



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

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MA HEALTH EXCHANGE SLATES PR

The Massachusetts initiative set up to foster health-care technology and a health insurance exchange in the Bay State is collecting PR proposals as it develops an outreach and communications plan.

The Massachusetts eHealth Institute, which has \$25M in federal funding and is run by the quasi-independent Massachusetts Technology Collaborative, wants a firm with experience in the health IT field, preferably with electronic health records, health information exchanges and similar tenets, to develop and implement its PR plan.

A contract from March through the end of January 2014 is expected, with much of the work executed over the next four to six months.

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

F-H ACES ADA REVIEW

Fleishman-Hillard has won the American Dental Assoc. account in a competition launched Q4 that attracted a dozen global and national agency bidders.

The Omnicom shop says it will create an awareness campaign to educate the public, engage the broader healthcare community and support the future of access of high quality oral care for all Americans.

F-H will be charged with developing communications strategies and messages; media relations and creating multimedia packages for issues management use.

The firm "engaged our leadership team with an evidence-based strategic approach that illustrated keen understanding of our goals, the ADA's many stakeholders across public, professional and policy audiences and the needs of the current healthcare environment," said Robert A. Faiella, ADA president in a statement.

Betsy Neville, chair of F-H's North American reputation management group, will lead the ADA account.

Founded in 1859, Chicago-based ADA represents more than 150K dentists.

KETCHUM EURO CEO TO LEAD CANNES JURY

Ketchum Europe CEO David Gallagher has been tapped to head the PR jury for the Cannes Lions awards festival.

Gallagher, a senior partner at the Omnicom firm, oversees Ketchum's nine European firms and previously held top posts in its Washington, D.C., and healthcare operations.

"This festival offers a rise-and-shine moment on a global stage for the PR community, and I'm honored to take part in selecting the very best of our creative efforts from around the world," he said.

WCG EDGES EDELMAN, WAGGED

WCG edged Edelman and Waggener Edstrom in the pitch for BMC Software, a competition that began in mid-November. Incumbent Ogilvy PR Worldwide decided not to pitch.

Mark Stouse, the BMC staffer who ran the review, said BMC wanted a firm that "represented a new breed of thought, insight and action."



The \$2.2B company was not only looking for "after-action metrics, but predictive analytics that would catapult our campaigns into maximum relevance and make operationalizing them more efficient and effective," according to Stouse.

Tim Marklein, practice leader of WCG's technology & analytics group, said the BMC pick-up is a "significant win" for his fast-growing practice that is on target to surpass the \$10M mark this year after only two years or three years of focused investment.

That portfolio includes HP, Software AG, Surescripts, Verizon, Intel and Qualcomm Life.

OMNICOM PR REVENUE SOARS IN Q4

Omnicom reported fourth quarter 2012 PR revenue jumped 10.5% to \$347.9M. For the year, OMC's PR units, which include Ketchum, Porter Novelli and Fleishman-Hillard, rose 4.9% to nearly \$1.3B.

Organic PR growth was 8.4% for Q4 and 3.3% for the year.

OMC's overall net income jumped 12.9% to \$307.1M in the fourth quarter as revenue inched up 2.4% to top \$3.9B, driven by its domestic business.

International revenue slipped 0.3% for the period, including an 8.8% decline (-3.7% organically) in Euro currency markets to \$659.6M. The U.K. was up 4.5% (-0.7% organically) at \$343.1M for the quarter.

Chief financial officer Randall Weisenburger said 2013 "feels a lot like 2012 from an economic backdrop standpoint," but added that there are no Olympic games and some spending and revenue are "likely not to be there [this] year."

Advertising rose 4.6% in Q4 (\$1.9B), while CRM fell 2.3% (\$1.4B) and speciality operations ticked up 2% (\$293M). For the full year 2012, advertising was up 4.6% (\$6.8B), CRM inched up 0.2% (\$5.1B) and specialty services declined 2.1% (\$1B).

For the full year, net income hit \$998.3M, up from \$952.6M in 2011, while revenue rose 2.5% to \$14.2B.

Total debt rose from \$3.2B to nearly \$4.5B in 2012. OMC also has \$2.7B in cash and short-term investments.

PORT OF CLEVELAND EYES PR, LOBBYING

The Port of Cleveland, a key commerce gateway on the Great Lakes and St. Lawrence Seaway system, has floated RFQs for PR and government relations support.

The port, operated by the Cleveland-Cuyahoga County Port Authority, wants a firm to update and expand its communications and community-outreach plan and handle tasks like press releases and speech. It is sponsoring the 2013 Tall Ships Festival this year, expected to draw more than 100K visitors.

The Authority, which helped fund development like the Rock and Roll Hall of Fame and Museum in the city, says \$1.8B in economic activity and 18,000 jobs are tied to the 13M tons of cargo that move through Cleveland Harbor each year. Its operating budget is nearly \$7.3M with a capital budget of \$21.2M.

On the government relations side, the Authority wants advocacy on issues at the state and federal levels.

