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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## MWW LANDS N.J. SANDY COMEBACK PACT

New Jersey is set to award a marketing contract worth up to \$25M to East Rutherford-based MWW as the Garden State plans to use federal funds to pitch its comeback from Hurricane Sandy to tourists.

Gov. Chris Christie last month proposed in the state's federal disaster recovery plan to allocate the PR funds from its \$1.8B federal allotment to promote the state's ravaged Jersey Shore region. The proposal required a federal waiver, which was granted for two years, to spend the money on marketing.

The campaign for 2013 will include advertising, outreach, sponsorships, events and other PR efforts to stabilize or increase tourism revenues and employment in areas impacted by the October 2012 storm. The message of the campaign includes, "The Jersey Shore is recovering or open, and visitors are welcome," according to the disaster plan.

MWW's pact will be with the NJ Economic Development Authority, following an RFQ process.

State Assemblyman Chris Brown, who co-sponsored a bill in the state legislature to spend \$20M for the push, said misperceptions of the storm's devastation could drag down New Jersey's crucial \$36B tourism industry. "This money will allow us to talk about the Jersey Shore rather than Al Roker, who still thinks Atlantic City's Boardwalk is floating in the ocean," said Brown.



## EX-GUINNESS PR CHIEF HOPS TO PN

Porter Novelli has named Beth Davies, the former global corporate relations chief for Diageo Guinness in Dublin, as executive VP for the consumer practice group. She reports to Darlan Monterisi, MD of PN/New York.

At DG, Davies ran global reputation for the Guinness brand, which included programs spanning North America, Europe, Asia and Africa.

She helped spearhead the celebration of the stout's 250th anniversary and established the Arthur Guinness Fund CSR program. Prior to Guinness, Davies served as comms. director for the Distilled Spirits Council of the U.S. and senior account executive at Rogers and Cowan.

During the past three years, Davies ran her own firm, focusing on alcohol, beverages, fashion and accessories.

## RUTGERS HIRES CRISIS PR HELP

Rutgers University, embroiled in a scandal that led to the ouster of its basketball coach and athletic director, has brought in crisis PR support.

The NCAA division 1 school has brought in Hill+Knowlton Strategies to deal with the fallout after it was besieged with criticism over a video that surfaced last month showing basketball coach Mike Rice berating and physically abusing players. Rice, who was suspended by the university last year for his conduct before the footage became public, was fired. The university, which is joining the higher profile Big Ten Conference next year, later fired athletic director Tim Perneti and the school's top attorney.

E.J. Miranda, director of media relations for the university, confirmed H+K's hire with O'Dwyer's.

Rutgers, which has also hired a law firm for an independent probe, on April 23 started to move on from the scandal as it named Eddie Jordan, a former basketball star at the school and assistant coach for the Los Angeles Lakers, its new head basketball coach. "Today is about the future of Rutgers basketball, and we're moving forward," Jordan said at his rollout.

The university on April 19 also suspended with pay its men's lacrosse head coach after allegations of verbal abuse.

H+K helped the University of Virginia tackle the unpopular firing of its president last year.

"Rutgers must have closure so our community can heal and move forward," Rutgers board of governors chair Ralph Izzo said in a statement.



## FORMER SEN. KERREY LANDS AT CARMEN

Former Nebraska governor, senator, and decorated Vietnam war hero Bob Kerrey has joined the Carmen Group as client project leader.

David Carmen, who has known Democrat Kerrey for a decade, believes his firm's clients will benefit from Kerrey's "acute understanding of national security."

Carmen was once PR director of President Reagan's Citizens for America grassroots organization.

Kerrey, 69, attempted a political comeback in 2012 but his effort to retake his Nebraska's senate seat was thwarted by Tea Party-backed Deb Fischer.

He served as president of the New School in New York for a nine-year period that ended in 2010. While credited for doubling the university's endowment, Kerrey had a somewhat rocky relationship with the student body.

## **PENSION GIANT EYES PR**

California's influential \$161B pension fund for teachers, marking its 100th year in 2013, has kicked off a review for PR and public affairs counsel.

