



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
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## SINGAPORE TAPS F-H

Singapore's Washington embassy is ironing out a two-year contract with Fleishman-Hillard with a fee capped at \$420K.

The Omnicom unit will assume responsibilities for message development, media relations, management of "as it happens" news and social media counseling.

F-H is to be on continuous call to respond to coverage of the city-state and will write speeches for embassy staffers.

A quarterly media analysis is required to detail the volume/tone of media coverage, share of types of media, identification of most prominent Singapore voices and recommendations to influence future press.

F-H will report to Ashok Kumar Mirpuri, ambassador, and Jerome Lee, first secretary and communications counsel. A formal contract is pending.

Singapore's foreign ministry led by K Shanmugam made the rounds of Washington last week, assuring policymakers there is no link between its Institute of Microelectronics and China's Huawei Technology, which has been deemed a national security threat to the U.S. for its ties to the Chinese military.

A U.S. engineer, who was working for IM, was found hanged in his Singapore apartment in June. His family claims that he was murdered because of a tie to Huawei. Singapore denies any transfer of technology to Huawei and is sharing the results into the death probe with the FBI.

## HAWAIIAN AIRLINES FLIES TO EDELMAN

Edelman has landed Hawaiian Airlines' PR business, following a review, as the account departs a long-time Honolulu-based incumbent.

The *Honolulu Star Advertiser* reported that McNeil Wilson Communications handled the airline's PR for more than 15 years and will continue to work on projects.

Edelman/San Francisco, which pitched with a team that included native Hawaiians, picked up the account as of March 1.

HA kicked off direct flights to New York, its first direct East Coast destination, last summer and plans expansion to Taiwan in July, its eighth international route added since late 2010.



Shanmugam with Sec. of  
State John Kerry last week.

## TECH PRACTICES POST DOUBLE DIGIT GAINS

Many of the more than 70 tech practices taking part in the O'Dwyer rankings posted double-digit gains in 2012 led by Edelman, whose tech practice grew 71% to \$217,856,287, comprising 33.2% of the firm's total revenues.

Richard Edelman, president and CEO, has said that the "biggest increases" at the firm, whose overall revenues grew 12.4% to \$655 million, were in digital.

The majority of the firm's clients are now incorporating digital in the assignments to the firm, he said.

Allison+Partners, San Francisco, posted a 50% rise in tech fees to \$9,500,000.

Jonathan Heit, president and senior partner, said the Samsung account doubled as consumer IT and digital imaging were added to the enterprise business division.

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*Technology  
Rankings Issue*



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## BIG EAST ADDS KETCHUM TO TEAM

The Big East, the iconic college athletic conference which is undergoing major changes, including its name, is working with Ketchum on communications and its re-branding.

The Big East, based in Providence, is losing its moniker as key members exit and a new slate of schools join. Last week, the so-called Catholic 7 basketball bloc of DePaul, Georgetown, Marquette, Providence, Seton Hall, St. John's and Villanova announced their June 30 exit from the Big East to form a new conference with the Big East name. In football, Rutgers, Louisville and Notre Dame are key departures.

Alicia Stetzer, manager of corporate comms. for Ketchum, told O'Dwyer's the Big East assignment is led by the firm's Washington, D.C., office and involves helping the conference determine a new name, brand positioning and narrative, as well as sharing the story with stakeholders, including the media, universities, alumni and sports fans.

The Orlando Sentinel reported one possible name for the conference was "America 12."

The Universities of Connecticut, Cincinnati and South Florida remain in the conference. Incoming members in 2013 and 2014 include the Universities of Central Florida, Memphis, Houston, SMU, Boise State, San Diego State, Tulane, East Carolina and Navy.

## **ANDY COOPER DIES AT 64**

Andy Cooper, who co-founded CooperKatz with Ralph Katz nearly 17 years ago, died from cancer on March 14. He was 64.

He is remembered for his advocacy skills, strategic thinking, passion for PR, intelligence and quick wit. The firm has set up a memorial page on its website at the firm's website, cooperkatz.com.

Cooper met Katz more than 40 years when both were graduate school students at Syracuse University.

He began his PR career in Chicago at Burson-Marsteller in 1975. Cooper transferred to B-M's New York office and recruited Katz.

The duo worked together for 20 years at B-M, where Cooper rose to the N.Y. president and vice chairman positions, while Katz headed creative services.

They built CK into a firm with more than 30 staffers and fees of \$4.6M in 2012, up 13.6 percent from the previous year.

Services for Cooper were held March 15 in Connecticut. The family has requested that any donations in Cooper's name go to support brain cancer research at The Weizmann Institute of Science or the Israel Cancer Research Fund.



