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O'Dwyer's Newsletter

The Inside News of
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APPLE'S COTTON PICKS RETIREMENT

Katie Cotton, the longtime VP of worldwide corporate comms. for Apple, is retiring from the tech giant.

Cotton, a fixture among lists tallying the most powerful PR executives and women in business, served CEOs Steve Jobs and Tim Cook at Apple, leading one of corporate America's most revered and tightly run PR operations and overseeing product launches like the iPod and iPhone.

Steve Dowling, former Silicon Valley bureau chief of CNBC, is Apple's top spokesman. "Katie has given her all to this company for over 18 years," he said in a statement to re/code. "She has wanted to spend time with her children for some time now. We are really going to miss her."

Cotton spent 18 years at Apple and has led global communications since 2006. She started out in tech PR with KillerApp Communications and Alison Thomas Associates in Los Angeles.



Cotton

GM RECALLS HARRIS

General Motors, which bounced its comms. chief last month amid a massive recall and the ensuing fallout, has brought back retired VP of comms. Steve Harris for a consulting role.

"Steve Harris' deep background with GM and proven experience will be of great help to us during this period of time," executive director of communications strategy Greg Martin said in a statement.

The Wall Street Journal first reported the hire, noting CEO Mary Barry knows Harris and has confidence in his strategic comms. skills.

GM in mid-April ousted senior VP of global communications Selim Bingol after hiring Hill+Knowlton Strategies alum Jeff Eller. The company continues to search for Bingol's replacement.

Harris has retired twice from GM. He first stepped down in 2003 after a four-year stint in the top post following his move from Chrysler. He emerged from retirement in 2006 and guided PR through the financial crisis before retiring, again, after the 2009 government bailout of GM.

"We continue to draw from a variety of expertise to help guide our response to the ignition switch recall," said Martin.



Harris

OMNICOM, PUBLICIS MERGER PLAN FLOPS

Omnicom and Publicis Groupe have pulled the plug on their \$35B mega-merger.

In a joint statement May 8, the companies said they "have terminated their proposed merger of equals by mutual agreement, in view of difficulties in completing the transaction within a reasonable timeframe."

Neither company will pay a termination fee, which was set at \$500M in the merger agreement.

Omnicom CEO John Wren said in a conference call May 9 that management issues and a tax environment in the European Union that has become "politically" charged were key to the decision. The two conglomerates were "unable to reach decisions on management and other key issues despite our best efforts," he said, adding the "complexities and risks" of the combine outweighed the benefits of a merger.

Levy was more blunt, telling Reuters that Omnicom wanted too much leverage at the top of the combined entity. "Omnicom wanted their people to fill the CEO, CFO and general counsel jobs," he said. "I thought that went too far. I was not ready to cede on this point."

Originally expected to be sealed in six months, the merger push entered its ninth month in May with signs of trouble building since April. Levy, releasing his company's first quarter earnings on April 17, admitted that "progress is slower than anticipated" but insisted the deal was moving forward with a third quarter expected close. But reports of trouble focused on tax issues and plans for upper management under a combined Omnicom-Publicis, where Wren and Levy would have served as co-CEOs for two and a half years before Wren took the reins.

"The challenges that still remained to be overcome, in addition to the slow pace of progress, created a level of uncertainty detrimental to the interests of both groups and their employees, clients and shareholders," Levy and John Wren said in a joint statement on May 8. "We have thus jointly decided to proceed along our independent paths," they said, adding: "We, of course, remain competitors, but maintain a great respect for one another."

The deal, announced in July 2013, would have created the top advertising, PR and marketing conglomerate, surpassing WPP Group. Wren, who stressed Omnicom has not lost clients because of the merger attempt.

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Levy and Wren last year.

Sorrell Says Ego Killed 'Publicom'

WPP CEO Martin Sorrell said in a round of media interviews today that "ego" killed the \$35B mega-merger between Publicis Groupe and Omnicom.

Speaking from Beijing May 9, the Brit believes Omnicom boss John Wren was seduced by the "Gallic charm" of Publicis chief Maurice Levy. In the shadow of the Arc de Triomphe, the Frenchman wooed the American with "this can all be yours," according to Sorrell,

Wren, however, received a "rude awakening" when Levy began making demands in the pitched "merger of equals." Sorrell said the transaction was based on the "emotional thrill of knocking WPP off its No. 1 perch."

Any acquisition, according to Sorrell, must make strategic sense for clients and people. In his mind, the Publicom combine just didn't add up.

In the aftermath of the "expensive failure," Sorrell said Levy and Wren will have questions to answer from top Publicis shareholder Elizabeth Badinter and Omnicom chairman Bruce Crawford, respectively.

