



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

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AILES' PR GUY AXED AT FOX

Brian Lewis, one of the most powerful executives at Fox News and a top advisor to CEO Roger Ailes has been terminated.

The former Fox executive VP-corporate communications was let go due to "issues relating to financial irregularities," according to a statement from the 21st Century Fox unit.

Lewis had been in charge of PR for Fox News, Fox's TV stations, Fox Business Network and 20th Television.

He handled PR at CNBC when Ailes ran that network during the '90s. Lewis joined Ailes at Fox in '96 as VP-media relations.

Lewis was viewed as a "moderating influence," on Ailes, according to media reports



Lewis

KIDNEY DISEASE CAMPAIGN RE-UPS AT OGILVY

The National Kidney Disease Education Program has picked up a multimillion-dollar option with Ogilvy PR to guide communications for the public awareness campaign.

Ogilvy inked a one-year extension this month worth nearly \$2.4M.

The NKDEP, run through the National Institutes of Health, aims to educate the public about detecting and managing chronic kidney disease with an ultimate goal of reducing deaths from complications and improper care.

Ogilvy and NKDEP last year earned "best in show" honors at PRSA/National Capital's annual Thoth Awards for a campaign, "Kidney Sundays," focused on the faith-based African-American community.

SHERMAN UPPED TO PREXY POST AT JFWBK

Matthew Sherman has been named president of Joele Frank, Wilkinson Brimmer and Katcher, IR and financial PR firm, to focus on day-to-day management, strategy and marketing.

The 13-year veteran of the firm was partner at the New York-headquartered shop.

Founding partners Andrew Brimmer and Daniel Katcher are upped to vice chairmen.

Founder Joele Frank remains in the managing partner slot.

She says the appointments "clearly demonstrate our focus on the firm's future and the solid leadership we have in place."

NIGERIA REACHES FOR McBEE

Nigeria, a major oil supplier to the U.S., has hired McBee Strategic Consulting to increase its media profile here.

Africa's most populous country on Aug 20 claimed a major victory in the long-running war with its Islamic insurgency, reporting the death of the leader of the Boko Haram group.

Abubakar Shekau is said to have died after being mortally wounded during a shoot-out with Nigeria's military. The U.S. had a \$7M bounty on Shekau's head. Half of Nigeria's 160M people are Muslims.

On behalf of Nigeria's Washington embassy, McBee is to generate the media messaging narrative, develop thought leadership opportunities, hike social media engagement and monitor the media to educate and inform U.S. and NGOs about its policies.

Nigeria last year hired WPP's Glover Park Group to a \$30K a-month contract.

Omnicom's Mercury Public Affairs unit scooped up a four-month \$300K assignment in July.

RASKY, OGILVY ALUM MOVES TO TWITTER

Nu Wexler, who was VP-public affairs in the Washington office of Rasky Baerlein Strategic Communications, is joining Twitter. He will handle public policy and political affairs at the micro-blogging site.

At Rasky since March, Wexler handles Harvard Pilgrim Health Care, Mediacom Communications and American Student Assistance.

Wexler also did a stint as account director at Ogilvy Public Relations Worldwide, working on non-profit, corporate and government accounts, and communications director at activist group Wal-Mart Watch.

SVC WORKS PRITZKER DEAL

Sard Verbinnen & Co is guiding PR for the Pritzker family as it acquires Pittsburgh-based steel services company TMS International in a deal valued at \$1B.

The Pritzker Organization, the merchant bank for one of the wealthiest families in the U.S. with holdings like Hyatt Hotels and Triton Container, said it will pay \$17.50-per-share for TMS.

Penny Pritzker, daughter of TPO co-founder the late Donald Pritzker, is the U.S. Secretary of Commerce.

George Sard in New York and SV&C staff in Chicago rep TPO.

The deal will take NYSE-traded TMS private.

The deal is expected to close in the fourth quarter, subject to regulatory approval.

MS. UNIVERSE IN RUSSIA ANTI-GAY FLAP

Miss Universe Organization, which is holding its 2013 pageant in Moscow in Nov. 9, is snagged in the push-back against Russia's controversial law to ban "gay propaganda."

MUO released a statement Aug. 20, saying it's "deeply concerned" with the measure" as well of the "violence experienced by the LGBT community in Russia."



The law is "diametrically opposed to the core values of our company," which is a joint venture between NBC and Donald Trump.

The show, however, will go on in the hope that the competition in Moscow "will help foster a common understanding and appreciation of the rights of all individuals, regardless of their nationality, race, religion or sexual orientation."

MUO is working with its Moscow hosts to "ensure the security and well-being of those traveling to Russia for the pageant."

