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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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June 16, 2014 Vol. 48 No. 24

CITRIX OPENS REVIEW

Publicly traded business software and IT services provider Citrix is on the hunt for a PR agency of record and has launched an open review to hear from firms.

Citrix, which posted \$2.9B in revenue in 2013, released an RFI on June 9 for firms to complete by June 27. Director of communications Kristin Wahl said the company wants to open up the search to a broad agency audience and expects to have finalists narrowed down by late July. Senior director of corporate comms. Eric Armstrong is overseeing the search.



McGrath/Power PR, Edelman and Weber Shandwick are among firms that currently work with the company.

With headquarters in Fort Lauderdale, Fla., (operational) and Santa Clara, Calif., (strategic) Citrix provides cloud services and mobile workplaces for businesses to about 33,000 organizations. It counts more than 100M users globally.

View the RFI: <http://bit.ly/1sip1qO>.

KOCH INDUSTRIES TO ADD LLOYD IN DC

Matt Lloyd, who stepped down as chief of staff to Rep. Marlin Stutzman (R-IN) last month, is slated to join Koch Industries as a Washington-based communications director.

The hire comes as Koch launches a new image campaign touting its "heartland" roots. Last week the industrial conglomerate also announced a \$25M grant to the United Negro College Fund.

Wichita, Kan.-based Koch in January hired Burson-Marsteller and Edelman veteran Steve Lombardo as chief communications and marketing officer, working out of Washington and Wichita.



Lloyd

Another Burson alum, Robert Tappan, directs external relations for politically active company's public sector operations in Washington.

Lloyd spent the past year as chief communications and policy advisor to Stutzman. He was previously communications director during a decade on the staff of Rep. Mike Pence (R-IN), who is now governor of Indiana.

He worked in the US Dept. of Agriculture press office during the Bush administration and started out on the Hill as press secretary to Reps. Kevin Brady (R-TX) and Rick Hill (R-MT).

PA ECONDEV UNIT SEEKS PITCHES

The economic development agency for Pennsylvania's northeast has cast a net for a communications firm to tout the importance of an endangered military base and pitch the region overall.

The Northeastern Pennsylvania Alliance pitch wants an agency to develop a PR and outreach initiative highlighting the importance of Tobyhanna Army Depot, a military logistics center for electronics systems used in all branches of the armed forces.

A second prong will raise awareness of the alliance and its programs under a state grant.

The alliance wants qualifications from agencies by July 10. Paula Terpak (pterpak [at] nep-alliance [dot] org) is handling the search and will provide companies the RFQ packet.

GOLINHARRIS REBRANDS

GolinHarris is celebrating the three-year anniversary launch of its g4 community of specialists model communications by rebranding as Golin.

Chief Fred Cook said the move is indicative of how the g4 model "changed the way we think and work."

The new moniker reflects "who we are and our vision to represent who we want to be," according to Cook's statement.

The name Golin also fits nicely with the Interpublic's new "Go All In" rallying cry officially debuted at the Cannes Lions Festival of Creativity June 15 and will be rolled out during the year.



VAZIN DRIVES VOLKSWAGEN'S PR

Volkswagen Group of America has put Scott Vazin in the communications driver's seat, following the May departure of Tony Cervone to handle the General Motors crisis.

The 47-year-old, three-year VGA alum will head corporate communications for the Herndon, Va.-based group and the Volkswagen brand as executive VP, encompassing media relations, product communications, all PR campaigns, internal comms., community partnerships and philanthropy. Vazin, a 15-year Nissan alum, continues to report to VGA president and CEO Michael Horn.

Cervone left the Volkswagen EVP role in May to serve as senior VP of global communications for GM, after the carmaker ousted PR chief Selim Bingol amid the ongoing recall crisis.

FH. AT&T ANTI-TEXTING PUSH TOPS ANVILS

AT&T and FleishmanHillard won top honors at PRSA's 2014 Silver Anvil Awards on June 12 for a well-received campaign against texting built on its four-year-old "It Can Wait" effort.



Awards committee chair James Roop said the push, which beat more than 150 other finalists, started as an awareness campaign in 2010 "but quickly evolved into a social movement" as it expanded to schools and communities. The campaign focused on advocacy over the past year, signing up hundreds of organizations, garnering celebrity backers, and racking up perceptible increases in awareness about the dangers of texting and driving.

Multiple Anvil winners among agencies included Ketchum (14), PadillaCRT (5), Linhart PR (3), Allison+Partners (2) and FH (2).

GRUMMAN PUTS DAVIS ON PR RADAR

Lisa Davis, VP of corporate affairs for AstraZeneca's biotechnology operation MedImmune, is moving to Northrop Grumman to guide communications for its \$7B Electronic System business.

