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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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MARYLAND REVIEWS ROADS PR

Maryland is reviewing its communications and PR account covering road safety and other outreach for a three-year term.

The Maryland Transportation Authority released an RFP on Jan. 25 covering a swath of disciplines related to communications, including PR, crisis communications, social media, news monitoring, media planning and writing, among other tasks.

More than two dozen agencies have taken an interest in the RFP since its release.

The resulting contract, which maxes out at \$1.2M a year, carries a two-year option in addition to its three-year term. MTA's director of communications oversees the account.

The proposal deadline is March 5. View the RFP: <http://bit.ly/Wka9a2>.

LOEWS WRAPS UP REVIEW

Loews Hotels & Resorts, operator of 19 units in the U.S. and Canada, plans to wrap up its PR firm review "very soon," according to Sarah Murov, director of PR and marketing communications at the New York-based hospitality chain.

Laura Davidson Public Relations, a New York-based travel PR firm, was appointed agency of record for LH&R in June. Murov told O'Dwyer's Loews doesn't have a current agency.

The selected PR firm will support Loews as it expands its brand portfolio, revamps messaging and re-launches its loyalty program.

It will have travel/hospitality/meetings and food and beverage experience, plus an office in New York, where LH&R is headquartered.

RUTH EDELMAN TAKES DJE POST

Ruth Edelman, widow of PR legend Dan Edelman, has been appointed to the deputy chairman slot at DJE Holdings, parent company of the No. 1 independent PR firm.

CEO Richard Edelman said no one knows the firm's business or culture better than his mother does.

Ruth has been active in various non-profits and health groups, especially the National Depressive and Manic-Depressive Assn., where she received its Jan Fawcett Humanitarian Award for outstanding contributions to the understanding of depressive illness.

She looks forward to speaking with Richard about business each day, just as his father did.

DJE expects to recruit a non-executive chairman from outside the firm.

SITRICK GOES TO BAT FOR A-ROD

Crisis specialist Sitrick and Company is representing New York Yankees third baseman Alex Rodriguez, who is denying a *Miami New Times* report that ties the 37-year-old to performance enhancing drugs.

The newspaper claims it received records from a former employee at a now shuttered Coral Gables, Fla., anti-aging clinic that allegedly lists drugs distributed to A-Rod and five other Major League baseball players.

The operator of the Biogenesis of America facility, Anthony Bosch, has criticized the MNT story as "filled with inaccuracies, innuendos and misstatements." He also denies that he treated A-Rod.

Rodriguez, who recently had a second hip surgery, may be out for the upcoming season. The Yankees inked Rodriguez to a ten-year \$275M contract in 2007.

S&C CEO Mike Sitrick and Terry Fahn, a senior member of the firm, are working with Rodriguez.

MWW ACQUIRES TRENTON PA SHOP

MWW has acquired Capital Public Affairs, PA, government relations, issues, coalition building and grassroots shop in Trenton.

CPA founder & Republican political operative Steven Some will take the general manager role of MWW's Trenton operations. He assumes the spot that was held by Kevin Frechette, who died in September.

Some held posts at the Interior and Labor Departments during the presidency of Ronald Reagan. He's a frequent contributor to Fox News and *Newark Star-Ledger*.

Some also served on the U.S. Holocaust Memorial Council, chaired the N.J. Commission on Holocaust Education and was a member of the U.S. Delegation to the first International Conference on Holocaust Education and Research in Stockholm.

MWW CEO Michael Kempner said the CPA acquisition "deepens our relationships on both sides of the aisle."

BRUNSWICK PARTNER TO FACEBOOK

Mike Buckley, managing partner for Brunswick Group who started its San Francisco office, is leaving the firm for the top communications slot at Facebook.

Buckley, a Hill+Knowlton alum, led the U.S. operations for Brunswick, taking the reins on the promotion of Susan Gilchrist to global CEO last year.

Brunswick handled communications for Facebook's IPO last year.



KENYA CASTS NET FOR TOURISM PR, MKTG.

Kenya, a destination for safaris and Indian Ocean beaches, has kicked off a global review for PR and marketing reps in international markets like the U.S., China, Europe and India.

The Kenya Tourism Board, based in Nairobi, released an RFP on Jan. 25 calling on firms with five years of experience marketing destinations with PR and contacts among tour operators, media and other travel sector professionals.

Agencies are disqualified if they represent other African destinations, including Indian Ocean islands. It wants a U.S. presence in New York with a satellite operation in Los Angeles.

Myriad Marketing of Manhattan Beach, Calif., and Hills Balfour, London, currently handle the accounts for the U.S. and U.K., respectively.

Proposals are due by Feb. 25.

In 2008, following post-election violence in the country, Kenya produced a strategic development plan covering 2008-30 dubbed Kenya Vision 2030, which places tourism atop six key sectors to improve the country's fortunes. A goal of three million visitors was set for 2013. About 1.7M were recorded in 2011.

