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O'Dwyer's Newsletter

The Inside News of
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NAT'L HIGHWAY AGENCY ROLLS REVIEW

The National Highway Traffic Safety Administration has rolled a review of its media, communications and advertising covering behavioral safety programs aimed at issues like seat belt use and distracted driving.

The NHTSA, part of the U.S. Dept. of Transportation, uses research, public service ads, media relations, collateral and various partnerships to support its campaigns, which target the public and policy makers.

Encompassed in the account are the national "Click It or Ticket" seat belt effort, the "Drive Sober or Get Pulled Over" campaign, Child Passenger Safety Week, the national distracted driver push, as well as web and social media support of various online properties, and media training for staff, among other tasks.

Agencies must have key staff and facilities in the Washington, D.C., area.

The Tombras Group, Atlanta, has worked with the federal agency on advertising and PR efforts since 2004.

Proposals are due March 5. View the RFP: <http://bit.ly/Y4Jwll>.

IRION TAKES LEVICK PREXY POST

Mark Irion, former CEO of Dutko Worldwide lobbying firm, is the new president of Levick. Founder & CEO Richard Levick adds the chairman title.

Irion, who assumed Dutko's top spot in 2003, led the management team that sold it to Huntsworth's Grayling in 2009.

Irion departed early last year from the CEO of Dutko Grayling and chief of Grayling's PA practice slots.

Under Levick's leadership, the Washington-based firm is known for its corporate, crisis communications and litigation PR efforts.

Irion is expected to build on that base, plus Levick's digital communications savvy, to expand into the PA and issues advocacy categories.

He told O'Dwyer's that he wants to marry his "face-to-face" communications expertise with Levick's creative bent to forge "emotional messages" that resonate with a client's targeted audiences throughout the world.

That calls for an expansion of Levick's physical footprint beyond Washington- both in the U.S. and overseas.

Irion sees the opportunity to craft a "new, new" public policy communications platform at Levick.



Irion

EDELMAN'S PEDERSEN TO GRAYLING HELM

Pete Pedersen is joining Grayling as CEO on March 1, taking over for Michael Murphy, who announced last July his plan to step down

The nearly 20-year veteran of Edelman has served as global chair of its technology practice, working on Microsoft and its Xbox unit.

Peter Chadlington, CEO of Grayling parent Huntsworth, called Pedersen a "seasoned operator with a long experience of winning and handling global accounts."

Pedersen's technical savvy will bolster Grayling as it builds out its digital capabilities. The goal is to position as a global firm with social media and technology at its core.

Grayling, which relies on Europe and the U.K. for 60 percent of revenues, expects to buck the downturn in those markets.

Due to "rigorous cost control," Grayling says it is on target to deliver a double-digit improvement in profitability compared to 2011.



Pedersen

MS SUSTAINABILITY PUSH SEEKS PR HELP

A multifaceted organization aimed to develop a sustainability and economic development plan for Mississippi's Gulf Coast is on the hunt for strategic communications counseling.

The Mississippi Gulf Coast Sustainable Communities Initiative, backed by several cities, counties, non-profits and federal agencies, has released an RFQ for firms and consultants with experience in sustainability and translating complex issues into various forms of communications for the public and stakeholders.



The group aims to lower transportation and housing costs, improve the region's utilities and services and create a business-friendly environment while developing its coast in a sustainable manner.

Planners have pushed sustainable development since Hurricane Katrina ravaged the region in 2005.

The initiative's public information office is based in Gulfport.

Responses are due by Feb. 20. View the RFQ: <http://bit.ly/Z5sr1q>.

GREENPEACE SUIT VS. FIRMS CAN PROCEED

A Washington, D.C., court has rebuffed efforts by Ketchum, Dezenhall Resources, two clients and defunct private investigation firm Beckett Brown International to dismiss civil charges of corporate espionage brought by Greenpeace in late 2010.

While Superior Court Judge Michael Rankin last week dismissed four of Greenpeace's six claims against the parties -- including Dow Chemical and Sasol North America -- he said the environmental group's charges of trespass and misappropriation of trade secrets can proceed.

Rankin said Greenpeace's claim that BBI used covertly acquired security codes and an agent who posed as a prospective volunteer to enter Greenpeace office's without consent to acquire documents and information was enough to survive the motion to dismiss.

The judge also said Greenpeace's claim of misappropriation of trade secrets can also proceed.

Rankin threw out Greenpeace's claims of trespass to common areas and by electronic surveillance, conversion, and trespass to chattel.

The parties are set to appear in court for a schedule conference on March 29.

A federal judge in 2011 dismissed all claims of a racketeering suit Greenpeace filed against Ketchum, Dezenhall, Dow Chemical and Sasol North America. The environmental group brought that action under the federal RICO laws.

