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O'Dwyer's Newsletter

The Inside News of
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MAINE REVIEWS TOURISM PR

Maine has begun a review of its six-figure tourism PR account and is collecting agency proposals through mid-April.

The Pine Tree State's Dept. of Tourism released an RFP last week covering PR, media relations, social media and special communications projects.

Maine last reviewed the account in 2010, when it carried a \$650K budget. Marshall Communications of Augusta is the incumbent.

Firms are not required to be in Maine but must have an office or strategic partner within two hours of Augusta.

Proposals are due April 18.

Info: <http://bit.ly/WZAgQy>.



Photo: Maine Dept. of Tourism

DACH TO DEPART WAL-MART

Leslie Dach, the former Edelman/Washington chief who moved to Wal-Mart in 2006 to upgrade the battered image of the retail giant, is leaving his executive VP-corporate affairs post in June.

The *New York Times* (March 9) credited Dach with "polishing the company's image through energy conservation, environmentally friendly packaging and philanthropy." programs.

Dach, who served in the Clinton White House prior to Edelman, said he's leaving because "things are going well" at the retailer. Wal-Mart is currently wrestling with international bribery probes.

He believes he fulfilled his goal of opening up Wal-Mart to "those who it might've kept at arm's length before."

Wal-Mart CEO Michael Duke told staffers via a memo that Dach will continue as a consultant to the company.

Edelman advises Wal-Mart on corporate matters.

John Ulylot, a corporate, political and agency exec, has left a senior VP role at Hill+Knowlton Strategies for High Lantern Group in D.C.

Ulylot directed H+K/D.C.'s PA and crisis comms. units and has worked crises for clients like DHL, Ford, Pfizer and the U.S. Marine Corps.



Dach

PR FIRMS, LARGE AND SMALL, GREW IN 2012

Fifteen of the 25 largest PR firms taking part in the O'Dwyer rankings posted double-digit gains in 2012 led by Edelman which grew 12.4% to \$655 million or nearly four times the size of the next ranked firm, the strategic communications segment of publicly-held FTI Consulting.

FTI, a newcomer to the rankings, had \$168M in fees and 686 employees in 2012. It provides consulting services related to financial and communications, public affairs, creative engagement and strategy consulting and research.

Ed Reilly is global CEO, Strategic Communications Practice, based in New York.

Revenues of FTI, listed on the NYSE, were \$1.85 billion in 2012.

Four of the other ten largest PR operations were up in double figures including W2O Group, up 30% to \$62M; MWW Group, up 11% to \$42M, ICR, up 14% to \$36.5M and DKC, up 22% to \$32.8M.

Among the next 15, Finn Partners gained 35% to \$32M; Allison & Partners grew 29% to \$25M; Zeno Group, a sister company of Edelman, grew 49% to \$20M, the largest gain among the top 50; Coyne Public Relations grew 11% to \$20M; Gibbs & Soell grew 34% to \$19.7M, second biggest gain among the top 50; French/West Vaughan grew 29% to \$17M; Atomic Public Relations grew 13% to \$17M; Prosek Partners grew 19% to \$15M; Hunter PR grew 17% to \$14M and 5W Public Relations grew 14% to \$14M.

Dodge, J PR, Konnect up 50%+

Growing more than 50% were Dodge PR, Roswell, Ga., up 53% to \$5.5M; J PR, San Diego, up 54% to \$2.6M, and Konnect PR, Los Angeles, up 95% to \$1.3M.

Among the more than dozen firms joining the list is Max Borges Agency of Miami, specializing in technology and having revenues of \$6,910,743, a gain of 36%, and a staff of 36. Founded in 2002, it has more than 80 clients in consumer electronics and business technology. It has posted double-digit growth since its founding, winning a place on *Inc.* magazine's 2009-2012 list of fastest growing private companies.

(Continued on page 2)

*Special
Rankings Issue*



Tables: pgs. 3-4



Reilly

Digital Growing Fastest at Edelman

Richard Edelman, president and CEO, said the majority of the firm's practices had "significant growth" but that the "biggest increases" were in digital.

Said Edelman: "This is being driven by the inclusion of digital components into the majority of the work we do for clients. We're seeing a changed competitive landscape where clients are turning to PR, digital and media buying shops for big ideas, and no longer just the creative agencies.

"We are accepting that challenge and structuring ourselves accordingly, with the hiring of Michael Berland and launching of our new research unit, Edelman Berland, naming Jackie Cooper Global Chair, Creative Strategy and appointing Steve Rubel our Chief Content Strategist."



Edelman

W2O's Weiss Says Talent Drives Growth

Jim Weiss, chairman and CEO, W2O Group, said the firm's 30% growth was driven by its continuing policy of "hiring and developing the best and brightest talent in the business, adding experts in all areas of digital/online/social and mobile communications."