The country, an ancestral homeland for President Obama, works with Chlopak, Leonard, Schechter and Assocs. for PR in Washington. Its top industry, agriculture, was ravaged by the worst drought in 60 years in 2011.

Kenya has worked to alleviate safety concerns over the terrorist group Al Shaabab, which has a strong presence in Kenya's northern neighbor, Somalia. Kenya is bordered to the south by Tanzania, a popular tourist destination and home to Mount Kilimanjaro, which can be viewed from Kenya.

View the RFP: <http://bit.ly/VBhJeu>.

ENERGY EFFICIENCY PUSH PLUGS IN PR RFP

The international organization pushing for global energy efficiency standards is asking for PR pitches to power its awards program.

CLASP, the Collaborative Labeling and Appliance Standards Program backed by several international bodies and governments, including the U.S., has created the Global LEAP awards, which recognize efficient and high-quality energy products with the goal of eliminating so-called "energy poverty" around the world. The awards, launched last year, are aimed to promote products that can help the plight of the estimated two billion people with unreliable or no electricity.

CLASP wants a firm to develop and implement a publicity and outreach strategy for the awards competition, drawing manufacturers, encouraging stakeholders and generally raising the profile of the awards.

The group tapped Waltham, Mass.-based Cadmus Group from a field of four firms after an RFP last year to support PR for its program to encourage governments to tout reductions in energy consumption.

For the new RFP, media outreach, social media, monitoring and other PR tasks are called for in a scope of work.

Proposals are due Feb. 6. RFP: <http://bit.ly/USpJIV>.

INVENTIVE REVAMPS UNDER CHANDLER

inVentive Health is consolidating some agencies and has revamped its communications operation, including PR, policy, advertising and digital, under Chandler Chicco Companies founder Bob Chandler.

The Burlington, Mass., consulting operation, which acquired Chandler Chicco in 2007, said integrating the offerings in what it calls a "super agency" structure will be more efficient for clients.

inVentive has tested the model of building teams around clients in Europe and China over the past year.

Chandler was named worldwide president of inVentive Health Communications in the revamp, while he remains active with Chandler Chicco.

Chandler said the "done as one" structure aims to help clients who have to maneuver quickly in an environment where "media is ubiquitous, consumers are in the driver's seat and healthcare is swiftly transforming."

Rob Quish, who stepped down as JWT Atlanta CEO earlier last year, was tapped as president of global strategy of the communications division.

As part of the overhaul, four ad agencies are being combined to become two – Palio and Ignite Health are now Palio+Ignite, and GSW Worldwide and Blue Diesel were merged, as well.

Chandler Chicco, marketing comms. shop The Navicor Group, brand consulting firm Addison Whitney, as well as Patient Marketing Group and inVentive Medical Comms. remain as stand-alone brands.

Paul Meister is CEO of inVentive.



Chandler

H+K's MINETTA DRIVES PUSH FOR DIESEL CARS

Norm Minetta, Hill+Knowlton Strategies vice chair for public policy, has registered as lobbyist for the U.S. Coalition for Advanced Diesel Cars, which advocates for a level regulatory playing field with gasoline/hybrid fuel power when it comes to national fuel, emissions and tax standards.

The 81-year-old is the nation's longest serving Secretary of Transportation, logging in five years during the Bush II White House.

An ex-California Congressman, Minetta also was Bill Clinton's Secretary of Commerce.

Minetta's job is to advocate for "technology neutral practices" to encourage and improve passenger vehicle technologies.

Coalition members include auto supply giants such as BorgWarner, Honeywell, SinterCast, Bosch and Johnson Matthey.

H+K was hired by DCI Group, which handles PR for the Coalition.



Minetta

TIME INC. SLASHES 480 STAFFERS

Time Inc. is slashing 480 people from its payroll, an amount that accounts for six percent of the magazine unit of Time Warner's 8,000-member workforce.

CEO Laura Lang, who joined Time Inc. from Digitas ad agency, said the "reductions" are necessary to "transform our company into one that is leaner, more nimble and more innately multi-platform."

The job losses are across-the-board both in the U.S. and overseas. Less than half the layoffs are at TI's New York headquarters.

In a note to staffers, Lang said TI needs to "operate as smartly and efficiently as possible to create room for critical investments and new initiatives."

Lang thanked the laid off workers for "their hard work and dedication to the company." She acknowledged hard days ahead and thanked staffers in advance for their patience as the company works through its restructuring.

Time Inc. publishes 21 magazines including *Time*, *Fortune*, *Sports Illustrated*, *People*, *Southern Living*, *Essence*, *Real Simple*, *inStyle*, *Golf*, *Cooking Light*, *Health* and *Money*.

