



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

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

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NOLA EYES REDEVELOPMENT PR

The redevelopment entity for New Orleans which was transformed and propped up with millions in federal dollars after Hurricane Katrina is searching for PR agency support for a range of tasks from media relations to crisis management.

The New Orleans Redevelopment Authority, which has statutory power, received \$30M from the federal Dept. of Housing and Urban Development in 2010 to revitalize housing and woo commercial real estate to the rebuilding city, funds which must be spent by 2013.



Redevelopment in the city's
Lower Ninth Ward after
Katrina.

That infusion came just four years after Katrina ravaged the city and decimated the redevelopment agency down to a staff of three. The *Times-Picayune* earlier this year described the agency's transformation as one from "agency outcast to critical cog" in the city's future.

The NORA RFP for PR (<http://bit.ly/WogEUt>) previously set a Jan. 3 deadline, which was extended last week to Jan. 15.

New Orleans last month moved its tourism PR account to local shop Deveney Communications after leaning on Weber Shandwick in the aftermath of Katrina.

EX-FLORIDA REP. STEARNS TO APCO

Cliff Stearns, the 12-term Republican Congressman from Florida who was defeated last year in a primary by Tea Party-backed Ted Yoho, has joined APCO Worldwide as senior advisor and member of the independent firm's International Advisory Council.

The 71-year-old Stearns chaired the oversight and investigations subcommittee and was Republican leader on the communications, technology and Internet subcommittee. He also served on the subcommittee on commerce, manufacturing and trade and was chairman of the commerce, trade and consumer protection subcommittee from 2001 to 2007.

APCO CEO Margery Kraus, in making the announcement, touted Stearns expertise in telecom and international trade sectors.

At APCO, he joins a roster of former Congressmen including Dan Glickman, Don Bonker, Mike Oxley, Baron Hill and Senator Don Riegle.

The firm also has lined up Anita McBride, former aide to George W. and Laura Bush; James Sasser, ex-Ambassador to China, and Stephen Hadley, president Bush II's national security advisor as counselors.

DENTSU ACQUIRES US PR SHOP

Japanese marketing communications group Dentsu has acquired Arkansas-based PR shop Mitchell Communications Group with plans to add to a burgeoning global PR network.

Seven-year-old Mitchell handles PR, advertising and digital services with 75 staffers, as well as a network of 20 PR specialists around the country. Revenues for 2011 topped \$10.2M with projections for 2012 of nearly \$13.7M.



Mitchell

Dentsu, which assembled a network last April to oversee its operations outside of Japan, said its North American PR business has grown steadily with an increasing demand.

"They are just the kind of innovative agency we were looking for to help us highlight the increasing importance of public relations to leading global brands," said Tim Adree, CEO of the Dentsu Network. "By acquiring Mitchell Communications, we intend to build out a full-service offering to benefit Dentsu clients globally that now includes public relations."

Mitchell CEO Elise Mitchell continues in that role, reporting to Adree, with responsibility for building up the PR network.

Sarah Clark, EVP at Mitchell, takes the reins as president of the firm.

Mitchell clients include Walmart, Sam's Club, Hilton Hotels & Resorts and Tyson Foods.

EDELMAN REPS FAMILY OF NEWTOWN KILLER

Edelman is repping the family of Adam Lanza, who killed 26 people, including 20 children, during his Dec. 14 rampage at Sandy Hook Elementary School in Newtown, Conn.

Errol Cockfield Jr, a politico who joined the No. 1 independent PR firm last year, serves as spokesperson for the Lanza family.

He served as spokesperson for former New York Governors Eliot Spitzer and David Paterson. Cockfield moved to Edelman from his chief of staff perch for New York State Senate Minority Leader David Sampson.

The PR firm's connection to the Lanza family is via Adam's father, Peter, who is VP-taxes in General Electric's financial services unit. GE is an Edelman client.

Peter retrieved his son's body from Connecticut's medical examiner's office on Dec. 27. Adam also killed his mother, Nancy. She was divorced from Peter.

ZIPCAR ROLLS PR, IR IN AVIS DEAL

Car sharing service Zipcar is working with outside PR and IR counsel for its \$500M acquisition by car rental giant Avis Budget Group, announced Jan. 2.



Joele Frank, Wilkinson Brimmer Katcher is providing PR support while The Blueshirt Group is IR counsel to Zipcar.

John Barrows is VP of corporate communications for ABG,

part of Cendant. He told O'Dwyer's the company is handling communications for the acquisition in-house.

Avis and 12-year-old Zipcar announced the \$12.25-per-share deal last week with an eye on closing the transaction by the spring. The offer is a 49% premium on the Dec. 31, 2012 closing price of Zipcar, which went public in 2011.

Zipcar, which competes with services from Hertz and Enterprise Holdings, counts 760K members for its service, estimated to be part of an overall \$400M car sharing market in the U.S.

While traditional car rentals are termed in days, car sharing services rent by the hour.

