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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## SANTA FE REVIEWS TRAVEL PR

New Mexico's capital city of Santa Fe has kicked off a review of its PR business with an RFP open through mid-June.

The Santa Fe Convention and Visitors Bureau wants an agency to grow and diversify its existing visitor base, part of a quest to become a 12-month destination.

The CVB is looking for B2B and B2C PR experience with destination marketing or governmental entities.

The account was reviewed in 2010, when New York-based Lou Hammond & Associates won the pitch.

Proposals are due June 19.  
RFP: <http://bit.ly/1onrrOU>.



Santa Fe Opera House

## KETCHUM SMOKES LEGACY REVIEW

Ketchum has won a competitive bid to guide PR for the Legacy anti-smoking drive.

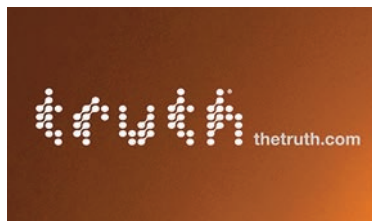
The Washington, D.C.-based entity created under the 1998 tobacco settlement includes the long-running "truth" campaign to end youth smoking and "EX" push to get smokers to quit.

There was no PR incumbent for the work, although Porter Novelli and GolinHarris have handled the campaign in the past. Pile + Company, Boston, conducted the review.

Legacy in February replaced its advertising led by Arnold Worldwide with 72andSunny (creative) and MediaCom (media planning/buying). Legacy CEO Robin Koval pointed to a Surgeon General report in January that urged the campaign to add "innovative and disruptive techniques" to the existing methods.

Julia Cartwright, senior VP of communications at Legacy, said: "We consider ourselves tremendously fortunate to align these top agencies for the first time on tobacco – and address in tandem what we consider is the nation's number one public health challenge."

The agency moves also come as electronic cigarettes pose a new challenge to the anti-smoking movement.



## 'COMMON CORE' GROUP SEEKS PR

A consortium of 11 states armed with federal funds to develop K-12 assessment tests for English students based on the contentious Common Core standards wants an outside firm to develop a PR strategy for its efforts on a six-figure contract.

The Washington, D.C.-based Council of Chief State School Officers is overseeing an RFP process for the



communications assignment on behalf of the consortium, known as English Language Proficiency Assessment for the 21st Century, or ELPA21.

The group is using \$6.3M in federal Department of Education funds to develop the assessment system based on the well-known but controversial Common Core guidelines and developed by the Council, San Francisco-based non-profit WestEd, and an initiative of Stanford University.

ELPA21, which acknowledges the "local and national media attention" that the Common Core and science standards are instigating, released an RFP open through June 24 for a PR pact worth up to \$300K through Sept. 2016.

The group includes Arkansas, Florida, Iowa, Kansas, Louisiana, Nebraska, Ohio, South Carolina, Washington and West Virginia. Oregon is the lead state overseeing the project.

Target audience for its work includes parents, students, district leaders, media, legislators and other stakeholders.

A two-year PR contract is expected to result from the review. RFP: <http://bit.ly/1rCEPnO>.

## SLOAN TAKES COYNE'S BEAN-COUNTER POST

Mike Sloan is the new chief financial officer at Coyne PR, taking over responsibilities of Mark Martin.

Joining from Taylor, Sloan assumes finance/accounting, real estate, budgeting, treasury and business planning duties at the Parsippany, NJ-based independent shop.

He has big agency experience from Ogilvy PR (chief client financial officer), Ketchum (VP-finance) and Edelman (CFO-US operations.).

Sloan began his career at Cohn & Wolfe and was part of the shared financial group at Young & Rubicam.



Sloan

### **DLA PIPER REPS BAHRAIN**

DLA Piper represents Bahrain, which is in the midst of a bloody three-year old crackdown of its majority Shiite population, before Congress as it seeks support for what it says are its anti-terrorism efforts.

Inspired by the "Arab Spring," Bahrain's dissenters demand installation of a constitutional monarchy.

The Ministry of Foreign Affairs bills Piper based on the hourly fees of its three-member team that includes Richard Newcomb (\$910 rate), Laurence Levinson (\$660) and Christine Daya (\$390).

Newcomb is a veteran of the Treasury Dept., once heading its Office of Foreign Assets Control. He crafted economic sanctions on Iraq in 1990 following its invasion of Kuwait. Newcomb also shaped strictures on Burma, Cuba, Iran, Liberia, Libya, Sudan, Zimbabwe and Colombia's narcotics traffickers.

Levinson is a long-time Democratic bigwig, who served in the Kennedy, Johnson and Carter administrations. He also was senior VP/government affairs at Paramount Communications, becoming Viacom's chief Washington representative after it acquired the movie company. Daya is fluent in Arabic.

