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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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DOWNTOWN MIAMI REVIEWS PR

The authority overseeing development and promotion of downtown Miami is reviewing its six-figure PR account with an RFP process through early February.

The Miami Downtown Development Authority, operating on a \$5M annual budget, handles land use planning, market research, economic development and capital improvement projects in the region, one the of the fastest growing urban centers in the U.S.



Miami-based Schwartz Media Strategies is the incumbent on the PR account, worth \$120K for the 2013-14 fiscal year.

The PR work includes both locally focused assignments, as well as national outreach. "Promoting Downtown Miami as a destination to attract visitors would need to reach audiences from key markets nationwide and internationally," the authority said.

Proposals are due Feb. 7. Download the RFP at mi-amidda.com.

RASKY BAERLEIN MERGES WITH D.C.'S PRISM

Boston's Rasky Baerlein Strategic Communications is set to merge with Washington-based Prism Public Affairs in the capital, adding 16 staffers to Rasky's D.C. outpost.

During a transition period, the combined firm will operate as Rasky Baerlein|Prism before ultimately taking on the Rasky name.

Ten-year-old Prism has worked with clients like the American Palm Oil Council, Freddie Mac, Coalition to Save Our GPS, Find Me 911, and the digital royalties group SoundExchange. Powell Tate alums Amanda Deaver and Dale Leibach are founding partners. Media relations, litigation and crisis communications, corporate positioning and Congressional hearing counsel are among its services. "Dale and I have been friends for many years. While this is not the first time we have talked about getting together, it is definitely the right time," said CEO Larry Rasky.

Rasky Baerlein did more than \$2.6M in PR business in Washington in 2012 with about 10 staffers. The combined firm will have 55 staffers and revenue around \$15M.

JERSEY CITY EYES 'RE-BRAND'

Jersey City, the gentrifying waterfront city across the Hudson River from Manhattan, has reached out for agency help to "re-brand" its image for travelers and business economic development as it expects to become New Jersey's largest city by 2016.

The city of 250K, which has drawn several large corporations from downtown Manhattan over the past decade, captured a flash of the Super Bowl spotlight last week by housing the Denver Broncos and Seattle Seahawks. J.C., home to Ellis Island and rail, water and road connections to Manhattan, is forecast to surpass Newark as the Garden State's largest city over the next two years.

Key to the PR effort will be to distinguish Jersey City from others to establish it as the "Best Mid-Sized City in the U.S.," according to the RFP.

Budget is expected to be from \$600K to \$1.2M.

RFP: <http://bit.ly/Mqf14H>.

OSHIKI TAKES EVP ROLE AT ABERNATHY

Alan Oshiki, a 26-year financial communicator most recently a managing director for Taylor Rafferty, has moved to Abernathy MacGregor Group in New York as an executive VP.

Prior to more than a decade at TR and sister unit Broadgate Consultants, Oshiki held senior posts at Frontier Communications (AVP) and Christensen & Associates (SVP) and directed IR for the Tucson Electric Power Company.

Earlier in his career, he worked in finance and engineering at Unisource Energy and BHP Copper.

BRODEUR, BLACKBERRY SETTLE SUIT

Brodeur Partners and former client Blackberry have settled a \$700K lawsuit by the PR firm, which claimed the former Research in Motion didn't pay for work on a "make or break" campaign for the mobile device maker.

Blackberry confirmed the "matter has been settled" but declined further comment. Brodeur declined to comment. Both parties signed on to a dismissal of the suit in federal court in Massachusetts on Jan. 24.

Brodeur claimed in the September 2013 suit that Blackberry induced the firm to work "around the clock" on the campaign for the troubled company from late 2012 into 2013. After an agency review amid that effort in the spring of 2013, Blackberry moved the account to APCO Worldwide and Text 100.

The suit claimed Brodeur spent more than 3,000 unpaid hours of billable time worth \$700K outside of its regular scope of duties with the 16-year client.

SITRICK HUDDLES WITH INCOGNITO

Sitrick and Company is handling Richie Incognito, the former Miami Dolphins lineman who is a focus of the National Football League's alleged bullying situation.

The firm is helping Incognito rebut charges that he bullied offensive lineman Jonathan Martin, who left the team in October, claiming that he suffered physical and mental abuse from his fellow teammates.



Incognito, right, in a November interview. Photo: FOX Sports

Incognito claims that Martin quit because he feared losing his starting position. He says crude emails he sent Martin were nothing more than crude jokes between buddies.

Martin told NBC he didn't complain to Dolphins management about the bullying because he didn't want to be a "snitch." The NFL is expected to release its report this week following the Super Bowl.

The Dolphins suspended Incognito with two months left in last season. Martin is under contract in 2014.