The California State Teachers' Retirement System, or CalSTRS, released an RFP last week for an outside firm to provide a range of PR services to leverage its view of itself as a worldwide leader with an effective voice on issues like retirement security, investment matters, corporate governance and sustainability.

Edelman and Lucas Public Affairs won a review for the account in 2010. "Given CalSTRS reputational prominence and impact, it is crucial to the CalSTRS board that the organization proactively address internal competencies in an engagement effort in public affairs outreach and governance issues," reads the RFP.

Reputation, issues and crisis management, as well as government relations, message development and member outreach are covered in the scope of work. Traditional and social media, and PR consulting are among tasks.

Proposals are due May 17. The pension fund prefers a firm within 50 miles of its Sacramento headquarters.

RFP: <http://odwpr.us/12UIHIO>.

## **ALASKA WANTS GLOBAL VIEW OF SEAFOOD**

The public corporation that promotes Alaskan seafood globally wants a firm to evaluate its international marketing efforts and gauge the global perception among consumers and the food industry of its products.

The Alaska Seafood Marketing Institute, which spends \$8M on PR, advertising and marketing out of a \$21.3M annual budget, released an RFP on April 19 for the assignment, which covers several international markets in Europe, Scandinavia, Asia and South America.

A key challenge the state's fishery faces is aquaculture and the perception that farmed seafood is preferable to previously frozen or frozen wild Alaska seafood. The state also works to fight perceptions of overfishing, despite strict sustainability policies and other regulations.

It wants a firm to conduct surveys among consumers, the seafood industry, and the HRI – hotel, restaurant industry.

Proposals are due June 7. RFP:

<http://odwpr.us/ZZ8pjM>.

## **EDELMAN FILLS EUROPEAN CEO SLOT**

Edelman has recruited Michael Stewart, global director of PR for management consultant McKinsey & Company, to helm the Europe and CIS (former Soviet Union states) region effective in late July.

As top communicator for McKinsey's 180-member group for the past nine years, Stewart handled thought leadership, PA, issues, reputational management, digital, CSR and alumni relations. Earlier, he was in charge of PR for the Americas and Asia regions.

Prior to McKinsey, Stewart was managing director of The Prince of Wales International Business Leaders Forum and worked at the Centre for Our Common Future and Global Forum on Sustainable Development.

Edelman's Europe/CIS group combines for revenues of \$130M.

## **CHINA PR DEAL BUOYS HUNTSWORTH**

China's largest PR group, BlueFocus Communications, plans to take a nearly 20% stake in London-based PR group Huntsworth worth \$56.3M that will see both conglomerates work together on global business.

Huntsworth CEO Peter Chadlington said the deal is an "inflection point" for his company and an "unprecedented alliance between leading Eastern and Western public relations consultancies."



**Zhao, Chadlington**

BlueFocus, based in Beijing, was founded in 1996 and is publicly traded on Hong Kong's GEM exchange. It has major operations in Guangzhou and Shanghai, as well as 23 regional offices for a total of about 500 staffers. Clients include AMD, Sony, Cisco, Canon and Symantec.

BlueFocus CEO Oscar Zhao will get a seat on Huntsworth's board if the deal passes shareholder and regulatory approval.

In addition to the China stake, the London-based group reported 2012 revenues on April 25 of £173M, a like-for-like decline of 0.3%.

Citigate saw a "difficult year" in 2012. Revenues fell by 10.5% partly from fewer transactions in London. The firm is optimistic about 2013 and has won several large IPO PR clients, including ensure, the largest of the year so far. Healthcare PR operation Huntsworth Health saw revenues climb 6.8% on strong digital gains, while consumer operation Red also rose, 11%.

Grayling fell 3.1%, although profits rose through cost control and "tight management." The firm has a new CEO, Pete Pedersen, and is working on a "clear focus" for the global firm.

Shares of Huntsworth spiked 22% on the BlueFocus announcement, its biggest gain since 2008, according to Bloomberg. Key account wins for the year were Marks & Spencer and the UN Intergovernmental Panel on Climate Change.

## **MARRIOTT CHECKS PR WITH GREY NY**

Marriott Hotels & Resorts has checked in its PR account with Grey New York.

WPP's Grey was named advertising AOR for the Bethesda, Md.-based company in September.