Ronald Nelson, chairman and CEO of Avis and a past critic of car sharing, said the deal significantly increases his company's growth potential in the U.S. and abroad. He called car sharing "highly complementary" to Avis' core car rental business with rapid growth potential and scalability.

Zipcar will operate as a subsidiary of ABG to be based in Boston.

Zipcar shares jumped more than 48% to \$12.23 in afternoon trading Jan. 2. Avis shares were up more than four percent to \$20.73.

JWI INKS FIVE-YEAR GAMBIA PACT

Jefferson Waterman International has inked a five-year pact with Gambia to provide various professional, strategic advisory and PR services.

JWI VP Jackson McDonald is former U.S. ambassador to Gambia.

The firm will be paid \$600K per-year in payable in advance of the year of service. The deal includes establishment of a \$200K yearly escrow account to cover vouchered travel and other expenses, according to the contract.

Gambia's president Yahya Jammeh has come under fire for his plan to open a 1,100-bed hospital to treat HIV/AIDS patients with what he believes is a herbal cure.

"With this project coming to fruition, we intend to treat 10,000 HIV/AIDS patients every six months through natural medicine," Jammeh said during his new year's address.

United Nations and World Health Organization officials have panned his plan because it removes anti-retroviral drugs from patients, which increases the risk of infection.

NEVADA SEEKS 150TH ANNIVERSARY PR

Nevada kicked off a PR firm search Jan. 2 to drive communications strategy for its upcoming sesquicentennial.

The Silver State will mark its 150th anniversary with a year-long commemoration starting on Nevada Day, Oct. 31, 2013. An RFP released by the state calls for proposals from a PR agency to develop messages, drive media relations, and engage stakeholders for the anniversary. Social media, public affairs and other tactics are on tap.

Firms pitching the account must have experience in statewide campaigns — locally and nationally — and a primary Nevada presence, or partner with a firm that fulfills the qualifications.

Nevada Gov. Brian Sandoval has established a 150th birthday planning committee to produce the festivities, which run through Halloween 2014.

Nevada joined the U.S. as the 36th state on Oct. 31, 1864. View the RFP: <http://bit.ly/108UTQX>.

WPP MOVES BACK TO UK

WPP has moved its corporate base back to the United Kingdom after four years as a tax resident of Ireland.

The PR and advertising conglomerate officially makes the return as shares of a new UK-based entity began trading Jan. 2, after shareholders approved the scheme in December.

WPP CEO Martin Sorrell has said that the UK government is pursuing more beneficial taxation on foreign profits than policies implemented in 2008.

A new WPP has been incorporated in Jersey becoming a tax resident of the UK. The company said the move will not result in any significant changes in its day-to-day operations.

WPP shares closed the year near a 52-week high of \$72.96.

BUSH ADMIN SPOKESWOMAN TO FIX THE DEBT

Former Bush administration spokeswoman and TV journalist Pam Stevens has moved to the Fix the Debt campaign as its national press secretary.

Stevens, who worked press for the Republican National Convention in Tampa in August, was an assistant press secretary/director of TV at the White House and served the Dept. of Health and Human Services during President George W. Bush's two terms. She later moved to the State Department as deputy assistant secretary of state for public affairs under Condoleezza Rice.

The well-financed Fix the Debt push is not cheering the fiscal cliff deal reached by Congress and the White House last week. "Clearly, it is not yet time for standing ovations and slaps on the back," said a statement.

Stevens was previously a producer at CNN and worked in the Reagan White House and George H. W. Bush Commerce Dept.

Jim Romano, who was communications director to former North Carolina Gov. Beverly Perdue, is VP of communications for Fix the Debt. The group has worked with Burson-Marsteller's Proof division on its ad push.

QORVIS WORKS AL JAZEERA-CURRENT DEAL

Qorvis Communications is guiding PR for Al Jazeera in its acquisition of U.S. cable network Current.

The deal, pegged by news reports at around \$500M, kicks off Qatar-based Al Jazeera's latest plan to gain a foothold in the U.S. after failing to establish a significant presence here over the past five years.

Qorvis has extensive ties to the Middle East and senior director Sol Levine is a former producer for Al Jazeera English.

The firm declined to comment on its relationship with AJ. Stan Collender, national director of financial communications at Qorvis, told Bloomberg that the network is carried by seven companies reaching 4.7M households in the U.S.

"By acquiring Current TV, Al Jazeera will significantly expand our existing distribution footprint in the U.S., as well as increase our newsgathering and reporting efforts in America," said Ahmed bin Jassim Al Thani, director general of the Qatar-based news network.

AJ, which has worked to shake a reputation for sympathetic coverage of so-called terror groups and gained credibility with its coverage of the 2011 Arab Spring, launched an English-language channel based in the Middle East in 2007. But most U.S. viewers had to tune in over the Internet as cable providers declined to pick up the station.

"Our commitment to the voice of the voiceless, bringing stories from under-reported regions across the world and putting the human being at the center of our news agenda is at the heart of what we do," added Al Thani.

