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# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## GEORGIA REVIEWS TOURISM, ECONDEV PR

The Peach State has kicked off a review of its tourism and economic development PR account, including its film office and tech-focused Centers of Innovation.

GolinHarris' Atlanta office is the incumbent. The budget for communications and PR has been around \$650K for the past two fiscal years.

An RFP released May 5 calls for a single agency to support the Georgia Dept. of Economic Development's PR staff with initiatives to attract new business, expand existing industry, "inspire" tourists to visit, and "promote the state as a top destination for arts events and film, music and digital entertainment projects."

A one-year pact with four year-long options is planned. A pre-bid conference is slated for Atlanta on May 30. Proposals are due June 6.

Interested firms must register with the state's procurement portal to download the RFP materials.



## COVIDIEN FILLS GLOBAL COMMS SLOT

Covidien, the \$12B former Tyco Healthcare surgical instruments maker which is spinning off its pharmaceutical business, has brought in a Johnson Controls exec to head global corporate communications.

Eric Kraus left the senior VP role at Covidien in January to head communications at Bacardi.

Jacqueline Strayer, VP overseeing media relations, internal comms., advertising and social media, among other segments at Johnson Controls, holding the SVP, corporate comms., title with Covidien in its Mansfield, Mass., corporate headquarters.

Covidien, incorporated in Ireland, was spun off from Tyco in 2007 and said last month that it would unload its pharmaceutical business, Mallinckrodt, by July.

Strayer reports directly to president/CEO Jose Almeida with responsibility for corporate marketing, PR, media relations, financial communications, crisis communications, issues management, philanthropy and Covidien's digital presence.

She previously led comms. for Arrow Electronics and held corporate PR posts at United Technologies, GE Capital and William M. Mercer.

## FTI COMMS REVENUE UP SLIGHTLY IN Q1

FTI Consulting reported first quarter strategic communications revenues ticked up one percent to \$45.5M as higher project revenue offset fewer M&A deals in Asia and a dip in Latin America.

Overall revenues at FTI were up 3 percent for the quarter to \$407.2M while net income jumped 28% to \$23.7M, mostly on the strength of its economic consulting division.

Margin for strategic communications dropped from 10.1% in Q1 of 2012 to 7.8% in 2013 due to its March acquisition of D.C. lobbying shop C2 Group, as well as lower margins in Asia and Latin America and lower pass-through revenue.

PR assignments during the quarter included Chapter 11 work for Atari and Arcapita Bank BSC, as well as takeover defense PR for Irish drug maker Elan Corp.

Higher communications project income in North America and the EMEA region coupled with higher pass-through revenue in NA during Q1, offset the M&A decline in Asia and reduced project income in Latin America. CEO Jack Dunn said FTI has "some interesting assignments" in strategic communications on a few notable M&A transactions, some of which haven't been announced publicly yet. FTI had 619 revenue-generating staffers in strategic communications in Q1.

Economic consulting revenue jumped 15.1% to \$115.2M on strong demand and higher average billing rates. Corporate finance/restructuring rose 2.3% to \$99.1M. Posting declines were technology consulting (-6% to \$46.7M) and forensic/litigation consulting (-2.8%, \$100.7M).

## WHITE HOUSE, STATE ALUM JOINS LOCKHEED

Gordon Johndroe, who was chief spokesperson at the National Security Council and White House deputy press secretary, has joined Lockheed Martin as VP/media relations and international communications.

At the NSC, the 38-year-old prepped president George W. Bush and his team for media interviews and was the NSC's comms. link to the Central Intelligence agency and cabinet secretaries. Earlier, he was director of strategic comms. at the State Dept., press secretary at the Dept. of Homeland Security and chief spokesperson for First Lady Laura Bush.

Most recently, he was VP at APCO Worldwide, dealing with global PR, social media and gov't relations.

At Lockheed Martin, which had \$47B in 2012 revenues and 118K employees, Johndroe reports to Jennifer Whitlow, VP-corporate communications.

## **HERITAGE FDN, UNDER FIRE, MULLS PR HELP**

Conservative think tank The Heritage Foundation is mulling the hire of a "high-profile" PR firm, according to a report, as it is bombarded with criticism over a report that said immigration reform could cost \$6.3T.