Burson-Marsteller previously handled the account and continues to handle Marriott corporate work.

John Wolf, VP of global brand PR for Marriott International, said Marriott liked Grey's integrated consumer brand marketing offering as it tries to appeal to "next generation travelers" from Gen X and Gen Y.

Claudia Strauss, the former head of Kirshenbaum Bond Senecal and Partners PR unit LIME, joined Grey in 2011 to build out its PR and marketing capabilities as CEO of Alliance, now Grey Activation & PR.

"It's not just a hotel story," said Strauss. "It's about style, technology, service and the voice of the new traveler who is more mobile and global than ever."



## MURDOCH EYES 15% COMP BOOST

News Corp. CEO Rupert Murdoch will receive a 15 percent rise in 2014 total targeted compensation to \$28.3M when the media combine splits into Twenty-First Century Fox Inc. (entertainment) and new News Corp. (newspaper/educational group).

As chairman/CEO of Fox, the 81-year-old will receive a \$7.1M salary, \$10.5M target bonus and \$5.7M long-term incentives.

In the executive chairman capacity at new News Corp., Rupert will earn a \$1M salary, \$2M bonus and \$2M in long-term incentives.

According to News Corp.'s Securities and Exchange Commission filing of April 25, the compensation of the board determined Murdoch's package is "competitive and appropriate" due to his responsibilities associated with two separate companies.

The committee maintains the 15 percent growth in potential comp is entirely allocated to Murdoch's "performance-based, long-term incentive opportunity, which will further align" his interests with the interests of stockholders.



**Murdoch**

## AMOROSO EXITS YAHOO!

Yahoo chairman Fred Amoroso has decided not to stand for re-election to the board of directors at the annual meeting slated for June 25. Director Maynard Webb, alum of eBay and Gateway, has taken the interim chairman slot.

CEO Marissa Mayer said she's "personally grateful" for Amoroso's "trust and guidance" as she took the helm.

Amoroso spearhead the board's effort to oust former CEO Scott Thompson last May for fudging his resume.

*Business Insider* reported that Amoroso is out because Mayer was not his first choice for CEO.

He had supported former Fox Interactive CEO and interim Yahoo CEO Scott Levinsohn for the permanent post.

Levinsohn is now head of Guggenheim Digital Media, parent of *AdWeek*, *Billboard* and *Hollywood Reporter*.

In his statement, Amoroso said it was always his intention to serve as chairman for a year.

He called Mayer a "great new CEO" who "brought on a fantastic management team, revitalized the employee base, and has begun to release top notch new products."

Yahoo said following the completion of Amoroso's term at the annual meeting, the board will comprise 10 members.



**Amoroso**

## McCLATCHY LOSS WIDENS

McClatchy last week reported a \$12.7M Q1 net loss, up from \$2.1M deficit in 2011.

The Sacramento-based company blames the increased red ink mostly on an \$8.1M after-tax loss on debt refinancing.

Revenues dropped four percent to \$276.7M as ad sales dipped six percent to \$1978.1M

CEO Pat Talamantes saw good news in the 1.6 percent uptick in circulation revenues to \$67.5M.

The circulation numbers rose due to completion of the company-wide roll of the Plus Program digital subscription package.

McClatchy ended the quarter with 22K digital-only subs, which kicked in incremental revenue of nearly \$6M.

Talamantes expects the Plus Program to be a key driver of revenues this quarter, though the firm will "remain vigilant in controlling costs."

McClatchy's properties include the *Sacramento Bee*, *Fort Worth Star-Telegram*, *Kansas City Star*, *Charlotte Observer* and *Miami Herald*.

## SPIN GETS VIBE

SpinMedia, parent of online *Spin* and a raft of music and pop culture websites, has acquired *Vibe*, the R&B and hip-hop magazine and its online holdings.

Steve Hansen, CEO of SM, called Vibe a "transformative force in the music landscape elevating and spotlighting urban culture."

He said Vibe has "evolved into one of the top destinations for the new urban music landscape and nicely complements our collection of genre-leading editorial communities and is an important part of our future."

Vibe bolsters SpinMedia's urban properties that include Concrete Loop and Rap-Up.

