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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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FEDERAL CHILDREN'S MENTAL HEALTH PUSH

The Department of Health and Human Services agency that funds care for children with serious mental illness has released an RFP for strategic communications and social marketing counsel for the state, regional and local programs it funds across the U.S.

The Comprehensive Community Mental Health Services Program, launched in 1992, funds community groups to help children with serious mental health challenges, as well as their families.

The RFP calls for implementation of a strategic communications plan, media outreach and crisis communications training, and social marketing assistance to states, territories and tribes funded through the CCMHSP. A broad audience is the target of the PR efforts, including children, families, educators, child-serving agencies, public health, substance abuse and mental health professionals, businesses, faith-based organizations, community advocacy groups, and local, county, and state legislators.

The RFP notes President Obama directed Health and Human Services Secretary Kathleen Sebelius and Education Secretary Arnie Duncan in 2013 to launch a national conversation on mental health.

A one-year contract with four option years is expected. Proposals are due April 14. RFP: <http://bit.ly/1lhLzkl>.

METLIFE HIRES MORGAN STANLEY ALUM

Former Morgan Stanley global corporate communications head Jeanmarie McFadden has joined New York-based insurer MetLife as chief communications officer.

McFadden, who was managing director and head of global corporate affairs at Morgan Stanley before stepping down last year, takes a senior VP role with MetLife, starting March 31, overseeing global ext. and int. comms.

Kate Triggs vacated the chief comms. officer slot at MetLife in November. Triggs, now a client leader for Burson-Marsteller and parent WPP on the Bank of America account, was preceded by Adrian Rodriguez, who left in May 2012 for the San Francisco Fed.

McFadden did a six-year stint at Credit Suisse First Boston as managing director and co-head of global corporate comms. around two terms at Morgan Stanley dating back to 1990. She was a trusted PR advisor to Morgan and Credit Suisse chief John Mack.

Morgan Stanley hired Brunswick Group and Treasury Dept. alum Michele Davis as comms. chief to replace McFadden last August.



McFadden

BURSON UNIT PITCHES UKRAINE

Prime Policy Group, a Burson-Marsteller unit, is making the Washington rounds on behalf of Ukraine.

Specifically, PPG shepherded the push to win financial support for Ukraine from the International Monetary Fund and Congress.

That thrust paid dividends Mar. 27 as the IMF announced a two-year "stand-by arrangement" on a bailout package worth from \$14 to \$18B to "stabilize the economy and create conditions for sustained growth" in the beleaguered country.

The IMF board will meet next month to vote on the package.

Congress, on the same day, okayed a \$1B financial aid package for Ukraine.

PPG also has talked up Ukraine with Joe Biden's office, National Security Council and the State Dept. It works through JAI Holdings LLC in Kiev.

Ketchum represents Russia, which invaded and then annexed part of Ukraine.

WPP owns B-M, while Omnicom controls Ketchum.

GH WEST PRESIDENT SPLITS FOR DEVELOPER

Judy Johnson, president of the western region for GolinHarris, is moving to Southern California retail real estate giant Caruso Affiliated as chief marketing and communications officer.

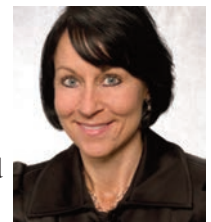
The 16-year GH veteran managed the firm's operations west of Chicago, including Los Angeles, San Francisco and Costa Mesa, Calif.

Her client work spans Disney, Cunnard Line, Forest City Development and Las Vegas Sands Corp., among others.

Johnson is slated to join LA-based Caruso on April 14 amid a five-year plan to double the company's size under Rick Caruso, the politically connected billionaire CEO. In a statement, he praised Johnson's "strong track record of positioning major brands in an increasingly cluttered marketplace."

Privately held Caruso's properties include The Grove and The Americana at Brand, as well as retail properties throughout the LA area.

Johnson earlier did PR stints at Glendale Memorial Hospital, MSLGroup and FleishmanHillard. She will oversee marketing, PR, alliances and entertainment initiatives.



Johnson

**Food & Bev. Travel,
Entertainment
Rankings Issue**



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LIBYA LISTENS TO EDELMAN

Edelman is representing Libyan Investment Authority, the \$65B sovereign fund of the northern African state, providing strategic communications services in the US to support its global PR programming.

The No. 1 independent firm takes day-to-day instruction from Britain's strategic advisory outlet Consulium, as part of its "Project Scorpion" initiative, and members of Enyo law firm.



Edelman's work is focused on "development of messaging, facilitation of media introductions, reviewing and responding to US-based media inquiries, ad scenario planning and ongoing strategic counseling," according to the agreement.

The firm highlights "extensive experience in litigation communications" and a client's ability to "draw from our tight team which includes former journalists, lawyers and bankers to support and amplify your legal strategy." That team is led by Lex Suvanto, Chad Tendler and Trevor Gibbons."

LIA sued Goldman Sachs in London during January, charging the bank "abused the relationship of trust and confidence," which led to losses of more than \$1B in investments.

