



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

April 28, 2014 Vol. 47 No. 17

ALASKA SEAFOOD BIZ TROLLS FOR PR

The state-backed agency that markets Alaskan seafood is reviewing its \$1M consumer and trade PR account with an open call for pitches through May.

The Alaska Seafood Marketing Institute also released an RFP this week for its \$75K foodservice PR business.

For its main PR account, Juneau-based ASMI wants an agency with a minimum of 10 years of experience in food and food branding PR to guide communications for its marketing program. Media relations, PR campaign development, strategic counsel, crisis communications and monitoring are among tasks outlined in an RFP.

Schiedermayer & Associates of Westlake Village, Calif., is the incumbent.

The foodservice PR business will target operators and their patrons.

Proposals for each RFP are due May 30.

RFPs: <http://bit.ly/S1Pk4u>.



HASS EXITS EDELMAN

Mark Hass, former CEO of Manning Selvage & Lee, is leaving the Edelman US presidency post to pursue other interests.

Russell Dubner, head of Edelman's 800-member New York office, will succeed Hass and join the firm's executive committee.

Matt Harrington, global COO, believes Dubner is "the perfect fit to help lead the U.S. into its next chapter of success."

Dubner has run NYC chief since 2008. His unit reported triple-digit growth to the \$139M mark.

He currently serves as the client lead on Boston Consulting Group and PwC and has extensive on the Government of Mexico and Samsung accounts.

Hass completes a five-year stint at Edelman. He joined as China president and doubled its size to \$18M in fewer than three years.

He reported to New York in 2012 as U.S. chief and increased its revenue 25 percent to more than \$440M.

Edelman has kicked off a search for Dubner's replacement.



Hass

IPG CUTS LOSS; PR IN DOUBLE-DIGIT GAIN

Interpublic on April 22 announced a \$22.4M first-quarter loss, which was down from the \$58.5M year ago deficit. Revenues rose 6.1 percent to \$1.6B as CEO Michael Roth reported "strength" in the U.S. and "significant growth" in Latin America and Asia.

Roth said IPG's ability to "deliver customized integrated services offerings is increasingly becoming a differentiator for us, as are our digital capabilities."

The conglom's constituency management group (Weber Shandwick, GolinHarris, DeVries, Jack Morton, FutureBrand and Octogon) chalked up 6.6 percent revenue growth to \$321.8M. Organic sales rose 5.7 percent.

Weber Shandwick CEO Andy Polansky told O'Dwyer's IPG's PR operation is off to a very strong start, showing double-digit gains in both reported and organic revenues. He said North America, Asia, Brazil and U.K. showed solid gains. Consumer health, technology, corporate and digital media practices showed strong growth during the period.

IPG wrapped up the quarter with \$776.6M in cash/marketable securities and total debt of \$1.7B.

OMC PR TICKS UP 1.2% IN Q1

Omnicom reported first quarter 2014 PR revenues grew 1.2% to \$325.4M on an organic basis, outpaced by advertising (+4.9%, \$1.7B) and customer relationship management (+4.2%, \$1.2B).

Revenue across all units in Q1 rose 3% to \$3.5B, including 4% in the US to nearly \$1.9B and 1.9% internationally to \$1.6B. Net income was essentially flat -- \$205.5M, compared with \$205.1M a year earlier.

OMC, which owns PR firms like Ketchum, Porter Novelli and FleishmanHillard, took \$7M in pre-tax charges during the period related to its merger with Publicis Groupe.

Omnicom has set its annual meeting for FH's Washington, D.C., office on May 20. OMC debt tops \$4B against cash/investments of \$2B.

ST. LOUIS 'ALL READY' PR IN REVIEW

The council of governments for the St. Louis region is dangling a six-figure PR contract to guide the "All Ready" campaign, an emergency awareness outreach effort funded by the federal Dept. of Homeland Security.

FleishmanHillard worked on the first three phases of the campaign since 2010. An RFP released by the East-West Council of Governments is open through May 5. Budget is capped at \$140K with 15-20% allocated to advertising or paid digital. RFP: <http://bit.ly/1isLIDw>.

BLISS REGAINS INDEPENDENCE

Bliss Integrated Communication has regained its independence as a three-member management team has bought the \$6.4M New York-based shop from Dudnyk Exchange advertising agency of Horsham, PA.

Elizabeth Sosnow, Meg Wildrick and Cortney Stapleton have more than 60 years of combined experience at the 40-member shop.

Wildrick said the plan is to continue the vision and uphold the values instilled into BIC by founder John Bliss, who officially retired in 2011 after selling to DE in 2006.

