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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## FEMA SEEKS PR PARTNER

The Federal Emergency Management Agency is “seeking a strategic partner with world renowned advertising, interactive, public relations and social media agency experience” to promote its “Ready” campaign of national preparedness, according to its “statement of objectives” document released Feb. 19.



The goal of the Ready campaign is to encourage Americans to get an emergency supply kit, make a plan, and be informed about the different emergencies and the appropriate responses to them.

FEMA is looking for a firm with “a proven track record of being innovative and to meet the ever changing media landscape by utilizing cutting-edge new media opportunities that are engaging and participatory like interactive websites, social media, blogging, texting, games, grass roots marketing, experiential events and educational curriculum.”

The communications program will cover four one-year periods, beginning in October.

The response deadline is March 4. Details are at fbo.gov.

Ruder Finn and Powell Tate have worked on the Ready campaign in the past.

## NJ, REBUILDING, SEEKS TOURISM PR FIRM

New Jersey, which is rebuilding its key oceanfront tourism region after Hurricane Sandy, is looking for a PR firm to woo travelers.

The state’s Division of Travel and Tourism released an RFP on Feb. 20 for an agency to handle strategic planning and execution of its PR efforts to complement integrated marketing efforts promoting the Garden State.



Dana Communications, a travel specialist agency with regional operations in Princeton and New York, won an RFP review for the state’s tourism advertising account in October. PR firms that pitched at the time were told that the PR review was canceled with plans to rebid at a later date.

Media and travel blogger relations, story placements, press releases and other third party outreach is included in the scope of work.

Budget is set at \$300K for the first year. Proposals are due April 16 (questions by March 7).

View the RFP at <http://bit.ly/ZE9XFH>.

## IPG REPORTS FLAT Q4 REVENUES

Intepublic reported flat Q4 revenues of \$2.1B as the ad/PR combine struggled to rebound from account losses suffered in 2011. Operating income rose 6.4 percent to \$410M.

CEO Michael Roth said the firm entered 2013 in a “much stronger position with respect to client retention and new business activity.”

IPG’s CMG group of Weber Shandwick, GolinHarris, DeVries, Jack Morton, Octagon and Futurebrand enjoyed a 9.4 percent rise in 2012 revenues to \$1.2B. Income was up 13.1 percent to \$114.5M.

The CMG group’s increase compares to a 2.8 percent slip in revenues to \$5.7B at the McCann Worldgroup, Lowe & Partners and Draftfcb ad group. It posted a 3.7 percent decline in revenues to \$701M.

Andy Polansky, CEO of Weber Shandwick, said IPG’s PR flagship benefitted from “deeper relationships with key clients” and an upswing in corporate, consumer and healthcare spending. He told O’Dwyer’s a key goal is to “challenge the status quo.”

Polansky, who took the CEO reins from Harris Diamond in November, is wrapping up a global tour of Weber Shandwick’s global office network with a trip to Asia, which is led by its 470-staffer plus China operation.

The Interpublic board approved a 25 percent dividend hike to 0.75 per share and announced a \$300M stock buyback program.

Roth said those actions reflect the “operating trajectory of the business.”

IPG ended the past year with total debt of \$2.5B and cash/marketable securities of \$2.6B.

## PODESTA INKS \$960K IRAQ DEAL

Podesta Group has inked a \$960K one-year pact with Iraq to develop a “strategic communication and PR plan,” according to the terms of its contract.

The contract’s objectives are to promote a better understanding within the U.S. of the Government of Iraq’s priorities and concerns and to promote the Strategic Framework Contract between the two countries.

Podesta is to maintain contact on behalf of Iraq with members of the Congress, reporters and non-governmental officials.

It is to be paid in quarterly installments by check in advance of each three-month period. Total expenses shall not exceed \$40K during the period of the contract.

Tony Podesta’s firm reports to Jabir Habeb Jabir, who became Iraq’s ambassador to the U.S. last month.

## **NIAGARA PARKS COMMISSION SLATES PR**

Canada's Niagara Parks Commission, which handles the 3,274-acre nature and entertainment park encompassing Niagara Falls, is on the hunt for a PR agency of record with an RFP process open through March 7.

The commission, a self-funded agency of the government of Ontario, operates its own police force, maintenance and waste collection, in addition to tourism services like boat tours and counts a staff of more than 1,700.



The commission wants a firm to develop corporate communications and PR strategies, support media relations and media training, and provide quarterly overviews of trends and issues affecting tourism, government and travel sectors, according to the RFP.

A three-year contract is planned with up to two option years.