Human Rights Watch issued its most recent negative report on Bahrain on May 28. The 64-page volume is called "Criminalizing Dissent, Entrenching Impunity: Persistent Failures of Bahraini Justice System Since the BCCI Report."

Publicis Group's MSLGroup, via its Qorvis unit, and UK's-based Bell Pottinger worked for Bahrain.

The island nation is home of the US Fifth Fleet and a major financial center for the oil rich countries of the Persian Gulf. Patron Saudi Arabia, which once sent troops to quell the revolt, bolsters Bahrain.

### **JF AIDS PILGRIM'S PRIDE'S HOSTILE BID**

Pilgrim's Pride has engaged Joele Frank, Wilkinson Brimmer Katcher for PR counsel in its \$6.4B hostile bid for Hillshire Brands.

Greeley, Colo.-based Pilgrim's Pride, the No. 2 chicken producer globally, went public with its \$45-per-share, all-cash offer on May 27, just two weeks after meat products marketer Hillshire moved on rival Pinnacle Foods with a proposed \$4.3B acquisition.

Tyson Foods entered the fray with a \$50-per-share bid for Hillshire on May 29. Gary Mickelson, senior director of PR for Tyson, said the company did not bring in a PR firm specifically for the transaction, but noted Fleishman-Hillard provides PR support on an ongoing basis.

Hillshire, which said it is working with Sard Verbinen & Co's Chicago office, said it will "thoroughly review" the Pilgrim's Pride offer. "We continue to believe in the strategic merits and value creation potential provided by the proposed transaction with Pinnacle Foods," Chicago-based Hillshire said in a statement.

The *New York Times* noted Pilgrim's Pride wants to take advantage of "restiveness" among Hillshire shareholders over the Pinnacle deal.

Pilgrim's Pride said the combined company would have sales of \$12.4B. Hillshire brands include Jimmy Dean, BallPark and the flagship Hillshire Farm.

### **PATTON BOGGS DEFECTIONS BEGIN**

Akin Gump Strauss Hauer & Feld announced May 29 leaders of Patton Bogg's healthcare practice have joined the firm, making its group "one of the nation's very largest" health law and policy practices in the country.

Tommy Bogg's PB finally ironed out a merger with Squire Sanders last week. It will be known as Squire Patton Boggs.

John Jonas, founder of PB's health group, is among the new faces at Akin Gump.

Anurag Varma, Martha Kendrick, Karen Smith Thiel, Todd Tutun and Richard Thompson, who once was Bristol-Myers Squibb's senior VP-policy and government affairs, join Jonas.

Lu Zawistowich, who is leaving PB to form CapView Assocs., has decided to associate with AK.

CapView will focus on strategic advice, deliver system reform and coverage issues under Medicare, Medicaid, and the healthcare exchanges.

Kim Koopersmith, Akin Gump chairman, called the personnel additions "a game changer for our clients and our firm."

### **SITRICK SPINS PR FOR MONSTER'S SUIT**

Monster Beverage Corp. is relying on Sitrick and Company for communications regarding a lawsuit filed by the Beastie Boys over the energy beverage giant's use of the recording artists' music in a promotional video.

Testimony by Adam "Ad-Rock" Horovitz in Manhattan federal court on May 28 drew global coverage as the group claims Monster used Beastie Boys music for a video from the Monster-sponsored "Ruckus in the Rockies" snowboarding event in Canada in 2012.

"Monster has no intention of litigating this matter in the media, but since the case has now received publicity we felt we should let the public know the facts as we see them," Monster said via Sitrick's Tammy Taylor. Sitrick last year defended Monster after it was sued by San Francisco City Attorney Dennis Herrera for allegedly marketing its beverages to kids.

The company said a DJ at the event claimed he had permission to use the Beastie Boys music when he played it. A video was published online before Monster removed it on demand from the group.

The Beastie Boys sued publicly traded Monster in 2012 for copyright infringement and false endorsement seeking more than \$2M, an amount Monster sees as excessive for what it admits was a "good faith mistake."

Horovitz told the court: "We're here because Monster Energy used our music without a license."

Monster says it should not have to pay more than \$125K.





**EARNEST TO TAKE WH PRESS PODIUM**

President Barack Obama said May 31 that White House press secretary Jay Carney is stepping down next month after three years in PR's most visible position.

Deputy Josh Earnest will take over the podium, Obama said.

"It's been an amazing experience," said Carney, a former Washington bureau chief for *Time* who was communications director for Vice President Joe Biden before taking over for Robert Gibbs at the White House.



**Earnest with Obama on Air Force One in 2011.**

Obama, who hugged Carney during his press briefing today, called the staffer "one of my closest friends."

The president noted his "incredible history" and rapport with Earnest that dates back to the Iowa Caucuses during the 2008 election.

