Indianapolis	255,000
61. Public Communications Inc., Chicago	246,426
62. L.C. Williams & Associates, Chicago	206,712
63. VPE Public Relations, South Pasadena, CA	113,854
64. energi Public Relations, Montreal	105,434
65. McNeely Pigott & Fox, Nashville	99,182
66. Rosica Communications, Paramus, NJ	90,125
67. Dukas Public Relations, New York	63,000
68. O'Malley Hanson Communications, Chicago	60,000
69. Hope-Beckham, Atlanta	45,365
70. Furia Rubel Communications, Doylestown, PA	45,000
71. Weiss PR Associates, Baltimore	40,000
72. Bridge Global Strategies, New York	34,220
73. Maccabee, Minneapolis	24,130
74. Stuntman PR, New York	20,000

O'DWYER'S RANKINGS OF

FINANCIAL

Firm	2012 Net Fees
1. FTI Consulting, New York	\$76,809,000
2. ICR, Norwalk, CT	33,992,993
3. Edelman, New York	\$33,037,127
4. APCO Worldwide, Wash., D.C.	14,246,272
5. Prosek Partners, New York	11,264,787
6. Ruder Finn, New York	10,051,987
7. MWW, East Rutherford, NJ	6,050,000
8. RF Binder Partners, New York	4,807,753
9. Intermarket Communications, New York	4,312,805
10. Makovsky & Co., New York	4,000,000
11. Dukas Public Relations, New York	3,323,000
12. Gregory FCA, Ardmore, PA	2,910,445
13. SS PR, Northfield, IL	2,500,000
14. Bliss Integrated Comm., New York	2,220,000
15. Levick Strategic Comms., Wash., DC	1,698,748
16. Qorvis Communications, Wash., D.C.	1,300,000
17. Regan Communications Group, Boston	1,265,500
18. Padilla Speer Beardsley, Minneapolis	1,105,927
19. Gibbs & Soell, New York	1,063,288
20. Finn Partners, New York	1,029,882
21. CooperKatz & Co., New York	883,137
22. CRT/tanaka, Richmond	686,000
23. Rasky Baerlein Strategic Comms., Boston	653,975
24. Ron Sachs Comms., Tallahassee, FL	601,365
25. Jackson Spalding, Atlanta	581,019
26. Trevelino/Keller, Atlanta	450,000
27. Allison+Partners, San Francisco	400,000
28. Inkhouse Media & Mktg., Waltham, MA	384,120
29. French West Vaughan, Raleigh	350,019
30. Linhart PR, Denver, CO	293,166
31. Zeno Group, New York	282,015
32. Davies, Santa Barbara, CA	240,070
33. McNeely Pigott & Fox, Nashville	226,308
34. Landis Communications, San Francisco	200,000
35. Maccabee, Minneapolis	148,270
36. Feintuch Communications, New York	121,323
37. rbb Public Relations, Miami	113,825
38. TransMedia Group, Boca Raton	100,000
39. Furia Rubel, Doylestown, PA	86,000
40. Hirons & Company, Indianapolis	85,000
41. Marketing Maven PR, Camarillo, CA	78,000
42. Weiss PR Associates, Baltimore	66,000
43. VPE Public Relations, S. Pasadena, CA	60,210
44. Bridge Global Strategies, New York	32,846

SPORTS

Firm	2012 Net Fees
1. Taylor, New York	\$10,492,501
2. French West Vaughan, Raleigh	5,092,539
3. Edelman, New York	2,750,249
4. Ruder Finn, New York	2,445,733
5. Coyne PR, Paramus, NJ	1,914,000
6. Gregory FCA, Ardmore, PA	1,589,300
7. Regan Communications Group, Boston	1,265,725
8. Padilla Speer Beardsley, Minneapolis	988,330
9. CooperKatz & Co., New York	354,321
10. Ron Sachs Communications, Tallahassee, FL	320,090
11. Rosica Communications, Paramus, NJ	259,422
12. Allison+Partners, San Francisco	250,000
13. Blaze, Santa Monica, CA	234,413
14. Beehive PR, St. Paul	217,023
15. rbb PR, Coral Gables, FL	205,537
16. Jackson Spalding, Atlanta	173,695
17. Hirons & Company, Indianapolis	140,000
18. McNeely Pigott & Fox, Nashville	115,804
19. Rasky Baerlein Strategic Communications, Boston	78,443
20. Zeno Group, New York	50,305
21. Maccabee, Minneapolis	27,218
22. Red Sky PR, Boise	26,088
23. CJ Public Relations, Farmington, CT	22,750

