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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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June 30, 2014 Vol. 48 No. 26

LEVICK MAKES \$1.2M PLEA FOR NIGERIA

Levick is attempting to build support for Nigeria's effort to "find and safely return" the more than 200 schoolgirls kidnapped in April by terror group Boko Haram, according to its \$1.2M contract.

That atrocity focused international media attention on the basic ability of President Goodluck Jonathan to control the massive oil-rich country.

Nigeria was roundly criticized for its initial reluctance to accept outside help in recovering the children.

The BBC on June 25 ran an op-ed called "Does Nigeria Have an Image Problem?" The article ridiculed Nigeria for believing such a plea for foreign assistance to help its "clearly overwhelmed armed forces" might affect its image. Jonathan on June 26 broke his silence about the missing girls via an op-ed piece in the *Washington Post* titled "Nothing is more important than bringing home Nigeria's missing girls."

Levick's pact calls for "assisting the government's efforts to mobilize international support in fighting Boko Haram as part of the greater global war on terror." It is charged with "communicating President Goodluck Jonathan Administration's past, present and future priority to foster transparency, democracy and the rule of law throughout Nigeria."

Lanny Davis, EVP and counselor to President Bill Clinton; SVP/crisis chair Ernest DelBuono (ex-PA officer to federal on-scene coordinator during the Exxon Valdez disaster) and senior VP Eleanor McManus (ex-CNN producer) spearhead the firm's six-member Nigeria team.

Meanwhile on June 25, a bomb detonated in a crowded shopping center in Abuja, Nigeria's capital. It killed at least 22. Boko Haram is suspected of planting the device.

BITNER GOODMAN SPLITS

Bitner Goodman has split in two with the decision of Michael Goodman to launch GPR/Goodman PR in Fort Lauderdale. He told the *Sun-Sentinel* "sometimes you have to step back and evaluate your own future."

Goodman, who moved into his new digs June 11, has 13 staffers and clients such as Winn-Dixie, Tri-Rail, and Simon malls that he said he's "been developing for years." His partner of more than 20 years, Gary Bitner, remains at the helm of BG, which will continue to operate under that name for the immediate future.



Goodluck Jonathan



Happy Fourth of July to all our readers. The next issue of the Newsletter will be July 14.

Keep up with breaking news on our website, www.odwyerpr.com.

O'DWYER'S 2014 DIRECTORY PUBLISHED

The 2014 *O'Dwyer's Directory of PR Firms*, PR's No. 1 source of information for clients looking for PR counsel and PR pros shopping for jobs, has been published. The 44th annual edition lists 1,300 PR firms and sorts them by size, geographical location and 12 types of PR specialties.

Clients searching the web for healthcare, tech, financial, food/beverage and other PR specialists are invariably directed to the O'Dwyer's PR rankings that are based on data in the Directory.

More than 400 of the firms with expanded listings are on odwyerpr.com and prominently display in search engine results. Copies of the 340-page print edition are \$95 from the O'Dwyer Co.

"The Directory is an excellent resource for corporations, ad agencies, PR firms, PR students as well as those thinking of a PR career," said publisher Jack O'Dwyer.

More than 500 PR firms provide extensive descriptions of their increasingly varied services, he noted, and the Directory is the only resource that includes current client lists and contact information for executives.

The O'Dwyer's Directory is the only printed directory of PR firms available in the industry.

PORT OF SAN DIEGO TROLLS FOR PR

The governing body for the Port of San Diego is trolling for outside PR counsel to support its in-house marketing and communications operation.

The San Diego Unified Port District oversees a coastal region encompassing five cities, cruise ship and maritime cargo terminals, and hundreds of commercial properties.

The District released an RFP for the PR work, which includes strategic comms. counsel with an eye on its role in destination tourism, maritime, cruise, real estate and economic development issues. The resulting on-call pact will be capped at \$100K per year.

Proposals are due July 9. The RFP can be downloaded from the District's procurement website.

WPP REVENUES INCH AHEAD 1.2%

WPP revenues rose 1.2 percent to \$7.5B during the first five months of 2014, but CEO Martin Sorrell prefers to point to the conglomerate's 9.8 percent growth -- once currency fluctuations are stripped from the financials.

The Burson-Marsteller, Ogilvy, Cohn & Wolfe, RLM Finsbury, GCI Group and Hill+Knowlton Strategies PA/PR unit showed a 2.2 percent advance in net sales.

WPP reported PA/PR growth in all regions except western continental Europe and the Middle East.

Sorrell said 2014 has started stronger than last year's record performance. He warns of potential trouble at home due to the possible split of Scotland from the UK and uncertainty of continued British membership in the European Union. Other concerns stem from chaos in Iraq, acceleration of Chinese-Japanese tensions over control of Pacific islands/rocks, and Russian mischief in Ukraine.

