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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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June 17, 2013 Vol. 46 No. 24

NM SLATES INSURANCE EXCHANGE PR

New Mexico, which has elected to run its own health insurance exchange with federal help under the Affordable Care Act, is preparing to release at least one RFP covering PR and public outreach.

New Mexico is eyeing \$20M in federal funds to use for marketing, outreach and education for the exchange and is in negotiations with the federal Center for Consumer Information & Insurance Oversight this week. It expects the funding to be approved by July 1.

The exchange anticipates a 2013 marketing budget of \$2.8M.

Outreach in the state is a "unique" challenge in New Mexico because of its Native American and Hispanic populations, according to the Kaiser Family Foundation.

The state created the exchange in late March after Gov. Susana Martinez, who previously vetoed bills which would have created the marketplace in 2011, signed it into law. The state initially wanted to run its own exchange but has asked for federal help after it anticipated missing the Oct. 1 deadline to be operational.

CADILLAC ROLLS WITH FH

Cadillac, which is enjoying a sales renaissance, has put FleishmanHillard in the PR driver's seat amid a shakeup of the General Motors luxury brand's advertising and marketing roster.

Publicis' Fallon was dropped after a three-year run as a three-agency team from Interpublic dubbed Rogue took up creative AOR duties. Hill Holliday, Lowe and Campbell-Ewald made up the IPG trio.



Cadillac said Omnicom-owned FH will provide strategic communications counsel to the brand and help reach new customers in fashion, luxury and technology.

Bob Ferguson, a GM VP who heads marketing, brand management and advertising for Cadillac, is a former senior VP for FH.

FH president and CEO Dave Senay said in a statement that the agency's mandate is "driving the new Cadillac narrative and executing communications brilliantly in the places our buyers live."

FH already works with Cadillac parent General Motors.

GM said this month that Cadillac sales are up 38% in 2013, the biggest increase since 1976.

WPP: PR, PA LAG OTHER UNITS

WPP chief Martin Sorrell said a previously reported decline in PR and public affairs revenue during the first quarter ebbed somewhat in April but the sector continues to lag other units like advertising and media investment.

The London-based conglomerate, which saw PR/PA fall 1.4% to \$354M in Q1, said June 11 that the sector showed "some improvement" in April, but noted that North America and Europe remain "more difficult."

WPP, which includes Burson-Marsteller, Ogilvy PR and Hill+Knowlton, among other units, said it saw continuing growth across all geographies and sectors except PR and PA through April.

Sorrell said WPP is hiring "cautiously" with an April headcount lower than at the start of the year and "responding to any geographic, functional and client changes in revenues – positive or negative." WPP's units employ 165K people.

Several "grey swans" are making clients reluctant to take risks despite strong profits and balance sheets, including the Eurozone crisis, the Middle East, uncertainty in China and BRICs, and "most importantly the U.S. deficit and sequester," he said. "All in all, there are enough uncertainties for clients to remain cautious and the focus remains, perhaps unwisely, on cost reduction, rather than revenue stimulation, and on liquidity, which explains the recent unrealistic demands for extended payment terms."

PN HITS ROAD IN GEORGIA

Georgia's State Road and Tollway Authority has awarded a multi-million dollar account to Porter Novelli and Atlanta-based partner Creative Outhouse marketing firm to educate drivers about expansion of the Peach State's high occupancy toll roads.

Bert Brantley, deputy director of the SRTA, told the *Atlanta Business Chronicle* the PR budget could reach \$10M over five years.

Georgia opened HOT (high occupancy toll) lanes on Interstate 85 in 2011. Those lanes, which allow registered cars with at least three people to ride for free, are slated for I-75 north and south of Atlanta over the next few years. The PR campaign will focus on info about the opening dates of the new lanes, requirements for use and how to sign up for the needed Peach Pass.

Gov. Nathan Deal also plans to remove tolls from the GA 400, which serves metro Atlanta, by Thanksgiving to fulfill a campaign promise.



GLOVER PARK TARGETS RUSSIA

Glover Park Group has formed an alliance with Global Advertising Strategies to develop Russian clients and multinationals that want to do business in that country.

Georgia native Givi Topschishvili founded GAS in 1999 in New York to work with Eastern European countries looking to push into the American market to cultivate the more than 20M Americans who trace their roots to that region.

Evolving into an Advertising Age Top Ten Hispanic marketer, GAS acquired Prime Access, a big African-American agency, in October.

GAS is part of 9.8 Group, which bills itself as a market entry firm specializing in emerging countries.

Topschishvili, who was trained as a physicist, sees Russia as “filled with innovative, successful companies and organizations ready to be introduced, and deliver their products and services in the U.S.”

