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O'Dwyer's Newsletter

The Inside News of
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UTILITY-BACKED ENERGY PUSH SEEKS PR

A California campaign funded by utility customers promoting energy efficiency upgrades to homes and businesses is on the hunt for a PR firm to guide earned and social media efforts.

Energy Upgrade California, which released an RFP for the work on Dec. 6, is funded by surcharges collected by the California Public Utilities Commission on customers of the state's four big power companies – Pacific Gas and Electric, Southern California Edison, So. California Gas Company, and San Diego Gas & Electric.



The RFP calls for firms to pitch earned and social media plans for 2013-14 in support of EUC's marketing, which received a \$20M boost in 2011-12 under the federal stimulus law.

The competitive pitch follows a fall RFP for marketing and advertising, which is under review.

Proposals are due Jan. 17. RFP: <http://bit.ly/18HWZf2>.

PR HEAVYWEIGHT ALPEROWITZ LANDS AT H&K

Craig Alperowitz, who has more than two decades of PR experience, will join Hill+Knowlton Strategies on Jan. 6 as head of its U.S. marcomms practice. He'll take over for interim head Gary Goldhammer, who is chief of H&K's digital strategy in the U.S.

Alperowitz has represented blue-chips such as Nestle, Procter & Gamble, Hershey Co., Best Buy, Warner Bros. Home Video, and General Mills.

Most recently, he headed the consumer team at W20 Group, working on B2C clients for its WCG and Twist Marketing units. Alperowitz was executive VP at Lippe Taylor, managing director at DeVries and VP at FitzGerald Communications.

CAT'S BAUMGARTNER SCATS

Jim Baumgartner is stepping down March 1 as director of corporate affairs at Caterpillar Inc., the \$65B Peoria-based earthmoving equipment giant.

The 62-year-old executive said after more than 40 years of traveling he wants to spend quality time with his family. No replacement has been named.

Baumgartner joined Cat in 1977 as a management trainee. He served as machine sales rep and district manager in Venezuela and Peru.

Jim Dugan is chief corporate spokesperson for Caterpillar, which is led by CEO Doug Oberhelman.



Happy Holidays to all our readers. This is the last issue of the year. Follow breaking news on odwyerpr.com.

COYNE WINS LA MARATHON

New Jersey's Coyne PR has won the LA Marathon business in a competitive pitch for the world's tenth largest organized 26.2-mile race.

Heather Krug, the six-time marathoner who heads Coyne's west coast operation, will spearhead overall communications for the 2014 ASICS LA Marathon and the city's effort to notch the winning bid for the Olympics trial run in 2016.

Tracey Russell, CEO of LA Marathon LLC, said Tom Coyne's firm aced the race for the account due to its track record in the "endurance sports space" and "potential to help increase our visibility nationally and internationally as well as to leverage LA as a destination race."

Coyne opened in the City of Angels in July.

Meanwhile, LA Marathon LLC has named Carsten Preisz VP-brand strategy and marketing. He's a former partner of Freemark Entertainment LLC, which counts Reno Air Races and New York Lizards (professional lacrosse) as clients.

CA TECH SNAGS ALEPIAN

CA Technology has recruited Ronald Alepian for the senior VP & chief communications post. He reports to Lauren Flaherty, chief marketing officer at the \$4.6B IT solutions company founded in 1976 by Charles Wang.

Alepian is exiting TMX Group, which operates the Toronto Stock Exchange. Earlier, he held PR posts at Nortel and Bell Canada and did a nearly ten-year stint at Burson-Marsteller's Canadian affiliate National Public Relations.

Flaherty expects Alepian to promote the global visibility of CA's mobility, cloud and software-as-service offerings. Alepian will be based in New York City.

Kevin Goldman, a veteran corporate communications counselor, in-house PR exec and journalist, has landed at APCO Worldwide as senior director for media relations in New York. Goldman was VP of comms. for NBCUniversal for two years before moving to Hiltzik Strategies and most recently Sucherman Consulting Group in senior posts.

He started out in journalism at *Variety*, *Newsday* and the *Wall Street Journal* before moving to the PR side with Burson-Marsteller in the mid-1990s.

OUTSPOKEN SCHULMAN OUSTED BY PFIZER

Amy Schulman, SVP, general counsel and head of the \$3.2 billion healthcare business at Pfizer, has suddenly agreed “by mutual agreement” to depart the company—a switch that is being billed as a firing by the pharmaceutical trade press.

Although pharma companies are notably reticent with the media, Schulman gave an interview to the *New York Times* Oct. 12 in which she said that women should not be “afraid to speak up” and that they should “own the room. Speak with confidence.”

Forbes described her in 2011 as “a master networker” who courted media attention. It quoted previous CEO Jeff Kindler as saying she was “overly ambitious.” Current CEO is Ian Read, who had put her in charge of Pfizer Nutrition.