ALIBABA BOLSTERS COMMS AMID IPO

Alibaba, the Chinese online retail giant slated for a massive initial public offering, has brought in veteran corporate and government communicator Jim Wilkinson as head of international corporate communications.

Wilkinson departs PepsiCo, which he joined in 2012 from an international managing partner slot at Brunswick Group, one of three firms working with Alibaba on the PR front amid its May 6 IPO filing.

Wilkinson will be based in San Francisco for the Hangzhou, China-based company with the title of SVP, head of international corporate affairs.

He was a key aide in the George W. Bush administration, serving as top advisor to Treasury Secretary Henry Paulson, Secretary of State and National Security Advisor Condoleezza Rice, and deputy assistant to President Bush for strategic communications.

Alibaba an Amazon and eBay-like business with revenue of \$6.5B over the past nine months, listed the stock offering at the placeholder figure of \$1B.

Yahoo owns a 22.6% stake in Alibaba, which the Wall Street Journal called "China's Internet crown jewel," dubbing the IPO one of the largest stock listings in history.

Ashley Zandy, a Brunswick alum, in September left Facebook to handle financial and corporate communications for Alibaba outside of mainland China. She is based in its US headquarters in Palo Alto as associate director of international corporate affairs.

Sard Verbinnen & Co provides corporate communications counsel for Alibaba in the US with support from New York and San Francisco. It has handled PR for corporate developments over the last five years, including its relationship with Yahoo!, also a Sard Verbinnen client.

And Hill+Knowlton Strategies has worked with the company for more than six years and continues to provide PR counsel on a global basis.

Candice Huang, formerly of Citigate Cunningham and Racebook Group, leads PR for Alibaba in North America.

SC SEEKS BRAND BEYOND SILICON VALLEY

The City of Santa Clara, Calif., wants agency support as it looks to build on its Silicon Valley identity and leverage the global spotlight that will come with the new Levi's Stadium, re-locating San Francisco 49ers franchise and the 2016 Super Bowl.

Intel, Applied Materials and McAfee are among the tech giants headquartered in the city.

The city on April 25 released an RFP for communications including PR, advertising and other outreach to develop a new brand and provide ongoing counsel and services. Despite its Silicon Valley identity, the city "lacks awareness and identity outside of the immediate area as a premium location to live, work and/or start and grow a business," reads the RFP.

A team of Harvard Business School alumni has been tapped for research into the city's stakeholders to identify attributes and provide a path of move forward for marketing the city.

The 49ers will play their first season in Levi's Stadium in 2014. The city is also home to California's Great America theme park and one of the Valley's largest event centers, the Santa Clara Convention Center.

Proposals are due May 20.

AMG, H+K BREW PR FOR DUTCH COFFEE KING

Abernathy MacGregor Group and Hill+Knowlton Strategies are behind the media push for Amsterdam-based D.E. Master Blenders 1753's deal to merge its coffee business with brands of Mondelez International to create a pure play company with \$7B in global revenues.

Master Blenders owns Douwe Egberts, L'OR, Pilão and Senseo, while Mondelez markets Gevalia, Jacobs, Carte Noire, Kenco, Tassimo and Millicano.

It will pay \$5B to Mondelez, which will control a 49 percent in the renamed Jacobs Douwe Egberts company headquartered in the Netherlands. Mondelez was spun off from Kraft in 2012.

The new venture is designed to better compete with leader Nestle in the \$80B global coffee market, where prices are soaring due to record droughts and widespread plant disease.

AbMac, which is owned by Havas, handles PR for the deal in the US. WPP's H+K works the European beat.

ELMORE LANDS AT AIRPORT TRADE GROUP

Scott Elmore, who directed communications and marketing for the American Apparel & Footwear Association, has departed for the Airports Council International – North America, the Washington trade group for government-owned airports and suppliers.

Elmore exits the AA&FA after four years and takes the VP, communications and marketing, slot at ACI-NA, overseeing its public image and outreach efforts to opinion leaders.

He previously worked public affairs for the Office of the US Trade Representative during the Bush administration and was an aide to ex-Rep. Rick Keller (R-Fla.).

North America is one of five global regions for the Montreal-based ACI, which reps 1,751 airports in 174 countries.

CBS NEWS BRINGS IN CAPUS

Former NBC News president Steve Capus has been tapped by CBS News as executive editor and executive producer of its evening news flagship.

Capus, the former EP of "NBC Nightly News" for four years before heading NBC News, is currently executive in residence at the international IESE Business School and is slated to join CBS in July.

The veteran journalist will manage the "CBS Evening News with Scott Pelley" and advise all units of CBS News under president David Rhodes.

The appointment comes as CBS News is the focus of a *New York* magazine feature, "Benghazi and the Bombshell," on the rise and fall of suspended "60 Minutes" correspondent Lara Logan.