Edelman charges are based on hourly rates that range from \$90 for an administrator to \$650 for a GM/managing director.

DUPONT PA CHIEF TO AUSTRALIAN PHARMA

Anthony Farina, a former journalist who led global public affairs at DuPont, has moved to \$5.5B Australian biopharma company CSL Limited as VP of communications and corporate affairs.

Farina led PA for six years at DuPont, charged with building and guarding the Wilmington, Del.-based chemical giant's global reputation.

He was on hand in New York last June to collect the top Silver Anvil Award for a global food safety campaign by DuPont and Ogilvy PR.

Farina is based in King of Prussia, Pa., for CSL, overseeing brand management and global corporate responsibility efforts.

He was previously in the Delaware statehouse, serving as press secretary and executive director of communications for Gov. Tom Carper, who is now a Democratic U.S. senator.

Prior to PR, the South Jersey native was a managing editor, journalist, columnist and editorial writer for five daily papers in New Jersey, Maryland and Florida.

CSL, privatized from the Australian government in 1994 and publicly traded on the Australian Securities Exchange, posted 2013 revenues of \$5.5B on products like vaccines, pharmaceuticals, antivenoms and immunology drugs.

Weber Shandwick works with King of Prussia-based CSL Behring.



Farina

SPARK TABS PAPAJOHN FOR FINANCIAL UNIT

Gregory Papajohn, who led GolinHarris' New York corporate practice until February, has moved to sparkpr to head a new financial tech and social change operation in the Big Apple.

Papajohn was previously a senior VP at Emanate, co-directing its Bank of America work, and handled Digital and Santander Bank among other GH clients.

San Francisco-based sparkpr said Papajohn, as managing director of financial tech and social innovation, is among a spate of hires on both coasts meant to diversify the tech firm's offerings into areas like healthcare, digital ad/marketing, and broadcast relations.

The 15-year-old firm led by Alan Soucy posted revenue of \$11.4M last year with around 50 staffers.

L'WREN SCOTT'S FIRM HELPS DENY \$\$ WOES

PR Consulting, the downtown Manhattan fashion boutique used by LS Fashion Limited, the company of the late L'Wren Scott, is denying reports that it is on shaky financial ground.

Scott, the former girlfriend of Mick Jagger, committed suicide in New York on Saint Patrick's Day.

The company filed financials in London in October, showing a loss of about \$6M in 2012.

Those figures, according to a statement from PRC, are "not only highly misleading and inaccurate but also extremely hurtful and disrespectful to the memory of L'Wren Scott." The deceased 49-year-old was "considering a restructure of her global business."

The statement admits that "while some areas of the business had not yet reached their potential, other parts of her business were proving successful." Overall, the "long term prospects of the business were encouraging."

U.K.'s *Guardian* noted that LSF has lost money in Britain since its 2006 start-up there, but that activity is only a small part of its business, which primarily comes out of New York. Scott, who recently introduced a collection at Banana Republic, has clothed Michelle Obama and Nicole Kidman.

PRC has worked for Versace, Vera Wang, Christian Dior, Joe Fresh, The Nasty Gal, The Jones Group and Louis Vuitton.

CHIME CLOSES BOOKS ON \$7M DEFICIT

Chime Communications today posted a \$7M 2013 loss compared to a \$3.8M year earlier profit as revenues rose 6 percent to \$255M.

CEO Christopher Satterthwaite called 2013 a "good year" that was stacked against an outstanding "Olympic" year in 2012.

The British sports marketing and PR group expects momentum due to 2014 FIFA World Cup and Commonwealth Games. He said contracts for those mega-events are expected to generate greater profits than what was chalked up from the London Olympics.

Satterthwaite anticipates growth from the sports marketers JIM in the US and People Marketing in China.

Chime's Good Relations Group is the home of Good Relations Brand Communications, Harvard, Corporate Citizenship and Traffic Communications.

MEDIA FACE 'BIZ MODEL VS CONTENT' CRISIS

The crisis dogging newsrooms across the globe has nothing to do with content; rather it flows from a reliance on a broken business model, according to veteran reporter George Brock.

Chaos in journalism is nothing new, said Brock, who noted that throughout history journalism has been in a state of continuous disruption beginning with the transition of the spoken word to stone tablet/parchment.

In his view, the only thing that was unusual was journalism's extended period of relative calm before the current Internet storm hit.

The former *Times of London* reporter and author of "Out of Print" spoke March 26 at a Center for Communication panel called "Journalism: Bullish on the Future." New York University's department of media, culture and communication presented the session at the school's Arthur L. Carter Journalism Institute.

Brock said "objective journalism" is a relatively new notion, as newspapers of the past were largely argumentative or driven by political interests.

He doesn't expect print to disappear, but the medium is inherently unstable and not the place to be.

Many electronic-based experiments will arise, though most will fail. Ultimately the vacuum left by print will be filled, said optimist Brock.