Fiercepharma.com, describing the NYT interview in which three other women executives discussed “women at work,” said that “Schulman was unafraid to speak out about such issues as gender and power...she said women need to fight for what they believe in rather than going with the corporate flow.”

Describing two decades with law firms, Schulman told NYT that female lawyers are often seen as the “dutiful daughter” and they rarely make partner.

She said: “I don’t mean being a perennial troublemaker, but it’s about having conviction and courage. Spend that political capital you earn by being intellectually credible, by being a fighter for the people on your team when appropriate, and by arguing for principles that matter.”

Leadership Role Evaporates

Pharma websites said that Schulman was expected to head three units—vaccines, oncology and global healthcare. Pfizer is in the process of splitting into three business divisions.

Fortune magazine senior editor-at-large Pattie Sellers said she had lunch with Schulman Oct. 12 and Schulman talked about the three businesses that would have more than \$8 billion in annual revenues.

Pfizer revenues were \$56 billion last year. Its stock is currently \$30. It was \$48 in June 2000 and has risen 19% this year. Total debt is \$36.75B.

Schulman played a role in the ouster of Kindler in 2010, according to an award-winning 2011 cover story in *Fortune*.

Pfizer’s drug Chlortetrapib, which was designed to increase high-density lipoprotein (the good kind), resulted in a higher death rate than experienced in a control group while in test and was never marketed.

Pharma companies are continuing their search for such a drug.

A four-year review of evidence reported in November has cast doubt on the effectiveness of statins. Recent stories in the press have focused on diet as a means of controlling cholesterol while other stories have said that inflammation rather than cholesterol is the real culprit.



Schulman

SORRELL MAKES MOVE ON DAVOS VET

WPP has acquired a 30 percent stake in Richard Attias & Assocs., an event producer which put the Davos Forum annual Switzerland gabfest of movers & shakers on the map.

CEO Martin Sorrell is a fixture at Davos, which Morocco-born Richard Attias handled from 1995 to 2008. He’s fluent in French, Arabic and English.

Before setting up shop in New York in 2008, Attias was special advisor to Dubai, devising a strategy to attract world-class sporting events and conferences.

He also ran the 600-strong PublicisLive worldwide events network, which is part of Maurice Levy’s Publicis Groupe.

Attias has handled events such as the OPEC CEO Summit, Arab Strategy Forum, launch of Europe’s Euro currency, Clinton Global Initiative and most recently the *New York Times* Dealbook Conference.

Sorrell, according to a report in the U.K.’s *Telegraph*, said he plans to team with Attias to create a “world champion in the field of strategic communication, international conferences and global action oriented events.”

RA&A has annual revenues of about \$45M and a 50-member staff.

BRUNSWICK STARS IN BLOCKBUSTER

Brunswick Group is working the audacious \$2.3B takeover of the giant IMG sports and talent agency, a transaction that will “significantly alter the balance of power in Hollywood’s business landscape,” according to the front page of the Dec. 18 *New York Times*.

The financial PR firm represents \$20B investment firm Silver Lake, which has partnered with its 31 percent-owned William Morris Endeavor Entertainment in the takeover move.

The NYT profiled WMEE Co-CEO Ariel Emanuel as an agent who has “climbed — brashly, ruthlessly — into Hollywood’s power center with one position in mind: king.”

With the demise of the mogul era, noted the Times, Hollywood has watched the rise of Emanuel with both fear and amusement.

“He may have a chainsaw mouth that cuts people down to size, but at least he keeps things interesting,” it reported.

Emanuel’s brother Rahm is the mayor of Chicago, former Congressman, President Clinton’s hatchetman and President Obama’s ex-chief of staff. Another brother, Ezekiel, is a bioethicist.

A combined WMEE/IMG would surpass Creative Artists Agency as the No. 1 agent and have Emanuel and fellow WMEE co-CEO Patrick Whitesell at the helm.

WMEE owns an investment stake in New York creative ad agency Droga5, which serves Coca-Cola, Microsoft, Prudential and Mondelez International.



BP TAPS AP POL EDITOR TO LEAD US COMMS

BP has recruited Associated Press national political editor Liz Sidoti to head its U.S. communications.

The hire comes three months after the energy giant reorganized its PR operation under former journalist and Pentagon public affairs staffer Geoff Morrell, who previous held the head of U.S. communications slot for BP.

Sidoti, who joins Dec. 31, exits the AP after 14 years, first as a Cincinnati staffer before moving to Washington as a political correspondent and in 2011 political editor.

The *Huffington Post* first reported Sidoti's pending exit, quoting an email from Sidoti that said she was "looking for a new challenge."

David Pace, a Washington news editor for the AP, takes the national political reins on an interim basis.