Al Jazeera English has previously worked with Brown Lloyd James and Global Strategy Group.

BUZZFEED RAISES CASH

Buzzfeed has received \$19.3M in financing from New Enterprises Assocs. as the social publisher's founder/CEO Jonah Peretti promises to "build the next great media company: socially native, tech enabled with massive scale."

Patrick Kerins, board member at NEA, made the investment because NEA thinks "BuzzFeed will be one of the great media companies of the next decade."

Buddy Media co-founders Michael and Kass Lazerow also have joined Hearst, Softbank, Lerer Ventures and RRE as investors in BuzzFeed.

The company says it will use the new cash infusion to further mobile development, expand geographically, grow its editorial team, invest in video, and work on new initiatives.

Buzzfeed attracted more than 40M unique visitors in December.

LANDMAN EXITS NYT

Jonathan Landman, culture editor at the *New York Times* since 2009, is taking a buyout after a 26-year career at the paper.

The 60-year-old wrote in an email to colleagues: We all know that the newsroom has to reduce its costs. No less urgent is its responsibility to cultivate a new generation of leaders. My continued presence would help nei-

ther. So it's time to go."

Prior to the NYT, Landman was deputy city editor at the *New York Daily News* and a reporter at Newsday and the *Chicago Sun-Times*.

He also worked at the Ford Foundation and was assistant editor at Scholastic Inc.

NORRIS RETURNS TO NPR

Michele Norris, who took a 15-month leave of absence at National Public Radio, is returning to it next month.

The former "All Things Considered" host will be a special correspondent and perform guest hosting duties.

Audie Cornish took over for Norris after she left the station in 2011 as her husband Broderick Johnson took a post in the Obama re-election campaign.

Norris also will produce in-depth profiles and interviews. "The Race Card Project," an initiative about race in America, is among Norris' priorities.

Cornish, Robert Siegel and Melissa Block are hosts of ATC.

PEARSON INVESTS IN NOOK

Pearson is taking a five percent in Barnes & Noble's Nook e-reader unit in a move that is pegged in the \$90M cash range.

The U.K. publisher's "strategic investment" includes the e-reader and tablets, Nook digital bookstore and 674 college bookstores across the U.S.

B&N will control 78.2 percent of Nook Media and Microsoft will own a 16.8 percent stake.

Pearson, which has the option to purchase an additional five percent position, says the deal will help accelerate customer access to its digital content.

Will Ethridge, CEO of Pearson North America, said in a statement: "Pearson and B&N have been valued partners for decades, and in recent years both have invested heavily and imaginatively to provide engaging and effective digital reading and learning experiences."

Pearson is the world's No. 1 higher educational publisher and biggest kindergarten through high school publisher in the U.S.

The company also owns the *Financial Times* and is in the process of merging its Penguin brand into Random House.

HARVARD BIZ: BEZOS IS TOP CEO

Amazon chief Jeff Bezos tops the *Harvard Business Review's* ranking of the top 100 CEOs in the world, published in the magazine's January-February 2013 edition.

HBR notes that only former Apple chief Steve Jobs holds a better record than Bezos, who has overseen shareholder returns topping 12,000% and an Amazon valuation increase by \$111B.

HBR noted HP CEO Meg Whitman came in as the highest ranking woman at No. 9, one of two women in the top 100, alongside Gree Electric Appliances chief Dong Mingzhu (China).

HBR added that U.S. CEOs took six of the top 10 slots but performed on average lower than Latin American, Indian and British counterparts.

List: <http://bit.ly/VxGebn>.

MEDIA NEWS continued**ADVISORS GIVE MEDIA TRAINING TIPS**

By Gayle Goodman, GGPR & Social

There's a right answer to every question, but "no comment" is rarely one of them. This was just some of the advice shared by several top media coaches, who spoke with O'Dwyer's and offered their tips for making it through a successful media interview. With some careful preparation and a knowledge of how the media works, the experts said anyone can tackle an on-air interview.

"I've found a large number of executives are ill prepared to be interviewed. Even those at the highest levels," said Drew Levinson, veteran broadcast journalist and President of Drew Levinson Media. "Coaching will help prepare you for the interview. And it's going to help you develop a method to answer those questions."

So, what if you're not the best in an interview? According to Colleen Growe, Founder and President of CMG Productions, you need to "practice, practice, practice."

"I don't believe people are born communicators, but everybody gets better," said Growe. "You don't want to do one session with an executive and put them on CNBC before he or she is ready for it. It's Google-able forever."

Levinson, an award-winning former CBS News correspondent who covered presidential campaigns as well as major stories from Afghanistan to Ground Zero to Hurricane Katrina, said that when watching executives on TV, "it's obvious who hasn't been coached."

Levinson highlighted some of the more common problems he sees in on-air interviews:

They will refuse to answer a question.

They will get defensive.

They will allow the reporter to take control of the interview.

They will fail to get their message across.