*Politico* reported May 9 the foundation is taking on water from Republicans and conservative outside groups which often align with the institution, as well as Democrats, as its immigration report is ripped by critics.

The *Washington Post* noted the foundation helped kill immigration reform six years ago with two reports predicting a flood of 100M immigrants and swelling of the welfare ranks.

The latest report was immediately attacked as "flawed" by influential Tea Party Sen. Marco Rubio (R-Fla) and ex-Mississippi Gov. Haley Barbour, among others. A key point of contention on both sides of the political aisle is the argument in a Harvard dissertation by one of the study's co-authors that there are genetic IQ differences between races and low-IQ immigrants should be barred from entry to the U.S.

Heritage VP of comms. Michael Gonzalez has been handling the fallout. "We believe that every person is created equal and that everyone should have equal opportunity to reach the ladder of success and climb as high as they can dream," he wrote in a blog post May 8. He distanced the report from the controversial author, Jason Richwine, stressing that Richwine "did not shape the methodology or the policy recommendations" of the report. Heritage announced Richwine's resignation on May 10.

While a setback to the organization's hopes to derail immigration reform, it is also a PR disaster for newly minted president, former Sen. Jim DeMint (R-S.C.).

Gonzalez, a Cuban immigrant, is a former *Wall Street Journal* reporter with a global pedigree who joined Heritage in 2009 after stints at the SEC and State Dept. during the George W. Bush administration.

## **DCI LEADS ALBUQUERQUE BIZ PUSH**

Albuquerque has brought in Development Counselors International to kick off the initial PR phase of a national economic development push to lure business to the city.

The three-month \$50K campaign will target national media with the opportunity for the city to extend the assignment.

New York-based DCI, which has guided PR for New Mexico's Dept. of Tourism, will also help the city develop an RFP to engage local advertising and marketing shops on a broader national campaign. In 2011, a survey of corporate executives by the PR firm conducted every three years rated New Mexico 38th among the 50 states for its economic development marketing.

Albuquerque has revamped its tax code in a bid to woo business, lowering its corp-orate tax rate and pursuing a plan to drop taxes for manufacturers on employees and property in favor of a single sales tax.

DCI previously repped the Acoma Pueblo region of New Mexico as it sought to draw travelers from higher-profile areas like Santa Fe, Taos and Albuquerque.

## **FLORIDA'S BEST BEACH TOWN REVIEWS PR**

The Florida city dubbed the state's "Best Beach Town" by *USA Today* is reviewing its tourism PR account, calling for agency proposals through early June.

Clearwater, the Tampa-area city of 108K, is a year-round vacation spot and darling of travel magazines for its white sand beaches. It is also home to a marine aquarium – the 2011 hit film "Dolphin Tale" was filmed there – and, in spring, the Philadelphia Phillies.

New York-based travel and tourism PR firm Imagine Communications is the incumbent for the \$164K account.

The city wants a PR firm with destination marketing experience to handle media relations, social media, event marketing and its website, VisitClearwaterFlorida.com.

Proposals are due June 6. RFP: <http://bit.ly/12pqwDX>.

## **BGR PITCHES BID TO SCUTTLE SPRINT MERGER**

Houston-based Crest Financial has brought in Washington PR support as the firm urges fellow shareholders of Clearwire Corp. to reject a merger with Sprint Nextel Corp.

Clearwire is a publicly traded network partner of Sprint, which owns half of the company and has proposed acquiring the final 50% in a \$2.2B tender offer.

A majority of Clearwire shareholders have to approve the deal.

Crest Financial, which has engaged D.C.-based BGR PR (the former Barbour, Griffith Rogers), thinks Clearwire can get a better price than Sprint's \$2.97-per-share offer. It has launched a proxy campaign and filed a 40-page pitch to fellow shareholders with the SEC May 8 urging them to vote against the Sprint deal.

Jeff Birnbaum, president of BGR's PR unit, is counseling CF.