BP's North American headquarters is in Houston, but Morrell and Sidoti are based in its Washington office.



Sidoti

AG JOURNO JOINS DIAMOND V

Clayton Gill is joining 70-year-old Diamond V, which markets feed ingredients to promote animal health and nutrition, in January as PR & strategic communications manager.

He was in charge of New York-based Penton Inc.'s Feedstuffs integrated media umbrella unit that includes *National Hog Farmer*, *Beef* and regional operations of *Farm Progress*. Earlier, Gill served as editorial director of trade media for Rockford, IL-headquartered Watt Publishing Co. (*Feed Management* and *Feed International*).

Gill also did a four-year stint in ag extension communications in southeast Asia.

Diamond V (Cedar Falls, IA) is headed by John Bloomhall, a third-generation family member to lead the company.

MEYER EXITS BBC FOR SCRIPPS DC BUREAU

Dick Meyer, a digitally skilled executive producer for BBC News in America, will move to The E.W. Scripps Company in February as chief Washington correspondent to work on a new multiplatform feature for the company, DecodeDC.

"After a long run in the management end of the news business, I'm lucky to have the opportunity to return to the really fun parts of journalism – writing and reporting," said Meyer.

His BBC duties included oversight of its U.S. operations as well as editorial duties for BBC World News America. He was previously executive editor at NPR, joining public radio as editorial director for digital media. Earlier posts included CBSNews.com and "The CBS Evening News with Dan Rather."

Meyer also wrote "Why We Hate Us: American Discontent in the New Millennium" (Crown 2008).

Scripps VP Ellen Weiss added: "Dick Meyer has a gift for writing and storytelling about politics and politicians that is brutally honest, iconoclastic and funny."

NY TIMES GOES 'NATIVE'

New York Times publisher Pinch Sulzberger told employees Dec. 19 that he's launching a native advertising program early next year because advertisers want "new, more immersive ways of engaging consumers."

Though banner ads "will continue to be an important business," native advertising or branded content "will restore digital advertising revenue to growth – something we need to do to support our investment in the journalism of The New York Times," Sulzberger wrote in a memo to staffers.

Vowing that readers would be able to distinguish between NYT editorial content and paid plugs, he wrote: "There will be a distinctive color bar, the words 'Paid Post,' the relevant company logo, a different typeface and other design cues to let readers know exactly what they are looking at.

"There will be strict separation between the newsroom and the job of creating content for the new native ads. And, we will require advertiser content to adhere to a very high standard of quality."

Sulzberger admitted that native advertising is sometimes controversial. "There have been occasions where publishers have put native advertising in front of readers in ways that did blur the line between journalism and commercial messaging," he said.

He's determined that reader confusion over native advertising won't happen because the Times "will put all necessary safeguards in place to ensure that it doesn't."

The paper's advertising department, design unit and newsroom supplied input to the creation of the native advertising program "to ensure that there is never a doubt in anyone's mind about what is Times journalism and what is advertising," wrote Sulzberger in his memo.

EX-HILL PUBLISHER STARTS PR FIRM

Francine McMahon is stepping down as publisher of *The Hill* to open a Washington PR Shop, Capital Image Counsel.

The Hill recruited Politico's national ad director, Adam Prather, to take McMahon's slot.

McMahon, who exits Dec. 31, spent 16 years at the Washington institution, rising through the sales ranks before a promotion to EVP and publisher in 2006. She'll handle PR, marketing and strategic counsel for individuals and organizations through the new firm.

A+E REBRANDS BIO CHANNEL

A+E Networks will rebrand its BIO Channel this summer as FYI, a contemporary lifestyle station, under the leadership of Jana Bennett.

"FYI is defined by the world we live in today - offering viewers a less prescriptive, more adventurous approach to their taste, space, social life and look," said Bennett via a statement. "We are building a new brand that embraces personal creativity and the sharing of the best ideas on air and online."

FYI will offer more than 30 new series to "inspire, not instruct today's viewer."

Programs will be announced early next year. FYI will reach more than 70M homes.

MEDIA NEWS**NEWSWEEK CHIEF TO ABC FAMILY PRESIDENT**

Tom Ascheim, who headed Viacom's Nickelodeon TV and *Newsweek*, has joined ABC Family as president. He succeeds Michael Riley, who has moved to the U.K.

Ascheim, a financial analyst by training, joined Viacom in 1990 as VP-business development and media products. He rose to the executive VP/GM for Nickelodeon digital TV networks slot before becoming GM of Nickelodeon TV in charge of Nickelodeon, Nick@Nite and Nick Jr. He exited for the Newsweek helm in 2007 and left three years later with the magazines merger with the Daily Beast.