Mike Sitrick, CEO, and Terry Fahn, one-time communications chief at Dick Clark Productions, represent Incognito. That work follows S&C's high-stakes representation of New York Yankee Alex Rodriguez.

LUNTZ, FLEISCHER DEFEND 'REDSKINS' USE

Washington Redskins owner Dan Snyder tapped Republican operatives Frank Luntz and Ari Fleischer to help fend off growing pressure to drop the team's name, which most Native-Americans consider a slur.

Luntz Global, which is majority owned by MDC Partners, conducted a focus group for the team, while the head of Ari Fleischer Sports Communications provided PR counsel, according to emails obtained by the left-leaning Center for American Progress Action Fund.

Tony Wyllie, VP-comms. for the team, said Luntz did not get paid for his counsel. He added that neither Fleischer, who was President George W. Bush's press secretary, nor George Allen Communications, which is headed by Virginia's former governor/senator and son of a past Redskins head coach have contracts with the team.

The National Congress of American Indians Jan. 31 posted a two-minute video, which raps the D.C. team's name.

"The Proud to Be" piece says: "Cheering for a football team should never include the casual use of a racial slur. It is important for all teams and of their fans that the name of the D.C. team is changed."

PALESTINIANS TARGET ISRAELI PR FIRMS

The Palestinian Authority is mulling whether to hire an Israeli PR firm to highlight "the other Palestine," according to a report Jan. 31 on Israel Radio.

The campaign would move beyond politics and focus on the PA's culture, nightlife, parties and upscale restaurants in Ramallah to lure young Israelis to travel there. Israel Radio said the "multimillion-dollar" push will be Internet-based, according to *Haaretz*. It will feature a tour of Ramallah for Israeli celebrities, a meeting with president Mahmoud Abbas and a visit to Rawabi, a new planned community.

One obstacle: Israelis have been restricted from entering the PA since the 2000 start of the Second Intifada.

SILICON VALLEY POWER DANGLES RFP

The electric utility serving Silicon Valley's Santa Clara area has cast a net for firms to pitch its PR and advertising account.

Silicon Valley Power, which changed its name in 1998 to reflect its role serving the area's tech companies, had \$300M in operating revenue last year. Multimedia campaigns, collateral, media relations and general communications are covered in a scope of work in an RFP released on Jan. 27. The utility has worked with San Jose-based agencies dystrick, Citara, and Carter-Israel over the past 10 years.

Proposals are due March 14. RFP: <http://bit.ly/1fG2ISM>.

ALLISON ACQUIRES CHINESE PARTNER

Allison+Partners has acquired China's Century PR in an Asia expansion the San Francisco firm said could stretch into 2015.

Four-year-old Century counts 15 staffers in offices in Beijing and Shanghai and focuses on B2B and corporate communications for clients like Honeywell and CITIC Group. Allison and Century teamed up for successful pitches for Emerson Climate Technologies and Stulz last year.

"Winning business together throughout 2013 transcended proof of concept and created a strong platform for growth in 2014," said Allison COO Andy Hardie-Brown, who said her firm sees "huge opportunities" to expand its global footprint. Outside of China, the MDC Partners-owned firm's other overseas outpost is in London.

Century's Jerry Zhu, formerly of PPR, Fleishman-Hillard, Hill+Knowlton and MSLGroup, serves as managing director for A+P in Beijing. Earlier this month, A+P brought in Burson-Marsteller alum David Wolf as managing director of its burgeoning China operation.

Shanda Games, the publicly traded Chinese online game developer weighing a buyout offer that would value the company at \$1.9B, relies on Christensen for financial communications counsel in the U.S. and China.

Controlling shareholders of the company have made a bid to take Shanda private for \$6.90 per American depository share, a 21% premium. Shanda's board said it would form a special committee to weigh the offer.

Christensen managing director Linda Bergkamp reps Shanghai-based Shanda in the U.S.

NYT FASHION LEAD HORYN HITS RUNWAY

Cathy Horyn, top fashion critic at the *New York Times*, is leaving the paper to care for her sick partner.

Since 1999, she has penned more than 1,000 articles for the paper.

Jill Abramson, executive editor, and Stuart Emswiler, styles editor, expressed "deep sadness" over Horyn's exit and "intense gratitude for her legacy" via a memo to staffers.

They hailed her as the "preeminent fashion critic of her generation and who has set an almost impossible standard for those who may follow."

Horyn was a "superb reporter, one who used fashion as her lens to look into broader cultural themes," said the memo.

She will continue to work on a book from Rizzoli about the NYT's fashion coverage from the 1850s to today.