Weiss

Said Weiss, in explaining the firm's name change from WCG: "We established W2O Group as a means to broaden our footprint and commercialize new businesses and foster entrepreneurial ideas and risk-taking . . . with a net. We formed Twist Marketing to add a new dimension to client marketing and formed W2O Digital to enhance a core competency and eventually reinvent the

whole space. We also invested in new technologies and platforms to envision, optimize and measure content and deliver visual storytelling in new and fresh ways.

"We developed the next generation of analytics providing clients in diverse industries with game-changing insights to better understand and grow their businesses. Beyond our foundational business in healthcare, we introduced new capabilities in corporate and strategy and expanded our technology and consumer practices. We gained more than 20 new clients representing major global brands and business sectors we never had access to.

"We continued to broaden our global footprint by further enhancing our London and EU presence and strengthening, deepening and expanding our network in other key countries and markets around the world."

Big Wins Fueled MWW's Growth

Michael Kempner, president and CEO of MWW Group, said the firm's 11% growth was driven by major client wins including Atkins Nutritionals, Verizon, Booking.com, and Virgin America.

The West Coast team won a number of consumer and technology accounts including Kendall-Jackson, Sanuk, Danhov, Twist, Blurb and Nimbuzz.

Also helping growth was the acquisition of two firms, Enso Communications, Los Angeles, and Capital

Public Affairs, Trenton, one of New Jersey's leading PA and government relations firms. Partner and president Steven Some joined as SVP and GM of the Trenton office along with core members of CPA's leadership team including Stephen Reid and Tom Cosentino. MWW absorbed CPA's clients including Atlantic Wind Connection, BEST Transportation, Corizon Health, LS Power Development, Rite Aid, Stop & Shop and Langan Engineers, among many others.

The New York office doubled in size, adding 18,000 square feet, and the San Francisco office moved into new space reflective of the Silicon Valley tech culture in the Financial District.

MWW launched a new corporate identity, including a new logo and tagline - "Matter More" - that reflects the agency's independence and commitment to building and accelerating relevance for clients.

MWW won more than 100 industry awards in the past year including International Business Awards "PR Agency of the Year", American Business Awards "PR Agency of the Year", Bulldog Reporter's "Digital Agency of the Year", PR News "Top Place to Work in PR," and Best in Biz "PR Campaign of the Year".

Areas of focus include: corporate communications and consumer marketing, research and analytics, consumer technology and digital content, and digital marketing/social media.

Finn Partners Grew 36% to \$32M

Peter Finn, founding partner of Finn Partners, said that although the firm only launched late in 2011, "It has already gained the momentum, talent and forward-looking planning that will ensure exponential success in 2013 and beyond."

Its 36% growth rate to \$32 million was helped by the acquisition of tourism marketing specialist M. Silver and Associates, New York and Ft. Lauderdale, and Healy & Schulte, Chicago. Prior to its launch, Finn Partners acquired the Rogers Group, Los Angeles.

Finn said the firm's strategy is to build its U.S. foundation, focusing on key practice areas and geographies, and then putting emphasis on building each core competency through collaboration.

The firm will continue to look for strategic acquisition opportunities in 2013, making non-organic growth a strategic pillar of its future.

Finn Partners also expanded globally in 2012 – adding its second international office – by hiring former WagEd technology leader Chantal Bowman-Boyles to open and run its London office.

The London office is the agency's gateway to Europe and is already working with several of the firm's U.S. based clients by effectively expanding scope to include global work, said Finn.