Davis takes the VP/comms. role on June 18 from Katie Lamb-Heinz, who is retiring after nearly 20 years with the defense giant.

Based in Linthicum, Md., NG's Electronic Systems operation includes radar systems, missile defense, propulsion and control systems for ships and submarines, and surveillance, among others.

Davis was VP of corporate communications for AstraZeneca before taking over corporate affairs for its 2007 acquisition, MedImmune. Earlier PR posts included AARP, the Democratic Leadership Council and the American Bar Assn. She also worked in politics as a press deputy for the Clinton-Gore re-election in 1996.

Northrop Grumman posted 2013 net income of nearly \$2B on revenue of \$24.7B.

COYNE RUNS WITH DOGS

The National Canine Research Council has selected Coyne PR to promote its mission to preserve/strengthen mankind's appreciation and understanding of dogs.

Based in Amenia, NY, NCRC promotes responsible pet ownership and conducts research of attitudes towards the county's 80M dogs, canine aggression, public reporting of dog bites, media coverage and policies concerning companion canines.

Founder Karen Delise is a leading expert of dog bite-related fatalities and a nearly 30-year retiree from Suffolk County (NY) Sheriff's Office. She wrote "The Pit Bull Placebo: The Media, Myths and Politics of Canine Aggression."

Coyne will help promote the client's video series and bolster awareness of NCRC research in the medical community. It has represented clients such as Banfield Pet Hospital and pet products like Milk Bones and Pup-Peroni.

TURKEY TAGS ALPAYTAC FOR \$1.4M PUSH

Turkey's DC embassy has lined up Chicago's Alpaytac for a one-year contract pegged at \$1.4M for PR and communications services.

Huma Gruaz, Turkey's former national swimming champion, member of its national team and ex-president of Turkish American Cultural Alliance, launched the Windy City shop in 2004 after 15 years in marketing/PR.

She began a communications career at Ogilvy & Mather, where she counseled Shell Oil, Unilever, Hoover, Spice Islands and Philips Electronics.

Under the contract, Alpaytac is required to maintain a Washington office staffed by a PR savvy, Turkish speaker who understands the political dynamics between Turkey and the US. Bi-monthly meetings between the two parties are required, as well as monthly activity reports.

The Embassy must approve the dissemination of all PR information and materials released on its behalf. It acknowledges that "pre-approved information and materials released by Alpaytac on its behalf may be changed and edited at the discretion of broadcasters and publishers in a way that may render information less accurate," according to the pact.

The contract runs through May 12, 2015. Either party may ax the pact after Nov. 12 with 30-days of advance notice.

LULULEMON CHIEF SLIPS ON SPHERE

Chip Wilson, founder and former chairman of Lululemon Athletica, is using Washington-based Sphere Consulting in his very public squabble with the board of directors of the yoga garment maker.

He contends directors are more focused on short-term results rather than either corporate culture or long-term growth prospects.

The company issued a statement June 11 saying its board is "aligned with the Company's core values and possesses the necessary expertise to successfully lead Lululemon forward." Lululemon said the board "contrary to Mr. Wilson's assertions," is "aligned with the company's core values and possesses the necessary expertise to successfully lead Lululemon forward."

Wilson voted June 11 against re-election of current chairman Michael Casey and RoAnn Costin, president of Wilderness Point Investments.

The *Wall Street Journal* and *Washington Post* ran stories about Wilson's effort to shake-up the board of directors.

The Journal speculated that Wilson, who stepped down from the chair post last month, "intends to continue to assert himself in the running of the company."

Lululemon has cut its revenue and profit forecast for its current fiscal year following a tumble in 1Q profit to \$19M from \$47M.

Sphere's Addison Smith is advising Wilson.

The company uses ICR for Wall Street work and Joele Frank, Wilkinson Brimmer Katcher for media outreach.

It brought in Weber Shandwick late last year amid the corporate shakeup that included Wilson's ouster.

IPG'S KELLEY TO BLOOMBERG MEDIA COO

Interpublic's Jacki Kelley has been named COO/media at Bloomberg Media in charge of business operations for TV, print, radio, mobile, digital and event platforms.

Reporting to CEO Justin Smith, Kelley's focus is on driving revenue growth, spurring brand strength and creating new marketing opportunities.

She is leaving the helm of IPG MediaBrands North America and as global clients president.

Kelley was in charge of purchasing \$36B in media buys for clients such as Sony, ExxonMobil and BMW.

Most recently, she helped guide the IPG team that notched Microsoft's global creative and deployment work.

Smith said Kelley's hire is a "coup for our organization and important talent milestone." She's a "force of nature, a perfect mix of shrewd business acumen and creativity with a clear track record of success," he said in a statement.

Kelley held posts at Yahoo, Martha Stewart Living Omnimedia and *USA Today*, where she rose from intern to senior VP-advertising and part of the team that put the daily in hotels throughout the US.