Sesame Workshop recruited Ascheim for the chief strategy office then upped him to the executive VP of Sesame Learning. He left in June following a retrenchment push that led to worker cutbacks.

Former Nickelodeon executive Anne Sweeney is president of the Disney/ABC TV Group and co-chair of Disney Media Networks.

She called Ascheim "an incredibly, smart, strategic executive."

AP VP RIPS OBAMA ON IMAGE CONTROL

Associated Press VP and director of photography Santiago Lyon took the Obama White House to task in a *New York Times* op-ed Dec. 12 for its "draconian restrictions" on access for photjournalists, comparing the release of official White House photos of closed events to the tactics of "repressive governments."



Lyon

"If you take this practice to its logical conclusion, why have news conferences?" Lyon wrote. "Why give reporters any access to the White House? ...Repressive governments do this all the time."

Obama press secretary Jay Carney met with representatives of the media on Dec. 17 to address their concerns.

"There are some things we wish we had done differently and now look with fresh eyes at upcoming opportunities with renewed focus," Carney

told the gathering, according to the National Press Photographers Association. "We are committed to take action on photographer's access."

Lyon called the White House photo policies "manifestly undemocratic," saying the administration has "systematically tried to bypass the media by releasing a sanitized visual record of his activities through official photographs and videos, at the expense of independent journalistic access."

Lyon says the White House has closed media out of activities to which previous administrations routinely granted access, like the president at work in the Oval Office or on his first day of work.

"By no stretch of the imagination are these images journalism," he wrote. "Rather, they propagate an idealized portrayal of events on Pennsylvania Avenue."

NPAA general counsel Mickey Osterreicher said the group is "cautiously optimistic that the White House will follow through on its earlier commitment to transparency."

REPORT: FOX PAYS \$8M TO QUIET EX-PR EXEC

Fox News Channel paid a former PR executive and top aide to president Roger Ailes approximately \$8M in "hush money" after the executive was fired and threatened to go public about his time at the network, according to a report by Gawker.

The *New York Times* reported Dec. 5 that a settlement between Fox and the former exec, Brian Lewis, was reached, but terms were not disclosed.

Gawker, citing a Fox News executive, put the deal at the seven-figure sum in a Dec. 8 article.

Fox fired Lewis, considered one of the most powerful people at the network and a right-hand aide to Ailes, in July, citing, in a public statement, "issues relating to financial irregularities, as well as for multiple, material and significant breaches of his employment contract."

But the gloves came off after Fox released that statement. Lewis hired an attorney who warned that "Ailes and [News Corp] have a lot more to fear from Brian Lewis telling the trust about them than Brian Lewis has to fear from Roger Ailes and his toadies telling lies about Brian Lewis."

Gawker reported that the "financial irregularities" rationale for firing Lewis was a smokescreen for the PR unit's mishandling of an upcoming biography of Ailes by New York's Gabe Sherman.



Lewis

The Times noted the unprecedented secrecy related to the settlement at Fox News parent 21st Century Fox. Wrote veteran media reporter Bill Carter: "A series of corporate communications executives who work either for the channel or its parent organizations 21st Century Fox and News Corporation, offered the same response to inquiries about the settlement: 'I can't help you on this.'"

Lewis led PR for CNBC during Ailes' tenure there in the 1990s and he moved to Fox with Ailes in 1996 as VP of media relations.

FT'S PASSER GOES TO QUARTZ

Emily Passer, who worked media relations, PR initiatives and content promotion at the *Financial Times*, has joined Quartz as communications director of the global business website.

Publisher Jay Lauf said Passer has an impressive understanding of the business media and the mission of the Atlantic Media-owned site.

Before FT, which is still part of U.K. educational publisher Pearson, Passer worked in the New York marketing communications group of Omnicom's Fleishman-Hillard.

Passer reports to Emily Lenzner, VP-global communications for AM. Kevin Delaney is editor-in-chief of Quartz.

Launched in Sept. 2012 by Atlantic Media, Quartz is an ad supported non-subscription site that reaches more than 3.5M unique visitors per month.

Its advertisers include Citibank, Morgan Stanley, Adobe, Sony, Rolex and Harvard Business Scholl.

NEWS OF PR FIRMS**BCG'S GUNBY SUCCEEDS DUNN AT FTI**

Steve Gunby, managing director at Boston Consulting Group, will succeed Jack Dunn on Jan. 20 as CEO of FTI Consulting, the publicly traded global advisory and financial communications firm.

The 56-year-old, who leads BCG global transformation & large scale change practice, previously headed its Americas operation. He has 23 years of experience at BCG's

Dunn, a 21-year FTI veteran, will continue in an advisory capacity.

The Gunby recruitment comes with the retirement of FTI executive chairman Dennis Shaughnessy at FTI's Dec. 17 board meeting.