Likewise, Levinson said he can tell "who has been coached," because, he says, the following always happens:

They understand how to get the message across they want to tell.

They never say "No comment." They move on to the answer they feel is important and want to provide

They stay on topic and stay focused.

Put on the Hotseat

But what if you're faced with a controversial question on-air? According to Growe, "You need to learn how to block-and-bridge, but never dodge. They need to prepare. If one determines that no, I don't want to go there, you have to tell the reporter why." However, you don't want to "spend a whole interview describing why you can't answer a question. That creates a different takeaway than an effective block-and-bridge, which brings you back to your story."

As an "effective block-and-bridge," Growe suggests practicing this phrase to answer those unavoidable tricky questions: "It's probably not useful to speculate, but here's what I can tell you today," and return to your message.

To answer a controversial question, Levinson, like Growe, uses an anachronism. "I use ABM — Answer

Bridge Message. All media coaches use this. What you're doing is you answer the question, you don't avoid it. Then you use what is known as a bridge, a link or transition to get to the message you want to get across."

If there is a tricky issue at stake, says Levinson, "I always advise people, if at all possible, do the interview. If you don't do the interview, you're allowing someone else to speak for you, or allowing only one side of the story to be told." Answering a controversial question is "a science," Levinson continued. "Don't lie, don't say no comment, and don't say off the record — a coach can get you through that whole thing."

Remember, said Levinson, "Reporters interview five or six people a day. This is what they do. You may only get interviewed once a month. By getting coached, you are evening out the playing field."

The Expert's Dilemma

Growe offered another nugget of advice for appearing on TV: "Beware the expert's dilemma," she said. "They tend to bring too much information. With each new question, they add new information, and they add and add and add, in a very tight and targeted segment that is live TV. You need to decide, what am I willing to leave out for the purpose of clarity."

For example, if appearing on CNBC, Growe considers, "Who's the audience? When preparing for that engagement, what does the audience need to know about your investment thesis? To bring clarity, you need to hone the story. Be very specific, succinct, targeted and prioritized about how to set up the investment thesis about the story. Action is the final step. How do you get the audience to take the desired action? It's not to overload the audience with information."

Ric Bucher, a national sportscaster, is a partner at Everything is on the Record, a media coaching agency which serves as a consortium of working journalists and PR pros on the West Coast. Bucher was formerly the on-air NBA reporter for ESPN's Sportscenter and NBA studio shows. He co-hosts a weekday sports talk show on 95.7 The Game in the Bay area, and is now an NBA Insider for NBC. Earlier in his career, Bucher was a sports reporter for *The Washington Post*. He's a died-in-the-wool sports guy, for sure.

To Bucher, media training includes how to post "appropriate messages" in social media. "Social media has become the Wild West," he says. "We have examples of guys who have done a great job developing their brand through social media, and others who have ruined their careers because they didn't understand what a double edge sword social media can be."

Before appearing on TV, said Bucher, "Know your headline. Questions someone will be asked in an interview are superfluous to what they want to say. In one sentence, they should be able to describe what their message is. And they need to be able to do that before they go on-camera. ...If you go in unprepared, not realizing the power of that minute-and-a-half, you are vulnerable to whatever can happen."

"Without putting in time for preparation," warns Bucher, "You will spend five times that amount cleaning up the wreckage."

NEWS OF PR FIRMS**TONIC LIFE BEST IN SHOW**

Tonic Life Communications, Philadelphia, won "Best in Show" honors at the annual Pepperpot Awards of PR Society's Philadelphia chapter in December.

The firm was honored for its work with client Reckitt Benckiser on the LYSOL Healthy Classroom Sweepstakes, aimed to give teachers resources to implement healthy hygiene habits in the classroom and which gave 100 teachers nationwide \$500 gift cards for classroom supplies and cases of disinfecting wipes.

Along with the Best in Show nod, Tonic Life also garnered a Pepperpot in the "Highly Targeted Public Relations Program" category for the campaign.

Maryellen Royle, North American President of Tonic Life, said the recognition "speaks to the value of PR in elevating and educating the public about health-care needs."

Full list of Pepperpot winners:
2012pepperpots.com.

JAFFE ALIGNS AFTER FOUNDER'S DEATH

Legal PR firm Jaffe PR, Washington, D.C., said it has restructured in the wake of founder and CEO Jay Jaffe's death on Nov. 21.

Vivian Hood, Terry Isner and Melinda Wheeler have been designated as the firm's managing directors as the management committee responsible for continuing to lead daily operations. Hood is MD of client services. Isner, MD of creative/marketing, and Wheeler is MD, operations/controller.

All previously served on Jaffe PR's executive committee.

Jaffe new board of directors includes Joel S. Rothman, Esq., Edwin I. Josephson, Esq., and Jeffrey E. Ganek.

"The transition of Jaffe PR's executive management is now complete, and we will continue to operate as we have been – providing high quality legal PR and marketing services to our clients," said Hood.

Jaffe died of complications following surgery.