View the RFP: <http://bit.ly/W8n94F>.

## **KOROLOGOS REPS AL JAZEERA**

Tom Korologos, who was senior counselor to the former Office of Coalition Provisional Authority chief Paul Bremer in Baghdad, is working Capitol Hill on behalf of Al Jazeera America Holdings, buyer of Al Gore's Current TV.

Korologos, co-founder of Timmons & Co. and ex-Ambassador to Belgium, handled the CPA Congressional outreach including work on President Bush's Iraq reconstruction budget.

He also served as chairman of the Advisory Commission on Public Diplomacy and was a member of the Broadcasting Board of Governors.

Earlier in his career, Korologos was a journalist at the *New York Herald Tribune*, *Long Island Press*, *Salt Lake Tribune* and Associated Press.

Korologos' work for Al Jazeera is through DLA Piper, where he is a strategic advisor.

## **APCO INSTALLS NEW HEALTH LEADERSHIP**

APCO Worldwide has elevated Stig Albinus to global healthcare chair, replacing Robert Schooling, who remains president for the Americas of the Washington-based independent firm.

Albinus, who chaired Burson-Marsteller's European and U.S. health units in 16 years there, joined APCO in 2011 as a senior director in New York.

APCO CEO Margery Kraus said Albinus played a key role in strengthening the firm's health unit, noting his experience with pharma companies, health policy groups, animal health and medical device makers.

Kraus has installed 20-year APCO vet Kristen Thistle and Pfizer alum Courtney Piron as co-leaders of the firm's Americas healthcare unit.

Earlier, Albinus was at Porter Novelli and led PA for the Danish Medical Assn.

## **REVENUE UP, LOSS NARROWS FOR MDC IN Q4**

MDC Partners reported robust organic revenue growth of 11.9% for the fourth quarter of 2012 as revenue climbed 16% to \$294.6M. Net loss narrowed to \$23M from nearly \$60M a year earlier.

MDC's strategic marketing services group, which includes its PR and ad agencies, jumped more than 21% to \$200.7M in Q4 revenue and was up nearly 19% for the year to \$721.2M. MDC's PR units include Sloane & Company, Allison + Partners and Kwitken + Co.

Chairman and CEO Miles Nadal called 2012 an "exceptional year" as the company beat guidance and showed strong revenue gains and growth. CFO David Doft added that work to improve MDC's balance sheet is paying off.

For the full year, organic growth hit 8.4% while revenue increased 12.9% to nearly \$1.1B. Net loss ticked up to \$79.4M for the year, up from \$76.3M in 2011. Net new business wins totaled \$136.9M for 2012.

MDC forecasts 2013 growth from 5.1-7.4% with revenue topping \$1.1B.

## **CONNECTICUT LOTTERY ROLLS REVIEW**

The Connecticut Lottery Corp. is reviewing its marketing contracts in five categories with an RFP process open through early March.

The lottery corporation, a quasi-public agency based in Rocky Hill, Conn., has previously worked with a single agency of record – Cashman & Katz Integrated Communications of Glastonbury and New York – but will consider partnerships among firms or individual pitches for each category outlined in the RFP, including creative development/placement; PR; media planning and placement; multicultural marketing and social media marketing.

Annual marketing budget is in the \$10.5M range, with about \$8M for media placements.

The lottery, which markets both scratch-off and draw games, has been in operation since 1972 and posts annual sales of more than \$1B.

It turned over \$310M to the state's general fund after its most recent fiscal year.

Proposals are due March 15 with plans to start a contract by July 1.

View the RFP at <http://bit.ly/YSUE66>.

## **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, which is headquartered in Rosslyn, 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 policy-makers.

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](mailto:chuck@konigsberg.com)).

## **BOSTON GLOBE GOES ON BLOCK**

The New York Times Co. is selling the *Boston Globe* and *Worcester Telegram & Gazette* to focus on its *New York Times* flagship and *International Herald Tribune*. Evercore Partners is managing the sale process.

CEO Mark Thompson called the Globe and WT&G “well-managed leaders in their markets with real opportunities for future development.” He believes the divestitures are in the long-term interests of both employees and stockholders.

The NYTC acquired the Globe for \$1.1B in 1993. It tried to sell the property in 2009. That effort attracted interest from Massachusetts businessman Aaron Kushner, owner of Freedom Communications, and an equity group led by Stephen Taylor, whose family sold the Globe to the NYTC.

The NYTC's New England Media Group generated \$395M in 2012 revenues.