FOOD & BEVERAGE

Firm	2012 Net Fees
1. Edelman, New York	\$88,786,648
2. APCO Worldwide, Wash., D.C.	12,516,796
3. Hunter PR, New York	9,197,142
4. MWW, East Rutherford, NJ	6,660,000
5. Taylor, New York	6,061,000
6. RF Binder Partners, New York	5,381,579
7. CRT/tanaka, Richmond, VA	5,315,000
8. Regan Communications Group, Boston	5,020,000
9. FoodMinds, Chicago, IL	4,859,213
10. 5W Public Relations, New York	4,100,000
11. Zeno Group, New York	3,992,912
12. Coyne PR, Parsippany, N.J.	3,541,000
13. W2O Group, San Francisco	2,414,000
14. FTI Consulting, New York	2,210,000
15. Allison+Partners, San Francisco	2,200,000
16. Jackson Spalding, Atlanta	2,088,208
17. Dye, Van Mol & Lawrence, Nashville	1,927,964
18. Linhart PR, Denver	1,887,452
19. French West Vaughan, Raleigh	1,668,875
20. Kohnstamm Communications, St. Paul, MN	1,615,466
21. Finn Partners, New York	1,352,653
22. J Public Relations, San Diego	982,834
23. O'Malley Hansen Communications, Chicago	920,000
24. Fahlgren Mortine, Columbus, OH	917,011
25. WordHampton, East Hampton, NY	892,347
26. Ruder Finn, New York	785,137
27. rbb Public Relations, Miami	773,489
28. Levick Strategic Comms., Wash., D.C.	743,945
29. BizCom, Addison, TX	600,000
30. Morgan & Myers, Waukesha, WI	588,313
31. VPE Public Relations, S. Pasadena, CA	555,921
32. Konnect Public Relations, Los Angeles	546,921
33. Padilla Speer Beardsley, Minneapolis	465,605
34. At The Table Public Relations, Tampa	441,039
35. Kaplow, New York	350,000
36. Trevelino/Keller, Atlanta	350,000
37. Blaze, Santa Monica, CA	324,342
38. Maccabee, Minneapolis	270,365
39. Stuntman PR, New York	226,479
40. Rosica Communications, Parsippany	207,061
41. TransMedia Group, Boca Raton, FL	159,107
42. Hirons & Company, Indianapolis	100,000
43. Landis Communications, San Francisco	100,000
44. Hope-Beckham, Atlanta	80,300
45. McNeely Piggott & Fox, Nashville	79,137
46. Ron Sachs Communications, Tallahassee, FL	72,810
47. Red Sky PR, Boise	59,607
48. CJ Public Relations, Farmington, CT	58,030
49. Rasky Baerlein Strategic Comms., Boston	45,450
50. Marketing Maven PR, Camarillo, CA	44,452