Kempner



Finn

O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

Firm	2012 Net Fees	Employees	% Change from 2011
1. Edelman, New York.....	\$655,900,289	4,518	+12.4
2. FTI Consulting, New York.....	\$168,572,000	686	-5.4
3. APCO Worldwide, Wash., D.C.....	\$121,800,000	606	+1.0
4. Waggener Edstrom Worldwide, Bellevue, WA.....	\$118,426,000	939	+2.2
5. W2O Group, San Francisco (formerly WCG).....	\$62,005,000	262	+30.0
6. Ruder Finn, New York.....	\$56,148,000	485	-2.5
7. Text 100 Global PR, San Francisco.....	\$50,930,028	473	+1.0
8. MWW Group, E. Rutherford, NJ.....	\$42,875,000	207	+11.0
9. ICR, Norwalk, CT.....	\$36,554,283	97	+14.0
10. DKC, New York.....	\$32,896,560	154	+22.0
11. Finn Partners, New York.....	\$32,293,000	233	+35.8
12. Qorvis Communications, Washington, D.C.....	\$29,500,000	102	flat
13. Allison+Partners, San Francisco.....	\$25,000,000	130	+29.3
14. Regan Communications Group, Boston.....	\$22,906,000	71	+10.0
15. Zeno Group, New York.....	\$20,798,925	128	+49.4
16. Coyne PR, Parsippany, NJ.....	\$20,027,000	110	+11.0
17. Taylor, New York.....	\$19,800,000	95	+3.7
18. Gibbs & Soell, New York.....	\$19,734,890	115	+34.0
19. Cooney/Waters Group, New York.....	\$18,961,000	65	-7.2
20. French West Vaughan, Raleigh.....	\$17,186,330	84	+29.0
21. Atomic, San Francisco.....	\$17,000,000	117	+13.0
22. Padilla Speer Beardsley, Minneapolis.....	\$16,875,860	86	-5.0
23. Peppercom, New York.....	\$16,172,652	81	new
24. Prosek Partners, New York (ex-CJP Comms.).....	\$15,019,717	60	+19.4
25. Hunter PR, New York.....	\$14,554,310	82	+17.3
26. 5W Public Relations, New York.....	\$14,188,564	92	+14.0
27. RF Binder Partners, New York.....	\$13,136,803	75	+5.5
28. CRT/tanaka, Richmond, VA.....	\$13,009,202	74	+12.4
29. Makovsky, New York.....	\$13,000,000	51	+8.3
30. SS PR, Northfield, IL.....	\$12,929,500	62	+18.9
31. Fahlgren Mortine, Columbus, OH.....	\$12,397,732	69	+17.7
32. Jackson Spalding, Atlanta.....	\$12,095,500	82	+16.0
33. Sparkpr, San Francisco.....	\$11,280,339	39	+8.5
34. Kaplow, New York.....	\$10,850,000	59	+8.0
35. Levick Strategic Comms., Wash., D.C.....	\$10,793,299	51	-13.4
36. Rasky Baerlein, Boston.....	\$10,689,403	39	+8.4
37. Davies, Santa Barbara, CA.....	\$10,520,971	34	+20.0
38. Zimmerman Agency, Tallahassee, FL.....	\$10,100,000	42	+8.0
39. Widmeyer Communications, Wash., D.C.....	\$9,839,514	37	+8.0
40. Merritt Group, Reston, VA.....	\$9,220,283	42	+28.8
41. The Hoffman Agency, San Jose, CA.....	\$8,650,000	92	-5.0
42. Development Counsellors Int'l (DCI), New York.....	\$8,619,995	47	+19.0
43. Horn Group, San Francisco.....	\$8,000,000	45	+1.3
44. Airfoil Public Relations, Southfield, MI.....	\$7,867,069	51	-3.0
45. Crosby Marketing Communications, Annapolis, MD.....	\$7,305,583	45	-3.0
46. Gregory FCA, Ardmore, PA.....	\$7,300,000	44	-10.0
47. Hager Sharp, Inc., Wash., D.C.....	\$7,092,777	48	-17.8
48. Matter Communications, Newburyport, MA.....	\$7,000,000	58	+21.0
49. Max Borges Agency, Miami.....	\$6,910,743	36	+36.4
50. Public Communications Inc., Chicago.....	\$6,546,731	50	+36.7
51. Connect Marketing, San Francisco.....	\$6,354,475	33	-4.0
52. Lou Hammond & Associates, New York.....	\$6,318,272	40	+6.2
53. GYMR, Wash., D.C.....	\$6,002,402	26	+0.6
54. PAN Communications, Boston.....	\$6,002,000	50	-1.8
55. Bliss Integrated Communications, New York.....	\$5,698,000	33	-4.0
56. McNeely Pigott & Fox, Nashville, TN.....	\$5,640,530	55	-5.8
57. rbb Public Relations, Miami.....	\$5,603,460	38	+3.6
58. Dodge Communications, Alpharetta, GA.....	\$5,510,756	42	+53.0
59. Seven Twenty Strategies, Washington, D.C.....	\$5,440,107	23	+22.0
60. Spectrum, Wash., D.C.....	\$5,330,489	32	-6.9
61. Pierpont Communications, Houston.....	\$5,307,382	31	+20.0
62. Dye, Van Mol & Lawrence, Nashville, TN.....	\$5,290,921	47	-1.2