Glover and GAS are co-sponsoring the rASiA.com innovation forum in Moscow on June 24-25.

Jonathan Kopp, Glover’s chief interactive strategist, will deliver the keynote about the transformational power of e-government for increased transparency and efficiency.

Joe Lockhart, who was president Clinton’s White House press secretary and is founding partner at Glover, and Topschishvili, founder of 9.8 Group, will pitch their firms at the Moscow event.

PSB, SV&C GUIDE INDIA’S COOPER TIRE GRAB

Burson-Marsteller’s Penn Schoen & Berland and Sard Verbinnen & Co. represent India’s Apollo Tyres Ltd.’s \$2.5B cash acquisition of venerable Cooper Tire & Rubber.

Founded in 1914, Findlay, Ohio-based Cooper is the No. 2 American-owned tiremaker after Goodyear Tire & Rubber Co. It markets brands such as Cooper, Mastercraft, Roadmaster, Avon, Starfire and Chengshan.

Founded in 1972, Apollo is half the size of Cooper. The potential mash-up would create the world’s seventh biggest tire company with \$6.6B in global sales.

Apollo chairman Onkar Kanwar called Cooper “one of the most respected names in the tire market” blessed with a “robust presence” in North America and China. Gurgaon-based Apollo generates 67% of its sales in India.

Edelman is working for Cooper.

CA TOURISM SEEKS PA SHOP

California’s tourism promotion juggernaut is running an RFP process for a strategic communications campaign to promote the importance of the sector to decision makers and elected officials.

Visit California wants an agency to use the media and other venues for the public affairs campaign to position travel and tourism’s overall image “by raising perceptions of the \$106B California tourism industry around the globe.”

Budget is set at \$110K.

A one-year contract is expected. Proposals are due July 10.

RFP: <http://bit.ly/11Kjc3e>.

LUNTZ TO TACKLE REDSKINS NAME WOES

Republican polling and consulting firm Luntz Global has waded into the Washington Redskins name controversy and is planning a focus group this week on the NFL and the franchise.

ThinkProgress first reported that the firm of pollster Frank Luntz is circulating an email survey on NFL fan opinions that includes five questions about the Redskins, the team’s ownership and its politically incorrect name.

The team was hit with a federal trademark lawsuit in March by a group of Native Americans who say the Redskins name violates a prohibition on “disparaging” names.

The NFL, which denied connection to the Luntz work, has defended the Redskins name in the past as a symbol of “strength, courage, pride and respect.”

Luntz has worked with the NFL and NHL in the past during labor disputes.

“We will never change the name of the team,” Redskins owner Dan Snyder told *USA Today* in May, adding, “It’s that simple. NEVER – you can use caps.”

One of the Luntz questions asks respondents to give their opinions on the Redskins name, followed by answer choices of “I find the name offensive and they should change it” or “I don’t find the name offensive and they should keep it as is.” The Redskins have not commented on the poll nor confirmed they engaged Luntz.

NFL Commissioner Roger Goodell told the concerned members of Congress that the ‘Skins name “name has thus from its origin represented a positive meaning distinct from any disparagement that could be viewed in some other context.”

ENTREPRENEUR PIPIC TO EDELMAN

Una Pipic, who was COO at Chicago’s Entrepreneur Center, has taken the senior VP-marketing and business development slot in the firm’s Windy City office. She reports to Jim Knisley, who is managing director of integration there.

At the CEC and its startup incubator, 1871, Pipic developed strategic partnerships with Startup America, Google and University of Chicago’s Booth School of Business that resulted in content and programming.

She handled platforms to connect 220 startups with 100 mentors, business leaders and investors.

Edelman Chicago president Rick Murray said in a statement that Pipic’s background matches “the strategic imperative we have as an office to align the Edelman brand with all things related to innovation, design and growth in the city and throughout the Midwest.”

Prior to CEC, Pipic was at Gap Inc., responsible for revenue growth, store operations and talent management.



Pipic

WAPO UNVEILS 'SPONSORED PLACEMENTS'

The *Washington Post*, in an effort to raise much needed cash, has unveiled “sponsored views,” an opportunity for PR firms to place client content or commentary below the paper’s online editorials.

The program is to be expanded to WaPo blogs.

In announcing SVs, the paper said its targeting advocacy, communications and government affairs professionals to “place their message in front of key constituents.”

Steve Hills, president/general manager of WaPo, said the “premium placement enables participants to provide their perspectives with unparalleled contextual relevance, while still keeping the lines between news and sponsored messages crystal clear.”

SVs will be labeled and run up to 600 characters along with a logo and a link to direct readers for more info. There’s a limit of three SVs per editorial.

Submissions are reviewed before posting to ensure that content is not libelous, defamatory, pornographic, vulgar, hateful or in violation of local/state/national or international laws.