PROFESSIONAL SERVICES

Firm	2012 Net Fees
1. Edelman, New York	\$94,942,038
2. FTI Consulting, New York	26,561,000
3. Widmeyer Communications, Wash., D.C.	8,172,853
4. MWW, East Rutherford, NJ	4,123,000
5. Blick & Staff Communications, St. Louis	3,993,860
6. Hager Sharp, Wash., D.C.	3,800,000
7. 5W Public Relations, New York	3,500,000
8. Allison+Partners, San Francisco	2,700,000
9. Levick Strategic Communications, Wash., D.C.	2,356,600
10. Bliss Integrated Communication, New York	2,198,000
11. Prosek Partners, New York	2,130,580
12. Regan Communications, Boston	2,100,000
13. Ripp Media/Public Relations, New York	2,000,000
14. CooperKatz & Co., New York	1,894,040
15. rbb Public Relations, Coral Gables, FL	1,773,669
16. Gregory FCA, Ardmore, PA	1,589,300
17. CRT/tanaka, Richmond	1,589,000
18. Ruder Finn, New York	1,487,556
19. Rasky Baerlein Strategic Comms., Boston	1,403,498
20. APCO Worldwide, Wash., DC	1,251,331
21. French West Vaughan, Raleigh	977,000
22. Zeno Group, New York	956,530
23. Fahlgren Mortine, Columbus, OH	847,699
24. Padilla Speer Beardsley, Minneapolis	802,490
25. Konnect PR, Los Angeles	763,900
26. Beehive PR, St. Paul	762,878
27. L.C. Williams & Associates, Chicago	667,931
28. Linhart PR, Denver	656,270
29. Furia Rubel Communications, Doylestown, PA	606,746
30. Makovsky, New York	600,000
31. Jackson Spalding, Atlanta	588,745
32. Standing Partnership, St. Louis	553,211
33. Coyne PR, Parsippany, NJ	509,000
34. Schneider Associates, Boston	447,110
35. Hirons & Company, Indianapolis	405,000
36. Finn Partners, New York	386,822
37. Maccabee, Minneapolis	374,763
38. McNeely Piggott & Fox, Nashville, TN	357,414
39. Professional Communications Inc., Chicago	340,586
40. Kohnstamm Communications, St. Paul	313,219
41. Perry Communications, Sacramento, CA	272,816
42. Trevelino/Keller, Atlanta	210,000
43. Hope-Beckham, Atlanta	156,446
44. Landis Communications, San Francisco	120,000
45. Marketing Maven PR, Camarillo, CA	112,878
46. Weiss PR Associates, Baltimore	101,375
47. Rosica Communications, Paramus, NJ	69,235
48. VPE Public Relations, S. Pasadena, CA	57,883
49. Ron Sachs Communications, Tallahassee	46,685
50. Bridge Global Strategies, New York	40,345
51. Feintuch Communications, New York	35,075
52. energi Public Relations, Montreal	27,438

TRAVEL

Firm	2012 Net Fees	Firm	2012 Net Fees
1. Edelman, New York	\$24,856,685	16. CRT/tanaka, Richmond	740,000
2. The Zimmerman Agency, Tallahassee	7,880,000	17. Blaze, Los Angeles	713,554
3. Finn Partners, New York	5,938,623	18. Levick Strategic Communications, Wash., D.C.	701,432
4. Lou Hammond & Associates, New York	5,320,531	19. Hirons & Company, Indianapolis	560,000
5. Development Counsellors Int'l (DCI), New York	3,796,063	20. Padilla Speer Beardsley, Minneapolis	417,609
6. Allison+Partners, San Francisco	3,500,000	21. McNeely Piggott & Fox, Nashville	347,350
7. Coyne PR, Parsippany, NJ	3,102,000	22. energi PR, Montreal	309,864
8. MMGY Global, New York	2,522,452	23. Gregory FCA, Ardmore, PA	200,000
9. Fahlgren Mortine, Columbus, OH	2,286,241	24. Linhart PR, Denver	119,208
10. Zeno Group, New York	2,034,458	25. Schneider Associates, Boston	101,500
11. J Public Relations, San Diego	1,664,752	26. Perry Communications Group, Sacramento	99,453
12. Ruder Finn, New York	1,568,783	27. Bridge Global Strategies, New York	91,349
13. French West Vaughan, Raleigh	1,350,000	28. Standing Partnership, St. Louis	89,343
14. Jackson Spalding, Atlanta	1,316,415	29. Maccabee, Minneapolis	46,947
15. rbb Public Relations, Coral Gables, FL	950,158	30. Ron Sachs Communications, Tallahassee, FL	26,255

There is news of two of the five “Secret Societies of PR” that this reporter outed in 1970, two years after starting the *O’Dwyer Newsletter*.

The sad news is that PR Society:New York is folding after more than 50 years. Jill Totenberg of the Totenberg Group, New York, said, “The scope, pace and location of our work lives have made it increasingly difficult to get the attendance our speakers deserve.”

Gabriela Stern, deputy managing editor, Wall Street Journal Digital Network, will be the final speaker for the lunch May 8 at the Penn Club, 30 W. 44th st.

Initial coverage of the group listed 68 members who included PR heads of blue chip companies and major PR firms. Among them were Richard Aszling, General Foods; Gordon Gilmore, TWA; Milton Kramer, Hertz; Bill McGaughey, NAM; W.C. Parker, Campbell Soup; W.P. Raines, Johns-Manville; John Sattler, Ford; Jim Shanahan, Loew’s, and Robert Bliss, Bliss Assocs.