O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

Firm	2012 Net Fees	Employees	% Change from 2011
63. Singer Associates, San Francisco.....	\$4,907,595	12	+15.0
64. Linhart Public Relations, Denver.....	\$4,899,244	28	+6.5
65. Jarrard Phillips Cate & Hancock, Brentwood, TN.....	\$4,862,846	18	+27.0
66. FoodMinds, Chicago.....	\$4,859,213	17	+38.0
67. ReviveHealth, Santa Barbara, CA.....	\$4,850,000	17	+5.4
68. 360 Public Relations, Boston.....	\$4,752,383	30	+13.6
69. Morgan & Myers, Waukesha, WI.....	\$4,671,762	30	-15.0
70. CooperKatz & Co., New York.....	\$4,622,315	31	+13.6
71. Jones Public Affairs, Wash., D.C.....	\$4,516,759	23	+2.5
72. Cerrell Associates, Los Angeles.....	\$4,505,793	21	+1.0
73. L.C. Williams & Associates, Chicago.....	\$4,404,394	26	flat
74. Ron Sachs Communications, Tallahassee.....	\$4,345,720	21	+18.5
75. Intermarket Comms., New York.....	\$4,312,805	18	-10.8
76. Standing Partnership, St. Louis.....	\$4,100,532	29	+14.9
77. Borders & Gratehouse, San Francisco.....	\$4,093,355	23	+37.2
78. Blick & Staff Communications, St. Louis.....	\$3,993,860	15	-5.2
79. The Phelps Group, Santa Monica, CA.....	\$3,460,000	18	+6.0
80. Schneider Associates, Boston.....	\$3,394,599	22	+17.0
81. Hirons & Company, Indianapolis.....	\$3,290,000	45	+4.6
82. Dukas Public Relations, New York.....	\$2,926,010	18	-14.0
83. Trevelino/Keller, Atlanta.....	\$2,888,624	16	+44.0
84. Bateman Group, San Francisco.....	\$2,886,895	21	+37.1
85. MCS Healthcare PR, Bedminster, NJ.....	\$2,877,962	17	-23.7
86. Brandware Public Relations, Atlanta.....	\$2,676,866	13	+4.2
87. J Public Relations, San Diego.....	\$2,646,586	23	+54.3
88. MMGY Global, New York.....	\$2,522,452	19	-13.8
89. Kohnstamm Communications, St. Paul.....	\$2,345,479	16	+29.5
90. energi PR, Montreal.....	\$2,292,129	15	+3.5
91. Rosica Communications, Paramus, NJ.....	\$2,190,493	8	flat
92. Ripp Media/Public Relations, New York.....	\$2,057,821	7	+16.0
93. O'Malley Hansen Communications, Chicago.....	\$2,000,000	11	-32.2
94. Beehive PR, St. Paul, MN.....	\$1,981,655	12	+14.4
95. The Hodges Partnership, Richmond, VA.....	\$1,744,790	16	-13.9
96. Trylon SMR, New York.....	\$1,605,194	6	-11.4
97. VPE Public Relations, South Pasadena, CA.....	\$1,452,488	15	+3.6
98. Hope-Beckham, Atlanta.....	\$1,372,000	14	+3.1
99. Konnect Public Relations, Los Angeles.....	\$1,309,993	21	+95.3
100. BLAZE, Santa Monica.....	\$1,297,370	10	+26.0
101. Open Channels Group, Ft. Worth.....	\$1,251,576	8	-1.5
102. Maccabee, Minneapolis.....	\$1,222,940	6	-8.0
103. Katcher Vaughn & Bailey PR, Nashville.....	\$1,154,436	9	-3.7
104. TransMedia Group, Boca Raton, FL.....	\$1,143,027	12	+10.0
105. Red Sky PR, Boise, ID.....	\$1,126,923	13	-9.0
106. Landis Communications, San Francisco.....	\$1,100,000	10	-20.0
107. Catapult PR-IR, Boulder, CO.....	\$1,082,615	7	+3.6
108. Perry Communications Group, Sacramento, CA.....	\$1,067,800	8	-12.0
109. K/F Communications, San Francisco.....	\$1,067,303	9	+37.0
110. WordHampton PR, East Hampton, NY.....	\$892,347	9	flat
111. The Harrell Group, Dallas.....	\$873,618	2	+36.5
112. Furia Rubel Communications, Doylestown, PA.....	\$866,781	5	+16.0
113. BizCom Associates, Addison, TX.....	\$861,222	8	+8.0
114. Butler Associates, New York.....	\$857,225	5	+40.0
115. Edge Communications, Encino, CA.....	\$715,924	3	-13.3
116. Marketing Maven Public Relations, Camarillo, CA.....	\$703,577	10	+88.0
117. CJ Public Relations, Farmington, CT (ex-Kotchen).....	\$672,262	7	-16.2
118. Focal Point Communications, Burlingame, CA.....	\$637,800	1	+7.0
119. Feintuch Communications, New York.....	\$613,607	4	-26.0
120. Phillips & Co., Austin, Texas.....	\$573,587	10	-18.0
121. Bridge Global Strategies, New York.....	\$530,225	4	+37.5
122. At the Table Public Relations, Tampa, FL.....	\$441,039	4	+0.8
123. Weiss PR Associates, Baltimore.....	\$382,289	2	+5.2
124. Stuntman Public Relations, New	\$378,267	3	flat

PR FIRM RANKINGS (Continued from pg. 2)

In the U.S., Finn Partners is advancing its position in the ranking of independent firms, and is keeping steadfast to its commitment of being a Best Place to Work in the industry.