Clearwire, which controls valuable wireless spectrum and was a pioneer of 4G mobile technology, received a \$3.30-per-share offer in January from Dish Network, but Dish followed that up with a \$25.5B bid for Sprint. The company needs cash to build its network on the LTE standard. Verizon has also reportedly offered to lease \$1.5B of Clearwire's capacity.

A special committee tapped by Clearwire's board, which is working with JLM Partners and MacKenzie Partners for the proxy fight, says the Sprint deal is the best strategic alternative for the minority stockholders.

Clearwire investors like Comcast and Intel support the Sprint deal.

## **SMIDDY TAKES PN HEALTH POST IN UK**

Porter Novelli has recruited Mary Smiddy as chief of its health and wellness group in London. She succeeds Paul George, who retired.

The Weber Shandwick pro, who began her career as an intensive care nurse in Dublin, also had been at Burson-Marsteller, Edelman and GlaxoSmithKline.

She has counseled pharma blue-chips such as Pfizer, AstraZeneca, Bristol-Myers Squibb, Wyeth and Merck.

PN, which is part of Omnicom, counts Pfizer, Procter and Gamble and Boehringer Ingelheim among its health-related clients.

**CJR'S STIVERS TO AOL EDITOR-IN-CHIEF**

Cyndi Stivers, editor-in-chief of the *Columbia Journalism Review*, is taking the same post at AOL.com next month, according to a blog post from Chris Grosso, GM at AOL.

She's a veteran of Entertainment Weekly, Martha Stewart Living Omnimedia, *Time Out New York* and *Premiere*.

Grosso noted that as AOL evolves into a "content destination," Stivers will "ensure the site showcases the most compelling stories relevant to our viewers and drive a distinctive editorial voice."

Susan Lyne, who was MSLO CEO before taking the AOL Brands Group presidency in February, praised Stivers' "world-class editorial leadership and creative thinking."



Stivers

**MEDIA RELATIONS VP EXITS CONDE NAST**

Patricia Steele, senior VP corporate media relations, is out at Conde Nast as the toney publisher continues tweaking its PR under the watchful eye of chief administrative officer Jill Bright.

The magazine's PR had been centralized under long-time chief Maurie Perl, who exited in January.

Bright now has publicists working directly with publishers and editors, according to a report in *WWD*.

McGraw-Hill veteran Patricia Rockenwagner joined CN a month following Perl's exit in the senior VP-corporate communications capacity. Steele had handled press-related issues and reported to Rockenwagner.

CN's magazines include *New Yorker*, *Vanity Fair*, *Vogue*, *Self*, *Glamour*, *Wired*, *Lucky*, *W* and *Golf Digest*.

**WSJ UPPS LONDON'S ORWELL**

Bruce Orwell, *Wall Street Journal* London bureau chief, has been named senior editor for Europe/Middle East and Africa.

He is to oversee combined operations of the WSJ and Newswire staffers, as well as regional bureau chiefs.

Before taking the U.K. post in 2009, Orwell was in charge of the paper's Los Angeles office, covering entertainment, aerospace, defense and immigration news. He joined the WSJ in 1995, reporting on gambling and the hotel business.

Orwell reports to Thorold Barker, EMEA editor.

**MSNBC FORTIFIES RANKS**

MSNBC.com has recruited a trio of reporters in anticipation of this year's re-launch.

Adam Serwer, a veteran of *Mother Jones* and *The American Prospect*, will cover civil rights, social justice and equity issues, according to a memo by Richard Wolffe, VP/executive editor.

Suzy Khimm of the *Washington Post*, who covered the fiscal cliff, sequester and immigration beats, joins along with Benjy Sarlin, first D.C. correspondent for the Daily Beast an alum of the defunct *New York Sun*.

**ALLBRITTON MULLS SALE OF TV STATIONS**

Allbritton Communications is exploring the sale of its eight TV stations to focus on *Politico*.

The ABC-affiliated stations are in Washington, Harrisburg Little Rock, Tulsa, Roanoke-Lynchburg area, Birmingham, Tuscaloosa and Anniston, Ala.