J. Max Robins of *Forbes* moderated the event.

Field Day for Corruption

Panelist Steven Waldman said traditional media's problem isn't content, but the labor-intensive nature of accountability journalism.

Saying the advertiser-based business model is collapsed, Waldman described media's quandary flowing from the decision of advertisers who used to bankroll print, failing to redirect that spending to digital versions of newspapers.

The money bypassed content creators, going to places like Facebook and Google, said Waldman.

His credentials include *US News & World Report* (national editor), *Newsweek* (national correspondent), Beliefnet (founder of religion site sold to Rupert Murdoch) and Federal Communications Commission (senior advisor to chairman).

Brock and Waldman spoke of the pressures especially on local print media struggling to do "extractive reporting."

They attempted to transition to online, but quickly discovered the local ad base just isn't there to support that model.

The result is massive contraction, a staff downsizing that is bound to drive an upswing in local corruption.



Panelists included J Max Robins, George Brock, Steven Waldman, Sheila Coronel, and Peter Pringle.

As Waldman noted the reporter who used to cover local schools is now expected to also cover the health and courtroom beats. U.K. native Brock said a favorite guessing game in Britain's media world is to predict which national daily will forgo print entirely for the 'Net.

His bet is on *Financial Times* with *The Guardian* as runner-up.

Panelists cited BuzzFeed and Jon Stewart as of the moment media success stories.

Though Stewart is celebrated for his ability to point out hypocrisy, his research team does real journalism. BuzzFeed, which has been hiring reporters, will face a day of reckoning on

whether it does serious journalism.

Waldman said that day will arrive when the site gives as much play to its "guy in Kabul" as it does to the latest cats' video that costs three cents to produce and gets "zillions" of viewers.

SHERWOOD SUCCEEDS SWEENEY AT DISNEY

Walt Disney Co. announced that ABC News president Ben Sherwood will take over for Anne Sweeney when she steps down Jan. 31 from the helm of Disney/ABC Television Group for a life in the movie director business.

Disney CEO Robert Iger lauded Sherwood for driving "Good Morning America" to the top of the morning show pack, ahead of long-time ratings ruler, "Today," of NBC. Sherwood immediately begins a transition to the top spot by taking the co-president position of Disney/ABC TV.

In charge of ABC News since 2010, Sherwood was responsible for GMA, "World News with Diane Sawyer," "Nightline," "This Week with George Stephanopoulos," and "20/20." He also was in command of ABC News Radio, ABCNews.com and satellite service NewsOne.

A search is on for Sherwood's replacement at ABC News.

SAUDIS BAN JEWISH-AMERICAN REPORTER

The White House has expressed serious concern with Saudi Arabia's ban of a Jewish-American reporter from covering President Obama's trip to the Middle East Kingdom.

Michael Wilner of *The Jerusalem Post*'s Washington bureau is the only journalist that was denied an entry visa.

Saudi Arabia held Wilner's application for two weeks before officially rejecting him yesterday, the day he had planned to travel there.

That rejection followed a request on behalf of Wilner from National Security Advisor Susan Rice to Saudi Ambassador Adel bin Ahmed Al-Jubeir.

O'Dwyer's Rankings of Food & Beverage PR Firms

Firm	City	2013 Net Fees	Firm	City	2013 Net Fees
1. Edelman	New York	\$97,122,009	27. Lane	Portland	\$985,585
2. Hunter PR	New York	\$13,437,276	28. Kohnstamm Communications	St. Paul	\$941,375
3. APCO Worldwide	Washington	\$13,252,857	29. J Public Relations	San Diego	\$875,436
4. MWW Group	New York	\$7,459,000	30. BizCom Associates	Addison	\$750,000
5. Taylor	New York	\$6,648,000	31. Levick Strategic Comms.	Washington	\$677,847
6. FoodMinds	Chicago	\$6,432,640	32. Konnect Public Relations	Los Angeles	\$653,740
7. Formula PR	New York	\$6,429,655	33. BLAZE	Santa Monica	\$651,531
8. RF Binder Partners	New York	\$5,664,439	34. IW Group	W. Hollywood	\$588,000
9. Zeno Group	New York	\$5,642,090	35. VPE Public Relations	So. Pasadena	\$564,135
10. PadillaCRT	Minneapolis	\$5,591,120	36. rbb Public Relations	Miami	\$544,929
11. Regan Communications Group	Boston	\$5,120,400	37. Lewis PR	San Francisco	\$448,000
12. 5W Public Relations	New York	\$3,300,000	38. Stuntman PR	New York	\$431,950
13. W2O Group	San Francisco	\$2,576,000	39. Hope-Beckham	Atlanta	\$427,658
14. Linhart Public Relations	Denver	\$2,517,703	40. O'Malley Hansen Comms.	Chicago	\$425,000
15. Jackson Spalding	Atlanta	\$2,263,094	41. MorganMyers	Waukesha	\$360,558
16. French West Vaughan	Raleigh	\$1,967,850	42. TransMedia Group	Boca Raton	\$250,000
17. Dye, Van Mol & Lawrence	Nashville	\$1,757,791	43. Seigenthaler Public Relations	Nashville	\$231,622
18. Finn Partners	New York	\$1,742,847	44. Rosica Communications	Paramus	\$215,200
19. Ruder Finn	New York	\$1,659,000	45. Maccabee	Minneapolis	\$202,460
20. SS PR	Northfield	\$1,395,000	46. Trevelino/Keller	Atlanta	\$200,000
21. SPM Communications	Dallas	\$1,373,739	47. The Buzz Agency	Delray Beach	\$136,848
22. Maxwell PR + Engagement	Portland	\$1,219,639	48. Pan Communications	Boston	\$120,000
23. Coyne PR	Parsippany	\$1,155,000	49. Sachs Media Group	Tallahassee	\$95,082
24. Allison+Partners	San Francisco	\$1,100,000	50. McNeely Pigott & Fox PR	Nashville	\$94,863
25. Peppercomm	New York	\$1,079,419	51. Rasky Baerlein Strategic Comms.	Boston	\$64,782
26. Lambert, Edwards + Assocs.	Grand Rapids	\$1,073,649	52. Marketing Maven PR	Camarillo	\$37,482