Sandra Livingston, a former *Plain Dealer* reporter, is VP of external affairs for the Port.

Proposals are due Feb. 27.

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

METLIFE RETAINS ELMENDORF

MetLife has signed well-connected Democratic firm Elmendorf Ryan for Washington representation on consumer protection and financial reform issues.

Steve Elmendorf served a dozen years as senior advisor to former Democratic leader Dick Gephardt. He was chief of staff for Gephardt's presidential bid and a deputy campaign manager for John Kerry's White House run.

Rob Cogorno, another Gephardt alum and ex-floor director for House minority whip Steny Hoyer, joins Elmendorf on the MetLife business.

The New York-based insurer wrapped up the sale of its \$6.4B MetLife Bank unit to General Electric last month.

That deal completes MetLife's exit from the retail banking sector, allowing it to focus on global insurance and employee benefits.

MetLife has filed paperwork with the Office of the Comptroller of the Currency to deregister as a bank holding company.

KARR JOINS CARLYLE GROUP

Barrett Karr will join The Carlyle Group next month as chief of its U.S. government affairs organization. She takes over for Bryan Corbett, who is moving to another slot at the asset management company.

Karr was majority staff director at the House Committee on Education and the Workforce, where she was responsible for a staff of 50.

She also organized the committee's agenda/schedule and coordinated activities with her counterparts in the Senate and White House.

Earlier, she was deputy assistant for legislative affairs in the George W. Bush White House.

At Carlyle, Karr will serve as a principal in its global external affairs group. David Marchick is the investment firm's global head of external affairs.

LEVICK WINDS DOWN GUANTANAMO WORK

Levick has officially cut ties with London's International Counsel Bureau (London) to provide media relations support for Kuwait detainees at the Guantanamo Bay prison facility as that population has dwindled from a dozen to a pair.

The Washington firm picked up the business in 2004. Levick's role focused on discussing the cases, habeas corpus hearings and detainees' legal challenges in federal court. Family members of the detainees had picked up the tab.

In October, ICB turned to Democratic operative Joe Trippi to rep the final two Kuwaitis held at the facility in Cuba. Trippi, a consultant to Potomac Square Group, provides "strategic communications" savvy to the campaign to achieve repatriation of the Kuwaiti.

PCG works in tandem with Arnold & Porter and Pillsbury Winthrop Shaw Pittman, firms that are special lead counsels to ICB.

BRUNSWICK WORKS HEINZ DEAL

Brunswick Group is repping H.J. Heinz Corp. as the venerable ketchup maker agrees to a \$23B buyout deal from Warren Buffett's Berkshire Hathaway and Brazil's 3G Capital, owner of Burger King.

Bill Johnson, Heinz CEO, called the deal "a historic transaction" of "one of the most respected brands in the global food industry." Heinz stock recently traded at an all-time high after packing in 30 consecutive quarters of organic topline growth.

Buffett's said Heinz has "strong, sustainable growth potential based on high quality standards, continuous innovation, excellent management and great tasting products."

BH and 3G Capital promise to maintain Heinz's headquarters in Pittsburgh and to continue to support its community initiatives and investments.

Brunswick's Steve Lipin handles the transaction.



PUBLICIS GROWS 2.9% IN 'DIFFICULT' YEAR

Publicis Groupe reported fourth quarter organic revenue growth of 3.9% to about \$2.5B as gains in North America and developing markets offset sluggish gains in Europe.

For the year, organic growth registered 2.9% on revenue of about \$8.5B. Net income jumped 22.8% to euro 737M. North American revenue was up 6.9% to top \$4B for the year, compared with a 2.5% decline in Europe to \$2.4B.

Chairman and CEO Maurice Levy said 2012 was to be a year of recovery but turned out to be "difficult, uncertain and disappointing as regards growth and employment, especially in Europe."

Despite a weary forecast for Europe in 2013, Levy pointed to growth in the U.S. (even if it is "fragile") and "high-growth" countries like Mexico, Brazil and China as good news this year.

Advertising fell short of its 4.7% growth forecast, ringing in at 3% as the Euro 2012 soccer tournament and London Olympics missed targets.

GOLLUST DITCHES CUOMO FOR ZUCKER

Allison Gollust is returning to the broadcast PR scene, a mere four months after taking the communications director job for New York Governor Andrew Cuomo.

Effective March 1, Gollust becomes senior VP-communications for CNN Worldwide.

She will be in charge of messaging and execution for CNN/U.S., HLN, CNN.com and CNN en Espanol, and lead PR teams in New York, Washington, Atlanta and Los Angeles.

Gollust will report to Jeff Matteson, senior VP-communications at Turner Broadcasting System.

The CNN job will mark a reunion between Gollust and Jeff Zucker, who recently took the helm of CNN with the mandate of shaking up the Time Warner property. She previously directed communications for Major League Soccer's Colorado Rapids and started out in journalism.