Cooper

## **EX-REP BACKS ASTEROID 'GOLD RUSH'**

Former Tennessee Congressman Bart Gordon is repping Planetary Resources, the Seattle-based company that intends to mine precious metals contained in the 9,000 near-Earth asteroids, a collection the company calls the "low hanging fruit" of the solar system.

About 1,000 of those NEA's "are energetically as easy to reach as the Moon," according to Planetary Resources. There are more than 600K asteroids in the solar system.

Co-founder Peter Diamondis predicts a potential \$1T market in asteroid mining and notes that a single 500-meter asteroid may hold more platinum than was ever mined on Earth.

Asteroids have huge reservoirs of water, a resource that could be brought to Earth to bolster its dwindling supply, or used to supply deep-space exploration missions.

PT has a deal with Richard Branson's Virgin Galactic and its "LauncherOne" rocket for a series of launches for its Arkyd space telescopes to identify the most economically promising NEAs.

Those will be targeted for mining missions conducted by robotic spacecraft.

PR retained Gordon's firm, K&L Gates, for its Washington representation for asteroid mining. There is no pending legislation concerning mining the asteroids.

Gordon, a Democrat who did not seek re-election in 2010, had chaired the House Committee on Science and Technology.

Planetary Resources has some high-profile investors, including Larry Page (Google CEO), Eric Schmidt, (Google executive chairman) and Ross Perot Jr. (son of the billionaire and former presidential candidate).

## **PR HEAD OF TROUBLED BANK FOUND DEAD**

The head of communications for an Italian bank being probed for corruption and fraud was found dead last week at the bank headquarters.

Reuters, citing a judicial source, reported police are investigating a possible suicide.

The *New York Times* noted Rossi's death "adds an element of tragedy to a scandal that has had a devastating effect on the community of Siena, reverberated throughout European banking and played a role in Italy's recent political shake-up."

The 51-year-old Rossi led communications for Banca Monte dei Paschi di Siena, the world's oldest bank which got a \$5.3B bailout in January, and is facing probes after millions of euros are missing amid complex financial deals.

Rossi's body was found beneath an open window at the Banca Monte's Siena headquarters, a converted 14th century fortress, a month after he was among bank staffers whose homes and offices were searched by police.

In a statement, the bank called Rossi's death a "tragedy" and said the institution "pleads for silence as a form of respect." The bank said Rossi fulfilled his role "with utmost competence and dedication, even in this particularly delicate phase," adding the "event, albeit tragic, renews and strengthens the intensity of our determination to move on in the journey that we have undertaken."

Banca Monte has about 4.5M customers in Italy.

## **LT. GOV RESIGNS OVER FORMER PR CLIENT**

Florida Lieutenant Gov. Jennifer Carroll resigned last week after a former client of her PR firm was linked to illegal gambling.

Carroll, a former state legislator and lieutenant governor since 2009, previously ran a PR firm -- 3N & JC -- with her husband, Nolan, which represented the non-profit Internet cafe operator Allied Veterans of the World. A state investigation into the organization -- Carroll was interviewed by authorities on March 11 -- led to arrests this week on racketeering and money laundering charges.

Gov. Rick Scott's chief of staff, Adam Hollingsworth, said in a statement that the resignation was tendered to "keep her former affiliation with the company from distracting from the administration's important work on behalf of Florida Families."

Florida authorities said the Allied Veterans group donated only two percent of its \$290M in revenue to charities over five years while its president earned \$1.5M. The *Florida Times Union* reported that Carroll starred in an advertisement for the group in 2010 and filed legislation as a state house member -- later withdrawn under criticism -- to legalize the Internet cafe industry, which operates under sweepstakes statutes in the Sunshine State.

Carroll, a Navy veteran, was secretary of veterans' affairs in Florida under Gov. Jeb Bush. She resigned from a presidential commission in 2007 after CBS News said she earned a master's degree from a so-called "diploma mill," Kensington University.

**PHOENIX DIES IN BOSTON**

The *Boston Phoenix*, an alternative weekly founded in 1966 and respected for its hard-hitting political coverage, is no more.

Publisher Stephen Mindich, in a memo to staffers, called the shut-down announcement the "single most difficult communication that I've ever had to deliver."

He blamed the closure on the economic crisis that began in 2007 and the "simultaneous radical changes in the media business," that made it rough to "reverse our significant financial losses."



Mindich is keeping the *Providence* and *Portland Phoenixes* afloat because their smaller scale of operations" make them financially viable. He thanked staffers for "driving the political and socially progressive and responsible agendas."

**ONE AMERICA NETWORK TO LAUNCH**

One America News Network, a conservative cable TV network bankrolled by Herring Broadcasting and supported by the *Washington Times*, is slated for a summer launch to compete with News Corp.'s Fox News.

Robert Herring said OANN, is aimed at viewers with "independent, conservative and libertarian values."