A user must subscribe to one or more SVs’ categories including business/economy/labor, trade/financial services; healthcare/wellness; defense/military; gun rights; budget/taxes/deficits; education; energy/environment; foreign policy; human/gay/women’s rights; technology/telecom/intellectual property, and transportation/infrastructure, and nutrition/food/agriculture. The first SVs are from the National Resources Defense Council on the need for a carbon tax, CTIA-The Wireless Assn. on cybersecurity and Cato Institute and Center for American Progress on Fannie Mae and Freddie Mac.

Brian Weiss, manager of WaPo’s New Ventures group, developer of SVs, declined to provide specific pricing info to O’Dwyer’s.

“At this time we’re only providing the rate card to prospective advertisers, rather than media,” he said via email. “Our rates depend on the length an advertiser wants its Sponsored View posted and the length of time since an opinion piece has published.”

Weiss did say the ads “will range from as little as \$500 to several thousand.”

WALLACE REJOINS CNN

Kelly Wallace, former national correspondent at CNN, is rejoining the Turner Broadcasting unit as digital correspondent with a focus on women’s issues.

Jeff Zucker, who took the CNN helm in the beginning of year, said the online assignment of Wallace plays up the network’s commitment to digital. She takes the post next month.

Wallace worked at CBS before CNN and left seven years ago for NBCUniversal’s iVillage. CNN is adding a new segment called “Parents” this month.



GANNETT ACQUIRES BELO

Gannett is acquiring TV station owner Belo Corp. (Dallas) in a \$2.2B deal, a move that creates the No. 4 TV group, reaching about 33 percent of the U.S.

The transaction, which includes \$1.5B in cash and the assumption of \$715M in debt, bolsters Gannett’s 23-member TV unit to 43 outlets.

It also reduces Gannett’s reliance on its shaky 82-unit newspaper operation for 70 percent of its \$5.3B revenues in 2012. Belo spun off its A.H. Belo newspaper operation in 2008.

Gannett CEO Gracia Martore said the acquisition is part of the plan to transform the operation into a “diversified multi-media company with broadcast, digital and publishing components across high-growth markets nationwide.”

The Belo outlets, which rank either first or second in their respective markets, move Gannett into new markets such as Texas and the Pacific Northwest.

The acquisition is expected to close by the end of the year, subject to antitrust and Federal Communications Commission approvals.

Martore says Gannett remains on the prowl for “new opportunities in the emerging digital media landscape.”

GOLIS GOES TO ATLANTIC

Andrew Golis, digital media director/senior editor at PBS’s public affairs documentary “Frontline,” will take the newly created entrepreneur-in-residence post at *The Atlantic* on July 15.

Working with the editorial, digital strategy and operations teams, Golis will bolster the Atlantic’s video and paid-content initiatives. He also will launch new products across various platforms.

At Frontline, Golis was responsible for integrating broadcast and digital programming.

He worked in audience development via research, promotion and long-term strategy.

Prior to Frontline, Golis was blogging editor and politics editor at Yahoo News, and deputy publisher of Talking Points Memo.



Golis

PALEY HIRES EX-NYC MARKETING DIRECTOR

The Paley Center for Media has hired Maureen Reidy, CEO of The Argus Group, entertainment, sports, and media marketing shop, as chief marketing officer.

She will oversee communications, digital, social media creative services and commercial revenues of the media archive, think tank/forum that was founded in 1975 by Bill Paley of CBS fame.

Reidy served as COO of IMG Fashion and was recruited by NYC Mayor Mike Bloomberg to serve as CEO of NYC Big Events. She also was COO of the NYC Host Committee for the 2004 Republican National Convention and worked for Donald Trump as president of the Miss Universe Competition.

The Center also promoted Diane Lewis, VP-PA and programming, to executive VP-programming.

MEDIA NEWS**BOOZ ALLEN HAMILTON AXES SNOWDEN**

Booz Allen Hamilton on June 11 issued a statement to announce the June 10 termination of Edward Snowden, its 29-year-old infrastructure analyst who is the focus of the National Security Agency leak fiasco.

The management consultant noted that Snowden was employed for less than three months at the salary of \$122K.

That sum falls short of the \$200K pay range of Snowden that was reported in *The Guardian*, which broke the story.

McLean, Va.-based BAH finds media reports that Snowden's claim to "have leaked classified information are shocking, and if accurate, this action represents a grave violation of the code of conduct and core values of our firm."

It vowed to work with "clients and authorities in their investigation of this matter."

The *Wall Street Journal* noted the same day that Snowden's NSA leak has for the moment at least taking down BAH's reputation.