LUNDQUIST SUCCEEDS CAVANEY

Andrew Lundquist has succeeded legendary lobbyist Red Cavaney as senior VP-government affairs at ConocoPhillips in Washington.

Cavaney, who served nearly a decade as CEO of the American Petroleum Institute, stepped down from ConocoPhillips at the end of 2012.

Lundquist, who has more than 25 years of government relations experience, is founder of BlueWater Strategies consulting firm that manages regulatory thicket surrounding natural resources projects.

He has served as board member at Pioneer Natural Resources Co., Coeur d'Alene Mines Corp. and Evergreen Resources.

As part of George W. Bush's White House National Energy Policy Development Group, Lundquist served as Vice President Dick Cheney's point man on energy issues.

Lundquist also served on the staffs of former Alaska Republican Senators Frank Murkowski and Ted Stevens.

ConocoPhillips CEO Ryan Lance said in a statement that Lundquist's reputation and leadership "will reinforce our company's commitment to strong relations with local and national governments around the world."

Lundquist "knows our industry, he knows our company and is a proven leader in managing government affairs."



Lundquist

LAX BOARD WILL REDO PR PACTS

The commission that oversees Los Angeles International Airport will renegotiate nearly \$4M in PR services contracts after two city council members questioned the award of the lucrative pacts last month.

The three, three-year contracts, with the Phelps Group (PR), AdEase (media buying) and Nothing Films (video products), were for a \$3.8M public education campaign covering the ongoing multibillion-dollar modernization of LAX.



Photo: LA World Airports

The Board of Airport Commissioners on Feb. 5 passed a resolution to rework the contracts to single-year pacts with two option years.

City council members flagged the contracts last month because none of three firms are based in Los Angeles. Phelps Group, the prime contractor, is based in Santa Monica, while subcontractors AdEase is in San Diego and Nothing Films resides in Fountain Valley.

One council member also questioned whether a 2005 ban on PR contracts with the city following the Fleishman-Hillard overfilling scandal was still effective.

The city council has the power to overrule contracts from the airport commission, but declined to do that as the airport board agreed to review the pacts.

Phelps beat finalists Rogers | Finn Partners and West Coast Public Affairs in an RFP process last fall to lead the account.

KETCHUM GETS LOBBYING HELP FOR RUSSIA

Ketchum has turned to Alston & Bird for Washington help on its key Russian Federation work as U.S. and Russian ties come under increasing strain.

A&B is to receive a \$20K monthly fee from effective Feb. 1 through Oct. 31.

The agreement will be reviewed during October "with the objective of extending the advisory relationship into the future," according to A&B's engagement letter to the Omnicom unit.

A&B is to gather information and provide advice and analysis on various areas of U.S. foreign and economic policy including trade, energy and politico-military issues that affect U.S./Russia ties. It will also monitor and report on legislative developments on Capitol Hill.

Robert Jones, leader of A&B's legislative & public policy group, leads his firm's effort. He's a veteran of Patton & Boggs and ex-counsel to the Senate Appropriations Committee.

U.S. and Russia relations have soured since the return to power of strongman Vladimir Putin last March.

On Jan. 25, the U.S. quit the U.S.-Russia Bilateral Presidential Commission that had been established under President Obama's "reset" policy to foster civil ties between the two nations.

That decision followed Russia's move to ban adoptions of its children by American parents.

BRUNSWICK IN \$16B LIBERTY-VIRGIN HOOKUP

Brunswick Group's New York office is supporting communications for Liberty Global in its \$16B deal to buy U.K. cable giant Virgin Media, which could create the world's largest cable operator.

The acquisition, creating a broadband company in 47M homes across 14 countries, is drawing heightened interest in business media because it involves media titans John Malone (Liberty), Richard Branson (Virgin), and Rupert Murdoch, the News Corp. chief and Europe cable TV titan with whom Liberty would compete.

Virginia Media is the No. 2 U.K. cable-TV provider behind Murdoch's BSkyB.



Malone, Murdoch, Branson

Including debt, Liberty's cash and stock acquisition of VM totals \$23.3B.

Liberty Global said after closing it will draw 80% of its revenue from the U.K., Germany, Belgium, Switzerland and the Netherlands. It will also become the largest broadband company in the U.S. and U.K., leapfrogging Comcast.

Liberty plans to move its incorporation from Delaware to the U.K. as a subsidiary of a new holding company.

Brunswick partner Stanislas Neve de Mevergnies, a former London office hand now in New York, is supporting Liberty's corporate communications on U.S. press for the deal.

Virgin Media gets outside financial communications counsel from London's Tavistock Communications.