He noted that Fox News is currently the only game in town for conservatives, while liberals have "a half dozen or more choices on TV each day from where to get their news."



Herring has promised to sink "hundred of millions" of dollars to bring his new network to life.

San Diego-based HB is owner of the Wealth TV network. For OANN, it will rely on WT studio facilities in D.C. from news reports and analysis programs.

OANN is expected to debut July 1 with a market of 10M-15M homes and a goal of 90M households.

**HULU CONTENT CHIEF TAKES HELM**

Andy Forssell, chief content officer at Hulu, will move into the interim CEO slot when Jason Kilar departs at the end of March.

In a note to staffers, Kilar called Forssell a "critical senior executive" who helped grow the company to a stable of more than 450 content partners and annual revenues in the \$700M range.

Hulu backers Walt Disney Co. and News Corp. are currently hashing out their plans for the video service.

A permanent CEO will be named once Hulu's future has been decided.

**HAYES SLIDES TO SCHULTZ SLOT AT MSNBC**

Chris Hayes is taking over the 8 p.m. slot at MSNBC next month, taking over for Ed Schultz, who is moving to a weekend position.

The protégé of Rachel Maddow currently hosts "Up with Chris Hayes," a weekend morning program.

The 34-year-old Hayes will be taking on Fox's Bill O'Reilly in the prime talk hour, leading up to "The Rachel Maddow Show."

O'Reilly's ratings for people in the important 25-to-54 age bracket are more than double what "The Ed Show" drew.

Schultz announced his shift during his March 13 program. He told viewers that he wanted to make the shift for a "number of personal and professional reasons."

The weekend show will give Schultz more of an opportunity to "get out with the people and tell their stories."

Comcast owns MSNBC.

**WINTOUR EXPANDS DUTIES AT CONDE NAST**

Anna Wintour, long-time editor-in-chief of *Vogue*, has been named artistic director of publishing parent Conde Nast.

She will some of the duties of Si Newhouse, the 85-year-old CN chairman who began relinquishing day-to-day management chores last fall.

Charles Townsend, CEO of CN, called Wintour, 63, the "driving force behind the success of CN." She is to "extend her influence beyond the *Vogue* brand to the rest of the organization," according to his statement.

To Townsend, Wintour is an "icon in the worlds of fashion, business and the arts, she has the foresight and wisdom to influence the major trends of our society and is respected globally as an accomplished business-woman."

Wintour sees her role as a "one-person consulting firm" who will advise editors on the direction of their magazines.

**AP Bankrolls Rent the Runway**

Advanced Publications, owner of CN, led a round of investors including American Express and Novel TMT Ventures pouring nearly \$25M into Rent the Runway, an online service that rents designer clothing and accessories to users.

RtR co-founder Jennifer Hyman describes her company as an "experiential marketing engine" that allows consumers to rent clothing for about 10 percent of the retail



price. It also provides exposure to young designers.

RtR has a roster of 170 designers and more than 35K dresses on its site.

Hyman said RtR will use the cash infusion to invest in "people, marketing and scaling our operation to make sure we are delivering incredible customers experiences," according to a report in *WWD*.

**MEDIA NOTES continued****NBC DIGITAL EIC MOVES TO CANCER CENTER**

Jennifer Sizemore, who was editor-in-chief at NBC News Digital, has taken the VP-communications post at the Seattle-based Fred Hutchinson Cancer Research Center. She assumes the position on April 17.

At the formerly named msnbc.com, Sizemore was in charge of a staff of 120 people, overseeing content, business strategy and multimedia platform development.

Her new responsibilities will focus on internal/external PR, community/government relations, marketing and branding.

Sizemore also was deputy managing editor of news at the *Houston Chronicle* and assistant managing editor at the *Seattle Post-Intelligencer*.

She plans to use her journalism expertise to “help the Hutch tell its amazing stories effectively, and connect the organization and its groundbreaking work to the world,” according to her statement.

Sizemore reports to Dr. Larry Corey, president of the FHCRC, who led the nationwide search for the VP post.

FHCRC is known for its pioneering work in bone marrow transplantation that led to the development of immunotherapy, which uses the immune system to treat cancer.

The facility is home to the nation’s first cancer prevention research program, serves as clinical coordinating center of the Women's Health Initiative and houses the international headquarters of the HIV Vaccine Trials Network.

**NBCU CREATES UNIVERSITY OUTREACH POST**

NBCUniversal has hired Greg Jackson for the newly created VP-university outreach position. His role is to serve as liaison with colleges to educate students on legal ways to obtain digital movies, TV programs and other online material. Jackson reports to Rick Cotton, executive VP/general counsel.

Cotton said in a statement that the new position is “critically important part of our long-term campaign to highlight legitimate online outlets for TV and movies, while at the same time educating key audiences about the corrosive impact of digital theft on employment.”