James Fisher, BAH's senior manager of media relations, would not comment on whether the firm is using outside PR counsel to deal with the fallout.

"I'm sorry, but we are not providing any additional information, beyond the statement we updated this morning," he told O'Dwyer's via email.

Meanwhile, BAH has posted a selection of "recent large and/or strategically important unclassified public sector contracts awards" won in May.

Those six contracts are worth a combined \$27.9M.

They include a \$3.7M order from the Air Force/Space Command to provide analysis of its damage assessment management office and a \$4.3M pact from Defense/Advanced Research Products Agency for scientific, technical and administrative support.

REPORT: UNC CRISIS PR TAB PUSHES \$500K

FleishmanHillard earned \$367K for a 22-month assignment working PR for the University of North Carolina Chapel Hill in an academic fraud scandal that cost the school \$500K in PR invoices.

After the academic transcript of NFL player (and UNC alum) Julius Peppers was posted online last year, questions were raised about soft academic treatment of athletes at the prestigious university.

Former Clinton administration hand Doug Sosnik earned \$144K over 10 months and Washington-based Sheehan Associates did \$20K worth of PR projects during the crisis, according to the *Raleigh News & Observer*.

Although UNC is a public university, its private foundation paid the PR bills.

A report commissioned by the school and produced by former Gov. Jim Martin found in December that benefits, including grade changes, were given to students in an African-American studies department at UNC. "This was not an athletic scandal," Martin said at the time. "It was an academic scandal."

Hill+Knowlton Strategies helped the university weather an NCAA probe and sanctions on its football program in 2010.

USC J-SCHOOL SCOUTS FOR PR CHAIR

USC Annenberg School for Communication and Journalism has announced a \$3M donation to endow the Jayne and Hans Hufschmid Chair in Strategic PR & Business Communication.

According to the announcement, the school is looking for a candidate to fill the slot who is an "expert on the rapid convergence that is taking place among the various communications disciplines, new models of articulating the 'corporate message,' and the relevance of these new conditions for small and large businesses alike."



Hans and Jayne Hufschmid with Dean Ernest Wilson

Photo:USC

Elizabeth Garrett, provost and senior VP/academic affairs, sees an "opportunity to recruit a renowned scholar studying how message creation and distribution in the 21st century can help institutions become more successful."

The Hufschmids are USC graduates. Hans co-founded GlobeOp Financial Services and was principal at Long-Term Capital Management and co-head of its London office. Jayne is an independent PR counselor.

The Hufschmids also have contributed \$300,000 to endow the USC Trojans football team kicker position.

IONA MA IN PR TO BE OFFERED IN FALL

Iona College, New Rochelle, N.Y., has added Rockefeller Center in New York as an additional location for classes for its Master of Art degree in PR, starting in the fall.

The program is one of only six accredited by the Accrediting Council on Education in Journalism and Mass Communications in New York state, said Robert Petrusch, Ed.D., chair of mass communication.

It is the only graduate program that offers a degree solely in PR between Washington, D.C., and Boston, he said.

Faculty will include those who will share real-life work histories that encompass PR experience at major companies and agencies, he added.

"The curriculum blends the art of PR with strategic business models taught by Iona's award-winning faculty," he said.

Petrusch feels the program offers "strong value" to PR practitioners in the "competitive New York City graduate education market both in time and tuition."

Benefits include networking opportunities in class and through special events; assistance with streamlining the admission and enrollment process; hybrid classes; personalized professional focus; elective courses in fields and skills chosen by the students, and the opportunity to complete the degree in two years or less.

Regina Reilly (rreilly@iona.edu; 914/633-2293) is handling questions from interested PR people.

NEWS OF PR FIRMS**NORTH 6TH AGENCY HEADS WEST**

New York-based tech firm North 6th Agency has opened a West Coast outpost in San Francisco to provide local support for Bay Area clients.

President and CEO Matt Rizzetta, a veteran of RLM, Dukas PR and Shea Communications, said the city is an important business hub for all of its clients, "regardless of whether or not they're based on the West Coast."

The four-year-old firm saw a 12% rise in business last year to top \$1.1M in billings. Its roster includes Emerald Networks, Iron Horse Interactive and Sprint.

The firm is taking job inquiries at SFjobs@n6a.com.

OBAMA PR VETS GIBBS, LABOLT FORM DC FIRM

Two high-profile communications alums from the Obama administration have set up The Incite Agency, a Washington-based PR shop targeting private sector clients.

Robert Gibbs, Obama's White House press secretary and longtime advisor, has teamed with Ben LaBolt, press secretary for Obama's reelection and comms. director for Rahm Emmanuel's successful mayoral bid in Chicago, to be founding partners of the firm.