GLOBE REPORTER JOINS KERRY'S STAFF

Glen Johnson, politics editor at the *Boston Globe*, is joining the staff of freshly minted Secretary of State John Kerry.

The 50-year-old Massachusetts native is to concentrate on strategic communications for the former senator from the Bay State.

Kerry told the *Globe* that he hired Johnson because he's not a partisan: "He just cares about the quality of our dialogue and he cares about our country and he'll contribute to both of them."

Johnson became political editor in Jan. 2011. He finished his second stint at the Associated Press before rejoining the *Globe*, where he worked from 2000 to 2005.

He began his newspaper career as a stringer in 1985 at the *The Lowell Sun*.



Johnson

TSUJIHARA TO RUN WARNER BROS.

Kevin Tsujihara, head of Time-Warner's home entertainment division, takes command of Warner Bros. film/TV studio as CEO on March 1. He takes over for Barry Meyer, who will remain chairman through the rest of the year.

Tsujihara is a member of the three-member office of the president that was established in 2010 to include Bruce Rosenblum, president of Warner Bros. Television, and Jeff Robinov, film chief.

He joined Warner in 1994, working in the business development/strategy group. He's run the home entertainment operation for the last eight years.

CEO Jeff Bewkes said in a statement that Tsujihara is "one of the most effective and respected executives within Time Warner, and the right leader to ensure Warner Bros.' preeminence into the future." He praised his "combination of strategic thinking, financial discipline, digital vision, and management style to build on Warner Bros.' track record of success."

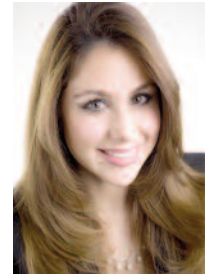
UNIVISION VET FILLS PN MULTICULTURAL SLOT

Diana Valencia, an agency vet who recently worked mobile sales development for Univision, has moved to Porter Novelli to fill its senior VP, multicultural communications, slot.

Valencia had worked out of Los Angeles and New York for Univision over the past five years. She earlier worked multicultural marketing at Verizon and held agency posts at The Vidal Partnership and Y&R's Bravo Group.

Sonia Sroka left the senior VP, multicultural marketing, slot at PN in November to head Edelman's multicultural unit in N.Y.

Valencia reports to EVP and New York managing director Darlan Monterisi at PN, which is part of Omnicom.



Valencia

WHITAKER EXITS CNN

Mark Whitaker, managing editor of CNN, is leaving the Time Warner unit network as new CEO Jeff Zucker puts his stamp on the cable news network.

In a memo, Whitaker wrote that Zucker "deserves his own team and management structure and the freedom to communicate one clear vision to the staff."

Previously editor of *Newsweek* from '98 to '06, Whitaker took the CNN spot in Jan. 2001.

Whitaker called Zucker, former CEO of NBC Universal, a new leader with his own forceful ideas about where to take CNN's reporting, programming and brand."

He "shared that conclusion with him, and he has agreed to let me step down as managing editor and move on from CNN."

The pundit husband and wife team of James Carville and Mary Matalin also is leaving with conservative talking head Erik Erickson, editor of redstate.com.



Whitaker

NYFWA SEEKS DIRECTOR

The New York Financial Writers Association is searching for a new executive manager as Jane Reilly retires from the group.

The 75 year-old organization of business writers, known for its annual "Financial Follies" event, wants a director who understanding database management and website skills, and has knowledge of accounting software and desktop publishing, among others.

The position oversees day-to-day operations, monthly board meetings and events like social nights, small parties and softball games.

The group hosts at least one major fundraising gala a year.

A director must have a home office. Questions and resumes go to nyfwa@aol.com.



MEDIA NEWS continued**LITTLE BECOMES NPR'S TOP INVESTIGATOR**

Bob Little, a 15-year veteran of the *Baltimore Sun* and a member of its investigative team, moves to NPR News on March 4 in the senior editor role.

He is to work with reporters, editors and producers on investigative stories and handle partnerships with non-profit news groups.

Margaret Low Smith, senior VP-news, said NPR wants to gear up its investigative reporting and said Little will bring "a powerful set of skills to the task."

PR PROF DECRIES LACK OF PR PRESS PICKUP

Patrick Merle, Ph.D. candidate and mass communications instructor, Texas Tech University, has berated the PR trade press for failure to pay much attention to what academics write.

Merle's 25-page essay on "Absence of Trade Press Coverage of Mass Communications Academic Research: A Bittersweet Victory for PR," appeared in the summer 2012 edition of *PR Journal*, the online academic publication of PR Society of America that is supervised by Prof. Donald Wright of Boston University.

Merle's list of trade papers examined for the period from 2000-2010 was confined to *PR News*, *Advertising Age*, *Editor & Publisher*, *Broadcasting and Cable* and *Folio*.