Though confidence has increased, many companies remain focused on achieving profit targets by cost-cutting rather than growing revenues, according to Sorrell.

SRI LANKA LOOKS FOR PR HELP

Sri Lanka is using Beltway Government Strategies to "retain and manage firms to engage in government relations activities" on its behalf, according to its federal filing.

The Los Angeles-based firm also may "participate in lobbying or other political activity" on behalf of the island nation's Ministry of External Affairs' monitoring unit. Specific issues have not yet been ironed out.

Sri Lanka is engulfed in a wave of Buddhist-organized mob violence against its minority Muslim population, which accounts for 10 percent of its 20M population.

The Economist (June 21) faulted Sri Lanka's government and press for downplaying the rampage of "Buddhist mobs" engaged in "burning and attacking Muslim business and homes."

Sri Lanka's external affairs ministry has assured Muslim nations of its actions to deal with the uprising.

Beltway's agreement is for six months. Fees/expenses have not been set.

OBAMA ALUMS TARGET TEACHERS' UNIONS

The Incite Agency, the firm of former Obama administration communications staffers Robert Gibbs and Ben LaBolt, has signed on to a national PR push aimed to challenge teacher tenure laws.

Politico reported the Partnership for Educational Justice campaign led by former TV news anchor Campbell Brown, which has an initial focus on New York City, plans to go national with a series of strategic lawsuits.

The legal and PR campaign will be modeled after a successful bid in California this month that struck down the Golden State's teacher tenure system. That case is in appeal. Brown told *Politico* that the "PR piece" will be "essential" because she sees the "conversation" as important to the effort as the planned litigation.

Gibbs was White House press secretary and LaBolt deputy during Obama's first term. Obama campaign digital pro Jon Jones is chief digital officer at Incite.

PROSEK, RLM IN UK HEDGE FUND'S US MOVE

London's \$55B hedge fund manager Man Group worked with Prosek Partners in the US and RLM Finsbury in the UK for PR counsel on its acquisitions of Boston-based Numeric Holdings and Pine Grove Asset Management this month.

Man Group said the Numeric deal, worth up to \$494M and announced June 19, expands its North American footprint through a "recognized brand," adding that it will house Numeric in its \$25B AHL quantitative (computer-based) investment operation.

Risanna Konarzewski heads global communications for Man in London. Prosek's transaction practice leader Brian Schaffer and senior VP Caroline Gibson, a Royal Bank of Scotland PR alum, advise Man Group stateside.

Numeric claims \$14.7B in assets under management.

Credit-focused hedge fund Pine Grove has \$1B under management.

TELLER EXITS FTI FOR COLLEGE

Harlan Teller has taken a leave of absence from his top strategic communications slot at FTI Consulting to lead marketing and communications for Northern Illinois University for the next two years.

The 63-year-old Teller, a former corporate practice chair at Hill+Knowlton Strategies and Burson-Marsteller, launched FTI's Midwest PR operations when it was Financial Dynamics in 2005 and has been a senior managing director for the firm based in Chicago.

He takes the title of interim VP at NIU, overseeing its division of marketing and communications, including the seven-college institution's branding and reputation management.

Teller reports to NIU president Douglas Baker, who took the reins in 2013 and in March removed VP of university relations Kathy Buettner. Brad Hoey, director of university marketing, had led the division on an interim basis and will report to Teller.

Teller, a 1973 graduate of NIU, said the school played a "formative role" in his personal development, adding he will help "tell the NIU story in a compelling way to a new generation of students."



Teller

PhRMA PR EXEC SHIFTS TO ASTELLA

The US operation of Japanese drug company Astellas is bringing in PhRMA VP of communications and PA Karl Uhlendorf to work Washington.

Uhlendorf, who is slated to join the DC office of Northbrook, Ill.-based Astellas US on July 28, will direct communications and advocacy for the company.

Astellas said he is the final piece of its months-long construction of a new corporation communications team under SVP Jeff Winton, who moved to the company in November after three years at Eli Lilly.

Uhlendorf spent seven years at the Pharmaceutical Research and Manufacturers of America after editor posts at healthcare news publisher Elsevier/FDC Reports.

YAHOO CHIEF MAYER APOLOGIZES TO IPG

Yahoo's 39-year-old CEO Marissa Mayer apologized to Interpublic for being two hours late to a dinner it arranged during the Cannes festival with advertisers of the struggling online media company.

Michael Roth, CEO of IPG, hosted the dinner for about 30 top marketing and media buyers from companies including Mondelez International, Chobani, MillerCoors, AOL and Microsoft with Yahoo's chief and marketing staff.

Mayer was to brief the attendees of Yahoo's plans. But she fell asleep and was late to the meeting.