Adam Fetcher, a former reporter, press deputy for the re-election and administration spokesman, is managing director at Incite.

"We've defined and protected the Obama brand during times of historic opposition and managed communications for one of the most complex C-Suites in the world," the partners said in a statement.

In addition to PR and crisis services, Incite will maintain other offerings like grassroots consulting and research through an affiliation with New Partners, a four-year-old Washington shop also staffed by Obama veterans.

FH FORMS MILITARY OUTREACH UNIT

FleishmanHillard, which saw former Defense Sec. Leon Panetta return as an advisor in May, has organized a division to focus on outreach and communications with the U.S. military, noting an increased demand and organizations "struggling" to connect with vets and their families after "more than 11 years of sustained armed conflict."

FH has worked for the Dept. of Defense, its health-care program Tricare, military-oriented bank USAA, and the U.S. Army's Training with Industry program, which has placed Army fellows in FH jobs.

Martha Boudreau, who heads FH's Washington office as Mid-Atlantic/Latin America president said the firm's work with and on behalf of the military "particularly over the past 12 years, has given us the insight to counsel the military and the many organizations who would like to support them."

FH has formed a 20-staffer group with ties to the military led by senior VP/partner Erin Hazard, a former military spouse and project manager at the firm for its work on the Operation Tribute to Freedom marketing outreach program of the U.S. Army's Office of the Chief of Public Affairs.

NEW ACCOUNTS**New York Area**

Emanate, New York/Filippo Berio, olive oils exported from Italy, as AOR for the U.S. to develop and execute an integrated marketing campaign, including media relations, social media content and community management and consumer sampling events. Emanate CEO Kim Sample said the firm understands "today's foodie culture, and how Berio can continue to be relevant to them."

Fastlane Communications, New York/Poliwogg, which matches accredited investors with early and mid-stage startups in the healthcare and life sciences industries through "crowdfunding," for branding, PR, social media and marketing communications. Crowdfunding typically involves investments of \$50K or less.

MMGY Global, New York/B Resort, the Royal Plaza property set to be re-branded by B Hotels & Resorts this winter following a renovation, located in the Walt Disney World Resort, as AOR for PR, following a competitive pitch. Lovell Casiero, EVP for Crescent Hotels & Resorts, said MMGY showed a solid understanding of the "B brand DNA along with deep expertise in the hospitality industry and impressed our management team with their strategic and creative vision for the launch of the resort."

The Brandman Agency, New York/NYLO New York City, hotel set to open later this summer on Manhattan's Upper West Side, for PR via the firm's Blackbird lifestyle PR unit.

East

Regan Communications, Boston/Randolph Engineering, eyewear, to improve local and national brand awareness for the maker of sunglasses, optical frames and shooting glasses.

Midwest

Maccabee, Minneapolis/Vincent A Restaurant, downtown Minneapolis French eatery; MyMeds, medication management and pill reminder apps, and Byte Technology, website design firm, for media relations, social media marketing and corp. comms. counsel.

Fast Horse, Minneapolis/Heineken USA, as AOR for PR for the Newcastle Brown Ale beer brand. The work includes support of Newcastle's "No Bollocks" marketing campaign.

Lola Red PR, Minneapolis/Parrano Cheese, Dutch cheese import, as AOR for national and regional consumer PR and communication. The firm will direct a regional campaign in 20 markets, including collateral and messaging, and will also handle introductions and interactions with national media outlets and contributors for Parrano, described as a blend of parmigiano reggiano and Gouda. Best Cheese Corp. is importer.

Canada

Veritas Communications, Toronto/Microsoft Canada, as PR AOR, starting July 1. Work includes earned media relations and activation around platforms like Windows 8, Windows Phone, Surface, Xbox, Office, Cloud technology and Windows Azure. High Road Communications was the incumbent. Microsoft in a statement thanked the firm for a "decade of dedicated and focused results."

NEWS OF SERVICES**CISION CFO TO STEP DOWN**

Tosh Bruce-Morgan, chief financial officer for Cision for the past two years, will leave the PR software company in the fourth quarter.

The U.K. native was previously CFO for Cision's European operations and relocated to its Stockholm headquarters for the global CFO slot in September 2011. His tenure included a global revamp of the company's operations, including divestitures and investment as it doubled down on the flagship PR platform Cisionpoint.

Cision is also in the midst of a "strategic review" of its operations.

"For family reasons, over the long run it has not been optimal to live in the U.K. and mainly work in Sweden," he said.

CEO Peter Granat, who took the reins in February, called Bruce-Morgan a "driving force in the company's development."

Granat said the company has begun a search process for a new CFO.

MW LOOKS TO TECH FOR FIRST CMO

Kurt Heinemann, chief marketing officer for cloud-based browser technology company Monetate, has moved to PR distribution and monitoring services provider Marketwired as its first CMO.