Gollust

DLA PIPER TUNES IN AL JAZEERA

DLA Piper has signed on to represent Al Jazeera America Holdings, which last month announced a \$100M deal to acquire Al Gore and Joel Hyatt's Current TV.

The firm is to handle "informational communications regarding client's cable TV channel," according to its federal lobbying report.

Current TV is available in 60M U.S. households, while the Arab satellite TV network reaches about 5M American households.

DLA's team is led by Ignacio Sanchez (co-chair of its government affairs group) and John Merrigan (co-chair federal law & public policy group) and includes Mark Paloletta (aide to President Bush I) and Matthew Bernstein (aide to the late Ohio Senator Howard Metzenbaum.)

Hyatt, who was Metzenbaum's son-in-law, unsuccessfully ran for his seat in 1994.

AL Jazerra is owned by the government of Qatar.

BBC REVAMPS PA RANKS

Paul Mylrea, director of PA for the BBC, is exiting the global media company as incoming director-general Tony Hall maps plan to rebound from the Jimmy Savile sex scandal, which led to the resignation of former chief George Entwistle.

The BBC announced Feb. 14 that James Purnell, who headed corporate planning during the 1990s, is returning next month as director of strategy & digital. He will oversee policy, marketing, promotion, PA and communications.

Purnell, a former U.K. culture secretary who left the BBC to become Tony Blair's special advisor on the knowledge economy, is currently senior producer at Rare Day production house and advisor to Boston Consulting Group.

The BBC also is shifting acting director-general Tim Davie to CEO of BBC Worldwide and global-director to oversee international branding and editorial strategy.



Mylrea

TV JOURNO TO HEAD NBC 'EDITORIAL'

Stuart Levine, managing editor of television and features for *Variety*, is moving to a new slot at NBC Entertainment covering publicity and PR for the NBC TV network.

The network said Levine, starting in March, will head "editorial," which includes developing press materials, leading media relations efforts, and handling ratings publicity.

Richard Licata, who heads communications for NBCE as executive VP, said Levine has reported on "every aspect of our business," adding that the network likes the combination of that experience with his editorial and writing ability to "build the Peacock brand."

Levine, a 15-year *Variety* hand, guided features like its Oscar and Emmy coverage, as well as annual special reports like "10 Actors to Watch Report" and "Showrunners Impact Report."

At NBCE, he will report to EVP/publicity Rebecca Marks and senior VP/corporate PR Nate Kirtman.

COMCAST BUYS GE'S NBCU STAKE

Comcast is purchasing the stake of 49 percent NBCUniversal partner General Electric for \$16.7B, a move that accelerates the planned buyout that was slated for July 2014.

Brian Roberts, CEO of Philadelphia-based Comcast, credited GE's management team for being a "wonderful partner" for the past two years.

Comcast's buyout move is due to "sense of optimism for the future prospects of NBCU," according to Roberts' statement.

The cable operator plans to use its \$11B cash hoard to finance the bulk of the buyout.

Separately, Comcast will pay \$1.4B for NBCU properties at 30 Rockefeller Plaza in Manhattan and CNBC's headquarters in Englewood Cliffs, N.J.

GE acquired NBC parent RCA in 1986 for \$6.4B.

UNIVISION, ABC LAUNCH FUSION

Univision and ABC News will launch a 24-hour news and entertainment channel named Fusion by the end of the summer.

Ben Sherwood, president of ABC News said Fusion "will be the indispensable meeting place for English-speaking Latinos, bringing together diverse cultures, voices and viewpoints." It will "deliver informative and entertaining programming in the great story-telling traditions of ABC and Univision."

Sherwood's goal is to "give Latinos and audiences from all backgrounds a fresh, fun and optimistic voice in the American conversation."

The cable channel will initially launch in 20M households. Fusion has struck distribution deals with Cablevision, Charter, Cox and AT&T to give it access to Hispanics in key states such as Texas, California, Florida and Illinois.

The 50/50 venture takes aim at the more than 50M American Hispanics. That number is up from 35M a decade ago.

The growth rate of the Hispanic market is projected to top the 150 percent mark by 2050, vs. a 40 percent rise in the general population.

MEDIA NEWS continued**AMAZON BITES APPLE IN REP RANKING**

Amazon has displaced Apple atop Harris Poll RQ's annual ranking of reputations in corporate America, which continues to suffer overall in the eyes of the public.

Harris said only six companies achieved a score denoting a "great" reputation, down from 16 just two years ago. They are, in order, Amazon, Apple, The Walt Disney Co., Google, Johnson & Johnson and The Coca-Cola Co.

The bottom five skewed toward financial services as four of the bottom six were Citigroup (No. 55), Bank of America (56), Goldman Sachs (59) and AIG (60). American Airlines (57) and Halliburton (58) rounded out the cellar of the ranking.

Amazon, which drew high marks for emotional appeal and its products and services, for the first time topped the ranking, which is determined by a poll of 14,000 Americans. Other category leaders were Google (workplace environment), Apple (financial performance, vision & leadership), and Whole Foods (social responsibility).