She told Bloomberg News: "I think it's unfortunate how much attention the dinner has gotten. I was late. I apologized to IPG at the time and in no way meant for it to be a slight to them."

Roth left the restaurant before Mayer arrived.



Mayer

HUTCHISON HEADS PR FOR TRIB SPIN-OFF

Matthew Hutchison, VP of corporate communications for CBS Interactive, will lead communications for Tribune Company's publishing spinoff, starting next month.

Tribune Co. plans to break apart in coming months -- Aug. 4 is the latest reported date -- spinning off Tribune Publishing with the *Chicago Tribune*, *Los Angeles Times*, *Baltimore Sun*, five other daily papers and a \$350M debt load. Tribune Co. will retain its lucrative broadcasting and entertainment properties, among other assets.



Hutchison

Hutchison takes the SVP/corporate comms. post on July 7 in Chicago after two years with CBSI, which includes CBS news and sports web properties, CNET and Gamespot. Christine Castro joined CBSI in January as senior VP of corporate comms.

Hutchison will work with Discovery Communications alum Dana Meyer, who joined Tribune last month as communications manager, reporting to CEO Jack Griffin. He previously held senior posts at Dell and Qualcomm, and did communications stints at Sony and Apple. He started out in the agency realm at Brodeur and FleishmanHillard.

SCOTUS PROGRAMS DEFEAT FOR AEREO

The Supreme Court last week handed a huge victory to TV networks, ruling that New York-based Aereo, start-up TV streaming service, violated copyright law.

Backed by media mogul Barry Diller, Aereo's miniature antennas capture broadcast signals and transmit them to customers so they can watch programs 24/7 on their mobile devices, computers and web-connected TVs. Monthly charge for the service is from \$8 to \$12.

CBS, NBC, ABC and Fox argued that Aereo stole their content, robbing them of billions of dollars from retransmission fees received from local TV affiliates.

"We have decided to pause our operations temporarily as we consult with the court and map out our next steps," said Aereo CEO Chet Kanojia. "The spectrum that the broadcasters use to transmit over the air programming belongs to the American public and we believe you should have a right to access that live programming whether your antenna sits on the roof of your home, on top of your television or in the cloud."

NAB CEO Gordon Smith said in a statement. "[The Supreme Court] decision sends an unmistakable message that businesses built on the theft of copyrighted material will not be tolerated." He dismissed Aereo's claim that networks' launched the lawsuit to attack innovation as "demonstrably false."

Diller told CBNC, "We did try, but it's now over."

Aereo said it would refund users' last paid month.

LaunchSquad handles Aereo's PR account. Virginia Lam heads corporate communications.

EX-NEWS CORP EDITOR CONVICTED

Andy Coulson is guilty of conspiracy in the UK phone hacking scandal, which tarnished the reputation of Rupert Murdoch's News Corp. and led to the shutdown of the *News of the World* tabloid, according to a British jury.

Coulson's former boss and Murdoch protégé, Rebekah Brooks, was acquitted.

Coulson left his edit job in 2007 to serve as head of communications for UK prime minister David Cameron, who has since apologized for hiring the ex-News Corp. staffer.

The hacking scandal, which became public in 2007, infuriated the British people after revelations that the phone of an abducted 11-year-old was hacked.

Brooks was editor during the Dowler intercepts with Coulson her deputy. She went on to head News Corp.'s British newspaper group.

She has denied she knew anything of the hacking.

News Corp. has no comment concerning the Coulson and Brooks decisions because it faces further legal proceedings.

So far, News Corp. has settled more than 700 hacking claims. During the nine-month period ended March 31, the company has shelled out \$144M in fees/charges for "UK newspaper matters." Twenty cases are pending.

Unloads Brooklyn Newspaper Group

News Corp. has agreed to sell its Brooklyn-based Community Newspapers Group to Les and Jennifer Goodstein.

The 11 properties include *Bay Ridge Courier*, The

(Continued on page 4)



MEDIA NEWS

UNLOADS NEWSPAPER GRP (Cont'd from page 3)
Brooklyn Paper, Bay News, Bronx Times Reporter, Bay News, Caribbean Life, Bayside Times and *TimesLedger*, which have a combined weekly circulations of 235K.

The Wedding Guide, Sweet Sixteen Magazine and various family-related magazines are part of the deal made with the husband and wife team.

Lester Godstein is a former News Corp. executive, who ran CNG from 2006 and 2013.

The Goodsteins own Manhattan publications such as *The Villager, Downtown Express, Gay City News, East Villager News* and *Chelsea Now*.

Robert Thomson, CEO of News Corp. notes the sale follows the divestiture of the Dow Jones Local Media Group of 33 papers last year.

