



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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

July 15, 2013 Vol. 46 No. 27

FINN ACQUIRES WIDMEYER

Finn Partners has acquired Washington-based Widmeyer Communications, which chalked up \$9.8M in fees last year.

Peter Finn, CEO of the New York shop with \$32.3M in '12 fees, told O'Dwyer's that he was attracted to Widmeyer's strong position in the burgeoning education market and its PA savvy.



Widmeyer, Finn

Scott Widmeyer, whom Finn has known for about 20 years, will continue in his leadership role as managing partner, FP.

Margaret Dunning remains as head of Widmeyer's higher education practice and research/polling operation. Jason Smith retains his responsibility for the PK-12 unit. Jessica Ross stays in charge of Finn Partners in Washington. The trio reports to Finn and Richard Funes, senior managing partner in New York.

Finn said Washington is now Finn Partners' No. 2 office. His plan calls for the shift of Finn Partners' 15 capital city staffers into the 30-strong Widmeyer office on 20th St. by the end of the year. In New York, Widmeyer's 10 people will join the 130 Finn Partners' employees on 57th St. Finn said his goal is to build share in all his key markets, which include Fort Lauderdale, Chicago, Los Angeles, San Francisco and Jerusalem.

The Widmeyer deal follows the 2012 acquisition of travel specialist M. Silver by the 18-month old firm that split from Ruder Finn.

PHILLIPS 66 TAPS TRIPP FOR COMMS.

Phillips 66, the nation's No. 2 independent energy refiner, has named Karen Tripp VP-comms. and public affairs. She's in charge of reputation management, policy, media relations, internal PR, charity and digital comms.

Most recently the 25-year veteran was executive VP at Hartford Financial Services. She held top positions at L-3 Communications, General Electric and Rockwell Collins.

Phillips was the refining, marketing and chemicals arm of integrated giant ConocoPhillips until its 2012 spin-off. It runs more than 10,000 gas stations in the U.S. and Europe. Houston-based Phillips earned \$1.4B during the first-quarter.

DeVRIES CEO TAKES EDELMAN POST

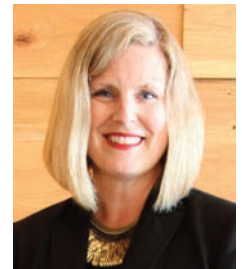
Stephanie Smirnov, who was U.S. CEO of Interpublic's DeVries Global unit, is joining Edelman July 29 as managing director of its 140-member consumer marketing group in New York. She takes over for Adrienne Hayes, who exited for Google's Motorola Mobility property in May.

Smirnov was in charge of DeVries' strategic and creative services functions, which included emerging media, research, analytics and branded entertainment. She was strategic lead for the Procter & Gamble brands such as Tide, Olay and Pantene.

Before her dozen years at DeVries, Smirnov was at L'Oreal USA and Donna Karan Beauty Co.

Russell Dubner, president of Edelman New York, expects Smirnov to bring "to scale an emerging model for consumer marketing that is deeply social, steeped in market intelligence and yet firmly grounded by a PR-mindset."

Smirnov reports to Dubner.



Smirnov

FH SEWS BANGLADESH FACTORY PUSH

FleishmanHillard is repping the Alliance for Bangladesh Worker Safety, an entity comprised of 17 retailers such as Walmart, Gap, Carter's, Macy's, Sears, Target and Nordstrom that source clothing made in Bangladeshi factories.

The Alliance last week announced a five-year plan to invest at least \$42M to improve safety and \$100M-plus in loans and access to capital to factory owners to improve working conditions. All alliance member factories are to be inspected within a year. A worker hotline will be in operation by November.

The Alliance is working with former Maine Senators George Mitchell and Olympia Snow, who received input in designing its initiative from the Government of Bangladesh, U.S. State Dept., International Labor Organization and Office of the U.S. Trade Representative.

The Alliance's program follows the horrific Bangladesh garment factory collapse in April that killed more than 1,000 people.

Labor groups have panned the program as offering too little cash, saying an investment of \$3B is needed to improve factory worker safety.

FH senior VP Rosanna Maietta is handling the Alliance's media.

PENN CONSOLIDATES POWER AT MICROSOFT

Mark Penn, the former Burson-Marsteller CEO who joined Microsoft last year as VP for strategic/special projects, was upped to executive VP-global advertising and marketing strategy in CEO Steve Ballmer's reorganization of the software giant.

He helped create Microsoft's "one vision" strategy to unite device and services and led the "Windows Everywhere" push across PC, surface and phone.

A pollster by training, Penn helmed Penn Schoen Berland, serving as advisor to politicians Bill and Hillary Clinton and prime ministers Tony Blair of the U.K. and Menachem Begin of Israel. He's the author of the 2007 book "Microtrends."