S.C. FIRMS COMBINE

BOLD Communications Group, a Charleston, S.C.-based PR, advertising and digital shop, has merged with eight-month-old Pearson DeBoer Creative Solutions of Salisbury, N.C., with Bold as the surviving brand.

Patrick Pearson, a PDCS partner, takes the title of VP and GM of Bold.

PDCS creative director Jonathan Weaver retains that same title at Bold and PDCS partner Matthew DeBoer is leaving the company.

"We discovered a tremendous amount of complementary skills when we met the staff from Pearson DeBoer," says Doug Coupe, President of BOLD Communications Group.

AWARDS: **Communica**, Toledo, Ohio, and partner

The Pursuit Group, were honored with four Platinum awards, three Gold awards and three honorable mention MarCom Awards from the Association of Marketing & Communication Professionals.

NEW ACCOUNTS**New York Area**

Allison+Partners, New York/ ASICS America, designer and manufacturer of running shoes, athletic footwear, apparel and accessories, for PR for product launches, events and sponsorships, cause marketing initiatives and its Onitsuka Tiger collection of shoes and apparel. The work includes a national campaign with athletic, business and consumer-focused media relations, awards and road tests, as well as celebrity and influencer relations tied to sponsorship opportunities like the New York City and Los Angeles Marathons. Senior partner and GM Anne Colaiacovo leads a team of New York and Los Angeles staffers.

LVM Group, New York/Goddard Group, entertainment and resort concept designer, for PR. Goddard's credits include the Forum Shops at Caesars Palace, Galaxy Casino and Resort in Macau, and the Ring of Life in Shenfu, China, among others.

Deussen Global Communications, New York/The Yeatman hotel (Porto, Portugal), and Cakebread Cellars (Napa Valley), for media outreach, partnership programs, event marketing, social media interaction, and trade education.

Rpr Marketing Communications, New York/MELA Sciences, medical devices, as AOR for U.S. PR. MELAFind, which helps dermatologists detect melanoma at an early stage, is a flagship product. Work covers consumer and professional media relations, corporate communications, professional meeting strategy and special initiative management.

East

The Simon Group, Sellersville, Pa./Megger, as AOR for integrated marketing for its electrical test equipment and measuring instruments, focused on North and South America.

Buffalo Communications, Vienna, Va./Foresome, golf-inspired children's apparel and accessories lines Fore!! Axel & Hudson, Fore'N'Birdie and PGA Authentics by Fore!! Axel & Hudson, for PR.

Bolt PR, Raleigh, N.C. and Irvine, Calif./Apricot Lane Boutique, national retail women's clothing franchise; Harvard Sweet Boutique, online gourmet baking company and retailer; Old World Gourmet, upscale food and beverage company, for PR.

Southeast

Simply the Best PR, Boca Raton, Fla./Wightman Construction, south Florida home builder, as AOR.

Southwest

TrizCom, Dallas/Beatrix privé, luxury underwear tailored to fit and flatter women sizes 16-20, for PR.

West

J PR, San Diego/Searsucker Scottsdale (Ariz.), eatery from Enlightened Hospitality Group, for PR.

Scatena Daniels Communications, San Diego/Rancho Family YMCA, as AOR for its 25th anniversary this year, including strategic communications leadership to increase awareness, membership and financial support.

International

The Brighter Group, London/Promote Iceland, for PR in the U.K.

Connect World Wide, Moscow/Guam Visitors Bureau, for PR and marketing representation in Russia, particular the country's far east region. November 2012 Guam visitor arrivals data showed Russia arrivals hit 3,469.

NEWS OF SERVICES FIRM OFFERS CONGRESS H-CARE RESOURCE

TogoRun, the health PR and public affairs unit of Fleishman-Hillard, has published "The Freshman Healthbook," a resource that examines the health care-specific background and positions of the members of the 113th Congressional freshman class.

The guide analyzes the current make-up of the class and identifies seven freshmen as the "ones to watch" when it comes to health care policymaking.

This "Healthbook" is part of a larger policy offering by TogoRun, which includes the site HCPolicyMatters.com.

Anne Woodbury, managing director of TogoRun's Washington, D.C. office, said the tool was created to provide health advocates, clients and media with a reference tool on the new policymakers in Congress who will have "a significant impact on the evolution of health care in the U.S."

Download the guide at <http://hcpolicymatters.com/freshman-healthbook/>.

SCOTT TOUTS 'PUSH, PULL' PR

Scott PR, Los Angeles, has published a white paper on B2B PR and marketing in the digital space.

Joy Scott, who heads the firm, said the paper, "The Push/Pull Marketing Program: Proven Results for Today's B2B Online & Social Media Driven Markets," reflects the idea that a successful PR and marketing program requires an integrative approach that "pushes" quality content and information out to the public for the purpose of creating education and awareness, as well as SEO strategies that "pull" prospective clients and influencers in, resulting in increases in ROI, sales and partnerships.

Download a copy at <http://bit.ly/ZhtHtj>.