Apple, which endured a slumping stock price, the death of Steve Jobs and increased competition over the past year, saw its reputation index drop from 85.62 in 2012 to 82.54 in the 2013 ranking.

Reputations of the Most Visible Companies

1. Amazon.com (82.62)
2. Apple (82.54)
3. The Walt Disney Co. (82.12)
4. Google (81.31)
5. Johnson & Johnson (80.95)
6. The Coca-Cola Co. (80.39)
7. Whole Foods Market (78.65)
8. Sony (78.29)
9. Procter & Gamble Co. (77.98)
10. Costco (77.95)
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50. Chrysler Corp. (61.44)
51. Comcast (60.99)
52. Wells Fargo & Co. (60.47)
53. JPMorgan Chase & Co. (58.20)
54. BP (56.55)
55. Citigroup (55.90)
56. Bank of America (55.85)
57. American Airlines (53.85)
58. Halliburton (52.51)
59. Goldman Sachs (49.39)
60. AIG (48.57)

Dropping out of the top 10 were Kraft (No. 5 last year, now 12) and Microsoft (from 9 to 15). The biggest decliners were Best Buy, which lost 6.76 points off its score, Honda (-4.73), Kraft (-4.16), Microsoft (-3.41), Hewlett-Packard (-3.40) and PepsiCo (-3.31). Showing improvements were Bank of America (+6, despite is bottom five ranking), ExxonMobil (No. 45, +4.37), JPMorgan Chase (53, +3.36) and BP (54, +3.05).

Harris found that while strong negative perceptions of corporate America are down, there has been little increase in positive views as nearly half (46%) see the state as either "fair" or "poor." Only 16% think U.S.

companies' reputation has improved in the past year.

Technology (79% positive/6% negative) is the most positively viewed industry, but has lost some luster since the downturn. Tech is followed by travel and tourism (61/12), retail (58/15), consumer products (56/15), telecommunications (54/21), and automotive (53/20).

ROBERTS TO REUTERS

Jim Roberts, the *New York Times* digital editor who took a buyout last month, is joining Reuters on Feb. 25 as executive editor of its digital operation.

Chrsytia Freeland, Reuters digital editor, announced the hire via a staff memo in which she wrote that Roberts will "oversee the editorial work of Reuters.com and our global family of Reuters websites, our opinion team and our online video operation."

She noted that Roberts was a masthead editor at the NYT who will provide Reuters "a unique and ideal combination of new and traditional media skills and experience."

Roberts became the NTY's chief digital editor in 2006. Earlier he was national editor and national political editor during the 2000 presidential campaign. He also worked on the metropolitan and sports desks.

RDA FILES CHAPTER XI AGAIN

The Readers' Digest Assn. has filed Chapter XI for the second time in three and half years via a pre-negotiated reorganization ironed out with more than 70 percent of its noteholders.

Bob Guth, CEO, said in a statement that the restructuring will "most effectively enable us to maintain our momentum in transforming the business and allow us to capitalize on the growing strength and presence of our outstanding brands and products."

The plan will eliminate 80 percent of RDA's debt load and allow the publisher to focus its resources on our strong North America publishing brands, which have shown a new vitality as a result of our transformation efforts, particularly in the digital arena," according to Guth, who expects the bankruptcy process will be completed in six months.

RDA publishes its flagship *Reader's Digest*, which has nearly 6M subscribers in the U.S.; *Taste of Home*; *The Family Handyman*; *Birds & Blooms* and *Country*.

Sitrick & Co.'s Tom Becker handles RDA Chapter XI media relations.

NATURE CONSERVANCY ADDS JENKINS

Matt Jenkins has been named senior editor of *Nature Conservancy* magazine, the publication of the well-known environmental group.

Jenkins, a former contributing editor to *High Country News* who has written for the *New York Times* and *Men's Journal*, among others, manages editorial content and creates a structure for upcoming issues in coordination with editor-in-chief Curtis Runyan.

Jenkins won a Knight-Risser Prize for Western Environmental Journalism for his 2006 *High Country News* story about a Las Vegas proposal to build the biggest groundwater pumping project in U.S. history.

NEWS OF PR FIRMS**LE&A JOINS PROI NETWORK**

Detroit-based IR and PR firm Lambert, Edwards & Associates has joined the PROI Worldwide Partnership to serve as the network's member across Michigan.

LE&A, which also has operations in Lansing and Grand Rapids, bills around \$6M with more than 40 staffers. Specialties are IR and automotive PR.

Jeff Lambert, managing partner and president, said the firm looks forward to adding its complimentary expertise while drawing global resources from the PROI group for its own clients.

PROI global president Bob Frause said the firm's three Michigan offices give the group a strong presence in "a state that is home to the global automotive market."

ELECTRICAL TRADE GROUP SEEKS PR CHARGE

The Virginia-based trade group for electrical equipment manufacturers is on the hunt for a PR firm to develop a major campaign.