Merle said he did not have access to *O'Dwyer's* or *PR Week* and that he plans a follow-up study. He hopes for more interaction between academics, the PR press and working PR practitioners.

His article praises the Institute for PR for helping to "bridge that gap."

IPR is hosting an International PR Research Conference March 6-10 at the Holiday Inn, University of Miami, Coral Gables.

PR Trade Pickup is Highest Among Low

The paper is titled "A Bittersweet Victory for PR" because PR publications showed the most use of academic research in a field marked by very low use of such research, said Merle.

Credit for the essay is also given to Coy Callison, Ph.D., professor and associate dean for graduate studies, College of Mass Communications, TTU, Lubbock, Texas.

The abstract for the study says content of 2,077 articles was randomly sampled at five points in the past decade (2,000, 2003, 2005, 2007 and 2010) from the five "trade magazine titles" named above.

Purpose was to determine "how professional-focused publications cover academic research and how specifically the PR trade press address scholarly work."

Says the abstract: "The analysis reveals that academic research appeared in ten of the total articles sampled (0.5%) while industry research was more prevalent and discussed in 125 of all articles (6.0%)."

"The lack of research coverage, however, was not consistent across the trade journals. While publications targeting professionals in advertising, newspaper, magazine and broadcast all mentioned research in less than 10% of articles, PR News articles detailed research nearly 25% of the time."

CHOMSKY BLASTS PR IN INTERVIEW

Noam Chomsky, the linguist, philosopher and cognitive scientist who is also known for his strong political views, has described PR and advertising as forces that keep people in the dark and undermine democracy.

His views are expressed in a 3.5-minute interview given Jan. 13 to Al Jazeera, the Qatar Government-owned news network that last month purchased the Current TV cable news network co-founded by former Vice President Al Gore for \$500 million. Plans are to launch Al Jazeera America.

Chomsky, saying that advertising is controlled by PR and that combined spending is in the "hundreds of billions yearly,"

charged that the two are not trying to create "informed consumers making rational choices" but "uninformed consumers making irrational choices."

Keep People in Dark

The aim of the so-called "elite" is to "keep the mass of the population uninformed, marginalized, so that the responsible men can run things," he said.

The alleged leaders feel "the rabble out there are stupid and ignorant, we have to control them like they don't let a three-year-old run in the street...it's all very explicit."

Chomsky said he is amazed that "nobody says anything" even though this situation is "transparent."

As an example of an irrational communication, he cited a TV commercial that shows "somebody driving a new car off into space with a football player and a sexy actress. Is that trying to create an informed consumer making rational choices?"

Chomsky finds it "quite striking" that the PR industry developed "in the freest countries in the world—the U.K. and U.S."

He added: "The business world and the conservative element understood very well that it is getting harder to control people by force" so that "these huge industries developed" to manipulate opinion.

Opposed Iraq War, Death of bin Laden

Chomsky opposed the military actions in Viet Nam and Iraq and the assassination of Osama bin Laden.

"We might ask ourselves how we would be reacting if Iraqi commandos landed at George W. Bush's compound and assassinated him, and dumped his body in the Atlantic. Uncontroversially, his crimes vastly exceed bin Laden's, and he is not a suspect but uncontroversially the 'decider' who gave the orders to commit the supreme international crime..."

Chomsky is noted for his criticisms of Israel, saying "I don't think a Jewish or Christian or Islamic state is a proper concept."

He has been the object of many criticisms himself but refuses to take legal action, saying he prefers to counter alleged libels via letters to newspapers.



Chomsky

NEWS OF PR FIRMS**FINN ACQUIRES HEALY IN CHICAGO**

Finn Partners has acquired the business of Chicago-based Healy & Schulte, a 22-year-old marketing and PR shop.

Founder and principal John Healy, a Ruder Finn alum, takes a senior partner role at FP under Chicago office lead and managing partner Dan Pooley.

Founding partner Peter Finn said Healy is a leader in research-based PR and marketing strategy who will strengthen the firm's Chicago operation.

Healy was a senior VP at Ruder Finn, in addition to posts at the Walgreen Company and Signode Corporation. He also served in Washington as deputy to the director of public affairs of the U.S. Department of Commerce and assistant secretary for PA of the U.S. Department of Transportation.

Healy's firm has worked with the National Automatic Merchandising Association, Citicorp/Citibank, the Academy of General Dentistry, and the Miss America Organization.

Healy leadership joining FP includes Ann Morris, who joins as a partner, Amy Magro, managing associate, and Kara Kristoff, senior associate.

GOODMAN HANDLES GRAND CENTRAL BASH

The West Point Brass & Percussion Band debuted "Grand Central Centennial Fanfare" at the Feb. 1 ceremony to mark the 100th anniversary of New York's landmark railroad station.