In his new post, Penn is to coordinate activities with Tami Reller, executive VP-marketing.



Penn

SCIENCE CONFAB STUDIES PR PITCHES

The country's largest group of biomedical research organizations wants science-savvy PR help for a large annual conference in 2014.

Experimental Biology is set for April 26-30, 2014 in San Diego and held by six member societies of the Federation of American Societies for Experimental Biology, a 101-year-old group based in Bethesda, Md., near the National Institutes of Health.

The group has released an RFP for PR support -- including press release writing, handling press inquiries and registration, and social media for the event. Groups hosting the conference include the American Association of Anatomists and the American Society for Nutrition, among others.

Proposals are due by Aug. 1. A contract is expected to be in place by Sept. 15.

RFP: <http://bit.ly/16E2kNg>.

OGILVY CLOSES BOOKS ON HONG KONG

Ogilvy PR collected a fee of \$162,500 from the Government of Hong Kong Special Administrative Region/Economic & Trade Office during the six-month period ended May, according to its end-of-June federal filing.

The WPP unit provided media outreach via email and phone to offer opportunities to meet with commissioner Donald Tong and directors Anita Chan and Jeff Leung to discuss trade issues and events sponsored by the Chinese city.

Pitched media included AP, *New York Times*, *Bloomberg*, *Denver Post*, *Lincoln Business Journal* (NE), *Seattle Times* and *China Daily* (U.S. edition).

Ogilvy also provided communications counsel including writing speeches, creating talking points on cultural issues, developing web-based content (videos, infographics), and providing news monitoring to "capture all print, Internet and broadcast coverage of Hong Kong in the U.S.," according to the document.

Hong Kong split with Ogilvy on March 31.

QUINN TO JOIN ALUMINUM ASSN.

Joe Quinn, who worked on campaigns for Walmart, Toyota and American Petroleum while at Edelman, is joining the Aluminum Assn. on July 15.

He'll take charge of media relations, policy communications and advocacy at the Arlington, Va.-based group of producers, recycled goods makers and fabricated products companies.

Quinn also was managing director at Xenophon Strategies.

Pat Franc, AA chairman and Tri-Arrow Aluminum CEO, said in a statement that Quinn has a "breath of knowledge in communications and strategic PA" that will benefit the group whose members run 180 plants in the U.S. Quinn will become AA's Congressional point man and its chief liaison to stakeholder groups.

CAL. FILM ENTITY CASTS FOR PR

The California commission that fosters ties with the film industry and pitches locations in the state for shoots is on the hunt for a PR firm to develop a communications plan.

The California Film Commission, which handles outreach with studios and producers and facilitates TV, film and commercial productions in the Golden State, released an RFP July 8 to hear from firms.



While California is well-known for its motion picture industry roots, the commission notes that it competes with more than 40 states and dozens of countries that are aggressively courting producers with incentives.

Budget is a modest \$30K for the PR work. Proposals are due July 22. RFP: <http://bit.ly/12AENzl>.

BORDERS + GRATEHOUSE TAKES TO HIGHWIRE

San Francisco-based Borders + Gratehouse has become Highwire PR amid a multi-faceted expansion of the five-year-old tech agency.

The firm, which saw billings jump more than 37% last year to top \$4M, has added staff and moved into a 7,000-square-foot space in the city's Jackson Square neighborhood. It also has a new space in Chicago under VP Carolyn Adams and is bolstering its global reach with the addition of Horn senior VP Vitor Souza as senior VP and global client lead.

Founder and principal Emily Borders, a Schwartz Comms. alum, said the new name evokes the "elegance and thrill of a smartly executed campaign and acknowledges the payoff for taking risks."

Borders, Kathleen Gratehouse and Carol Carrubba make up Highwire's leadership.

Clients of the firm include Elance, PasswordBox, Twilio and ConsultingMD.

Other changes at the firm include establishment of a content bureau and expansion of professional development under chief cultural officer Guryan Tighe, who joined last month after stints in her own firm and in corporate communications at now-defunct electric vehicle battery developer Better Place.

TRIBUNE TO SPIN OFF PAPERS

The Tribune Co., which has been trying for months to line up a buyer for its eight-paper daily newspaper group, said it will spin off the operation to concentrate on its broadcast properties.

The collection includes the *Los Angeles Times*, *Chicago Tribune*, *Baltimore Sun*, *Hartford Courant*, *Morning Call*, *Daily Press*, *Sun Sentinel* and *Orlando Sun Sentinel*.

On July 1, Tribune announced a \$2.7B deal to buy 19 TV stations from Oak Hill Capital to complement its own 23 units, making the Chicago-based company one of the country's biggest TV station owners.