Carney said he does not yet have plans for a new position.

**MEDIA TITANS DOMINATE TOP CEO PAY**

Media titans took half the slots on a Top Ten CEO compensation list compiled by the *Wall Street Journal* and Hay Group.

CBS chief Leslie Moonves earned \$65.4M in total 2013 compensation, trailing only Larry Ellison of Oracle, who pocketed \$76.9M.

Liberty Global CEO Michael Frites held the No. 3 position with a package of \$45.5m.

The WSJ reported that the trio's combined \$188M in compensation topped the combined pay of the 50 CEOs at the bottom of the list of 301 chieftains.

Viacom's Phillipe Dauman pulled in \$36.8M, putting him at the No. 5 slot. Walt Disney's Robert Iger (\$33.4M) and Time Warner's Jeffrey Bewkes (\$32.4M) held the No. 7 and No. 8 slots, respectively.

A CBS spokesperson told the WSJ that Moonves was rewarded for "strong leadership" and the company's 69.1 percent shareholder return last year, which CBS says topped all major media companies.

LG said Frites' comp was based on performance with the vast majority of it tied to stock appreciation.

Viacom pointed out that Dauman's benefited due to the almost 60 percent return on shareholder investment.

The Top Ten executives accounted for 23 percent of the top group comp, while the bottom 30 percent account for 13 percent of the total.

**OMC's Wren Checks in at No. 87**

Omnicom CEO John Wren ranked as the sole advertising/PR executive on the list. He weighed in at No. 87 with a cool \$14.4M.

The WSJ/HG calculated that Wren's pay package increased 20.2 percent as the company reported a 52.7% one-year return on shareholder investment.

News Corp/21st Century Fox chief Rupert Murdoch (\$25.8M pay) and Comcast boss Brian Roberts (\$22.6M) cracked the Top 20.

Time Warner Cable chief Glenn Bitt was the other media exec on the list. He held the No. 102 position with \$13.6M.

Britt retired at yearend 2013, replaced by Robert Marcus, who is merging the company into the much longer Comcast operation -- pending government approval.

**PROMETHEUS GRABS MEDIABISTRO FOR \$8M**

Prometheus Global Media is acquiring Mediabistro for \$8M in cash. The deal joins MB's TVNewser, PRNewser, FishbowlDC, FishbowlNY sites to PGM's *Adweek*, *Billboard* and *Hollywood Reporter* properties.

MB's assets also include a job board and education business.

Alan Meckler, CEO of MB, is keeping the trade show business, which will be dubbed Mecklermedia. That business includes more than 20 trade shows in nearly a dozen countries.

The deal is expected to close in July.

Prometheus is the former e5Global Media, which launched in 2009 from the split of the entertainment/media properties of Nielsen Business Media. Investment firm Guggenheim Partners is current owner.

**FOX ENTERTAINMENT CHIEF STEPS DOWN**

Kevin Reilly is stepping down from entertainment helm at Fox Network as ratings of the 21st Century Fox unit decline, driven by the slumping "American Idol."

In charge since 2007, Reilly is responsible for "Brooklyn Nine-Nine," "The Following," and "Glee."

Idol, which once averaged more than 30M viewers, is down to the 10M mark due to aging of the audience of the show.

Peter Rice, chairman of Fox Networks Group, will take over for Reilly on a temporary basis after he leaves at the end of June.

In a statement, Rice lauded Reilly's "indelible creative gift and passion for talent," which left "an indelible mark" on property controlled by Rupert Murdoch.

Prior to Fox, Reilly was president of NBC's entertainment arm, where he ushered in "The Office," "30 Rock" and "Friday Night Lights" into its line-up.



**Reilly**

**WSJ'S HILSEN RATH REPORTS TO FOX**

*Wall Street Journal* chief economics correspondent Jon Hilsenrath has signed on as a contributor to Fox Business Network and Fox News Channel.

Hilsenrath covers the Federal Reserve and economics for the Journal and previously was markets editor.

He joined the Journal in 1997 after a stint as finance reporter for Knight Ridder Financial News and freelancing for the *New York Times* and *Time* magazine.

**MEDIA NEWS****PHILLY INQUIRER, NEWS SOLD FOR \$88M**

Minority owners Gerry Lenfest and the late Lewis Katz purchased the *Philadelphia Inquirer* and *Philadelphia Daily News* on May 27 for \$88M.

Katz died in a plane crash on May 31.

The duo outbid owner Integrated General Media Holdings, which offered \$77M at the auction held at a law firm in the City of Brotherly Love.

IGMH, a group of local investors, bought the paper for \$55M in 2012.

It claims to be happy the sale process has concluded so the papers can focus on journalism rather than the uncertain ownership situation.

Katz and Lenfest were part of the original IGMH team.