She starts at Bloomberg on Sept. 1.



Kelley

AD AGE'S DELO MOVES TO PR WITH DKC

Advertising Age's San Francisco bureau chief Cotton Delo has left trade pub after three years for DKC's SF outpost.



Delo

Delo, who covered social, digital and tech at Ad Age, previously wrote for AOL, Patch.com and the *Jersey Journal*, among other outlets.

Bay Area clients of New York-based DKC include Airbnb, LinkedIn and McAfee. Michelle Cox, a SVP who joined in April, heads DKC/San Francisco. She has worked communications

and marketing for Chegg, Metacafe, Horn Group and Edelman, among others.

AT&T SETTLES WITH AL JAZEERA

AT&T, which has blocked Al Jazeera from its U-verse pay-TV service, has now settled its legal dispute and will host the Arab satellite TV news/public affairs service.

The quarreling parties have dropped "all claims" and will pay their own expenses related to the Delaware Chancery Court case.

Al Jazeera, which is owned by Qatar's royal family, made its US debut via the \$500M acquisition of Al Gore's Current TV, which offered the potential to reach more than 40M American households. It has met opposition in some quarters amid allegations of anti-Americanism.

AT&T has nearly six million TV subscribers. That level is slated to rise with the acquisition of more than 20M viewers of DirectTV, which has agreed to a \$49B takeover.

FACEBOOK LURES PAYPAL PRESIDENT

Dave Marcus, president of eBay's PayPal unit, is taking the VP-messaging products post at Facebook.

He'll run Facebook Messenger and signals Mark Zuckerberg's push into mobile messaging.

Facebook says about 200M customers send 12B messages through its service daily.

Its pending \$19B WhatsApp has 500M monthly users. Marcus will not run WhatsApp, which has been promised to operate on a standalone basis.

UBER, FACEBOOK PR ALUM TO POL STARTUP

Andrew Noyes, head of corporate communications for red-hot car service Uber.com until late April, has moved to Brigade Media, the civic engagement startup backed by tech luminary Sean Parker, as VP of communications.

Parker, founding president of Facebook and co-founder of Napster, announced the formation of Brigade on June 10 through the acquisition of seven-year-old online campaign service Causes and political advocacy firm Votizen. He raised more than \$9M from Salesforce.com CEO Marc Benioff and venture capitalist Ron Conway with plans to launch Brigade next year to tackle voter apathy and declining engagement in government and policy.

Noyes spent the last year at Uber, leading communications and public policy efforts for the Bay Area-based service making waves in the taxi and car service sector.

Former AT&T PR exec Lane Kasselmann joined Uber in March to head Americans communications, while ex-Glover Park Group VP Nari Hourdajian joined the company last year to head global communications.

Noyes previously spent nearly four years at Facebook in communications and policy roles through the social network's meteoric rise and high-profile legal battles.

Noyes is a former reporter for National Journal Group and associate editor for *Communications Daily*.



Noyes

CQ ROLL CALL LAUNCHES DEFENSE BLOG

CQ Roll Call has launched Five By Five, a defense blog, as one of its Policy Pulse collection of *Roll Call's* online offerings. National security editor Tim Starks is editing FbF.

Though the focus is on defense, the blog also will tackle national security issues with assistance from CQ Roll Call's defense/foreign policy teams.

"We'll be covering what's going on from the Pentagon to Capitol Hill, from the physical world of industry and technology to the abstract world of think tanks," said Starks in a statement.

FbF is the term used in military communications and radio operators to signal a message is coming in loud and clear.

Starks noted that the Pentagon has five sides and he expects to publish the blog five times a week.

He's been reporting for CQ for the past 11 years.

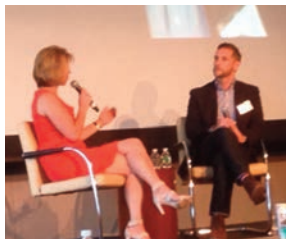
MEDIA NEWS

RED BULL BUILDS MEDIA EMPIRE

Red Bull wants its burgeoning media unit to become as big as its energy drink business, said Werner Brell, managing director at Red Bull Media House, which launched 2007 in the company's native Austria.

Speaking at the June 12 branded entertainment event presented by The Wrap, Brell didn't disclose revenue figures of its print/online/mobile/TV/music operation, but he did note the drink unit is a "five-billion can" enterprise.

The Red Bulletin, which started as a marketing tool, now gets half of its content from non-RB related topics and wants to compete with publications such as *Rolling Stone* and *Outside* magazines.



Sharon Waxman interviews Chipotle's Mark Shambura.

The magazine, which is slated for its first ABC audit next year, is positioned as an active lifestyle publication aimed at males from 18-to-34.