CEO Jim Delaney said the hire was part of a plan to build a management team for the Toronto-based company's "next phase of growth." Delaney was elevated to CEO in May.

Heinemann, who leads MW's marketing team and oversees customer acquisition and retention strategies, was CMO at Perimeter eSecurity, president of the online division of Time Warner's Synapse Group, CMO at Walker Digital, and VP of marketing at Priceline.

MW tapped Yahoo! alum Stu Ogawa as EVP of product and technology in April.

Marketwired is looking for pilot testers of its new investor relations distribution platform Resonate, which encompasses traditional and social media channels.

Companies can contact resonatepilot@marketwired.com.

NEXSTAR TAPS CRITICAL MEDIA

Video monitoring and production services provider Critical Media said Texas-based TV station owner Nextar Broadcasting Group adopted CM's Syndicaster service to facilitate content delivery to web, tablet and mobile platforms.

NBG will also lean in Syndicaster to live-stream original content not airing on TV.

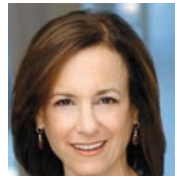
New York-based CM said the technology allows users to edit, tag, title and publish clips within 60 seconds of TV airing or upload. Nextar's lineup includes affiliates for NBC, CBS, ABC, FOX, MyNetworkTV, The CW, Telemundo, Me-TV, LATV, and Bounce TV.

Net revenue for 2012 was \$379 million.

Sixty-one Nexstar stations in 41 markets are covered under the deal.

**Heinemann****PEOPLE****Joined**

Ellen Davis, chief public information officer at the U.S. Attorney's office for the Southern District of New York, to Sard Verbinnen & Co in September. She currently oversees media for U.S. Attorney Preet Bharara, who was appointed by President Obama in 2009, and 230 lawyers. Davis will not handle SV&C client SAC Capital, which is the subject of an insider trading probe. During the 1990s, she worked at the Justice Dept. and in the Clinton White House on a special assignment in the counsel's office vetting cabinet and sub-cabinet nominees. She went on to work as an attorney at Akin Gump Strauss Hauer & Feld, supervising producer at ABC News, managing director at Public Strategies Inc. and head of her own crisis communications shop.

**Davis**

Mindy Gikas to Porter Novelli, New York, as executive VP-North America talent leader in charge of the employee engagement practices and career planning. She split a dozen years at Ruder Finn in the senior VP-human resources & planning post and Ogilvy PR, where she rose to the managing director-human resources slot.

**Gikas**

Jane Waldman, VP of recruitment, Kaplow Communications, to Lippe Taylor, New York, as VP of human resources. She ran her own search firm Waldman & Co., and is a former journalist.

Angela Calzone, co-managing member of Change & Response Strategies, an organizational development and training outfit, to MWW, East Rutherford, N.J., as senior VP-talent resources and organizational development and a member of its executive committee. She was exec. dir. for The Schonbraun McCann Group, a real estate consulting firm, and COO of Wiss & Co.

Dan Strickford, who handled accounts at ID PR, Los Angeles, to French/West/Vaughan, Raleigh, N.C., as group A/D. He was previously with PMK/HBH PR and Blaise Noto & Associates. His portfolio at FWV includes Fretlight Guitar and Dognition. Spencer Harrison, formerly of Hill+Knowlton, Ketchum and Edelman, joins as an A/S. Liz Moy joins as an A/E.

Tony Theissen, managing editor, WPEC-TV, to The O'Donnell Agency, West Palm Beach, Fla., as senior brand manager and media strategist. Maycee Duke joins as an A/C from Florida State Univ.

Max Martens, former executive VP, Porter Novelli, to CRT/tanaka, Los Angeles, as a VP. He was VP at EvansHardy + Young and client services manager for Douglas Consulting Group, the predecessor to Cohn & Wolfe Los Angeles.

**Martens****Promoted**

Amanda Arentsen to media relations director, MassMedia Corporate Communications, Henderson, Nev. Alecia Warren, reporter for *Coeur d'Alene Press* and the *Missourian*, joins as media rels. specialist and Hannahmae Dela Cruz, as media rels. coordinator.

DUPONT, OGILVY TAKE TOP ANVIL

Ogilvy PR and DuPont won the coveted Best of Silver Anvil Award June 13 from PR Society of America, earning top honors for a global campaign that helped the chemical company establish a role in food security.

Two executives of Livestrong Foundation, the cancer charity which endured the fall of its iconic creator Lance Armstrong last year, were named PR professionals of the year by PRSA for handling the crisis. They included Katherine McLane, VP of comms. and external affairs, and Doug Ullman, president and CEO, Livestrong, which also picked up a Silver Anvil for crisis communications at the AXA Equitable Center in New York.