ICR SLATES SHAREHOLDER ACTIVISM PANEL

ICR, Norwalk, Conn., will host a corporate governance and shareholder activism panel at its 15th Annual ICR XChange Jan. 15-17, 2013 at The Fontainebleau in Miami Beach, FL.

Tom Ryan, CEO of ICR, said the panel will cover topics from the root causes of shareholder activism to defense strategies to current examples of activism in today's market. The activism panel will be held at 12:20 p.m. on Jan. 16.

ICR said the Xchange event has drawn sponsors including Bank of America Merrill Lynch; Barclays; Canaccord Genuity; Citi; Cowen and Company; Credit Suisse; Goldman, Sachs & Co.; ITG; Janney Montgomery Scott LLC; Jefferies; J.P. Morgan; KeyBanc Capital Markets; Lazard, and William Blair, among others.

UPCOMING: Atlanta - Thu., Jan. 10, 9:30-11:00 a.m., PRS-Georgia, "Creativity, Collaboration & Culture: How Three Words Should Shape Your Communications in 2013." Scott Allison, CEO of San Francisco-based Allison+Partners, to lead a discussion from some of today's top marketers of companies such as IBM, Burt's Bees and Zappos, to inspire you to rethink the way you communicate in 2013. Info: <http://bit.ly/SgbfE9>.

PEOPLE

Joined

Jayna Athas, previously with UPS corporate public affairs, to Howard Consulting Group, Washington, D.C., as an associate for PA. She was assistant to ex-Congressman Bill Paxon at Akin, Gump, Strauss Hauer and Feld and legislative fellow to president & CEO George Sifakis at Axela Government Relations. **Alex Mitchell**, intern at VOX Global, joins as a project associate in its communications and media division. Also, **Josh Levitt** was upped to associate.

Katy Heaton, A/E, Element 79, to Griffin & Co., Washington, D.C. as an A/M handling marketing comms. and media relations projects. She was previously with DraftFCB and MSLGroup.

Leslie Martin, A/E, Gibbs & Soell, and **Lauren Miller**, senior A/E, Berkman PR, to Bolt PR, as A/Es in its Raleigh, N.C., and Irvine, Calif., offices, respectively. **Danielle Solich** and **Chelsea Thompson** joins as A/Cs in Irvine.

Samantha Treacy, founder and media design coordinator for social media agency GiGi Marketing, to Himmelfrich PR, Baltimore, as an account associate.

Sandra Bernardo, who ran her own shop, to Westbound Communications, Orange, Calif., as a VP. She is a former VP for Euro RSCG Magnet and worked with Westbound's SVP and GM Carrie Gilbreth at that agency.



Treacy

Promoted

Monica Orbe to director, corporate affairs, Alcoa, New York. Orbe, who joined last year after serving as VP of global comms. for Lazard, is responsible for external communications and media relations, crisis comms., brand, advertising, social and digital media, and communications matters that impact Alcoa's corporate reputation. She succeeds **Libby Archell**, who is leaving the company.

Agatha Capacchione to VP, Missy Farren & Associates, New York, handling food, travel and wine clients. Also, **Katie Laucks** and **Max De Filippis** to senior media specialists, and **Franny Basile** to A/E, working snow, surf and skate accounts.

Jennie Kong to senior VP, digital entertainment, Miller PR, Los Angeles.

Mark Lindsey to A/S, technology.

Also, **Eddie Garcia** joins the firm as an A/S, consumer, from Cohn & Wolfe. Clients include Stan Lee's POW! Entertainment, Felicia Day's Geek & Sundry, Dailymotion, Demand Media, TV Guide Digital, Starlight Runner Entertainment, and Chill.com.

Kristin Robinson to A/S, DVL Public Relations & Advertising, Nashville. She joined in 2009 and handles social media and media relations. Also, **Michael Graham** to A/E. He is also a two-year vet of the firm and handles social media.

Joshua Levitt to A/M, Morgan Marketing & PR, Irvine, Calif.



Capacchione

PACIFIC RIM REACHES FOR REICH

Pacific Rim Mining Corp., which has been involved in a long-running legal squabble with El Salvador over its flagship El Dorado gold property, has hired the firm of veteran politico Otto Reich for input on foreign trade and investment issues.

Human rights and environmentalists have alleged abuses at the El Dorado project, which has held up the permitting process.

Pacific Rim denies the charges and claims its desired expansion at El Dorado could add 700 much needed jobs in the impoverished Central American country.

The case is now before the International Centre for Settlement of International Disputes, a D.C.-based arm of the World Bank.

Reich served in the Reagan and both Bush administrations in the capacity of assistant administrator at the U.S. Agency for International Development, where he was responsible for economic aid to Latin America and the Caribbean; ambassador to Venezuela, and special envoy to the western hemisphere.

Vancouver-headquartered Pacific Rim also has a stake in the Hog Ranch gold mine in Nevada.