O'Dwyer's Rankings of Entertainment PR Firms

Firm	City	2013 Net Fees
1. Edelman	New York	\$13,790,029
2. Finn Partners	New York	\$5,986,293
3. MWW Group	New York	\$5,502,000
4. Taylor	New York	\$3,677,000
5. Jackson Spalding	Atlanta	\$2,314,838
6. Coyne PR	Parsippany	\$1,773,000
7. PadillaCRT	Minneapolis	\$1,450,100
8. Regan Comms. Group	Boston	\$1,239,300
9. W2O Group	San Francisco	\$1,079,000
10. Hunter PR	New York	\$1,063,087
11. Allison+Partners	San Francisco	\$989,000
12. CooperKatz & Co.	New York	\$722,698
13. OCG PR	Ft. Worth	\$611,389
14. Formula PR	New York	\$585,387
15. Kaplow	New York	\$520,000
16. Public Communications Inc.	Chicago	\$446,013
17. French West Vaughan	Raleigh	\$419,060
18. Peppercomm	New York	\$406,367
19. LaunchSquad	San Francisco	\$322,550
20. IW Group	W. Hollywood	\$306,000
21. rbb Public Relations	Miami	\$279,055
22. Hope-Beckham	Atlanta	\$194,686
23. Seigenthaler Public Relations	Nashville	\$174,142
24. McNeely Pigott & Fox PR	Nashville	\$133,461
25. Zeno Group	New York	\$133,233
26. Levick Strategic Comms.	Washington	\$101,675
27. Linhart Public Relations	Denver	\$100,783
28. TransMedia Group	Boca Raton	\$100,000
29. VPE Public Relations	So. Pasadena	\$83,000
30. Landis Communications	San Francisco	\$75,000
31. Maccabee	Minneapolis	\$70,435
32. The Buzz Agency	Delray Beach	\$65,952
33. Schneider Associates	Boston	\$51,750
34. Rosica Communications	Paramus	\$46,500
35. Marketing Maven PR	Camarillo	\$43,525
36. Stuntman PR	New York	\$34,500

O'Dwyer's Rankings of Travel PR Firms

Firm	City	2013 Net Fees
1. Edelman	New York	\$20,530,219
2. Zimmerman Agency	Tallahassee	\$8,589,200
3. Finn Partners	New York	\$6,274,591
4. Lou Hammond & Assocs.	New York	\$6,069,296
5. Turner PR (Fahlgren Mortine)	Columbus	\$4,531,168
6. Development Counsellors Int'l	New York	\$4,392,417
7. APCO Worldwide	Washington	\$3,494,418
8. Nancy J. Friedman PR	New York	\$3,332,806
9. Zeno Group	New York	\$2,407,133
10. MWW Group	New York	\$2,250,000
11. French West Vaughan	Raleigh	\$2,117,000
12. Allison+Partners	San Francisco	\$2,000,000
13. Jackson Spalding	Atlanta	\$1,464,355
14. 5W Public Relations	New York	\$1,400,000
15. rbb Public Relations	Miami	\$1,027,000
16. Coyne PR	Parsippany	\$833,000
17. BLAZE	Santa Monica	\$795,351
18. PadillaCRT	Minneapolis	\$650,486
19. Maxwell PR + Engagement	Portland	\$426,643
20. Lane	Portland	\$353,788
21. Seigenthaler PR	Nashville	\$281,637
22. McNeely Pigott & Fox PR	Nashville	\$259,053
23. Levick Strategic Comms.	Washington	\$216,464
24. Linhart Public Relations	Denver	\$150,975
25. Formula PR	New York	\$134,614
26. Bridge Global Strategies	New York	\$130,483
27. Schneider Associates	Boston	\$122,500
28. The Buzz Agency	Delray Beach	\$109,114
29. Gregory FCA	Ardmore	\$95,000
30. Standing Partnership	St. Louis	\$85,051
31. Landis Communications	San Francisco	\$75,000
32. Hope-Beckham	Atlanta	\$42,040

NEWS OF PR FIRMS**HAMMOND DEFENDS VIRGINIA**

Lou Hammond & Associates has defended Virginia's six-figure tourism PR account, following a review kicked off at the end of last year.