Employee benefits have been expanded to include a personal wellness subsidy for every employee. This includes free fruit and healthy snacks in the office for the staff; updating its 401K plan; absorbing all cost increases for healthcare benefits; introducing a remote work policy; and growing its bonus pool by more than 50% percent. This is in addition to fostering optimal work/life balance through extra time off for staff during the summer and December holidays.

Finn points to the firm's prestigious and expanding client list as proof of its commitment to excellence.

The top 15 clients account for approximately 30% of the firm's revenue and include Hyundai, Vonage, Rosetta Stone, Jamaica Tourist Board, Logitech, IEEE, Pinnacle Vodka, the Embassy of Korea and Blue Cross Blue Shield. New business wins since the start of 2012 include the launch of Google's Lunar X Prize, Hilton Garden Inn, Hampton Hotels, the Verizon Foundation, Exact Target, Fifth Third Bank, Fujitsu America, FTD and the American Association of Orthodontists.

Account Wins Boosted Allison

Scott Allison, chairman and CEO, and Andy Hardie-Brown, co-founder and COO, Allison+Partners, said about 80% of the firm's 29% growth to \$25 million came from new business wins.

Every office had growth with record gains in San Francisco, New York, Phoenix, Washington D.C. and San Diego, they said.

The consumer, technology and corporate practice groups had major wins

including Pioneer, ASICS, Toyota, Microsoft, Omnifone and General Mills, among others.

Zeno Spurred 49% to \$20.7M

Barby Siegel, CEO of Zeno, sister company of Edelman which spurred 49% to \$20.7 million, said growth was fueled by a range of new business wins and organic growth of both cornerstone and legacy clients.

"We saw significant expansion of top-ten clients ranging from 40-60%," she said.

"In addition, the opening of Zeno Redwood Shores in Silicon Valley enabled us to re-start our technology practice, which contributed to the firm's overall performance as did our growing consumer marketing and health-care practices," added Siegel.

Gibbs & Soell Broadened Strategy

Luke Lambert, president and CEO, Gibbs & Soell, said "Last year was the primary launch year in our transition from a business model focused on public relations

services to one encompassing a broader business communications strategy. The transition included a rebranding of the agency, along with an expansion of our service offering, strategic hires to strengthen key aspects of the business, and the addition of new practices."

Lambert said the 34% increase in revenues to a record \$19.7 million was evenly divided between organic growth and new clients.

"We feel business communications, which aligns business and communications strategies to drive results for our clients, is a unique approach in our industry," he said.

French/West/Vaughan Added Accounts

French/West/Vaughan, Raleigh, grew 29% to \$17.1M, its second best year ever in its 15-year history. This followed a year when billings were flat.

About 60% of the gain was from an "impressive slate of new business wins," said chairman and CEO Rick French. These included Arena, a global performance swimwear brand that gained prominence at the London Olympic games; Skins athletic apparel; SaS, the world's largest privately-held software and data analytics firm; the Southwest Athletic Conference, North Carolina State University; TigerSwan, a global security and contract defense company, and Strata Solar.

Longtime agency clients that increased their PR/marketing spend included Wrangler, the world's largest-selling denim brand; Swiss energy giant ABB; New Delhi-based Gemesis Diamond Company, Italian coffee and filter maker Melitta; and Hood River Distillery, makers and distributors of a large portfolio of spirits brands.

FWV was ahead of most PR firms in adding creative, media buying and digital media via its 2003 acquisition of leading regional ad shop West & Vaughan, said French.

He said the firm's digital and social media practice grew 46% last year and this trend continues in 2013 as the agency adds additional SEO, PPC and digital media planning specialists.

Atomic Boosted Staff to 117

Atomic PR, a Grayling agency, boosted staff to 117 from 92 in growing 13% in revenues to \$17M.

Andy Getsey, co-founder and CEO, said the firm made important new hires including Chris Knight, previously at Cohn & Wolfe, and Scott Samson of MWW Group, who became VPs in the San Francisco office.

Joining as senior digital strategists were Chris Brown of Grey Digital, New York, and Shane Jordan of Draft FCB, San Francisco.

Martha Shaughnessy, a seven-year Atomic veteran, was promoted to SVP/managing director in San Francisco. Michaela Gross joined as MD in Munich. She was MD at Harvard PR, Munich.



Lambert



French



Allison, Hardie-Brown



Siegel

PR FIRM RANKINGS (Continued from pg. 6)

“We’re working more closely with Grayling which has 70 offices in 40 countries,” said Getsey, noting that Grayling recently added Pete Pedersen of Edelman as global CEO.