The papers generate about \$200M in yearly revenues and lose an estimated \$50K a day.

The Inky and News thrived under long-term owner Knight Ridder, which was sold to McClatchy Co. for \$4.6B in 2006.

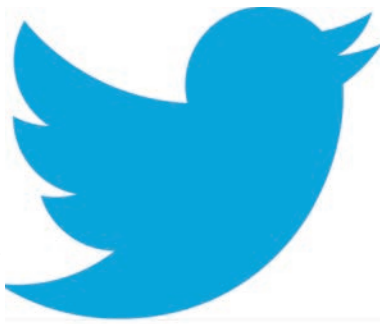
A group fronted by Philly ad man Brian Tierney bought the papers from McClatchy in that same year for \$562M.

**OMNICOM CUTS DEAL WITH TWITTER**

Omnicom has cut a mobile ad buying deal with Twitter worth nearly \$250M during the next two years.

The ad/PR conglomerate gains inventory and locked-in rates at the micro-blogging site.

In announcing the deal, OMC stressed the “opportunity to deliver first-to-market benefits that impact all aspects of all Omnicom clients’ digital investments, from content to placement to measurement.”



**Omnicom Group**

Twitter says the arrangement is the first that it made on the ad exchange side with an agency holding company.

It bought the MoPub ad exchange for almost \$250M last September.

Publicis, former merger partner with OMC, last week unveiled a \$500M multi-year deal with Facebook.

**SIM SLASHES STAFF**

Source Interlink Media is closing a dozen magazines and trimming staff at its leading titles such as *Automobile*.

About 100 staffers will be sliced from SIM’s ranks.

Titles such as *Popular Hot Rodding*, *Mud Life* and *Camaro Performers* are being eliminated with content absorbed into the Los Angeles-based publisher’s other specialty titles.

SIMS is being rechristened as TEN: The Enthusiast Network.

Scott Dickey, CEO, assumed the driver’s seat of the company earlier this year.

New York-based hedge fund Golden Tree Asset Management owns the operation, which also publishes *Motor Trend*, *Hot Rod* and *Surfer*.

**MERKEL TOPS FORBES' POWERFUL WOMEN**

German Chancellor Angela Merkel tops *Forbes'* 10th annual World's 100 Most Powerful Women list, her fourth straight year atop the ranking.

Federal Reserve Chair Janet Yellen checks in at No. 2 and Melinda Gates, Brazil President Dilma Rouseff, IMF chief Christine Lagarde round out the top five.

Embattled General Motors CEO Mary Barra landed at No. 7. Other luminaries include Hillary Clinton (6), Michelle Obama (8), Sheryl Sandberg of Facebook (9) and IBM CEO Virginia Rometty.



**Merkel**

**NJ POLITICAL JOURNO TO MERCURY**

Darryl Isherwood, a well-connected New Jersey political reporter for the *Star-Ledger*, is moving to Mercury Public Affairs as a VP in its Garden State office.

The former editor of PolitickerNJ.com started out on Wall Street before moving into journalism with *The Times of Trenton*, (Allentown, Pa.) *Morning Call* and Fox Business News.

He joined the Star-Ledger, New Jersey's top daily, in October 2013 after three years heading editorial at PolitickerNJ and its State Street Wire subscription service.

Isherwood, based in the Omnicom firm's Westfield, N.J., office, joins Mercury's national strategic media team.

Michael DuHaime, top strategist for Gov. Chris Christie's 2009 election, heads the N.J. outpost of Mercury as a partner.



**Isherwood**

**NAT'L POST GETS FEMALE LEAD**

Anne Marie Owens was named editor of Canada's *National Post*, the first woman to hold the top editorial slot at a Canadian newspaper.

Owens joined the post at its inception in 1998 as a national reporter and moved through the editorial ranks to managing editor of news. She left three years ago for the deputy editor slot at *Maclean's* magazine.

She takes the top slot on June 9. Postmedia Network of Toronto owns the paper.



**Owens**

**BRIEF:** **Ian Sherr** is leaving the *Wall Street Journal's* San Francisco bureau for *CNET* to cover video games and consumer electronics.



**NEWS OF PR FIRMS****KETCHUM DEPLOYS CRISIS PR APP**

Ketchum has unveiled a crisis PR app dubbed Mobile RepProject aimed to give clients remote access to their crisis communications plans.

Ketchum senior VP James Donnelly said the tool provides the full crisis preparedness plan the firm already developed for clients and " gives them the power to take control of required reputation management activities, even if it's in the middle of the night and they are thousands of miles away from their office."

The firm successfully tested the app with client Tanger Outlets last year. Corporate communications director Quentin Pell noted the app allowed the company to deploy PR response to an incident faster. "Previously, this may have taken more than an hour to contact our off-site team, gather internal and agency resources, customize a statement, get approval and align our corporate response," he said.