Most recently, Jackson was VP-policy at EDUCAUSE, where he was responsible for advocacy on behalf of its advanced core technologies initiative, which covers the use of the .edu 'Net domain. He represented EDUCASE on the joint committee of the Higher Education and Entertainment Communities, a group that includes the American Assn. of Universities, Recording Industry Assn. of America and the Motion Picture Assn. of America.

From '96 to '09, Jackson was VP-chief information officer at the University of Chicago, managing its 300-member staff and \$70M IT group.

He joined UC from the Massachusetts of Technology, where Jackson was director of academic computing.

**Williams****Jackson****CABLEVISION'S MAIELLA TUNES IN TO AMC**

Cablevision media relations head James Maiella has tuned in to AMC Networks as one of two senior VPs of corporate communications.

New York-based Cablevision spun AMC off in 2011, but still controls voting rights, and the company has been the subject of takeover rumors in recent months.

Maiella, VP of media relations at Cablevision Systems, tackles business and trade media relations for the operator of cable networks AMC, IFC and WE tv and the IFC Films unit.

He works alongside Georgia Juvelis, also senior VP/corporate comms., who handles AMCN’s Sundance Channel, AMC/Sundance Channel Global, along with corporate marketing and comms. assignments.

Maiella guided media relations for Cablevision’s cable operations and telecommunications products in a 10-year career there.

Maiella reports to EVP, comms. and marketing, Ellen Kroner.

AMC in February hired WPP’s Glover Park Group in Washington amid the takeover speculation. Sloane & Company, New York, is outside PR counsel.

MTV alum Marnie Black is senior VP of PR at the AMC network.

**BPRS STAGES ENTERTAINMENT 'BOOT CAMP'**

Sixty members and guests of the Black PR Society-New York learned “The Good, the Bad and the Ugly of Working in Entertainment PR” and the “Five Principles of Effective Social Media Engagement” at a meeting of the group Feb. 26 at Burson-Marsteller.

“The Good, the Bad and the Ugly” was presented by Michelle Huff, founder of Huff Events & PR, and the “Five Principles” was presented by Shante Bacon, CEO and founder of 135th Street Agency.

Vanessa Edwards-El of The Event Strategist, meeting planner, was moderator.

Panelists also included Simone Smalls, founder and CEO of Simone Smalls Public Relations, and Tanya Hayre, media relations specialist.

Smalls gave tips on “landing your first celebrity client” and Tanya Hayre, media relations specialist, talked about techniques and challenges in pitching media.

Frank Ski, motivational speaker and former host of the Atlanta-based radio station V-103, a CBS affiliate, also addressed the group. He said the “Boot Camp” event showed that “If you want to do PR, branding and marketing, this is where you need to be.”

Students from Delaware State University were among those at the meeting.

Kisha Barton, of the KBartonPR, president of BPRS-NY, said her goal is to provide resources for career advancement to members and to secure prominent speakers for future meetings.

The chapter [www.bprsnny.org](http://www.bprsnny.org) was founded in 1991 “as an advocate for multicultural professionals in PR and to offer peer-to-peer support, mentorship training and networking opportunities.”

## **'THE DEAN' RETURNS TO AIA**

Joe DiGiovanni is returning to the American Insurance Assn. on April 1 after a dozen years. He will take the senior VP for state affairs. He's departing the VP-PA position at Liberty Mutual Group, where he headed that property and casualty insurer's 50-state outreach.

DiGiovanni, prior to moving to Liberty Mutual, spent 21 years at AIA, leaving as chief of its state government affairs operation.

He began his career at the Massachusetts Division of Insurance, where he held administrative assistant to the commissioner and director of consumer services posts.

Leigh Ann Pusey, president/CEO of AIA, called DiGiovanni "the dean" of insurance government affairs.

AIA is the trade group of about 300 insurance companies that write more than \$100B in premiums each year.

## **CUNNINGHAM PILOTS DRIVECAM PR**

DriveCam, which makes video and data recorders for vehicles, has brought in Julie Cunningham, a former managing director for The Blueshirt Group and wireless sector communications exec, to head corporate communications.

The San Diego-based tech company, which inked a five-year contract with Greyhound Lines last month and Waste Management in September, pitches its product to commercial fleets to improve fuel efficiency and safety by monitoring drivers.

Cunningham takes the newly created senior VP, corporate comms., slot at DriveCam after heading investor relations and corporate comms. at mobile imaging services company Mitek Systems, and, earlier, Novatel Wireless around a stint at Blueshirt.

She is also a former senior VP, handling IR, corporate comms. and PR, at Qualcomm, which has licensed technology to DriveCam.

## **CAMPBELL WINS NIH COMMS. ROSTER SLOT**

Alexandria, Va.-based Campbell & Company, and its team of six firms, is among 25 vendors selected to handle communications and support assignments for the National Institutes of Health.