"Moving to separate our publishing and broadcasting assets into two distinct companies will bring single-minded attention to the journalistic standards, advertising partnerships and digital prospects of our iconic newspapers, while also enabling us to take advantage of the operational and strategic opportunities created by the



significant scale we are building in broadcasting," Peter Liguori, Tribune CEO, in a statement.

The company is expected to forge a management blueprint for the newly minted Tribune Publishing Co. and Tribune Co. in nine to 12 months. Each will have its own board of direc-

tors.

Tribune is following in the steps of Rupert Murdoch's News Corp. and Jeff Bewkes' Time Warner in spinning off publishing properties.

EX-DC JOURNO FLOWS TO EXXONMOBIL

Richard Keil, a veteran Washington journalist who moved into PR in 2007 with Public Strategies, is moving to ExxonMobil next month in a senior public affairs role.

Keil exits Washington-based Purple Strategies, where he handled crisis and other PR assignments for the past two years. BP was among Purple's high-profile clients.

A seasoned political reporter for Bloomberg dubbed "Stretch" by President George W. Bush, Keil also spent 10 years as a reporter for the Associated Press in Washington.

He moved to the PR side with Public Strategies, now Hill+Knowlton Strategies, in 2007.

ExxonMobil confirmed the move to O'Dwyer's, noting Keil will be based at its Irving, Tex., headquarters. He starts Aug. 1.



Keil

CBS NEWS VET REPORTS TO H+K

Drew Levinson, a 15-year CBS News correspondent, has joined Hill+Knowlton Strategies as the WPP unit beefs up its content creation capabilities.

In announcing the hire, Andy Weitz, U.S. CEO, said "creation of compelling content to drive effective and enduring engagement with stakeholders has never been more important."

Levinson covered the World Trade Center attack, Afghanistan/Iraq wars, Hurricane Katrina, General Motors' bankruptcy, Firestone tire recall and presidential campaigns.

For the last three years, he had been running his own consulting and media shop.

At H+K, Levinson will report to Amy Rosenberg, executive VP and U.S. director of media relations.



Levinson

FORMER AOL COMMS HEAD TO RATIONAL 360

Tricia Primrose, who stepped down as executive VP of corporate communications at AOL in 2010, has been named a partner at Washington-headquartered digital agency Rational 360, based in New York.

Primrose spent more than 10 years at AOL, a term that included the 2000 mega-merger with Time Warner, where she was a senior PR exec, as well as the 2009 spinout from TW.

She joins Rational 360 partners Patrick Dorton, Don Marshall and Brian Kaminski. The firm, which handles clients like the Financial Planning Coalition, Personal Care Productions Council and the Telecommunications Industry Association, has additional offices in Washington, Los Angeles and Boston.

Primrose is a former executive VP of RLM Finsbury and communications director for Sen. Richard Shelby (R-Ala.).



Primrose

NEWS CORP., AOL VET TEAMS WITH REDSTONE

Jonathan Miller, who was News Corp.'s digital guru and AOL CEO, has joined Shari Redstone's Advancit Capital investment boutique in Boston.

She's the daughter of Viacom boss Sumner Redstone.

The 56-year-old Miller takes a partner position. He also is founder of Velocity Interactive Group with Ross Levinsohn, ex-interim CEO of Yahoo, to fund digital start-ups.

Since its 2011 launch, Advancit has invested in more than 25 companies in the media, technology and entertainment spaces.

The early stage companies are mostly in New York, but also in San Francisco, Los Angeles, Boston and London.

Redstone, 59, is vice chair of Viacom and CBS and president of National Amusements.



Miller

MEDIA NEWS**DC PRESS HIT BY PR-ENFORCED FREEZES**

Reporters in the nation's capital are saying they are being hit with permanent freezes by Congressmen who find some fault with their reporting or opinions. Attempts to mend fences go nowhere. PR staffers perform the role of blocking access.

James Rosen, reporter for the McClatchy D.C. bureau, writes in the July/August *Columbia Journalism Review* that he has been frozen out by Rep. James Clyburn (D-S.C.), described as the "most prominent African-American member of Congress," and Rep. Joe Wilson, (R-S.C.), who gained notoriety in 2009 when he shouted "You lie" during President Obama's 2009 healthcare address to a joint session of Congress.

Rosen, whose article is titled, "DC deep-freeze," says Clyburn accused him of "sensationalizing" the Congressman's remarks in May 2011 that attributed many of President Obama's political problems to the "color of his skin."

Not only did Clyburn stop talking to him, but also his staff, friends and associates, says Rosen. He was dropped from Clyburn's e-mail list and his messages and calls went unanswered.

Attempts to mend fences went nowhere. Hope Derrick, communications director for Clyburn, performed the blocking role.

Rosen met Clyburn after a speech in February and asked to re-establish relations. Clyburn said he would have to "run it by Hope."

Her response to a request by Rosen's bureau chief resulted in an e-mail from Derrick that said, "Nothing has changed, and we will not be providing direct access for Mr. Rosen."