RB operates a state-of-the-art video production facility in Santa Monica and ten recording studios throughout the world.

The low-key studios, according to Brell, have unlisted phone numbers and are apparent only to those in the know. "They are booked every day," he added.

The company has worked with Fox Sports and NBC on the TV programming front.

Brell said RB knew it had established media cred when the broadcaster's creative and programming executives, not ad sales people, attended pitch sessions.

No longer in the "pay for play" business, RB is in the story-telling business offering consumers authentic and meaningful content, according to Brell.

Sharon Waxman, CEO/founder of the "must-read" Hollywood publication *The Wrap*, interviewed Brell at "The Grill" event, which was held in New York.

Waxman said Brell, a lawyer by training, provides RB with an objective and fresh look at content creation unfettered by the rules of Madison Ave. or the Columbia School of Journalism. The self-described "hard-bitten journalist" said she was floored by the sophisticated operation of RB's California studio.

Another speaker, Mark Shambura, director of brand marketing at Chipotle Mexican Grill, reviewed the success of its "Farmed and Dangerous" comedy series that ran on Hulu.

The unbranded four shows of 20 minutes amplify the fast feeder's values based on fresh, quality food grown/produced "with integrity."

Chipotle's mission is "to educate consumers about where their food comes from," said Shambura.

Edelman and Maker, the video producer recently acquired by Walt Disney Co, sponsored the event.

Gail Becker, president of Edelman strategic partnerships/global integration, presented her firm's eight annual entertainment survey at the event.

Called "Entertainment in the Era of the Selfie," the study found that people increasingly demand content that's immediate, captivating and focused on them.

SOCIAL MEDIA IMPACT SURPASSES TRAD MEDIA

Social media such as LinkedIn, Twitter, BuzzFeed and Mashable have become vehicles for news coverage as well as lively debates and many other services, their editors told a New York University audience of 250 on June 11.

The digital platforms are changing the way users find out about news and information, express opinions, and promote themselves, SM editors told the session at the NYU School of Continuing and Professional Studies' Center for Publishing. The editors said their sites now rival traditional media in making an impact on the public.



L-R: Jessi Hempel, senior writer, Fortune; Andrew Fitzgerald of Twitter's news team; Daniel Roth, executive editor, LinkedIn; Shani Hilton, deputy editor-in-chief, BuzzFeed, and Jim Roberts, chief content editor, Mashable.
Image: NYU Photo Bureau/Dan Creighton

Jim Roberts, chief content editor of SM news site Mashable, said SM continue to perform the function of monitoring other media. "For publishers, that is a lifeline to us," he said.

Shani Hilton, deputy editor-in-chief of BuzzFeed, said the site was founded to discover and cover what people want. "We figure out what is trending and share it with that audience," she said of the site, which blends, news, opinion and clickbait articles and lists.

Daniel Roth, executive editor of the business-oriented social network LinkedIn, said he left *Fortune* magazine for LinkedIn in 2011 because he saw the "enormous potential" of LinkedIn. Besides sharing their professional profiles on LinkedIn, people can also write their own original content, he said, finding their own audiences.

"In these niches, they may only get 5,000 views, but it is the right kind of views and they are thrilled with it," he said.

Andrew Fitzgerald of Twitter's news team said media have to learn what technologies work best for them and must also realize that they are constantly changing.

CBS SIGNS OFF ON OUTDOOR

CBS plans to divest its 81 percent stake in CBS Outdoor Americas, one of the country's biggest players in the out-of-home ad sector.

Les Moonves, CEO, said the deal will allow the broadcaster to focus on investing, producing and distributing content "across all platforms and all around the world." CBS spun off a 19 percent ownership in the outdoor operation in March to raise more than \$550m.

NEWS OF PR FIRMS

GOLIN'S CURREY TO DKC IN CHICAGO

Molly Currey, executive creative director for Interpublic's Golin in Chicago, has moved to DKC's Windy City outpost as an EVP to lead a new consumer packaged goods practice.

DKC president Sean Cassidy touted Currey's communications experience with national brands like Lipton, Sargento, Mountain Dew and McDonald's, as well as her business development savvy as a good fit to grow the New York-based firm's Midwest operations.

In nearly 15 years at Golin, she worked accounts like Walmart, Hard Rock Hotel Chicago, and BP.

Currey, a retired off-road racer, also led Golin's motorsports business (IZOD IndyCar Series) and earlier worked PR for PACE Motorsports SFX.

DKC has worked with Coca-Cola, Kraft, Kool-Aid and Ring Pop, among other CPG clients.

360 TAKES TOP PR HONORS IN NEW ENGLAND

Boston's 360 PR and baking mix client Krusteaz were awarded the best communications campaign of the year honors from the Publicity Club of New England on June 9 at the group's annual Bell Ringer Awards.