Access is password protected and includes an alert capability, automatic updating as crisis plans are updated, and unlimited user licenses.

**Aligns with Zito Partners**

Ketchum has aligned with financial PR agency Zito Partners to former Ketchum Zito Financial, handling proxy solicitation, IR, M&A, earnings and crisis communications.

Zito is the firm of former New York Stock Exchange, Bristol Myers Squibb and Sony corporate communications chief Bob Zito.

Said Zito: "My interest in forming this partnership is based, in large measure, on existing relationships with the very people I have known and trusted for years and whom I have seen firsthand offer exceptional guidance and support to clients."

**H+K LAUNCHES GLOBAL DO-GOOD PUSH**

Hill+Knowlton Strategies Launched the "One Billion Acts of Peace" drive May 29 during the social innovation summit at the United Nations to participate in programs designed to tackle global development issues, such as climate change, sustainability, human rights, access to water and extreme poverty.

PeaceJam Foundation, the non-profit led by 13 Nobel Peace Prize laureates including Archbishop Desmond Tutu, Mairead Corrigan Maguire, and the Dalai Lama, initiated the OBAP.

Google volunteers launched the OBAP site at 12:01 am. Prior to the UN session, PeaceJam representatives rang NASDAQ's opening bell, and unveiled a digital billboard in Times Square during the evening.

H+K is one of four founding partners of PeaceJam with Google, Wells Fargo and Chadbourne & Parke.

**FH TAKES OVER FW**

FleishmanHillard has taken full control of two-year-old content development and syndication unit Freshwire, which it launched with GMR Marketing in 2012.

FH CEO Dave Senay said FW has become an important part of his firm's integrated content offering and called the move a "big step forward for [FH] and its clients."

**NEW ACCOUNTS****CA KICKS OFF ANTI-SMOKING PR REVIEW**

California has opened a review of its six-figure anti-tobacco account through late August.

As previously reported, the California Tobacco Control Program expects to tap a single PR agency for the pact, funded at \$1.3M over the first two years.

Allison+Partners is the incumbent.

The state's Dept. of Public Health has posted several documents related to the review, including the RFP, at [tcfor.catcp.org](http://tcfor.catcp.org).

**New York Area**

**KCSA Strategic Communications**, New York/Radiant Oil & Gas, exploration and production focused on on-shore and the shallow-water Gulf Coast area in the US, for investor relations. Managing partner Todd Fromer will lead the campaign.

**Current Lifestyle Marketing**, New York/The Setai, Miami Beach, as AOR for PR. The hotel is operated by Travi Luxury Hospitality Group. Current is part of Interpublic. Sara Joseph, senior VP and travel practice head, leads the account.

**Weber Shandwick**, New York/Technicolor, digital technology for the media and entertainment industry, as global AOR for PR, following a competitive pitch.

**Magrino**, New York/Pure Home, online home décor marketplace, for PR.

**5W PR**, New York/Guillemot Corp., as AOR for its entertainment hardware and accessories brands, Hercules and Thrustmaster.

**Whitegate PR**, New York/Twigo Pet ID Tag, for PR for the maker of pet identification collars.

**East**

**Vitamin**, Baltimore/Ellin & Tucker, account firm, for PR, including ongoing media relations, speakers' bureau programming and general PR counsel.

**The Media Matters**, Lexington, N.C./Woodward Furniture, outdoor furniture and accessories, as AOR for PR.

**Midwest**

**Zapwater**, Chicago/Ball Horticultural, wholesale plant distributor, for PR. Zapwater will partner with newly minted ad agency of record Upshot Chicago.

**Olson**, Minneapolis/Bissell, vacuum brand, for creative, digital and PR, following a consolidation. Cramer-Krasselt and PHD had the business.

**West**

**Bullfrog + Baum**, Los Angeles/Asian Box, fast-casual dining, as AOR for marketing, media relations and social media strategy. AB has three locations in the Bay Area with two new locations slated for Burbank and downtown Los Angeles.

**LaunchIt PR**, San Diego/TrakLok, Knoxville, Tenn.-based cargo security firm specializing in trailer and container security, for PR focused on the North American transportation market.

**U.K.**

**Buchanan Communications Ltd.**, London/Bacanora Minerals, for financial PR and IR. Bacanora is listed on the London Stock Exchange. Buchanan is part of WPP.

**NEWS OF SERVICES****CISION CEO EXITS AMID TAKEOVER**

Cision CEO Peter Granat has resigned after a Chicago investment firm gained control of the PR software company in May.

GTCR Investment, which acquired rival Vocus earlier this year, has reshaped Cision's board and moved to delist its shares from the Nasdaq OMX Stockholm exchange since gaining control of more than 71% of the company.