## **LOSS WIDENS AT WASHINGTON POST**

The Washington Post Co. suffered a \$53.7M operating loss during 2012 at its newspaper group, compared to a \$21.2M loss in the previous year.

Publishing revenue declined seven percent to \$581.7M. Daily circulation at the *Washington Post* dropped 8.6 percent to 471,800, while Sunday slipped 6.2 percent to 687,200.

For the year, the WPC, which is powered by its Kaplan educational unit, recorded flat revenues of \$4B and a 13 percent rise in net income to \$132M.

## **O'BRIEN EXITS HUFFPO**

Tim O'Brien is leaving the executive editor job at the Huffington Post to work on a historical novel.

In a memo to staffers, Arianna Huffington credited O'Brien, a former *New York Times* reporter/editor, for “helping us build such a robust and well-oiled original reporting infrastructure, including a crack team of news editors and copy editors.”

Huffington also announced the return of Shahien Nasiripour, who joined the *Financial Times* in 2011.

Nasiripour will cover the financial and regulatory beat and the global response to the financial crisis.



O'Brien

## **NELSON TO MAN ESQUIRE NETWORK'S PR**

Katherine Nelson has been named PR chief of the Esquire Network, which debuts April 22 aimed at men.

She will be in charge of overall communications strategy, product publicity and corporate PR and will to Adam Stotsky, general manager.

Most recently, Nelson was senior VP marketing and communications at Elon Musk's SpaceX, space transport business.

Earlier, she spent more than two decades in TV publicity, which includes a five-year stint as VP-communication

tions at Discovery Channel. She also helped launch Discovery brands, such as Science Channel and Discovery Kids.

The Esquire Network is a venture of NBCUniversal and *Esquire Magazine*. Its programming will be positioned at the “full, multi-faceted lives of today's modern men.” Programming will cover politics, gaming and technology, entertainment, food, fashion, women, humor, travel and adventure.

## **O'BRIEN SHIFTS TO PRODUCER ROLE**

Soledad O'Brien plans to leave her CNN “Starting Point” morning show during the spring to produce documentaries for the Turner Broadcasting unit, other TV channels and the web.

O'Brien joined CNN from NBC ten years ago. She was co-host of NBC's “Weekend Today.”

Jeff Zucker, the new CEO of CNN, said in a statement, “We greatly value Soledad's experience, and her first-rate storytelling will continue to be an asset to CNN. Documentaries and long-form story telling are important to our brand and we're anticipating more of what we've come to expect from her — riveting content.”

O'Brien's production company is called Starfish Media Group.

She has produced programs such as “Black in America,” and is pitching “Poverty in America.”

CNN says O'Brien will host one documentary this year and three in 2014.

## **GLOVER REPS AMC NETWORKS**

Glover Park Group is representing AMC Networks, the cable programmer of high-quality, original content that is the target of takeover speculation.

Cablevision Systems completed the spin-off of AMC in 2011, though the founding Dolan family of the cable operator still controls voting rights of AMC.



AMC, which produces shows such as “Mad Men,” “The Walking Dead” (zombie hit) and “Breaking Bad,” ranked as the nation's No. 14th in February, according to Nielsen.

Its channels include AFC, IFC, Sundance Channel and We tv.

Bloomberg reported Feb. 14 that an AMC takeover by Comcast, News Corp., CBS or Walt Disney Co. would provide the programmer more leverage in negotiating fees with distributors.

AMC's stock currently trades at \$58.75. The 52-range is \$61.32 and \$34.78.

WPP owns GPG.

## TOP CHEFS, TIMELY TRENDS MAKE TODAY'S FOOD NEWS

By Jon Gingerich

Publicists, PR pros and foodies of all stripes gathered for a February panel featuring key editorial staff from some of the world's top food media outlets.

The sold-out Publicity Club of New York panel, held at the 3 West Club in New York, served as a roundtable for seasoned industry pros who discussed everything from what makes our current food-obsessed media landscape so vibrant, to what PR pros can do to insert their culinary clients into the conversation of our nation's gourmands.

According to Sarah Kunin, food segment producer for ABC's "Good Morning America," her show is on the hunt for "dynamic, funny and intriguing ways to make food." The program's fallback formula, Kunin said, is to host a known chef who can teach everyday Americans how to make compelling, chef-quality dishes at home "and have fun while they're doing it."

Michael Endelman, features editor of *Food & Wine*, said his publication uses a similar model.

"The main thing we're looking for is this: what are the most interesting chefs in the country, and how can everyday people learn from them and make something at home?" Endelman said.