Gerard Holthaus, presiding director will take over for Shaughnessy. A FTI director since 2006, He helms Williams Scotsman, Baltimore-based supplier of office furniture/modular units to the commercial/retail sector.

FTI posted a nine-month \$3.4M net loss, compared to a year ago \$48.9M profit. The third-quarter featured a non-cash \$83.8M goodwill impairment charge for the strategic communications unit.

Revenues for the year inched ahead 0.5 percent to \$1.5B.

JF DRESSES PR FOR JONES GROUP SALE

Joele Frank, Wilkinson Brimmer Katcher is dressing PR for both sides of Sycamore Partners' \$1.2B acquisition of The Jones Group, the publicly traded apparel company that includes Ann Klein and Nine West, among other brands.

The \$15-per-share deal, announced Dec. 20, is valued at \$2.2B when debt is included and will take Jones private.

The parties expect the acquisition to close in the second quarter of 2014, pending shareholder and regulatory approval.

Managing partner Joele Frank and partner Sharon Stern are supporting Jones Group, while partner Michael Freitag leads PR on the Sycamore side.

Jones shares were up 5% to top \$14.80 in afternoon trading Dec. 20.

GTO BREAKS OUT MEDIA UNIT

Greater Than One, a New York-based integrated branding and digital communications shop focused on the healthcare sector, has launched a digitally led media division, GTO Media.

GTO CEO Elizabeth IZARD Apelles said the media unit had operated for 12 years as a center within GTO. "While continuing its highly successful work in healthcare, GTO Media is well-positioned for growth and will offer expertise and services to a broader set of clients and agency partners in new verticals," she said about breaking the unit.

GTO Media's staff spans data-driven digital strategy, content development, social and traditional media placement, and search.

GTO has worked with Eli Lilly, Roche/Genentech, Sunovion, Meda, M&M's and the NYU School of Continuing and Professional Studies, among others.

NEW ACCOUNTS**New York Area**

Ogilvy PR, New York/Ford Motor Company, for its Warriors in Pink breast cancer awareness program, following a competitive pitch. Ogilvy will support the campaign out of its New York and Washington, D.C., offices, charged with designing and executing a push to showcase Ford's commitment to the cause. The initiative's 20th anniversary will be a focus, as will driving traffic to fordcares.com to increase WIP product sales and visibility around four charity partners. Ogilvy has also picked up Brand USA, the public-private partnership promoting tourism to the U.S., AOR in Brazil via the firm's offices in Brasília and São Paulo. In San Francisco, the firm added Arrayent, CliQr and Cima NanoTech.

Weber Shandwick, New York/Getty Images, creator and distributor of still imagery, video and multimedia products, as global AOR, following a consolidation. The work includes marketing, influencer engagement, and media relations across Asia Pacific, Europe and North America.

Trylon SMR, New York/BuyVia, mobile and online "smart shopping" service, for media relations.

East

Greenough, Boston/Artists for Humanity, non-profit program for teens which includes an intensive program of arts, creativity and enterprise, for PR, including business, trade and vertical media relations. Founded in 1991, it gives "under-resourced" teens a paid job in the arts.

Duffy & Shanley, Providence/Taste of Nature, organic, gluten-free snack bar brand based in Toronto, as AOR, following a competitive review. The work includes a strategic, integrated PR and digital campaign introducing the non-GMO snack bars to the U.S. market.

Neff Associates, Philadelphia/East River Bank, SWEAT Fitness, Geno's Steaks, The Calamari Sisters, United Tire + Service, and Sullivan's Steakhouse KoP and Wilmington, for advertising and PR.

DPR Group, Germantown, Md./4Sight Technologies, Boston-based global IR consulting, to increase brand awareness and recognition in the Americas and Europe via public and media relations.

Southeast

Calysto, Atlanta/SOLiD Technologies, equipment solutions for wireless networks, for PR.

The Goulding Agency, Chipley, Fla./Jackson County, Florida Tourist Development Council, for PR and marketing for the county.

Insider Media Management, Boca Raton/Ann Rodgers, journalist, Maureen Whelihan, gynecologist, for PR for their book collaboration, "Kiss and Tell" (Amazon Createspace 2013).

Midwest

Debra Lopez PR, Milwaukee/SteelWind Industries, "one-stop job" metal fabrication, for PR and social media.

West

Hayter Communications, Port Orchard, Wash./Outdoor Tech, Bluetooth audio accessories for the outdoors, as AOR for PR.

NEWS OF SERVICES

APRS CONTROL PRSA DC CHAPTER

By Jack O'Dwyer

The 31 leaders of the National Capital Chapter of PR Society of America in 2014 will include 25 who are Accredited, although only about 20% of the 1,190 members of the chapter are APR.