They generated an estimated \$220M in 2012 revenues. In a memo, CEO Robert Allbritton wrote: "My plan is to use the resources and expanded mindshare that such a move would make available to increase my commitment to *Politico*."

"Then we can plunge in further on a variety of other potential investments that intrigue me as I contemplate the next chapter for our business," he wrote. "As you might imagine, this is a thrilling moment for me – and for the entire *Politico* team."

Allbritton's father, Joe, got into the TV business 30 years ago when he acquired the stations as part of the deal to acquire the *Washington Star*.

He died in December.

The son noted that *Politico* carries no debt, funds investments with operating capital and will turn a profit this year.

Ridding the TV group will enable Allbritton to participate in the "Golden Age of new media innovation," says the memo.

**T-P LAUNCHES TAB**

*The Times-Picayune*, which retreated to a three-day a week print schedule last year, is launching TPStreet tabloid to fill the days when the full paper isn't published.

Editor Jim Amoss says the new newsstand-only pub will be printed on Monday, Tuesday and Thursday. It will cost 75 cents.

The paper is aimed at "hard-core" print people who aren't happy with the electronic version of the T-P.

Advance Publications, owner of T-P, trimmed 200 staffers with the decision to drop daily circulation and beef-up reporting on the free nola.com site.

AP expects its new publication to break even due to the lack of home delivery.

Following the T-P retrenchment, *The Advocate* of Baton Rouge expanded into New Orleans, opened a bureau there and billed itself as the city's only daily.

It says 20 percent of its circulation is in New Orleans.

**BONNIER SELLS SKI, SKIING**

Bonnier Corp. is selling *Ski* and *Skiing* magazines, *Skiing Business* and Warren Miller Entertainment to Active Interest media.

Ski and Skiing will join AIM titles that include *Backpacker*, *Climbing* and *National Park News*.

Bonner acquired its soon to be divested titles via its \$200M purchase of Time Inc.'s enthusiast and parenting magazine group.

It says the deal will allow it to focus on magazines that are focused on New York, California and Florida.

The transaction is expected to be complete by the end of the month.

**MEDIA NEWS****ROLL CALL SETS ELECTION TEAM**

CQ Roll Call, part of Economist Group, has promoted Emily Pierce and Shira Toeplitz in a move to get its 2014 election team in place.

Pierce was Senate and White House editor and is now deputy editor for newsgathering and content creation. Political reporter Toeplitz becomes editor.

"Both are long-time RC staffers, consummate news-women and natural newsroom leaders," said David Rapp, RC editor, in a statement. "They are both creative thinkers, so they will be instrumental to RC's growth, especially as we continue expanding our digital offerings and moving into new content platforms."

**ROMNEY PRESS SEC TO 'LEAN IN'**

Andrea Saul, press secretary for Mitt Romney's 2012 presidential campaign, has landed at Lean In, the new non-profit founded by Facebook COO Sheryl Sandberg to support women in achieving professional and personal goals.

Saul has been tapped to "run communications and help reach women – and men – so that we can all work together towards a more equal world," Sandberg said in a statement.

Saul, who started out in PR at DCI

Group, was communications director for Florida Gov. Charlie Crist before joining Romney's Free & Strong America PAC and then the Romney campaign as its national spokeswoman.

Earlier, she worked comms. for Sen. John McCain's 2008 White House bid.

The Lean In group is named after Sandberg's best-selling book.

**MOCKRIDGE GOES TO BATTLE WITH MURDOCH**

Tom Mockridge, a protégé of News Corp. chief Rupert Murdoch who departed after losing the race to run the newspaper spin-off operation, has been named CEO of Virgin Media, the U.K. cable outfit that goes head-to-head with Murdoch's BSkyB.

In his 22-year stint at News Corp., Mockridge served as chief of Sky Italia, deputy chairman of BSB and CEO of News Corp. International.

Murdoch tapped Mockridge to put News Corp.'s scandal-tainted British newspaper group back on track after the phone hacking situation.

U.S.-based Liberty Global is acquiring Virgin Media in a deal worth more than \$23B.

Mockridge replaces Neil Berkett, who announced his decision to depart with the completion of the takeover deal. He reports to Mike Fries, CEO of Liberty Global.