"I can't be best friends with every chef in the country, but each of you can be," said Emily Fleischaker, food editor of *Buzzfeed*. "If you can help me share their story, it's a great way for both of us to get your client's message out there."

An eye for current food trends is key. A chef or restaurant that allies with a popular food fad has a much higher chance of getting coverage than those who don't. According to the panel, sustainable and local are both winning topics.

Trends also need a narrative. Hugh Merwin, associate editor of *Grubstreet: New York*, said that while trends in the restaurant world — openings, closings, chef changes — determine a large portion of what's covered on his site, more than anything Merwin admitted that "what I'm really interested in is compelling stories. Anything from food safety, immigrant stories, local food, the economy, applies."

The way this information is delivered also has to be different. Give your client's story a twist. "Keep in mind that whatever you send me, it has to be something really unique," Kunin said. "It might be an interesting story, but it also has to look good on television."

"We don't just do a story because someone writes a cookbook," said Dan Pashman, creator and host, *The Sporkful*. "We're quirky. We look for things that aren't going to be covered by everyone else." "I'm interested in

features about trends, but I'm really interested in quirky, out-there stuff that's still accessible," said Georgia Kral, features and special sections editor, *amNew York*. "I like covering restaurant openings, but tell me a story: what is that little thing that makes them different from everyone else? What is it that makes people want to go to this restaurant?"

Like much of the current news cycle, social media serves as a barometer for food headlines. Look at the issues making the rounds in social circles today. Make sure there's an urgency in what you're pitching to the press.

According to Fleischaker, social media is such a pervasive part of her publication's culture that *Buzzfeed*'s front page is now their Twitter page.

"We have editorial meetings every morning. We look at what everyone's talking about on social media and what's trending on Twitter, and that determines, to a large degree, what we'll talk about that day," Fleischaker said. "If we write about these trending issues we know that tons of people will follow it. So, in a way, our lead time is instantly."

Speaking of, lead-time is an odd variable in the food beat, and an unpredictable one at that.

"Usually a few months is a safe bet," said Kunin. "Having said that, I haven't started working on my segment for tomorrow."

"For us, lead time is pretty far out," Endelman. "May is done, June is covered, and July is 90% done. Right now we're working on August and beyond. For big stories, we'll start as far as a year in advance."

Of course, different publications focus on different areas of physical coverage. *Food & Wine* is a national magazine, so they're interested in food trends playing out across the country. *amNewYork* is New York City based publication, so coverage has to be local.

A big benefit about the food beat, the panel said, is that the topic is broad. Stories involving everything from politics, economic factors, the environment, diet trends, travel, health and science all have potential impacts on the food we eat and the culinary trends of tomorrow.

"We're into a very broad range of things," Endelman said. "So if you don't have something that fits into what I do, I can still probably pass you on to someone who does."

"We do everything from game show segments to fashion segments on our show," said Kunin. "If we like the story, there's always a way we can have it play off an existing segment on our show."

Pashman offered an aphorism that aptly summarized PR's relationship with the press: "I can't promise I'll cover it, but I can't promise I won't say bad things about it either."



**The PCNY February Food Media Landscape luncheon (from L to R): Hugh Merwin, associate editor, Grubstreet New York; Georgia Kral, features and special sections Editor, am New York; Dan Pashman, creator and host, The Sporkful; Emily Fleischaker, food editor, BuzzFeed; Michael Endelman, features editor, Food & Wine; Sarah Kunin, food segment producer, ABC "Good Morning America."**

Photo by Peter Himler

## NEWS OF PR FIRMS

### RDA FILES CHAPTER XI, AGAIN

The Readers' Digest Assn. has filed Chapter XI for the second time 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 and Company's Tom Becker in New York handles RDA Chapter XI media relations.

### WS BUYS INDIA AFFILIATE

Weber Shandwick has reached a deal to buy the remaining 60 percent of India affiliate Corporate Voice | Weber Shandwick from majority equity holder MAA Group Holdings.

WS previously owned 40% of the firm, which has offices in New Delhi, Mumbai, Bangalore and Kolkata.

WS, part of Internpublic, said MAA chairman Bunty Peerbhoy continues in his role, as will Atul Ahluwalia and Dilip Yadav, who are president and executive VP, respectively.

Ahluwalia reports to Tim Sutton, chairman WS Asia Pacific.

### NOBLES ADDS 'GLOBAL,' TWO CLIENTS

Nobles Communications, a Los Angeles firm focused on medical technology clients, has changed its name to Nobles Global Communications.