More than a decade ago, Spin and Vibe were part of the same company called Vibe/Spin Ventures.

Quincy Jones and Time Warner launched Vibe in 1992. It shut down in 2009 due to a declining circulation, but was revived by private equity investors.

Vibe had a print circulation of 300K for the first six-month 2012 period and its sites attracted 1.4M visitors per month.

With completion of the transaction, the print Vibe is expected to be shut down.



**WICI HONORS TOP MEDIA FIGURES**

New York Women in Communications Inc. honored media luminaries like the *Wall Street Journal*'s Kara Swisher and *Cosmopolitan*'s Joanna Coles at its annual Matrix Awards lunch at the Waldorf-Astoria in New York April 22.

Comedienne Joan Rivers emceed and WE tv president Kim Martin hosted the event.

Along with *Cosmopolitan* editor-in-chief Coles and AllThingsD's Swisher, the event feted Bank of America global strategy and marketing officer Anne Finucane, HSN CEO and director Mindy Grossman, Interpublic Mediabrands North American CEO Jacki Kelley, singer/actress Audra McDonald, and NBCUniversal Cable Entertainment Group chairman Bonnie Hammer.

Asked by Middleberg Communications account supervisor Collin Elizabeth Roberts what advice she had for young professionals in media, Hammer advised them to savor every experience and avoid a sense of entitlement. "Paying dues is a part of the game, and opportuni-

ties are gifts," said Hammer, who started out at Boston public broadcaster WGBH. "You should work hard to make the most of them and never take them for granted."

Presenters included TV and radio host Ryan Seacrest, former Orlando Police chief Val Demmings, former Associated Press CEO Tom Curley, IAC chairman Barry Diller, and MSNBC co-host Mika Brzezinski.

Nancy Weber, executive VP of Meredith Corp. and president of NYWICI, said the honorees "exemplify the theme of the Matrix Awards, 'Women Who Change the World.'"

Kellen Communications, New York, manages the Matrix event.

Some proceeds of the Matrix luncheon go toward the group's scholarship program through its foundation, which scored an appearance on the "Today" show Monday morning.

Liz Kaplow, president of New York tech PR firm Kaplow, is president-elect of NYWICI.



**Matrix Awards emcee Joan Rivers**  
Photos: Sharlene Spingler



**WICI's Susan Schulz, Cosmopolitan's Joanna Coles and ex-Orlando Police chief Val Demmings**



**Ryan Seacrest, Jacki Kelley, Tom Curley**



**Kara Swisher, Barry Diller**



**NEWS OF PR FIRMS****B-M RECRUITS EDELMAN RESEARCH CHIEF**

Burson-Marsteller has recruited Edelman research and analytics chief Steve Lombardo to chair its U.S. public affairs practice in Washington.

Lombardo, a former Republican political operative, founded Edelman's StrategyOne unit and launched its well-known Trust Barometer.

He re-joined that firm in 2011 after running his own shop for eight years. He has counseled blue chip clients like Pfizer, Kraft and Disney.

Under Burson U.S. CEO Dave DenHerder, Lombardo will oversee PA, issues management and crisis for the firm.

Lombardo worked communications for President George H.W. Bush's 1992 campaign, as well as the 1996 and 2000 Republican National Conventions. He advised the Romney campaign in 2008.

Edelman last year brought in Burson partner and polling guru Michael Berland to bolster the StrategyOne unit.

**PRGN GROWS BY THREE**

The Public Relations Global Network has added three agencies to its group of global PR firms.

Joining the ranks of PRGN are RumboCierro Communications, Chiele, Global Press of Portugal and Integrate Communications, Tokyo.

PRGN has also elected Landis Communications, San Francisco, founder David Landis as president of the network.

"These firms now offer our members an even broader geographical reach on behalf of our collective client base and we welcome them into the network," said Landis, who noted PRGN is thriving where other PR networks have struggled or, in the case of Pinnacle, gone out of business.

PRGN says it reaches 47 cities worldwide with the new additions.

RumboCierro focuses on public affairs and also handles corporate governance and financial communications.

Global Press handles corporate communications and media relations counsel. Integrate provides marketing communications counsel to consumer products, leisure and food clients.