Horyn

REUTERS' LEDBETTER TAKES INC. EDIT POST

Jim Ledbetter, who was the first op-ed editor at Reuters, has been named editor of *Inc.* magazine and its website.

The veteran of *Time*, *Industry Standard* and *Slate* takes over from the exited John Tebeau

He reports to Eric Schurenberg, president and editor-in chief of Inc.

Mansueto Ventures owns Inc. and sister publisher Fast Company.

CPJ RAPS EGYPTIAN CRACKDOWN

The Committee to Protect Journalists has condemned the Government of Egypt for its round-up of 20 Al-Jazeera staffers.

They are charged with incitement, slanted news coverage to favor the Muslim Brotherhood, which has been branded a terror group by the country's military leadership, and distorting the overseas image of Egypt.

The effort to criminalize "legitimate journalistic work" is why Egypt's image is tarnished abroad, said Sherif Mansour, CPJ's middle east and north Africa coordinator.

CPJ calls on government officials "to drop these outrageous charges and release all journalists from jail immediately," said Mansour.

ASIAN JOURNALISTS SEEK POST APOLOGY

The Asian American Journalists Association has asked the *New York Post* for an apology after the tabloid ran a composite photo of Japanese pitcher Masahiro Tanaka in an airplane with the headline "\$155M Bronx Bomber."

The Post, realizing the mistake, pulled the image after some editions went into circulation and told the group in an email that it did not intend to offend anyone.

In a letter to Post managing editor Frank Zini, AAJA

president Paul Cheung and the group's "Mediawatch" chair Bobby Caina Calvan said they appreciated an explanation from the Post but added that "something that egregious ... warrants a more direct apology."

Zinn did not apologize but told the group that the Post recognized "early on that an image intended to amuse and play off the Yankee nickname 'Bronx Bombers' might be considered offensive by some people, even though that was not our intention."

Zinn said it was removed after a "very small number of papers had been printed."

AAJA said the image invoked the kamikaze pilots of World War II and "remains a powerful reminder of past racism." They added: "We all know about Pearl Harbor, but many people in our communities also remember how strong anti-Japanese sentiment sent 120,000 innocent Japanese Americans to internment camps."

**WAPO'S MILLER TAKES PEN TO RLM FINSBURY**

Matt Miller, weekly columnist at the *Washington Post* and host of NPR's weekly "Left, Right & Center" political chat show, has joined WPP's RLM Finsbury as senior advisor.

He will counsel CEO Walter Montgomery and his team on media relations, thought leadership and crisis management.

Montgomery noted that Miller has consulted companies, foundations and not-for-profit groups for more than 20 years.

"His impressive intellect as well as his extraordinary experience will add a distinct and valuable perspective to our client services," said Montgomery in a statement.

Miller has dealt with issues such as healthcare policy, taxes, economic development and globalization. He's a senior fellow at the left-leaning Center for American Policy.

Miller is a frequent guest on CNN, CNBC and MSNBC, guest columnist at the *New York Times* and former syndicated writer at Tribune Media Services.

The one-time consultant at McKinsey & Co. also was senior advisor in the White House Office of Management and Budget and special assistant to the chairman of the Federal Communications Commission. He also did a stint at Burson-Marsteller.

Miller is author of "The Two Percent Solution: Fixing America's Problems In Ways Liberals And Conservatives Can Love" and "The Tyranny Of Dead Ideas: Revolutionary Thinking For A New Age of Prosperity."



Miller

MEDIA NEWS**BILL KRESSE, LONGTIME ILLUSTRATOR, DIES**

William "Bill" Kresse, a professional illustrator and cartoonist who spent his later years providing illustrations for *O'Dwyer's* magazine, passed away on January 21. He was 80 years old.



Kresse

Kresse is perhaps best known as illustrator and co-creator of the popular weekly comic strip "Super" Duper, which appeared exclusively in the *New York Daily News* every Sunday during the late 1960s and early '70s.

Kresse was also an artist for Archie Comics spinoff series Archie's Madhouse, and often contributed gag and pin-up art

(often referred to by modern collectors as "vintage sleaze") that ran in popular men's magazines of the day, notably digest publication *Humorama*. In a 2010 retrospective of his work, blog *Vintage Sleaze* referred to Kresse as "An under appreciated master who created work which looks better today than it did 50 years ago."

Kresse was born June 17, 1933 in Brooklyn. His art career began immediately after graduating Brooklyn's High School of Industrial Arts, when he got a job illustrating for famed animation studio Terrytoons, which created many popular cartoons of the post-war era, including "Mighty Mouse," "Heckle and Jeckle," "Deputy Dawg," and "The Mighty Heroes."