Laura Nobles, founder and principal, said the firm has worked with international clients since its founding and recently picked up AngioLight, a developer of a light-based diagnostic catheter, and EndoTool, developer of predictive therapeutic control technologies for medication dosing.

Nobles said the firm has launched a new website with its new name at noblesgc.com.

### GRAHAM LANDS 60TH AWARD

Graham & Associates, San Francisco, said it picked up its 60th PR and communications award in 10 years with a Gold Award in the Marcom 2012 competition.

The firm picked up the MarCom honor in the online placement category for its Maritz Research Holiday Tablet Poll media campaign, which landed three features on Forbes.com which were widely circulated and linked by 104 other online articles.

Lydia Graham, president of the firm, called the win a "milestone" for G&A and a "testament" to its clients and staff.

## NEW ACCOUNTS

### **New York Area**

**The Morris + King Company**, New York/Leveraging Investment in Creativity, ten-year initiative launched in 2003 to improve conditions for American artists, for PR for its sunset campaign. M+K's strategic consulting unit is collaborating with LINC for a capstone event and final assessment report.

**Kellen Communications**, New York/Telmar Group, research, data and analytics software for advertising media planning and buying, for marketing comms., PR and PA support.

**Gibbs & Soell**, New York/Trudeau Corp., kitchen and table products, for integrated communications for its U.S. operations. G&S' consumer marketing practice, led by managing director Greg Sherry, heads the acct. **5W PR**, New York/The Dia Method, pre- and postnatal fitness system for women, for PR.

**Dixon Schwabl**, Rochester, N.Y./Delaware North Companies, as AOR for marketing communications and promotional initiatives at Kennedy Space Center Visitor Complex (Fla.), set for a 2013 opening of its exhibit of the Space Shuttle Atlantis.

**Carolyn Izzo Integrated Comms.**, Nyack, N.Y./BreaDr, the first company to utilize all-natural flour replacement Glusar in the U.S., for PR.

### **Southeast**

**Diamond PR**, Miami/Ocean Properties Ltd., adding PR duties for The Resort at Longboat Key club and Lido Beach Resort.

### **Mountain West**

**GroundFloor Media**, Denver/34 Degrees, makers of all-natural, wafer-thin crackers, as AOR for PR, including strategic planning and online content development and optimization.

### **West**

**K/F Communications**, San Francisco/BuyVia, online and mobile "smart shopping" service; Recurly, enterprise-class recurring billing mgmt., and FairCom, engineering-level database technology, as AOR for PR.

**Shift Communications**, San Francisco/CreditKarma.com, credit scores and monitoring, as AOR following a competitive review process. Shift's consumer technology team is tasked with broadening the company's mainstream consumer awareness and aiding in the company's continued growth via consumer and trade campaigns and media events, as well as integration with its in-house social media program.

**Kahn Media**, Los Angeles/L.A. Prep, 30-year-old vehicle prep and transportation company servicing OEMs and collectors, as AOR, including PR, media outreach, social media mktg. and strategic comms.

### **Canada**

**Paradox PR**, Montreal/D-Fense Capital, mining exploration, for financial PR and IR on a 24-month contract at \$6,500/month, plus stock options.

### **Latin America**

**JeffreyGroup**, Miami/Facebook, to manage communications in Mexico and Argentina for the social network. Said JG president Mike Valdés-Fauli: "The mission of Facebook is to make the world more open and connected, and we're very proud to help them do that in our part of the world."

**NEWS OF SERVICES****GRANAT TAKES CISION REINS FROM GIESKES**

Hans Gieskes, CEO of Sweden-based PR software provider Cision, has stepped down after four years at the helm, as North American CEO Peter Granat takes the reins.

Cision, which has been revamping in recent years by shedding print monitoring and other legacy operations as it focused on its flagship CisionPoint software, said it will take a charge of about \$1.2M in Q1 to release Gieskes from his contract early.

**Granat**

Cision chairman Anders Böös said Gieskes came to the company “at a critical time in 2008” and was crucial in its transformation. He added that Gieskes took an active role in the succession to Granat.

“Now that we have concluded a number of key milestones in our turnaround and transformation process, it’s the right time to hand over to an experienced internal successor like Peter,” Gieskes said in a statement.

Granat, who continues to head North American operations, said the PR is “evolving” into a business of “helping brands tell their story through many different media channels,” adding that he’s “delighted” to take over as CEO.

**NIRI SEEKS 9/11 INTERNSHIP PARTNERS**

The New York Chapter of the National Investor Relations Institute is looking for partners among the area IR and PR communities to offer summer 2013 internships for the chapter’s Logler 9/11 Internship Program.

