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O'Dwyer's Newsletter

The Inside News of
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BLACKBERRY CONSOLIDATES W/ TEXT, APCO

BlackBerry, the Canada-based mobile device maker trying to make a comeback, has consolidated global PR duties with Text100 and APCO Worldwide, following a review for the bulk of the company's communications work.

The multimillion-dollar account has been deemed "significant" by both of the winning firms.

Next Fifteen Communications Group, the holding company parent of Text100, took the unusual step on May 1 of issuing an investor note confirming the win. Next Fifteen said contractual terms are still being finalized and vowed to update investors in its next report in September.

APCO CEO Margery Kraus said it's an "exciting time" for BlackBerry, adding that her firm has met BlackBerry representatives from around the globe over the past few months.

Text100 CEO Aedhmar Hynes called the win a "vote of confidence in the combined strengths of our teams."

APCO will focus on corporate assignments while Text100 handles tech PR.

Omnicom's Brodeur handled U.S. PR for the past decade.



PALUSKA FINDS A BETTER PLACE

Joe Paluska, who was VP-global communications & public policy at Better Place, an electric car battery re-charger start-up, is Edelman's new technology practice chair.

He succeeds Peter Pedersen, who departed in February to helm Huntsworth's Grayling unit.

Loss-plagued Better Place announced in February that it is winding down U.S. operations to concentrate on establishing battery car charging networks in Israel and Denmark.

Prior to Better Place, Paluska headed tech PR at Hill+Knowlton Strategies, which counted that company as a client.

At Edelman, Paluska reports to Alan VanderMolen, CEO of the firm's global practices and vice chairman of parent company DJE Holdings.

UN EYES PR FOR 'COMPASSION FATIGUE'

The United Nations High Commissioner for Refugees, noting a backdrop of a weak global economy and multiple conflicts and crisis has caused mounting "compassion fatigue," has cast a net for PR and communications counsel to burnish its image and raise awareness and funding for its efforts.

The UNHCR, which canceled a similar RFP earlier this year, has been partnering with global companies, digital partners and celebrities to boost its global fundraising and profile in recent years.

The UN entity's division of external relations has released an RFP to hear from firms to support its Communications and Public Information Service, or CPIS. CPIS is divided into strategic communications (PR and branding), and news/content, which handles media relations. The UNHC wants framework contracts with a number of agencies for PR, brand development and fundraising, among related services, on an as-needed basis. Proposals are due by May 13.

RFP: <http://odwpr.us/106wY2r>.



MORGAN STANLEY NAMES DAVIS

Brunswick Group partner and federal Washington player Michele Davis has joined Morgan Stanley as corporate communications chief.

She joined BG in 2009 after making her mark at the Treasury Dept. as assistant secretary for PA, where she advised then secretary Henry Paulson during the global financial meltdown.

Davis also did stints at George W. Bush's White House, serving as deputy national security advisor for global communications and at Fannie Mae in the senior VP regulatory policy capacity.

MS vice chairman and former Burson-Marsteller CEO Tom Nides, in a memo, noted that Davis has "worked at the nexus of political and financial throughout her career."

Davis takes the spot exited in February by Jeane-marie McFadden, who was in charge of media relations. She reports to Nides, who rejoined MS in February after two years as Hillary Clinton's deputy at the State Dept.



Davis

RG WORKS FOR VISAS FOR AT-RISK AFGHANS

The Raben Group is pushing for action on special immigrant visa for Afghans, especially those who directly assisted the U.S.-led military effort there.

The *New York Times* reported April 14 an estimated 8,000 Afghan interpreters could be targeted to death by the Taliban.

That threat will intensify as the U.S. military eyes a withdrawal from

Afghanistan next year. One Afghan is reportedly killed every 36 hours due to cooperation with the Americans.

The Afghan Allies Protection Act of 2009 allowed 7,500 special immigrant visas over the next five years. There is a backlog of more than 5,000 visa application backlog at the U.S. Embassy in Kabul.

The Raben Group is working on behalf of the New York-based Iraqi Refugee Assistance Project, which was founded by Yale Law School graduates.

On its website, IRAP says it provides legal assistance on visa applications to Iraqis who were American interpreters, victims of sexual abuse, torture and members of the LGBT community facing "life and death" situations. It has helped resettle more than 1,000 Iraqis in seven countries.

Robert Raben, a former aide to Rep. Barney Frank and assistant AG for legislative affairs, heads the D.C.-based lobbying, PA and strategic communications firm.

Patricia First, counsel to the late Sen. Ted Kennedy and ex-trial lawyer in the Justice Dept.'s civil rights division voting division, leads the effort for the Afghans.