360 took the Platinum Super Bell Award for a virtual baking event for Krusteaz during the holiday season, edging finalists Mullen and Cone Communications.

Cone was the evening's top winner with 26 Bell Ringers, followed by 360 (21), MSLGroup (19) and Shift Communications (18). David Wade, news anchor for WBZ-TV, emceed the event at the Revere Hotel in Boston.

Gold Bell winners included WGBH (annual report); Shift (4 - bylined article, corporate/agency blog, photo with caption placement, high-tech product campaign); Mullen and the Grain Industry (2 - crisis and paid/earned/owned campaign); 360 PR (4 - crisis, trade print feature, special event, website); Inkhouse and Raytheon (online feature online); Wayfair (magazine feature); marlo marketing and Be Styled (graphic identity); Text100 and Lenovo (media event); Lois Paul and Partners and Phillips Healthcare (news release); Duffy & Shanley and AT&T New England, Jumpstart (2 - print feature placement, photo with caption placement); Lewis PR (B2B product launch); PAN Communications (consumer product launch); MSLGroup and Quest, Lancopo, DeVry Univ. (3- healthcare product launch, response to breaking news, special event); Davies Murphy Group and LiquiGlide (B2B product publicity); Fidelity Investments (consumer campaign); Cone Communications and USO (PA), and CTP (2- TV news placement, local and national).

Kerin Horgan of Wayfair was given the Club's Striker Award for showing a promising early career in PR.

Full list of winners is at pubclub.org.



Bell Ringers emcee David Wade with 360 PR senior VP Victoria Renwick.

NEW ACCOUNTS

New York Area

WalekPeppercomm, New York/Oppenheimer & Co., investment bank and firm; Venor Capital Management, investment advisor; *The Little Book of Market Wizards* (Wiley), new book by Market Wizards series author, Jack Schwager; New York Hedge Fund Roundtable, non-profit promoting education and best practices in the hedge fund industry, and Marinus Capital Advisors, asset management firm specializing in structured credit.

Lou Hammond & Associates, New York/Le Massif de Charlevoix, Québec hotel, eatery and ski resort; St. Regis Deer Valley, Park City, Utah, mountain resort; Sir Cliff Richard, British recording artist; The Inn at Dos Brisas, Texas Hill Country ranch resort, and Groupe Lucien Barrière, French hotel group, for PR.

Nancy J. Friedman PR, New York/Sixty SoHo, for re-launch of the former 60 Thompson boutique hotel, and Riff Hotels, as AOR for the hotelier with two locations in New York – Riff Chelsea and Riff Downtown.

Susan Magrino Agency, New York/The Cromwell, Last Vegas boutique hotel of Caesars Entertainment Corp. on the site of the former Bill's Gamblin' Hall & Saloon, for its grand opening, and Hyatt Regency New Orleans, for ongoing PR after the firm handled its re-opening in 2011 after a \$275M redesign.

dna PR, Rye, N.Y./Eylure, eyelash products; Elegant touch, press-on nails; Tattoo Junkee, body art and cosmetic line; G The Body Art Professional, glitter tattoos; Tattoos Alive, app-driven 3-D tattoo technology; Glimmer Body Art, tattoos for parties and events, and Aqua Spa, bath and body collections, for PR.

East

Allen & Gerritsen, Boston/Shure, microphones and professional audio products, as social content strategy AOR, after a competitive review.

Mountain West

Barnhart Communications, Denver/LBA Realty to develop a marketing plan for one of its properties, including social/digital, events and branding; Touch The Top, for brand positioning, web development and marketing; The Town of Breckenridge's Cultural Arts Division, for brand strategy, web and campaign development, and The Denver Hospice, for brand pos., internal comms., social and other marketing.

Southwest

TrizCom, Dallas/1st Service Solutions, borrower's advocacy for commercial real estate, as AOR.

Zion & Zion, Tempe, Ariz./Fox Restaurant Concepts, for PR and community relations; World Nutrition, systemic and digestive enzymes, for SEO, content dev, and social; Shoppers Supply, retailer, for branding/positioning, web dev, media planning, content, social and adv., and K Couture, custom bridesmaid dresses and formal wear, for branding and messaging.

West

Citizen Relations, Irvine, Calif./Rock Mountaineer, Canadian tour company, as AOR for PR in North America. Citizen's Vancouver and Irvine offices get support from Toronto, Montreal and New York.

NEWS OF SERVICES**IABC TO TARGET SMALL BIZ AS REV SOURCE**

The International Association of Business Communicators, which lost \$529K in 2013, needs new sources of revenues and should target the 28 million small and medium-sized businesses in the U.S., says chair Russell Grossman.