Writer Joe Hagan reports that the "atmosphere at CBS has been toxic in recent months" under CBS News chairman and "60 Minutes" EP Jeff Fager as producers and correspondents told Hagan "they do not feel empowered to voice criticism."

The story, which some outlets have hit as sexist, speculates that Logan, who was suspended by CBS after a "60 Minutes" story she pushed about Benghazi was found to be flawed, may not return to the network, which is reportedly eying another "attractive, blonde, fluent in three foreign languages," foreign correspondent Clarissa Ward.

JET MAG ENDS PRINT AFTER 63-YEAR FLIGHT

JET magazine, which launched 63 years ago and played a key role in reporting on the early days of the civil rights movement, is going all digital at the end of next month.

Rather than saying good-bye to the weekly magazine launched by her father, John, Linda Johnson Rice, chairman of Johnson Publishing Co., said she is "embracing the future" and taking *JET* to the next level.

JET is going electronic-only because "everything is moving faster," resulting in "more news but less time to read it," said Rice in a statement.

With a rate base of 700K, *JET* is the No. 3 magazine in the African-American market.

The digital *Jet* promises breaking news, enhanced maps, interactive charts, more photographs and video interviews regarding entertainment, pop culture, social issues and politics affecting the black community.

The Chicago-based publisher says there will be an annual print edition of its *JET* flagship.

Johnson CEO Desiree Rogers said the publisher "feels strongly we can provide great and timely content to our readers with the first weekly digital magazine app in the African-American space."



Capus

NEWS CORP 3Q REVENUES DIP 5%

News Corp. CEO Robert Thomson reports third-quarter revenues dipped five percent to \$2B, largely due to lower sales at its news and information services unit and the divestiture of the Dow Jones Media Group.

The company's \$61M net income compares to the \$332M earned last year, which included a gain on the Sky Network TV Ltd. transaction.

Thomson said the owner of the *Wall Street Journal*, *London Times* and *New York Post* used the period to make another "robust stride in the direction of expanding our digital and international businesses."

The acquisition of Storyful is "powering a new social newswire and creating video content communities around our mastheads," said Thomson in a statement.

The company also announced that William Lewis, chief creative officer and interim acting Dow Jones CEO, has been appointed CEO of that subsidiary.

The former global news editor of the *Financial Times* and editor-in-chief of Telegraph Media Group, took the top creative slot last year.

Anoushka Healy, chief strategy officer, assumes creative duties.

MSLO PUBLISHING LOSS WIDENS

Martha Stewart Living Omnimedia reports that its Q1 publishing operating loss grew to \$2.8M as revenue dipped 20 percent due to a fall-out in digital advertising and the absence of the Whole Living supplemental issue of *Everday Food*.

The merchandising unit was a standout performer during the period as revenues grew 13 percent to \$13.1 percent and profit jumped 63 percent to \$9.3M.

CEO Dan Dienst, said the results "reflect the current transition" at the New York-based company.

The 2014 focus is to grow MSLO's business "across all verticals and with existing and new partners," said Dienst in a statement.

Overall, MSLO cut its net loss to \$2.6M from \$3.2M.

COMCAST TAPS EX-ROCKEFELLER AIDE

Stuart Chapman, one-time chief of staff to powerful Democratic West Virginia Senator Jay Rockefeller, has signed on as Washington lobbyist for Comcast.

Rockefeller, who will not seek re-election in 2014, chairs the Commerce, Science and Transportation committee.

Chapman will help shepherd Comcast's \$45B merger with Time Warner Cable through the regulatory thicket.

Netflix is among critics of that deal, fearing a successful merger would result in major problems on the 'Net Neutrality protection front.

Jennifer Khoury, senior VP for corporate and digital communications at Comcast, has mounted a spirited rebuttal of Netflix.

She's blogged that Internet interconnection concern has nothing to do with 'Net Neutrality but an attempt by the streaming video/DVD rental-by-mail company's "wanting to unfairly shift its costs from its customers to all Internet customers."



MEDIA NEWS**HONOREE RAPS 'SELF-IMPRISONED' PRESS**

Turncoat, captive reporters who trumpet the party line of dictators were denounced by Turkish reporter Ahmet Sik as UNESCO observed "Press Freedom Day" May 3.

Sik, who was imprisoned for 11 months after publishing a book critical of Turkish police and judiciary, was given the UNESCO/Guillermo Cano World Press Freedom Prize before an audience of nearly 300 media, government, and Non-Government Organizations representing 87 countries.

Sik said, "Every oppressive regime creates its own media" and that "journalists imprison themselves through self-censorship. They live behind invisible bars."

He authored *The Imam's Army* on followers in the Turkish police and judiciary of U.S.-based Islamic scholar Fethullah Gulen. The book was seized and banned after publication. Passages from the book were made available on the internet.