Stints at the *Associated Press* and *Herald Tribune* followed, but Kresse landed his breakout role in 1968, after he and artist Rolf Ahlsen pitched their idea for a Sunday strip to *Daily News* Sunday editor Worth Gatewood. That idea became "Super" Duper, a weekly comic about a bumbling superintendent that ran every Sunday from 1968 to 1972. Kresse later became a regular on the kids variety program "The Everything Show," where he provided on-air drawing lessons to children. He also made appearances on talk shows such as *Joe Franklin*, where he often drew caricatures of celebrity guests. He published a book about cartooning titled *An Introduction to Cartooning* through publishing company Arco Pub.

In 1974, Kresse received an Advertising and Illustration Award from the National Cartoonist Society, and was awarded the NCS's prestigious Silver T-Square in 1977.

In his later years, Kresse worked as an illustrator for *O'Dwyer's* magazine, where he created art to accompany the magazine's page six editorials. His last cartoon for *O'Dwyer's* appeared in its November 2013 issue, which featured an elephant slipping on a banana peel, a reference to recent missteps made by the Tea Party. It would be his last published work.

Kresse, a longtime Queens resident, was an active member of The Knights of Columbus and the St. Joan of Arc Theater Group. A 1994 overview of Kresse's newspaper work ran in *Hogan's Alley* magazine. In the feature, Kresse was quoted as saying the following: "Don't ever be afraid to try something new. You will learn from it, use it, and, hopefully, profit from it."

Kresse is survived by his wife, Lorraine.

SABRES PR CHIEF JOINS TEAM USA

Mike Gilbert, VP of public and community relations for the National Hockey League's Buffalo Sabres, will be joining the 2014 U.S. Olympic men's hockey team to support media relations during the Sochi Games.

Gilbert reports to Dave Fischer, senior director of communications for Colorado Springs-based USA Hockey, the governing body for amateur hockey in the U.S. Fischer will do his third stint in charge of PR for the men's Olympic hockey team in Sochi.

The men's team earned a silver medal in 2010 in Vancouver. In Sochi, it will be led by

Pittsburgh Penguins coach Dan Bylsma. The U.S. team, which faces Slovakia on Feb. 13, has not won a gold medal in hockey since the "miracle" run in 1980. Canada and Russia are favored in betting lines.

Gilbert has worked PR for the Sabres since 1997, joining from the New Jersey Devils. He previously handled PR in the National Football League.

Zach Parise of the Minnesota Wild is captain of Team USA.



Gilbert, Parise, Fischer

POPE FRANCIS SCORES BIG POP PLACEMENT

Rolling Stone, that arbiter of popular culture, has granted its imprimatur to Pope Francis. It featured the 77-year-old pontiff on the cover of its Jan. 31 issue.

RS lauded Pope Francis for separating himself from past church leaders and positioning as the "people's pope."

Since elected less than a year ago, the Jesuit from Argentina has kicked off a corruption probe of the Vatican and explored ways to deal with pedophilia and how to counsel victims.

The magazine noted: "Francis chose not to reside in the papal palace, but to stay in the Vatican guest house, freeing himself of the insulation of Vatican clergymen. He opts to ride around town in a Ford Focus instead of a chauffeured limo. He pays his own hotel bills and keeps his agenda."

It quoted Father Thomas J. Reece, a senior analyst National Catholic Reporter, saying, "Francis is already changing the church in real ways through his words and symbolic gestures. He could sit in his office, go through canon law and start changing rules and regulations. But that's not what people want him to do."

RS slugs the Pope Francis cover with Bob Dylan's "'The Times, They Are A-Changin'" mantra.



NEWS OF PR FIRMS

42WEST CASTS FREED TO LEAD BRAND PR

Entertainment PR agency 42West has installed brand PR veteran Joanne Freed to head its expansion into brand communications.

Freed left a senior VP slot at food PR powerhouse Hunter PR, where she developed an entertainment unit for the firm.

42West partner Allan Mayer said Freed will help clients eyeing "where the consumer, entertainment and pop culture worlds intersect."

Freed worked on the Swiffer launch for Procter & Gamble, Steinway & Sons' 150th anniversary and campaigns for Dannon, Yahoo! and Hasbro Games during her career.

She was previously VP of PR for Fuse TV and held VP posts at Ketchum (brand practice) and Fleishman-Hillard.

Mayer, Leslee Dart and Amanda Lundberg head 10-year-old 42West, which has guided brand work for HTC, Monster Products, and RevoltTV, among others in the past year.



Freed

FOODMINDS OPENS IN DC

Chicago-based FoodMinds has opened a Washington outpost, the latest move in the eight-year-old firm's ramp-up on the policy side of food and nutrition PR.