In addition to Landis, PRGN named Uwe Schmidt, president of Germany's Industrie Contact, as president-elect of the group.

**PAN OFFERS MEASUREMENT TOOL**

Pan Communications, Boston, has created a measurement service, PANoptic, to combine analysis of data through five criteria: outcomes, prominence, traction, influence and coverage.

The service also provides observations and recommendations based on results to help campaigns adjust in real-time.

Client Yves de Montcheuil, VP of marketing at Talend, said putting in place the right measurement approach was critical to not wasting efforts. He said PANoptic provided definitive data to help the company make its marketing plans.

**NEW ACCOUNTS****New York Area**

**Crenshaw Communications**, New York/McGraw-Hill Federal Credit Union, for PR, following a competitive review. Scope includes media relations and executive visibility. The 78-year-old credit union originally served M-H employees but is now open to outside companies and counts more than 20,000 members at 120 companies.

**M&C Saatchi PR**, New York/Association of Volleyball Professionals, as national AOR, including strategy and outreach for the brand, focusing on sports, consumer, entertainment, and health & fitness media.

**Hanna Lee Communications**, New York/PAMA Pomegranate Liqueur, for a one-year program PR program, including national trade and consumer media relations, event marketing, mixology community outreach, a cocktail competition, and digital and social media strategy consulting.

**Corbin-Hillman Communications**, New York/The Tanee, tan line corrector; Clayspray, clay facial masks; Valery Joseph Salons; Scent of Wealth, fragrance from artist Platine DaVinci, and Harvest Snaps, snack food, all for PR.

**Porter Novelli**, New York/NYCxDESIGN, inaugural design event in New York, to launch a 12-day long series of events through media relations, event sponsorships and programming.

**5W PR**, New York/IDenta Corp., forensics products, for PR, including media relations, product placement, thought leadership positioning, and c-suite profiles.

**East**

**ASGK Public Strategies**, Washington, D.C./The National Cable & Telecommunications Association (NCTA), for comms., following a competitive pitch, focused on its annual trade event, The Cable Show. More than 10,000 are expected for the June event at the Washington Convention Center.

**Midwest**

**Padilla Speer Beardsley**, Minneapolis/SAP, to support four global and North American industry-specific divisions with a thought-leadership program and media relations; SurModics, provider of surface modification for medical devices, for IR, and Qumu, enterprise video solutions, for marketing communications and media relations services to support its branding initiatives and go-to-market strategy.

**West**

**Morgan Marketing and PR**, Irvine, Calif./Tamarind of London, Southern California Indian eatery, for media relations and marketing.

**International**

**Sarum PR**, Salisbury, U.K./AIIM, global community for information professionals, to manage PR in the U.K. and Europe.

**Grayling**, London/CrossCountry and Grand Central, rail services, for PR following a competitive pitch process to persuade leisure and business travellers to "switch from cars to trains."

**Lone Star**, Jerusalem/Microsoft Israel, to support its accelerator program, and The Waldorf Astoria, for its new launch in Jerusalem.

**NEWS OF SERVICES****CISION GROWTH, REVENUE SLIP IN Q1**

Cision reported organic growth declined two percent during the first quarter while revenue fell nearly 14% to SEK 204M (\$30.7M), following the divestiture of its print monitoring business and weaker renewals.

CEO Peter Granat, who took the reins of the Sweden-based company in February, said “unwinding” the 81-year-old print business, as well as dealing with bundled customer contracts for that service, resulted in challenges during Q1. He also cited weaker renewals of professional services customers as a factor in the revenue decline.

But Granat said he is optimistic that investment in sales and marketing, along with cost cutting, will spur growth in its flagship PR software business.

Organic growth in North America fell 3 percent to SEK 157M (\$23.7M), mostly impacted by offloading the print unit, while Europe ticked up 1% to SEK 52M (\$7.8M).

Granat said Cision is in the midst of a strategic review of its business with plans expected to be unveiled in the second quarter.

Following the print unit unloading, the company cut 26% of its workforce and had 1,023 staffers at the end of Q1.

**BW ADDS NUVI SOCIAL MEDIA REPORTS**

Business Wire has added NUVI social media monitoring reports to its press release distribution services.