The enlarged Atomic is now “attracting a broader range of brands and a broader span of client size,” he said. “With the additional scale and resources Grayling brings us, we’re enthusiastic about what the future holds,” he said.

Atomic opened an office in Orange County, Calif., and completed development of ComContext 4, the firm’s own analytics platform.

It has a new user interface, data visualizations, a PDF-based reporting format and additional social data fees from Sysomos and Traackr. An energy and sustainability group was started in the fourth quarter.

Coyne PR Tops \$20M

Coyne PR topped the \$20M mark in 2012 as fee income jumped 11 percent. CEO Tom Coyne noted that the Parsippany, N.J.-based firm’s consumer lifestyle division grew 64 percent, while its social media division increased 60 percent in both revenue and staff by adding clients including Mary Kay, Stanley Steemer, Playmobil and Novartis.

Winning multiple Chrysler brands helped the automotive division revenue rise 31 percent.

The healthcare team also landed big wins, including Chapstick, and business results for clients last year included 4.5 million new Facebook likes for Burger King and more than 1B billion media impressions for Disney Cruise Lines.

Key account wins for the agency included Skinnygirl Cocktails, Red Robin Gourmet Burgers, Heathrow International Airport, Daytona International Speedway, United States Golf Association, UPS Sustainability, David’s Bridal and VTech.

Coyne also partnered with Grammy-winner CeeLo Green to reintroduce the iconic Meow Mix cat food jingle after a 16-year hiatus and generated 535 million media impressions in three weeks. It served up Red Robin as the first national chain to use Ghost Pepper and launched the brand’s Beer Milkshake for two of their most successful launches to date.

The firm elevated the image of Heathrow Airport in the U.S. as the host airport of the 2012 London Olympic Games with key national broadcast placements including Bloomberg TV, CNBC, CNN and “The Today Show,” reaching over 171 million viewers.

Coyne delivered twenty, nine-person pedal buses to the Republican and Democratic National Conventions on behalf of Humana’s Freewheelin’, the nation’s largest bike-sharing program, giving more than 2,500 rides - totaling 1,849 miles.

Coming up this month: Additional PR firm rankings by category and geography.

**Getsey****Coyne****WS CONSUMER BOSS RETURNS TO EDELMAN**

Lisa Sepulveda, Weber Shandwick’s consumer marketing president, has returned to Edelman after a seven-year split. She takes on the global client relationship management slot responsibility effective March 25. The group includes 17 clients (GE, Microsoft, eBay, HP) that generates 30 percent of Edelman’s revenues.

Sepulveda told O’Dwyer’s that she started her career at Edelman and called her return a “no-brainer.” She reports to CEO Richard Edelman.

Julianna Richter, who was in charge of germ, has been upped to the new position of COO/Edelman U.S.

Edelman told O’Dwyer’s a key focus for Richter will be the build-up of the firm’s business beyond its traditional New York, Chicago and Washington base.

Richter joined Edelman in 2000, overseeing pharmaceutical and health clients such as Schering-Plough, Novartis, Merck and AstraZeneca. In the new post, she reports to Mark Hass, CEO of Edelman U.S.

Sepulveda joined Interpublic’s PR flagship in 2009, and has managed multi-country work for blue-chip clients such as Samsung, Amway and Weight Watchers.

Prior to WS, Sepulveda helmed Euro RSCG Worldwide PR. She took that job in 2006 after a 19-year stint at Edelman.

At Edelman, Sepulveda founded its consumer health practice. She served as general manager of New York, executive VP of the city’s consumer brands practice and managing director of the global consumer health sector. Her Edelman highlights include managing the Rx-to-OTC switch for Advil and Claritin and the “Dove Campaign for Real Beauty.”

Sepulveda also has handled PR campaigns for Sears, Pfizer, Georgia Pacific and Birdseye.

F-H MANAGES BUZZ FOR BUMBLE BEE RECALL

Fleishman-Hillard is handling longtime client Bumble Bee Foods’ recall of its flagship tuna cans over concerns some were improperly sealed.

The San Diego-based company said March 6 that loose seals or seams could lead to spoiled fish and illness if consumer, although no reports of any illness have been received. It expanded the recall on March 8.



“We must assure our consumers and retailers of a safe and quality product so we very much appreciate everyone’s part in disposing of the products with the specific codes indicated,” said SVP of technical services and corporate quality assurance Steve Mavity.

Fleishman-Hillard’s San Diego office is handling PR for the recall. Senior partner and senior Della Sweetman heads the assignment.

Bumble Bee tuna cans distributed from Jan. 17-Feb. 28 are affected by the recall.