A handwritten note left by Rosen at Wilson's office last year has been ignored.

Wilson was annoyed by Rosen's stories on an ethics probe into Wilson's use of per diem foreign-travel funds.

Journalism Being 'Marginalized'

The stonewalling stances of the two Congressmen are "extreme expressions of a broader and more destructive effort in Washington to marginalize independent journalism," writes Rosen, who received the National Press Club's award in 2012 for regional D.C. reporting.

Another victim of a "freeze" is Kevin Diaz, D.C. correspondent for the *Minneapolis Star Tribune*.

He is getting the "silent treatment" from Rep. Michele Bachmann (R-Minn.), apparently because of his reporting on her alleged campaign-finance violations, writes Rosen.

Social media and private e-mail lists have given Congressmen a way to "avoid inconvenient questions from reporters," says Rosen.

"Why bother with us when they've got their own networks, magazines, websites, Facebook pages, Twitter accounts and blast e-mails?" he asks.

He notes that *New York Times* reporter Jeremy Peters claimed on July 15, 2012 that it was becoming "the default position" for D.C. reporters to allow sources to pre-approve quotes and make changes if they wished.

Facebook Has Secret Seminars

Rosen says Facebook has "secretive seminars at

which it trains lawmakers and their aides to exploit social media."

He asked Facebook public-policy manager Adam Conner for an interview so he could write about the service.

Responding was PR staffer Brandon Lepow who turned down the request.

Lepow's e-mail said Rosen could report that "Facebook is excited to be a major communications platform where members of Congress and other elected officials can engage with their constituents on important issues that matter in their district and state."

Rosen said "This kind of non-answer echoes the responses reporters routinely receive from lawmakers these days."

"Today, politicians' constant online presence, maintained by armies of staffers and outside hired guns, surely costs Americans much more than the quaint system of franking (free mail) ever did, and yet it's accepted as business as usual in our digital lives."

WSJ: ASIANA WON'T SEEK PR HELP

"It's not the proper time to manage the company's image," an Asiana PR rep told the *Wall Street Journal*, which finds airline industry officials baffled at the airline's decision in the wake of the San Francisco crash.

The WSJ reports that the carrier hasn't arranged for any spokespeople outside of Korea and turned down offers of PR help in the U.S. after the disaster.

Seoul PR consultant James Chung told the paper that the deci-

sion is par for the course with Korean companies: "Few big Korean companies take outside counseling if a crisis happens."

ABC News reported July 8 that the SFO disaster is unlikely to scare away Asiana customers as U.S. travelers will likely be seduced by amenities and the appeal of a "foreign carrier" over any safety concerns.

Read the full Journal report at <http://bit.ly/13lpcis>.

**JOURNALISM'S REP CONTINUES TO TANK**

Twenty-eight percent of Americans say journalists "contribute a lot to society," down 10 points since 2009, according to a poll released by Pew Research Center's Forum on Religion & Public Life.

The Democrats and the leaning-Democrat segment gives journalists the highest rating at 36 percent. The 18-49 age group follows at 32 percent and people with a high school education or less are next at 30 percent.

The Republicans and Republican-leaning give journalists the lowest rating at 20 percent. The 50 and older category is next at 24 percent with "some college" following at 27 percent.

Journalism does beat out business executives (24 percent) and lawyers (18 percent) when it comes to contributing a lot to society.

NEWS OF PR FIRMS**WEBER FOLDS DIG INTO RACEPOINT**

Larry Weber has folded his Digital Influence Group into PR unit Racepoint Group under president Peter Prodromou.

Weber, chairman and CEO of the agency, said the move reflects a "sea change in the way communications services are being bought and consumed" under one roof, brought on by changing digital habits of consumers.

"We will deliver a set of services and campaigns that address the public's digital IQ," he said.

The combined Racepoint covers PR, creative, content development, digital, analytics, as well as both earned and paid engagement. Weber said clients can engage the entire gamut of services or choose specific offerings.

Prodromou had been chief global accounts officer at Racepoint.

SKDKNICKERBOCKER PLUGS IN NY TECH PRO

SKDKnickerbocker has brought in New York startup PR maven Lindsay Green as a VP in New York as the political communications firm eyes the red-hot tech and media space.

Green, who ran her own shop, Ti14th, earlier worked at Kinda Sorta Media and was director of communications at Jill Stuart. Recent clients include DailyWorth, Circa, Qotidian Ventures and Nestio under her firm's "no press release" mantra: "We discourage mass blind pitches, email stalking, unsolicited phone calling and other generally pesky publicist behavior. In other words: just be cool."

SKDK managing director Josh Isay said Green has attained "astounding results" for her tech and media clients. He said the firm has a growing list of tech accounts in Washington and New York for services like strategy, PR and public policy.