Mayor Mike Bloomberg, actress Cynthia Nixon and Caroline Kennedy, honorary chair of the Grand Central Centennial Committee whose mother Jacqueline Kennedy Onassis is widely credited with saving GCT from the wrecking ball during the 1970s, kicked off the day-long event that was handled by Goodman Media International.



Goodman's team rounded up more than 150 members of the media to cover the extravaganza. From the stage, Peter Stangl, chairman of the GCCC, thanked GMI for its hard work.

BRIEF: **Ogilvy PR** has unveiled a digital service focused on the business-to-business sector, dubbed Digital Influence for B2B. Amy Messenger, managing director of Ogilvy's U.S. tech practice, said B2B companies, especially in tech, are sales-driven organizations and social media has changed the B2B buying process.

NEW ACCOUNTS**New York Area**

Middleton & Gendron Brand Communications, New York/Pelcor, for U.S. PR for the Portuguese brand of luxury accessories made with sustainable cork skin; Jeffrey Collé, for PR for the Hamptons design-builder of shingle-style mansions, and American Summits, for PR for the Wyoming-sourced mountain spring water.

Fleishman-Hillard, New York/Food and Drug Administration, for a new anti-tobacco push targeting teens and users, with Drafftcb (advertising), Danya International (subject matter), Initiative (media buying), and NMS (social media). Drafftcb, part of Interpublic, is the lead agency and one of six pre-qualified firms that pitched the FDA work.

Verasoni Worldwide, Montclair, N.J./ACTEON North America, dental, medical and veterinary equipment maker, for digital marketing and PR. Work includes digital branding, web development and social media strategies.

South

The Eisen Agency, Newport, Ky./The Cincinnati Rotary Club, as AOR for PR and marketing comms.

Southeast

Uproar PR, Orlando, Fla./DeeAnna Soicher, a professional thrifter and blogger at known as ThriftDee, for strategic counsel and PR for the ThriftDee blog and TV news content.

TransMedia Group, Boca Raton, Fla./Zenith Technologies, for launch of Soniclean, sonic technology vacuum, and PR for its founder.

Southwest

Waggener Edstrom Worldwide, Austin, Tex./Xplore Technologies Corp., maker of a rugged tablet computer, for PR targeting utilities and telecommunications, oil and gas, warehousing and distribution, and military markets. Jim Plas, VP of marketing at Austin-based, credited WaggEd's tech savvy and local base in Austin, where the firm has operated for 12 years. Cheri Winterberg is GM of the Austin outpost and VP of the firms' tech practice.

Midwest

Blacktop, Kansas City, Mo./Edible Arrangements, as AOR for its Kansas City marketing, including creative to support PR and advertising strategy, in addition to radio content and events related to the region. Blacktop is partner to ad agency Barkley.

West

JMPR Public Relations, Woodland Hills, Calif./IDQ, maker of automotive aftermarket air conditioning products, as AOR agency of record for its do-it-yourself air conditioning brand, A/C Pro. JMPR handled its launch last spring. Work includes media relations for new products and educating the general motoring public and automotive enthusiasts about a DIY air conditioning recharge kit.

LANE, Portland, Ore./One Degree Organics, veganic seeds, flours and sprouted breads distributor, for marketing and PR; Orchard Supply Hardware Stores, for PR as the 89-retail outlet chain expands with two more stores in the state, and Respect Your Universe, performance apparel company, for PR and digital.

Canada

Veritas Communications, Toronto, and **Zak Communications**, Montreal/Coty Canada, as AOR for Canada for the \$4.6B beauty company.

NEWS OF SERVICES**HAMMOND, QUINN EXCEL AT ADRIAN AWARDS**

Lou Hammond & Associates, winning 11 Golds and one Platinum Award, and Quinn & Co. Public Relations, with seven Golds, three Platinum Awards and "Best of Show," were the top PR performers at the annual Adrian Awards banquet Jan. 28 of the Hospitality Sales & Marketing Assn. International.

More than 900 industry executives and their advertising and PR firms attended the formal affair at the Marriott Marquis, New York. Hammond, New York, won the most Gold Awards and also took a Platinum Award for its work for the American Queen Steamboat Co.

Quinn & Co., New York, earned seven Golds and three Platinums and the "Best of Show" award for its work for Denihan Hospitality Group/Affinia Hotels for its "Affinia Hotels Tender Loving Comfort" Campaign. In addition to Affinia, Quinn won Platinum honors for its work for El Al Israel Airlines. The firm took home 18 honors at the event.

Hammond had a total of 22 wins including eight Silver and two Bronze. It has received more awards annually over the past 12 years than any other entrant in the PR category.

Other multiple winners of Golds included Weber Shandwick, seven; Allison + Partners, seven; Nancy J. Friedman PR, seven, and M. Silver Assocs., six.