"It's a wonderful state and we are proud of this long-standing relationship," said Lou Hammond, chairman of the New York-based firm.

The previous pact was worth \$17K/month.

The Virginia Tourism Corporation released an RFP in late November for the national travel PR account, which includes PR planning, media training and outreach, and collateral development and writing, among other tasks.

Hammond picks up a new, year-long contract with three one-year options.

MANAGEMENT LEADS TAYLOR RAFF BUYOUT

Management of New York-based IR firm Taylor Rafferty has bought the firm out from owner DF King Worldwide.

Taylor Rafferty founder Brian Rafferty led the buyout with a team headed by client operations chief Dana Diver.

Thirty-two-year-old TR handles IR and capital markets research with additional outposts in London, Milan and Buenos Aires. The firm was acquired by China's Xinhua Finance in 2005 and again acquired in 2008 by Sage Holdings, which changed its name to DF King Worldwide the following year.

NEXT FIFTEEN FINDS ITS FINANCE CHIEF

Next Fifteen Communications Group, the agency holding company which endured an embezzlement scandal at its Bite PR unit, has installed interim finance chief Peter Harris as its permanent CFO and an executive director of the company.

Harris held the interim slot since November, after the resignation of 14-year vet David Dewhurst in October. He was previously with Bell Pottinger Group, following its split from Chime Communications in 2012.

Next Fifteen CEO Tim Dyson said the company went through a "thorough market review" before handing Harris the position. "His commercial and technical experience in the media and marketing services sectors is very relevant for our company as we continue to grow and evolve," said Dyson. "He has already contributed significantly during the four months as interim CFO,"

Next Fifteen firms include Text 100, Bite, The Blueshirt Group, and M Booth, among others.

The embezzlement scandal at Bite, discovered in 2012, hampered earnings and profit at Next Fifteen for more than a year.

BRIEF: The Halo Group, New York, has joined the Advertising and Marketing International Network, a group of 50 independent agencies, as New York partner. "We were impressed by their superior reputation in the industry, wealth of integrated offerings and resources for our members," said Susie Ketterer, AMIN Americas president and principal of Peoria, Ill.-based Simantel.

NEW ACCOUNTS**New York Area**

Stanton PR & Marketing, New York/Carl Marks Advisory Group, consulting and investment banking advisory services, as AOR for PR, including a focus on strategic media relations. CMAG focuses on middle market companies across sectors like alternative energy, community banking, for-profit education, healthcare, and real estate. Stanton VP Phil Nourie heads the account team.

M Booth, New York/Yappn, real-time translation technology, for a strategic communications effort to generate business and consumer awareness for the year-old company.

KCSA Strategic Communications, New York/Cryoport, cryogenic shipping logistics, for IR targeting the U.S. investment community. Managing partner Todd Fromer leads the work.

Krupp Kkommunications, New York/Glimmer Body Art, glitter tattoos and body art, and Big City Moms, resource for new and expecting parents, for brand consultation, comms. strategy and media relations.

GlobalHue, New York/Hip Hop Hall of Fame, to manage strategic planning, integrated marketing and an award show event.

South

ReviveHealth, Nashville/Valence Health, clinical integration, consulting and other services for healthcare providers, for healthcare communications and PR.

Southeast

The Gab Group, Boca Raton/White Glove Drivers, luxury on-demand driver service, as AOR, including PR, social media and web design.

Midwest

AutoCom Associates, Bloomfield Hills, Mich./Maestro Media Print Solutions, national print management company, as AOR for PR.

Southwest

Integrity Media, Las Vegas/iHookup Social, proximity based mobile social network, for IR and media rels.

West

Xanthus Communications, Seattle/Garvey Schubert Barer, mid-sized global law firm focused on the Pacific Rim, for PR.

Rogers & Cowan, Los Angeles/The Entertainment Industries Council, educational resource to the creative community on health and social issues, for strategic counsel and PR.

Tellem Grody PR, Malibu, Calif./iL2M International, parent of iLink2Music.com, for PR and social media targeting consumers and the investment community.

Bob Gold & Associates, Los Angeles/Channel Master, antennas, amplifiers and other over-the-air broadcast products, for a communications program.

J PR, San Diego/The Mulia, Mulia Resort & Villas (Bali); Ladera Resort (St. Lucia); JetSmarter, private jet charter online marketplace; Westin San Diego, following renovation; Hilton Oceanfront Resort & Spa (San Diego); Harrah's Resort Southern California (San Diego); Laniwai at Aulani, a Disney Resort & Spa, and Mountain Trek, luxury fitness and health spa vacation program.