NUVI offers both a brief “snapshot” report, as well as a more detailed “landscape” brief to gauge release pick-up and mentions. The reports include explanations and color-coded charts to see social media response in categories like sentiment, influencers, location, volume and “virality,” which involves both the number of followers and frequency of shares among them.

BW users can add the reports when ordering release services.

Said Nuvi CEO and founder David Oldham, “Social media has quickly become the best barometer of public perception, but with so many conversations taking place all at once, it can be hard to sift through all the available information.” He says Nuvi services can “cut through the noise” and pinpoint crucial information.

**CMO COUNCIL TAPS TRANSCRIPTION SERVICE**

The Chief Marketing Officer Council has tapped TranscribeMe to handle multimedia and mobile transcription services.

TranscribeMe, which has operations in San Francisco and New Zealand, provides voice-to-text technology and will help the council handle its extensive volume of recorded content based on interactions and interviews with its 6,500 members in more than 110 countries.

Said Donovan Neale-May, executive director of the Council: “With a worldwide audience of marketing executives and the need to cover perspectives from all regions, it is critical that we have a partner that can excel in accurate interpretation.”

TM uses a two-tier review process, incorporating both human and computerized transcriptions.

**PEOPLE****Joined**

**Stephanie Ichinose**, senior dir. of comms., Yelp, has moved to venture capital firm Accel Partners, Palo Alto, as marketing partner. Ichinose manages the VC firm’s brand and advises entrepreneurs in its portfolio on PR strategy. Earlier, Ichinose was worked PR for Yahoo!’s Search and Marketplace unit and Sony Computer Entertainment America, and worked the agency side at Hill+Knowlton Strategies. Accel, an early Facebook investor, manages an \$8.8B portfolio.

**Karl Scholz**, president of Formative Communications, which focused on tech start-ups, to SHIFT Communications, Boston, as a VP tasked with growing the office’s emerging technologies practice. He previously directed PR and marketing for VC-backed Works, acquired by Bank of America.

**Clark Pettig**, who handled communication for the Obama re-election campaign in Virginia and Michigan, to The Harbour Group, Washington, D.C., as a director. He was previously press secretary for Rep. Gary Peters (D-Mich.).

**Nu Wexler**, comms. director for the House Budget Committee and formerly for Sen. Richard Blumenthal (D-Conn.), to Rasky Baerlein Strategic Communications, Boston, as a VP. **Katie Oehl**, online comms. manager for the re-election of Rep. Coleen Hanabusa (D-Hi.), joins as an A/E.

**Kevin Hauswirth**, social media director for Chicago Mayor Rahm Emanuel’s comms. team, to Purple Strategies, Chicago, as a consultant.

**Kathleen Smith**, chief of staff to U.S. Dept. of Education’s deputy assistant secretary for policy, planning and innovation, to Access Group, West Chester, Pa., as senior VP for public affairs, policy and member services, a new post. Access, which had been the top originator, holder and servicer of federally guaranteed private loans, saw its mission change after Congress in 2010 stopped most private lenders from issuing government-back loans for students.

**Malorie Lucich**, who led platform communications for Facebook, to Pinterest, San Francisco, as manager of comms. She was previously an A/E at OutCast Comms.

**Steven Ford**, chief comms. and marketing officer, American Cancer Society, Illinois division, to The Muscular Dystrophy Association, Tucson, Ariz., as executive VP, chief comms. and marketing officer.

**Jacqueline Zonneville**, senior consultant, National PR, to energy PR, Toronto, as an A/D, healthcare.

**Promoted**

**Emily Venugopal** to senior VP, The Brandman Agency, New York. A five year vet of the firm, she heads account like The Setai Miami Beach and La Mamounia, Marrakech.

**Philip McGowan** to VP of client services and Justin Wilson to director, client services, Seigenthaler PR, Nashville, Tenn. McGowan joined in 2004 while Wilson signed on in 2010.

**Venugopal**

## **PR'S ROLE IN CONTENT NOTED AT B-M'S 60TH**

Content is one of life's necessities "like food and fresh air" and "we in PR play a critical role in setting the content standard," Burson-Marsteller founder Harold Burson told the firm's 60th anniversary celebration on April 23.