Platinum PR Winners Listed

The Platinum PR winners, chosen from the Gold winners, included:

MMGY Global PR, for The Beaches of Fort Myers & Sanibel.

Allison + Partners for Best Western International.

Zapwater Communications for "Downsize Fitness."

McNeil Wilson Communications for Hawaii

Visitors & Convention Bureau.

Hilton Hotels & Resorts.

Wagstaff Worldwide for Kelly Liken

M. Silver Assocs. for New York State's Division of Tourism, I Love New York.

Hill+Knowlton Strategies for Red Roof Inn.

Weber Shandwick for Royal Caribbean

International.

Redpoint Marketing PR for Simon Pearce.

CISION, PRN NAB CODIE AWARDS

Cision won the 2013 CODiE Award for Best Media and Information Monitoring Solution from the Software and Information Industry Association (SIIA).

Critical Mention's AllMedia and LexisNexis Group's Nexis were finalists.

Peter Granat, CEO of Cision North America, said the honor highlights his company's ability to integrate content from all channels -- broadcast, print, online and social media -- into an single software platform.

Cision's monitoring service includes more than 20,000 news sources, as well as blogs, social networks, photo and video sharing sites via Radian6, premium content sites, and broadcast news content.

PR Newswire's iReach beat PRWeb for the CODiE honoring Best Press Release Distribution Solution.

Cision was edged in the Best Business Information Solution category by Cortera Pulse.

PEOPLE**Joined**

Rebecca Ayer, former VP at Hill+Knowlton Strategies, where she led an embedded team at Tenet Healthcare, to Jarrard Phillips Cate & Hancock, Nashville, as senior executive advisor. She is a former director of media affairs for the U.S. Department of Health and Human Services, director of comms. for the Office of Public Health and Science, and managed health policy projects for First Lady Laura Bush. Ayer was also PR manager at Baptist Hospital in Nashville and an aide to Sen. Lamar Alexander's successful 2002 Senate bid.

**Ayer**

Courtney Benhoff, who managed development and marketing of educational content for the finance industry at Marketplace Books, to Abel Communications, Baltimore, as an A/M. **Adam Curtis** was promoted to A/M and **Lauren DeTroia**, an intern, was upped to AA/E.

Nimisha Savani, VP of corporate marketing, comms. and executive operations, ConvaTec, to UT Southwestern Medical Center, Dallas, as VP of comms., marketing and public affairs. She was part of the team that led ConvaTec's divestiture from Bristol-Myers Squibb and earlier was dir. of brand equity and product management at InvestorForce Holdings.

**Ayer**

Naomi Bata, former VP at Cohn & Wolfe/Chicago, to archer>malmo, Memphis, as chief PR officer. She repped Asia Pulp & Paper and Homeward Residential, among others, at C&W and was a former account group supervisor at GolinHarris.

Kevin Gregg, a comms. staffer for the Philadelphia Phillies, to the Boston Red Sox, as director of media relations. He is the son of the late 23-year umpire Eric Gregg. He takes over for Pam Kenn for the Sox after she slides to the senior director, public affairs, slot.

Promoted

Gail Heimann to the president/chief strategy officer slot at Weber Shandwick, New York. She has handled key clients such as Unilever, Microsoft, Hewlett Packard, Kraft Foods and Johnson & Johnson. She was WS vice chair & New York president. **Frank Okunak**, CFO and another 18-year vet of WS, was upped to the COO position in charge of financial and administrative matters. Andy Polansky succeeded Harris Diamond as CEO in November.

Richard Barker, who managed sponsorship and PR efforts at M&C Saatchi Sport and Entertainment in London, has moved to to M&C Saatchi PR, New York, as VP to oversee its sports and entertainment unit. The firm recently picked up AOR duties for the U.S. Olympic Committee. He was previously with Four Communications handling Lloyds TSB's partnership with London 2012, The Celtic Manor Resort (Ryder Cup venue 2010), Leisurecorp's sponsorship of the European Tour and the Brawn GP Formula 1 Team.

MONSTER ATTACKS CAPITOL HILL

Monster Energy Co. has retained superlobbyist Tony Podesta's Podesta Group to handle legislation and oversight regarding energy beverages, according to its federal filing released Jan. 24.

MEC reached out to Podesta in November following news that the Food & Drug Administration opened a probe into five deaths possibly linked to its products. It paid a \$60K fourth-quarter fee to PG.

Podesta leads MEC lobbying team composed of Izzy Klein (former comms. director, Sen. Chuck Schumer and press sec. to Rep. Ed Markey); Josh Holly (ex-spokesperson for the Arms Services Comm. under Rep. Buck McKeon); Claudia James (ex-aide to Sen. Chris Dodd and VP-gov't rels. at the American Newspaper Publishers Assn.); Sean McLaughlin (assistant attorney general in the Bush II White House), and David Morgenstern (ex-aide to Sens. Paul Coverdell, Lincoln Chafee and Lamar Alexander).