Those transactions help "reshape the News Corp. portfolio as we achieve greater globalization and digitization of our businesses with an eye towards long-term growth," Thomson said in a statement.

WSJ MAKES PEOPLE CUTS

The Wall Street Journal is pruning positions in a round of belt-tightening at Rupert Murdoch's News Corp.

John Seeley, high-profile founding editor of the WSJ's Greater New York section, is among those to get walking papers.

He told *Capital New York* that management "thought it best for the company if I was squeezed out."

He had wanted to "work to continue the section's exciting maturation."

Seeley was at the *New York Sun*, which shuttered in 2008, before joining WSJ in 2009 to launch GNY.

The general interest news section was Murdoch's tool to compete with his arch-nemesis, *New York Times*. News Corp. 's other newspapers include the *New York Post, The Sun, Times of London* and seven of the top 10 papers in Australia.



Seeley

TIME INC. SAYS ADIOS TO MEXICO

Time Inc., which was spun off from Time Warner this month, has unloaded its Grupo Expansion to Southern Cross Group, a private equity company focused on Latin American.

GE is Mexico's No. 2 publisher with 16 magazine titles, 10 websites that reach that an audience of 30M people. TW acquired GE in 2005.

Joe Ripp, Time Inc. chief, made the divestiture because the corporate focus is on core assets in the US and UK.

Time Inc. stock trades at \$24.28.

KROPP TWEETS FOR SCRIPPS

Old-line newspaper publisher EW Scripps Co. has hired Twitter pro JB Kropp for the newly created VP/digital strategy development post. He took the job June 23.

He ran Twitter's marketing relationship with packaged goods giant Procter & Gamble, organizing social media programs for the Cincinnati-based company.

At Scripps, he'll oversee its digital entrepreneurs-in-residence program and plot long-term strategies.

Scripps chief digital officer Adam Symson called Kropp "a true innovator, who can lead new business development from conceptual design through development to execution."

Prior to Twitter, Kropp was founder of Vitruve, a social media management platform that was acquired by Oracle.

He also founded The Brandery, business accelerator in his hometown Cincinnati.

Scripps owns 13 newspapers such as *The Commercial Appeal* (Memphis), *Corpus Christi Caller-Times, Abilene Reporter-News, Knoxville Sentinel, Ventura County Star* and *The Gleaner* (Henderson, KY).

The company closed on the \$110M acquisition of Granite Broadcasting TV stations in Detroit and Buffalo this month. It owns 21 local stations.



Kropp

REP MOVES VS EGYPT FOR JAILED JOURNOS

California Congressman Adam Schiff wants to cut and revamp aid to Egypt as a retaliatory move for what he calls the country's "absolutely unacceptable" decision to jail three Al-Jazeera English journalists.

The Los Angeles Democrat, who co-chairs the Congressional Caucus for the Freedom of the Press, said jour-



Baher Mohamed, Peter Greste and Mohamed Fahmy

nalism isn't a crime.

"Reporters must be allowed to report the news, regardless of whether the government agrees with their editorial decisions or not," he said in a statement.

"Journalism should be celebrated as an expression of a country's devotion to freedom of information and democracy, and this is not the way a democracy, or even a country in transition back to a democracy, should act."

Egypt receives \$1.3B in US military aid and \$250M in economic assistance.

The House Appropriations Committee, of which Schiff is a member, last week maintained the current level of funding.

The Congressman wanted to cut the aid package by least 33 percent. The three reporters are Baher Mohamed, Peter Greste and Mohamed Fahmy.

"The only reason these three men are in jail is because the Egyptian authorities don't like what they have to say," said Amnestiy International.

NEWS OF PR FIRMS

DUKAS ELEVATES LINDEN

Dukas PR has named Seth Linden president of the New York-based financial PR shop under CEO Richard Dukas, who adds a chairman title.

The 37-year-old Linden joined Dukas in 2006 as a senior A/E and recently served as EVP. He was an on-air journalist for Alaska NBC affiliate KTUU-TV covering Washington.

Dukas said "the time was right" to elevate Linden, whom he credited with playing a key role in the firm's growth on the client and staff sides. Linden will continue to lead the firm's financial and professional services group, as well as its media and presentation coaching services.

Dukas counts more than 40 clients in the financial space.



Linden

RBB JOINS PROI NETWORK

Miami's rbb PR has joined PROI Worldwide as a partner in the group of agencies around the world.

The firm serves as South Florida market affiliate counsel on consumer and corporate work, including the U.S. Hispanic market.

PROI chair Andreas Fischer Appelt said the addition gives the group a "foothold" in Miami and a link to South and Central America markets.

Thirteen-year-old rbb claims 38 staffers and nearly \$6M in revenue.

CENTURY CITY FIRM SHUTTERS

Boutique beauty and health shop Harris Shepard PR, Century City, Calif., has closed.