The National Electrical Manufacturers Association released an RFP this month open through March 7 for a firm to develop a message and update the group's brand with a goal of increasing media exposure and attention from policymakers.

Firms must express interest by Feb. 22, according to the RFP. NEMA says its member companies, including 3M, Duracell and DuPont, among others, boast annual sales of \$120B

Chuck Konigsberg, VP for strategy and policy, is point of contact (chuck [dot] konigsberg [at] nema [dot] org).

FETCHING MARKS 10 YEARS

Fetching Communications, Tarpon Springs, Fla., is marketing its 10th anniversary this month.

The firm specializes in PR and marketing for veterinary, pet and animal-oriented products and services. President Kristen Levine was a 15-year PR vet of the SPCA Tampa Bay before setting up shop in 2003.

Clients include NoviPet, Pet Dental Services, DOGTV, and the Center for Animal Referral & Emergency Services, among others.



Levine

SBI AIDS BIOTECH IPO

Healthcare firm Sam Brown Inc. is outside communications counsel to Tetrphase Pharmaceuticals as the Watertown, Mass.-based biotech company pursues an initial public offering worth up to \$86.3M.

SBI, based in Wayne, Pa., is led by pharma PR vet Laura Liotta.

Tetrphase, which develops antibiotics for drug-resistant infections, filed for the IPO on Feb. 11. Its lead product candidate is eravacyclinem, which has wrapped a successful Phase 2 clinical trial. It expects data from a Phase 3 program, slated to begin in Q3 of 2013, by Q1 of 2015.

The company reported \$4.3M in contract and grant revenue through the third quarter of 2012 for a net loss of \$12M. It has raised about \$60M in venture funding, according to CrunchBase.

NEW ACCOUNTS**New York Area**

Lippe Taylor, New York/ZeptoLab, Moscow-based gaming company known for "Cut the Rope" and "Om Nom," as consumer PR AOR, handling new and existing game titles and a new line of toys and merchandise.

MWW, New York/Armitron, watches, as AOR for PR to lead a national initiative supporting its "Make Time" campaign, highlighting special moments in people's daily lives. The firm will also promote Armitron's Anne Klein and Nine West brands. Armitron is a unit of E.Gluck Corp.

Feintuch Communications, New York/LDR, developer of interactive radio broadcast technology that allows listeners to vote to control on-air content, as AOR for PR.

Morris + King Co., New York/Tapad, audience buying technology for online advertisers, for PR.

DKC, New York/Monster Products, audio equipment brand, retailer InMotion Entertainment and and British Airways, for NY Fashion Week airport event to target business travelers. DKC's Incite unit handled the assignment.

Relevant PR, New York/Comprehensive Wealth Management and the accounting firm of John J. Vento, CPA, for PR, a renewal.

The Musmanno Group, New York/Parlux Fragrances and Ivanka Trump, for launch of Trump's first fragrance line this spring.

Macias Media Group, Orangeburg, N.Y./OSL Holdings, real-time sales and trend information exchange technology for brands and retailers, as AOR for PR, marketing and bizdev strategies, a renewal.

East

PAN Communications, Boston/Veracity Payment Solutions, Atlanta-based provider of payment transaction processing services and related software applications; Caserta Concepts, Conn-based consulting and tech services firm focused on data warehousing, business intelligence and big data analytics; Outerlink Global Solutions, Mass., first-responder comms. provider; Conduit Systems, R.I., IT support, for media/analyst relations, content creation, and other PR.

Midwest

Harvest PR & Marketing, Minneapolis/PetChatz, wireless two-way camera system that lets pet owners remotely hear, see, greet and treat their pets, for PR and social media.

Roepke PR, Minneapolis/Victory Energy, non-operating oil and gas company focused in the Permian Basin of Texas and New Mexico, for PR counsel.

Southwest

Preferred PR, Las Vegas/LAKA Manicure Express, international nail bar known for its 15-minute express manicure, as AOR for public and media relations for its U.S. launch.

Canada

Jesson + Company Communications, Toronto/Mill Street Brewery, Toronto-based craft brewer, as AOR focused on marketing comms. strategies in Canada.

Europe

Pelham Bell Pottinger, London/Teachers' Pension Plan, \$117B pension fund in Canada, to advise on its European and Asian corporate communications.

Asia-Pacific

Thrive PR, Melbourne/Twitter, for PR in the country, and Elixia, skincare brand, for integrated mktg./PR.

NEWS OF SERVICES**WESTGLEN TRACKS PSA USAGE**

The greatest percentage of TV and public service announcements air in the overnight hours, but many hit daytime hours, as well, according to an annual study by West Glen Communications, New York.

Thirty-one percent of TV PSAs aired from 1 a.m. to 4:59 a.m., the largest percentage of the six day parts studied. That time slot was followed by 5-8:59 a.m. (18% of PSAs), 9 a.m.-3:59 p.m. (22%), 4-7:59 p.m. (11%), 8-9:59 p.m. (5%) and 10 p.m.-12L59 a.m. (13%).