Meanwhile, MEC rival Red Bull North America is working with Heather Podesta + Partners to educate Congress and other policymakers regarding energy beverages. That firm received a \$20K Q4 payment.

The husband and wife team of Tony and Heather announced Jan. 15 their plan to separate.

PB DOES PR FOR ALBANIA

Patton Boggs has agreed to provide media outreach for Albania to improve that country's standing with the U.S. government, business community and non-governmental groups.

The D.C. lobbying powerhouse is to "arrange supportive interaction between Albanian officials and relevant U.S. press," according to its contract.

It is to coordinate "government relations and communications/public relations activities," prepare Albanian officials for and arrange interviews and presentations. PB is to pitch U.S. media on Albania's advancement and progress, economy and tourism, and investment and finance, among other topics.

In Washington, PB is to work the Senate and House to advance Albania's "relevance and status."

JOELE FRANK WORKS \$5B SHALE GAS DEAL

Copano Energy, which processes shale natural gas from wells in the U.S., is working with outside PR counsel through its \$3.9B acquisition by Kinder Morgan Energy Partners.

The deal, announced Jan. 29 and expected to close in the third quarter, also includes assumption of debt that brings its value to nearly \$5B.

Joele Frank, Wilkinson Brimmer Katcher partner Andrew Siegel leads the Copano account with an assist from director Nick Lamplough. The firm also advised El Paso in its \$21B sale to Kinder Morgan in 2011.

KMP CEO Richard Kinder said the acquisition gives Kinder Morgan incremental development in three key shale gas locales. He said KM will retain a "vast majority" of Copano's 415 staffers.

Larry Morgan, VP of corporate comms. and public affairs for Kinder Morgan, handles its M&A communications.

NF BOLSTERS FINANCES AFTER BITE FRAUD

Fifteen Communications said it will implement new financial procedures at a cost of about £250K per year after discovering an "act of embezzlement" leading to a \$2.8M (£1.8M) charge at its Bite Communications PR unit late last year.

The U.K.-based PR holding company of firms like Text 100 and M Booth worked with auditor BDO and investigative firm Kroll and said today it has wrapped that probe and will take an additional £300K charge to this year's financials.

"In concluding the investigation we believe there will be no further write-offs beyond those already outlined in the last annual report," said chair Richard Eyre.

The FBI and San Francisco Police Dept. continue to probe the alleged fraud.

Next Fifteen, which said it still expects to meet financial targets for the year, in November delayed release of its financials, originally slated for Nov. 6. It will release interim results on April 23.

Eyre added that the group continues to "evolve" its business away from "a collection of traditional PR agencies" to a "group focused on social and digital marketing services." It expects to launch a new "insight business" in the spring.

CORPORATE VET WILKS TO MSL

Brad Wilks, who was managing director and chief of Sard Verbinnen & Co.'s Chicago office, has moved to MSLGroup to head midwest operations (Chicago and Detroit). He succeeds Joel Curran, who transferred in September to head the New York office.

MSL/Detroit is home to General Motors, one of the firm's biggest accounts. Chicago also has Delta Faucet, DeVry Univ. and assorted food and beverage companies.

Prior to SV&C, Wilks was managing director and Chicago chief for Ogilvy PR Worldwide, and senior VP at Fleishman-Hillard. Before joining agency life, he was director of investor relations for Ball Corporation.

At MSL, Wilks reports to Renee Wilson, North America president.

SV&C has named Debbie Miller, a Morgan Stanley veteran who joined the financial PR firm in 1995, to the top spot in Chicago.

BANK OF AMERICA INVESTS IN BURSON

Bank of America is withdrawing PR business from Emanate as it invests more with Burson-Marsteller in its bid to burnish an image bruised after the financial crisis.

B-M, part of WPP, already works with BOA's Merrill Lynch unit and handled crisis communications for its Countrywide Financial division when the mortgage unit was a poster child for the subprime mortgage mess in 2007-08.

Emanate, a mid-size spinoff of Omnicom's Ketchum, counts BOA among its largest clients with its consumer and small business banking operations among its purview. Emanate's lineup includes clients like KFC, Philips Norelco, Burger King and Tetley Tea.

Bank of America earlier this year moved its advertising business from Omnicom to WPP, as well.

Weber Shandwick remains on BOA's roster.

PR OPINION

A PR storm is blowing up in Atlanta involving Popeyes, a chain of fried chicken fast food restaurants whose VP-communications Alicia Thompson may help to serve “fast food for the mind” to PR students looking for internships and career advice.