UNESCO Champions Press Freedoms

"UNESCO has been at the forefront of promoting a vision of human development that integrates free expression, and its corollary of press freedom," said Getachew Engida, deputy director-general.

UNESCO Director-General Irina Bokova last year condemned the killing of 92 journalists, noting that most of the crimes go unpunished. A report issued in March 2014 found that only seven of the 430 murders of journalists from 2007-2012 were solved.

"Clearly, whosoever provides information becomes a target," said Remy Pfmilin, president of public broadcaster France TV. "The safety of information providers is a political issue facing all states in the world," he added.

Sik, described as "an ardent defender of freedom of expression," was jailed while awaiting trial as part of the OdaTV case, an online news portal known for its criticism of government policies.

UNESCO in 2012 published a 51-page report on press interference and persecution worldwide, noting that the great bulk of press intimidation takes place at the local level.

FORMER E! TV CEO TAKES OVER NPR

Jarl Mohn, founding CEO of Liberty Digital and ex-CEO of E! Entertainment Television will take the president/CEO slot at National Public Radio in July.

The 62-year-old executive will succeed Paul G. Haaga Jr, acting chief since last year.

Currently, Mohn serves as chairman of Southern California Public Radio.

Kit Jensen, NPR chairman, said in a statement that Mohn's "background as a successful media executive and innovator makes him ideally suited to lead NPR as it continues to expand its reach and play a unique role in public service journalism and cultural programming."

He possesses "a deep commitment to the public radio system, love of radio and passion for quality journalism."

Mohn, who began his career as a disc jockey in 1967 and was on-air talent for WNBC-AM in New York during the 1970s, also was GM of MTV and VHI.

KIRK JOINS STRUGGLING YAHOO IN PR ROLE

Andrew Kirk, who handled PR for Tina Brown for nearly a decade, has moved to Yahoo for the press relations spot to firm up its image and that of CEO Marissa Mayer, the former Google star.

Mayer is on the cover of *Fortune's* May 19 issue for a hard-hitting story called "Marissa's Moment of Truth."

The magazine believes the reason for the doubling of the value of Yahoo stock to \$35 was since Mayer joined two years ago was driven by its 24 percent ownership in Chinese Internet sensation, Alibaba, which is of the verge of an IPO. That IPO could be worth \$40B for Yahoo.

Fortune reports that Yahoo's advertising sales, which generates about 80 percent of revenues, "remains a mess" because of pressure from Google and Facebook.

The Sunnyvale, Calif.-based company will not be on Fortune's Top 500 company when it comes out next month for the first time in nine days.

The *New York Times* added to Yahoo's woes with a report about Mayer's over-the-top \$214M compensation package since she assumed the helm.

Mayer's high-profile hire of Katie Couric for the global anchor position also may unwind with reports today that she may reunite with Matt Lauer as "Today" co-host as a fill-in for Savannah Guthrie, who eyes maternity leave.

**TECH JOURNO MARTIN TO BATEMAN GROUP**

Veteran Bay Area technology journalist Scott Martin has jumped to the PR side as director of content and media strategy for San Francisco-based Bateman Group.

Martin spent the past three years on the tech beat at *USA Today* and previously served in senior roles, including editor-in-chief, at Red Herring.

He outlined his career in tech journalism in a post on LinkedIn. "After years of struggles, the news media business faces further diminishing relevance and advertising position," he wrote. "I'm getting out now to jump onto a huge business path."

Bateman partner and GM Bill Bourdon, noting a change from "rolodex-led media relations to content-led communications that span earned, owned and paid media," said Martin will provide a strong editorial voice for the firm's tech clients in sectors like adtech, enterprise IT, mobile and consumer.

Martin was also a senior editor at Law.com and started out at CNET. At Bateman, he reports to newly minted VP of content Elinor Mills, a former senior writer for CNET.

Bateman revenues were up more than 42% last year to top \$4.2M.



Martin

NEWS OF PR FIRMS**RYAN SEACREST ACQUIRES LA PR FIRM**

Seacrest Global Capital, the investment firm of producer and TV/radio host Ryan Seacrest, has acquired Los Angeles PR and marketing firm Culture Shop.

In 2012, SGC acquired marketing agency Civic Entertainment Group, which will absorb Culture Shop in the deal.

Five-year-old Culture Shop, which has a New York outpost, is led by Nate Schreiber and handles clients like Verizon, USA Network and Farmer's Insurance. Schreiber is a former president of PMK/HBH and worked for 14 years at sister Interpublic unit Momentum Worldwide within the McCann Worldgroup.

In a statement, Seacrest and SGG principal Rich Bressler said the acquisition diversifies CEG's offering in media and entertainment. They added: "This additional move reflects our collective commitment to investing in best-in-class creative business partners, and our faith in Nate Schreiber."