FIJI KICKS IN \$120K AT OGILVY

Tourism Fiji, which Ogilvy PR Worldwide won in a heated competitive pitch during the summer, is worth "approximately \$120K in value," according to the WPP unit's Justice Dept. filing.



Photo: Tourism Fiji

The one-year agreement is a verbal one, covering press releases, event planning, calendar development and media monitoring.

Through a national PR campaign, Ogilvy expects to "generate awareness of Fiji among American consumers, increase Americans' consideration of Fiji as a vacation and demonstrate that a vacation to Fiji offers experiences not found in other tropical destinations."

The campaign's purpose is to promote Fiji as a "tourist destination for the purpose of maximizing sustainable and long-term benefits to the Fiji Islands," according to the filing.

Fiji joins Mexico Ministry of Tourism, which spent \$11.3M at Ogilvy during the six-month period ended Nov. 30, and Hong Kong Economic and Trade Office, a \$32,500 monthly retainer account, on Ogilvy's list of foreign clients.

Chile cut ties with Ogilvy after the shop promoted Chilean fare at fancy food shows during June in Washington and Miami.

GAY RIGHTS GROUP GETS GEPHARDT

The Human Rights Campaign, the leading civil rights advocate for the members of the gay community, has picked Gephardt Government Affairs to push for support of the Domestic Partners Benefits and Obligations Act.

That measure would grant partnership benefits (retirement, health and life insurance) for all federal civilian employees on the same basis as spousal benefits.

Rob Epplin, who joined GGA in October, is responsible for the HRC effort. He is a former legislative director for Maine Senator Sue Collins (R) and Bob Packwood (R) of Oregon.

The HRC expects 2013 to be a milestone year as the Supreme Court has agreed to hear challenges to California's Proposition 8, and the federal Defense of Marriage Act, which recognizes marriage only as a bond between a man and woman.

GGA is headed by former House Majority Leader Dick Gephardt. His lesbian daughter, Chrissy, campaigned for him during the presidential run in 2004.

JOELE FRANK COUNSELS GREENBRIER

Railroad car maker The Greenbrier Companies is relying on outside PR counsel as it casts aside a merger bid from American Railcar Industries orchestrated by financier Carl Icahn.

Greenbrier, which is working with Joele Frank, Wilkinson Brimmer Katcher, as well as investment bank and legal counsel, rejected ARI's increased \$22-per-share offer as "unacceptable and not in the best interests" of its shareholders on Dec. 20, while leaving the door open to a better deal. Greenbrier also denied inviting an offer in the \$20-\$22-per-share range in a meeting with ARI in November, as ARI has contended.

ARI on Dec. 19 released an open letter from CEO Daniel A. Ninivaggi to Greenbrier chief Bill Furman, expressing confusion at Greenbrier's rejection of ARI's overtures. "We would never have made the offer had we not believed that we had your support and the support of a substantial number of directors for a transaction in the price range we discussed," wrote Ninivaggi. "That is why we are extremely perplexed by your press release."

Greenbrier, based in Lake Oswego, Ore., in October brought in attorney Jack Isselmann to head government relations and communications.

Icahn owns 56% of ARI and a 9.9% stake in Greenbrier. Greenbrier shares closed at \$15.72 on Dec. 27 after spiking to \$20 last week.

MANPOWER'S EDWARDS TO EDELMAN

Denis Edwards, Manpower Group's information technology guru, has joined Edelman in the role of global information officer.

At publicly traded Manpower, Edwards was responsible for IT operations in more than 80 countries. He also helped develop Manpower's career development program in the social media realm.

Earlier, Edwards was at Cadbury-Schweppes, Marriott International and PricewaterhouseCoppers.

At Edelman, Edwards reports to Matt Harrington, global COO. He is based in the Chicago office of the No. 1 independent PR firm.

PR OPINION

The 2000 board of the PR Society of America, reversing the 1999 board that twice voted to boycott the O'Dwyer Co., erased the boycott at its first meeting in January.

Twenty-two leading PR figures, including 11 Society Fellows, had called the 1999 board's action "stupid," "childish," "half-witted," "arrogant," "un-American," etc.

The 2013 board will erase the current O'Dwyer boycott if enough Fellows and other PR leaders speak out publicly. The new board consists of 12 women and five men, the first such large female majority in the Society's history.

Dean Murphy, new business editor of the *New York Times*, should cover PR including the Society's boycott. Columnist David Carr wrote last Jan. 29 that he faces "a wall of communications operatives" at companies, "many of whom ladle out slop meant to obscure rather than reveal." <http://bit.ly/A5rWeG>.

The National Press Club said the world's largest organization of PR people should not be giving a lesson in stonewalling.

Fear of Duffey Scandal Toppled Code in 1999

The 1999 board dropped its enforceable Code of Ethics because it faced pursuing a case against Atlanta counselor Lee Duffey, who as treasurer in 1999, was in line to be chair-elect (as had the previous six treasurers).