**Mockridge****QORVIS PARTNER SPARS WITH WIKIPEDIA**

Qorvis partner Matt Lauer has unleashed a barrage of criticism of Wikipedia over its policies blocking PR firms from editing content about clients and firms themselves, sparking a sparring match with Wikipedia founder Jimmy Wales.

Lauer, in a Qorvis blog post, said the web's go-to information source should allow corporations, organizations and individuals to edit and submit information to correct Wikipedia policies which, he says, result in "many articles on the site that are inaccurate or even blatantly false."

Wales fired back at Lauer over Twitter. "Your complaints are deeply dishonest to the point of being embarrassing," said Wales, who told Lauer he will need to apologize publicly and stop using fake accounts, which he called "sockpuppets." Added Wales: "Your clients should fire you for it."

Lauer says Wikipedia's policy of not allowing direct dialogue between Wikipedia editors and the subjects of Wikipedia articles is "inane," pointing to the novelist Philip Roth, who wrote in the New Yorker recently about trying to correct an error in the WP entry about his novel, "The Human Stain," only to be rebuffed as not a credible source.

"This inane policy would violate the basic tenets of even the most partisan of small-town newspapers or the most crooked court rooms," said Lauer. "This dangerous policy violates the fundamental rules of reporting, of debate, and of discussion."

Lauer called Qorvis' own page a "real yarn" full of "silly conspiracy theories, competitor-fed information, and false data from opponents of our clients."

Qorvis has faced criticism -- including from Wikipedians who say Qorvis-linked accounts edit damaging information about clients -- over its representation of controversial clients like governments and figures from Saudi Arabia, Equatorial Guinea, Kazakhstan and Bahrain.

Lauer, listing a barrage of high-profile mistakes by Wikipedia editors, said he signed up as an editor under the name "QorvisEditor" to become a source of info for the firm's page and those of its clients, but he was blocked by editors.

Edelman exec Phil Gomes last year founded a Facebook group, Corporate Representatives for Ethical Wikipedia Engagement, aimed to thaw relations between Wikipedia and PR people.

Wales' response over the years, including to Gomes last year, has been for PR firms to stay away from editing the site and focus on third-party avenues.

He wrote to Gomes: "What I have found -- and the evidence for this is pretty comprehensive -- is that people who are acting as paid advocates do not make good editors. They insert puffery and spin. That's what they do because that is what paid advocates do."

**Lauer, Wales**

**NEWS OF PR FIRMS****FIRMS WORK BMC BUYOUT**

At least four PR firms are engaged in the \$6.9B buyout of BMC Software, the publicly traded cloud computing and IT services giant.

Boston-based private equity powerhouse Bain Capital and Golden Gate Capital, a San Francisco firm started by former Bain execs, are leading the \$46.25-per-share acquisition to take BMC private. Singapore's GIC Special Investments and Insight Partners of New York are also part of the buyout team.

Joele Frank, Wilkinson Brimmer Katcher is supporting BMC's in-house communications team.

Stanton PR & Marketing is working PR for Bain, while Sard Verbinnen & Co handles Golden Gate Capital.

GF Bunting PR works with Insight Venture Management.

The deal, expected to close later this year, won the support of activist shareholder Elliott Management, which had pressured Houston-based BMC to make a move.

**BECK OPENS D.C. FOR MAKOVSKY**

Makovsky has opened a Washington office led by Andy Beck, a one-time PA director for the Dept. of Energy.

He will head the New York-based shop's energy and sustainability practice.

Beck also did stints at the Environmental Protection Agency and Transportation Dept.

Most recently, he served as chief communications officer for Lighting Science Group, the \$125M maker of LED lamps and fixtures designed to shave energy costs and reduce carbon footprints.

Earlier, Beck headed MWW's energy/environmental practice in D.C., and worked at the National Automobile Dealers Assn. and Natural Gas Assn. of America.

Ken Makovsky lauds Beck as a "first-rate strategic thinker" who can boil down complex issues to make persuasive arguments to further a client's goal.