Founder Harris Shepard told the *Los Angeles Business Journal* the decision was not financial, but that he wanted to try other endeavors outside of PR after 22 years running the four-staffer firm.

The firm worked on behalf of Murad Skincare, Alterna Professional Haircare and Jenny Craig, among others.

O'MALLEY HANSEN ACQUIRES BLICK&STAFF

O'Malley Hansen Communications, St. Louis, has acquired 20-year-old Clayton, Mo.-based Blick&Staff Communications.

B&S president Harriet Blickenstaff has taken a senior consultant role at OHC, while five of her staffers also joined the \$1.6M firm.

FleishmanHillard alums Kelly O'Malley and Todd Hansen founded OHC in 2006 with clients like Hillshire Brands and Hanes.

Blickenstaff in 1991 hired O'Malley to work in PR at Ralston Purina.

BRIEF: The Public Relations Summer in Manhattan program, or PRISM, has kicked off its seventh year with participating firms Andrew Joseph PR, Bridge Global Strategies, Herman & Almonte PR, Makovsky and RED PR. The internships run from Jun 11-Aug. 6.

NEW ACCOUNTS

New York Area

Butler Associates, New York/Telebeam Communications, network of thousands of wired payphones in New York providing free wireless access, for comms.

Hawkins International, New York/Montage Hotels & Resorts, five luxury hotels in continental US and Hawaii; Hotel Guanahani & Spa (St. Barth's); Wilderness Safaris, Africa ecotours; La Compagnie, boutique French airline serving Paris to New York, for North American PR and media relations.

Nichols & Lence Communications, New York/Futuro Media Group, nonprofit production company; Hudson Valley Restaurant Week; Magine, Sweden-based cloud TV operator; Marine Park Golf; Straus Media, newspaper publisher, and Third Church of Christ, Scientist, NYC, for PR.

East

RPR PR, Portland, Me./popularKLOO, language games, for PR in the US, and Arusha, tour operator for Tanzania safari vacations, for PR.

DPR Group, Germantown, Md./Engage, web and mobile solutions for enterprises, for PR and marketing.

Southeast

Trevelino/Keller, Atlanta/Corner Bakery Café, fast-casual eatery chain, for B2B PR and marketing. CBC has 165 company-owned and franchised locations in 17 states and DC.

Dodge Communications, Atlanta/Clinithink, UK-based provider of clinical natural language processing, for a strategic PR campaign, including brand awareness and thought leadership, focused on the healthcare tech market.

Insider Media Management, Boca Raton, Fla./Everglades Holiday Park, as AOR for PR, including social media marketing and online video content. The park is home to the "Gator Boys" on the Animal Planet Network, a reality show filmed there.

Mountain West

202 Communications, Salt Lake City/Comigo, viewer experience TV technology, for media relations and content marketing.

West

Blueshirt Group, San Francisco/Keek, mobile video social network, for IR to expand its investment community exposure, on a \$12K/month retainer. Keek counts 67M users worldwide and lists shares on the TSX Venture Exchange.

International

MWW, London/Opera Mediaworks, formerly 4th Screen Advertising, a mobile ad platform, for trade, corporate and thought leadership communications in the UK.

Ruder Finn, Shanghai/Michael Kors, fashion designer, for a series of PR projects following a pitch. RF has also picked up China accounts with Swiss luxury watch maker Blancpain, for traditional and digital PR; Boucheron, high-end French jewelry, for strategic counsel and to serve as China press office, following a competitive pitch; De Beers Diamond Jewellers, on retainer for strategic counsel, and Italian luxury brand Diesel, on retainer for strategic counsel and media communications.

NEWS OF SERVICES**BAE'S FLOYD TO BLUE ENGINE MEDIA**

Price Floyd, who led defense contractor BAE Systems' global digital strategy as VP of communications in Washington, has moved to Blue Engine Media, the PR and ad agency founded by Democratic operative Erik Smith.

Floyd also headed internal communications for BAE after joining the company in 2010 from the Dept. of Defense, where he was principal deputy assistant secretary of defense for public affairs under then-Secretary Robert Gates.

He spent 17 years at the State Department in various roles, including director of media relations in the mid-2000s.

He later moved on to work external relations for the DC think tank Center for New American Security, which has carried some influence in the Obama administration.

In addition to the Obama campaigns and Democratic Party, Blue Engine has worked with Ford, Gap Inc. and the "Our Energy Moment" campaign pushing exports of natural gas, among other clients.

**Floyd****THOMAS MOVES TO FIRSTLINE**

Broadcast PR vet Larry Thomas has moved to Atlanta-based Firstline Creative and Media to head its digital division.