SUBS PASS AD REVENUE AT NY TIMES

The New York Times Company said fourth quarter operating profit fell by more than half to \$44M over 2011 amid a "challenging" advertising environment.

President and CEO Mark Thompson said circulation revenues surpassed ad revenue for the first time in the company's history as 668K paid digital subscriptions were locked in, up 13 percent over Q3.

Thompson, who said 2012 showed "both the opportunities and the challenges we face as a company," said the rise in digital subscribers shows a willingness to pay for "high quality journalism," a trend which he said is a key building block for growth of the company.

Benefitted by an extra week over 2011 because of its fiscal calendar, revenues rose 5.2% to \$575.8M for Q4. Advertising revenue fell 3.1%, offset in part by circulation gains of 16.1%. Prints ads were down 5.6% while digital ad revenue was up 5.1%.

The company paid out another \$7.9M in severance costs in Q4.

**CABLE BOOSTS NEWS CORP. EARNINGS**

News Corp. said second quarter fiscal revenue climbed 5% to top \$9.4B over the same period of 2011 on the strength of its cable network operations.

Net income more than doubled to nearly \$2.4B.

Chairman and CEO Rupert Murdoch said double-digit gains in its cable and TV businesses, along with improvements in publishing, drove the revenue and earnings growth.

News Corp., which is separating its publishing and entertainment businesses this year, took a \$23M charge on costs of the separation and a \$56M charge on costs over investigations into the *News of the World* hacking scandal.

Cable network programming revenue climbed 7% to \$945M for the quarter on the strength of its regional sports networks, Fox News Channel, FX and National Geographic Channels.

Its Fox broadcasting television unit rose 19% to \$224M during the period.

Filmed entertainment declined \$10M to \$383M, compared with 2011, despite strong performances from "Life of Pi" (\$500M box office) and "Taken 2" (\$375M).

HEALY TO SHAPE NEWS CORP. II

Anoushka Healy, group managing editor of *The Times* and *Sunday Times of London*, has been tapped as chief strategy officer of new News Corp., the global publishing spin-off of Rupert Murdoch's News Corp.

She is to help shape the future of the parent company of *Wall Street Journal*, *Times*, *New York Post*, *Sun* and Australian newspapers, share best practices and support talent.

Robert Thomson, CEO of the new entity, called Healy a "fully certified organizational genius and master of motivation."

Prior to joining The Times in 2002, Healy was head of corporate communications at the *Financial Times*, where she worked on the launch of the weekend FT, U.S. edition and FT.com.

She will be based in New York.

TW REVENUE FLAT IN Q4

Time Warner reported flat fourth quarter revenues of \$8.2B as growth in its networks segment was diluted by declines in film, TV entertainment and publishing.

For the full year, networks revenue was up 5% to \$3.7B as subscriptions mainly at HBO and advertising gains (NBA on TNT, CNN for the election) offset content revenue, which has hit by shuttering TNT in Turkey.

Filmed entertainment declined 4% to \$3.7B for the quarter, which was skewed somewhat because of a strong Q4 a year earlier with a "Harry Potter" film and "Batman" videogame release. "The Hobbit" release in Q4 of 2012 helped offset some of the decline, the company said.

TW's publishing revenue slipped 7% to \$969M. For the full year, revenues dipped 1% to \$28.7B.



News Corporation

MEDIA NEWS continued**POST NAMES MERIDA MANAGING EDITOR**

The *Washington Post* has promoted national editor Kevin Merida to managing editor for news and features.

He takes over for Liz Spayd, who left the post in January. John Temple remains managing editor for digital and newsroom operations, budgeting and other matters.

The 56-year-old Merida is the paper's first African-American managing editor and a 20-year veteran of the paper.

"I think we have a great news organization and want everyone to feel that way about it," he said. "We don't lack ideas. We don't lack talent. We have what we need."

He has covered politics, style and national news and features and penned a 2007 biography of Clarence Thomas. His wife is former Washington Post columnist Donna Britt.

Earlier postings included the *Mulwaukee Journal* and *Dallas Morning News*.

Sells Washington State Paper

The Post Company also said it has reached an agreement to sell the Everett, Wash., daily news paper *The Herald*, as well as the Spanish-language weekly *La Raza*, and their other print and online products to Canada's Black Press Ltd. and its Washington state-based community media publishing subsidiary Sound Publishing.

The deal is slated to close in early March.

Sound Publishing counts 39 newspaper titles with a combined circulation of 732,700.

The post bought the *Herald* in 1978.

**MOOD MEDIA PULLS PLUG ON MUZAK**

Muzak, the "elevator music" brand which survived a 2010 bankruptcy restructuring and later sale, is being re-introduced as Mood Media, the name of its 2011 acquirer.