Bravo's Andy Cohen, host of the pageant, announced Aug. 15 that he wasn't going to Russia because the new law makes the country unsafe. He noted that Russian authorities could now arrest anyone suspected of being homosexual.

Russia's anti-gay law was a hot topic in the just concluded world track and field championships that were held in Moscow. That competition featured American 800-meter silver medalist Nick Symmonds blasting the anti-gay law. "I believe that all humans deserve equality as however God made them," he said in Moscow. "Whether you're gay, straight, black, white, we all deserve the same rights. If there's anything I can do to champion the cause and further it, I will, shy of getting arrested."

The gay law casts a large cloud over preparations for the 2014 Sochi Olympics.

SSS SPEAKS FOR GUN SILENCER GROUP

Shockey Scofield Solutions has signed on to represent the American Silencer Assn., which is based in Atlanta.

Backed by manufacturers Gemtech, Advanced Armament Corp and Silencerco/SWR, ASA wants to be the single voice for silencer rights for hunting, law enforcement and military applications. It's eager to educate lawmakers about the benefits of silencers for hearing protection, greater shot accuracy and "situational awareness" to allow easier team communication via elimination of muzzle flash, according to its website.

Silencers are legal in 39 states. The National Firearms Act of 1934 regulates them.

SSS is to push for funding of the NFA. Jeff Shockey (ex-GOP staff director on the House Appropriations Committee) and John Scofield (ex-press secretary to New Jersey Republican Congress Frank LoBiondo) lead that effort.

NM SIGNS HEALTH EXCHANGE PR TEAM

New Mexico's health insurance exchange has awarded a \$6M PR and marketing pact to two agencies following an RFP that drew 14 bids.

Milwaukee-based BVK and Cooney Watson & Associates of Albuquerque emerged from the pack. BVK is the lead contractor.

New Mexico plans to run its own health insurance exchange under the Affordable Care Act with help from the federal government. An estimated 23% of citizens in the Land of Enchantment don't have health insurance.

The RFP, released in June, estimated nearly \$3M in PR spending for the remainder of 2013. The year-long pact will likely fall between \$6M and \$7M in total, the exchange said.

BVK, an independent firm, specializes in healthcare, tourism and public sector campaigns. Cooney, Watson also keys in to healthcare and public sector work, including the New Mexico Health Insurance Alliance and the state's Dept. of Health.

DKC RECRUITS CASTRO

DKC Public Relations has hired Melissa Castro, who was campaign press secretary for Jersey Senator Bob Menendez, to work on its government and PA team.

She is to expand DKC's relationships with the Spanish language media.

Castro also worked in Philadelphia at Congreso de Latinos Unidos, a non-profit, and launched Long Island Congresswoman Carolyn McCarthy's Hispanic advisory council. Most recently, she was spokesperson and media specialist for the Federal Emergency Management Agency's region 3, covering the 28M people living in Virginia, West Virginia, Pennsylvania, Delaware, Maryland and D.C.

Sean Cassidy, DKC president, expects Castro's extensive government and political experience and "unique understanding of the issues important to the Latino community" will benefit clients of the New York shop.

John Marino, Joe DePlasco and Jeff Lerner, former political director of the Democratic National Committee, spearhead DKC's government/PA practice.

21ST CENTURY FOX TUNES IN CORMAC

Rupert Murdoch's 21st Century Fox has retained the well-connected Cormac Group to tackle issues such as broadband, spectrum, video and online distribution.

CG positions itself as a champion of "open and fair markets," which presses for "a barrier-free regulatory structure that enhances competition."

Pat Williams and John Timmons founded the firm. Williams was VP-federal affairs at ATT in charge of more than 40 lobbying and consulting firms.

Prior to Ma Bell, Williams worked at its then arch-enemy, MCI Communications, responsible for federal procurement and telecommunications policy.

Williams played a key role in the development and passage of the landmark Telecomms. Act of 1996.

Timmons is a former senior managing director at Hill+Knowlton in Washington and VP-government affairs at America West Airlines.

BLOOMBERG FAULTED ON PAST DATA POLICIES

Two outside probes conducted on Bloomberg LP's data policies and procedures found that the company since May has appropriate controls in place to prevent reporters from accessing information of subscribers to the company's financial terminals.

Earlier, Bloomberg's journalists had access to private data of clients, according to the reports released Aug. 21.

Hogan Lovells law firm and Promontory Financial Group compliance shop examined more than 500K news stories, conducted 425 interviews with staffers and did 230K tests of client data systems.

The investigations were conducted after banker complaints that Bloomberg reporters were obtaining sensitive information.

The probes found no instances of recent widespread abuse and determined that any past breach stemmed from "misunderstandings."