She believes independence is an attractive benefit for staffers who can now earn partnership opportunities and better career pathways.

Wildrick expects clients such as Fidelity, BDO, KeyBank, Jefferson National and Procure Treatment Centers will benefit from the more entrepreneurial spirit and management stability at the independent BIC.

She began her career at Bliss and then returned following a consultant stint at McKinsey and marketing director slot service at a unit of GE Capital.

Sosnow and Wildrick are managing partners while Stapleton is partner at BIC. They have worked together for the past 14 years.

BIC is now eligible for certification as a minority and women owned business enterprise.

Wildrick said there is no plan to change the name of the shop because there is lot of goodwill linked to the Bliss name. "We want to stay connected to the past," she said, while exploiting new opportunities in the marketplace.

VERMONT DAIRY SECTOR GRAZES FOR FIRM

The Vermont Dairy Promotion Council has cast an RFP to promote the state's key dairy industry and tout findings of a study underway on the sector's economic impact.

The Council is studying the dairy industry's impact with the state's Agency of Agriculture, Food and Markets and the Agency of Commerce and Community Development.

The group claims milk sales alone put about \$1M a day into the state's economy, while dairy sales directly from Vermont farms support \$560M of income and 7,500 jobs. Tax revenue tops \$68M.

Proposals are due May 23. View the RFP.

SCHNEE JOINS FENTON AS NYC CHIEF

Libby Schnee, a Burson-Marsteller and Teneo Strategy alum focused on corporate foundations, philanthropy and non-profits, has taken the reins of Fenton's New York office as general manager.

Beth Kitzinger, previously NY GM for the progressive PR firm, was promoted to chief of operations at Fenton.

Schnee ran her own shop in recent years around a year-long stint as managing director at Teneo.

She spent 15 years at Burson-Marsteller, rising to director and focused on clients like the General Mills Foundation and UNHCR.

FTI TOUTS HONG KONG TRADE

FTI Consulting represents the business and political interests of Hong Kong Trade Development Council via a one-year contract valued in the \$450K range.

"Lobbying targets" include members of Congress and the Obama Administration who have a bearing on US/China trade relations in policy areas including environmental protection, labor and human rights, taxes, anti-dumping, public health, cap and trade regimes and food safety, according to the contract.

Former Alabama Congressman Bud Cramer works the business.

He's one-time chairman of Wexler & Walker Public Policy Assocs. and co-founder of the Blue Dog Coalition of conservative Democrats.

In the event Cramer cuts ties with the firm, FTI must notify the Chinese for a review of the business, which could result in termination of the contract.

GRAYLING DEFENDS BRITISH AIRWAYS

Grayling has staved off a challenge to its hold on British Airways' PR business, which covers the UK's flagship carrier's operations in nearly 40 European and Asian markets.

BA's PR for European, Asia-Pacific and Africa, said after a two-year run it was right re-view Grayling's work, but the Huntsworth unit's ever-fresh approach to communications earned a two-year renewal plus an option year.

Grayling CEO Pete Pedersen believes its data-driven PR campaign and multi-channel activations is the way for BA to thrive in the marketplace.

The shop handles consumer PR, strategic communications, issues management and crisis preparedness.



MWW PLUGS IN ZENO'S MULLOY IN SF

Molly Mulloy, consumer tech lead for Zeno Group in Los Angeles, has returned to San Francisco with MWW to serve as GM of the office and co-head the independent firm's western region tech practice.

Mulloy, as an EVP, handled accounts like Expedia, Redbox and T-Mobile at Zeno, a unit of Edelman.

She earlier directed Edelman's tech and digital marketing operation in Hong Kong and was posted in San Francisco for Zeno.

Mulloy was global PR manager for Texas Instruments' DLP products group and did stints at L.A.-based Rogers & Cowan and Streamsearch.

MWW chief Michael Kempner called Mulloy a "natural leader" and proven strategist in the consumer and B2B tech sectors.

The firm's San Francisco outpost did \$1.4M in revenue in 2013 with eight staffers.

"Molly's deep understanding of Silicon Valley and the tech space will be a major asset as we embark on a new stage of expansion," said Kempner.

LHJ SHIFTS TO QUARTERLY

Ladies Home Journal is shifting from a monthly to quarterly print schedule as the 132-year publication seeks to deal with sinking circulation and advertising revenues and lifestyle changes in its target audience.

One-time cultural touchstone, LHJ is firing 35 staffers in New York and moving editorial to Des Moines, home of parent company Meredith Corp.

The shutdown will result in a \$8.5M severance charge and \$9.3M write-off on the value of LHJ's trademark.