Kelly Mullens Brown, a 42West alum, is president of strategy, marketing and communications for Ryan Seacrest Enterprises and handles Seacrest's PR.



Seacrest

HAVAS SEES Q1 GROWTH IN NA, UK

France's Havas reported first quarter revenue rose three percent to €389M -- about \$537M -- on an organic basis on strong gains in North America and the UK.

Chairman and CEO Yannick Bolloré called the organic growth "very satisfactory," singling out account wins for PayPal in North America, Iglo in Europe and Pao de Açúcar in Brazil. Key Havas PR wins for the quarter included AOR duties for Au Bon Pain in North America, digital and PR work for NetJets, Nations Cup PR for Danone in the UK, and retailer Go Outdoors (UK).

North America is "back in positive terrain" for the marketing conglomerate with organic growth of 3.7% to €130M. While the UK shined (+11.7% to €52M), Spain, the Netherlands and Switzerland held back European growth overall as France was flat at €80M.

Havas shares spiked more than three percent May 9 after the Omnicom-Publicis deal fell apart, sparking speculation that Havas could be a takeover target.

SMOOTHIE KING SERVES PR TO SNACKBOX

Austin-based food and beverage PR specialist Snackbox has picked up consumer PR duties for Smoothie King.

New Orleans-based Smoothie King released an RFI in January, seeking a retainer PR firm on a budget from \$75K-\$110K to guide product launches, store marketing, digital and crisis communications.

David Moore, VP of marketing for SK, said the company looked at more than 30 firms in the process, noting Snackbox showed "passion and experience" in rising above the lot.

Snackbox principal Jenna Oltersdorf leads the account with an assist from the firm's Chicago office.

NEW ACCOUNTS**New York**

PadillaCRT, New York/Van Gogh Imports, luxury spirit importer, as AOR to develop and implement a communications program for its Van Gogh Vodka and Tap Whisky brands. Van Gogh was established in 1998, while Tap Whisky, which debuted in 2012, markets Tap 357 Canadian Maple Rye Whisky and Tap Rye Port Finished Whiskey in the US.

Hanna Lee Communications, New York/Louis Royer Cognac, as AOR for a fourth consecutive year, including trade and consumer media relations, event management and social media consulting. The 161-year-old French Cognac house produces Force 53 VSOP Cognac.

WEILL, New York/Milestone Hotel, London, for PR counsel for the five-star property.

East

Powers Brand Communications, Berwyn, Pa./One Global Design, partnership of 16 architectural and design firms across the US, Canada and Mexico; Gute Financial Services, retirement income planning, and Philanthropy Network Greater Philadelphia, membership association for funders, for PR and brand communications.

Abel Communications, Baltimore/Civic Works, urban service corps and AmericCorps program in Baltimore, for PR and marketing.

Southeast

AR|PR, Atlanta/Bastille Networks, security; Country Club Prep, e-commerce hub for preppy apparel; Fitnet, mobile fitness app; MessageGears, hybrid email marketing system; Total Founder, entrepreneurial bootcamp, and WeCare Card, crowdfunding platform.

JoTo PR, Tampa Bay, Fla./Stratus Video Interpreting, a video remote interpreting service for the healthcare and legal sectors, for PR.

Mountain West

202 Communications, Salt Lake City/Albis Technologies, for media relations and content creation services for its Access Solutions division focused on access networks technologies for Ethernet and Carrier Ethernet.

West

Idea Hall, Costa Mesa, Calif./Kaiser Permanente Orange County, health insurer, as AOR for integrated marketing, including communicating its corporate initiatives, employee good works and community involvement. KP counts 468K members in the county.

Transform.PR, Santa Monica/Bitcoin Shop, virtual currency e-commerce marketplace, for PR, as well as social media via its SocialRadius unit.

International

Teamspirit PR, London/Policy Expert, insurance provider, for PR on a retainer basis, including a sustained news engine to build a profile in consumer and personal finance media.

Triwaks Public Relations, Tel Aviv/Twitter, for PR in Israel. TPR is part of WPP and an affiliate of Hill+Knowlton Strategies. Twitter's EMEA headquarters is in Dublin, Ireland.

NEWS OF SERVICES**GWU TO OFFER GLOBAL PR CERT**

The George Washington University Graduate School of Political Management said it will launch a new graduate certificate in global PR this fall, a combination of online and on-campus courses.

The six-course, 18-credit program is geared toward PR pros in or pursuing careers in the global marketplace. It includes a week-long "in-country" assignment abroad and allows for a single "global perspective" course in one of four areas: Asia, Europe, Middle East/Africa, or Latin America.

Associate professor and program director Larry Parnell said the certificate program is the first in PR to teach students how to "engage stakeholders not just in the US, but also how to be more effective communications advisors in Beijing, Brussels or Brasilia."