Said McLane: "Our success has never been based on one person – it's based on providing great service to patients and survivors every day, who approach a cancer diagnosis with hope, courage and perseverance."

The Ogilvy/DuPont push, dubbed "Welcome to the Global Collaboratory: Global Food Security," bested 143 other nominees (and 847 entries) in the competition as it sparked a dialog about feeding a global population expected to hit nine billion by 2050.

The effort created a Global Food Security Index launching from the G8 Summit last year in Washington and continuing through events in Brazil, Chile and South Africa.

Anthony Farina, head of global PA and director of corporate comms. at DuPont, called the campaign "transformational across the food security space." He said the work helped make DuPont a global leader on the issue, sparking requests from global organizations for briefings and invitations to speak at several global summits and events. PRSA noted it also helped DuPont shed its image as a chemical company.

Ogilvy also picked up two other Anvils for the DuPont campaign in the reputation/brand management and global communications categories. Ogilvy PR/Atlanta managing director Mickey Nall is chair of PRSA.

Ketchum continued its Anvil dominance, taking home nine Anvils in the competition.

A complete list of winners is at prsa.org.

EXIDE PLUGS INTO SITRICK

Exide Technology, which declared its second Chapter 11 filing on June 10, is using Sitrack & Co. as the 125-year-old battery maker restructures its balance sheet, cuts costs and focuses on new growth opportunities.

The Milton, Ga.-based company was hit by the rising cost of scrap lead used for its batteries and Wal-Mart's decision to declare arch-rival Johnson Controls as its sole supplier of transportation batteries, which represents a potential \$160M loss in annual sales.

The court has approved a \$500M J.P. Morgan interim loan to Exide to fund operations.

James Bolch, Exide's CEO, called that financing a "key linchpin to our go-forward strategy."

Exide employs 10K people in 80 countries. It declared its first Chapter 11 in 2002 and completed that restructuring two years later.

Sitrack's Brenda Adrian and Anita-Marie Laure are working the Exide comeback bid.

FTI SETTLES SUIT BY MINING BILLIONAIRE

FTI Consulting has paid €90K in damages and additional legal costs to settle a lawsuit brought by Israeli mining billionaire and former FTI client Beny Steinmetz, who accused FTI's European chairman of passing confidential info about Steinmetz to rival George Soros.

FTI and Mark Malloch-Brown, a former United Nations official who chairs Europe, the Middle East and Africa for the firm, admitted no fault and said the claims brought by Steinmetz and his company, BSG Resources, were "baseless and without merit."

In a statement via its London PR firm, Powerscourt Group, BSG said FTI and Malloch-Brown "have conceded defeat," adding that the payment from FTI will be donated to charities and "good causes" working in Guinea, where the dispute was centered.

BSG has locked horns with the government of Guinea over mining rights to a mountain containing iron ore after the country began reviewing pacts with mining companies, including BSG, signed under former dictator Lansana Conte, who died in 2008, according to the *Wall Street Journal*.

BSG, which said FTI terminated its contract with the company after three years in 2012, alleged a conflict of interest in its suit, holding that Malloch-Brown, a former vice chairman for Soros' investment funds, communicated confidential info about the company to Soros, who then funneled the info to groups opposed to BSG's Guinea mining.

The mining company said documents obtained under the U.K.'s Data Protection Act show Malloch-Brown corresponded with "people in Soros' offices" about BSG and its interests.

Meanwhile, U.S. authorities are investigating whether BSG paid Guinean officials as much as \$12M in bribes to get the mining rights, according to Bloomberg. The Guinean government, which is being advised by Soros, is threatening to revoke BSG's license.

Soros paid for a DLA Piper investigation that uncovered the bribery allegations as a way to offset the influence of mining companies and support a young democratic government, Bloomberg reported.

POSTAL SERVICES PR CHIEF TO RETIRE

Sam Pulcrano, VP of corporate communications for the U.S. Postal Service, will retire June 30 after a 37-year career that started as a mail handler.

Pulcrano took the VP slot in January 2011 under Deputy Postmaster General Ronald Stroman guiding internal and external communications, as well as the USPS' national network of field PR pros. His PR tenure included leading crisis communications during the ricin and anthrax attacks in 2001.

Judy de Torok, currently manager of integration & support to Stroman, has been named as interim VP until a permanent replacement is named. In a statement, Postmaster General Pat Donahoe praised Pulcrano as an "excellent leader" of the service's corporate communications "during one of the highest profile periods in our history."

Pulcrano created and led a sustainability program for the postal service.

The No. 1 topic among PR people is no doubt what exactly is PR? Each PR person has a different definition.