WestGlen tracked more than 1.5M broadcast PSA airings in 2012 of 116 TV and 109 radio spots. The firm noted the spots drew 1.4 billion audience impressions and more than \$38.7 million in media value.

Annette Minkalis, EVP at West Glen, said the results show that PSAs are an “extraordinary” opportunity for nonprofits and corporate partners to gain awareness for messages and causes.

For radio, the largest percentage of PSAs – 44% – aired in the 12-5:59 a.m. daypart. West Glen found the 6-9:59 a.m. slot drew 14% of PSAs, followed by 10 a.m.-2:59 p.m. (11%), 3-6:59 p.m. (11%), and 7-11:59 p.m. (20%).

Broken down by market, the largest percentage of radio PSAs (29%) aired in markets 101-150, followed by markets 51-75 (17%), markets 11-25 (14%) and markets 26-50 (13%). For TV, 101-150 topped the list at 19%, followed by 151-210+ (17%), 11-25 (16%) and 1-10 (13%).

BW PARTNERS WITH SOCIAL MEDIA MONITOR

Business Wire has partnered with social media monitoring company NUVI, which has a platform that visualizes SM hits through a real-time display.

Laura Sturaitis, EVP media services and product strategy at Business Wire, said the service gives BW users the opportunity to monitor and “make sense of and engage in the conversations that are going on around their brand, products and industry.”

Sturaitis added that a press release or breaking news event often starts critical conversations, and NUVI allows BW users to track, respond, engage and “influence those conversations.”

In other news, BW promoted Joshua Stern to sales manager of its Los Angeles bureau. He joined in 2009.

MW BEEFS UP RESONATE

Marketwire said users of its web-based content marketing platform, Marketwire Resonate, can now purchase bundled services that combine collaborative press release creation, distribution and reporting with packages that include social media monitoring via its Sysomos unit and access to MW’s global media database, Mediahub.

Resonate also now includes distribution to Canadian and U.K. audiences in addition to U.S. distribution options.

MW said the platform is currently available for small businesses in the U.S. and will roll out to a broader marketplace in coming months.

UPCOMING: Social Media Marketing Conf., Feb. 25-28 in Las Vegas. Details: <http://bit.ly/YkDdu5>.

PEOPLE**Joined**

Charles Glazer, Associate Director, Americas Marketing and Communications, Ernst & Young, to Braskem America, Philadelphia, as director of comms. and PR. He reports to Irlam Aragao, VP of people, organization and comms. He earlier created and managed comms. departments at two industrial companies (Arcelor Mittal Steel and Kennametal) and worked on the agency side at Ketchum and William J. Green & Associates.

Meredith Gandy, sr. publicist, KQED (PBS), to 360 PR, New York, as senior publicist.

Marty Machowsky, formerly of McGuireWoods Consulting, Edelman and Issue Dynamics, to Widmeyer Communications, Washington, D.C., as senior VP in its PA unit. He was also legislative director to Rep. Rick Boucher (D-Va.).

Allie Brandenburger, regional press secretary for Mitt Romney’s 2012 presidential campaign in 16 states, to The Retail Industry Leaders Association, Arlington, Va., as director of comms. Brandenburger covered parts of the Midwest, Southeast and mid-Atlantic region for Romney and earlier was a press secretary for the Republican National Committee.

Michelle McLean, VP of public affairs, Mental Health Commission of Canada, to Hill+Knowlton Strategies Canada, as VP and group leader of its Ottawa communications unit. She was previously with H+K from 2008-10 and earlier was a litigation associate.

**Bols**

Thomas Bols, VP of global gov’t affairs and health policy, Merck Serono, to FTI Consulting, Belgium, as managing director to lead the EMEA region’s public affairs, healthcare and life sciences operations.

Promoted

Zach Kouwe to director in the asset management and hedge fund group of Dukas PR, New York. He joined in early 2011 as a senior A/E after a journalism career at the *New York Times* and *NY Post*.

Thomas Rozycki to managing director and **Brian Schaffer** to practice leader, transaction services, Prosek Partners, New York. Rozycki joined in 2005 focused on IR, while Schaffer signed on in 2007.

**Rozycki, Schaffer**

Amy McHugh to VP, account services, Greenough, Boston. She joined in 2009 after a career in broadcast journalism.

**McHugh****Named**

Michael Freitag, partner at Joele Frank, Wilkinson Brimmer Katcher, New York, to honorary chair of the Michael Lynch Memorial Foundation’s eleventh annual dinner April 2. The foundation, a pro bono client of JFWBK, is a scholarship program for children of firefighters and victims of the Sept. 11 terrorist attacks and other fires and disasters.

'BLADE RUNNER' HAS PR HELP

Oscar Pistorius, the double-amputee Olympic sprinter accused of murdering his model girlfriend in a story fueling tabloid mania worldwide, is leaning on a London-based sports PR firm amid the crisis.