Grossman, director of communications, U.K. Government's Dept. for Business, told the annual general meeting June 10 in Toronto that past revenue streams such as the annual conference, awards and publishing "can no longer be relied on."

He said one strength of IABC is the "B" that stands for "business" although it is "not leveraged anywhere near enough."

The U.S., alone, he says has some 28 million small and medium companies that could benefit from the expertise of IABC members, particularly those who have their own firms (about 20% of members).

There are five million small businesses in the U.K. and more than two million each in Canada and Australia, he noted.

Grossman quoted consultant Cindy Gallop of New York, who addressed the IABC conference, as saying that IABC needs to "redesign its business model" if it hopes to survive.

The new IABC chair repeatedly said that the association must "reach out more strongly" to potential audiences and potential members. "We need to be heard," he said, calling on all members to "be prepared to speak out" in behalf of their services.

He also urged them to "listen and to learn when others have valid points."

Members Seek Answers from IABC

Members as well as reporters are seeking answers to numerous questions from IABC leaders and staff but have yet to get them.

Julie Freeman, paid president from 2001-2010, asked for Grossman for details of the contract dispute with web designer Extraction of S.F. that has resulted in a listing of \$552,067 in the audit as an "intangible asset" because it is tied up in a "contract dispute." She wondered what assurance do members have that the same issues might not develop with the new web designer, which has not been named.

She noted that the dip in dues cash intake of \$245,036 indicated "a substantial loss of membership."

Freeman was especially upset by the \$589,187 spent by the board on travel, meals and hotels, a gain of 25% from the previous year. "Faced with declining revenues, how can the board justify this increase?" she asked.

The \$589K was 10.8% of IABC's total income of \$5,666,983 in 2013. PR Society of America's travel/meals/hotels cost was \$434,970 in 2013 or 3.4% of total income of \$11.4M.

Grossman said that forcing directors to pay their own travel expenses was a "burden" that kept qualified members from service. The board is now "competency-based," he said. The international nature of IABC is also costly, he noted. Six of the 13 on the 2014 board are from outside the U.S. as more than 90% of IABC's members are in the U.S. and Canada.

PEOPLE**Joined**

Jennifer Oberstein, senior director, The Leading Hotels of the World, to Hawkins International PR, New York, as a managing director overseeing new business development and creative strategy. She was previously regional director of PR for The Ritz-Carlton Hotel Company.

Josh King, senior VP, comms. and mktg., Willis Group Holdings, to troubled *Fortune* 500 payment processor First Data Corp. in Atlanta to lead global communications and corporate affairs. He follows and reports to his former boss, Willis Group CEO Joe Plumeri, who was named vice chairman at First Data in May. **Chip Swearngan**, who was senior VP of global comms. and IR, left First Data in February. First Data was acquired by Kohlberg Kravis Roberts for \$29B in 2007 but is saddled with debt of about \$23B, despite annual revenue north of \$10B. Thousands of staffers have been laid off since the financial crisis and five CEOs have led the company since then. King will oversee employee and client communications, media relations, digital/social media, public engagement and events.

Gina Nisi, A/S, M Silver/Finn Partners, to Nancy J. Friedman PR, New York, as an A/D.

Diane Anton, business communications specialist, BMW of North America, to Subaru of America, Cherry Hill, N.J., as manager of corporate communications. She handles business and lifestyle media relations, as well as social media. She started out at Octagon and Alem International Management.

Rachel Santella, senior program manager, ApotheCom, to Tonic Life Communications, Philadelphia, as a senior A/E. **Katie Alberico**, intern, Red Tetter O'Connell + Partners, and recent grad **Jessica Sassani** join as A/Cs, and **Elizabeth Kane** joins as an AA/E from Operation Warm. The firm also promoted **Rachel Yurchak** to AA/E and **Sarah Stephens** to senior A/E.

David Richeson, chief digital officer, Fenton, to Marina Maher Communications, New York, as managing director, digital strategies in its creative catalyst group. He was previously digital chief at Kaplow before a 10-month stint at Fenton. Six-year vet Amber Meredith was promoted to deputy director, consumer practice, Marina Maher Communications, New York. Michele Schimmel, who joined in 2010, to deputy director, health & well-being practice.

Sarah Sechrist, A/S, Planit, to Crosby Marketing Communications, Annapolis, Md., as a senior PR/reputation manager. Earlier, she was an A/M for Godfrey.

Promoted

Katherine Rowe to senior VP, Slate PR, New York. She joined in 2010.

Appointed

Kiersten Hollars, VP of communications and brand marketing, Hightail, to the board of advisors of Palo Alto-based PunchTab.

**Anton****Sechrist**

FRANCHISE BIZ HIRES HELP IN \$15 WAGE FIGHT

The Washington, D.C.-based trade group for the franchising sector has engaged PR help on the ground in Seattle as it fights a legal and public affairs battle over the city's newly passed \$15 minimum wage.