Fleishman-Hillard is handling the launch and re-branding for Toronto-based Mood Media, which bought Muzak in a \$345M deal in March 2011.

The company, which acknowledged the end of "an iconic American brand and pop culture reference," said it wanted to combine its portfolio companies, including Muzak, Mood Media and its DMX music licensing service, into a single global brand.

NPR's Audie Cornish noted that Muzak "could never quite shake its reputation for cheesy elevator music."

Mood Music, which re-branded itself from Fluid Music Canada in 2010, said it serves more than 560,000 businesses in 55 countries, reaching 150M people daily.

"Most consumers in North America and Europe have experienced Mood without knowing it because our clients include top global brands worldwide such as Gucci, W Hotels, Crate and Barrel, and Tommy Hilfiger, among others," said chairman and CEO Lorne Abony.

McGRAW-HILL VET TO CONDE NAST

Patricia Rockenwagner, who was senior VP-marketing and communications at McGraw-Hill Cos., is moving to Conde Nast. She took the senior VP-corporate communications slot effective Feb. 11.

Reporting to Jill Bright, chief administrative officer, Rockenwagner oversees PR, corporate positioning, media relations, employee communications and corporate social responsibility programs.

Patricia Steele, senior VP-corporate relations, continues to support press-related issues under Rockenwagner. Prior to McGraw-Hill, Rockenwagner ran global corporate communications for Paramount Pictures, and held marketing/PR posts at Time Warner Cable, Comcast and AT&T Broadband.

The Argentina native also worked the political arena as chief of staff to California State Senator Tom Hayden and researcher for the late Ted Kennedy.

Conde Nast's roster of magazines includes *New Yorker*, *Vanity Fair*, *Vogue*, *Self*, *Glamour*, *Wired*, *Lucky*, *W* and *Golf Digest*.

Shannon Eis, who had headed Conde Nast's internal and external PR, exited for MWW last month. Maurie Perl, senior VP of media and comms., also left.

CHARTER BUYS CABLEVISION WEST

Charter Communication is buying Cablevision System's Optimum West properties in Montana, Colorado, Wyoming and Utah for \$1.6B.

Cablevision bought the operation then-known as Bresnan Broadband Holdings more than two years ago for \$1.4B. Charter CEO Tom Rutledge is the former Cablevision executive who engineered the Bresnan deal.

"Optimum West is an ideal fit for Charter," Rutledge said in the statement. "We anticipate an efficient integration process."

Cablevision has 3M subscribers in the New York metro and Pennsylvania markets.

PHILLY NEWS SITE SHUTTERED

Tom Ferrick has shut down the Metropolis website that he launched in 2009 to counter the demise of mainstream media in Philadelphia.

The former *Philadelphia Inquirer* editor and columnist had been funded in part by the Wyncote Foundation and Philadelphia Public Interest Information Network.

Ferrick pulled the plug on www.phlmetropolis.com on Feb 10 because he ran out of money, according to his note to readers.

To survive, Ferrick said he needed to increase the number of stories and broaden their subject areas.

He said that effort would have required more funding than he was able to raise.

BRIEF: NBC News last week pulled the plug on its hyperlocal Chicago-based news site **EveryBlock**. The four-year-old data-heavy site had a \$1.1M grant from the Knight Foundation and was acquired by MSNBC in 2009. EveryBlock had expanded to 19 cities. NBC News said it could not find a viable option to keep running the site.

NEWS OF PR FIRMS**LT'S SHOPPR BUILDS ON LIFESTYLE WINS**

ShopPR, the nimble PR and social media unit of Lippe Taylor, has organized a lifestyle division after recent key client wins from Spectrum Brands Holdings - George Foreman Grills and Black & Decker Home Appliances.

Vanessa Pesce, managing director of ShopPR, said the two new brands, coupled with the firm's October win of AOR duties for Keds, will anchor the new lifestyle unit - ShopPR Lifestyle. She said the firm will continue its focus on "all things beauty," but added that a formal lifestyle practice lets it show fresh thinking and philosophy in other categories "aligned with our sensibility and aesthetic."

Lippe Taylor, which focuses on beauty/fashion and lifestyle accounts, acquired the then-two-year-old boutique ShopPR in 2000. The boutique firm was founded by Nikki Gersten, former director of global comms. for Prescriptives at Estee Lauder.

Spectrum DVP Glenn Rhodes said the company went to ShopPR because of its strategy, creativity and measureable results.

For George Foreman Grills, the firm has kicked off and is guiding PR for its Weight Loss Challenge highlighting healthful meals which can be prepared with the appliance. Food Network host Gina Neely a spokeswoman for that push.