Fast Track, which handles PR and sports marketing, is guiding communications for the South African, who was arrested on Valentine's Day and made his first court appearance Feb. 15 in Pretoria, South Africa. The firm was founded by a former Olympic sprinter and worked with Pistorius since 2011.

In a statement, Pistorius' family said his thoughts are with the family of his deceased girlfriend Reeva Steenkamp, who was shot and killed at Pistorius' house on Feb. 14. "The alleged murder is disputed in the strongest terms," said the statement, which added that Pistorius "made history as an Olympic and Paralympic sportsman and has been an inspiration to others the world over." Pistorius became a global sensation dubbed "Blade Runner" on his run through the games last year. He won a silver medal in the Paralympic Games.

Fast Track said Pistorius is cooperating with police and wouldn't have further comment until "matters become clearer." Former *Sun* editor Stuart Higgins, who sold his London PR shop to Fast Track in 2007, is reportedly advising Pistorius.

EDELMAN COVERS PAID MEDIA BASES

Edelman Digital has named Mindshare alum Cassel Kroll, VP—media strategy, to focus on the integration of paid media throughout its digital & social programs. He reports to Liz Lee Rzepecki, ED's N.Y. general manager.

At Mindshare, Kroll worked as social media strategy director, handling Unilever (Ragu sauce, Dove soap and I Can't Believe It's Not Butter brands) and BP (Arco and am/pm retail operation). Earlier, he was at Starcom MediaVest, counseling Microsoft and Procter & Gamble.

Kroll will now work with Kevin King, ED global chair, and Adam Hirsch, senior VP-emerging media and technology. King said Kroll will help ED leverage "paid media to amplify our content and earned social at scale among the 300-plus social communities that we currently manage."

MILLER DIES AT 68

Bob Miller, editorial director at M. Silver Assocs. for the past 22 years, died from a heart attack on Jan. 28. He was 68.

He began his career at the American Society of Travel Agents as manager of trade media relations.

Miller made his mark as travel writer and journalist, penning lifestyle, how-to and op-ed pieces at *Travel + Leisure*, *Christian Science Monitor* and newspapers. He was contributing editor at *Washingtonian*, *Cruise Views* and *ASTA Agency Management* and producer of advertorials for the *New York Times* and *USA Today*.

Morris Silver, CEO of MSA, remembers Miller as a "true gentleman and scholar – a talented writer, creative thinker, philosopher and a cherished member of the M. Silver family."

Miller is survived by his wife, Carol, and three children, Benjamin, Emma Rose and Timmy.

FIRMS TAKE SIDES IN LEAR SHOWDOWN

Automotive seating and electric systems manufacturer Lear Corp. and hedge fund Marcato Capital are using outside PR counsel as Marcato targets the company's board and management.

Marcato, which has a 5.6% stake in Lear teamed with Oskie Capital Management, says Lear is "dramatically" overcapitalized with a pile of cash the hedge fund says should be used to buy back shares.

The fund, which went public with its criticism and suggestions last week, is working with Kekst and Company for communications. Kekst managing directors Jeremy Fielding and Thomas Davies advise Marcato.

Lear has engaged Joele Frank, Wilkinson Brimmer Katcher for PR support. The Southfield, Mich.-based company responded to Marcato's disclosures by pointing to an acceleration of a \$1B share repurchase program and 21% increase in its quarterly dividend.

"At Lear, we are focused on value creation for all of our shareholders," the company said in a statement.

Joele Frank partners Matthew Sherman and Andrew Siegel are counseling Lear, which went through a four-month Chapter 11 reorganization in 2009

The hedge fund, which wants to add new board members but said it is willing to talk with both Lear's chairman and CEO, said the buyback and dividend measures are insufficient and dubbed the board's choices "par-simonious."

Marcato is led by Mick McGuire, dubbed a protégé of hedge fund titan Bill Ackman by the *Wall Street Journal*.

JUSTICE PA CHIEF TO EXIT FOR FIRM

Tracy Schmalzer, who heads public affairs for the U.S. Dept. of Justice, is leaving March 8 for a slot at ASGK Public Strategies, the firm founded by Obama advisor David Axelrod.

Schmalzer's tenure at the Justice Dept., where she was the top spokeswoman and key aide to Attorney General Eric Holder, included PR victories like the defense of the Affordable Care Act and large settlements with mortgage brokers and oil giant BP, as well as crises like the "Fast and Furious" gun scandal.



Schmalzer

In a statement, Holder thanked Schmalzer for her "wise counsel, loyalty, good humor and unwavering support of me."

Schmalzer is slated for a managing director role with ASGK, which operates in D.C., New York and Chicago. AT&T and Edelman PR veteran Eric Sedler is managing partner of the firm.

She previously led public affairs for Yahoo! in Washington and communications director to Sen. Pat Leahy (D-Vt.).

She started out as a reporter in Vermont and Massachusetts.

The Justice Dept. has not yet named a successor. Gina Talamona, a Justice vet, and Nanda Chitre, a former Clinton White House press deputy, are deputy directors in the PA unit.