The NIH conducted a lengthy review process for the pact capped at \$500M over five years and known as an indefinite delivery/indefinite quantity contract, which lets the federal agency tap firms from the pool as needed for assignments.

Campbell & Co., which specializes in reaching women and multicultural audiences, teamed with Ketchum, BlackBear Communications (Native American outreach), Alan Newman Research, Elevacion (Hispanic advertising), The Jay Group (logistics) and LCG Systems (IT).

Campbell president Wendy Campbell said the firm looks forward to helping the NIH continue to tackle "some of the nation's most pressing health conditions, emphasizing those that disproportionately affect multicultural audiences."

Other communications firms making the NIH cut included St. Louis-based Banyan, Walham, Mass.-based Cadmus, Reingold (Alexandria, Va.), Kauffman & Assocs. (Silver Spring, Md.) and Capital Consulting

Corp. (Rockville, Md.).

Hager Sharp filed a protest after the contracts were initially awarded but the Government Accountability Office dismissed that action in October.

The NIH, which has an annual budget of \$30B, draws from its pool of 25 firms in four categories: communications/outreach; graphic design/web/database support; materials development and distribution, and exhibit support.

## **MEEHAN RETURNS TO SLOAN-KETTERING**

New York's Memorial Sloan-Kettering Cancer Center has rehired Avice Meehan as VP-communications/CCO to lead the hospital's recently consolidated PR, PA and marketing efforts.

Meehan headed PA at MSKCC for eight years until '02 when she departed for the VP-communications/PA at the Howard Hughes Medical Institute. At HHMC, Meehan promoted its biomedical research and science initiatives in print, digital venues.

Earlier, Meehan worked as a reporter/editor and was communications director for former Connecticut Governor Lowell Weicker, who took the state house as a third-party candidate.

At MSKCC, Meehan will also handle advertising and its website. Craig Thompson, president & CEO of MSKCC, said Meehan's job is to "help shape the delivery of our message going forward."

## **ANCHIN LANDS MONSTER PR JOB**

Matt Anchin, a top communications and marketing exec for Nielsen and American Express, has landed the top corporate communications slot at online job site Monster, which is up for sale under parent Monster Worldwide.

Janet Swaysland left the SVP, global comms. and social media slot at Maynard, Mass.-based Monster in November 2011.

Anchin was senior VP, global marketing and communications slot at Nielsen. At Monster, he heads corporate comms., business and consumer media relations and social media under CMO Ted Gilvar.

He was previously VP of online communications at AmEx and held various communications slots at IBM in an eight-year career there.

Monster parent Monster Worldwide is pursuing a sale after hiring advisors in March 2012. Net loss for the fourth quarter of 2012 was \$73M on revenue of \$211.2M, down 10 percent.

## **PN DIALS UP DIGITAL PRO**

Porter Novelli has named Jesse Soleil senior VP-digital in charge of designing cross-platform programs for clients.

Soleil is founder of Massiverse, a digital media entertainment outfit targeted at children.

He did a nearly eight-year stint at Scholastic Inc. departing as VP-emerging media and technology. In that capacity, Soleil was responsible for the eScholastic online commerce unit.



**Anchin**

**NEWS OF PR FIRMS****MSL UNVEILS NEW PLATFORM**

MSLGroup launched a new influencer relationship management product at SXSWi in Austin last week built on SocialChorus' marketing platform.

Stephanie Agresta, the firm's social media chief, said brands need to tap into social word-of-mouth marketing in more sophisticated ways to drive better scale and metrics of their programs.

She said MSLGroup is combining its consulting expertise in influencer marketing with big data and SocialChorus technology to allow for sophisticated targeting, behavioral forecasting and messaging.

The product also enables seamless communication across channels.

According to Joe Burton, president & chief operations officer of SocialChorus, large scale social engagement is increasingly driven by a group of influencers called the "Power Middle." "

That group of online influencers, Burton said, has a smaller, but fiercely loyal audience from 2,500-25,000+ unique monthly visitors to their blogs or other social networks.

**HEDGEWEEK HONORS FIRMS**

*Hedgeweek* honored New York-based Walek & Associates and London's Peregrine Communications as the best PR firms for North America and Europe, respectively.

It is the fourth consecutive win for Walek.

Hedgeweek polls its 53,000 subscribers for its annual awards.

**NEWS OF SERVICES****CISION ADDS MARKETWIRE SERVICES**

Cision has forged a partnership with Marketwire to provide customers with press release distribution on the CisionPoint PR software platform.

Cision president and CEO Peter Granat said the combination of services lets customers target media and consumers directly to increase the visibility of press releases.