GW's master's in strategic PR program was started in 2007 and is offered online and on-campus. Info: cps.gwu.edu/spr.

SCHMIDT TO LEAD PRGN

Uwe Schmidt, CEO of Hamburg, Germany-based Industrie-Contact, was elected president of Public Relations Global Network.

Schmidt succeeds San Francisco-based David Landis of Landis Communications atop PRGN, which encompasses 47 independent firms on six continents.

Ed Stevens of Cleveland-based Stevens Strategic Comms. is president-elect.

MARKETWIRED NAMES CHIEF CUST. OFFICER

Tom Carlock has joined Marketwired's Sysomos analytics and monitoring unit, based in Toronto, as VP of innovation and chief customer officer, a new position under CEO Jim Delaney.

Delaney, who worked with Carlock at Dun & Bradstreet, called Carlock a "visionary" who can deliver the "future of social" to the company.

Carlock was VP at D&B's data exchange & emerging technologies operation. He was previously VP for corporate data governance and ebusiness compliance at AIG and VP/corporate data mgmt. at CIT.

BRIEFS: **Business Wire** said it has aligned with Asia Pacific market media database provider **iSentia** to expand distribution in Australia and New Zealand. iSentia claims 1,200 employees across 15 countries with contact info on more than 10K media outlets. The company will market Business Wire's services to its 5,000 clients, while BW gives it reach into the rest of the world. ...**Kristin Simmons**, project direct at DBOX, has joined **IF Studio**, a New York-based strategic branding and design agency, as project director. She was previously at BBDO and Larkspur and Hawk. The firm works for Anbau, IGI-USA and Naf-tali Group, among others. ...**Axia PR**, Atlanta, and PRSA announced a \$2,000 annual college scholarship for junior and senior college students who are pursuing a career in PR. The firm has offices in Atlanta, Jacksonville, Orlando and Tampa. Deadline to apply is May 31. Info: <http://bit.ly/1149u5W>.

PEOPLE**Joined**

Paul Turner, executive VP and general manager for Hill+Knowlton Strategies' San Francisco office, to a senior VP role with Wells Fargo, San Francisco. **Jennifer Temple**, Turner's predecessor as H+K/San Francisco GM, heads consumer lending comms. at Wells Fargo, which she joined in 2012. Turner has taken the new, top post overseeing executive comms. for the bank's consumer lending group, which encompassing home lending and consumer credit services like credit cards and education loans. He reports to Temple. He spent 11 years at Hill+Knowlton, leading its 30-person Bay Area operation and heading its Qualcomm business, in addition to client work for HP and Yahoo's partnership with Microsoft. Turner was previously at Neale-May Partners and worked PR for the San Jose Sharks. **Oscar Suris** is EVP and head of corporate communications for Wells Fargo.

**Turner**

Doug Kuiper, chief marketing officer, Covisint, to Ilitch Holdings, the Detroit holding company for Little Caesars Pizza, baseball's Detroit Tigers and hockey's Detroit Red Wings that is playing a key role in redeveloping the beleaguered city's downtown, as VP of corporate comms. Kuiper fills a post vacated by John Hahn, the longtime Red Wings PR exec who moved to Ilitch in September. Hahn is moving to Washington, D.C. Prior to Covisint, the IT company set up by Detroit's top automakers in 2000, he was with Compuware, which acquired Covisint in 2004.

Dr. Doug Elwood, strategy and comms. lead in medical affairs at Bristol-Myers Squibb, to Porter Novelli, New York, as SVP and medical advisor in the firm's health & wellness group. He is a former VP for Widmeyer Communications. **Suzannah Palinkas**, VP at Ketchum, joins as SVP in the H&W unit, based in Washington. She previously supervised communications for GlaxoSmithKline's oncology franchise. The new positions report to Paul George, global director of health, and Rosemary McGillan, EVP of health and social marketing.

Rukiya Campbell, director of marketing, Center for for the Visually Impaired, to communications 21, Atlanta, as a director.

Karen Ames, former dir. of comms. and PA for the San Francisco Opera, to Meyer Sound, Berkeley, Calif., as VP of marketing and comms., a new position.

Promoted

David Hertz to managing director, Stephanie Harig to account executive and Sarah Hihn to director of human resources, Dix & Eaton, Cleveland.

Named

Andy Hetzel, VP of corporate communications, Blue Cross Blue Shield of Michigan, was named communicator of the year by the International Association of Business Communicators' Detroit chapter.

**Hetzel**

IDAHO REVIEWS GLOBAL TOURISM ACCOUNT

The Gem State has kicked off a review of its international tourism marketing account, encompassing advertising, PR, social media and digital.