Fourteen of the 15 Assembly delegates are APR, although no more than three should be if the chapter is to claim that the delegation represents the membership.

NCC has 15 delegates because the chapter represents all national members in its area (D.C. and parts of Virginia and Maryland). That total is 1,545.

APR-heavy chapter delegations such as NCC's result in an Assembly that is about 70% APR. The Assembly itself is unrepresentative of the membership, which is only 18% APR.

Since the Assembly is top-heavy with APRs, it's no wonder that it has beaten back attempts to open PRSA office-holding to non-APRs since 1999. Only APRs have been allowed to hold national office or serve on the Ethics Board since the mid-1970s.

The undemocratic nature of the Society's governance is unethical but the chances of the Ethics Board taking this up are nil since all members are APR.

The latest move towards democratizing the Society was put before the Assembly in 2010 when it was meeting at the Washington Hilton. Leaders of the "Committee for a Democratic PRSA" were Richard Edelman, Dave Rickey and Art Stevens.

The proposal was defeated by a large margin after about 15 minutes of discussion. Chapters, including NCC, had formed a solid wall against the proposal.

The Society remains deeply committed to the concept of APR although consultant Laura Freebairn-Smith, who interviewed 750 members this year in connection with the 50th anniversary of APR next year, advised the Society that APR was not a legitimate credential because it is self-administered. The Universal Accreditation Board, which grants APRs, is controlled by the Society, she noted.

She also found that employers are not using APR "as a hiring guide."

The only purpose that APR serves is keeping a small clique of members in control of the Society.

Loyal NCC Gets Rewards

NCC, which has a record of showing loyalty to national and the APR program, has now received another award—picked as the site of the national conference although the conference was just in D.C. in 2010. Philadelphia, another "loyal" chapter, was the site of the conference in 2007 and 2013. New York has been virtually eliminated as a national conference site. The next five cities have been picked and New York is excluded.

The conference will be Oct. 11-14 at the Marriott Washington Wardman Park Hotel, 2660 Woodley Rd. N.W., D.C. 20008.

NCC is the only chapter that COO Bill Murray has addressed in his seven years as administrative head of the Society.

Rebecca B. Andersen, partner in Pacific Bridge Marketing, Washington, D.C., is 2014 chapter president.

PEOPLE

Joined

Sandy Skees, a former Porter Novelli partner who ran her own sustainability PR shop for the past six years, to Fenton, San Francisco, as managing director of its West Coast operations. Skees has been running

Communications4Good, Santa Cruz, serving clients like HP, Visible Light, Discoll's and Duracell. She previously managed Porter Novelli's global HP account as a partner and did stints at e-Merge Communications, Polycom and Martiny & Co. At Fenton, she oversees its San Francisco and Los Angeles offices.

Also, **Erin Hart** has returned to Fenton after a year and a half stint as director of communications for the Gordon and Betty Moore Foundation, where she helped build a PR unit. She was previously an EVP at Fenton and returns as chief client officer in S.F.

Christopher Murphy, VP of media relations and primary spokesman for Steward Health Care System, an 11-hospital group, to Rasky Baerlein Strategic Communications, Boston, as a senior VP and head of its healthcare practice. He was previously spokesman for Blue Cross Blue Shield of Massachusetts. Also, **Tim Fisher**, director of global policy efforts, Genzyme, joins as VP and head of life sciences. He previously led global government affairs for MetLife and ACE Group.

Adam Cohen, senior VP of digital and social media, FleishmanHillard, to WCG, New York, as managing director focused on the firm's tech practice, based in Boston. He was previously at Rosetta and Accenture.

Matthew Pugh, director of comms., Logi Analytics, to Weiss PR, Baltimore, as a VP. He previously led influencer relations for R2integrated and was a PR staffer for SafeNet.

Jeff Jubelirer, former principal at Ceisler Jubelirer, to Bellevue Communications Group, Philadelphia, as a VP, starting in January. The firm also added Johanna Kilbride, formerly of Hirschl & Adler Galleries, as an A/E.

Bryn Mohr, who held account posts at Zeno Group, Hill+Knowlton Strategies and FleishmanHillard, to Bolt PR, Irvine, Calif., as group A/D.

Katelyn Crain to Eisbrenner PR, Royal Oak, Mich., as an A/C handling Dana Holding Corp., MSX International and Robert Bosch LLC.

Laura Stephens, PR specialist, Lynn University (Boca Raton), to Seigenthaler PR, Nashville, Tenn., as an A/S.

Promoted

Thomas Crampton to global managing director, Social@Ogilvy. He was the social unit's Asia Pacific regional director. He was a reporter for 18 years at the *International Herald Tribune* and *New York Times*.

Janet Janjigian to executive managing director, Carmen Group West, Los Angeles. She is a former SVP, corporate comms. for MGM Studios.