The Omnicom firm has worked with BBF since 2003, when it was spun off as a privately held entity from ConAgra Foods, and handled the recall of its Castleberry’s hot dog chili sauce over botulism concerns in 2009.

D'AMATO FIGHTS NY GARBAGE FACILITY

Former New York State Senator Al D'Amato is representing real estate interests and residents of Manhattan's swanky Upper East Side that want to kill New York City's plan to reopen a marine waste transfer station on 91 St and the East River.

Mayor Bloomberg unveiled his solid waste management plan in 2002, a program that called for an equitable distribution of NYC's garbage. The program calls for transporting NYC garbage via barge or rail thus reducing the number of fume-belching trucks from city streets.

Current waste transfer stations are located in low-income areas of NYC's "outer boroughs." Manhattan, which generates 40 percent of the city's residential trash does not have a working waste station.

D'Amato's firm, Park Strategies, is repping Residents for Sane Trash Solutions. SANE claims the cost of the 91 St. facility has ballooned from \$55M to \$245M and projects an ultimate cost of \$400M. It contends Manhattan complies with the NYC's "borough equity" argument because its trash is trucked to a "waste-to-energy" plant in New Jersey.

D'Amato leads the SANE team. He is joined by son, Christopher, and former Congressman Vito Fossella from Staten Island.

S.I. was home to the Fresh Kills Landfill, which took the bulk of NYC's trash. It was closed in 2001, which triggered the new solid waste management plan. Fresh Kills is in the process of being converted to a park.

NJ NIXES TOURISM PR REVIEW

New Jersey has pulled the plug on a review of its tourism PR account just weeks after releasing an RFP.

The Garden State's Division of Travel and Tourism said it will handle the tasks of promoting New Jersey in-house.

It is the second time the state has canceled a PR review since October. Last year, New Jersey, which saw its tourist-magnet coast heavily damaged in Hurricane Sandy in October, reviewed its travel advertising and PR work simultaneously in the fall but awarded only the ad portion – to Dana Communications of Princeton and New York.

The PR account's budget had been set at around \$300K/year. It released the RFP last month.

The state said pitches already received will be returned unopened.

GEPHARDT INKS SOUTH KOREA PACT

Gephardt Group Government Affairs has inked a \$200K eight-month lobbying and government relations contract with South Korea.

The firm of former House Majority Leader and presidential candidate Dick Gephardt also is to offer "strategic advice" to the Koreans and "work amicably" with its other service providers, according to the contract.

In February, Park Geun-hye became the first female president of South Korea.

She's been front and center in the aftermath of North Korean leader Kim Jong Eun's March 7 decision

to void its non-aggression pact with South Korea and sever the hotline between the two nations. She promised to "deal strongly with North Korea's provocations."

GGA also is working a \$300K contact with Taiwan's representative office in the U.S.

CHIME PR DIPS BUT OLYMPICS BOOST '12 REVS

Chime Communications reported 2012 PR revenue dipped 2% but operating income jumped 35% to £157.5M on the strength of its marketing and advertising work for the London Olympics.

Profit soared 64% to £25.7M, excluding earn-outs and prior year results from its offloaded Bell Pottinger PR business.

The company, which previously counted earn-out payments as a capital item rather than a charge against earnings, said new rules required it to take an £11.5M charge for earn-outs in 2012.

That one-time reality, along with the farming out of an £11.9M overseas PR contract set to end in April, cut operating profit down to just £4.9M, a 74% decline over the prior year.

Chime, which sold BP to the firm's management for 19.6M in 2012, said PR revenue for the year dipped two percent to £18.8M. Profit ticked up to £1.9M. Recent wins include SABMiller's Pilsner Urquell, Serco, Huawei and British Land.

CEO Christopher Satterthwaite called it a "year of transition" for Chime as it invested in sports, entertainment and digital, as well as developing markets, and continue to divest Bell Pottinger.

He said "repositioning" the Good Relations PR division is well under way and he expects the second half to be better than the first.

LAS VEGAS WANTS CANADA PR FIRM

The tourism marketing entity for Las Vegas has rolled a review of its Canada PR account with an RFP process through early April.

The Las Vegas Convention and Visitors Authority's longtime U.S. agency of record, R&R Partners, oversees the Canada account and released the RFP. The account is worth about \$9K/month for consumer PR with a separate fee for business/trade PR.

A firm will be expected to implement the overall consumer and business/trade PR and event marketing strategy developed by R&R and the Authority, while handling day-to-day execution in Canada. Toronto, Vancouver and Montreal are a key focus.

A three-year contract is planned with a Canadian firm, starting July 1. Firms must have a significant presence in Toronto and a track record in promoting non-Canadian tourism and convention destinations.

Canada is one of three key international markets for Las Vegas, along with Mexico and the United Kingdom.