Co-founder Susan Pitman and former USDA official Robert Post lead the capital office, which includes three other staffers.

Post, associate executive director of the USDA's Center for Nutrition Policy, joined the firm in October.

Pitman said the firm's focus "on the intersection of nutrition affairs, science and communications" made a physical presence in the "epicenter of public policy" beneficial to clients.

FoodMinds D.C., the firm's second office, sits at the corner of Connecticut Ave. and K Street and will focus on growing the firm's Food Label Compass, a tool to gauge food and nutrition content of brands relative to new FDA rules.

MAGRINO AND AMPLIFY FORGE ALLIANCE

Susan Magrino Agency has aligned with entertainment marketing firm Amplify Partners in New York.

SMA combines its lifestyle PR savvy with Amplify's event planning and marketing services focused on New York, Los Angeles, Miami and globally under the alliance.

SMA chief Susan Magrino said the firms' skills are complementary and address the needs of their respective clients.

"We are finding our clients want to use us for more than just public relations and want us involved in every aspect of their marketing and events," she said.

The firms have collaborated on projects since 2000, when they handled the launch of Krezner's One & Only brand.

Amplify is led by Greg Calejo and Daniel Benedict.

NEW ACCOUNTS

New York Area

The Brandman Agency, New York/FRHI Hotels & Resorts, parent of Fairmont, Raffles and Swissôtel hotel and resort operators, for PR in the Americas. FRHI's landmark properties include Le Royal Monceau, Raffles Paris, The Plaza in New York, The Fairmont San Francisco and Swissôtel The Bosphorus.

Roher PR, Pleasantville, N.Y./Legrand, products and systems for electrical installations and data networks, for PR in North America for the NuVo home music systems and On-Q networking/home control product lines.

Southeast

Fish Consulting, Hollywood, Fla./Del Taco, Mexican fast food chain, for franchise marketing and collateral development. Del Taco counts 545 eateries in 17 states.

Midwest

Carmichael Lynch Spong, Minneapolis/Arla Foods, fifth-largest dairy company in the world, to help grow awareness and sales of its specialty cheese brands Castello and Arla Dofino in the U.S. via integrated marketing campaigns, including brand strategy, media planning and buying, experiential consumer activations, media relations, social, digital and influencer marketing.

Mountain West

BrandHive, Salt Lake City/Bergstrom Nutrition, maker of OptiMSM, for strategic planning, creative development, media buying and PR.

Southwest

Vox Solid Communications, Las Vegas/Madame Tussauds Las Vegas, for PR and social media for the interactive wax attraction located on the Las Vegas Strip in front of the Venetian hotel.

West

Fineman PR, San Francisco/American Humane Association, as AOR for national PR; Quintessa wines, Truchard Vineyards, and Spelletich Family Winery, family wineries in the Napa Valley, for brand awareness and media relations.

The Pollack PR Marketing Group, Los Angeles/Netafim USA, irrigation solutions for agriculture, landscape, mining and wastewater applications, for PR.

Red Light PR, Hollywood/Lady Lux, designer swimwear and beachwear, for a global PR campaign. **EKC**, Los Angeles/Jefe Wine, rap artist and lyricist aka Wine-O, for PR.

Canada

energi PR, Toronto/Square, e-commerce service and app, as Canadian PR agency of record, the first hire of a firm in an international market outside the US. The San Francisco-based company founded by Twitter chairman Jack Dorsey sees Canada as an "extremely important market," said director of product communications and marketing Khobi Brooklyn.

Middle East

Memac Ogilvy PR, Cairo/Google, as AOR for the United Arab Emirates and comms. in the region.

NEWS OF SERVICES**COGENT INVESTS IN CONTENT SHOP**

Content development shop Mass Appeal has received a strategic investment from Cogent Entertainment Marketing in New York.

Cogent board member David Weiswasser, president of Platinum Rye Entertainment, is joining MA's board under the deal.

MA CEO Matt McRoberts said the deal gives his firm access to Cogent's large book of business. "The brands, platforms and personalities they've collaborated with are massive, with incredible success and scale," he said. "This partnership provides a direct conduit into brands and organizations helping lead the charge in the push for authentic content marketing platforms."

Cogent, which uses celebrities and influencers to drive brand and product awareness, handles entertainment strategy, sponsorship negotiation and talent procurement. It was founded in 2011 by Mark Zablow.

CYBERALERT GIVES MONITORING GRANTS

Stratford, Conn.-based media monitoring company CyberAlert has awarded 15 non-profit organizations grants for a year of its services.

"We're delighted to provide these worthy organizations with a top-of-the-line, fully integrated PR tool that they can use to track and measure their impact in news and social media worldwide in the coming year," said president/CEO William Comcowich.