WPP SLICES CEO SORRELL'S PAY

WPP trimmed CEO Martin Sorrell's 2012 salary 20 percent and plans a 34 percent cut this year relative to his 2011 pay, according to the ad/PR combine's annual report released April 30.

The move comes follows shareholder protest against Sorrell's 2011 remuneration that was deemed too high relative to the U.K. market.

"Informed by extensive consultation with many of our major share owners, significant reductions have therefore been made to the CEO's remuneration package," says the report.

Sorrell's short-term incentive opportunity was reduced from \$5.1M to \$4M with maximum payout chopped from \$10.4M to \$8M. Sorrell's base this year is pegged at \$1.8M and the impact of the changes is a "reduction in the CEO's target pay to result in it being at a level similar to that received from 2007 to 2010."

In a letter to shareholders, Jeffrey Rosen, chair of the compensation committee, made it plain that the salary cuts "in no way reflects the committee's or the board's view of the importance of the CEO to the company and its success and his unique mix of skills, and for which numerous shareowners have expressed their appreciation."

Sorrell chalked up total compensation of \$28.2.6M last year, up 47.6 from the year earlier period.

POLITICO PANETTA RETURNS TO FHI

Leon Panetta, who served the Obama White House as CIA director and then Secretary of Defense until last month, has returned to FleishmanHillard's international advisory board.

FH CEO Dave Senay says he's happy to have Panetta back after "another extraordinary stint in government." Panetta also was Bill Clinton's chief of staff. He did a 17-year stint as California Congressman and director of the Office of Management and Budget.

His Panetta Institute for Public Policy works with the California state university system to provide opportunities for students in politics and government.

COLORADO PRISON AGENCY GETS PR HELP

Colorado, reeling from national scrutiny after the brazen killing of its prisons chief possibly by a former inmate, has brought in PR counsel for its Department of Corrections.

The state last week issued a no-bid contract to PR pro Sue Cobb, who was communications director for Gov. John Hickenlooper when he was mayor of Denver. Cobb is tasked with providing strategic communications support, including development of messaging, materials and strategies, as well as media relations for the prisons agency on a contract worth up to \$140K over six months, according to a copy of the pact.

The contract was approved by Karl Spiecker, chief financial officer of the Dept. of Corrections.

The killing of corrections chief Tom Clements last month – he was shot after answering the front door of his Colorado Springs house – sparked national outrage and federal and multi-state investigations, which have focused on a white supremacist prison gang.

Hickenlooper earlier this month announced a review of Colorado's prison and parole operations.

Cobb, who also served as communications director for the Denver Dept. of Human Services, is a former press secretary for Sen. Edward Kennedy. She runs Sue Cobb Communications, based in Denver.

VA REVIEWS TRANSIT PR, MARKETING

Virginia's public transportation agency is reviewing its \$5M marketing and PR business with an RFP process this month amid Amtrak expansion and other endeavors.

Virginia Dept. of Rail and Public Transportation wants to qualify firms to promote transportation options in the Commonwealth, engage public participation and feedback on its services, and communicate policies on issues like rail, transit and congestion management.

Campaigns will be for Virginia's public-private push to encourage telecommuting, Telwork!VA, as well as for AmTrak Virginia, which is expanding to Norfolk to open up more East Coast connections from that area of the commonwealth, and Try Transit Week, among other endeavors.

Research, community and public relations, community outreach, advertising and branding are among tasks covered by the RFP. Three-year contracts are expected.

Proposals are due May 20.

RFP: <http://odwpr.us/YA4qjs>.

NEWSPAPER CIRC DIPS 0.7%

Daily circulation for the 593 U.S. newspapers reporting figures to the Alliance for Audited Media posted a 0.7 dip for the six-month period ended March.

Sunday circulation for 519 papers fell 1.4 percent.

The AAM, once known as the Audit Bureau of Circulations, found that digital editions of the papers accounted for 19.3 of total circulation, up from 14.2 percent last year.

The *Wall Street Journal* remained the No. 1 paper as circulation—spurred by its digital edition, rose 12.3 percent to 2.4M. Its digital version accounted for 38 percent of total circulation.

The *New York Times* was up 17.6 percent to 1.9M total circulation. Digital was 61 percent of circulation.

Among the Top Ten, the *Chicago Sun-Times* (+11.6% to 262,461), *Los Angeles Times* (6% to 610,593), *Denver Post* (+3.9 percent) and *Chicago Tribune* (0.1 percent to 414,930) clocked gains in overall circulation.