Granat took the CEO reins in 2012 after serving as European head. He joined the company in 2003 on its acquisition of MediaMap.

Magnus Thell, current head of Cision Europe, was named interim president and CEO.

**IABC AWARDS PROGRAM OPENS**

The International Association of Business Communicators has opened its Silver Quill Awards Program for the Heritage Region, a 17-state span that includes Washington, D.C.

Campaigns performed in 2013 and 2014 are eligible for entry into the competition. Winner will be recognized at IABC's Heritage Region Conference in October in Providence, R.I.

Submission deadline is July 11. Entry divisions are communication research management; communication management; communication skills, and communication training/education.

Guidelines and info: <http://iabc.awardsentry.org/heritagesilverquill>.

**SNATZ CULLS TECH NEWS**

SNATZ is an app designed to cull tech news articles and trends based on popularity and a user's interest.

Founder and CEO Tom Takihi said the free app provides the "easiest, most efficient approach to finding the news that people care about," including "from the casual tech lover who is tired of actively hunting for cool new stories, to the IT journalist on a deadline looking for a news topic that hasn't been beaten to death."

SNATZ is available through the App Store and Google Play.

**KATZ TAKES OVER DEFINITION 6**

Digital content agency Definition 6 has elevated president/COO Jeff Katz to the CEO slot as Barry Sikes steps down for an executive chairman role after a year.

Katz is credited with aiding expansion of the 170-staffer agency's global footprint since a \$15M private equity infusion in 2009. In 2012, it bought broadcast PR services company Synaptic Digital.

A 30-year digital and video veteran, Sikes was tapped in September to help integrate and grow the agency on a global scale.

"Since September, Barry has helped the company build a high performance team that is focused on growing our core businesses and align our resources to efficiently deliver our industry leading solutions," Katz said of Sikes. "He continues to be a phenomenal mentor and coach to me."

**PEOPLE****Joined**

**Guillermo Pena Panting** to Global Communicators, New York, as a senior strategic partner. Pena, who has strong contacts in Honduras and across Central America, will spearhead the DC-based firm's push into that region. He is founder of Fundacion Eleutera, a non-profit group that works to promote freedom/personal responsibility among public, media and politicians. GC is active in the region, according to CEO Jim Harff. He told O'Dwyer's his firm headed a consortium funded by a \$1.2M World Bank loan to the Honduras government for a image-building campaign in the U.S. coupled with a media relations push that earned placement in the *Wall Street Journal* and other financial/investment outlets.

**Samara Foxx**, community liaison for Novant Health Foundation Presbyterian Medical Center and former in-house attorney at KoSa, to The Raben Group, Washington, D.C., as a principal. She also worked on the Hill as a Congressional Black Caucus fellow and attorney on the House Judiciary Committee.

**Mark Braykovich**, senior VP, Hellerman Baretz Communications, to The Wilbert Group, Atlanta, as a VP overseeing the firm's corporate and professional services practice. He is a former business editor of the *Atlanta Journal-Constitution* and PR director for Troutman Sanders.

**Alan Fleming**, freelancer, to DPR Group, Germantown, Md., as an A/E. He was previously with the Alzheimer's Assn. and Vec3 Communications.

**Dorsett Bennett**, former editor and writer for CNN.com, to Kellen Communications, Atlanta, as a senior A/E overseeing multiple accounts and handling media relations tasks.

**Derek Satterfield**, assist. comms. director, Univ. of Arkansas, to the Univ. of Michigan Athletic Department, Ann Arbor, Mich., as director of football public and media relations for the Wolverine football program. He handled day-to-day PR for the Arkansas Razorbacks. He previously worked sports PR at Purdue Univ.

**Ian Connor**, North American marketing coordinator for Mammut Sports Group, to SOAR Communications, Salt Lake City, as an A/E. He was also brand manager for firearms maker O.F. Mossberg & Sons.

**Connor****Promoted**

**Nicole Esposito** to chief business development officer, FullPicture, West Hollywood, Calif. She has been with the firm since its inception and oversees PR divisions in New York and L.A. for clients like Victoria's Secret, Revlon and vitaminwater. Chrsty Welder, formerly of HL Group and Bergdorf Goodman, is slated to join the first as senior VP of PR to supervise the PR division.

**Matt Vander Laan** and **Chuck Kaiser** to general managers of Edelman's Chicago corporate affairs practice. They report to Windy City COO Kevin Cook who previously led the CA practice. Vander Laan is a 17-year veteran of Edelman, while Kaiser has logged 12 years.

## **POPE, DALAI LAMA EARN THUMBS-UP**

Pope Francis and the Dalai Lama are the only leaders among 16 global figures seen favorably by a majority of Americans, according to the latest Harris Poll.

Seventy-six percent of Americans have a good or very good opinion of the Catholic leader, while 68% see the Dalai Lama in the same light.