Former IBM CEO Samuel Palmisano, who was hired by Bloomberg's board to review its policies, said the reports are "thorough, objective and comprehensive."

He said Bloomberg's management recognized the need for a more comprehensive set of policies and procedures. They acted quickly to enhance their existing structures and put more resources behind this critical priority."

Bloomberg also retained Clark Hoyt, former editor-at-large at Bloomberg News and public editor of the *New York Times*, to review the relationship between its editorial and commercial arms.

He said the company is beginning to implement his recommendations that are designed to help the company "adhere fully and consistently to their already-high standards, as well as to highlight areas where policies and practices should be revisited in a rapidly-changing world."

In his statement, Bloomberg CEO Dan Doctoroff, said, "We know we needed to evolve, and we have learned from our mistakes."

DISNEY TO CUT 175 ABC TV STAFFERS

Walt Disney is expected to cut about 175 people at its ABC TV Group in a bid to cope with technological change and viewership habits.

There are about 7,500 staffers at the group's local stations, which include the key markets of New York, Chicago, Los Angeles and San Francisco.

An ABC spokesperson said the company after an organizational review has "re-imagined and realigned" certain functions to better position for growth.

ABC is the fourth-ranked broadcaster.

BRIEF: Wenner Media has shifted *Men's Journal* publisher Chris McLoughlin to the same position at its *Rolling Stone* flagship magazine. He replaces Matt Mastrangelo, who left in June after a three-year stint and takes the associate publisher-adv. slot at *Self* on Sept. 3. McLoughlin took over MJ in Feb. 2012. Earlier, he was associate publisher at *Redbook*, and held management jobs at *Golf Digest* and *Sports Illustrated*.

NYC'S WBAI MOVES TO BRINK

WBAI-FM, which is New York City's listener-sponsored radio station, has fired 19 of its 29 staffers in a cost-cutting drive. That cutback includes its entire news staff.

The left-leaning station has been rocked by a falling membership base, heavy debt and oversized bureaucracy.

According to the financial records of WBAI's owner, Pacifica Foundation, the station has lost more than \$3M since 2004. Red ink has flowed in each of those years. WBAI's 14K members kicked in \$2.5M in 2012.

WBAI launched in 1941 as WABF. It went off the air in 1953 and returned in 1955 as World Broadcast Assocs. Inc. (WBAI). It joined the Pacifica network in 1960. Pacifica also has stations in Berkeley, Los Angeles, Houston and Washington and more than 50 affiliate stations across the country.

WBAI's key asset: a broadcast license worth an estimated \$50M.

WEBB CHAIRS YAHOO

Yahoo! has named Silicon Valley pro and board member Maynard Webb chairman. He had been serving as chairman on an interim basis following the resignation of Fred Amoroso.

Webb was CEO of LiveOps, a cloud contact center, and COO of eBay.

Google's Marissa Mayer succeeded Ross Levinsohn in Yahoo's top spot in July 2012.

Yahoo, meanwhile, has recruited Dawn Airey as senior VP-Europe, Middle East and Africa operation.

She takes over for Christophe Parcot, who had the spot on an interim basis on Nov. 1. Parcot is to be re-assigned.

Airey is a 30-year veteran of the British TV business. She was president of an RTL Group unit, CEO of Broadcaster Five, managing director of global content at ITV and managing director—channels & services at BSkyB. Airey will report to Yahoo COO Henrique de Castro.



Webb

TECH GIANTS JOIN TO SPREAD WEB

Seven tech companies have formed internet.org to foster increased worldwide access to the web.

Facebook, Nokia, Ericsson, MediaTek, Qualcomm, Samsung and Opera are founding members of the group that is targeting 'Net access to 5B more people.

Currently, a third of the global population (2.7B people) is able to go online. Internet adoption is growing at a nine percent annual clip.

Internet.org members promise to collaborate in the development of ways to make connectivity more affordable, support sustainable business models and invest in ways to boost efficiency.

Internet.org is modeling itself after the Open Compute Project, the industry-wide initiative that has lowered the cost of cloud computing.

MEDIA NEWS**KNELL EXITS NPR FOR NAT GEO**

Gary Knell, president & CEO of National Public Radio since 2011, is leaving to helm the National Geographic Society in the fall.

Kit Jensen, NPR chair, said Knell would remain in charge during a transition as the network looks for a successor.

Knell's successor will be NPR's seventh CEO in seven years. Knell joined NPR following the high-profile resignation of Vivian Schiller following the firing of correspondent Juan Williams due to his political views and criticisms of conservatives by network fund-raisers.