USA Today (-7.9 percent to 1.7M), *New York Daily News* (-11% to 516,165), *New York Post* (9.9 percent to 500,521) and *Washington Post* (-6.5 percent to 473,313) logged loses.



Surpasses USA Today in total circulation.

SANDERS TO TRIB: NIX KOCH LAT TAKEOVER

Sen. Bernie Sanders (V-I) is asking Tribune Co. not to sell its newspaper group to Koch Industries, the company of Charles and David Koch.



He's deeply concerned over the prospect of the billionaire brothers controlling blue-chip newspapers such as the *Los Angeles Times*, *Chicago Tribune*, *Baltimore Sun*, *Hartford Courant*, *Sun-Sentinel*

and *Hoy*, the No. 2 Spanish language paper.

Noting in a letter co-written with Democracy for America's Jim Dean, Sanders noted the Koch family is worth an estimated \$50B.

"Too much power resting in too few hands is not what America is supposed to be about," said Sanders. "We remain deeply concerned that one extremely wealthy family, because of an absurd Supreme Court decision, is able to have enormous influence over our political life and elections."

The Koch Brothers spent an estimated \$400M during the 2012 election.

Sanders, the most liberal member of the Senate, took a swipe at what he considers to be the conservative Koch agenda: "They have also established and funded dozens of organizations that actively support the privatization of Social Security, massive cuts in programs for working families, attacks on workers' rights, more tax

breaks for billionaires and large corporations and other causes benefitting the rich and powerful.

"As the owners of a major fossil fuel company, they have also been leaders in providing substantial funding for organizations that spread misinformation about the reality of global warming – a growing crisis which threatens our entire planet," he added.

The Sanders/Dean letter is addressed to Tribune CEO Peter Liquori, who is asked to reject any offer made by the Koch Brothers as he narrows down the list of potential acquirers of his newspapers.

ABC NEWS PRODUCER TO BP PR

Jason Ryan, a veteran producer for ABC News, has moved to energy giant BP as a press officer.

Ryan, based in Houston, will handle U.S. communications for the company, including the Gulf Region where it continues to repair damage from the Deepwater Horizon oil spill in 2010.

Ryan has covered the Justice Department and Dept. of Homeland Security for ABC for the past nine years, including coverage of the DH oil spill. He speaks Russian and before ABC consulted on business trends in Russia and the former Society Union.

BP in 2011 brought in former Pentagon press secretary Geoff Morrell to head U.S. communications.

FOX INTERACTIVE VET TO UNIVERSAL

Peter Levinsohn, former president of Fox Interactive, is joining Universal Pictures in the president/chief distribution officer post.

At the News Corp. unit, Levinsohn had responsibility for day-to-day management and strategy for all Internet activities, including MySpace.com, AmericanIdol.com, FoxSports.com and Photobucket.

He also hammered out partnerships and digital ties with iTunes, Netflix, Amazon, Xbox and HBO. Earlier, Levinsohn served as president of Fox Entertainment. He will now share duties with Universal president Jimmy Horowitz, who will mainly focus on production.



Levinsohn

NIELSEN TABS VP OF PA

The Nielsen Co. has brought in corporate vet Betty Lo as VP of communications and public affairs with an eye on expanding outreach to the Asian-American community.

Nielsen in November issued its first report on the Asian-American market, noting it is the fastest growing multicultural segment in the U.S. with a buying power pegged at \$1T by 2017.

Lo, based in New York, exits Newell Rubbermaid, where she handled communications and operational issues for the company's global supply chain.

She was previously at The Coca-Cola Company in Atlanta.

MEDIA NEWS

UNCERTAINTY, WALL ST. LIMIT BOLD CEOS

Regulatory uncertainty, quarterly earnings pressure and other external factors make CEOs less risk-averse, said author and former *Fortune* editor Hank Gilman at a May 2 Gibbs & Soell conference in New York on corporate disruptors.

Gilman said CEOs today face a dual mindset of being certain of where they want to take a company, against the uncertainty of factors like Washington budget woes, disruptive technology and even issues like global warming.

Such constraints likely contribute to the decline of average CEO tenure from 10 years in 2000 to less than four today, panelist said.

One of the biggest factors hampering risk-taking among CEOs is Wall Street and the pressure to meet quarterly figures at the expense of long-term goals.

The April ouster of J.C. Penney CEO Ron Johnson after less than two years surfaced at several points during the G&S event, which included simultaneous events in Chicago and Raleigh and was dubbed "Global Street Fight: Are Your Ideas Disruptive Enough to Win in This Economy?"