President Barack Obama dipped two points as 49% of Americans said they have a "good opinion," while UK Prime Minister David Cameron held steady at 45% while German Chancellor Angela Merkel ticked up two points to 43% favorability among Americans.

Obama, however, was seen as the most influential leader of the lot as 70% said he has a great deal or some influence in world affairs. That edged out Pope Francis (66%), Russian President Vladimir Putin (64%), David Cameron (58%), and Chinese President Xi Jinping (53%).

But Putin plunged 11 points to 11% favorability over the past year in the eyes of the American public, although the 64% who say Putin has a great deal or some influence in world affairs is up from 58% a year ago.

Mercurial North Korean President Kim Jung Un sits at 5% favorability, while 80% of Americans see him in a poor light. Iranian President Hassan Rouhani garners 8% favorability against 48% who have a negative view of him.

On the Israeli-Palestinian front, 37% of Americans have a good opinion of Prime Minister Benjamin Netanyahu versus a 23% negative rating, while only 9% see Palestinian Authority chief Mahmoud Abbas in a positive light against 41% who have a poor view of him.

Harris polled nearly 2,300 US adults from May 14-19.

## **FAUX CHEVRON ACTIVISTS RAPPED**

Protesters at Chevron's May 28 annual meeting in Midland, Tex., were paid \$85 a piece to express frustration over the oil company's victory in its long-running legal battle concerning pollution in Ecuador, according to a Bloomberg BusinessWeek report today.

Several dozen chanting and sign-waving people vented outside the Permian Basin Petroleum Museum.

They were led by natives of the Ecuadorian Amazon rainforest region site of the contamination left by Texaco, which become part of Chevron. One sign read, "Chevron, you can run but you can't hide," apparently alluding to the remote site of the session.

A DFLA Films of Los Angeles spokesperson said it paid the \$85 tab to people to serve as "extras/background people" for filming the protest, which was organized by MCSquared PR of Brooklyn.

That shop's boilerplate says it's "devoted to collaborate with public and private clients in finding that universal voice that enables them to connect, relate and diffuse their message in the most efficient way across cultural and language perimeters."

MCSquared distributed a release on CSRwire on May 28, highlighting the protest without mentioning cash payments.

Jean-Paul Borga, who is listed as contact, could not be reached.

## **HUNTER PR, MCNEIL TOP BIG APPLES**

Hunter PR and client McNeil Consumer Healthcare took home top honors at PRSA-New York's annual Big Apple Awards on May 22, winning "best of the best" for a campaign in support of the over-the-counter allergy drug Zyrtec.

Out of 230 entries, 52 awards were doled out, along with 36 honorable mentions, at the Mandarin Oriental New York. Huffington Post founding editor Roy Sekoff delivered a keynote and singer LeAnn Rimes performed.

Multiple winners included PadillaCRT (4), Ruder Finn, Fleishman-Hillard, Havas PR, Hunter PR and Ketchum with three apiece.

Feintuch Communications and conference center network Convene won the first ever Big Apple for best business/campaign outcomes, while Ketchum and Zoetis won for best use of research, measurement and evaluation for a campaign marking the Pfizer animal health unit's spinoff and ringing of the New York Stock Exchange bell.

Bill Doescher of Doescher Group took the John W. Hill Award for lifetime achievement. Harry Zlokower won the Philip Dorf Award for mentoring and Deborah Radman was given the President's Award for contributions to PRSA and the chapter.

The winning Hunter/McNeil campaign was titled "A Case of Allergy Face: Zyrtec Helps Beauty Bloom for Allergy Sufferers," focused on the effect of allergies on a woman's appearance and well-being by running a beauty counter at the Macy's Flower Show in New York, among other tactics.

Full list of winning campaigns is at [prsany.org](http://prsany.org).

## **INTERPUBLIC HITS 52-WEEK HIGH**

Interpublic Group on May 29 touched its 52-week high of \$19.50, continuing its bullish run since April.

Zacks.com counts Weber Shandwick's acquisition of Sweden's Prime among IPG's "growth drivers."

Announced May 6, the deal is Weber Shandwick's largest since the firm's launch in 2001.

The 130-member firm, renowned for its creativity, serves clients such as Ericsson, IKEA, Electrolux, the city of Stockholm and Civil Rights Defenders.

WS CEO Andy Polansky called Prime a leader as the communications sector "transforms with an exacting focus to provide integrated, creativity-led concepts across platforms."

Zacks believes the Prime pick-up, which includes its United Minds business intelligence unit, is expected to drive innovation and improve client service.

IPG spends about \$150M a year on acquisitions.

Noting IPG's upbeat performance, Argus raised its stock price target to \$22 from \$20.

The stock's 52-week low is \$13.67.