**KCSA SETS UP SOCIAL MEDIA IR UNIT**

KCSA Strategic Communications, New York, has created an investor relations consulting group focused on helping public companies develop social media policies, following the SEC's April 2 statement about SM.

CEO Jeff Corbin, who heads the new unit, called the SEC's vague declaration a "game-changing development" in the IR industry "the scale of which we have not seen in many years."

Corbin said companies are struggling to determine whether to use social media, and how to do it, for IR efforts. He said public companies should conduct social media "audits" before developing policies.

He said the new practice at KCSA will help companies navigate the new terrain.

**BRIEF: Calypso Communications**, Portsmouth, N.H., has aligned with sustainability advisory firm Nexus Global Advisors. Calypso chief Kevin Stickney said "The sound of greenwashing in the marketplace is deafening," he said, noting experts like Nexus can help "debunk and validate" green efforts, sources and messages.

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

**Lou Hammond and Associates**, New York/VisitNorfolk, for travel and tourism PR, following an RFP process.

**Blink PR**, New York/Ta\*Ta\*Toos, temporary tattoos, for PR.

**Sharp Communications**, New York/Pret A Manger, as AOR for PR in the U.S. for the U.K.-based eatery chain.

**5W PR**, New York/Beyond Verbal, facial emotion detection, as AOR as the company closes a \$2.5M round of VC funding.

**Rubenstein PR**, New York/African Lion & Environmental Research Trust, for a three-month pro-bono PR program targeting policy makers, researchers and business leaders, culminating with World Lion Day Aug. 10.

**R&J PR**, Bridgewater, N.J./Jersey Artisan Distilling, distillery marketing Busted Barrel rum to be released this month, as AOR for PR.

**East**

**Prompt Communications**, Boston/Integralis, Germany-based IT security services provider, for North American media relations.

**The Simon Group**, Sellersville, Pa./Measurement Specialties, for marketing comms. promoting the publicly traded company's sensor technologies.

**Buffalo Communications**, Vienna, Va./ECCO, Danish shoemaker, for global PR for its ECCO Sport unit for the outdoor/running categories.

**West**

**Allison+Partners**, San Francisco/Giants Community Fund, non-profit affiliated with the San Francisco Giants that uses baseball as a forum to encourage underserved youth and their families to live healthy, productive lives, for a comms. plan to support its Junior Giants program.

**JMPR**, Woodland Hills, Calif./Los Angeles Auto Show, as AOR for strategic communications for the organization in the U.S. and internationally, including the launch of its inaugural Connected Car Expo, Nov. 19-21, 2013, as well as corporate communications for the parent company, ANSA Productions.

**JS2 Communications**, Los Angeles/TheSuitest, new hotel search engine, as AOR for launch, including media relations, marketing and social media consulting.

**Formula PR**, Los Angeles/Sport Chalet, sporting goods retailer, for PR focused on the active lifestyle sector.

**Bolt PR**, Irvine, Calif./College Storage & Student Services, storage and shipping for students; Custom Design & Construction, design-build firm, and Mars Air Systems, air curtain manufacturer, for PR and marketing, including media relations, social media/SEO, events and community relations.

**GBG & Associates**, San Diego/Travel to Go, membership vacations services company, for PR.

**International**

**Teamspirit PR**, London/Capita, business process outsourcing, to promote its financial services.

**NEWS OF SERVICES****SEIGENTHALER TOPS NASHVILLE PR AWARDS**

Seigenthaler PR, Nashville, won Best in Show honors at PRSA/Nashville's annual Parthenon Awards May 1 for its media relations work on behalf of sewing brands marketer SVP Worldwide.

DVL PR & Advertising took home eight Parthenons, followed by Seigenthaler (7), McNeely, Piggott & Fox (6) and the YMCA of Middle Tennessee (2).



**WKU PR team**

Paula Lovell of Lovell Communications received the chapter's Hercules Award for contributions to the industry and Kallie Bienvenu of the Community Foundation of Middle Tennessee was honored with the Mercury Award for achievement by a young PR pro.

The PR program at Western Kentucky University's School of Journalism & Broadcasting, along with its student-run agency, Imagewest, swept the student category for several endeavors, including a healthy eating campaign and production of an HR benefits booklet.