Gilman said Johnson is a prime example of a CEO trying to make bold moves while carrying Wall Street on his back. "You may make the right decisions, but other forces are weighing on you," said Gilman.

Johnson, an Apple retail vet hired in 2011, tried to revamp the old department store chain with a multi-year strategy but a slumping share price and the loss of support from hedge fund titan Bill Ackman ultimately led to his downfall after just 18 months.

Robert Fronk, executive VP for reputation management at Harris Interactive, said Johnson's "boldness" overran his ability to manage the company's finances as the company burned through 90 percent of its cash while he was "innovating."

Fronk said polling finds the public to associate "bold" leadership with terms like daring, charismatic and strategic thinking, as opposed to abrasive or rude. He said demographics of Americans over 34 show an eroding sense of leadership over the past five years, and the number of entities identified as great companies is lower now than it was even as recently as the Great Recession of 2007.

'Social Role'

On the flip side of J.C. Penney is Amazon. Gilman, acknowledging that most companies can't follow the model, noted Amazon is a corporation that doesn't worry about Wall Street. "If they have a bad quarter they say

too bad, but we're investing in our business," he said. "A lot of companies can't do that."

Fronk said Amazon CEO Jeff Bezos is not constricted to make decisions catering mostly to one stakeholder – in J.C. Penney and many cases, shareholders – which allows him to run a retail giant like Amazon like a small business. "Successful small businesses are purpose-driven, and successful large businesses are purpose-driven as well," said Fronk.

Part of that purpose, in the eyes of the public, is meeting a perceived "social role," said Fronk, who noted it's not a philanthropic or corporate social responsibility role.

He pointed to Amazon's simple mission statement –

"To be Earth's most customer-centric company where people can find and discover anything they want to buy online" – as a good example of a company thriving with a social role. "They meet that," he said. "From a customer standpoint, it's 'Does this business do something to make my life better or easier?'"

Part of crossing the threshold into being perceived as a great company is moving beyond the sector that got it there. "It's companies that transcend the business they came up in that turn into the great companies," said Fronk, asking whether Google is a tech company or a software company, or whether Amazon is a bookseller or a retailer.

So who should burnish a company's social role?

Fronk said it's a job tailor-made for PR. "Nobody is more qualified than a strategic communicator to convey the idea of social role," he said, adding that shorter CEO tenures have also upped the ante on corporate communicators who have less time to shape a chief executive's image.

But Wall Street and shareholder pressure can also affect titans of the corporate world. Steve Halsey, principal and managing director, business consulting, for Gibbs & Soell, noted that Apple of late has become more defined by financial performance than by innovation, a turnaround from its years as the darling of tech media. "Apple is judged on its hits," he said, which comes with short-term demands at the expense of innovation. Halsey said competitor Samsung is given more license to fail because it is chasing the leader, not leading the pack.

Fronk said it appears Apple is trying to temper the Wall Street pressure as it held a media availability in late April for the first time that didn't involve a new product. He said: "My hope is that they're not out of ideas but wanted to send a message that 'We don't need to give you a new product to drive our share price.'"



Alcoa VP Paula Davis and Gibbs & Soell managing director Ron Loch

NEWS OF PR FIRMS**KEKST HELPS HIGHFIELDS BITE TIM HORTONS**

Kekst and Company is advising Highfields Capital Management, which wants Canada's doughnut/coffee king Tim Hortons Inc., to reconsider its costly expansion in the U.S. market that Highfields believes is saturated with Dunkin' Doughnuts and Starbucks outlets.

The owner of four percent of THI urges the company to adopt a "capital light approach" to expansion (e.g., franchising, master licensing), a strategy that it has employed in the Middle East.

Highfields outlined its position to THI management during a meeting on March 21 and in a follow-up letter.

It went public May 1 after details of its conversations were "leaked to a media outlet by the company or one of its advisors," according to a May 1 statement.

THI's stock is trading at \$57.27, off its \$57.91 52-week high. Its low is \$45.11.

Kekst managing directors Molly Morse and Andrea Calise are working the Highfields business.

NY FIRM FOLLOWS TRENDS DOWNTOWN

New York-based Style House PR said it has signed a seven-year lease for a 3,000-square-foot showroom loft at 44 Wall Street, more than double its previous digs on West 27th St.

The firm, focused on boutique fashion, beauty and lifestyle clients, said the move is indicative of creative companies relocating to lower Manhattan.

Founder and president Janna Meyrowitz Turner said in addition to media, design and tech firms heading downtown, Conde Nast is moving to the Freedom Tower next year.