The event, attended by nearly 200 including many top B-M executives from throughout the world, was held at the Christian Scientists' church at Park and 63rd St., which is available for private functions during the week.

Burson recalled the founding of the firm in 1953 in an office on 42nd St. with adman Bill Marsteller and two other employees, one of them being Elias Buchwald, who was present at the celebration.

"Buck was one of long line of Burson persons who made the firm what it is today," said Burson. "I was the good cop and Buck was the enforcer."



**Harold Burson and Don Baer mark Burson-Marsteller's 60th anniversary with a cake last week in New York.**

B-M from the start was "dedicated to the relentless pursuit of excellence and commitment to clients," said Burson.

"Looking to the future, I am bullish on public relations," he said. "Increasingly, it is the driver of our economy and the driver of our personal lives. What the digital world refers to as 'content' now ranks with food and fresh air as one of life's necessities. We in public relations play a critical role in setting the 'content' standard and monitoring and directing it toward the positive in the service of human kind."

### **Baer: B-M Continues Burson's Values**

Don Baer, worldwide chairman and CEO, said B-M not only carries the name of Burson "but embodies his very legacy."

"Harold is my role model, mentor and friend," said Baer, noting that the firm retains his commitment to providing the highest quality services. Baer at the start of his remarks thanked "our friends in the media" who were at the event, saying that "working with you is part of the joy of what we do."

Christopher Komisarjevsky, retired CEO of B-M, was also recognized by Baer for his contributions.

Added Burson: "I suspect the next event of this kind will be our seventy-fifth anniversary. It will interest you to know that I have put in my request for an invitation."

## **EDELMAN: NOT EVERYONE DESERVES PR**

"No prospect – whatever the fee – was more important than integrity to my father," Richard Edelman said April 24 in accepting the Paladin Award of the Foundation of PRSA in behalf of Dan Edelman, who died at age 92 on Jan. 17, 2013.

"PR is not like the law," said Richard in quoting his father. "'Not everyone deserves representation.'"

Daniel Edelman "became the voice for ethical practice in our industry," Richard told an audience of 185 at the Bryant Park Grill, New York.

He ticked off the main principles of his father:

"Hire the best talent, and retain them by giving them the chance to be entrepreneurial."

"Every account is a team effort, and everyone, regardless of title, should do client work. Everyone's an account executive."



**Richard Edelman accepts the PRSA Foundation's Paladin Award on behalf of his later father, Dan.**

Photo: Bruce Wodder

"It's great to be the biggest firm, but we must always strive to be the best."

"Remain independent so you serve no one's interests but those of your clients, and never take on debt."

"Expand in new markets by reinvesting all of your earnings each year. Not a year after Tiananmen Square, he had the guts to open an office in China," he said.

In six decades, Dan opened Edelman offices in 65 cities outside the U.S.

"My father had a deep belief in the potential of PR," said Richard.

"He believed that PR occupied a superior place in the marketing mix, above advertising, which spoke only to consumers. PR establishes a connection to all of the stakeholders and is a matter of great importance to the CEO, he would say.

"He was unabashedly proud of our profession. As you saw in the opening video, he was quick to correct anyone who referred to him as an ad guy. Dan was a PR guy and proud of it. He believe that at its very best, PR could help move business and society forward. And in the final decade of his life, the world caught up with Dan's idea," said Richard.

"Dan Edelman lived to see the 60th anniversary of the firm he founded. But more than that, he lived to see PR fulfill the promise he knew it would."



**“Career Forums” were staged by PR Society chapters in Atlanta and New York** this spring with the aim of attracting the “best and the brightest” of soon-to-be-grads.

But where are the celebrities of PR who can serve as role models for the students and make PR an attractive career? There are very few such models when there used to be scores of them.

Celebrities are attracting a lot of attention in a lot of areas these days, as pointed out by the excellent book, *Celebrity Leverage* (Mega Niche Media 2010) by Jordan McAuley.

Students who covered the career forums for us said they were disappointed.

The Feb. 22 Georgia chapter forum drew more than 200 but our reporters said practical advice and actual job and internship openings were in short supply.