The Logler program provides opportunities for relatives of victims of the 9/11 attacks and was named after the former VP-IR at eSpeed, Elizabeth Logler, who died in the World Trade Center attacks.

Participants have included Altria, Burson-Marsteller, Capital Bridge, Catalyst Global, Delphi Financial, EDGAR Online, PepsiCo, and Veeco Instruments.

NIRI said it can arrange for a stipend for firms and companies which can only offer an unpaid internship. Those interested in participating can contact Patrick Tracey at Patrick [at] tracey [at] computershare [dot] com.

**HARO FOUNDER TO EXIT VOCUS**

Peter Shankman, the PR pro who created media sourcing service Help a Reporter Out, acquired by Vocus in 2010, is leaving the company at the end of March.

Shankman said in a blog post that it’s “time for me to do something else” after satisfying the terms of his agreement with Vocus to stay on for two years after the HARO deal.

“I’ll be leaving Vocus at the end of March to pursue a handful of other fun ideas that have been rattling around my brain for a while now,” he said, adding that will include consulting (occasionally for Vocus), evangelist positions and pursuing new start-ups.

Vocus chief marketing officer Jason Jue added, “We wish Peter nothing but the best in his new endeavors, and look forward to working with him in the future, as he will continue to provide consulting to Vocus.”

**PEOPLE****Joined**

**Brenan Lewis**, director of corporate comms., LivingSocial, to foursquare, New York, as dir. of comms. He was previously director of social media for WCG and dir., corporate social media relations, Juniper Networks.

**Ann Hinshaw**, A/S, DKC PR, to Rubenstein PR, New York, as a VP to oversee the firm’s entertainment practice. She handled Marvel Entertainment, Showtime Networks, Syfy, “The Dr. Oz Show” and Lionsgate Films at DKC and earlier was the director of publicity for Film Movement, and worked publicity positions at 20th Century Fox and Terry Hines & Assocs.

**Hinshaw**

**Gina Ormand**, campaign services director, Democratic Senatorial Campaign Committee, to MWW, New York, as a VP in its corporate practice. Ormand directed major gifts for former Vice President Al Gore’s Alliance for Climate Protection and was regional political director for then-Sen. Hillary Clinton’s 2008 presidential run.

**Chris Goodrich**, former senior A/E, JSH&A PR, and interactive advertising specialist, *Knoxville News Sentinel*, to

Ackermann, Knoxville, Tenn., as a senior A/E working on the Power Systems and Clayton Homes accounts. **Ryan Willis** was promoted to senior A/E, handling Sevierville Chamber of Commerce, Feed Your Faith and CHM, LLC.

**Goodrich, Willis**

**Jason Hamilton**, chief marketing officer, ULT Wealth Advisors, to partner, Richmond PR, Seattle, the first “non-Richmond” to hold an equity stake in the firm. He returns to the firm he left in 2011 as a senior VP. As part of a restructuring, Lorne Richmond becomes CEO and Jason Hamilton president. Founder Louis Richmond gives up daily operations to focus on building crisis and media training practices in a senior advisor/chairman role.

**Patricia Hamzahee**, co-head of Kreab Gavin Anderson’s financial services team, to Fleishman-Hillard, London, to head its financial services team, effective March 4. She was chief admin. officer for Lehman Brothers Europe’s debt capital markets business and did stints as Lehman’s corporate comms. chief for Europe and comms./mktg. chief for NatWest’s investment banking business.

**Promoted**

**Donna Kush** to VP, public affairs, Northern region, Union Pacific Railroad, Omaha, Neb., effective April 1. She is currently AVP, corporate comms. and joined UP in 2008. **Tom Lange**, currently dir., corporate comms., will succeed Kush. Kush succeeds **Joe Bateman**, who takes the VP, government relations, role until retiring in October. **Brenda Mainwaring** to VP, PA, Southern region, effective April 15, succeeding **Joe Adams**, who will retire May 31. Mainwaring joined in 1997.

## **SACHS 'RETOOLS' WITH CONTENT FOCUS**

Tallahassee PR firm Ron Sachs Communications has "retooled" as Sachs Media Group to reflect its thriving business in multimedia content production and opportunities beyond media relations and traditional PR.

President Ron Sachs said that while the firm is still deeply rooted in PR, its scope of services has expanded through creation.

"We don't just work with media, we produce it and own it now," he told O'Dwyer's. "The firm has evolved to the point where we are a leading producer of content and in some ways our own biggest client."