MW services added to Cision include distribution, analytics, social media sharing, editorial review, multi-media capabilities and SEO, among others. The services will be incorporated in the spring release of Cisionpoint.

**HAEFELI WORKS MINDLESS BEHAVIOR**

Mark Haefeli Productions, New York, produced a satellite media tour for Interscope Records and recording artists Mindless Behavior for the release of their new album and documentary, "All Around the World."



The teen pop/R&B group's film, released March 15, chronicles its "#1 Girl Tour" in the U.S.

**NEW ACCOUNTS****New York Area**

**360 Public Relations**, New York/Sir Kensington's, premium ketchups and other condiments, as AOR for PR.

**Cohn & Wolfe**, New York/Bazaarvoice, social commerce SaaS company, as AOR for PR.

**5W PR**, New York/FiveCurrents, creative and production firm handling stadium spectacles, live broadcasts, corporate and other events, for PR, media relations, event case studies and other assignments.

**Robin Leedy & Associates**, Mount Kisco, N.Y./Matrixx Initiatives, for its Zicam brand of pre-cold and nasal congestion products; Crosscare Limited for Colief Infant Drops for colic, and Cirrus Healthcare Products, for its EarPlanes air pressure ear plugs and the launch of AquaEars ear plugs for children.

**Southeast**

**Insider Media Management**, Boca Raton/Exclusive Matchmaking, Maryland-based dating service, for PR.

**Midwest**

**Ruane Communications**, Chicago/MPI Research, healthcare research and testing for drug discovery, for PR.

**Mountain West**

**GroundFloor Media**, Denver/Alliance for Early Success, non-profit formerly known as the Birth to Five Policy Alliance, for digital PR.

**Canada**

**Ford Publicity**, Toronto/Afri-Culture, online publication focused on Africa and its diaspora, for PR.

**PEOPLE****Joined**

**Aurora Kessler**, director, media comms., Banyan Tree Hotels and Resorts based in Singapore, to Rubenstein PR, New York, as managing director. She is a former senior VP at Rubenstein.

**Roy Kaufmann**, former comms. director to Portland Mayor Sam Adams, to Hubbell Communications, Portland, Ore., as a VP.

**Joe Commare**, VP of marketing and business development, MultiDyne, to Wall Street Communications, Salt Lake City, as an A/D. He was previously at WSC client Telecast Fiber Systems for 14 years.

**Promoted**

**Mark Gale** to CEO and **Marcy Tessmann** to president, Charleston|Orwig, Hartland, Wisc. They are both partners in the firm. **Lyle Orwig** remains chairman and founding partner.

**Gale, Tessmann**

**Ryan Smith** to senior VP of media and client relations, Rosica Communications, Paramus, N.J. He joined in 2009.

**Meredith Hite** to VP, corporate comms., Dallas Market Center. She joined in 2007 from The Richards Group.

**Anne Parrin**, an intern, to A/C, Pineapple RM, Minneapolis.

— Greg Hazley

# O'DWYER'S RANKINGS OF TECHNOLOGY PR FIRMS

TECH FIRMS POST GAINS (Continued from pg. 1)