In a letter to staffers, Knell said he decided to accept the unsolicited offer to become CEO at Nat Geo after "a great deal of personal reflection."

Prior to NPR, Knell spent 22 years at Sesame Workshop, which included a decade as CEO.

He pushed SW's overseas expansion strategy and launched the Sprout and Noggin cable channels.

Earlier, he was managing director of Manager Media International, a multimedia company in Asia, and senior VP and general counsel at WNET/Channel 13 in New York City.

Knell, who is a trustee at Nat Geo, will succeed John Fahey as president/CEO.

Jean Case, the trustee involved in the search, said Nat Geo launched a "comprehensive and global search" for a new leader and is delighted to "announce that the perfect candidate for this crucial role was right in our own backyard."



Knell

ZILLOW TAKES STREETEASy

Zillow, the leading online national real estate media firm, is acquiring StreetEasy, which is the major player in the New York City marketplace. The Seattle-based company is paying \$50M cash in the deal.

StreetEasy attracts about 1.2M unique visitors per-month with its listings of

sales/rental listings, new developments and real estate market news. It also covers Philadelphia, Washington and the Hamptons. StreetEasy has 34 staffers.

Zillow CEO Spencer Rascoff, called StreetEasy "an incredibly strong and recognized brand in New York City."

Zillow recorded 61M unique visitors during July. It registered a 69 percent jump in second-quarter revenues to \$47M. It posted a \$10.2M loss vs. \$1.3M year ago profit.

The company also announced a secondary stock offering of \$5M shares with the proceeds allocated to general corporate purposes.

Zillow shares trade at \$87.48. Their 52-week range is \$97.29 and \$23.

**MURDOCH TARGETS VICE**

Rupert Murdoch's 21st Century Fox has acquired a five percent stake in Brooklyn's Vice Media for \$70M.

VM gained a world-wide buzz earlier this year by hooking up retired NBA star Dennis Rodman with North Korean leader Kim Jong un for a documentary about the Harlem Globetrotters' visit to North Korea.



VM generated about \$175M in 2012 revenues from its online videos aimed at hipsters and content partnership deals with Facebook and Twitter.

Vice CEO Shane Smith told the *Financial Times* the cash infusion will help Vice reach its goal of being the "next MTV, ESPN and CNN" rolled into one.

He said the structure of the deal with Murdoch "gives us the freedom to do what we want to do."

Martin Sorrell's WPP and former Viacom CEO Tom Freston's investment firm, Raine, also have investment stakes in VM.

21CF Bolsters Hacking Budget

21CF has bolstered by \$110M the budget to cover costs connected with the alleged hacking at News Corp.'s British newspaper operation.

The movie and Fox Network operation split with News Corp. in June, but agreed to cover a share of any hacking settlement.

According to its Securities and Exchange Commission filing, 21CF has recognized \$40M in hacking-related costs as of March 31.

NBC NEWS ESTABLISHES ORIGINAL VID UNIT

NBC News digital group has created an original video unit to create material for social, mobile and web audiences.

Bill Smee, who was executive producer at Slate.com's video unit Slate V, is joining NBC next month to head the operation.

He will focus on developing branded video series to build on NBC News' storytelling across digital platforms.

Vivian Schiller, senior VP & chief digital officer at NBC News, noted in a statement that while NBC is "already an industry leader in streaming clips from our television programming," it would have an "additional focus on original video that extends the news division's on-air and digital brands."

Smee will report to Gregory Gittrich, VP-news & product at NBC News Digital and executive editor at nbcnews.com.

Gittrich said his unit is "building on the NBC News legacy of world-class video storytelling."

Smee's talent, expertise and "innovative spirit will help change the way we tell and deliver stories," he added.

Before Slate, Smee spent 20 years as a producer and executive at CNN and the Discovery Times Channel.

He began his career in radio as on-air reporter/anchor at WVOX (New Rochelle) and production assistant at WINS (New York).

NEWS OF PR FIRMS**OGILVY TARGETS START-UPS**

Ogilvy PR Worldwide has launched Espresso, a service that will offer “big brand thinking” and measurable results” for start-ups and emerging brands.

Espresso says it features brand narrative and messaging through media exposure and influencer relations at an “affordable and flexible cost structure.”

Luca Penati, managing director of Ogilvy’s global tech practice, says Espresso was developed with direct feedback from the start-up and venture capital.

Rock Health, a San Francisco firm that supports digital health entrepreneurs, is among Espresso’s charter clients.

Espresso info is available at <http://www.ogilvypr.com/en/practices/technology>.

HAVAS PR LAUNCHES SOCIAL MEDIA FIRM

Havas PR has launched SocialProvidence, a social media start-up in Rhode Island’s capital city.