Meredith will continue publishing women-oriented *Better Homes and Gardens*, *Family Circle*, *Allrecipes*, *Every Day with Rachel Ray* and *Eating Well* magazines on their normal basis.



NEWSWEEK VET TAKES CRIC POST

Ellen Kampinsky, a former senior editor at *Newsweek*/Daily Beast and 10-year veteran of *Glamour*, is the new editor-in-chief of *Consumer Reports*.

She's in charge of strategic direction for the 4M print circulation print edition and its online offerings and charged with oversight of graphic presentation, packaging, voice and tone.

Kampinsky reports to Brent Diamond, VP/GM of CR, who praised her "impressive track record across multiple formats of media and her commitment to upholding the highest standards of journalistic standards."

CR was founded in 1936.

TIME WARNER NAMES TIME INC'S BOARD

Time Warner has named a 10-person board of directors for the soon-to-be-spun off Time Inc. magazine unit.

Joining CEO Joe Ripp as directors are Kay Koplevitz, USA Networks founder; Howard Stringer, ex-CEO of Sony Corp.; Dennis Fitzsimmons, retired CEO of Tribune Co.; Betsy Holden, former co-CEO of Kraft Foods; John Fahey, former CEO of National Geographic Society of America; David Bell, former CEO of Interpublic Group; Manuel Fernandez, ex-CEO of Gartner Inc.; Ron Rolfe, former Cravath, Swaine & Moore partner, and Randall MacDonald, CEO of Windham Mountain Partners.

TW CEO Jeff Bewkes said the group will "provide sound independent judgment and guidance to the management team as it works to build and grow the business."

DISCOVERY UNLOADS WEBSITE

Discovery Communications is selling its HowStuffWorks.com to Blucora Inc. of Bellevue, WA, for \$45M.

The No. 1 pay-TV programmer acquired HSW for \$250M in 2007 as part of a then-diversification drive.

The site offers easy-to-understand explanations and unbiased information that generates about 200M page

views and 38M unique visitors each month. It launched in 1998. Discovery plans to partner with HSW on native advertising opportunities and retain access to its video library.

Bill Ruckelshaus, CEO of Blucora, calls his newest acquisition "a leading and trusted online source for high-quality content that informs, educates and nourishes the curiosity of millions of people of all ages."

The transaction is slated for completion next month.

Discovery's properties include Discovery Channel, Animal Planet, Science TV networks, which reach 2.5B subscribers in more than 220 countries and territories.

WITHERSPOON TO GOV'T EXEC PREXY

National Journal Group chief Tim Hartman has named Connine Witherspoon president of the Government Executive Media Group, which includes the recently launched Defense One site.

She's been publisher of GEMG since 2013, previously leading marketing and events for the brand.

From 2006 to 2008, Witherspoon guided NJ's efforts to the Democratic and Republican conventions.

Hartman said Witherspoon's "deep understanding of the public sector combined with her natural leadership talents make her an ideal choice to steward GE's expansion as we continue our move into the defense and state and local arenas."

CABLE EUROPE GETS PR CHIEF

Virginia Lee is the new director of communications for Cable Europe.

She's a veteran of Discovery Networks Europe, where he handles public policy and communications, Granada Media Group (corporate affairs) and Independent Television Commission (spokesperson).

Lee also was communications and government affairs consultant for UK's Satellite and Cable Broadcasters' Group.

BONCK GETS BRAND GIG AT DEMAR-MERC

Karen Bonck has joined TV syndicator Debmarm Mercury as senior VP for branded partnerships, reporting to co-presidents Ira Bernstein and Mort Marcus.

She's responsible for development of content and advertiser partnerships for D-M's first-run series including "The Wendy Williams Show" and upcoming "Celebrity Name Game."

Bonck had branded entertainment jobs at NBC Universal and Disney ABC TV Group.

GUARDIAN EDITORS JOINS CPJ BOARD

Guardian editor Alan Rusbridger has joined the board of the Committee to Protect Journalists.

Sandra Mims Rowe, CPJ board chairman, said Rusbridger "has been determined and courageous in publishing some of the biggest stories of our time, including recent revelations of U.S. and U.K. mass surveillance for which the *Guardian* was recently awarded a Pulitzer Prize."

He has edited the UK newspaper since 1995.

MEDIA NEWS**PIVOT ON TARGETING MILLENNIALS**

The "millennial" demographic coveted by marketers and advertisers is a consumer force that will trump the Baby Boomers, but targeting the generation born since the early 1980s requires a deft, engaging and authentic approach, Evan Shapiro, president of the cable network Pivot, told Gibbs & Soell's annual conference in New York this month.