The groups receiving online news monitoring and either social media or U.S. TV monitoring for the next year include: Bridges Across Borders, Southeast Asia (Brooklyn); Child Trends (Md.); Colorado Legacy Foundation; Council on Health Research for Development (Geneva); Government Technology & Services Coalition (Va.); The Governor's Prevention Partnership (Conn.); GreatNonprofits (Calif.); The Green Grid Association (Ore.); Human Health Project (Calif.); ISRAEL21C (Calif.); New Jersey Partnership for Healthy Kids; Nuclear Age Peace Foundation (Calif.); Point Foundation (Calif.); WaterAid (N.Y.), and The Women Veterans Business Center (Tex.).

CyberAlert says its 5.0 version tracks 55K online news sources in more than 250 languages across 191 countries. The free services value more than \$50K, the company said.

HPRA LAUNCHES MIAMI CHAPTER

The Hispanic Public Relations Association has launched a local chapter in Miami.

Daisy Cabrera, a national board member and president of the new chapter, said the city has a burgeoning local network of corporate, non-profit and government sector PR pros serving the U.S. Hispanic and Latin America-facing markets. "We anticipate the HPRA Miami chapter to become a very strong chapter," she said.

Rounding out the Miami chapter board are Sonia Diaz, U.S. Hispanic practice manager, Balsera Comms. (VP); Krysten de Quesada, A/M, Pinta (treas.), and Ana Ruedaquinero, mktg. manager, Vme Media (sec.).

Until February 28, HPRA is offering discounted individual membership at \$99.

PEOPLE**Joined**

Justin Cole, press secretary to Federal Communications Commission chief Tom Wheeler, is moving to the Federal Trade Commission on Feb. 10 as director of its public affairs unit. Cole has a blend of government, corporate and journalism experience during his 18-year career. Peter Kaplan, a former Reuters reporter who joined the FTC in 2008, has been acting director of the PA operation at the FTC. Prior to the FCC, he worked as U.S. corporate communications manager for Tata Communications and was deputy editor at Fitch Rating's EMEA corporate PR group in London. Cole covered the business and economics beats for Agence France-Press in D.C. after beginning his reporting career in London for Dow Jones Newswires.

Anne Schopen, PR and marketing exec, Ordway Center for Performing Arts and Children's Theater Company, to Pineapple Reputation Management, Anoka, Minn., as director of client services. She is a former colleague of PineappleRM founder Rose McKinney. American Composers Forum is a new client of the firm as the group slates its 40th anniversary in 2015.

**Schopen**

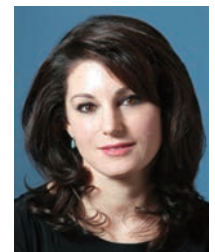
Aurora Krause, IR manager, Synta Pharmaceuticals Corp., to LaVoie Strategic Communications Group, Cambridge, Mass., as an A/S for IR and corporate comms. She was previously with Sharon Merrill Associates and Babson Capital Management.

Susan Morgenstern, senior adviser, Mitchell Communications Group, returns to DVL PR & Advertising, Nashville, Tenn., as a senior VP. She was previously with Lovell Comms. and spent 24 years at DVL.

Matt Bennett, senior consultant, ProActive Communications in Washington, to Metzger Associates, Boulder, Colo., as an A/D. **Amanda King**, formerly of Emanate, Topaz Partners and SenorLogic, joins as an A/E focused on tech and healthcare. **Jennifer Stevens** joins as graphic/web designer and **Bri Rios** and **Andrea Jensen** are A/Cs.

Promoted

Tali Mackay to U.S. healthcare practice leader, Hill+Knowlton Strategies, Los Angeles. She takes the reins from David Bowen, global head of healthcare. A former registered nurse, she was a PR exec for Genentech, Baxter BioScience and POM Wonderful, in addition to agency posts at WCG and CarryOn.

**Mackay**

Laura Berman to VP, corporate communications, American Science and Engineering, a Billerica, Mass.-based provider of threat and contraband X-ray detectors. She joined the company in 1996.

Amanda Nagele and **Hannah Pomatto** to senior A/Ss, and Kelly Karcz to A/E. JSH&A, Oakbrook Terrace, Ill.

Emily Watts to A/S and **Richard Page** to senior graphic designer, Hornercom, Philadelphia. Watts joined as an intern in 2007 and Page signed on in 2011.

GYNOS GET PR COUNSEL ON MALE PATIENTS

The American Board of Obstetrics and Gynecology is relying on outside PR support after the group said in the face of months of criticism that it lifted a ban on its members treating male patients.