Led by two recent college graduates, Mike Cunningham and Giuseppe Crosti, SP is structured as a stand-alone operation to build some concepts for clients and monitor the properties to seek leverage in paid, earned and owned media, according to Havas’ announcement.

Cunningham and Crosti were fellows at Venture for America, the organization that trains college students for entrepreneurial opportunities in “lower-cost cities.”

SP reports to Havas PR executive VP Renee Harper. She sits on SP’s advisory board with North American CEO Marian Salzman, executive VP Ana Nennig and New England managing director Julie Hall.

NC STATE SLATES PR VENDOR REVIEW

North Carolina State University is consolidating its PR and communications services accounts in a competitive review.

The communications department of the public Raleigh-based institution of more than 34,000 students has released an RFP covering media relations, PR, digital, graphic design and marketing/copywriting in a bid to streamline its work with outside firms.

The university hopes to establish a pre-qualified pool of vendors to handle assignments over the next two years.

Proposals are due Sept. 10. RFP: <http://bit.ly/18VOokQ>.

LHA, LANE WORK \$395M KEYNOTE DEAL

Lippert/Heilshorn & Associates and Lane PR worked private equity firm Thoma Bravo's \$395M acquisition of Internet/mobile cloud testing and monitoring company Keynote Systems, which took the San Mateo-based company private.

LH&A managing director Kristen Chapman advises Keynote on the IR side, while Keynote senior director of corporate communications Dan Berkowitz was PR point person for the deal.

Lane PR handles PR for Thoma Bravo, a Chicago and San Francisco-based PE firm with a \$4B portfolio.

TB's \$20-per-share deal for Keynote closed on Aug. 22.

NEW ACCOUNTS**East**

Matter Communications, Newburyport, Mass./LoJack Corp., theft deterrence, as AOR for PR following a search.

5W PR, New York/BioElixia, body care products, as AOR for PR.

Cristiano Magni PR, New York/Marwood, British neckwear brand, for PR.

MWW, Rutherford, N.J./Qubit, London-based e-commerce company, and Synqera, St. Petersburg, Russia-headquartered outfit that uses Big Data to increase loyalty of shoppers. They join MWW’s retail group of Blackhawk Network, 1-800 Flowers.com, Nextag, Blurb and Wize Commerce.

Lewis PR, Washington/Process Query Systems, for its FlowTraq network security software provider. Work for the Lebanon, NH-based client will include media relations and digital marketing.

Altitude Marketing, Emmaus, Pa./Washington-based Higher Logic, marketer of social networking solutions for non-profits/associations, to increase member retention and generate non-dues income.

MMI PR, Raleigh, N.C./The Hatteras Group, M&A advisory firm, for PR.

Southeast

TransMedia Group, Boca Raton/Ms. Senior America Pageant, competition for 60+ women set for Oct. 20-25 at Resorts Casino in Atlantic City, N.J.

Simply the Best PR, Boca Raton/Sexy Girl Jewelry, crystal jean jewelry, for PR.

Midwest

Elasticity, St. Louis/CafePress for agent of record duties for customizable retail e-commerce operation. In announcing the hire, Sarah Segal, PR chief for CafePress, cited Elasticity’s “unparalleled enthusiasm and uniquely creative approach to PR and digital marketing that adapts to the fluctuation and diversity of today’s media environment.”

Zapwater Communications, Chicago/Forum Studio, architecture and design firm, for PR, including trade and business media relations.

Gage, Plymouth, Minn./PreciouStatus, software service for schools and care providers that provides instant updates with family members about loved ones, for PR.

Southwest

SPM Communications, Dallas/Petmate, pet bedding, dog houses, kennels, toys collars and leashes marketing under brands such as WetNoz, Petmate, Aspen Pet, Chuckit!, Dorskocil and JW Pet for PR.

West

Bob Gold & Associates, Los Angeles/Penthera, software which delivers TV and movies to mobile devices for offline playback, for PR and marketing.

U.K.

Singleton PR, Farnham/Clarion Events for Counter Terror Expo 2014 slated for London in April. The event is targeted at members of the British government, police, emergency and private sector security forces.

NEWS OF SERVICES**SIMON SAYS INSTAGRAM VIDEO**

D S Simon Productions has launched a video for Instagram service, following Facebook's unveiling of video capabilities on its photo application.

Client Consumer Electronics Association was the first to incorporate the service with a video that was part of an integrated media tour to promote its Demo Days push.

President/CEO Doug Simon said the length and production flexibility on the Instagram video service provides an opportunity for organizations to take advantage of an additional channel in their communications.

The Simon service is on Instagram at DSSimonVOI. The firm has also integrated Twitter's Vine video service.