Shapiro, former president of IFC TV and Sundance Channel, leads a year-old network owned by Participant Media that specializes in reaching the millennial segment, often with content – entertainment and advertising -- that is influenced or generated from its target audience.

Asked by an audience member at the "Global Street Fight" event April 11 how marketers can get around complaints from millennials that companies are pandering to them, Shapiro replied with step one: "Get rid of the 'millennial' term. It sounds like marketing. Call them Generation Y."



Pivot's Evan Shapiro

Pivot, which has a significant web presence and is in more than 45M households, affiliates with educational non-profits and has 15 studios on college campuses across the country. When an advertiser like Hyundai, for example, wants to commission content for Pivot from that college network, it issues an RFP through Pivot, which believes the content or advertising (or mix of both) produced fosters deeper ties to viewers because it is sourced through them.

Shapiro said the younger generation favors a type of altruism over unabashed capitalism and wants to know where companies stand. He noted 90% of Gen Yers like when a brand talks about what they do, and 80% say they would take less money to work for a responsible company. "You have to think about how your brand affects the world," he said. "This generation is going to hold you to it."

Full report is at <http://bit.ly/1mRsA1k>.

TALK TO GOSSIP WRITERS - DON'T STIFF THEM

Gossip columnists, who like to expose the "humanity" and "feet of clay" of overblown celebs, politicians and other public figures, will treat you "a little gentler" if you talk to them.

That was one of the messages given by columnists Richard Johnson, George Rush and Jo Piazza at a panel sponsored by the Center for Communication April 22 at the New School, New York. Michael Riedel theater critic of the New York Post, moderated.

Social media have turned just about everyone into gossip columnists, the writers said.

There is such a great demand for gossip about celebs that the columnists have had to create "faux celebs" to satisfy it, they said.

Piazza, executive news director, *In Touch* and *Life & Style*, and author of *Celebrity Inc.: How Famous People Make Money*, said "Celebrities control so much of what people think, what they buy, what they do, that there



Riedel, Johnson

needs to be that system of checks and balances, calling them out and keeping them honest."

If you're wondering how Kim Kardashian can wind up on the covers of five supermarket celeb mags at the same time, and you think perhaps they are coordinating on this, you are right, said Rush.

West Coast publicist Jordan McAuley authored *Celebrity Leverage* in which he claimed that a "celebrity mania" is gripping the country and especially the marketing, advertising and PR worlds.

Rush has co-authored with his wife Joanna Molloy *Scandal, A Manual: The Inside Story from America's Infamous Gossip Columnists*. The Rush & Molloy column ran from 1995-2010 in the *Daily News*. They also worked for Page Six of the *New York Post* in the early 1990s.

The panelists discussed the pressures on them to run or not run certain items.

Full story is at <http://bit.ly/1mRsA1k>.

NEWS OF PR FIRMS**LAMBERT, EDWARDS GRABS LANSING PA FIRM**

Lambert, Edwards & Associates, Grand Rapids, Mich., has acquired Lansing-based policy and issues management firm Sterling Corp.

LE&A president Jeff Lambert said the legislative arena is ripe for investment in the Wolverine State. "We look forward to adding the public education, issues management and grassroots mobilization track record of Sterling to our service offering and extending our current public affairs reach to companies and campaigns looking to advance legislation from Lansing to the Beltway and back."

Fifteen-year-old Sterling, which will operate as a separate entity under its current name, handles ballot initiatives, PA consulting, campaign management, fundraising consulting and grassroots efforts, among other services. Managing partner Steve Linder and partner/political director Mark Pischea lead that operation. Linder said the deal strengthens the services his shop can offer clients, including digital and social media, IR and corporate communications.

LE&A did not provide terms of the deal but said the addition will mean a 20% increase in firm revenues, which were \$6.2M in 2013 with 40 staffers.

SONY ALUM ELZER STARTS FIRM

Steve Elzer, senior VP of media relations for Sony Pictures Entertainment before stepping down in December, has set up boutique PR shop Elzer & Associates.

Elzer said the firm focuses on media relations for corporations, production companies, senior level executives, filmmakers and philanthropies in the entertainment sector. Rachel Falikoff, a former publicity manager for Sony Pictures Imageworks, serves as senior VP at E&A.

Prior to 12 years at Sony, previously known as Columbia TriStar Motion Pictures, he was senior VP of corporate publicity at New Line Cinema – Falikoff is also a New Line alum -- and started out as a publicist at Fox Broadcasting.

Elzer said "it's time to take all that experience and help a wider range of clients working in our industry."