Idaho has released an RFP for the account, which covers the German market (including Switzerland and Austria), the UK and Ireland and Australia/New Zealand.

A two-year contract is expected to result from the review process.

Idaho is part of a consortium of five Western states – The Real America – that market the region to international travelers through a handful of agencies, including KBC Marketing & PR (UK), Weichmann Tourism Services GmbH (Germany), and Duxin Com (France).

Proposals are due June 2.

The RFP can be viewed through the state's procurement portal at ipro.sicomm.net/IPRO/.

H+K's TURNER TO WELLS FARGO

Paul Turner, executive VP and general manager for Hill+Knowlton Strategies' San Francisco office, has moved to a senior VP role with Wells Fargo, the S.F.-based banking and finance giant.

Jennifer Temple, Turner's predecessor as H+K/San Francisco GM, heads consumer lending communications at Wells Fargo, which she joined in 2012.

Turner has taken the new, top post overseeing executive communications for the bank's consumer lending group, which encompasses home lending and consumer credit services like credit cards and education loans. He reports to Temple.

He spent 11 years at Hill+Knowlton, leading its 30-person Bay Area operation and heading its Qualcomm business, in addition to client work for HP and Yahoo's partnership with Microsoft.

Turner was previously at Neale-May Partners and worked PR for the San Jose Sharks.

Oscar Suris is EVP and head of corporate communications for Wells Fargo.

MAKOVSKY BRINGS IN DIGITAL CREATIVE CHIEF

Makovsky has brought in Ogilvy and Young & Rubicam alum Ross Sutherland to fill the vacant slot atop its digital branding practice.

Tim Kane, who helped put the New York-based independent firm on the digital creative map, left after five years in November.

Makovsky president Ken Makovsky said Sutherland will collaborate on integrated efforts for clients in the tech, financial, pharmaceutical and consumer spaces.

Sutherland signs on as EVP and digital branding practice leader. He recently ran his own shop, Silver Fern Advertising, and was chief creative officer at Corbis. He spent more than 20 years at Ogilvy, rising to creative director before moving to WPP sister agency Young & Rubicam as a managing partner and creative director. His client experience spans Rolex, the NFL, and Chevron, among others.

Makovsky was up 9.6% last year with revenues of nearly \$14.3M.

TOKYO TAPS HOMETOWN DENTSU FOR 2020

The Tokyo Organizing Committee for the 2020 Olympic and Paralympic Games has tapped Japanese ad/PR conglomerate Dentsu as its marketing agency of record.

Tokyo hosted the Games in 1964 and won the global competition for the 2020 event in September, edging Istanbul and Madrid. Weber Shandwick worked the Japanese bid.

Dentsu, which made a splash last year with the \$4.9B acquisition of London's Aegis Group and is rumored to be eyeing an acquisition of Interpublic, worked the 1984 Olympics in L.A.

Dentsu will assist with developing marketing plans, sponsorship efforts and other services for the Games. "Leveraging the sports business knowledge and know-how that it has cultivated over many years, Dentsu will channel all the Group's resources toward the success of the 32nd Olympic Games and the 16th Paralympic Games that will be held in 2020," said a statement from senior manager of corporate communications, Shusaku Kannan.

Dentsu, the No. 5 marketing conglomerate with revenues of \$4.2B last year, said today that April 2014 revenues dipped 2.1% after increases in March (+6.7%) and February (+11.8%). It acquired Arkansas-based PR firm Mitchell Communications last year.

The 2016 Games are slated for Rio de Janeiro.



AZ's WHITE MOUNTAINS SEEKS PR

A consortium to promote tourism to Arizona's White Mountains region is on the hunt for agency support of its tourism PR efforts.

The White Mountains Partnership, encompassing communities like Show Low, Snowflake and the White Mountain Apache Tribe, released an RFP on May 2 for a firm to develop a PR plan and create a "unique, memorable identity" for the area.

Traditional PR and marketing, digital and social media, crisis communications and events support are among tasks outlined in a scope of work.

Proposals are due June 13.

GOP OPERATIVE GOES TO OGILVY

Bud Albright, who served in three Republican Administrations, is joining Ogilvy Government Relations on May 15.

Currently, he serves senior VP/policy & government relations at CenterPoint Energy.

He also led government relations and both Reliant Energy and Mortgage Bankers Assn.

Albright did federal stints as under secretary at the Dept. of Energy, deputy general counsel at Dept. of Housing and Urban Development, deputy attorney general and staff director at the House Energy and Commerce Committee.

Chris Giblin, OGR principal, believes Albright's "unique mix of strategic vision, political experience, and policy expertise across many industries to our team."

“Self-censoring journalists,” who “imprison themselves” and “live behind invisible bars,” as described by Turkish journalist Ahmet Sik, are a U.S. species that afflicts PR coverage.