Black & Decker has engaged the firm for PR strategy and brand outreach with a focus on national and global trade shows.

The firm handled Keds' introduction of recording artist Taylor Swift as spokeswoman in October and was tapped to guide social/digital marketing and PR for the footwear brand. ShopPR picked up the account after what the client described as an "exhaustive agency search."

Twenty-four-year-old Lippe Taylor is led by Maureen Lippe, a former fashion director at *Harper's Bazaar* and *Vogue*, and has worked with Procter & Gamble, Jenny Craig, Johnson & Johnson, and IKEA.

MIDDLEBERG FORMS HOLDING CO.

Middleberg Communications and sister social media unit Laundry Service have combined operations under a new holding company, 247 Group.

CEO Don Middleberg said the two firms will maintain their respective brands while all 24 employees will be employees of 247. He said the move "formalizes" the structure of how the firms have been operating, adding that he and Laundry Service chief Jason Stein see clients as best served by a single firm.

"Virtually all our new business presentations involve employees of both firms and combine elements of public relations, social media, content creation, branding and paid media, particularly in the form of native advertising," he said.

Stein added that "the idea is not to rely too heavily on any one aspect of a communications program, but to prepare and execute a fully integrated program, measure results, refine and reengage."

Middleberg previously built up a tech PR powerhouse before selling it Euro RSCG Worldwide in 2000.

NEW ACCOUNTS**New York Area**

Emanate, New York/Materne North America, maker of GoGo squeeZ squeezable applesauce pouches, to support an integrated marketing program, and House of Mandela, luxury brand and wine collection, for launch of its South Africa-inspired brand in the U.S.

PRCo USA, New York/Canyon Ranch, for corporate branding and media relations for several resort properties, as well as medical staff and health experts. Properties in Tucson, Lenox and Miami Beach, as well as Canyon Ranch SpaClub facilities around the world, are included. PRCo offices in Germany and France will assist.

East

Birnback Communications, Marblehead, Mass./Compliance Week 2013, for PR and social media for the magazine's 8th annual conference slated for May 20-22 in Washington.

French/West/Vaughan, Raleigh/Wallace Family Racing, NASCAR racing team, for marketing, PR, sponsorships and endorsements. The team includes father Mike, daughter Chrissy, and son Matt Wallace, all drivers.

Laurie Rudd PR and Marketing, Winterville, N.C./Treasure Garden, luxury outdoor shade products, for PR.

Southeast

Brandware PR, Atlanta/Mighty Auto Parts, franchise aftermarket retailer, for strategy, media relations and events support alongside ad agency Agency South of Duluth, Ga., and Hilton Head Island Motoring Festival & Concours d'Elegance, regional event slated for Oct. 25-Nov. 3, as AOR.

Midwest

Ginny Richardson Public Relations, Chicago/Young Marines, national non-profit youth education and service program, for PR, media relations, social media and strategic counsel.

Maccabee, Minneapolis/Jostens, producer of class rings, diplomas, yearbooks and photo books, and PsyBar, forensic psychological and psychiatric consultation, hiring counsel, and threat-of-violence and fitness-for-duty evaluations, for media relations, corporate and internal communications counsel.

Southwest

TrizCom, Dallas, Tex./Minimally Invasive SpineCARE, spine center for surgical and non-surgical treatments, as AOR for PR. The center has 12 locations.

Advertas, Houston/2FA, identity management software, for marketing and PR

West

Weinstein PR, Portland/Beaverton (Ore.) School District, for a \$58K PR project for a project to review the district's strategic plan and goals, and meeting with groups in the community, individuals and large employers.

JS2Communications, Los Angeles/Pennyful.com, online cash back shopping through retail partners, as AOR to introduce its re-launched website and expand its U.S. presence through media relations, marketing and social media consulting.

J. Walcher Communications, San Diego/Spurlock Poirier Landscape Architects, for national PR for the boutique firm, and the La Jolla Festival of the Arts, for PR counsel for the two-day June event.

NEWS OF SERVICES**VOCUS '12 REVENUES CLIMB, LOSS WIDENS**

Vocus reported a \$3.7M loss for the fourth quarter of 2012 after heavy investment in its sales force, while revenue jumped 54% to \$47.1M for the period over 2011.

For the full year, the PR and marketing software provider, which plunked down \$169M last year to acquire email marketer iContact, said its net loss widened to \$23.6M, up from \$14.6M a year earlier, while revenue was up 49% to \$170.8M.

Vocus, which plans to raise prices during the first quarter, said it added more than 200 sales reps during 2012 for a total of 489. Sales and marketing costs jumped from \$57.5M in 2011 to nearly \$98M in 2012.