The International Franchise Association is mounting its offensive with Pacific Public Affairs, a 20-year-old PR shop run by Jim Kneeland, a former press secretary to Washington State Gov. Booth Gardner. It has engaged former US solicitor general Paul Clement for its legal challenge.



“We needed to put a stake in the ground here in Seattle,” Matt Haller, senior VP of communications and public affairs for the IFA said of hiring the PR firm. He noted the trade group is not a federation and does not have local chapters, so PPA is providing media relations and other PR support as the IFA mounts its campaign to stop the Seattle law and curb any movement to pass similar wage laws around the US. “It’s about the SEIU’s attempt to destroy the franchise business model,” Haller said, referencing the Service Employees International Union that helped push the law through and is campaigning nationally on the issue.

The IFA, along with five franchisees, sued Seattle in federal court June 11 to block the \$15 wage mark from taking effect on April 1, 2015, alleging it discriminates against franchisees by treating them as large corporations and not individual businesses. The new minimum wage applies to businesses with more than 500 employees.

Seattle's city council voted to hike the wage to the highest in the nation for a large city on June 2 on a unanimous, 9-0, vote after negotiations with business and labor leaders put together by Mayor Ed Murray.

“We hope the court will block the ordinance to save jobs and prevent Seattle from unfairly singling out one type of business – a franchise – for punitive treatment,” IFA president and CEO Steve Caldeira said.

IFA has launched SeattleFranchiseFairness.com as part of the push. Joining the suit with IFA are the owners of AlphaGraphics stores, Comfort Inn, Holiday Inn Express and BrightStar Care in the city.

MARSH NAMES TOP PR/MKTG MAVEN

Kristie Bouryal, who stepped down as senior VP of global corporate communications for Nielsen earlier this year, has been named chief marketing and communications officer for insurer Marsh.

She reports to global sales chief Joe McSweeney, as well as Ed Dandridge, chief communications officer for parent Marsh & McLennan Companies. Her purview includes market communications efforts, as well as internal and external communications for senior executives.

Bouryal made the jump to PR with Nielsen, where she first was on the journalism side as executive editor for its web properties like Billboard.com and Adweek.com.

Previous stints included the Associated Press and ABC News.

PALM BEACH REVIEWS TOURISM PR

Palm Beach County's destination marketing organization is calling for PR proposals to pitch the region in the US and international markets as a premier travel locale.

Discover Palm Beach County released an RFP on June 9 for a five-year PR contract to create and execute annual strategic communications plans, coordinate media trips, guide social media engagement and blog strategy, and other tasks.

DPB in April tapped Scott Schoenen as its new director of PR and communications.

Hayworth PR, the firm of former Visit Florida PR staffer Maria Hayworth, is the incumbent.

Proposals are due July 9. RFP: <http://bit.ly/SNzqdz>.



BORGES BRINGS IN ACCESS PRO

Michael Young, senior VP at Access Comms., has moved to Miami-based tech firm Max Borges Agency as an executive VP in its new San Francisco outpost.

Young, who will split time between Miami and the Bay Area, spent nine years at Access, part of Omnicom's Ketchum, leading its enterprise tech and B2B practice and playing a key role in business development. He was a partner in consulting group Agency Analytics for two years in Chicago after VP and SVP stints at Porter Novelli, Ketchum and Tech Image.

“I have the utmost respect for Michael’s experience, leadership abilities and accomplishments, and I look forward to working with him to build our business,” said founder and CEO Max Borges, to whom Young reports.

Mark Olson is VP and GM in San Francisco for MBA, which topped \$9.1M in revenue last year.

FX OPERATION DANGLES \$500K PR BIZ

Toronto-based Oanda Corp., a global foreign exchange operation, is looking for a PR firm to handle its \$500K account.

Duties will include media/analyst relations, digital, product announcements/launches, market commentary, thought leadership, influencer outreach and events.

Oanda expects the PR campaign will build product awareness, increase market share, position management as industry leaders, highlight philanthropic activity and retain/motivate employees.

The company, which is behind the fxTrade online platform, believes its exchange rates for business provide benchmarks for companies, audit firms and global banks.

Bernice Couto (bcouto [at] oanda [dot] com) is handling the RFP. The plan is to collect proposals from 15 firms and interview from two to four of them.

Proposals are due June 27. The short listed firms will be invited to pitch in mid-July.

Oanda uses Cognito Media in the US and UK, while The Hoffman Agency handles its PR work in Singapore. RFP: <http://bit.ly/1uxWTM8>.