APP PROVIDES PR 'SCORE'

Snapp Conner PR, Salt Lake City, has created an app, PR Scorecard, which scans the web to provide an instant assessment of PR results across six areas.

Cheryl Snapp, managing partner, said her firm was compelled to provide a service for small organizations that reach out for PR help but aren't yet ready for a PR agency relationship.

She said the app is the first step for companies to "assess how they are doing, to see their current score, and to get easy helps on the simple things they could be doing with or without a PR agency to increase their visibility, their business, and their strength in fundamental PR."

Info: prscorecard.com.

VANTAGE OPENS ORLANDO OUTPOST

Vantage Communications has tapped six-year staffer Katie Blair to head an Orlando outpost for the San Francisco-based firm.

Ilene Adler, founder and CEO of Vantage, noted, "As we continue to build our presence in Florida's growing technology industry, we are confident Katie is the right person to lead our efforts in the Silicon Valley of the Southeast."

Vantage also has a New York office.

NEW ACCOUNTS**New York Area**

360 PR, New York/comiXology, digital comics platform, as AOR for PR.

Nancy J. Friedman PR, New York/The Marlton, a new Greenwich Village hotel by Sean MacPherson and BD Hotels; Condado Palm Inn & Suites (San Juan), and Gansevoort Las Vegas, scheduled to open in early 2014, all for PR.

5W PR, New York/Singer22, online fashion retailer, for PR.

M&C Saatchi PR, New York/New York Cosmos, professional soccer team, to promote the team's return to the North American Soccer League, following a competitive pitch.

East

Calypso Communications, Portsmouth, N.H./New Hampshire Businesses for Social Responsibility, for a social media program to foster engagement with its member base, raise its profile, and promote events.

Misner & Associates PR, Raleigh, N.C./Ruffy Homes, residential homebuilder, as AOR.

Southeast

William Mills Agency, Atlanta/Data Select Systems, construction loan control software for banks, for PR.

Uproar PR, Orlando/Boxtera, all-natural snack subscription service, for media relations.

Cheryl Andrews Marketing Communications, Miami/Provident Luxury Suites Fisher Island, private-island retreat near Miami, for PR in the U.S. and Canada.

Midwest

Mulberry Marketing Communications,

Cincinnati/Seapine Software, product development software, as AOR for communications, including social media.

West

Nadel Phelan, Scotts Valley, Calif./ATEME, video compression for the broadcast industry, as AOR for PR.

The Pollack PR Marketing Group, Los

Angeles/USO, to expand the firm's work in support of two new fundraising efforts: Barbecue for the Troops and Dance for the Troops. Work includes an awareness campaign with corporate partners, national spokespeople, PSAs and media tours.

MWW, Los Angeles/Sanuk, a footwear unit of Deckers Outdoor Corp., as AOR for PR. Sanuk brands include Sidewalk Surfers and Beer Cozy sandals.

Global Results Communications, Irvine, Calif./WDS, a unit of Xerox focused on customer data services for the wireless industry, for PR.

Brower, Miller & Cole, Newport Beach, Calif./Muldoon's Irish Pub, local eatery, for PR.

International

Racepoint Group, London/VolitionRx, life sciences company developing blood-based diagnostic tests for cancer, as AOR for PR. Work is focused in London with some help from Boston.

Punch Communications, London/Biosential, Canada, for PR for the launch of ZenBev, an all-natural health drink.

NEWS OF SERVICES**KELLEN MANAGES NYWICI, MATRIX AWARDS**

Kellen Company, New York, managed logistics and PR for the New York Women in Communications Inc.'s annual Matrix Awards event in New York April 22 (4/29 NL).

Maria Ungaro, executive director of NYWICI, is a VP at Kellen and oversaw the event, including pre-show planning and on-site operations like registration, marketing and VIP arrangements.

High-profile speakers and attendees included Ryan Seacrest, Martha Stewart, Diane Sawyer and mayoral candidate Christine Quinn, among others.

Media relations encompassed pre-show news announcements and outreach, sizzle reel production, red carpet, green room, and locking up a coveted slot on the "Today" show on the morning of the event.

New to the event this year, Kellen created an online check-in and seating app which let guests bypass the check-in line by filling out a brief online form to have their table number texted to them.

Kellen also handled all creative support for the Matrix program and promotional materials.

Full coverage of the Matrix Awards is online at <http://odwpr.us/YAekBL>.

NRC EYES CLIPPING SERVICES

The U.S. Nuclear Regulatory Commission is conducting "market research" and wants to hear from news clipping vendors and media analysis providers for a potential RFP or solicitation.