Margulies Communications Group, the 28-year-old Dallas firm of former TV journalist David Margulies, is guiding PR for ABOG.

The board said Jan. 30 that it revised its definition of an obstetrician and gynecologist, dropping November 2013 language that they treat only women. It also lowered the percentage of practice that must be devoted to OB/GYN from 75% to a majority.

The *New York Times* noted in November an uproar among doctors ensued last year after the board prohibited its certified members from treating men in most cases. After relaxing its stance somewhat for cancer treatment, the Dallas-based board announced its lifting of the ban last week.

"This change recognizes that in a few rare instances board certified [OB/GYN doctors] were being called upon to treat men for certain conditions and to participate in research," executive director Dr. Larry Gilstrap said in a statement. "This issue became a distraction from our mission to ensure that women receive high quality and safe health care from certified obstetricians and gynecologists."

The non-profit ABOG offers a professional certification to OB/GYNs that is often required by hospitals and sought by patients.

The Times on Jan. 30 reported that board members refused to be interviewed after the latest decision. Margulies handles press for the group.

VIACORD BANKS ON PR

Viacord is reaching out to a group of firms to handle its \$150K PR budget to promote its family cord blood and tissue banking business.

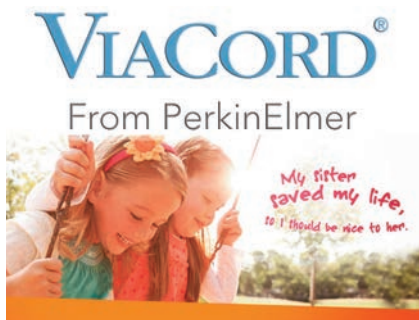
The unit of \$2B PerkinElmer scientific and healthcare instrumentation company has preserved the umbilical cord stem cells of more than 300K newborns.

Though cells may be used for the treatment of about 80 diseases.

ViaCord, the sole "consumer facing company" in PE's business portfolio, is looking for a firm with strong social media skills and the savvy to forge relationships with "mommy influencers" and "mom celebrities," according to its RFP.

Cambridge, Mass.-based ViaCord also is looking for action in lifestyle magazines such as *US Weekly* and *People Magazine* to reach its target audience of mothers from ages 21 to 45 from household incomes of more than \$75K.

ViaCord wants pitches by Feb. 7.



EX-CONGRESSMAN MOVES TO FTI

Bud Cramer, a nine-term Democratic Congressman from Alabama who left the House in 2009, has moved to FTI Consulting in Washington as a managing director in its strategic communications operation.

He joins FTI's public affairs operation and will focus on government affairs assignments. FTI acquired lobbying shop C2 Group in March 2013 to boost its lobbying and PA capabilities.

Cramer, a Blue Dog Democrat during his time on the Hill, represented Alabama's 5th Congressional district before declining to seek another term in 2008. He has been chair of Wexler & Walker Public Policy Associates and vice chair of Capitol Hill Consulting Group since leaving the House.

FTI strategic communications chief Ed Reilly praised Cramer's "deep understanding of the intersection of market forces and government policy."

MWC DIVES INTO ASIA TEXTBOOK SQUABBLE

Japan has recruited McGuireWoods Consulting in its fight to persuade the state of Virginia not to torpedo legislation to designate the dual names of "Sea of Japan" and "East Sea" to the body of water that is bordered by those two rivals along with North Korea and Russia.

MWC is working the 60-day "general assembly" session, which concludes March 8, under a \$75K pact with Japan's embassy, which wants to maintain the current Sea of Japan name in future textbooks.



A measure before Virginia lawmakers would note that the Sea of Japan is also referred to as the East Sea.

It has the backing of the Old Dominion's newly elected governor Terry McAuliffe.

The Voice of Korean Americans group, with a membership largely in northern Virginia, is pushing the proposed law.

It says the Sea of Japan reference became commonplace when Korea was under Japanese rule.

MWC contends a dual name for the sea is bad public policy, which won't be credible among academicians and other experts.

The International Hydrographic Organization, which is responsible for naming bodies of water, recognizes the Sea of Japan name, but plans to review that status in 2017.

MWC's lobbying focus is on lawmakers who don't represent the northern portion of the state.

Executive VP Mark Bowles spearheads a five-member team. He's a former assistant attorney general in Virginia and chief of staff to the state's one-time U.S. Congressman Lewis Payne, who now presides over MWC. The government of North Korea supreme leader Kim Jung-un wants the disputed waterway to be called the "East Sea of Japan."

Investigative Reporters & Editors has posted on its website “tipsheets” and presentations for six of the 26 panels at its session Jan. 24. We’re hopeful of a lot more. No contact info is available for attendees, a giant info hole.