The banning of Gregory Kohs from the Wikipedia conference May 30-June 1 has sparked an “edit war” of 10,000+ words on WP. Defenders of Kohs say he was “condemned without a trial” and started a petition. They noted that Ira Matetsky of Ganfer & Shore, a director of WP/New York, e-mailed Kohs the day before the conference that, “based on a number of considerations,” Kohs would not be admitted to the conference and “The decision is final and is not subject to reconsideration or appeal.”

G&F, located at 360 Lexington Ave., two blocks from O’Dwyer offices, handles commercial and securities litigation and real estate law. Matetsky signs as “Newyorkbrad” on WP.

WP contributor “Wil,” writing in a discussion that has reached tens of thousands of words, said WP administrators are “playing with a man’s reputation” and are “condemning him without a trial.”

Change.org is circulating a petition headlined, “Make Wikipedia conferences truly open to all by allowing Gregory Kohs to attend.”

The petition is by “WS of Los Gatos, Calif.,” who has been identified as Wil Sinclair, a partner of Lila Tretikov, who recently joined the WP Foundation as executive director.

What Is a “Reliable Source?”

The issue that has roiled the Wikipedians is whether an “unreliable source” has been made “reliable” if it is cited by a “reliable source.”

WP considers *New York* magazine, which linked to the O’Dwyer’s article on the banning of Kohs, to be a “reliable source,” but calls O’Dwyer’s “a blog” and not reliable.

WP contributor “alf laylah wa laylah” says the reference to O’Dwyer’s by *New York* mag makes O’Dwyer’s a “reliable source” and calls on WP to accept that.

WP, laylah adds, should also realize that the *New York Times* has called O’Dwyer’s “the bible of PR” and that “articles from O’Dwyer’s magazine are cited in scholarly journals.” O’Dwyer’s magazine is “taken very seriously by sources universally agreed to be reliable” including the *Mondo Times*, <http://tinyurl.com/jw5943a> says laylah.

How WP Operates Is on Display

The debate on WP over whether the banning of Kohs should be covered in the regular area of WP and not just on the “Talk” pages that few see is a window into how WP handles information.

With few exceptions, it only wants to reference materials that have been carried by “multiple reliable sources.” It normally will not accept original materials or materials from a source writing about itself.

A Wikipedian attending a baseball game, for instance, would not post the score on WP but would wait for local “reliable” media to do so.

Supporters of Kohs are demanding a “trial” of whether he was rightly banned from the May 30-June 1 conference in New York. Such a trial could take

“months,” say participants in the WP discussion of this issue.

“Reliable” Status Sought for O’Dwyer’s

WP administrators and editors including Kevin Gorman, WP’s first “Wikipedian-in-Residence” based at the University of California at Berkeley, are being sent O’Dwyer’s *Directory of PR Firms*, O’Dwyer’s magazine, and O’Dwyer’s *PR Buyer’s Guide*, as well as access codes to odwyerpr.com in an effort to win status as a “reliable” source on PR and related subjects.

WP’s 1,701-word entry on PR Society of America has some basic facts about the Society but leaves out much material including controversies that have been documented by the O’Dwyer Co. “The world’s largest association of PR professionals,” as the Society refers to itself, deserves a much more extensive examination of its history, policies, governance and press relations. Reporters are not allowed to join and for the past three years have been banned from covering its annual Assembly. Paid president Bill Murray quit suddenly on March 7, 2014, effective June 1, with only a brief explanation. That event is not in the WP entry on the Society.

Members can lose their rights to the Society’s web by the unilateral action of the staff and board. There is no right of appeal, no hearing or trial, which is the main issue behind the discussion about Kohs’ banning from the New York WP meeting.

There are no entries at all on PR Seminar, whose members include about 150 blue chip corporate executives and leaders of about 15 major PR firms; Arthur W. Page Society, 400 executives of major companies and PR firms, and Council of PR Firms, 110 PR firms including many of the largest independent firms and almost all of the firms owned by conglomerates.

The O’Dwyer Co. could work with WP administrators and editors to fill this huge gap about PR. Perhaps Matetsky will visit the O’Dwyer offices and experience the O’Dwyer PR library, which has 46 years of PR and media materials.

IABC Drops PDF of Mag, Get Beefs

The Int’l Assn. of Business Communicators said June 9 that it will no longer make its magazine *Communication World* available in PDF form. The mag had gone online-only in May 2013 after 50 years of print publication.

Senior editor Jessica Burnette-Lemon, replying to a request by “Donna” for the current magazine in PDF form, said the PDF is no longer available for several reasons such as it “streamlines our production process, allows us to publish more timely information, and makes it easier to read articles on any device without downloading an app.” Burnette-Lemon says IABC will be including “a mix of shorter articles as well as more in-depth features and will optimize articles for web reading with subheads, sidebars and relevant links.”

“If there is interest in making full issues available in printable format, we will investigate that,” she said.

— Jack O’Dwyer