NEWS OF SERVICES**MSL PRESIDENT TO LEAD CANNES PR JURY**

MSLGroup North America president Renne Wilson will head the 2014 Cannes Lions jury for PR.

The Lions competition, which added a PR category in 2009, is slated for June 15-21.

Elise Mitchell, CEO of Mitchell Communications in Fayetteville, Ark., is the other U.S. rep on the PR jury.

USA Today and Gannett have signed on as U.S. sponsors for the event, officially dubbed the Cannes Lions International Festival of Creativity, which honors campaigns in advertising, branded content, film and product design, among other categories.

"Never before in the history of the public relations industry, has there been more of an opportunity for the PR function to demonstrate leadership, and the many multi-faceted contributions it can make to the broad world of communications and engagement," said Wilson, who is moving to a chief client officer role at MSL at the end of the month.

While PR has been in the competition for five years, a PR firm has not yet won the top PR prize, known as the Grand Prix.

Ketchum Europe CEO David Gallagher led last year's PR jury.

Ad agency McCann Melbourne and client Metro Trains (Australia) won the top PR honor for 2013.

BOTTLENOSE, CRITICAL MENTION, ALIGN

Broadcast monitoring company Critical Mention has partnered with Los Angeles-based Bottlenose to let Bottlenose users identify TV and radio segments garnering significant social conversation on platforms like Twitter and Facebook.

CM is providing its API to Bottlenose, which then applies its streaming data classification and trend detection functions to find a brand's most pertinent and influential mentions on TV and radio, in real-time.

Supplemental data such as estimated viewership and ad equivalencies embedded in Critical Mention's stream are also added. The service went live on March 25.

"The TV and radio layer had been notably absent from all social media listening applications," said CM president Dave Armon. "Bottlenose is addressing a major gap in the market."

MW PARTNERS WITH TICKR

Marketwired's social media monitoring and analytics unit Sysomos has forged an agreement with social intelligence platform Tickr to combine Tickr's real-time integration and visualization tools with Sysomo's monitoring and analytics services.

Marketwired CEO Jim Delaney said the pact "allows us to offer customers rich information in a compelling visual format that businesses and marketers can quickly digest."

BRIEF: Charles Townsend, CEO of Condé Nast, will receive the 2014 Prism Award from the NYU School of Continuing and Professional Studies Graphic Communications Management and Technology graduate program. The annual award recognizes distinguished leadership in the graphic comms. media industry.

PEOPLE**Joined**

Larry Larsen, senior VP at MSLGroup and former principal at Sard Verbinnen & Co, to IR/PR shop Dresner Corporate Services, Chicago, as senior advisor. He served with Dresner managing director Steve Carr on the board of NIRI/Chicago and left Sard last year and co-led MSLGroup's financial and crisis practice in the U.S. during a brief stint. He previously headed Weber Shandwick's Boston financial and professional services practice in New England. Earlier stints included Edelman, FleishmanHillard and Hill+Knowlton Strategies.

**Larsen**

William Roberts, VP-corporate comms. with oversight of IR at ViroPharma, which was acquired in January in a \$4.2B deal by Shire, to publicly traded Discovery Laboratories as VP of IR and corporate comms. for the Warrington, Pa.-based company focused on respiratory disease care. Discovery in November launched premature infant respiratory distress syndrome treatment Surfaxin in the U.S. Its Aerosurf treatment for RDS is in phase 2 clinical trials. He was associate director of IR among other posts during 12 years at MedImmune.

Zoe Tobin, press officer and spokeswoman for the New York City Council, to The Marino Organization, New York, as a senior A/E. She was previously deputy press secretary at the New York City Department of Health.

Steve Singerman, comms. director, Terlato Wines International, to Henson Consulting, Chicago, as a senior comms. strategist and director of client engagement.

Laura Shulman, former TV reporter and Edelman and Weber Shandwick alum, joins as a senior strategist and director of food and nutrition. **Caroline Seume**, associate account activation lead, Edelman, **Taylor Anderson** of BrandLink Communications, and **Laurien Kerr** of Team Detroit join as A/Ms.

Matt Thornton, senior comms. adviser to American Bridge 21st Century, to the House Majority PAC, Washington, D.C., as communications director. Andy Stone left the post after nearly two years for a policy communications role at Facebook. Thornton was previously comms. director for Sen. Sheldon Whitehouse (D-R.I.) and ex-Rep. Zack Space (D-Ohio).

Linda Chung, segment producer, CNBC's "Closing Bell with Maria Bartiromo," to Sparkpr, New York, as director, broadcast relations. **Jay Kolbe** was promoted to managing director, digital ad/marketing in NY. In San Francisco, the firm hired tech veteran **Tim Donovan** as managing director, enterprise tech, and **Yvette Lorenz-Machlan**, VP of consumer for H30 Communications, as managing director consumer tech. Remi Adams was promoted to MD, health wellness.

Mariangela Hall, former VP of international publicity, DDA PR, to Rogers & Cowan, Los Angeles, as VP of int'l film publicity, reporting to London-based EVP Nikki Parker.