Firm	2012 Net Fees
1. Edelman, New York.....	\$217,856,287
2. Waggener Edstrom Worldwide, Bellevue, WA....	59,000,000
3. Text 100, San Francisco.....	50,930,028
4. APCO Worldwide, Wash., D.C.....	32,039,918
5. FTI Consulting, New York.....	17,471,000
6. Atomic, San Francisco.....	17,000,000
7. Sparkpr, San Francisco.....	11,280,339
8. Qorvis Comms., Wash., D.C.....	10,500,000
9. Finn Partners, New York.....	10,254,885
10. Allison+Partners, San Francisco.....	9,500,000
11. The Hoffman Agency, San Jose.....	8,650,000
12. Launch Squad, San Francisco.....	8,523,874
13. Merritt Group, Reston, VA.....	8,520,283
14. MWW Group, E. Rutherford, NJ.....	8,346,000
15. The Horn Group, San Francisco.....	8,000,000
16. Airfoil PR, Detroit.....	7,867,069
17. Matter Communications, Boston.....	7,000,000
18. Max Borges Agency, Miami.....	6,910,793
19. Connect Marketing, San Francisco.....	6,354,475
20. Ruder Finn, New York.....	6,299,391
21. Fahlgren Mortine, Columbus.....	6,046,075
22. W20 Group, San Francisco.....	5,389,000
23. Zeno Group, New York.....	4,754,170
24. Coyne PR, Parsippany, NJ.....	4,716,000
25. SS PR, Northfield, IL.....	4,600,000
26. Gibbs & Soell, New York.....	4,145,749
27. Borders + Gratehouse, S.F.....	4,093,335
28. Jackson Spalding, Atlanta.....	3,513,787
29. Makovsky, New York.....	2,900,000
30. Bateman Group, San Francisco.....	2,886,895
31. Kaplow, New York.....	2,064,000
32. Trylon SMR, New York.....	1,605,194
33. Levick Strategic Comms., Wash., D.C.....	1,564,196
34. Trevelino/Keller, Atlanta.....	1,550,000
35. Prosek Partners, New York.....	1,524,350
36. CRT/tanaka, Richmond.....	1,510,000
37. Gregory FCA, Ardmore, PA.....	1,427,130
38. 5W Public Relations, New York.....	1,400,000
39. Dye, Van Mol & Lawrence, Nashville.....	1,265,968
40. Hunter PR, New York.....	1,163,875
41. Catapult PR-IR, Boulder, CO.....	1,082,615
42. K/F Communications, San Francisco.....	1,067,303
43. M/C/C, Dallas.....	1,000,000
44. Linhart Public Relations, Denver.....	934,360
45. Ron Sachs Communications, Tallahassee.....	841,650
46. Open Channels Group, Ft. Worth.....	800,000
47. Rasky Baerlein Strategic Comms., Boston.....	711,363
48. RF   Binder Partners, New York.....	646,468
49. Focal Point Communications, Burlingame, CA..	637,800
50. Schneider Assocs., Boston.....	556,166
51. French   West   Vaughan, Raleigh.....	462,226
52. Feintuch Comms., New York.....	457,209
53. Kohnstamm Comms., St. Paul.....	336,372
54. CooperKatz & Co., New York.....	324,961
55. Beehive PR, St. Paul, MN.....	305,380
56. Red Sky Public Relations, Boise.....	288,672
57. Standing Partnership, St. Louis.....	273,037
58. Landis Communications, San Francisco.....	260,000
59. Hirons & Co., Indianapolis.....	255,000
60. Public Communications, Chicago.....	246,426
61. L.C. Williams & Assocs., Chicago.....	206,712
62. VPE Public Relations, South Pasadena, CA.....	113,854
63. energi Public Relations, Montreal.....	105,434
64. McNeely, Piggott & Fox, Nashville.....	99,182
65. Rosica Mulhern & Assocs., Paramus, NJ.....	90,125
66. Dukas Public Relations, New York.....	63,000
67. O'Malley Hanson Comms., Chicago.....	60,000
68. Hope-Beckham, Atlanta.....	45,365
69. Furia Rubel Communications, Doylestown, PA....	45,000
70. Weiss PR Associates, Baltimore.....	40,000
71. Bridge Global Strategies, New York.....	34,220
72. Maccabee, Minneapolis.....	24,130
73. Stuntman PR, New York.....	20,000

Venture-backed companies in the San Francisco Bay area as well as the rest of the country are driving innovation and using PR to help this, said Allison+Partners' Heit.

"Allison has beefed up its capabilities by adding new and interesting mobile applications, hardware and web services that reach consumer as well as investor audiences," he added.

Heit said the firm has a "unique positioning as a mid-size shop with offices in ten domestic markets" and works with start-ups as well as multinationals.

## Atomic, LaunchSquad, Merritt Grew

Other big tech gainers included Atomic PR, San Francisco, up 13% to \$17 million; Finn Partners, New York, growing 17.8% to \$10.2M; Merritt Group, up 28% to \$9.2M; LaunchSquad, San Francisco, up 26% to \$8.5M; Matter Communications, Boston, ahead 21.7% to \$7M; W20 Group, San Francisco, up 169% in its tech practice to \$5.3M; Coyne PR, Parsippany, NJ., up 40% to \$4.7M; Zeno Group, New York, growing 319% to \$4.7M, and Trevelino/Keller, Atlanta, growing 34% to \$1,550,000.

Jason Mandell, co-founder and partner of LaunchSquad, said the firm expanded into more consumer, lifestyle and fashion brands with both the New York and Boston offices contributing to the growth.

"Our new creative service areas, especially in content marketing via our Original9 Media sub-brand, brought significant additional revenues," he added.

The home office of San Francisco continued to focus heavily on both enterprise and consumer startups and showed "healthy growth," he added.

Peter Finn, founding partner of Finn Partners, said the growth of the firm's technology practice, its largest specialty, was propelled by account wins and expansion of existing business.

New business signing on at FP during the year included Rovi Corp., Nominum and IEEE.

Finn also cited the firm's deep expertise in mobile communications, including assignments from Vonage, Ingram Micro Mobility, Tom Tom and NetZero, with propelling growth in tech.

Among firms joining the Tech ranking were FTI Consulting, New York, with \$17.4M in fees; Max Borges Agency, Miami, \$6.9M; Connect Marketing, San Francisco, \$6.3M; Ron Sachs Communications, Tallahassee, \$841,650 in tech fees; Focal Point Communications, Burlingame, Calif., \$637,800; Standing Partnership, St. Louis, \$273,037; Hirons & Co., Indianapolis, \$255,000, and energi PR, Montreal, \$105,434.