The NRC needs a vendor to provide daily briefings/summaries covering all news, domestically and globally, on the agency and nuclear power, in addition to analytics. The agency wants to hear about services offered by vendors, experience with federal clients, and pricing. Info is at <http://odwpr.us/13YTbzu>. Responses are due by May 20.

OGILVY LOCKS UP TECH PACTS

Ogilvy Action has defended its account to manage the GSA.gov website and employee intranet, Insite. The pact carries an annual fee of \$900K.

Sister Ogilvy & Mather unit OgilvyOne Worldwide has also expanded its relationship with investment manager BlackRock to lead U.S. relationship marketing for its US iShares business, a manager of exchange traded funds.

OgilvyOne, San Francisco, leads the account, which includes digital media, email, direct mail, DRTV and mobile targeting high net worth individuals, financial advisors and institutional investors.

STORY LEAD, SOURCE FEED LAUNCHED

PR pro Jennifer Fortney has set up a free, live Twitter and Facebook feed of pitch opportunities dubbed MyStorySource.

Fortney, of Cascade Communications, Chicago, said media often go to Twitter for news and ideas but lack a single place to go to cull story, segment ideas, position experts, business and product announcements and other news. Info: twitter.com/mystorysource.

PEOPLE**Joined**

Amber McDowell, former comms. director for Sen. Mary Landrieu (D-La.), has landed at Blue Engine Message & Media, Washington, D.C., as a partner in the firm. She was a speechwriter and press secretary for Tennessee Gov. Phil Bredesen and Sen. Tom Udall (D-N.M.), in addition to dir. of state comms. for the Campaign for Tobacco-Free Kids. **Catherine Lavella**, an Obama campaign vet, has joined as operations manager. The firm also named four-year vet **Allison Clear Fastow** as partner.

Brooke Murphy, creative director, Edelman Digital, to HORN., New York, as VP, creative director. **Eric Kim**, art director at MSLGroup, joins as art director. Murphy reports to partner Ben Billingsley, who said the hires reflect growth in its interactive practice on assignments for NBC Universal Dyle.tv, Scholastic, AppSense and Westcon Group.

Sarah MacDonald, who held PR posts with Jordan Hospital, American Student Assistance and the EF Foundation for Foreign Study, to Plimoth Plantation, Plymouth, Mass., as manager of media relations and promotions for the living history museum.

Barbara Schädler, senior VP of global communications for SAP, to head of corporate communications of the Lufthansa Group, Cologne, Germany. She takes over for interim chief Jurgen Homeyer.

Promoted

Howard Gantman to VP, global strategic communications, a new position at The Motion Picture Association of America, the Washington, D.C.-based lobbying and PR giant for the U.S. film industry. The new slot will cover "global message coordination and communication strategies" for international endeavors, litigation, research and internal comms.

Gantman's chief spokesman role has been taken over by **Kate Bedingfield**, an Obama White House alum who has been promoted to VP, corporate communications under EVP Laura Nichols. The MPAA has also promoted **TJ Ducklo** to deputy director under Bedingfield.

Laurie Connell, executive VP for proxy solicitation firm MacKenzie Partners, to head a new Washington office for the firm, which noted the continued convergence of Wall Street and the capital. Connell is a seven-year veteran of the firm and former IR director at MCI – MacKenzie worked the Verizon-MCI merger in 2006.

Katelyn O'Riordan to A/E, Gable PR, San Diego. She joined in 2011 and handles AT&T, Bridgepoint Education, Renovation Realty and Hot Dog on a Stick.

**Murphy****MacDonald****Gantman****Connell**

NEBRASKA REVIEWS TOURISM PR

The Cornhusker State, which created a new state agency to promote tourism last year, is reviewing its tourism PR account covering a range of marketing tasks with an RFP open to a single agency or team of firms.

Nebraska released an RFP on April 25 through the newly minted Nebraska Tourism Commission to handle public and media relations, branding, custom publications, advertising and other marketing efforts on a \$2.1M annual budget.

Lincoln-based Snitily Carr is the incumbent.

The NTC, with a budget of nearly \$19M, was created last year as a separate entity out of the state's economic development department, which was to be merged with Nebraska's labor department.

The commission said yearly growth rates in visitor spending average from five to six percent with 2012 spending at \$3.1B.

A three-year contract with two option years is expected. Proposals are due May 16.

RFP: <http://odwpr.us/ZLoFJQ>.

CA WANTS FIRM TO DRIVE ELECTRIC CAR PR

California's public-private Plug-In Electric Vehicle Collaborative, looking to escalate deployment of electric vehicles in the Golden State, wants a firm to develop a PR message and produce a governor's CEO roundtable event this summer.