Promoted

Aaron Gordon to partner, Schwartz Media Strategies, Miami, Fla. He joined in 2008.

TEXAS CANCER CTR SEEKS PR DIAGNOSIS

Texas' world-renowned cancer center MD Anderson is on the hunt for a PR agency for a national campaign.

The expanding, Houston-based center is the largest free-standing cancer center in the world, treating 55,000 patients per year and covering 11M square feet with research and teaching facilities.



Making Cancer History®

The institution wants a PR agency with extensive cause marketing PR experience to work with its marketing AOR to burnish its image across the country.

A mandatory pre-bid meeting is set for Houston on April 3.

RFP: <http://bit.ly/1pyPrjj>.

PB SIGNS \$1.8M KOSOVO PACT

Patton Boggs has inked Kosovo to a \$1.8M fees/expenses three-year pact designed to bolster U.S. ties, expand connections with international institutions, boost economic development initiatives and promote trade/investment.

Muslim-dominated Kosovo broke away from Serbia in 2008, declaring independence that has been recognized by more than 100 countries.

Russian strongman Vladimir Putin used that split to justify its land grab of Crimea.

Critics blast Putin's comparison as a false equivalency, pointing to the fact that genocide of Kosovars by Serbian government justified that breakaway.

Serbia and Kosovo have been negotiating a deal to normalize relations. The European Union is handling those talks. The fate of majority Serbian enclaves remains the major sticking point between the parties.

PB's contract with Kosovo's Ministry of Foreign Affairs runs through February 2017.

STRETT STROLLS TO BP

Mary Strett, who was VP-federal government affairs at \$24B billion Exelon Corp. is moving in April to BP America as the energy giant rebounds from the Gulf of Mexico oil disaster.

The Environmental Protection Agency and BP this month entered into an administrative agreement resolving matters related to the "suspension, debarment and statutory disqualification" from federal pacts. The 2010 Deepwater Horizon accident triggered that ban.

BP America chairman John Minge said the arrangement allows "Americas largest energy investor to compete again for federal contracts and leases."

Strett will oversee federal, state and local government relations. She has federal experience, stemming from a Dept. of Commerce stint during the Clinton administration.

Strett will report to US communications and external affairs chief Geoff Morrell, who joined BP from the Pentagon's PA shop in 2011.

MATTER SCORES '15 PGA CHAMPIONSHIP

The PGA Championship has enlisted Chicago-based Edelman sports PR unit Matter to handle the 2015 PGA Championship in Kohler, Wis.

Matter, which worked PR for the 2012 Ryder Cup in Medinah, Ill., will tackle media relations management, social media activation, PR counsel, partnership assistance and strategic planning for the Aug. 10-16, 2015 event at Whistling Straits.

Victor, N.Y.-based Dixon Schwabl handled PR for the 2013 PGA Championship in Rochester. Louisville-based Buzz Advertising and Marketing is working the 2014 Championship, set for that city in August.

PGA Championship director Jason Mengel said the event wanted a firm with a strong presence in the Midwest and experience in the golf sector.

Whistling Straits hosted the Championship in 2004 and 2010 and was recently tapped for the 2020 Ryder Cup. The PGA Championship features a \$10M prize, the largest of any major golf championship.

EDELMAN DIGITAL VET TAKES MWW POST

Carl Sorvino, creative director at Edelman for has moved to MWW, where he becomes responsible of its digital and creative initiatives. He's created cross-channel marketing and communications campaigns for electronic, consumer packaged goods, retail, foodservice, financial and technology clients.

Besides Edelman, Sorvino worked at Digitas, Boombox, Group DCA, Sigma Group, Hook and Loop and Cement Bloc.

MWW chief Michael Kempner credited Sorvino for promoting world-class brands (Heinz, Ben & Jerry's, Home Depot, Samsung) and possessing as "proven ability to help revitalize and elevate brands to compete at the top level."

W2O WORKS CONNECTIONS

W2O Group has named Laura Levitan its first chief networking officer, responsible for outreach to potential clients and talent on behalf of its WCG, Twist Mktg and Brewlife units.

The San Francisco-based firm calls Levitan a "super connector," who has put her word of mouth marketing savvy on behalf of MRY (Mr Youth), Ogilvy, Clarion Marketing and Comms., Revlon and Keller Fay Group.

Levitan also will help staffers understand the shift from push marketing to WOM. She'll be based in Atlanta when she reports for duty in April.

W2O is the fourth largest independent firm, chalking up \$75M in fee income and employing 373 people as of the end of 2013.

BRIEF: The BlueShirt Group is providing IR counsel to **TubeMogul**, the video buying platform for advertisers that is eyeing a public stock offering worth up to **\$75M**. The seven-year-old Emeryville, Calif.-based software company lets users manage and execute their video ad buys, an alternative to the traditional media buying RFP process.

David Burch is senior director of global comms.