The company said it ended 2012 with 16,494 active annual subscription customers.

CEO Rick Rudman called Q4 a "strong quarter," pointing to gains in customer numbers -- 1,363 net new subscribers, compared with 1,052 a year earlier -- and demand for its marketing suite.

Vocus expects 2013 revenue from \$200.3M to \$201.8M.

CISION SEES GROWTH IN 2012

Sweden-based PR software provider Cision, which has been reorganizing and shed 20% of its North American workforce in the fourth quarter, said 2012 revenue ticked up 2% to SEK 987M (about \$156M) as subscriptions to its flagship service rose and North America offset declines in Europe.

Organic growth swung positive to 4% over 2011.

North American revenue rose 7% to SEK 773M (\$122M) for the year while organic growth hit 5% for the year. European operations declined 15% to 222M (\$35M). While revenue declined in the fourth quarter, CEO Hans Gieskes said results were in line with expectations as the company divested its U.S. print monitoring business, which was acquired by BurrellesLuce for \$2M.

"It is never easy to make big changes in headcount and during this quarter the North America headcount did reduce by 20%," said Gieskes, who added that the company has focused on growth by investing in sales and marketing and finding savings elsewhere. The cuts amounted 150 people. Net profit dipped 18% to 70M.

Subscription revenue, which accounts for 64% of Cision's business, climbed 7% for the year. Total number of customers of its flagship CisionPoint platform rose to 9,150, a six percent climb over 2011.

FCS OPENS AWARDS COMPETITION

The Financial Communications Society is inviting submissions for its annual FCS Portfolio Awards, honoring 2012 work in financial marketing.

Gold, silver and bronze trophies will be awarded for campaign and single execution entrants in corporate image, B2B and consumer retail groups.

Categories include traditional advertising, PR, social media and multimedia. There is a special category for ROI in which winners are awarded for the reported results of their marketing efforts.

Deadline is March 4. A gala is slated for May 16 in New York. Details: <http://www.fcsinteractive.com>.

PEOPLE**Joined**

Brian Frederick, executive director of the Sports Fans Coalition, to Porter Novelli, Washington, D.C., as a VP in its public affairs practice. He was previously deputy editorial and research director for Media Matters and worked on John Edwards' presidential bid.

**Frederick**

Patrick Giblin, PR manager, Univ. of the Pacific, to Webster University, St. Louis, as director of PR, starting March 15. He was previously an assistant public information officer for the Calif. Dept. of Justice and a journalist for 17 years, including covering crime and tech, among other topics, for The Modesto Bee.

**Giblin**

Cameron Krier, VP for federal affairs, advocacy and public policy for the Texas Hospital Association, to LIVESTRONG, Austin, Tex., as director of government relations. He was previously legislative counsel to Sen. Kay Bailey Hutchison (R-Tex.).

John Carter, former Director at WCG, to EVC Group, San Francisco, as principal for the IR and comms. firm. He handled Hershey's, Warner Bros. and Michaels on WCG's consumer team and earlier opened and ran SHIFT Communications' N.Y. office.

Rob Van Raaphorst, most recently with DCI Group, to the Mortgage Bankers Association, Washington, D.C., as communications director. Previous stints included R&R Partners and Burson-Marsteller.

Christian Marcoux, associate VP, global internal comms. and studio productions, Sanofi, Paris, to National PR, Montreal, as VP to head its healthcare communications practice. He was previously with Pfizer, Merck and Procyon Biopharma.

Rich Binsacca, author, home building consultant and former senior editor for *Builder* magazine, to building industry research and advisory company IBA-COS, Pittsburgh, as communications program manager for its initiatives in the Middle East.

Promoted

William Werfelman to senior VP, New York Life, New York, overseeing public and media rels., globally and domestically, and reporting to executive VP/general counsel Sheila Davidson. He joined the company in 1995 and was elected an executive officer in 1998. Earlier stints included Home Insurance Co., General Electric and Olin Corp.

Kevin Bryla, head of comms., General Electric's Power & Water business, to ADP, Roseland, N.J., as VP of corporate comms.. He was VP of communications, public affairs and branding for Ingersoll Rand and earlier held posts with Ciba Specialty Chemicals, Trane and Henkel.

Justin Dyke to A/E and **Elise Hawkins** to A/C, Randle Communications, Sacramento. Dyke joined in 2010 after interning with the firm, and handles the University of Phoenix, Community Education Centers, and the California Earthquake Authority. Hawkins joined in 2011 and works Golden State Water Company, Univ. of P., and Community Ed Ctrs.

F-H TABS CLINTON AIDE AS DC GM

Fleishman-Hillard has handed the reins of its Washington, D.C., office to Kris Balderston, a deputy chief of staff to Sen. Hilary Clinton who followed her to the State Department.