Start-up clients include Newzcard, a photo-sharing service created by WireImage's founding partners, film production company Court Five and entertainment marketing firm Stradella Road.

Info: elzerassociates.com.

MSL UNVEILS DIGITAL TEST KITCHEN

MSLGroup, Seattle, has launched a culinary content studio designed for digital development and production.

The firm said it has operated in-house test kitchens for more than 50 years but its sixth iteration is "planted solidly in the 21st century."

The 900-square-foot studio includes a large kitchen with an adjacent foodservice-style kitchen for events and media sampling.

Managing director Steve Bryant noted: "While many PR agencies now have news desk operations, none have one centered on a kitchen to produce edible ideas."

Joy Blakeslee is studio director.

NEW ACCOUNTS**New York Area**

Coyne PR, Parsippany/National Senior Games Association, multi-sport organization of the US Olympics Committee that includes 49 member groups, as AOR for PR. Work aims to increase national brand awareness and reinforce NSGA's identity as a governing body for athletic competition and a wellness resource for adults age 50 and over.

MCS Healthcare PR, New York/Horizon Blue Cross Blue Shield of New Jersey, as AOR for PR, including PR campaign development, strategic counsel, social media and event management support.

Stuntman PR, New York/Mexicue, restaurant, catering and food truck business in New York, for PR for the four-year-old Mexican and barbecue food group.

R&J PR, Bridgewater, N.J./Ocean County Sports Medicine, regional orthopedic practice, as AOR for PR, including media relations, social media and digital.

Raker Goldstein, Old Tappan, NJ/NY Cake, New York City baking and candy making supplier, for PR.

East

SHIFT Communications, Boston/Bitly, URL shortening service, for building a media relations program and implementing communications strategies for the rollout of several new product sets, as well as positioning for an expanded enterprise push within the next year.

Southeast

Simply the Best, Boynton Beach, Fla./Silberman Endodontics, dental practice, for PR.

Midwest

Martin E. Janis & Company, Chicago/American Heritage International, e-cigarette marketer, for financial PR. Shareholder communications and IR and covered in the scope of work.

Beehive PR, St. Paul, Minn./HLT, medical devices, and Friends of the Boundary Waters Wilderness, non-profit focused on the one-million-acre Boundary Waters Canoe Area Wilderness, for PR.

Mountain West

GroundFloor Media, Denver/Door to Door Organics, natural, organic and local foods purveyor, for a national media relations campaign.

Karsh Hagan, Denver, and Miles, Superior, Colo./Colorado Tourism Office, for advertising and media, and website and publishing, respectively, following RFP reviews.

West

Driven PR, Costa Mesa, Calif./Mosi Bicycles, European-style bike maker, for PR to launch its new Mode series.

Marketing Maven, Los Angeles/Natural Products Association, an affiliation agreement to offer NPA members a 50% discount on PR and marketing services.

Canada

Momentum PR, Montreal/Genius Properties, mining property, for IR and strategic counsel on a \$5K/monthly fee with stock options. The company in January changed its name from Synergy Acquisition Corp.

NEWS OF SERVICES**LAND ENDS AT AOL**

Peter Land is gone as senior VP-communications at AOL in a continuing shuffle of its PR ranks under CEO Tim Armstrong.

The one-time global managing director for sports at Edelman joined AOL last year from PepsiCo, where he was senior VP-communications.

He also was chief marketing officer at Breeders' Cup, marketing communications director at National Basketball Assn., European promotions director at Kraft Foods and account supervisor at Cohen & Wolfe.

Land's end follows the recent departure of PR hand Doug Serton from AOL.

With Land's exit, AOL handed corporate communications duties to IR chief Eoin Ryan and expanded the role of chief marketing officer Erika Nardini to include internal communications, corporate marketing and charities.

ROGERS & COWAN ACQUIRES SOCIAL FIRM

Entertainment PR firm Rogers & Cowan has acquired social media shop Black Sheep SMG, adding digital staffers on both coasts.

R&C, part of Interpublic, said Black Sheep will operate as a business unit of the firm. Jenna Menking, who founded and served as president of BSSMG, takes a senior VP role with R&C reporting to CEO Tom Tardio.

Her eight-year-old firm has worked with olive oil producer Bertolli, Warner Bros., model Anne V and MySpace, among other clients, managing and creating social media accounts and campaigns.

Tardio said the deal meets "growing demands" in the social media space.

R&C rival PMK-BNC last week added social marketing shop Spokes Labs to create a digital unit it calls Vowel.