Wendell Potter, author of “Deadly Spin,” who appeared at the 2009 conference of PR Society of America with Arianna Huffington in a panel on health-care PR, would be a good speaker at the “Real World” student career conference of the Society’s Georgia chapter Feb. 22.

Few things are more “real” in corporate PR than Potter who spent 20 years with CIGNA. His book tells the bad and good of corporate PR but the general drift is negative.

Potter tells of the marketing, legal and other pressures on corporate PR people which is what the 200+ student attendees need to know. One of the panels is on “Corporate, agency or non-profit PR.” The conference should at least display copies of his book.

Pressure to do wrongful or unethical things is common in PR, according to expensive research done for the Society from 1999-2002 by the Ethics Resource Center.

The Society paid \$50,554 for polling among the 21,192 members who were sent questionnaires with 79 items. Person-to-person interviews were also conducted. Half of the 10% who responded said they “feel an extraordinary amount of pressure to compromise their ethical standards.” Ninety percent favored an enforceable Code, advice that was rejected by the Society. Prof. Kathy Fitzpatrick of Quinnipiac University, a member of the Ethics Board, wrote 45 pages on why the Society pulled the teeth from the Code.

Ethics Is Not on Agenda

There is nothing about ethics on the “Real World” agenda although students would normally be concerned with that topic.

Also skipped are the legalities of internships although national chair Mickey Nall, who will speak at lunch, says he only looks at resumes with at least two of them.

The nearly endless ways PR people can forage for new clients are covered in *The Army of Entrepreneurs* by New York counselor Jennifer Prosek, who heads Prosek Partners, PR firm with 50+ employees.

Students who are going should apply strict business considerations.

It’s a bad deal for them not only because of holes in the program but because they are being asked to pay \$80 by the richest of the 110 Society chapters. Cash in a “non-interest bearing accounts” as of Dec. 31, 2011 was \$317,367. There were no accounts payable. months of expenses.

Poor by comparison are National Capital, with net assets of \$64,980, and New York, \$79,837.

Big Companies Support Chapter

One of the Georgia chapter directors is Julie Davis of Georgia-Pacific, owned by two of the richest people in the world, David and Charles Koch. Each is worth \$31 billion and rank No. 12 on the *Forbes* billionaires list. Three press contacts were listed by phone number (Greg Guest, Karen Cole and Carol Mitchell) but none would pick up the phone.

Lockheed, Cox on Board

Stephanie Stinn of Lockheed-Martin and Mary Dugenski of Cox Enterprises are also on the board. Coca-Cola, represented at career day by Kate Hartman who will talk about Coke at the 2012 Olympics, has two Assembly delegates—Ray Crockett, retired but still associated with Coke, and Kent Landers, group director, corporate media relations. Landers has opted out of e-mail in his Society member listing. Questions about Coke’s intern policies have been left with a PR staffer.

Coke is supposedly a friend of youth but students should read “Endless Barrage of Hard Sell” from the Feb. 12 *New York Times* which says Coke and others bombard children with commercials pitching fast foods, sugared cereals, sugary drinks and candy.

Only the names and companies of Georgia directors are listed on the chapter website. There are no titles, phone numbers or e-mails, making it hard to reach them. The New York chapter, on the other hand, lists employers, titles, phone numbers, e-mails and often cell phones for nearly 70 leaders.

Corporate/institutional gag orders are common and include “45 pages of corporate terrorism” by Viacom and the Society’s own gag order covering officers, directors, members and staff.

This blog as well as three others and copies of *O’Dwyer’s Directory of PR Firms* and the 12 most recent issues of *O’Dwyer’s* magazine have been sent to PR student chapter advisers and leaders at 11 Georgia institutions including University of Georgia, Georgia State, and Clark Atlanta. Several professors thanked us for the materials and one said she was “amazed” that such information existed.

Questions for Nall, Thompson

Here are the questions that should be presented to Nall and Alicia Thompson of Popeyes, chapter president:

1. Why is the chapter charging students to attend career day when many of them are already in debt and holding down jobs as well as going to college and the chapter has \$300K+ in cash sitting in a bank?
2. Why have you rejected a literature table when directories listing PR firms, companies and non-profits are what job and intern-seeking students need? They also need a list of 43 PR recruiters.
3. Your theme is “Real World” so why aren’t you displaying books such as “Deadly Spin,” “The Tylenol Mafia,” “Power House” (bio of Bob Gray of D.C.) and “Always Live Better Than Your Clients” (bio of Ben Sonnenberg) that are rich in details of what actually goes on in PR?
4. Why doesn’t the Society allow reporters as members when every press club in the U.S. including the Atlanta Press Club allows PR people to join?
5. Why are you turning down ten sets of *O’Dwyer* magazines, each of the issues focusing on a specialty such as healthcare and food & beverages, when one of your panels is on PR specialties and food & beverages and healthcare PR are specifically mentioned?

— Jack O’Dwyer