Thomas, who takes the title of EVP, digital, is charged with developing online and mobile services and working with its creative, production and media staff on client work.

Thomas had been helming his own shop, Latergy, for the past few years. He was previously COO at broadcast PR company Medialink Worldwide and co-founder and president of PR Newswire's MultiVu operation.

Sixteen-year-old Firstline's PR services include Internet media tours, multimedia news releases, digital media and influencer relations packages.

McCLENNAN VS LEWIS FOR PRSA CHAIR-ELECT

MSLGroup senior VP Mark McClelland will square off against Dallas PR counselor Blake Lewis to be chair-elect of PRSA.

McClelland, who is currently treasurer of the group, was with Schwartz Communications in Boston for 15 years and joined MSLGroup with its acquisition of Schwartz in 2011.

Lewis is secretary of PRSA and was national treasurer in 2013.

He has run Lewis PR for the past 14 years and was previously at EDS, Edelman and the American Heart Association.

PRSA's nominating committee will choose candidates in August to be presented to the group's assembly at its October international conference in Washington. Deadline for comments on candidates is July 8.

Colorado PR pro Jane Dvorak is running against San Diego's Marisa Vallbona to be treasurer.

Kelly Davis, PR director for Riggs Partners in West Columbia, S.C., is unopposed to be secretary of PRSA.

A full list of 2015 board applicants is at prsa.org. Joe Cohen of MWW is 2014 chair of PRSA.

PEOPLE**Joined**

Lisa Heathman, director of PR, HMH, and Dominga Ramirez, VP at Edelman's Matter unit, to LANE, Portland, Ore., as managing directors. Heathman expands the firm's B2B team, while Ramirez adds national brand experience for the firm.

Rafaela Amador, account director at Tampa agency Tucker/Hall and former VP of PA and communications at the Greater Tampa Chamber of Commerce, to Major League Baseball's Tampa Bay Rays franchise, as senior director of its new corporate communications operation. The St. Petersburg team has been trying to find a new home in the Tampa area. Rick Vaughan is VP of communications for the Rays on the baseball side.

Elizabeth Curwen, VP, Spitfire Strategies, to Outreach Strategies, Washington, D.C., as a VP. She was previously with the American Chemistry Council and APCO Worldwide. Also, Evan Carlson, comms. fellow, Center for International Policy, joins Outreach as an A/M. He was spokesman for New Hampshire Gov. John Lynch's 2008 campaign and press secretary for Joe Biden's 2007 presidential campaign in New Hampshire. Alison Omens, a VP at OS, is moving to a senior adviser role as she enters a masters degree program at Harvard's Kennedy School.

Judith Coley, a tech PR and marketing pro whose resume spans Apple, Adobe, AOL and Adaptec, to Envivio, South San Francisco, as VP of corporate and investor comms.. Publicly traded Envivio makes software to process and deliver video content for multiple platforms. Coley makes the move from higher education online learning start-up Authentica, where she led marketing on a contract basis.

Christina Pantin, a Reuters alum who has been a director for Brunswick Group in Hong Kong for the past two years, to Samsung, as VP of PR for its mobile business in the US. She is a 25-year veteran of Thomson Reuters, serving in Kuala Lumpur, Singapore and Hanoi, in addition to Dallas and New York. She left the South Asia general manager post in Bangalore in 2012 to join Brunswick, where she is a media training specialist and financial sector strategist. Pantin, to be based in Samsung's America headquarters in Ridgefield, Park, N.J., will lead PR for Samsung Telecommunications America, a vacant post since the exit of Teri Daley for Microsoft last year.

Brianna Rooney, recent Temple Univ. grad, to Slice Communications, Philadelphia, as a PR A/M for the social media firm.

Promoted

Joseph Carozza to senior VP, media relations, Republic Records, part of Universal Music Group, New York. He joined in 2013 from Sony Music Epic Records and has handled Ariana Grande, Enrique Iglesias and Lorde at Republic.

**Rays****Coley**

DEBLASIO GETS BIGGER PR BULLHORN

New York Mayor Bill deBlasio, who rose to power largely due to his "tale of two cities" inequality theme, is now taking his message on the road.

The 53-year-old Democrat on June 22 earned the chairman post at the newly created Cities of Opportunity Task Force of the US Conference of Mayors. That post gives deBlasio a national platform to speak up for the 99 percent crowd.

The panel empowered to develop "aggressive equity agendas" around deBlasio's campaign platform of higher minimum wage, affordable housing and universal pre-k access. In accepting the post, deBlasio said the task force "is going to organize the progressive ideas coming out of cities across the US, and put city issues back on the national agenda."

The task force, which says it's a bipartisan entity consisting of the leaders of about 1400 cities with populations of at least 30,000, penciled Aug. 10-11 kick-off meetings in New York. The job is another boost for deBlasio, who recently named Andrea Hagelgans his PR rep.