Every speaker stressed the importance of “ethics” but our reporters asked exactly what was ethical about not having a literature table with industry directories, magazines, newsletters and various books.

The forum April 2 at New York University drew about 100 students when more than 300 were predicted. Students covering for us said there were about 50 attendees during the morning and this grew during the day.

A principle aim of the New York session was attracting minorities.

Counselor Mike Paul said what PR lacks is a hefty supply of minorities in top roles who can serve as models for minority students.

He says that without such highly visible success stories, PR is not going to lure top minority students who will go into Wall Street, law, and corporate administrative and marketing posts.

Except for Mike Paul and Fraser Seitel, both of whom have logged hundreds of stints on TV and radio shows in the past few years, and Richard Edelman, who accepted the Paladin Award of the Society Foundation last week, there are virtually no “celebs” in PR these days.

PR trade groups are dominated by corporate administrators and academics who rarely make an appearance.

#### **PR Once Had More Celebs**

Where Are the Tom Cruises, Gwyneth Paltrows and Kardashians of the PR world?

PR in the 1960s, 70s and part of the 80s had quite a few notable personalities who brought “good ink” to the industry.

The “queen” was Denny Griswold, who reigned for more than 40 years until she was clapped away in a nursing home in 1995 by her relatives.

Griswold, editor of *PR News*, was “a piece of work,” as Ford CEO Lee Iacocca said at one of the PRN banquets she staged each spring for corporate PR people who had achieved VP status.

Griswold, the former Denora Prager, was held incommunicado at the Wilton Meadows nursing home for the last 5.5 years of her life.

#### **PR Firm, Corporate Execs Circulated**

Dozens of PR firm and corporate PR executives were highly visible in the PR community, either hosting events or building personal relationships with reporters.

Don Baer, CEO of Burson-Marsteller, told the 60th anniversary party of the firm April 23 that working with reporters “is part of the joy of what we do.”

Engaging personalities included Herb Rowland of The Rowland Co.; Paul Alvarez and Dave Drobis of Ketchum; Mitch Kozikowski of Creamer Dickson Basford (a finalist with Ray Gaulke for COO of the PR Society); David Finn of Ruder Finn; Ed Stanton of MSLGroup; Phil Fried of Monsanto; Ned Gerrity of ITT who annually hosted more than 100 writers and their families at the ITT grounds in Nutley, N.J.) Walter Carty of Hill & Knowlton; Bob Wood of Carl Byoir & Assocs., who often hosted reporters at lunch and his golf club, and many others.

PR Society offices at 845 Third ave. (51st st.) was a midtown mecca for reporters as well as PR people presided over by career PR person Rea Smith. A well-stocked library was supervised by Mary Wilson. Many people in PR were very visible. H&K in 1976 published a 228-page collection of speeches by its own staffers.

A freeze set in at Society h.q. in 1980 when Patrick Jackson of Epping, N.H., correctly stating that New York’s dominance of the Society was at an end, was elected president. His approach to reporters was “duck ‘em, screw ‘em” and “go direct.”

Nearly 10 PR careerists on staff were quickly off-loaded. Association professional Betsy Kovacs became COO and stayed until 1992.

The Society in 2007, after a search for a candidate who would be a “charismatic leader,” someone with a “vision” for PR, and an “accomplished public speaker,” instead picked William Murray of the Motion Picture Assn. who has yet to address a single group in New York that we know of. His visit to the Minnesota chapter in 2012 was only the second such chapter visit since January 2007.

Murray, who carries the title of president and who had a pay package of \$382,013 in 2011, should be one of the most visible people in PR.

He was at the Foundation dinner April 24 but we did not see him circulating during the cocktail hour. Foundation president Lou Capozzi, at our request, led us to his table and we said “Hello.”

A flaw at the Foundation dinner was the lack of name badges which are common at such events including the Arthur W. Page Society spring dinner April 4.

The Foundation website’s coverage of the event omitted the picture of Richard Edelman with this reporter and associate publisher John O’Dwyer. Edelman took part in that picture to show that he is on good terms with reporters. Having good relationships with media is no doubt a key reason why Edelman’s 2012 revenues of \$655 million were more than five times the revenues of the next largest.

– *Jack O’Dwyer*