PMK-BNC ADDS SPOKES, FORMS DIGITAL OP

Entertainment PR and marketing powerhouse PMK-BNC has acquired San Francisco social marketing shop Spokes Labs and formed a digital operation dubbed Vowel.

The Interpublic-owed firm, based in Los Angeles, said its New York-based COO Joseph Assad will lead Vowel. Jeff Diamond, co-founder of Spokes, takes a senior VP role, while co-founder Matt Kennerson is senior developer.

The unit will handle content development and distribution, digital and social media, community management, measurement and related services.

Spokes' client roster has included Intel, Gilt City, Virgin Mobile USA and Rdio.

Assad said that while PMK-BNC has been providing digital services, the Vowel offering is a more comprehensive solution that can be integrated with PR, experiential and marketing.

BRIEF: Cision said its annual general meeting will be May 27 in Stockholm, while a special meeting requested by GTCR Investment – which is fighting Meltwater News to acquire Cision -- is set for May 20.

PEOPLE**Joined**

Libby Schnee, a Burson-Marsteller and Teneo Strategy alum focused on corporate foundations, philanthropy and non-profits, has taken the reins of Fenton's New York office as general manager. Beth Kitinger, previously NY GM for the progressive PR firm, was promoted to chief of operations at Fenton. Schnee ran her own shop in recent years around a year-long stint as managing director at Teneo. She spent 15 years at Burson-Marsteller, rising to director.

**Schnee**

Christopher Giglio, a corporate and agency pro most recently executive VP of corporate and crisis communications for HL Group, to The Estee Lauder Companies, New York, as VP of corporate global communications. He was previously a director stationed in the Middle East and Asia at crisis and investigative giant Kroll Associates. After Kroll, he was an investigative producer for NBC News and staffer at Rubenstein Associates.

Nicholette Ross, director of marketing, PointCross, to Energistics, Houston-based oil and gas open standards consortium, as marketing and communications manager. She previously held posts at IBM and BMC Software.

Catharine Sanders, associate director of consumer marketing, AbbVie, to GolinHarris, Chicago, as executive director of its Windy City healthcare practice. She reports to North America healthcare lead Farah Speer.

**Sanders**

Tonya Tennessen, A/D, Weber Shandwick, to the City of Saint Paul, Minn., as comms. director. Mayor Chris Coleman said Tennessen would promote the Minnesota city's "vibrant and growing downtown and crucial educational initiatives" as well as its transportation projects.

Molly Mulloy, consumer tech lead for Zeno Group in Los Angeles, has returned to San Francisco with MWW to serve as GM of the office and co-head the independent firm's western region tech practice. Mulloy, as an EVP, handled accounts like Expedia, Redbox and T-Mobile at Zeno, a unit of Edelman. She earlier directed Edelman's tech and digital marketing operation in Hong Kong and was posted in San Francisco for Zeno. Mulloy was global PR manager for Texas Instruments' DLP products group and did stints at L.A.-based Rogers & Cowan and Streamsearch. MWW chief Michael Kempner called Mulloy a proven strategist in the consumer and B2B tech sectors. The firm's San Francisco outpost did \$1.4M in revenue in 2013 with eight staffers.

Promoted

Mary Pat MacKinnon and **Manon Abud** to VPs, Hill+Knowlton Strategies, Ottawa.

Named

Mark Addison, former GolinHarris VP and co-founder of Silicon Valler forum, to the board of 3D printer and software developer Tinkerine Studios, Vancouver.

LEGENDARY LOBBYIST GRAY DIES AT 92

Bob Gray, whose clients included Haitian dictator "Baby Doc" Duvalier, Church of Scientology, Teamsters and Kennedy Center for Performing Arts, died April 18 from heart troubles at a Miami hospital.

Larger-than-life Gray, among the first PR execs to bill \$350 hourly, is remembered for heading the first PA/lobbying firm to go public on the New York Stock Exchange and winding down an illustrious carrier with a high-profile defamation lawsuit.

Headquartered in a former electrical station in Georgetown called the "Power House," Gray & Co. was Washington's most elite lobbyist with Gray a fixture on the social circuit. He was featured on the covers of *Time* and *US News & World Report*.

The former appointments secretary to President Dwight Eisenhower joined Hill & Knowlton in 1961 and rose to Washington chief.

After advising President Nixon's campaign, Gray served as deputy director of Reagan-Bush in 1980 and was the new president's first appointment as co-chairman of the inauguration committee.

Gray left H&K to form Gray & Co. in 1981 and sold shares to the public four years later.

H&K took a majority stake in G&C for \$21M in 1988 and made Gray worldwide chairman.