**Wikipedia, whose 21 billion hits a month makes it the fifth** most popular website, drew 300 to a conference in New York this weekend. PR people are grappling with WP's huge, autocratic and anonymous panel of editors.

"WP is on the first page of search results for nearly every company, brand, product, personality, capital-of-industry, etc.," and that this puts a "great level of responsibility" on it, says Phil Gomes, senior VP of Edelman Digital, Chicago, who has been working for years to win a bigger place for PR at WP's table.

WP notes that, "To the consternation of many teachers, it is the first port of call for millions of students from primary school to university. Its sheer convenience is challenging standard pedagogical approaches that implicitly assume information is scarce and difficult to duplicate."

### **Revenues up 46% to \$39M; New Xdir**

Revenues of the Wikimedia Foundation, which operates the WP website, spurted 46% to \$39.7 million in the year ended June 30, 2012, the latest year available. Net assets rose 44% to \$34.9M from \$24.1M. Assets include cash/savings of \$16M; land/buildings worth \$5.1M and investments worth \$3.6M.

Lila Tretikov, 36, a native of Russia who specializes in enterprise software, on May 1 was named to succeed Sue Gardner as executive director. She started her career at Sun Microsystems and most recently was at SugarCRM as Chief information Officer and VP.

The search took nearly a year, according to the Wikipedian website operated by William Beutler, who was the organizer of a panel May 30 discussed "How the PR industry views Wikipedia." He is president of Beutler Ink, Washington, D.C., a content marketing firm. His firm helps clients to adhere to WP's elaborate Manual of Style and provides "thorough research and quality copy-writing."

Beutler's website said that Tretikov has a "solid resume in open source projects but exactly zero with the open source project that matters most, Wikipedia."

He said the Foundation wanted "a new leader from outside the movement" but Wikipedians were disappointed to learn that Tretikov's partner, San Francisco Bay Area PHP programmer Wil Sinclair joined Wikipediocracy. It is a forum for exchange of views between WP editors, administrators, critics, proponents and the public. A major contributor is Greg Kohs, who helps clients to place articles and comments on WP.

One section of mywikibiz.com is titled, "Top 10 Reasons Not to Donate to Wikipedia."

Kohs has been critical of pay packages of Wiki Foundation executives. Gardner's package totaled \$219,980 in the year to June 30, 2012. Barry Newstead, chief global development officers, received \$212,018; Zack Exley, chief revenue officer, \$209,163, and Veronique Kessley, CFO, received \$196,027. Packages of eight executives totaled \$1,405,225.

Another panelist discussing WP and PR May 30 at

New York Law School was Michael Bassik, who has been chair of the U.S. digital practice of Burson-Marsteller and CEO of Professional Integrated Communications, a WPP unit. He is joining MDC Partners, whose properties include Allison + Partners, Kwitken + Company Worldwide and Sloane & Co. A third panelist was Andrew Lih of American University.

### **Possible Turning Point for WP and PR**

Beutler told an audience of about 30 that he thinks "WP and PR are potentially at a turning point."

He described a meeting in Washington, D.C., in February that hosted digital experts from "several of the largest PR and marketing firms along with WP editors and community observers."

"It was a very enlightening and productive conversation with both sides evaluating where their goals and interests can work together," he said, adding, "Contrary to the belief of many, there is a significant overlap and the conversation went very well." Further plans including continuing the conversation on how PR and WP can work together better, he said.

He cautioned he had nothing new to announce at the moment.

WP co-founder Jimmy Wales has long opposed entries and edits by people who are being paid to do so. WP favors materials that have appeared in "reliable" media. It does not allow direct input by involved parties.

Beutler has been a participant in Corporate Representatives for Ethical WP Engagement (CREWE) which has been trying to bridge the gap between PR and WP.

Wales in 2012 said that PR people and others paid to contribute to WP should be "completely restricted from making edits in article space."

WP has a "Talk Page" where contributors can propose corrections or place new items. WP editors then decide whether the material can go on WP proper.

### **Many Entries Derelict—Gomes**

"Many entries are derelict, even for important topics and well-known industry bellwethers," said Gomes, one of the founders of CREWE. "Financial data is often years old. Some companies are described as remaining in businesses long divested."

He said attempts to deal with WP editors on Talk Pages "often go ignored for very long periods while inaccurate information persists."

WP has 1,800 words on PR Society of America that says the Society is governed by a Leadership Assembly that consists of delegates representing its membership, a board of directors and various committees and task forces."

However, the Assembly is regularly told never to issue orders to the board.

Another claim is that members who violate the Code of Ethics "may have their membership revoked." The Society in 1999 cancelled the part of its Code that had a disciplinary process. The Society now only takes action against a member after he or she has been censured by a court or government body.

— *Jack O'Dwyer*