PR Society of America went on a worldwide quest for a new definition in 2011 after chair Rosanna Fiske told *New York Times* ad columnist Elliott Stuart Nov. 20, 2011 that she could not explain PR to her parents.

The resulting free-for-all came up with a definition that almost no one was satisfied with: that PR “maintains mutually beneficial relationships” between organizations and their publics.

It does not. It seeks to do that. The “definition” was more of a wish than a definition.

Dave Rickey, 2011 secretary, commented on the furor that developed as a result of this quest in the Spin-sucks blog of Feb. 15, 2012.

Mickey Nall, 2013 chair, has now come up with a more exacting definition in connection with the 2013 Silver Anvil Awards that were given out on June 13.

Photo coverage of the event was excellent. The only problem with all the photos is that no idents are provided. This sort of laziness and amateurism belongs at local golf and social clubs.

The picture posted on the Society website of grand prize winners DuPont and Ogilvy showed eight people grinning and holding Anvils. But it's a mystery as to who they are. Media relations costs of the Society for 2012 were \$619,552 and included \$393,253 for pay/fringes. Staff are not doing the basics of their jobs.

Uniform standards for providing identification are a pressing need at the Society. Best idents of leaders are on the New York chapter website where the chapter provides name, company, title, phone, e-mail spelled out, and cell-phones and faxes in some cases.

The worst idents we have seen are at Nall's own chapter, Georgia, the second biggest with nearly 900 members. Names and companies of the board are provided but no titles, phones or e-mails (not even click-throughs to e-mails). Why are they hiding?

The biggest chapter, National Capital, with nearly 1,500 members in it area, has similar shortcomings.

Nine officers are shown and give their phone numbers but not their employers, titles or e-mails, not even click-throughs.

The other 12 directors mostly provide phones and e-mails but no employers or titles.

The Society has a “Board of Ethics and Professional Standards” but standards for identification of leaders are lacking for the 112 chapters.

“Measurable Results” Needed, Says Nall

Anvil entries, said Nall in a release before the Anvils event, “must have specific, measurable, achievable, realistic and timely objectives, demonstrate tangible contribution to the organization, impact the target audience in a desired way, and link PR activities to specific business outcomes that support organizational goals.”

Anvil instructions warn that merely showing up with a bushel of press clippings will earn nothing but the dis-

dain of the judges. No, you have to show goals, strategy, implementation and measurement. All four elements have to be present and if you are wise they will be four equal parts of your entry.

Goals and measurements are fine but they miss what the media are for—community recognition.

A family business that gets written up in the local paper has earned recognition that is an end unto itself. The article doesn't have to sell more of whatever the family is selling. Everything has been accomplished with the article. No measurement is needed.

Public notice is the main goal of PR and clients should not let their heads be spun by that talk of strategy, goals, objectives and proven results.

PR brings attention to a product or service but the product or service has to be competitive in quality and price. Talking about strategy, etc., just takes the client's eye off the ball and is close to being double-talk.

Since the Society is so hooked on measurable results, can it show that Anvil winners get more business or better jobs? Where is the study of that?

PR counselors tell us that clients should decide what they want from PR and what they deem to be a successful campaign.

Nall's Definition Fits Advertising

Nall's definition fits advertising where impressions can be measured and linked with sales. Ads are lucky to get a fraction of a second of interest from readers or viewers.

They need a simple, graphic, hard-hitting message. But a good article already has the reader's undivided attention and he or she is looking for details, details and more details.

John Wren, CEO of Omnicom, made No. 11 on Bolt Insurance's “Highest Paid CEO” list with 2012 pay of \$42.6M which is even more than No. 12 made—Jamie Dimon of JPMorgan (\$41.9M).

We figured Wren's actual compensation at \$47.3M based on his insider trading profits. Why aren't the creatives making this sort of money?

The PR Society, which like OMC has a press-resistant policy, has a staff headed by association executive Bill Murray, whose pay package was \$382,013 in 2011. CFO Philip Bonaventura took in \$235,797.

The Society has now hired the Organizational Performance Group of Hamden, Conn., to help it win more interest in APR which will be 50 next year and is showing signs of age (157 new APRs yearly from 2003-2012 vs. 256 yearly from 1993-2000).

Coincidentally, OPG, headed by Laura Freebairn-Smith, is only a short distance from Quinnipiac College, where Kathy Fitzpatrick is a PR professor and author of two articles on the revised Society Code.

The Society spent \$50,554 on the Ethics Resource Center of Washington, D.C., but ignored its advice to retain enforcement in the Code.

Fitzpatrick should give Freebairn-Smith a copy of the ERC ethics study.

— **Jack O'Dwyer**