Gray left H&K in 1992, the year that Susan Trento wrote the highly critical blockbuster book, *The Power House: Robert Keith Gray and the Selling of Access and Influence in Washington*.

He sued Trento and St. Martin's Press for defamation. The case was eventually dismissed.

Gray wrote *Eighteen Acres Under Glass*, a 1962 book about his time with Eisenhower, and *Presidential Perks Gone Royal: Your Taxes Are Being Used for Obama's Re-election* (2012).

He moved to Florida about 20 years ago and is survived by his partner of two decades, Efrain Machado, and a sister.

PR INCHES UP 1.9% AT WPP IN 1Q

First quarter 2014 PR and public affairs revenue at WPP firms inched up 1.9% to \$352M on a like-for-like basis as revenue overall at the marketing conglomerate rose 7% to top \$4.2B.

WPP said the PR/PA sector continued an improvement seen in the fourth quarter of 2013 with all regions except Latin America and the Middle East growing in Q1. The UK, Asia Pacific and Africa were top performers.

WPP, owner of major PR operations like Ogilvy PR, Burson-Marsteller and Hill+Knowlton Strategies, reported North America, the UK and its advertising and media investment management operations showed particularly strong growth during the period.

While PR climbed 1.9%, advertising/media jumped 13% (\$1.8B), branding/identity/healthcare rose 5.1% (\$1.2B) and data investment 0.9% (\$939.6B).

WPP said personnel rose 1.1% to 121,055. Debt is \$4.1B against \$1.3B in cash.

SARD, RUBENSTEIN FRONT ALLERGAN RAID

Sard Verbinnen & Co and Rubenstein Assocs. handle the ground-breaking \$46B hostile takeover of Allergan, which is noted for Botox.

The bid by activist investor Bill Ackmann and serial acquirer Valeant Pharmaceuticals of Canada earned the lead in today's Wall Street Journal, which reported the bid as an "unorthodox alliance."

The paper noted that investors such as Ackman typically don't seek a partner prior to a move on a company.

The "strange bedfellows" represent "an unusual crack in the typically sturdy wall between activists and companies," according to the paper.

Valeant registered \$5.8B in 2013 revenues. It competes with Allergan (\$6.3B in sales) in the global eye care and cosmetic-treatment markets.

The owner of Bausch & Lomb already has a 10 percent in its target.

Valeant believes a successful takeover would generate \$2.5B in cost savings.

Allergan, which has rebuffed Valeant in the past, is reviewing the unsolicited proposal. Joele Frank, Wilkinson Brimmer Katcher is handling its media.

SV&C's Renee Soto and Meghan Gavigan work Valeant's PR, while Rubenstein's Carolyn Sargent represents Ackman's Pershing Square Capital Management investment vehicle.

DCI BAGS CHILE TOURISM

Development Counsellors International is the new agency of record for Chile Tourism for here and Canada with a \$615K two-year contract.

The New York-based shop succeeds Spring O'Brien, which ran the business since 2012.

Andrea Wolleter, general manager of Chile Tourism, credited Spring O'Brien for expanding awareness of the South America's travel offerings in North America and building a foundation for more growth.

Chile attracted more than 180K NA travelers in 2013.

Karyl Leigh Barnes is managing partner of DCI's tourism group.

DG AD AGENCY HIRES PR DIRECTOR

DiMassimo Goldstein the aggressive independent ad agency in Manhattan's Flatiron District has named Sarah Block as PR director to integrate strategic communications with DG's earned/social/paid offerings.

Chief Mark DiMassimo said Block with fellow new hire Andree Ljutica (director of design and film) "reflects our commitment to continuously evolve to meet the changing demands of high-growth clients, who are looking for ways to consolidate services to save time and money rather than working with multiple agencies."

Most recently, Block was VP at Ogilvy focusing on brand strategy, thought leadership and media relations. She also did stints at Powell Communications, Cooney/Waters and Porter Novelli.

Block reports to DiMassimo.

DG has worked with Nike, ESPN, Hard Rock (Las Vegas) and Duvel.

Gil Schwartz, who does PR for CBS and journalism for *Fortune*, a modern man/beast centaur, can play a key role for his fellow flacks/hacks if he wishes to.

The two-hatter, who wrote for *Esquire* as Stanley Bing until *New York Times* ad columnist Randy Rothenberg outed him in 1996, is speaking to the Center for Communication April 30 on The Curriculum: Everything You Need to Know to Be a Master of Business Arts.

His double identity was almost freakish a few years ago and definitely against the Ethics Code of PR Society of America, which warns against “deceptive practices” and calls for relevant “interests” to be “revealed.”