Sachs said SMG has been producing content, especially video, for years for public and private sector clients. Its resume includes the "Get Ready, America!" safety education TV program for the National Hurricane Safety Initiative, as well as the National Sheriff's Association's "Drive for Life" campaign, sponsored by Volvo. But, Sachs, added, technology has expanded the methods of communicating to the point where mass media is not the only way to get a message out. "Our evolution is about skating to where the puck is," he said.

The firm is kicking off an online TV program, "Florida NewsMakers," through a partnership with the Florida Press Association, featuring interviews with public figures. It is also producing two statewide TV specials in the Sunshine State – "Viva Florida 500!" to mark the state's quincentennial and a second on preventing sexual abuse of children.

Sachs added: "We're not just a public relations firm anymore, though we're proud of our PR work. We are also going to audiences directly with great results."

## **FORMER CONGRESSMEN LAUNCH VECTIS**

Former California Congressmen Tony Coelho, who was Democratic Whip, and Ron Packard, a Republican who chaired the appropriations committee on energy and water, have formed Vectis Strategies with offices in Los Angeles, Sacramento, San Diego and Washington.

Vectis, which is the Latin word for "leverage," launches with practice areas of privacy/cybersecurity, environmental initiatives, municipal infrastructure/transportation and media relations.

The firm also includes Peter Kelly, former California Democratic party chairman, and David Herbst, executive VP of Mercury Air Group and former senior VP at MWW Group.

In announcing the formation of Vectis, Coelho said though the firm's principals can be partisan and "throw elbows" they also "know when and how to compromise and extend the handshake that gets the job done."

## **ESU EYES PR EDUCATION**

Pennsylvania's state-run East Stroudsburg Univ. has cast a net for a firm to develop a strategic communications plan to handle PR issues and position leadership.

ESU, formerly a teaching college and one of 14 universities in the state's system, released an RFP open through March 1 for a firm to work with its office of university relations on developing proactive, crisis and media monitoring capabilities, in addition to counsel.

View the RFP at <http://bit.ly/ZEaO9o>.

## **TR APOLOGIZES FOR EARLY RELEASE**

Thomson Reuters apologized Feb. 20 after its IR and PR services division prematurely issued a press release on the Office Depot-OfficeMax merger before it was announced by both companies.

"We regret this error and are taking all steps necessary to enhance our processes and controls to ensure this does not happen again, as serving our valued customers remains our highest priority," the company said in a statement.

TR, which runs Office Depot's IR website, is in the process of selling the Corporate Services division in a \$390M deal to Nasdaq OMX Group.

A draft press release of Office Depot earnings which mentioned the nearly \$1.2B deal was posted two hours early on Office Depot's website before both sides had finished the pact. The merger was later announced at around 10:30 a.m.

Office Depot CEO Neil Austrian apologized for the PR snafu on a call announcing the merger, noting its "webcast provider inadvertently" posted the earnings release.

Lemuel Brewster, PR director for investors at TR, said the company incorrectly posted the merger announcement prior to its intended release and regrets the error, adding that the company is taking steps to enhance its processes and controls.

## **AK TECH SEEKS AD, PR FIRM**

Arkansas Tech University, the 10,000-student institution which has seen enrollment surge over the past decade, is on the hunt for PR and advertising help.

The university, based in Russellville, Ark., has released an RFQ open through March 15 for agencies with an Arkansas office to handle communications, strategic consulting and marketing on a one-year contract with six option years.

ATU said its enrollment grew 131% from 1997-2010.

View the RF: <http://bit.ly/Zv6rcU>.

## **AULT RETURNS TO WEBER SHANDWICK. CANADA**

Trish Ault has returned to Weber Shandwick Canada as executive VP/general manager of its Ottawa office and national practice leader of its Social Impact unit that is focused on counseling clients on key social issues.

She rejoins the Interpublic unit after a three-year stint of working at global development programs.

Ault, from 2010-11, was the Nairobi-based communications director for the Alliance for a Green Revolution in Africa that is chaired by former United Nations Secretary General Kofi Annan.



**Ault**

Greg Power, CEO of Weber Shandwick Canada, expects Ault's "experience as a communicator and her passion for global social issues will be of great benefit to Canadian companies operating in international markets and especially in Africa where she has a remarkable depth of knowledge."

She was previously in Seattle for WS.

## PR OPINION

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**The PRSA Georgia chapter hosted more than 200 students** Feb. 22 at a “Real World” career day whose program included a presentation by Coke on what it did at the 2012 Olympics in London, a talk by a PR career specialist on developing personal “brands,” and a keynote lunch address by national chair Mickey Nall on how older and younger staffers work together.