OTTAWA HIRES MEDIAMISER

The city of Ottawa has selected MediaMiser to monitor the print, online, broadcast and social media channels for news about its mayor, city council and important stakeholders. The firm also will provide periodic analysis of the coverage.

The Canadian city will use the MediaMiser Enterprise Plus system, which blends monitoring with the savvy of the company's team of former journalists and communications pros.

MMEP, according to CEO Brett Serjeantson, was "designed with organizations like municipalities in mind and we will continue to build feedback from clients into our products to ensure they have the tools they need for the rapidly evolving media landscape."

WPP GRABS POLLING, DATA SHOP

WPP's Kantar data management business has acquired The Benenson Strategy Group, a research and consulting firm that handled polling for President Obama's 2008 and 2010 campaigns.

BSG had fiscal 2013 revenues of \$15.6M with clients like AARP, the NFL and Campbell's Soup Company. It is based in New York with outposts in Washington, Los Angeles and Denver with about 50 staffers.

Co-founders Joel Benenson (CEO) and Carl Rossom (COO) remain at the helm.

VENABLE ADDS AD LAWYER IN NY

Venable LLP has hired American Express' chief advertising counsel Po Yi for its advertising and marketing group.

Yi is an expert on branded content, sponsorship, social media and media integration and takes a partner post for the law firm in New York.

She spent five years at Amex, negotiating sponsorship deals in the entertainment, sports and social media sectors and overseeing ad campaigns.

BRIEF: Broadcast PR firm **zcomm** has moved from Bethesda, Md., to Washington, D.C., in an expansion. "Our clients are here, key events are here and we are thrilled to be in the heart of the action at a time when we are firing on all cylinders," said CEO Rise Birnbaum. The 24-year-old firm handles video, audio and digital PR services.

PEOPLE**Joined**

Alicia Thompson, VP of communications at Popeyes Louisiana Kitchen fast food chain, has joined Edelman's consumer team in Atlanta as SVP. She's a nine-year Popeyes vet and reports to Scott Morris, the office's consumer chief.

**Thompson**

Line Beauchamp, former member of Canada's parliament and culture, environment and education minister, to Cohn & Wolfe. Most recently, she was VP at Committee Strategies. Beauchamp, 50, joins the WPP unit's office in Montreal.

Marshall Manson, M/D of Edelman's EMEA digital operation, has joined Ogilvy as M/D of its Social@Ogilvy unit in the region.

Denise Doring VanBuren to board of directors to Elant, Briarcliff Manor, NY-based healthcare and housing provider. She is VP-PR at Central Hudson Gas & Electric.

Haydn Bush, senior online editor at Hospitals and Health Networks, to GYMR as A/S. **Allison Koehler**, medical assistant at Brigham & Women's Hospital in Boston, to A/C. Also, **Tamara Moore** was promoted to managing supervisor, **Frank Walsh**, **Shannon Toher** and **Brianna Gavio** to senior A/Es, **Jennifer Arnold** to A/E and **Stephanie Wight** to A/Cs.

Lauren Provence to Morgan Marketing & Public Relations as A/C. She is responsible for Sapphire Lagune, Veggie Grill, Wienerschnitzel and Savory Spice Shop accounts.

Heather Willis Neal, who was chief lobbyist for Indiana Governor Mike Pence, has joined Limestone Strategies as president of its PA unit. LS has offices in Indianapolis and D.C.

Roy Reid, Consensus Communications in Orlando, Fla., is moving to the University of Central Florida's business school as director of business comms.

Promoted

Scott Kronick, president of Ogilvy PR/North Asia, is succeeding the retiring Asia Pacific chief Steve Dahlhoff on Jan. 1. Both are 26-year veterans of the WPP unit.

Matthew Overington and **Alan Tan** named co-leads of Hill+Knowlton Strategies' tech practice in Asia. Overington, who is based in Singapore, served as director/global lead of LG-One, the WPP unit formed to service LG Electronics. Tan, who has nearly 30 years of technology experience, is stationed in Hong Kong. They report to John Morgan, H+K Asia chief.

Don Martelli to VP/director of digital integration at Schneider Associates' InGroup unit, which handles social media campaigns. He began his career as a *Boston Globe* reporter and joined SA last year as a director.

**Martelli**

Caroline Witherspoon to president, Becker Communications, Honolulu. She joined the firm 20 years ago as an intern. Founder **RuthAnn Becker** takes a chair/CEO title at the 27-year-old firm.

PROTESTERS TARGET BELLPOTT HQ

Protesters from the anti-fracking group No Dash for Gas blocked access to the London headquarters of Bell Pottinger Aug. 19 and hung a banner from the building as part of a campaign against the firm and U.K. energy client Cuadrilla.