You’ll like Schwartz’s books if you want to learn how to “use anger on your way to the top,” the “art of procrastination,” and when to bring a whoopee cushion to a budget meeting. To us, a lot of his writing is silly.

He labors in one of the strictest corporate environments in the U.S. CBS and Viacom are a \$70 billion empire controlled by mogul Sumner Rider whose tight communications policies are legendary.

The *Village Voice* in 2010 described a Viacom staff memo as “48 pages of internal corporate terrorism.” Just about any communication that had any connection with Viacom was regulated including personal blogs, outside jobs and particularly talking to the press.

Employees had to report any press contacts to corporate PR. Suppliers came under the same strict rules. Said VV writer Joe Coscarelli: “For a media company to show such forceful disdain for anything media related or skewing toward individual expression isn’t only telling, it’s mildly terrifying, and at the very least, disturbing.”

Will Schwartz or Bing Show Up Wednesday?

The question is who will show up Wednesday—brash, big-mouth Bing or tight-lipped Schwartz? He was interviewed by Melissa Chessher of the *American Way* mag in 2005 who asked him whether Schwartz or Bing gave the better interview. “Schwartz has no comment on anything,” he replied.

Concurring is Larry Kramer, publisher of *USA Today*, who worked at CBS from 2005-2007. Kramer, reviewing Schwartz’s new book, says he never saw Schwartz “do any actual work” or “write a word.” Schwartz was always “at his desk on the phone or reading a newspaper or magazine. Every once in a while he had a guitar and would practice on it for a country-music performance at a CBS meeting.”

Kramer has given a good description of what goes on in corporate PR. NYT columnist David Carr says it is handled by “underlings” who block access to executives and “deliver slop.” Department heads do not normally get involved in press relations. More than 150 such execs will meet June 1-4 at the Ballantyne Hotel & Lodge, Charlotte, N.C. for the annual off-the-record meeting of PR Seminar. Environment, big data and the “Digital Age” will be discussed. PR as such is verboten. The group took “PR” out of its name in 2007 but we continue to use it since “Seminar” could be anything and “PR Seminar” is still used on its tax returns. Nearly \$1 million will be

spent on this four-day binge since registration is \$3,500 or more.

Schwartz Could Be a Bridge

Two-hatted Schwartz could serve as a human Rosetta Stone who can help unite the stressed, divided New York PR/journalism community. It is ill-served by the associations that supposedly represent it.

We wonder what the PR Society would do if half PR/half editorial Schwartz showed up at its doorstep? Would its ban on journalists be enforced? The Society’s press policy is as tight as Viacom’s.

Groups such as PRS, New York Financial Writers Assn., Arthur W. Page Society, Investigative Reporters & Editors and Committee to Protect Reporters need to break down the barriers between them and learn to cooperate. Richest of all is New York-based CPR which had \$15.1 million in assets as of Dec. 31, 2012 including \$10.5M in stocks and other investments. Much of it is “restricted” but it’s too big a pile of money to be sitting on when so much needs to be done. IRE, based at the University of Missouri, has 700 members in New York, its biggest contingent, but no New York chapter.

Editorial jobs have shrunk while PR and promotional jobs have skyrocketed. U.S. business is sitting on \$5 trillion of cash while publications die, cut frequency or beg for money at holiday time. *The Nation* did that last December and is currently selling wine as a means of raising funds.

Writers often have no choice but to hop to the PR side even though they may have misgivings about it. Gorkana has a series on such career switches called “Moving to the Dark Side.”

Groups Should Work Together

Journalists have flooded into the PR arena as freelancers and this needs to be recognized. Ninety of the 300 members of NYFWA are freelance when this category did not exist a couple of decades ago.

NYFWA is so embarrassed about this that the 2013-14 directory stopped showing members by employer. Many PR people belong as “associate” members working for companies such as Deloitte Research, Vanguard, Dukas PR, Ernst & Young, Standard & Poor’s, the Creative Alliance, Samansky Group, and UBS.

Freelancers and PR/journalists should be allowed to join the PR Society as well as Page. PR people are welcome in all journalist groups. “Networking is how most job leads are uncovered and most people are hired,” wrote Rick Spann of OI Partners-Gateway Int’l, career consultants, on the “Career Track” page of the *Daily News* April 24.

Letting journalists join PR groups would balance the current uneven situation in which PR people have ready access to contact points of hundreds of thousands of editors via Vocus, Cision, PR Newswire, BusinessWire and other services. Those firms also happen to be biggest, steadiest supporters of the PR Society, taking prominent booths at its national conference each year at a cost of tens of thousands of dollars.

– **Jack O’Dwyer**