Bill Pendergast, who led the D.C. office for the past three years as GM, has relocated to Dallas.

Balderston recently served as special representative for State's Global Partnership Initiative, Clinton's push to engage private businesses, universities and other groups for issues like HIV/AIDS, human rights and climate change.



Balderston

At F-H, he takes the senior partner and general manager titles in D.C. Martha Boudreau, an F-H president and senior partner who covers the Mid-Atlantic and Latin America for the firm, praised Balderston's understanding of the "intersection" of business, government and communications.

Before moving to the State Dept., he was Clinton's deputy chief of staff from 2002-09 and earlier worked cabinet affairs in the Clinton White House. Earlier stints included posts with Massachusetts Gov. Michael Dukakis, Sen. Majority Leader George Mitchell and the Dept. of Labor during the Clinton administration.

F-H is part of Omnicom. Its federal work has recently included the Depts. of Homeland Security, Health and Human Services, Agriculture and Consumer Financial Protection Bureau.

GERMAN TECH GIANT EYES US PR

The Germany-based technology research and development giant Fraunhofer IIS has kicked off a search for a tech-savvy U.S. PR firm

Fraunhofer's audio and multimedia division, which licenses software and other technology to about 1,000 companies, is a unit of Much-based Fraunhofer-Gesellschaft, the No. 2 global applied research organization behind MIT.

An RFP circulating among US agencies says the company is on the hunt for a long-term pact of at least one-year based on a monthly retainer.

Fraunhofer is non-profit and partly funded by the German government so it cannot advertise or engage in sponsorships. The RFP acknowledges that its reputation is very good in Germany but "weak" elsewhere in the world.

Proposals are due March 7. Selected candidates will be tapped for a videoconference in mid-March.

Dirk Schöneberg (dirk.schoeneberg [at] zv [dot] fraunhofer [dot] de) is point of contact.

FDN. OF GUNNED DOWN SNIPER WILL GO ON

Dallas-based HCK2 PR is guiding the foundation of high-profile former Navy SEAL Chris Kyle after the ex-sniper's death at a shooting range and resort in Texas.

Kyle, who gained prominence with the publication of his autobiography, "American Sniper," and for mentoring veterans returning to the civilian life, was reportedly gunned down by one of his mentees on Feb. 2 at the Rough Creek Lodge & Resort in Glen Rose, Tex. The gunman, 35-year-old Eddie Ray Routh, served in Iraq and Haiti with the Marines and also shot and killed a second military veteran at the gun range.

"Chris died doing what he filled his heart with passion – serving soldiers struggling with the fight to overcome PTSD," said a statement from Kyle's FITCO Cares Foundation. "His service, life and premature death will never be in vain."

Shawn Paul Wood, an account director at HCK2 and Burson-Marsteller alum, is handling communications for Kyle's foundation after his death. The firm picked up the foundation as a client last year.

The foundation said it will "carry that torch proudly in his honor."

OCEAN PLANNING GROUP EYES PR SUPPORT

The regional council set up by the governors of the six New England states to address coastal and ocean management issues is trolling for PR support to engage and inform the public and stakeholders.

The Northeast Regional Ocean Council, formed in 2005 by the governors of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, has an RFP open through Feb. 8 for communications support of its efforts.

The council is led by state and federal representatives to tackle issues like coastal hazards, ecosystem health and planning of commercial and recreational uses for the ocean.

The council wants a PR proposal to meet broader communications goals beyond its individual projects, including use of digital media to convey its work.

View the RFP: <http://bit.ly/Vb7FKm>.

ANGUILLA MOVES TRAVEL PR ACCOUNT

The Anguilla Tourist Board, which is closing its North American tourism office at the end of the month, has moved its PR and marketing account for the region to Florida-based Cheryl Andrews Marketing Communications, following an October RFP.

Turnstyle Marketing was the nine-year incumbent, ending its relationship as the board shuttered its White Plains, N.Y., operation covering North America at the end of this month.

Coral Gables, Fla.-based CAMC will handle consumer marketing and promotions, PR and travel trade outreach for the board.

Foster Rogers, permanent secretary of the British dependency, said the choice of CAMC was "obvious" after a competitive pitch process that included on-island presentations. He said the firm will help pitch the islands as the "premier luxury destination choice in the Caribbean."

The charge by linguist/philosopher Noam Chomsky that advertising/PR are irrational and emotional rather than informative and undermine democracy touched off 20 postings on odwyerpr.com totaling more than 1,700 words.

Chomsky considers advertising and PR all of one piece and there is no doubt a close connection between the two.