Heit



Mandell



Finn

## PR OPINION

**“Face Time,”** a column by James Surowiecki in the March 18 *New Yorker*, notes that researchers have found that “if team members simply met in person before working together they trusted each other more and performed better.”

That would seem like an obvious truth so why is it being disregarded almost universally in PR?!

Surowiecki was writing about Yahoo’s decision to ban telecommuting. Too many employees were spending too much time at home and are failing to “engage” with fellow employees, said CEO Marissa Mayer.

“Telecommuting” has become standard in PR/press relations and is in contrast to the previous practice in which PR people tried their darnedest to bond with reporters. This reporter’s first 20 years covering business in New York (*New York Journal-American*, *Chicago Tribune* and then own business in 1968) were marked by a full-court press by PR people not only to meet with us but to become close, personal friends.

My wife and I were invited to dozens of homes of PR people, sometimes staying overnight or for a weekend. Our children played with their children. They came to our home.

Spending “quality time” with reporters and editors was the goal of PR people. This involved golf outings topped by a dinner; holiday parties by the dozen by blue chip companies; endless dinners and Broadway shows; sporting events and other entertainments hosted by PR people and their spouses, and a steady stream of gifts.

If PR people could not get reporters to go to shows and other events, they would sit by your desk and gossip.

### **Corp. Press Contact Virtually Eliminated**

One reason for the growth of agency PR, as shown by the O’Dwyer’s rankings published March 11, is that corporations have offloaded their press contacts to outside counsel. Corporate PR, when there is such a function, finds it “too dangerous” to get involved in unscripted, free-wheeling interface with reporters.

Quite often no names are available of press contacts but only a blank web box where questions may be posed. Our calls to companies on one topic or another are usually bucked to a PR firm. Corporate PR does not want its “fingerprints” on anything. We asked Coca-Cola a month ago (in writing as demanded by PR) about its PR internship program and have yet to get an answer.

*Variety* editor Peter Bart’s column April 9, 2011 headlined “For Publicists, Evasion Overrides Promotion.”

He pined for the “good old days” when publicists hounded him. “Today, publicists seem to be locked in their bunkers doing damage control. Their clients want to hide, not to hustle. They want protection, not promotion,” he wrote.

*New York Times* columnist David Carr wrote Jan. 29, 2012 that executives “hide behind a wall of communications operatives” who dole out “slop.” *Washington Post* columnist Gene Weingarten wrote May 3, 2012 that

it is “a ludicrous lie” that PR people are “close to the media.”

### **PR/press Relationship Broken, Says Prof**

Christopher Roush, senior associate dean, University of North Carolina J school, says the relationship between the business press and PR is “completely broken.”

He was quoted by Peter Himler, who operates “The Flack” blog and had gone to the school in early March to give a talk on PR.

Roush, named Journalism Teacher of the Year by the Scripps Howard Foundation in 2010, has written two books on business journalism and blogs on [www.talkingbiznews.com](http://www.talkingbiznews.com).

Himler calls it “must read” for business journalists and PR people.

Himler, president of the Publicity Club of New York, said he found that “some 60-70% of the UNC J students are majoring in advertising and PR rather than journalism.” He feels this is a “smart move” considering the challenges media face.

Students, including minorities (who are getting special attention at the Career Forum April 2), must be told about the acrimonious situation that exists between PR and reporters. We have never seen so much incivility.

Information is withheld routinely and often for no good reason at all.

For instance, PRSA COO Bill Murray said in the March *Tactics* that national conference cities for the next five years have been picked. However, he does not name them.

We asked for their identity in e-mails to Murray and VP-PR Arthur Yann but the requests have been ignored. Possibly some members will pry this information out of either but we doubt it.

New York is not on the list, said Henry Feintuch, president-elect of the New York chapter. This means there will have been one Society national conference in New York since 1993 or one in 25 years. The city with the largest concentration by far of media, PR and related industries is snubbed by the Society.

Students who covered the Feb. 22 “Real World” career forum in Atlanta told us they got a rosy picture of PR as a calling that paid little but offered great emotional satisfaction and that students should learn to “love” PR.

All speakers stressed the importance of “ethics” to Society members without mentioning the Society’s own survey that showed half of its members are under “extraordinary pressure” to do unethical things.

There was nothing on the program about the rules for internships even though an Atlanta PR firm forced to pay \$31,520 to 54 “interns” who had been working for nothing but whose time was billed to clients.

There was no panel on how to open your own business although this is the likely future for many grads. There was also no “literature” or “reading” table although it could have been stocked with useful directories, books and articles.

— Jack O’Dwyer