View the RFP: <http://bit.ly/WE7VED>.



HONEY BOARD STICKS WITH EHY FOR PR

The National Honey Board will stick with EvansHardy+Young for foodservice sector PR, following a review.

The incumbent since April 2010, the Santa Barbara, Calif.-based firm handles trade and media relations to promote honey as a “pivotal” ingredient in the foodservice sector.

The Firestone, Colo.-based board, which is funded by a tax on domestic and imported honey and housed under the Food and Drug Administration, released an RFP last August for the account.

Max Martens is VP of PR for EHY. Honey Board director of marketing Catherine Barry oversees the work.

North Dakota leads the U.S. in honey production, followed by California, South Dakota, Montana and Florida.

SARD AIDS HESS IN TRANSFORMATION

Sard Verbinnen & Co is advising Hess Corp. as the New York-based oil company goes public with plans to “transform” into an exploration and production company and leave its retail gas stations behind.

Hess said March 4 it will unload its retail operations, energy trading and marketing units in a plan announced alongside a dividend hike, \$4B stock buy-back program, and board shuffle.

Hess laid out its vision in a letter to shareholders and a press release last week, pitching the focus on E&P as a higher growth, lower risk plan.

In addition to Sard, the company has enlisted the proxy solicitation firm MacKenzie Partners.

Hedge fund Elliott Management, which works with Sloane & Company for PR, had been pressuring Hess to make changes since late January in a campaign dubbed “Reassess Hess.” EM, which is working with proxy firm Okapi Partners, responded to Hess’ plans with disappointment and said it will offer its own board slate.

GPG COUNTS A123 AS CLIENT

Glover Park Group reps Wanxiang America Corp., the U.S. unit of the Chinese auto parts company, which purchased bankrupt advanced electric battery maker A123 Systems for more than \$250M.

That transaction triggered howls of protest from U.S. lawmakers and military officials concerned about the potential transfer of technology to the Chinese.

A123 received more than \$250M from the U.S. Dept. of Energy as part of the federal stimulus program.

The State of Michigan lavished \$125M in tax credits to A123, but the state's attorney general Bill Schuette asked the bankruptcy court on March 6 to disallow the transfer of the tax break to Wanxiang.

WAC argued that all of A123 rights were transferred to it as part of the acquisition.

GPG's team includes Joel Johnson, President Clinton's senior advisor for policy and comms.; Susan Brophy, a member of the Clinton-Gore transition team and former head of Time Warner's public policy office, and Alex Mistri, ex-special assistant to George W. Bush.

NEW ACCOUNTS

New York Area

ICR, Norwalk, Conn./China Hydroelectric Corporation, publicly traded owner, developer and operator of small hydroelectric power projects in the People's Republic of China, for IR counsel.

RED PR, New York/RAMY Beauty Therapy, cosmetic collection founded by Ramy Gafni, for PR.

Southeast

Hispania PR, Miami/Beech-Nut Nutrition Corp., for PR targeting the Hispanic market.

Uproar PR, Orlando/Tessemee's All-Natural, salad dressing and marinades, for media relations and strategic brand-building counsel.

Southwest

Turner PR, Denver/ Generator Hostels, as U.S. AOR for PR for the UK-based boutique hostel concept; Ariat International, heritage equestrian footwear and apparel; Bern Unlimited, action sport hard goods purveyor; Ballast Time Instruments, military-inspired watch maker, and Kappa-USA, Italian heritage sportswear.

West

McClenahan Bruer, Portland, Ore./Blab, predictive social intelligence, for media relations for the launch of its flagship offering later this year, and InFocus Corp., digital display and visual collaboration technology, for media relations and reporting for product launches.

PEOPLE

Joined

Mark Fredrickson, former VP of corporate comms. and marketing strategy, EMC, to CTP, Boston, as managing director, technology practice. He earlier held senior comms. and business development roles at Digital Equipment Corp.

Promoted

Grant Deady to the new post of chief culture officer, Zeno Group, New York. Deady has been with the Edelman unit since its inception in 1998. CEO Barby Siegel said Deady will be the steward of the “global Zeno culture,” following expansion to London, Asia.

Steve Rubel to the new post of chief content strategist, Edelman, New York. The EVP is responsible for creating and cultivating best practices in content strategy from inside and outside the firm and for guiding programs such as media partnerships that blend paid, earned and owned disciplines.

Tara Murphy to the new role of executive VP for strategy for the New England region, Weber Shandwick, Boston. The former radio journalist is a seven-year vet of WS.

Stephenie Medina to senior publicist and **Kendall Trainer** to publicist, J PR, San Diego.

Shari Winet Rodriguez to VP of PR for publicly traded Bridgepoint Education, San Diego. She joined in 2008 as director.



Murphy