Green will work with D.C. based Cecelia Prewett, a former FTC public affairs director who focuses on tech for the firm.

KROGER CHECKS OUT PR COUNSEL

The top U.S. supermarket chain has engaged PR counsel as it inks a \$2.5B acquisition of Harris Teeter, a southeastern chain of grocery stores based in Matthews, N.C.

Cincinnati-based Kroger has engaged Sard Verbinen & Co to support comms. for the \$49.38-per-share deal, announced July 9. Sard Verbinen managing director Andrew Cole leads the account, said Kroger director of media rels. and corporate comms. Keith Dailey.

Kroger will pay a 33.7% premium on Harris Teeter's share price of Jan. 18, when media reports that HT was "evaluating strategic alternatives" first surfaced, sending the stock upward. It is financing the purchase with debt and will take on HT's own \$100M debt.

Both boards have approved the agreement.

HT, which had 2012 revenues of about \$4.5B, would bring 212 stores in the southeast and Mid-Atlantic states to Kroger's empire. Kroger would operate 2,631 supermarkets with 368,300 employees in 34 states and D.C. after the combine.

NEW ACCOUNTS**New York Area**

Shift Communications, New York/Lionel Trains, as AOR for PR and social media. The firm's consumer team is charged with broadening the iconic train brand's visibility in the media and helping it reach a new generation of model railroad enthusiasts. Peter Burgess, senior VP of marketing at Lionel, said it wanted a firm that could "propel our brand into the digital age." Work includes the launch of Lionel's first digital iPad gaming app, Battle Train, as well as consumer and trade campaigns.

MMGY Global, New York/Atlantis, Paradise Island, Bahamas resort, as AOR for PR for its meetings and group business division, following a competitive pitch. **LDPR**, New York, handles consumer PR for Atlantis.

Cognito, New York/Belize Bank International, for an integrated campaign to promote the bank and the country on the international banking scene. Work includes digital, social and traditional media, advertising and collateral development.

Bullfrog & Baum, New York/Corvo Bianco, Upper West Side Italian eatery, for PR for July opening.

East

Hollywood PR, Scituate, Mass./Rolf C. Hagen Inc., pet care products; American Blanket Co., bedding and blankets, and Guidant Financial, IRAs and small business financing, as AOR for PR.

Abel Communications, Baltimore/Hipcricket, mobile advertising and engagement, as AOR for strategic communications with a focus on content development and media relations.

Buffalo Communications, Vienna, Va./PHIT America, non-profit focused on obesity, for PR.

French/West/Vaughan, Raleigh/Island Clubs Brands, Brazilian wine and spirits company, as AOR for an integrated campaign focused on trade, media and consumer outreach in major U.S. markets. ICB's brands include Carnaval wine, the top Brazilian wine brand in the U.S.

Midwest

Clarus Communications, Chicago/Lextech, mobile app development focused on business workflow, for PR.

Southwest

TrizCom, Dallas/DealWell.com, healthcare treatment discount site, for PR.

West

Konnect PR, Los Angeles/Goddard Systems, national franchisor of The Goddard School preschool system, as AOR for PR, including consumer media relations. There are 400 Goddard preschools in the U.S.

PMBC Group, Los Angeles/Lovvvit, web/mobile app which rewards consumers for uploading content about their favorite restaurants, stores and brands, for PR.

Financial Profiles, Los Angeles/Southern California Chapter of the National Association of Corporate Directors, for PR, events and outreach programs. FP president Moira Conlon is a former managing director for Abernathy MacGregor Group and EVP at the Financial Relations Board.

NEWS OF SERVICES**BRUNSWICK, SARD KEEP M&A PACE IN Q2**

Abernathy MacGregor Group and Joele Frank, Wilkinson Brimmer Katcher handled PR for the largest M&A deal of the second quarter but Brunswick Group and Sard Verbinnen & Co maintained their leads among U.S. PR advisors by deal value and volume, respectively, according to mergermarket.

Abernathy MacGregor counseled Thermo Fisher Scientific in its mid-April \$15B acquisition of Life Technologies Group, which was advised by Joele Frank.

Brunswick Group padded its deal value total for the year (\$95.5B in the U.S.; \$117.B globally) in advising animal health company Zoetis in its \$12.4B spinoff from Pfizer in May.

Sard Verbinnen tacked on another 22 deals in Q2 for a total of 45 this year so far, including PR counsel for NV Energy in its \$10.4B acquisition by MidAmerican Energy, and advising Valeant Pharmaceuticals in its \$8.7B purchase of Bausch + Lomb, both in May.

Sard and global deal count leader FTI Consulting (94 in 2013) also advised the private equity buyers of BMC Software, a \$6.7B transaction in May.