The group, which said its protesters superglued themselves to the PR firm's glass door and used arm tubes to block access at around 8 a.m. Aug. 19, also played over a sound system a recording of what they said was a Bell Pottinger staffer admitting its PR offensive on fracking "sounds like utter f---ing b-l-lsh-t." A banner unfurled on the building read "Bell Pottinger Fracking Liars."



"This morning we're stopping their staff from reaching their desks in the hope that for one day at least Bell Pottinger won't be able to mislead the British public about fracking," said protester Kerry Fenton. "In truth it's polluting, expensive and dangerous."

Bell Pottinger acknowledged the protest but said its offices remained open and that police were dealing with the activists. The firm said the group was only playing part of the recording, which was originally released by Greenpeace in May.

Protesters also made their way to offices and a drilling site of Cuadrilla, which has begun exploratory drilling in West Sussex, U.K.

The actions came in the second day of a planned six-day campaign against fracking.

Last week, Bahraini activists threatened PR firms working on behalf of that country's regime, a group that has included Bell Pottinger, Hill+Knowlton Strategies and Qorvis Communications, among others.

A U.K. environmental group targeted the headquarters of Edelman in 2009 with a "naked protest" over the firm's work for coal power company EON.

WPP BUYS PIECE OF MUTUAL MOBILE

WPP has acquired a minority stake in Austin-based Mutual Mobile, a mobile product development company that generated revenues of more than \$25M last year.

The company counts Google, Oracle, Citigroup, Samsung, Del Monte, Xerox and Pearson among clients.

WPP Digital chief Mark Reed sees Mutual as a key addition as more people access the Internet via mobile devices. He says WPP's clients need specialist mobile skills to complement their existing digital activities.

Mutual has 320 mobile specialists in Texas and Hyderabad, India.

WPP's digital revenues topped \$5B in 2012, which represented 33 percent of total revenues of \$16.5B revenues.

CEO Martin Sorrell wants digital and new media to account for 40-45 percent of overall revenues in five years. WPP Digital units include Rockfish, Blue State Digital, POSSIBLE, Acceleration, Salmon and Hogarth.

WEBER SHANDWICK BOLSTERS CHICAGO

Weber Shandwick has added digital and savvy social media pros Lori Dicker and Mark Book in the Chicago office

Dicker takes the executive VP/digital title. Most recently, she held that title at Social@Ogilvy. She spent a decade in Los Angeles, starting her own digital shop and leading Moxie's office in that city.

Book is director of brand content, Creative. He is a Digitas alum, who has worked with clients such as Miller-Coors, Virgin Mobile and Sprint.

Susan Howe helms WS/Chicago.

BENNETT ENROLLS AT SC STATE

Sonja Bennett has been appointed VP-external affairs/communications at South Carolina State University.

She's in charge of image work to increase brand recognition via media relations, op-eds, feature articles and press releases.

Bennett has had PR responsibilities at Claflin University, Saint Augustine University, Strayer University and the Episcopal diocese of North Carolina.

She's worked in TV news at WRAL (Raleigh), WRBL (Columbus, Ga), WYFFTV (Greenville), WAKA (Montgomery) and WDHN (Dothan, Ala.).

RAVE FESTIVAL GIANT HIRES IN-HOUSE PR

Insomniac, the Los Angeles-based concert production firm behind the electronic music phenomenon Electric Daisy Carnival, has plugged in Jennifer Forkish in the new post of VP of communications and public affairs.

Forkish handled the Insomniac account at LA PA shop Englander Knabe & Allen as a VP for the firm.

The Electric Daisy events, which have been held around the US and in London, are said to be the largest electronic music festivals, or raves, in the world. Three-day gates have surpassed 300K people, although drug use and the toll the events take on emergency response resources have fostered criticism and opposition.

The *Los Angeles Times* in a February feature weighed 14 drug overdoses stemming from such events since 2006 against the economic boon provided to financially strapped areas where the "raves" are held.

Insomniac founder and CEO Pasquale Rotella, considered a pioneer in the large-scale production of rave events, said Forkish's experience in media relations, crisis communications and politics make her a valuable asset for the company.

Forkish previously directed government relations for the California Grocers Association and handled communications for LA councilman Dennis Zine.

OHIO PUTS PR PACT ON HOLD

The Ohio Dept. of Transportation's plan to award Columbus-based Strategic Public Partners a \$1.9M PR pact to educate the public about road projects is now on hold, according to a report in the *Columbus Dispatch*.

The state's Controlling Board approved DOT's request for \$83M in various contracts for research, planning, design and inspections, but nixed the PR component after a Buckeye State senator flagged the contract.