Skees



Cohen

NICKLES BLASTS OFF WITH SPACEX

The Nickles Group is repping SpaceX, the rocket ship company of Tesla Motors Elon Musk, for a broad range of issues including aerospace, defense, budgetary, intellectual property and science & technology.

Former Oklahoma Senator Don Nickles leads the lobbying team. He's assisted by Hazen Marshall, former deputy chief of staff to Nickles; Emily Porter, ex-policy advisor to House Speaker John Boehner; Don Kent, one-time advisor to Wisconsin Republican Sen. Ron Johnson and ex-Homeland Security Dept. boss Tom Ridge.

TNG joins Patton Boggs, a 90K quarterly retainer client, on SpaceX's payroll.

NASA on Dec. 13 picked SpaceX to run its moth-balled launch pad 39A at the Kennedy Space Center in Florida for the next five years. That facility launched the Apollo moon crafts Space shuttle, but was deemed by NASA as too expensive to maintain.

NASA said the deal allows the use of "this valuable national asset by a private-sector, commercial space partner will ensure its continued use in support of U.S. space activities."

Space X, which has launched more than 50 rockets from Cape Canaveral Air Station Vandenburg Air Force Base, won rights to pad 39A in a pitch against Blue Origin, the venture of Amazon founder Jeff Bezos, which plans to launch its first rocket in 2018.

JCIR WORKS AUCTION OF GAMING FIRM

New York-based financial communications shop JCIR worked with Heritage Global Partners on the Dec. 11 auction of assets from 38 Studios, the bankrupt video game developer led by former pro baseball player Curt Schilling.

While the auction sold two assets for \$320K, it failed to move the rights to its flagship (but unfinished) game, "Project Copernicus," a disappointment for the state of Rhode Island, which is on the hook for a \$75M loan guarantee.



Project Copernicus

The studio filed for bankruptcy in June 2012 after a well-publicized fall. Gov. Lincoln Chaffee, who was not in office when the state backed the studio, called the Copernicus game "a lot of junk" after the attempted sale last week.

The auction sold two games controlled by 38 Studios and its Big Huge Games unit – "Rise of Nations" and "Rise of Legends."

JCIR managing director Robert Rinderman reps asset recovery and auction firm Heritage Global.

Burson-Marsteller has hired Kevin Bell, executive chairman of Britain's Maitland Political, to chair its global PA practice.

He takes over for Jeremy Galbraith, who will remain CEO of EMEA and global chief strategy officer at the WPP property.

Based in London, Bell will report to CEO Don Baer.

PODESTA WORKS VIETNAM BEAT

Podesta Group is offering a combination of political savvy and communications expertise to Vietnam under a six-month deal worth \$180K.

John Podesta's firm is targeting the Obama White House, Congress and other relevant audiences for the Socialist Republic of Vietnam.

John Kerry returned to Vietnam on Dec. 16 for the first time since he last patrolled the Mekong River in 1968.

He pledged a package in maritime and environmental assistance as part of President Obama's Asian "pivot."

The Secretary of State said \$18M of the funds will be earmarked to beef-up Vietnam's costal defenses and the purchase of five "fast" patrol boats for the country's coast guard.

China is logged into a dispute with Vietnam and other southeastern Asian lands over claims in the oil-rich South China Sea and "island" territories.

Kerry said the defense assistance is not a move to ratchet up tensions with Beijing, but part of a well thought-out policy.

Vietnam is part of the Trans-Pacific Partnership, which is negotiating a trade agreement between the U.S. and eight nations.

POLK ADDS PR BIZ, STAFF FROM HARTMAN

Polk & Co., a Broadway PR firm, has picked up four publicists and a handful of marquee clients from the shuttering Hartman Group.

Founder and president Matt Polk said the firm adds long-running "Wicked," and upcoming productions of "Rocky," "If/Then," and "The Velocity of Autumn," as well as off-Broadway's Second Stage Theatre.

Hartman said earlier this month it would close its doors in January. Staffers moving to Polk include 20-plus-year publicists Tom D'Ambrosio and Wayne Wolf, as well as Frances White and Colgan McNeil.

Polk's existing roster includes Birdland Jazz Club, "Cabaret," "Of Mice and Men," "Bronx Bombers," and "Bad Jews," among others.

The additions bring Polk's staff up to nine publicists.



SWINT SHIFTS TO PN

Jennifer Swint will take the managing director slot at Porter Novelli's Washington, D.C., office on Jan. 1.

Most recently, she was senior director for business development at APCO Worldwide.

The 20-plus year pro founded PA shop Nine Dot Strategies, held spots at Atlantic Media including executive director of National Journal's policy council and worked as executive VP at Powell Tate/Weber Shandwick.

At PN, Swint reports to Brad MacAfee, North American president.