STOSS CARES FOR HUMANA'S DC DRIVE

Doug Stoss, who served a five-year term at Bristol-Myers Squibb as director of market access strategy, is now at Humana's Washington office in the VP-federal affairs post.



Stoss

At the drug maker, he shaped strategy and managed execution of its public sector activities.

Stoss has federal experience earned from chief of staff stints for three former administrators of the Centers for Medicare and Medicaid Services. During that time, the CMMS launched the

Medicare Prescription Drug Program and expanded the Medicare Advantage program.

Humana, the Louisville-based for-profit hospital chain, has more than 6.5M members enrolled in both Medicare programs.

Stoss also worked for ex-Rep. John Shadegg (R-AZ), and Sen. Sue Collins (R-ME).

At Humana, he reports to Heidi Margulis, SVP-PA.

ICR BACKS SEQUENTIAL'S GALAXY DEAL

ICR is handling Sequential Brands Group's bid to become one of the biggest pure-play brand licensing companies via the acquisition of Galaxy Brand Holdings from Carlyle Group.

The deal adds Linens 'N Things (home goods), Avia (athletic footwear), And1 (basketball apparel) and Nevados (shoes) to Sequential's lineup, doubling annual sales close to the \$2B mark. New York-based Sequential counts Ellen Tracy (women's clothing), Heelys (skateboards, scooters, backpacks), Revo (sunglasses), Franklin Mint (collectables), People's Liberation (denim) and William Rast (outerwear, sportswear) in its portfolio.

The deal is worth \$100M in cash, stock and a board seat for Carlyle.

ICR managing director John Rouleau and senior VP Rachel Schacter work the business.

W20'S BENNETT BOUNCES BACK TO BAYER

Mark Bennett, group director at W20 Group, has returned to Bayer as director of digital comms., one of three key US hires by the Whippany, N.J., drugmaker.

Bennett is an Edelman and Bayer (2002-08) alum who spent the last six years at W20 and its WeissComm Partners predecessor. He reports to Bayer VP and external communications head Christopher Loder.

Bayer has also added Capitol Hill staffer Brian McCullough as director of operations for US government relations in Washington. McCullough was senior staffer for the House Energy and Commerce Committee, which oversees drug safety among other areas.

Joe Hathaway, advance director of special events for New Jersey Gov. Chris Christie, has joined as specialist for executive comms. to position Bayer execs in the US.

Germany-based Bayer's 2013 revenue topped €40B (\$54B).

IRVING DANGLES TRAVEL PR RFP

The Irving (Tex.) Convention and Visitors Bureau has called for proposals for its travel PR account, including the need for a New York rep.

The Irving Convention Center at Las Colinas on the outskirts of Dallas is the flagship draw to Irving for its location adjacent to DFW Airport. The \$165M Irving Music Factory entertainment venue is in development and slated to open this year.

The CVB released RFPs for its advertising and PR accounts this week to pitch the area as a premier travel destination for the 2014-15 fiscal year. PR budget is \$50K, while the advertising pact is worth \$400K.

Deadline is July 16. RFPs: <http://bit.ly/1r5WOC8>.

CLEVELAND BROWNS PR CHIEF QUILTS

The Cleveland Browns have the NFL's most anticipated quarterback and a new head coach, but the beleaguered franchise is now without a communications chief for the second time in two years.

Browns PR director Zak Gilbert resigned June 26 after a year on the job, the team said Thursday.

Gilbert, whose 2013 ouster from the Oakland Raiders caused a stir in NFL media and PR circles, said he made the choice to quit the Cleveland post. "After a lot of thought and discussion, I've come to the difficult decision to resign my position as head of the Browns' communications department," he said in a statement.

He replaced VP of media relations Neil Gulkis, who left the Browns after four years in June 2013.

The hapless Browns head into the 2014 season with PR winds swirling. They drafted the college phenom quarterback Johnny Manziel in May and in January named ex-Buffalo Bills and New York Jets defensive coordinator Mike Pettine as the team's head coach. Also on the periphery are the PR troubles of team owner Jimmy Haslam, the CEO of the Pilot Flying J truck stop chain under investigation in a federal probe over fuel rebate fraud.

"We greatly appreciate Zak's efforts, work ethic and contributions to the Cleveland Browns organization," said Browns president Alec Scheiner.

Egypt's jailing of three journalists for seven years on bogus charges has been called "farfical," "draconian," etc. An exact parallel exists in the U.S. where PRSA bars reporters on inane charges.

One of the three journalists, Baher Mohamed, got an extra three years because he had a spent bullet in his pocket picked up as a souvenir. This became "possession of a weapon."