PR OPINION

FleishmanHillard, is making a major push to identify itself with ethical conduct.

It has a seven-part resource called "Ethics as Culture" that provides an ethical checklist, training workbook, and "Ethics as Culture Presentation" that can be given to employees.

Senay himself, in a "commencement address" to grads throughout the U.S. on May 22, called on them to do "what is right" and not "go with the flow."

In a July 17 CPRF posting, he inveighed against "a tide of unscrupulous activities and corporations that bend the rules in the name of profit" and urged employees to serve clients "in the most ethical manner possible."

We're glad Senay is making such a big deal about ethics and we hope he follows through when thorny issues come up.

CPRF In Flap with Ad/PR Exec

One came up last week when it was revealed via a Twitter burst that CPRF had invited, then dis-invited, and then invited again someone to speak at its career forum Oct. 3 at Boston University.

The "someone" was Edward Boches, chief innovation officer at Mullen, a major Boston ad/marketing PR firm owned by Interpublic and who is also an adjunct professor at BU. He heard through a third party that CPRF dis-invited him because it mistakenly thought he was an "ad executive."

Boches, who has an extensive background in PR as well as advertising, having started his career as a corporate PR specialist and having led the Mullen PR unit, posted his own 1,023-word take on this flap. He castigated CPRF for failing to do its "homework" on him and failure to realize that advertising and PR are working closely together these days. "Shouldn't we all be working together? Learning each others' skills? Understanding how to leverage each others' strength?" he asked.

Career Forum Is Key Issue

What wound us up on this topic was the discovery that CPRF is conducting some sort of career forums at BU and other colleges. They are not on the event calendar on the CPRF website.

Ad executives as well as marketing and PR executives should speak at these forums but so should journalists and service firm reps.

Students should hear from journalists themselves what are their experiences with PR people are these days.

There has been an explosion of PR service firms in recent years and there are many jobs in that sector.

The tech-savvy service firms are encroaching on duties once considered the preserve of PR firms.

PR practitioners are well aware of this. PR Society of America closed its exhibit hall from 1995-99 after nearly 50 service firms organized in New York and formed the PR Service Council.

The PR Society, aware that the January O'Dwyer's magazine publishes the *PR Buyer's Guide* to nearly 1,000 PR products and services, has blocked O'Dwyer reporters from entering the exhibit hall two years in a row.

It looks like 2013 will be the third year.

Society spokesperson Stephanie Cegielski won't answer the question of whether O'Dwyer reporters will be allowed in the exhibit hall.

PRS does not want us taking pictures of the exhibits and interviewing their staffers for features in our January magazine.

Students should be aware of the tooth and claw nature of business competition.

Blocking reporters from stories is unethical by any measure and we hope Senay will acknowledge this.

Lite Fare at PR "Career Days"

One of the main things students need is information. We see no evidence of a "literature table" being set up at the Boston event.

Such a table would contain donated copies of O'Dwyer's Directory of PR Firms and the 2012 *Contact* directory of *PR Week/U.S.*, which lists companies as well as PR firms (Contact is only available online now).

Copies of the O'Dwyer and PRW magazines should also be available as well as copies of other PR trade publications.

The PR Society should provide copies of its nearly 1,000-page Bluebook of members, an excellent job-hunting tool that listed nearly 20,000 members alphabetically, geographically and by company. PR professors describe this as a cornucopia of information for students that is sorely missed.

PR students, who are about to face the real world, need a strong dose of what is out there. An excellent volume that captures the go-go nature of PR firm life is *Army of Entrepreneurs* by Jennifer Prosek, who heads the \$15 million firm of Prosek Partners, New York.

Prosek's employees are constantly on the search for new clients wherever they happen to be including the gym or on an airplane.

Students must face the reality that many of them will have to start their own freelance businesses. The royal route to a PR firm job is to bring in a client. That trumps any number of internships.

We offered copies of these and other books to PR Society chapter career days in Atlanta Feb. 22 and New York April 2 but chapter leaders turned a deaf ear to such offers. Their attitude was that this was "their" career days and they would run them the way they wanted to.

Students Covered Two Career Days

Although reporters were banned from both events, local journalism students were only too glad to cover for us and provided excellent copy and pictures. They were astounded that chapter leaders turned down offers of free directories, books and magazines.

The student who covered the Atlanta forum said speakers described PR as an activity that does not turn a profit and that they should go into PR for the "love" of it.

Students at the NYU function heard numerous speeches extolling PR as a career. The PR Foundation, one of the sponsors, is making a special effort to recruit minorities to the industry.

— Jack O'Dwyer