Top PR Advisors by Value: U.S. First Half 2013

Firm	Value (M)	Deals
1. Brunswick Group	\$95,460	26
2. Sard Verbinnen & Co	\$70,856	45
3. Joele Frank, Wilkinson..	\$67,612	27
4. Abernathy MacGregor	\$57,565	28
5. Kekst and Co.	\$43,690	45
6. Tavistock Comms.	\$25,013	2
7. Powerscourt	\$24,983	1
8. FTI Consulting	\$18,334	33
9. ICR	\$18,004	26
10. Strategic PR Group	\$8,781	3

Source: mergermarket

View the full tables at mergermarket.com.

GORKANA UNVEILS US MONITORING SERVICE

Gorkana US has released a copyright compliant, daily media clipping service available via email and online dubbed The Gorkana Daily.

The PR services provider, well known in the U.K. for years, calls the service the final piece of its four-way integrated portal, which includes a media database, analysis, and its Radar social media tool.

Said managing director Jeni Chapman: "The Gorkana Daily meets the needs of our clients -- to have actual people reading their coverage and compiling only the most important stories in a format that can easily be shared, even at the executive level."

Clips will be delivered to customers by 7 a.m., the company said, including personalized summaries for distribution online, by email and via mobile devices.

Info: mygorkana.com.

BRIEFS: Schneider Electric SA, the France-based *Fortune* 500 company, has tapped the **African Press Organization** to handle Africa media relations and distribution services. ...Echo Research has been re-branded as Ebiquity, which acquired the research and reputation services firm in May 2011.

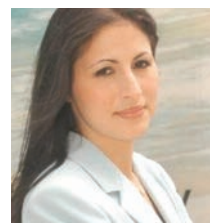
PEOPLE**Joined**

Natasha Collins, morning show anchor for WLKY, Louisville's CBS affiliate, to Louisville Gas and Electric Co. and Kentucky Utilities Co., as director of media relations, effective July 22. She was with WLKY for 10 years, following a stint at KTVQ in Billings, Mont. Chris Whelan is VP of corporate comms. at LGEC/KUC.

Catherine Franklin, director for GolinHarris, to Edelman, New York, as executive VP and strategic director of consumer marketing. **Drew Vogelmann**, head of integrated production operations at BBDO, joins Edelman Digital as EVP, director of creative production. And **Bryan Chadwick**, ex-creative director, Y&R, DDB and JWT, joins as creative director for Edelman New York.

Lauren Vincelli, VP of insights and strategy, Cohn & Wolfe, to RF|Binder, New York, as senior managing director of research and business intelligence, a new post. She was previously at FTI Consulting and Rutgers Univ.

Veronica Villegas, managing director, Lisa Treister Communications, to Cheryl Andrews Marketing Communications, Coral Gables, Fla., as international director, overseeing global tourism and travel accounts. She was previously with V-ink PR and Kreps DeMaria.



Villegas

Ivelisse Malavé, senior VP, FleishmanHillard/Miami, to Univision Communications, Miami, as VP of consumer and entertainment PR, a newly created role overseeing consumer PR and publicity. She reports to EVP of corporate comms. and PR Mónica Talán. She was previously at Euro RSCG Magnet Latino.

Promoted

Clark Dumont to senior VP, corporate communications, MGM Resorts, Las Vegas. Also, **Jenn Michaels** to senior VP, PR, and **Alan Feldman** to executive VP of global gov't and industry affairs. Feldman and Dumont report to CEO/chairman Jim Murren. Michaels reports to president/CMO Bill Hornbuckle. Murren said the moves reflect the integrated resort/casino industry's increasingly higher profile with new technologies and growth. Feldman joined in 1990 from H+K Strategies. Dumont signed on in 2011 from BAE Systems, and Michaels joined MGM from predecessor Mirage Resorts in 1992.

Mary York Cox and **David Jones** to A/Ss, William Mills Agency, Atlanta.

Shawn Warmstein to A/D, **Kristy Kennedy** to senior A/E, and **Luisa Yen**, **Leticia McCadden** and **Amelia Gomez** to A/Es, rbb PR, Miami. Warmstein handles AMResorts, Fleet Advantage, Homewood Suites by Hilton, Mount Washington College and Student Advisor.

Awarded

Patricia Pérez, partner at VPE PR, South Pasadena, received the 2013 Women of Excellence Award from the National Latina Business Woman Assn., L.A. Chapter.

UN STICKS WITH FH ON ePAYMENTS

The United Nations-backed "Better than Cash Alliance" campaign, urging a shift from cash to electronic payments for relief programs, salaries and other forms of aid, will stick with FleishmanHillard after a review.

Citigroup, Visa, the Ford Foundation, USAID and the Bill & Melinda Gates Foundation are backers of the project.