The Collaborative wants to host the event with 50 corporate leaders to show the state's leadership and vision for electric vehicles.

Working on an \$81K budget, a firm is expected to develop a PR plan, identify and document assurances from CEOs to commit to electric vehicle usage, secure a venue in the San Francisco Bay area, manage and plan the event logistics, and manage all public and media outreach.

Proposals are due May 16.

View the RFP: <http://odwpr.us/ZBhfVR>.

PR PRO FLIES FROM NFL TO TRAVEL GROUP

Jonathan Grella, a political PR pro who led communications and served as senior advisor to the NFL's Tampa Bay Buccaneers for the past two seasons, returns to Washington this week to head communications, government relations and grassroots for the travel industry's powerhouse trade group, the U.S. Travel Association.

Grella took the senior VP, public affairs, slot on May 6.

Before his NFL stint, he was senior VP for Securing America's Future Energy, handling comms., political and strategic efforts for that group focused on weaning the U.S. off of foreign oil.

On the Hill, he was press secretary to Maj. Leader Tom Delay (R-Tex.) and the National Republican Senatorial Committee.

The USTA, based in Washington, works to increase travel to and from the U.S. and says it represents all components of the travel industry that generate \$2 trillion in economic output and 14.6M jobs.

OBAMA CAMPAIGN VETS SET UP PR SHOP

Three Obama campaign veterans have launched Precision, a full-service PR, crisis, digital and analytics shop with partners in D.C. and New York.

The three partners include Washington-based Stephanie Cutter, a seasoned Democratic PR strategist who was deputy campaign manager for Obama for America, former Obama digital director Teddy Goff, who is in New York, and Washington-based Jen O'Malley Dillon, another deputy campaign manager for Obama with a specialty in grassroots organizing.

The trio said they took the name Precision from the form of politics practiced by the Obama campaign, which built a state-of-the-art effort to "understand, reach and connect" with Americans and cut through the "clutter" using technology and outreach.

Jenni LeCompte, ex-assistant secretary for public affairs at the Treasury Dept., is of counsel to Precision.

WALL STREET UTILITY GETS PR COUNSEL

The Depository Trust & Clearing Corp., a Wall Street utility owned by banks and the New York Stock Exchange, is working with outside PR counsel as it sues the top derivatives regulator, the Commodity Futures Trading Commission.

The CFTC in March gave regulatory approval to two futures exchanges – the Chicago Mercantile Exchange and IntercontinentalExchange -- to route client swap data to their own repositories, creating a potentially valuable warehouse of information for those companies.

DTCC, which uses a different repository, last week sued in federal court to vacate the decision, which it says is anticompetitive and undermines the Dodd-Frank Act.

DTCC is working with Washington PR firm Rational 360, led by Patrick Dorton, a former Clinton White House communications aide and top spokesman for Arthur Andersen through its 2002 crisis and demise. Dorton said his firm picked up the account in January.

In a statement, DTCC said it has "after exhausting all regulatory channels, been forced to litigate to protect market participant choice, competition, and transparency and accountability in the global market"

Swaps are a key target of the Dodd-Frank reform law for their perceived role in the financial crisis.

DUTKO HANDLES ANGOLA'S \$5B SWF

Dutko Grayling is handling U.S. PR duties for Angola's \$5B sovereign wealth fund, which was created in 2012, to funnel proceeds of the African nation's oil wealth into healthcare and infrastructure development.

Angola is Africa's No. 2 oil producer after Nigeria, which has \$1B in its recently created SWF. Angola trails diamond-rich Botswana's \$7B SWF as the biggest hoard of investment cash in sub-Saharan Africa.

Deutsche Bank this month praised Fundo Soberano de Angola as a SWF that "if well managed" can guarantee solid foundational investments in the country's infrastructure, agriculture and tourism sectors. Dutko Grayling is to handle media relations and arrange stakeholder meetings with key targeted organizations and investors under a subcontract with Grayling's outlet in Dubai.

PR professors who belong to PR Society of America have twice blocked moves to let any student in the U.S. join the Society or its student wing. Only students in approved chapters in about 300 of the 4,000 colleges are allowed to join.

Students in such chapters are required to take a certain amount of PR courses, thus providing employment for the professors.

The two “at-large” student membership proposals, made in 2002 and 2007, would let students belong to PRSA without taking any PR courses at all. This the professors did not like.

It’s an issue now because PR employers are telling us they are not satisfied with the quantity and quality of grads showing up at their doorsteps.