AFC Enterprises, Atlanta, owner of Popeyes, which has nine outlets in New York, is accused of excessive pay to corporate executives by Institutional Shareholder Services, which monitors corporate behavior. Investors have “high concern” over compensation, says the ISS “Governance Risk Indicator.”

CEO Cheryl Bachelder has sold stock worth \$2,635,276 since Sept. 7, 2011, for which she paid \$772,863.

Ten of the transactions are since Dec. 2, 2012 and include the sale of 10,333 shares on Dec. 23, 2012 for which she paid nothing (“Option exercise at \$0 per share”). Her pay in 2011, according to *Forbes*, totaled \$2,504,920 and included salary of \$675,000; restricted stock worth \$845,342; option awards of \$330,440, and “other” pay of \$38,538.

Bachelder could not be reached for comment.

Sales of AFC are \$167 million and debt is \$58.9 million for a current ratio of assets to liabilities of 1.46. The stock is currently at \$29, near its all time high of \$32 in 2002. Low point was \$3.50 in 2008. The recent 52-week low of was \$15.33. Feltl & Co., Minneapolis broker, downgraded the stock from “buy” to “hold” last August.

“Real World” Career Fair Faulted

The “Real World” career fair of the Atlanta PRSA chapter Feb. 22 (<http://tinyurl.com/b4vr3eh>) lacks the solid career information and databases that PR students need.

We hope to get the attention of AFC executives on this because we don’t think they want to be involved in delivering half-baked information any more than they would serve half-baked food. There is no panel on how to start a business and prospect for accounts among local business people. Why work for someone else who will only multiply your hourly rate by three times (or more) when you could work directly for the business owners?

Ironically, many of the grads are shouldering large debts for their education and will end up working for peanuts for fast food outfits like Popeyes (if they’re lucky).

Coke Pitch a Waste of Time

Kate Hartman, global PR senior manager for Coca-Cola, is to talk about the company’s support of the 2012 Olympics in London, explaining “how the communications experts at Coca-Cola brought teens closer to the Olympics through a multi-platform campaign that featured on-the-ground activities and digital initiatives to bring the spirit of the games to millions...”

No doubt Coke did all those things but what has this got to do with students seeking internships and looking for jobs? The time could be better spent telling students how to open their own businesses. They need to know how to set up books and pay estimated taxes quar-

terly, how to obtain a sales tax or Employer Identification Number, among other things.

Journalism as well as PR majors face the prospect of being on their own. More than 80 members of the New York Financial Writers Assn., or about a third of the members, are “freelance” when no such category existed a couple of decades ago. The members are experienced writers and reporters with bylines in many major pubs.

Coke Opposes Bloomberg on Sugary Drinks

If Coke wants to talk about PR, it should discuss the op-ed piece in the New York Times Jan. 29 which accuses it of “buying” the NAACP. “When Jim Crow Drank Coke,” (<http://tinyurl.com/ctuwahs>) by Prof. Grace Hale, University of Virginia, claims that the opposition of NAACP/New York State to New York Mayor Bloomberg’s drive to restrict sales of sugary drinks can be traced to Coke’s “support to African-American organizations.”

One of the “Real World” sessions is on the difference between corporate and agency PR. For a sample of corporate PR, a student could check the Coca-Cola website where he or she will find no names and only a box for reporters or others where questions can be submitted. There is also a phone number and we left a message there last week, receiving no reply as yet.

There are 17 Coke PR staffers in the Society database including senior VP PA and communications Sonya Soutus who has opted out of supplying her e-mail address. Kent Landers, group director, corporate media relations, and Judith Snyder, group director, global brand PR, also opted out of e-mail.

Literature Table Proposed

Current plans do not include a literature table although one is imperative. The O’Dwyer Co. would donate copies of its products and other PR publishers would do the same.

– Ten copies of the 2011 and 2012 *O’Dwyer’s Directory of PR Firms*, a 360-page directory of 1,700 firms sorted by size, geography, 12 special practice areas (health, tech, food, etc.) and containing more than 500 extensive descriptions by firms of their services.

– Ten copies of the 2012 Contact directory of *PR Week/U.S.* which has corporate and non-profit contacts as well as those at PR firms. PRW has said the directory will be online only now but it should have 2012 copies.

– Ten copies of the 2005 or other editions of the PRSA BlueBook of 20,000 members, a prime job-hunting tool for PR people and which PR professors made available to their students.

– Ten sets of the 12 *O’Dwyer’s* magazine issues, each one focusing on a specialty. The January issue has the *PR Buyer’s Guide* listing nearly 1,000 PR products and services, where many jobs can be found.

– Ten copies of “Army of Entrepreneurs” by Jennifer Prosek showing the non-stop effort at PR firms to meet and win new clients and build current accounts by offering more services. The agency mindset, attitudes and work practices are far different from those in a corporate or institutional setting.

— Jack O’Dwyer