The campaign, launched in September and run by the UN Capital Development Fund in New York, released an RFP in late March for a variety of PR tasks, including a stronger push toward social media.

FH, which won a Silver Anvil Award of Excellence this year for its work establishing the alliance, leads the PR work going forward on a yearlong pact worth about \$300K, including content production and events support.

Prographics and Cloudred were tapped for graphic design and web development, respectively, rounding out the total \$420K contract. The firms received one-year contracts with three-years in renewal options.

NEBRASKA MOVES TOURISM BIZ

Nebraska has moved its tourism PR account to Lincoln-based Swanson Russell, following a review.

The Cornhusker State floated an RFP in late April to break PR out of its \$2.1M a year PR, marketing, branding and advertising pact.

Snitily Carr, also of Lincoln, was the incumbent and the only competitor to Swanson Russell in the pitch.

The state carved the Nebraska Tourism Commission out of its economic development agency in an overhaul last year. The commission runs on a \$19B budget.

Swanson Russell gets a three-year contract.

CANCER KILLS JAPANESE NUKE PLANT CHIEF

Masao Yoshida, who headed the stricken Fukushima Daiichi nuclear plant, died of cancer, according to a July 9 posting on the website of its owner, Tokyo Electric Power Co.

He served as onsite crisis manager at the facility following the March 11, 2011 earthquake and tsunami that resulted in the worst nuke disaster since the Chernobyl meltdown in 1986.

Tepco president Naomi Hirose expressed condolences to the family and friends of Yoshida, who "led workers to take action against the accident, literally prepared to give his life."

Noting that Yoshida was diagnosed with esophageal cancer at the end of 2011, Hirose is "filled with deep regret that we are no longer able to work together towards the rebirth of Tepco."

A Tepco spokesperson told the *Wall Street Journal* that the company believes the possibility of radiation having had an effect on Yoshida's illness was very low.

Hill+Knowlton Strategies is providing communications counsel and media monitoring for Tepco via the utility's legal counsel.



Yoshida

CVENT INVITES IR, PR TO IPO

Online event software provider Cvent is working with financial communications support as the company eyes an initial public offering worth up to \$100M.

Cvent has engaged ICR of Norwalk, Conn., and continues to work with its New York-based firm Sloane & Company. Nevin Reilly, senior VP at Sloane & Co., leads the Cvent account there. ICR senior VP Kim Paone, a tech PR veteran, is Cvent point person for the financial communications shop. The McLean, Va.-based software-as-service company, known for its online event registration and invitation services, plans to list as CVT on the New York Stock Exchange.

Cvent has not yet determined a price or number of shares but listed the proposed maximum offering price as \$100M in its S-1 filing. It commissioned a study this year by Frost & Sullivan which pegged the global event management software business at \$5.6B last year.

Revenue for 2012 was \$83.5M with net income of \$4.3M. First quarter 2013 revenue was \$24.4M.

Cvent, which wants to use IPO proceeds for expansion and working capital, notes its sector is "evolving, highly competitive and significantly fragmented."

CAL. HEALTHCARE INSTITUTE HIRES HIAR

The California Healthcare Institute, which represents more than 275 biotechnology, drug, device and hospital companies with operations in the Golden State, has named Erica Hiar as PR and communications director at its Washington office.

Prior to CHI, Hiar was at Merritt Group, serving as lead on the Maximus and U.S. Pharmacopeial Convention accounts. Earlier she did stints at Environics Communications and Howard Consulting Group.

LaJolla-headquartered CHI counts Siemens, Amgen, biogen idec, Cedars-Sinai, Allergan, McKesson, and Pfizer among its members.

Major priorities of CHI this year include implementation of the Food & Drug Administration Safety and Implementation Act that passed Congress last year and coverage and payment issues related to the Affordable Care Act. David Gollaher heads the group.

EX-BIDEN PRESS SEC TO FTI IN DC

Elizabeth Alexander, who exited as Vice President Joe Biden's press secretary in 2011 to practice law, has returned to the PR game with FTI Consulting in the capital.

Alexander was on Biden's press detail during his senate days starting in 2006 and continuing on through his election with President Barack Obama in 2008 as well as through her graduation from Georgetown Law School.

At FTI, she takes a managing director, strategic comms., slot in Washington after serving as a federal prosecutor with the U.S. Dept. of Justice, where she handled cases and advised on planning and media relations.

FTI's Washington PR/PA operation includes former Clinton White House aide Jackson Dunn, ex-press secretary to Rep. John Boehner (R-Ohio) Brian Kennedy, and Edelman alum Bob Knott, all senior managing directors. The firm boosted its D.C. profile in March with the acquisition of lobbying shop C2 Group.

Dick Durbin, (D-Ill.), assistant majority leader of the U.S. Senate, is pushing a bill that would define a journalist as someone who is on the payroll of an established media organization.