Sik last week received a “World Press Freedom Prize” before an audience of nearly 300 in Paris at a meeting of UNESCO. He was imprisoned for 11 months after publishing a book critical of the Turkish police and judiciary.

The first week in May, when World Press Freedom Day is celebrated, puts us in touch with kindred journalistic souls who battle information-blocking regimes of one sort or another.

The U.S. has plenty of self-censoring journalists as well as professors and trade group officers/staff who “imprison themselves” by turning a blind eye and deaf ear to obvious abuses in the communications industry.

This blog is an indictment of individuals and organizations that are sitting on the sidelines when they should be speaking up about such abuses. They know what’s going on but are behind “invisible bars.”

Media attempting to cover the PR Society of America, the “world’s largest” PR association, are confronted with a host of information-blocking policies and practices that frustrate coverage of a group that champions “the free flow of information.” This sets a bad example for its 22,000 members, said Mark Hamrick, 2011 president, National Press Club.

Secrecy Hurts Economy

There are already enough restrictions on information flow without the world’s biggest “communications” group adding to them. Secrecy and press-avoidance were at the root of the 2007-08 meltdown that affected all Americans.

More than information is at stake. Another important issue is jobs. Networking is the main route to jobs and projects, according to career advisors. “Networking is how most job leads are uncovered and most people are hired,” wrote Rick Spann of OI Partners-Gateway Int’l, career consultants, on the “Career Track” page of the *Daily News* April 24. That is a truism that cannot be repeated too often.

Current Society policy prohibits journalists and writers from joining. Society members include plenty of employers. Out-of-work reporters need to network at Society meetings. CNN recently fired more than 40 editorial staffers. The plight of writers and reporters is obvious at the New York Financial Writers Assn. where 90 of the 300 members are “freelance.” They need to touch all possible bases in search of work.

In denying reporters membership, the Society is up to its old competition-blocking ways, something it promised never to repeat when it signed an FTC order in 1977 that removed two illegal planks from its 1953 “Code of Ethics.” Those planks were the operative “heart and soul” of the Code—forbidding members from pitching each other’s accounts or jobs (although doing that to non-members was O.K.) and barring contingency fees. Mem-

bers could not promise to waive fees if no placements or other results were obtained.

Fresh from 23 years of enforcing a “Code” with two illegal linchpins, the Society in 1978 started the practice of collecting articles from newsletters, magazines, books and newspapers, grouping them by subjects, and selling them to the members.

It warned buyers that “original materials” were being provided since copying was “precluded,” and urged them to return the packets within three weeks. In addition to the illegal copying, the Society was committing another offense by creating “new works” when it sold 60-120 pages of materials from sources such as the *New York Times*, *Wall Street Journal*, *Advertising Age*, *O’Dwyer* magazine and *NL*, *PR Quarterly*, *Business-Week*, *TV Guide*, *Broadcasting*, etc.

Reporters Need Access for Coverage

PR reporters, barred from membership, cannot access the member database or access the quarterly and annual financial reports. As of 2011, they have been barred from covering the Assembly of the Society where bylaws are proposed and passed and controversial issues such as removing the APR rule for national office are discussed.

The 2010 Assembly was the last one open to the press and stringent new rules were in force—no photographs of the room even before the meeting started and no audio or videotapes of anything. This was an important meeting because Richard Edelman, Art Stevens and Dave Rickey, the leaders of the “Committee for a Democratic PRSA,” had proposed in May of that year a bylaw change that would let non-APRs vie for national office for the first time since the 1970s.

The Assembly, 70% APR, dispatched the proposal in 20 minutes. The Society denied a request that its proposal be blast e-mailed to the membership and didn’t mention the existence of the Committee in PR Tactics until October. The Society Code before it was re-written in 2000-01 warned members not to do anything that might “corrupt the channels of communication.” The new Code says, “Maintain the integrity of relations with the media.”

However, the Society is currently running joint projects with Ragan Communications, long one of the major media covering PR and the Society.

Both are co-sponsoring a “Content Summit for PR, Social Media and Marketing Professionals” May 12-14 in Charlotte, N.C. Cost is \$1,095.

The Society in the late 1990s was a supporter of Haymarket’s publication of *PRWeek/U.S.* John Beardsley, 1995 president, and COO Ray Gaulke went twice to London to urge Haymarket to publish a U.S. version of *PRW/U.K.* Initial circulation was supplied by the Society and Gaulke urged Society advertisers to advertise in *PRW/U.S.*

Another instance of an anti-competition Society practice is its refusal for the past four years to let O’Dwyer reporters into the exhibit hall where up to 50 PR services display their products. This interferes with coverage in *O’Dwyer’s PR Buyer’s Guide*. — **Jack O’Dwyer**