The students were charged \$80 each to attend although the chapter has \$317,000 in a non-interest bearing account and no payables, making it the richest among the 110 chapters in the Society.

Although reporters were banned from everything but the address by Mickey Nall of Ogilvy PR, students at the career day provided coverage for this NL. They said Nall’s message was that “ethics” should be the supreme concern of PR people and that “making money” is not what PR is about.

Every speaker at the day-long program stressed the importance of ethics, students said. We think they should get refunds. Since the importance of “ethics” in PR was stressed at all the sessions, that would be the ethical thing to do.

### **PR Not About Money-Making**

One Nall quote obtained from a student was that “PR is not a revenue producing department.”

It’s possible he meant “profit-making.” Obtaining an explanation from Nall could be difficult because he has yet to return any e-mails from the O’Dwyer Co.

Nall, who spoke on how different generations work together, said that the duty of PR people no matter what their ages is to be “honest, transparent, authentic.” Those are three “core values” of the PR Society, he said.

“Marketing colleagues may own the brand but PR colleagues own the reputation,” he said.

PR people should warn their CEOs that a great marketing campaign may not always be great for the company’s reputation, said Nall.

### **“Love PR”**

A theme among the speakers, according to the student reporters, was that people should go into PR because they “love it” and not for the money.

Former chapter president Mike Neumeier of Arketi Group said the expected “pay-off” may not be there.

His advice was: “Own it. Love it.”

Coke PR senior manager Kate Hartman spoke at length on the company’s PR at the 2012 Olympics in London. Two videoclips were shown on Coke’s multi-platform campaign to win attention and involvement of teens in the Games.

“The budget we have in PR is usually quite a bit less than marketing at Coke,” she said. The PR goal was different from the marketing goal yet had to stay “on message,” she said. PR has to work with marketing because marketing has more money, she added.

Former Coke North and South America president and COO Jeff Dunn is quoted in an article about alleged “savage” marketing practices of Coke and other companies in the Feb. 24 *New York Times Magazine*. The arti-

cle draws from the Random House book titled “Salt Sugar Fat: How the Food Giants Hooked Us.”

Dunn, with the company 20 years, said he was fired in 2004 because of his quest to “steer the company into a more healthful mode” which included pulling regular Coke from public schools. He expresses fear of Coke, saying “You really don’t want them mad at you.”

### **Sponsors Need to Look at Program**

Besides collecting about \$16,000 from the students, the Georgia chapter also took in \$12,350 in cash from 24 sponsors “in kind” donations from Popeyes Louisiana Chicken and Arby’s Restaurant Group (probably food), Kennesaw State University, Jackson Spalding, Atlanta Convention & Visitors Bureau, Cox Media Group and the Arthritis Foundation.

Top contributors (\$1,000) were Kennesaw State University, a 24,000-student facility 20 miles north of Atlanta that offers an MA in Integrated Global Communications; Louisiana Kitchen Popeyes, whose PR is headed by Alicia Thompson, president of the chapter; UPS, and Porter Novelli.

Edelman donated \$750; seven companies donated \$500 each (AT&T, Dodge Comms., GCI Health, Golin Harris, Trevelino/Keller, Cartoon Network and Ketchum). Ten donated \$350 each.

### **Brands Must Supervise Program**

Those brand names, developed over many years and considerable investment in dollars, are not to be thrown around willy-nilly. Their PR executives should take an active role next year in the career day program.

Student reporters said there was very little about obtaining internships or jobs and that the talk of ethics being supreme and money being a side issue was discouraging to them. Many students have two or more jobs and are in debt.

We doubt any of the PR people at these companies were aware that there would be no literature table, although free directories were offered; that reporters would be banned from all the sessions except lunch; that money was being collected from students, many of them in debt, although the chapter has more than 18 months of expenses (\$317K) sitting in a non-interest bearing account, and that there were no sessions on the rules for non-paid internships, working under contract, or starting freelance businesses, the likely routes for many grads.

The day should be on the record and even available via live audio and delayed video as was done for the Investigative Reporters & Editors June 16, 2012. A video of the talk by NYT executive editor Jill Abramson was available shortly after she gave it in Boston on June 16 and so were many of the other sessions and panels.

PR people are supposed to be adept at using technology to communicate but we find the opposite is going on. No longer positioning themselves as peacemakers on the competitive battlefield, they are now full-fledged combatants with as much teeth and claws as any businessperson fighting for a share of market.

Links to four previous blogs on the Georgia career day are at <http://bit.ly/VICE0K>.

— Jack O’Dwyer