PR OPINION

U.K. author George Brock enthused about journalism's future March 26 at NYU. However, there are only 67K jobs in print/broadcast in the U.S. but 229K PR jobs (U.S. Bureau of Labor Statistics).

Current grads have a much better chance of making a living in PR than journalism.

Brock, author of *Out of Print*, a 242-page expression of hope for journalism, addressed a youthful audience of more than 100 <http://tinyurl.com/kt7lkqy> on the topic: "Journalism: Bullish on the Future." Host was the Center for Communication.

He concedes that tens of thousands of newspaper jobs have been lost in the U.S. and U.K. and that the downslide will continue. But he feels that online sites such as BuzzFeed, Gawker, Gothamist, Curbed, TPM, Record, NowThis, Storyful, Thunderdome, Racked and others will fill some of the gap although many attempts at online journalism will fail.

BuzzFeed, based at 200 Fifth ave., New York, is supported by \$46 million in venture capital, writes Brock, who says its use of advertorials "is liable to compromise claims to editorial independence."

Panelist Steve Waldman, formerly with *US News & World Report* and *Newsweek* and senior advisor to the chairman of the FCC, said he looks forward to the day when BuzzFeed gives "its guy in Kabul" as much play as it does to the latest cats video that cost three cents to produce and gets "zillions" of viewers.

"Big Boobs" a Winner at BuzzFeed

The March/April *Columbia J Review*, which has seven pages on digital journalism, noted that BuzzFeed managing editorial director Summer Anne Burton, who supervises a staff of 35, became a star with her "29 Struggles That Only People with Big Butts Will Understand." It drew 4.8 million views in its first week. Another "smash hit" of hers was "28 Things that People with Big Boobs Can Simply Never Do."

What shocked us was *Forbes* contributing editor Max Robins saying *Forbes* pays him based on how many clicks his articles draw. He said the same thing to a *Cencom* audience Oct. 8, 2013 at the New School.

We found a detailed description of the *Forbes* "contributor payment plan" on its website. It says writers get a "flat monthly fee, a bonus for hitting certain unique visitor targets, and a fee per unique user after bonus targets are achieved."

Drawing audience is the main game of BuzzFeed writers, Burton told CJB reporter Marc Fisher: "The goal is the same whether you're writing about big butts or Bill Gates. You have to write what people want to read."

Needless to say, traditional journalists are alarmed that the value of their output should depend solely on audience pull. Among them is *Harper's* columnist Thomas Frank who feels journalists are being reduced to itinerant day laborers who get paid according to how many berries they pick.

The "content mills" being run by publishers such as Demand Media are "an inventive way to minimize labor

costs—a temp agency for writers, a literary maquiladora," says Frank.

Far More Jobs in PR than J

We told the NYU session that the odds of forging a successful career in PR were much greater than the odds of making much money in journalism. We noted that nearly half of the 127 firms in the 2013 O'Dwyer rankings grew at double figures and offered a free O'Dwyer's Directory of PR Firms to anyone who came by the office.

There is no need for cash-rich businesses to be starving newspapers or other media. Apple gained notoriety last year for having \$135 billion in cash. It simply did not know what to do with all this money. *Forbes* contributor Louis Woodhill had a column Jan. 1, 2014 titled: "Why American Companies Are Holding Onto \$5 Trillion in 'Cash.'"

Newspapers are being starved to death by rich business interests which then pick up the carcasses for a fraction of their former prices, the *Washington Post* and *Boston Globe* being examples.

Omnicom and Publicis are merging to create a company with nearly \$25 billion in revenues. Since the \$25B represents commissions at 10-15%, the actual value of space and time being purchased by OMC/Publicis alone is worth upwards of \$250B.

USA Today media columnist Michael Wolff told Columbia J School students last year that if they don't make enough money, they are not going to be happy.

Makovsky Berates GM's Barra

Among *Forbes* contributors is Ken Makovsky, CEO of the New York firm in his name. He has written three columns busting on GM CEO Mary Barra for not having a proper press conference on the recall issue. The first one asked "Where is GM's CEO?" The second one said GM was taking a "cowardly approach" and the third said, "GM Still Reticent on its Recall Response."

Barra's "press conference" March 18 was a 45-minute on-the-record session in GM offices to which 13 major media were invited but which was not videotaped. It is a far cry from U.S. Presidential press conferences or the press conferences that were held in 1979 after the Three Mile Island nuclear radiation leak. The press conference has just about disappeared from the U.S. business/press scene, a development that is weakening the press almost as much as the stingy attitude rich companies have taken towards newspapers..

Giving a bad example to its 22,000 regular members and 10,000 student members is the world's biggest PR association—PR Society of America. Its leaders have not had a press conference since 1993 in Orlando. Makovsky should urge that 2014 chair Joe Cohen, treasurer Mark McClennan, VP-PR Stephanie Cegielski, and resigned CEO Bill Murray face the PR press on the sudden resignation of Murray and answer questions on the Society's plans for this post in the future. Society leaders should divulge the current bank balance of the Society and the pay of staffers making more than \$100,000.

— Jack O'Dwyer