Two of the three biggest PR Society chapters, Georgia and New York, conducted “career forums” for college students this spring with the aim of attracting top candidates.

The New York forum, held at New York University, only attracted 150 candidates although a turnout of 300 was expected. Helping attendance was that the day-long program cost only \$10 and included a substantial lunch.

Allowing non-PR or communications majors from any school the chance to join the Student Society and receive Tactics & Strategist plus have access to other learning opportunities could greatly increase the pool of qualified applicants.

“At-Large” Students Proposed in 2002

The first attempt at letting students from any college join the Society was made in 2002 <http://tinyurl.com/bmf3gg> by that year’s president Joann Killeen and others.

It was met with fierce opposition by the educators who combined with 21 past presidents to block the motion from even getting to the floor of the Assembly for discussion.

Among educators signing the petition were James and Larissa Grunig, Dan Lattimore, Kathleen Kelly, Bonita Neff, Robert Pritchard (current Educator board member), Maria Russell, Melvin Sharpe, Don Stacks, Elizabeth Toth, Joe Trahan, Judy Turk and Laurie Wilson.

The Western district, headed by Casey DeLorme, made another stab at this in 2007, proposing that PRSSA chapters be allowed in colleges other than the 300. Such chapters would not have to be affiliated with “certified” chapters.

Joe Trahan, chair of the Educator Academy, led the profs’ opposition to that, again blocking the measure from ever reaching the floor of the Assembly.

DeLorme and Trahan stood at one of the microphones in the Assembly and both announced a “compromise” had been reached. There was to be further study and a new proposal made but it never happened.

Educators Block APR Reform

The driving force behind accreditation at the Society is the educational community. It values APR as a credential in an industry that has few credentials and no recog-

inition as a “profession” by any government body.

Attempts to open national offices to non-APRs have been made unsuccessfully since 1999. Currently 82% of members are non-APR, a process that costs \$410.

Most notable failure was in 2010 when the Committee for a Democratic Society, headed by Richard Edelman, Art Stevens and Dave Rickey, <http://bit.ly/aBqrux> sought 1,000 signatures on a petition to let non-APRs run for office. It only obtained 450. Society leaders blocked mention of the movement in Society media until just before the Assembly and wouldn’t let the group blast e-mail the membership.

Edelman heads the world’s largest PR firm while Stevens was official candidate for chair-elect in 2000. Rickey was chair of the bylaws re-write committee in 2009 and national secretary in 2012.

Unpopular APR Lost \$2.9M

We put responsibility for the APR logjam on the shoulders of the educators. APR lost \$2.9 million from 1986-2002. Participation has been plummeting for many years.

New Society APRs created in the nine years ended June 30, 2012 averaged 136 yearly, a steep decline from the average of 274 Society APRs created in the ten years from 1993-2002. That is a 50% dip and is even more than that because there were fewer members in the 1993-2002 period.

The Society’s own polls show that members feel any member should be able to run for national office.

O’Dwyer’s Reaches out to Profs

The current 16-member executive committee of the Society’s Educators Academy is headed by Tina McCorkindale, Ph.D., assistant professor at Appalachian University in Boone, N.C. (15,460 undergrads).

Other members are Marcia DiStaso, Penn State; Dean Kazoleas, Calif. State Univ./Fullerton; Elizabeth Kerns, Central Washington Univ.; Alisa Agozzino, Ohio Northern Univ.; Sandra Duhe, Southern Methodist Univ.; Julie Henderson, Univ. of Wisconsin; James Lingwall, Clarion Univ.; Juan-Carlos Molleda, Univ. of Fla.; Bonita Neff, Valparaiso Univ.; Robert Pritchard, Univ. of Oklahoma; Gemma Puglisi, American Univ.; Hilary Sisco, Quinnipiac Univ.; Maria Elena Villar, Fla. Int’l Univ.; Rhoda Weiss, Rhoda Weiss & Assocs., Santa Monica, Calif., and Donald Wright, Boston Univ.

Extensive Materials on Specialties Ignored

We’re trying to interest the educators in sampling O’Dwyer products and especially the new O’Dwyer’s PR Library which has more than 700 volumes.

McCorkindale, rejecting a visit to the library for the moment, said she will not be in New York until next year.

Symptomatically, none of the 16 directors is in New York. The nearest one is Hilary Sisco of Quinnipiac, Hamden, Conn.

We would like to contact Academy members in New York and invite them for a tour but non-members of the Society cannot access the membership list. Reporters are not allowed to join the Society. — *Jack O’Dwyer*