Durbin says everyone has the right of free speech but those who work for established media are in a special class and need special protections.

He wants such a definition because he is pushing passage of a federal “shield law” that would allow bona fide journalists to hide their sources.

Opponents of Durbin include law professor Glenn Reynolds of the University of Tennessee who says that if shield laws are passed they should protect everyone because just about everyone is a journalist these days.

Journalism is “an activity, not a profession,” says Reynolds, and we agree. Neither is PR a profession. It is an occupation. Professions such as the law and medicine have state-supervised licensing and procedures to expel abusers. No such oversight exists in journalism or PR.

What Is a Real Journalist?

Anyone can have an opinion or find out something no one else knows and publish these on their own websites. Anyone can play the piano or golf but to do these well takes a lot of time.

An example of what really goes on in journalism was provided by the 2011 movie “The Girl with the Dragon Tattoo” starring Daniel Craig and Rooney Mara.

They devoted endless hours to research, poring over old records, looking for people who would talk to them when almost no one would, and searching for clues in every nook and cranny. They were trying to solve the 40-year-old mystery of a missing person.

Insatiable curiosity, boundless energy, and willingness to work day and night characterize the true journalist.

Definition of PR Is Needed

Congress is working on a definition of journalism and the PR industry should be working on a description of what takes place under the heading of “PR.”

An assault has been made on PR in the form of a five-page essay titled “Death of PR” published by the Centre for Corporate Public Affairs, Sydney.

The essay sets up a “straw man” definition of PR and proceeds to demolish it: “The concept of PR is one that is best understood as crafting and ‘pushing’ messages out via channels—and via news media especially—to seek to put a company or organization in the most positive light possible.”

This is the opposite of what PR is supposed to be. PR is the “listening post” of an organization, absorbing what people are saying, answering questions, telling the organization what is wrong about its policies and practices, and representing the public to the organization.

Ivy Lee made those promises in 1906 and Harold Burson reiterated them in 2012.

Those Who Use “PR” Must Speak Up

CCPA is factually wrong because, although corporate PR has become ingrown, shrunken and defensive, agency PR has exploded in size.

The 2012 O’Dwyer rankings clocked 124 firms with fee income of \$1.938 billion and 12,041 full time employees. Not in these totals are the PR units of the conglomerate including Weber Shandwick, Burson-Marsteller, FleishmanHillard, Ketchum, MSL Group, Hill+Knowlton Strategies, Ogilvy PR, GolinHarris and Porter Novelli.

Their “informal” release of revenues totals \$3.44B.

PR Trade Groups Are Silent

Regrettably, PR trade groups are afflicted with institutional PR rigor mortis. They have become obsessed with member relations and building their treasuries. No PR trade group has a “PR for PR” program.

A study released in 1999 found that “PR specialist” was 43rd on a list of 45 information sources in terms of credibility. The \$150K study was funded by the PR Society and Rockefeller Foundations.

Current CPRF chair is Mickey Nall, who heads the Atlanta office of “Ogilvy PR.”

Nall should call a press conference and note the shift of most of what is known as PR from institutions to agencies. He could cite the O’Dwyer statistics as well as the 191 PR firms in the PR Week/U.S. rankings. Society COO Bill Murray (\$382K 2011 pay package) should also get involved.

Dave Senay, CEO of FleishmanHillard and chair of the Council of PR Firms, should call a press conference. Senay says PR people should do the “right” thing. CPRF president Kathy Cripps (\$336K) should get involved.

Also on the dock is the Institute of PR, based at the University of Florida in Gainesville. The PR Society Foundation, headed by Lou Capozzi, should get into the act. The Arthur W. Page Society, says PR “is central to the success of the corporation.” Page chair Jon Iwata and president Roger Bolton should also come to the defense of PR. Bolton had a package of \$308,781 in 2012 that included a \$74,250 bonus.

PRW/U.S. also has an interest in refuting the claim that “PR is dead.”

“Trust Summit” Needed for Journalism/PR

Staffers and officers of 19 PR organizations spent Jan. 14, 2003 at Fairleigh Dickinson University in Madison, N.J., in an attempt to win back some confidence in business following the market collapse of the previous year. It was called, “PR Coalition 2003 Summit.”

A similar meeting is needed today only this time media must be invited. The latest Gallup poll shows that only 23% of Americans have “a great deal” of confidence in newspapers, TV news. This was 51% in 1979 and 37% in 2001. The public is aware of the tight grip companies and institutions have on their information.

Taking part should be Caroline Little, president and CEO of the Newspaper Assn. of America; NAA chair Robert Nutting of the Ogden Newspapers, Wheeling, West Va.; Sonny Albarado of the Arkansas Democrat-Gazette, president of the Society of Professional Journalists, and SPJ executive director Joe Skeel.

— Jack O’Dwyer