The *Atlanta Journal-Constitution*, Fox 5 Atlanta (four-part series), and other media began in 1997 to cover claims of the Stucco Home Owners Coalition (SHOC) that the EIFS form of construction was flawed. EIFS makers said SHOC was a front funded by Boral and other brick interests. A call to SHOC "offices" by the O'Dwyer Co. was answered by a staffer at Duffey Communications. DC's name was on some SHOC releases.

Articles in the 2002 *Journal of Mass Media Ethics* by Prof. Kathy Fitzpatrick of Quinnipiac University on revising the Code cited "legal counsel who make mincemeat of violation accusations." No doubt the Society heard from L. Lin Wood, Duffey's attorney, a nationally-known lawyer. Fitzpatrick's 45 pages on the revision do not mention the Duffey case. Enforcement had cost \$230,506 from 1988-93, an average of \$38,417 yearly. Spending dipped to \$15,565 in 1994, went to zero in 1995, totaled \$3,846 in 1996, and \$1,557 in 1997.

It shot up in 1998 to \$24,985. "Serious discussions" about Code revision began in 1998, writes Fitzpatrick, an Ethics Board member nearly six years. "Enforcement" cost \$14,341 and "Code revision" \$93,229 in 1999. Revision cost \$104,018 in 2000 and \$11,695 in 2001 for a total of \$208,942 on revision. "Ethics" spending totaled \$1,406 in 2011 and \$2,649 in 2010.

The 1999 nomcom, headed by Debra Miller, chose former director Kathy Lewton as chair-elect nominee, breaking a 52-year tradition against board members returning to the board. Duffey also ran but lost.

Fitzpatrick's articles are cited in Wikipedia's history of the Society. <http://tinyurl.com/9llbpou>.

The 1999 Strategic Planning Committee headed by Steve Pisinski had urged removal of APR from the bylaws but was opposed by the board headed by counselor Sam Waltz of Wilmington.

Deloitte & Touche refused to sign the 1999 audit until August, a record lateness. Treasurer Joann Killeen said con-

cerns of D&T included "the method we used to account for deferred dues." Society practice was to defer only the small portion of dues required to fund *Strategist & Tactics*.

Pisinski said the Society would follow the method used for DD by the American Society of Assn. Executives. DD at the Society rose to \$813,116 in 2000 from \$425,309 in 1999 but fell to \$556,459 in 2001 and \$389,941 in 2002. D&T stopped doing the Society's books after 2001.

– CFO Joe Cussick quit suddenly in June 2000 after six years and before completion of the 1999 audit. The 1999-2000 loss was \$1,105,181. The 2000 members' directory was skipped, a first.

– A \$50 dues hike, the first in 11 years, was voted by the 1999 Assembly. It went into effect in three stages.

– "PR specialist" was ranked 43rd in terms of credibility among 45 public figures by a five-year, \$150K study of the Society and Rockefeller Foundations.

– The College of Fellows said 16 PR executive recruiters were almost unanimous in their view that APR meant nothing in the job market.

– The Society board violated five articles of the Code in voting the O'Dwyer boycott, said a member who filed formal charges.

– COO Ray Gaulke, 66, was given a record five-year contract at the Vancouver meeting, a contract that was voided at the end of 2000 by mutual consent.

– Six key staffers quit in 1999—Ellen Gerber, chief staff officer, after 12 years; Richard George, PR director, and his assistant, Heather Rogers; Blane Withers, information head; Lucy deLaval, chapter manager, and Christine Heyssel, who succeeded Steve Erickson in 1997 as director of the Counselors Academy. Only 12 of the 44 staffers in 1992 remained in 1999.

The departure of George and Rogers left no staff PR pros who could work on the negative impact of the credibility study. Catherine Bolton arrived as chief PR officer in September 2000.

11 Fellows Blast Boycott

Daniel Edelman, 1999 Gold Anvil recipient, said that avoiding O'Dwyer coverage was "childish" and "outside the bounds of our field and the principles of our country." Dennis McGrath, Counselors Academy chair, called the board "narrow-minded" and "unethical." Davis Young, who headed the "PR for PR" committee of the Society, faxed the 17 board members that they should end this "embarrassing dispute." Tom Harris said "Stonewalling the media is a terrible idea for an association or any client." Stan Sauerhaft, vice chairman of Burson-Marsteller, was "astonished" by the "weasely" refusal of the Fellows to take a stand. Chuck Werle of Chicago wondered how Fellows could mentor younger PR pros. Dave Grossman, McDonald's internal PR head and Chicago chapter president, said "It is never a good idea to stonewall the media." Karl Skutski of Pittsburgh called the boycott "totally unacceptable, juvenile and arrogant." Bill Corbett of New York said that in 45 years he had never advised ducking the media. Tom Preston of Kentucky said the board "committed an act of considerable stupidity." Richard Weiner of New York said he would withhold dues until the boycott was removed. Mitch Kozikowski of New York said the boycott "makes a joke of the whole profession...the Society must talk to the media."

(A more detailed version is at <http://bit.ly/RCKTzb>.)

— Jack O'Dwyer