The 46 commercials on the Super Bowl are good examples of frenetic, nearly mindless activities in support of various products. *New York Times* ad columnist Stuart Elliott said the “dominant types” were “emotional and humorous.” Many of them are linked in this Feb. 4 column by Elliott: <http://tinyurl.com/amyx622>.

For sheer brainless hyper-activity it’s hard to beat the Coke commercial which has showgirls on a bus racing against men on motorcycles and horses towards a giant Coke bottle.

The theme in this and the other commercials is that the products involved are so wonderful that you ought to be dumbstruck.

Sugar Is Problem for Coke, Pepsi

Hyper-activity, including someone suspended and then dropped from a ceiling, dominates a commercial for Pepsi Next which has “60% less sugar.”

Sugar content is an issue for both Coke and Pepsi, whose regular 12-ounce containers have nine and ten teaspoons of sugar, respectively.

Nutritionists ask, “Would you put six teaspoons of sugar in an 8- oz. cup of coffee?” Sodas and beer are only tolerable ice cold when taste buds are numbed.

Coke and Pepsi do a lot of community service PR but if they were really interested in providing information they would put prominently on the front of their products that nine and ten teaspoons of sugar are involved. The containers say “140 calories” for Coke and “150 calories” for Pepsi in small type but most people don’t know what that means in terms of sugar.

Coke/Pepsi and others are fighting New York Mayor Bloomberg’s bid to limit the size of sugary drinks. One target is the “Super Big Gulp” sold by 7-Eleven that has 44 oz. of soda. Yale grads don’t like the school allowing sponsorship of a meeting for women grads in D.C. April 20 at which Justice Sonia Sotomayor will speak.

PR Keeps People Uninformed—Chomsky

Chomsky says PR “keeps the mass of the population uninformed, marginalized.”

Numerous examples of that exist at PR Society of America where members have yet to learn anything official about the afternoon of “unlimited” discussions held at the Oct. 13, 2012 Assembly. Senior members have described the Assembly as the “most useless ever.”

The Society blocks coverage by the press (reporters were banned from the last two Assemblies) but it can’t hide tax returns that show the top four staffers had pay/benefits of \$996,668 in 2011; legal bills totaled \$558,264 in the past eight years, and spending on

“ethics” was \$1,406 in 2011 and \$2,649 in 2010. Expenses for leaders/staff cost a record \$717,478 in 2000 when the board went to London. The board then canceled the 2000 members’ directory, claiming it was too expensive to print and mail. APR members, the only ones allowed to hold national office since the 1970s, lost \$2.9M on the program from 1986-2002.

And where is the logic in the toothless Code of Ethics that was passed in 2000? PR Prof. Kathy Fitzpatrick of Quinnipiac Univ., a member of the Board of Ethics who helped revise the Code, described how the Society shifted from trying to enforce ethical standards to trying to “inspire” members to behave ethically.

Imagine cops enforcing speed limits by handing out medals to those who obey the limits.

Inspiration isn’t working at the Society itself where numerous wrongful practices include blocking members from knowing who is in the Assembly, what they say, or how they vote.

Career Fair in Atlanta Lacks Logic

The Atlanta chapter’s “Real World” career day in Atlanta Feb. 22 has irrational elements. Jodie Charlop of Potential Matters is an experienced “executive coach” who helps recent grads but her main audience is experienced practitioners.

She will urge the students to develop consistent “brands.” But any student majoring in PR or communications already has a problem with many employers who will wonder why classical subjects like science, economics, history, etc., were not taken up.

Coke’s Kate Hartman will talk about the company’s PR at the 2012 Olympics but that has little to do with students who need jobs and internships. Society chair Mickey Nall of Ogilvy PR has said he only looks at resumes with at least two internships.

Needed is a panel on the ins, outs and legalities of internships, an area of many abuses. Amanda Brown-Olmstead & Assocs., Atlanta, paid \$31,520 to 54 “interns” who worked at the firm from 1992-94 after an investigation by the U.S. Dept. of Labor. Only two of the 54 were in school. They wrote news releases, did research, and called reporters.

Diana Kim of Bridge Global Strategies, New York, has written advice on how to look for an internship that should be among materials distributed.

However, chapter president Alicia Thompson of Popeyes has told us there will be no literature table. Our offer of ten free *O’Dwyer’s Directory of PR Firms* and 12 magazine issues has been rejected.

There is a conflict of interest between student aims and those of the panelists. PR grads and near grads should approach businesses directly and offer to help with communications tasks, explaining that they need such internships as door-openers.

Panelists from Ogilvy, Ketchum, Kellen, Jackson Spalding and Arketi Group are not likely to be overjoyed at students flooding into business areas offering to work free for companies that may be their clients.

— Jack O’Dwyer