Swint

REVIEW OF 2013, PART II

One of biggest PR trends of 2013 was the move towards “sponsored” editorial content, also known as “branded” content or “native advertising.”

The Custom Content Council says marketing budgets rose 13% in 2013 to an average of more than \$5 million and that branded content made up 37% of that total. It says 80% of marketers see more such spending in 2014. “Content marketing has reached a perfect storm” involving all channels, says Lori Rosen, executive director.

Spurring the shift was the massive die-off of large portions of traditional media, a phenomenon that mirrored the massive die-offs of bees, a development that has aroused near-hysteria in the food supply and scientific communities since about one-third of the world’s food production is threatened. Pesticides and fungicides are among the culprits being blamed for this disaster. Fingers are pointing at such companies as Monsanto, DuPont, Bayer, Syngenta and BASF.

The die-off of so many traditional media outlets is the result of the shift of ad dollars to new media such as the web (Google’s AdWords pulled in nearly \$50 billion in 2013) which basically starved oldline media. Newspaper ad revenues plunged to \$23 billion from \$46 billion six years earlier. Public TV has a show called “Black & White and Dead All Over” about the plight of newspapers.

Editorial types, like the scientists worried about bee deaths, fret about the death of such a large part of the independent press and fear this will impact democracy, which depends on consumers getting the facts about products, services and government itself. Especially worried is Dave Carr of the *New York Times* who says the credibility of the “village common” is being threatened—“that place where we all meet to discuss our problems.”

David Cay Johnston, commenting on sponsored content, asks, “How many investigations have you seen of unsavory practices of department stores and grocery chains, two of the biggest print newspaper advertisers?” He is the author of *The Fine Print: How Big Companies Use “Plain English” to Rob You Blind*, and also *Free Lunch and Perfectly Legal*.

Some reporters are saying, in effect, “First they starved us half to death and now they want to poison the survivors.”

Author Fraser Seitel (*The Practice of PR*) argued in a column Dec. 20 on odwyerpr.com that “Sponsored Content Is Here to Stay.”

He describes it as “Content authored and paid for by PR professionals, placed in news site news columns, shoulder-to-shoulder with real news, to appear to look like the real thing.” He says most readers understand what it is and media need the revenue. Many of the “most venerable” names in the media are taking part of the estimated \$1.5 billion in such ads, he says.

The best route to credible ad content that is indistinguishable from the regular content is to hire one of the

publication’s own writers or create a special section with the assistance of the publication. Richard Edelman, in a July 13 extensive examination of sponsored content, calls this “paid co-creation,” saying “It’s potentially a win for the reader, marketer and publisher.”

Edelman notes that sponsored content is an old idea. One version of this was long-copy ads. The topic had to be a current one and many new things had to be said.

This writer is reminded of his first job at the *Connecticut Post* where one of my assignments was working directly for homebuilders who took ads in a Sunday supplement. I went to half a dozen subdivisions and wrote about the homes, special features, prices, etc. A Post photographer took pictures. I got paid \$15 for each feature. I didn’t realize I was doing “PR.”

Companies and institutions that want control over stories about them should approach media directly since they will not only have proven staff writers but access to a raft of experienced freelancers. This could cut into the revenues of PR firms if enough advertisers do this.

Lost in this shuffle is the press conference or any format where experts toss questions at CEOs and other news sources. Sponsored content is “canned” content and consumers are not apt to be satisfied with it for very long. Edelman says it must “invite public discourse.”

Ad spending patterns of major companies have erased seven PR print publications since 1998—*Reputation Mgmt. Magazine* and the printed NL of Paul Holmes; *PR Quarterly*; *PR Reporter*, and the weekly *Ragan Report* and *Ragan’s PR Intelligence Report* and quarterly *PR Journal*.

Tight budgets plus the security-conscious publicly-held ad/PR conglomerates (led by some of the highest paid executives in the world) erased almost all of the more than 25 PR groups that thrived in New York in the 1960s and 70s. PR Society: New York gave up the ghost in May after more than 50 years.

Although hundreds of New York PR people attended a combined Holiday party some years ago, and numerous major companies also sponsored such parties, we heard of no New York PR Holiday parties at all this year. PRSA/New York had set one for Dec. 15 at Pier 62 in Chelsea but various elements “did not come together” and it was re-scheduled as a “2014 Forward Party” Jan. 15 from 6 to 9 p.m., said 2014 chapter president Henry Feintuch.

In a typical inconsistency for the Society, PRSA’s 2014 chair Joe Cohen said in the December Tactics that PR people have been talking about “getting a seat at the table” but that is “no longer enough.” It is now about having a “lead seat,” said Cohen, who on Oct. 26 let the Assembly give his CEO title to Bill Murray without a peep of protest.

– Jack O’Dwyer