PR Execs Wanted Groups Exposed

One result of the expose was that non-New York members of PR Society of America, angered by private New York groups monopolizing top posts at the Society, vowed to oust the New Yorkers and spread the posts throughout the U.S. They have been successful in doing that since the mid-1970s.

The biggest of the secret groups was PR Seminar, which changed its name to Seminar in 2007 (although its IRS 990 tax forms still use the name PR Seminar). More than 200 were on the invite list, mostly heads of blue chip corporate PR departments.

The Wise Men was a group started by Hill and Knowlton founder John Hill at a dinner in his apartment in 1938. There were no women members for many years. Dinners were held monthly at the University Club and included a speaker of note. Many of the same executives in PRS and PRS:NY were members of the Wise Men which continues to meet.

Shop Talk was a monthly meeting of two of the top people at a dozen major New York firms. Salaries of employees and benefit packages were among the topics discussed. This was a violation of anti-trust laws which forbids business groups from discussing prices charged or prices paid. Soon after we wrote about Shop Talk, it disbanded.

Pride & Alarm, so-named because PR people often “view with pride or point with alarm,” was a group of about 30 that came up with the concept of accreditation later adopted by the PR Society. Members included Richard Aszling; Alan Bell of Bell & Stanton; Harold Burson, Burson-Marsteller, and Bill Cook, U.S. Steel.

Numerous Other NY PR Groups Folded

Other PR groups from the 1970s/80s that folded included Chemical Communications Assn.; Financial Relations Society; Hospital PR Society; Paper Industry PR Group; PR Roundtable (house PR people of PR firms, ad agencies); Monday II Group (corporate); Wall Street Irregulars; Wednesday PR Group, and New York Airline PR Assn. Publicity Club of New York, under the leader-

ship of Peter Himler, continues to have a regular program. The ad conglomerates, which acquired most of the big PR firms in the 1980s and 1990s, are security-conscious, fearing leaks about expensive ad campaigns. They also felt the PR groups were prime job-hopping exercises and did not want to lose valuable employees that way.

Seminar Shocks with Public Website

Veteran Seminar members were shocked with the recent unveiling of a website by the group that could be accessed by the public: www.theseminar.biz.

They theorize that Seminar is desperate for new members since so many keep losing their jobs. Another reason is that members have to justify spending four days at lux resorts at a total cost of nearly \$1 million (including the \$3,500 registration fee, hotel, travel, meals, golf and other costs).

Seminar’s tax-free status is jeopardized because all proceedings are private and do not benefit the PR industry as a whole.

Page, whose dues are \$1,345, has a new senior educational program whose initial cost is \$3,750 per member. Member firms of the CPRF, whose U.S. revenues are more than \$70 million (which includes all the major conglomerate-owned firms such as Burson-Marsteller, Hill & Knowlton, Weber Shandwick, etc.), pay annual dues of \$40,000.

The Seminar website says the group for more than 60 years has been “the premiere organization of the highest-ranking communications and public affairs executives of the world’s most influential corporations, nonprofit organizations and public relations agencies.”

It says Seminar (EIN: 41-1838593) “is not about the practice of communications, focusing instead on topics such as technology, economics, healthcare, the environment and more.”

“Communications” is in the titles of 65 of the 138 attendees in 2012 at the Park Hyatt Aviara Resort north of San Diego. There were 35 new members meaning approximately that number of PR executives either quit, retired or otherwise lost their jobs because there is a finite number of openings at Seminar. There was a record 49 new attendees in 2011 at the Ritz-Carlton, South Beach.

Seminar Meets at Half Moon Bay

This year’s meeting is June 2-5 at the Ritz-Carlton at Half Moon Bay, California, a resort that is a symbol of corporate excess. AIG, which had received \$85 billion in bailout money from the U.S. in 2008, had scheduled several days there for top salespeople after just spending \$440K at another resort for the same reason. Half Moon was cancelled because of the uproar that developed.

Chair of the 2013 Seminar is Gerard Meuchner, with Eastman Kodak from 2000-2012, and now with Henry Schein, Inc., Melville, New York. He was a Bloomberg reporter from 1990-2000. Program chair is Betty Hudson of National Geographic.

Seventeen of the 32 directors of Seminar are also members of Page.

– *Jack O’Dwyer*