The “Watchdog Workshop” of IRE was held at the City University of New York Graduate School of Education, West 40th st. and Seventh ave.

Two talks are of particular interest to PR people—how NYT Pulitzer Prize-winning reporters Walt Bogdanich and David Barstow ply their trade.

Both talked of techniques for getting a “foot in the door” and getting story subjects to talk without themselves revealing what they knew.

Don’t be afraid to come across as a “country bumpkin,” said Bogdanich. PR people need to know the stratagems, ploys and even tricks of reporters who seek to interview their bosses and clients.

Registrants’ Info Not Provided

The Jan. 24 meeting, attracting nearly 250 mostly young people, lacked what used to be the sine qua non of such meetings—a printout of the attendees including all their contact points.

PR Society of America, although it ditched its printed members’ directory in 2005 and does not publish its list of Assembly delegates (except to the delegates), continues to supply a PDF of the 1,500+ registrants at its national conferences. About one-third of them still list e-mails and most of the rest give phone numbers, addresses or Twitter handles.

One purpose of a meeting or conference is the chance to see who the other attendees are and network during and after the conference.

The Society used to print out this database of 45 pages or so and place it in the conference bags that are given to all attendees. However, registrants now have to print out the list themselves. The Society says it needs to save money on printing but at the same time it can afford to print and mail 32,000 copies of 24-page *Tactics* each month and 22,000 copies of its glossy *Strategist* each quarter.

New York Slighted by J Orgs

The CUNY J School, where the IRE meeting was held, covers two floors at 219 W. 40th st. between Seventh and Eighth aves. Facilities have the feel of the city room of a major newspaper. There are large rooms for meetings as well as many individual classrooms and a well-stocked library. Computer terminals abound.

The J School is offering a one-semester course in entrepreneurial journalism leading to an advanced certificate at a cost of \$4,910 including tuition and fees.

That IRE, founded in 1975 and based at the University of Missouri School of J, had a meeting in New York is a major departure from its usual out-of-town haunts. The last national conference of IRE in New York was in 2000. IRE met in Boston in 2012, in San Antonio in 2013 and will meet in San Francisco June 26-29. IRE records show 724 members in New York which gives it the

largest single city membership in the group. Second is D.C. with 637 members. Chicago has 236 members and L.A., 128.

NY Had Overseas Press Club Bldg.

New York, although home to four dailies, many consumer and trade magazines, broadcast and TV networks, and much of the advertising/PR industry and related service companies, does not have a press/PR center such as Washington, D.C.’s National Press Club.

It did have a major press/PR center until the late 1960s—the 11-story Overseas Press Club building at 54 W. 40th St. OPC was embezzled out of about \$300,000 by its CPA/manager Frank O’Rourke and lost the building. O’Rourke committed suicide the day before he was to report to police.

OPC at its peak had 3,200 members. Local press and PR people totaled 1,545, outnumbering foreign correspondents who totaled 1,599.

The Committee to Protect Journalists, based on Seventh ave. a few blocks from the CUNY J School, has a treasury of \$15 million+.

ProPublica, the independent journalist group founded in 2007 by Herbert and Marion Sandler, former CEOs of Golden West Financial, has about \$10 million in annual revenues, nearly half of it from the Sandlers.

They sold the bank to Wachovia in 2006 for \$25 billion, netting \$2.48B. Wachovia, beset with many shaky home loans, was sold almost immediately to Wells Fargo. The Sandlers hired Paul Steiger, former managing editor of the *Wall Street Journal*, as editor-in-chief. Steiger, who has also served as chair of CPJ, retired in 2012.

PR Society of America seems to have an allergy to New York. Its last national conference in the city was in 2004 and no further conferences are planned in the city even though the chapter is the biggest in a single city with 798 members. D.C. has 1,150 chapter members and 1,500 members in its area which includes Northern Virginia and part of Maryland. No. 2 is Georgia with 900 members in the entire state.

New York, whose ad/PR and media community dwarfs that of any other city and which had record attendance of 4,000 in 2004, was skipped over by the Society in favor of Philadelphia in 2007 and 2013 and Washington, D.C., 2010 and 2014.

IRE, CPJ, ProPublica and the PR Society could easily fund a midtown New York press and PR facility if they decided to work together instead of remaining in their own silos.

Attendance at J schools is robust, according to an article in *Forbes*, although writer Lauren Streib thinks it’s an “unlikely boom” considering the distressed state of media. “What are all these people going to do for a living?” she asks.

Journalist Richard Sine, who wrote on Huffpost that studying journalism is akin to taking up “blacksmithing bloodletting and steamship design,” says the only ones who can afford grad school are children of rich families.

— *Jack O’Dwyer*