The three Al Jazeera reporters were accused of creating street disturbances for their news reports at a time when such disturbances were widespread. There was no need for journalists to create their own demonstrations.

Peter Greste, an Australian, had only been in Egypt a few days when he was arrested. Mohamed Fahmy, a Canadian citizen of Egyptian descent, had reported for CNN, *Los Angeles Times* and *New York Times*. The three have been in Egypt's "notorious" Tora Prison since last December.

The "evidence" presented by prosecutors was taken from the defendants' computers. It consisted of shots of Greste's family on vacation, horses grazing in a pasture, and a news conference by Kenyan police that Greste had covered.

"There was no incriminating evidence," said Canadian Ambassador David Drake. No evidence at all was supplied to support the charges, said NYT. Al Jazeera said the jailings defied "logic, sense and any sense of justice."

PR Society Floats Absurd Charges

Similarly, PRS has no evidence against us except grotesque distortions of our behavior. For instance, we're accused of "harassing" students by offering them \$200 to cover a luncheon visit of 2009 chair Mike Cherson in Akron.

All such farfical charges against us were rebutted in five pages in the May *O'Dwyer's* magazine.

What gave this story double meaning to us was that Secretary of State John Kerry, while saying of the jailings that, "Injustices like this simply cannot stand," nevertheless on June 22 said the U.S. would fully restore the first \$650 million of its \$1.3 billion in annual aid to Egypt—including 10 Apache attack helicopters.

The parallel that exists with the PR Society is that although it has blatant anti-press policies and practices, tramples on the rights of members, committed massive theft of copyrighted materials for 18 years, and is controlled by a small group of APRs who defy democratic procedures, it receives support from the AP, Cision, Vocus, PR Newswire, BusinessWire and other major PR players who simply hold their noses and look the other way. The five entities named above are "gold," \$20,000 sponsors of the 2014 annual conference of the Society Oct. 11-14 in Washington, D.C., the seat of our democracy.

We're astounded that AP is in this group but also note that it is headed by Gary Pruitt, a lawyer, who as far as we can see is an administrator who never wrote a story.

Simple Answer for Both: Withhold \$\$

President Obama and Kerry, while protesting the jailing of the journalists, Kerry making an "immediate" call to the Egyptian foreign minister, could rescue them by saying, "You won't get another penny until you free the journalists."

Rep. Adam Schiff (D-Calif.) proposed to cut aid to Egypt on June 24 after the jailings were announced but the House Appropriations committee rebuffed him 35-11. Politics is at work. The U.S. feels the Egyptian government headed by Abdel Fattah el-Sisi is more supportive of U.S. aims in the Mideast than the government of Mohamed Morsi's Muslim Brotherhood.

Major sponsors, who are hoping PRSA members will buy their products, could bring needed reforms if they put such considerations aside and used their clout in service of ethics. While politicians such as Kerry mouth meaningless phrases that are not backed by action, the practice in PR is to remain silent—lips buttoned—and pretend lack of knowledge of any "hot" topic.

That's pretty hard to do for the five companies because they all subscribe to O'Dwyer media or are sent related articles if they don't. Their silence is deafening.

A new figure has appeared on the horizon who offers some hope that justice might take place—Howard Schultz, CEO of Starbucks, one of three "Most Ethical Retailers" in the U.S., according to Ethisphere Institute. Starbucks has a warm, responsive and open culture. It encourages debate and discussion in its facilities. James Olson, VP-CC is co-chair of the Society conference in D.C. Oct. 11-14. Either he or Schultz could direct the Society to reflect the Starbucks culture.

The PR Society presents a harsh, unyielding face to its members and the press. It cuts off members from its website without a hearing or chance of appeal. Debate is stifled. Teleconferences are typically one-way only. The entire morning of Assemblies is given to leader/staff speeches. The bar against reporters joining is selectively enforced because *Fortune* columnist Gil Schwartz, also a CBS PR executive, has been a member many years.

The Society's election process is the opposite of what goes on in a democracy. Candidates don't answer questions of members or the press.

Mark McClennan of MSL Group, Waltham, Mass., candidate for chair-elect, promises to help the Society to grow and be more diverse. Blake Lewis, of his own firm in Dallas, says he will create a "strong" committee to seek new members. Lewis cannot possibly be chair-elect. That would mean another chair from the South after Kathy Barbour of Florida (2015), Mickey Nall of Atlanta (2013), Rosanna Fiske of Florida (2011) and Gary McCormick of Knoxville (2010).

Lewis served as "fodder" for Barbour last year when he was her opponent for chair-elect. After three male chairs in a row (Cohen, Nall and Jerry Corbett), only a woman could have been picked as 2014 chair-elect.

Questions for the Society candidates are at <http://tinyurl.com/l85kpob>.

— *Jack O'Dwyer*