**PALOMAR, C&S TAKE SD HEALTH PR HONORS**

Palomar Health, the public health district in San Diego County, won Best in Show honors from the Health Care Communicators of San Diego for PR campaign to open the new Palomar Medical Center.

The HCCSD honors marketing campaigns in PR, advertising, A/V, new media and events, among other categories.

Cook & Schmid won four gold awards at the event, including in the overall campaign, community relations, multicultural marketing and health & wellness PR categories for its "Fight the Bite" public education campaign supporting West Nile Virus prevention with the San Diego County Dept. of Environmental Health.

An internal communications campaign for Exxon-Mobil by American Specialty Health was another gold PR winner. A full list of winners is at [hccsd.org](http://hccsd.org).

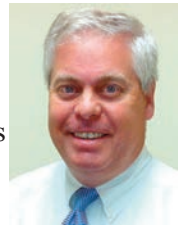
**SENG HONORED FOR H-CARE PR CAREER**

John Seng, founder and president of Washington-based healthcare PR specialist Spectrum, was given the 2013 Frank J. Weaver Lifetime Achievement Award by the PRSA Health Academy May 1 in Indianapolis.

Seng, who did stints at Pfizer, Hill+Knowlton Strategies and InterScience, is a 30-year industry veteran. "Although I earned my degree in journalism, I've never regretted, even for one day, choosing public relations as my profession," he said.

**PEOPLE****Joined**

**Al Jackson**, managing director for Chandler Chicco Companies, to O'Neill and Associates, Boston, as a senior VP and head of the firm's healthcare practice group, based in Washington, D.C. He was a partner at Ketchum's public affairs unit and VP of political affairs and grassroots for the American Hospital Assn.



**Jackson**

**Rich Donley**, VP, Airfoil, to MCCI, Southfield, Mich., as senior VP, PR and marketing comms., a new position under CEO Terrence Oprea. He was a partner and VP at Bianchi PR and editor for Tech Center News and Detroit Auto Scene.

**Keith Bowermaster**, dir. of PR, WellStar Health System, to Cookerly PR, Atlanta, as a VP. He was also dir. of mktg., Fresenius Medical Care N.A., and manager of PA for Jackson Health System.

**Andrea Margolin**, who handled content, social media strategy and B2B corporate comms. for Blackboard Inc., to MWW, San Francisco, as an A/D. She was previously with Stanton Communications.

**Brian Floyd**, PR and PA consultant, to The Independent Film Development Corp., Los Angeles, as director of communications, chief evangelist and assistant to the CEO.



**Ward**

**Sally Ward**, founder and director of executive search and consulting firm, Plum Consulting, to Porter Novelli, London, as president, Europe, Middle East and Africa, starting June 1. A PN alum, she was previously with Weber Shandwick in the U.K., exiting in 2006 as European vice chairman. PN has added senior partner **Luc Missine**, who is MD of Brussels and Paris, to a new leadership team for EMEA as regional director.

**Michael Zhao**, director of corporate communications, BP China, to Ruder Finn Asia, Beijing, as senior counsel. He previously worked international affairs for China National Petroleum Corp.



**Zhao**

**Obituary**

**Jack Felton**, a veteran corporate and military communicator who led PRSA and the Institute for PR, died May 2. He was 84.

A Virginia native and information officer for the U.S. Air Force during the Korean War, Felton was a seasoned corporate communicator starting with U.S. Steel in 1957 who later moved on to direct PR and public affairs for Interstate Brands Corp. through the mid-1970s. In 1975, he took a PR director slot at McCormick & Co., where he rose to VP of corporate communications in his 16 years there. Felton left corporate PR in 1993 and moved to academia in 1996, teaching PR at the Univ. of Florida and helping to establish the Institute for PR Research there before retiring in 2004 as president and CEO of the institution. He was 1986-87 president of PRSA and received multiple honors from that group.

## **BUSINESS SEEKS INPUT ON POSTAL REFORM**

The Coalition for a 21st Century Postal Service, a group composed of large corporate mailers and print-related businesses, has tapped Ford and Huff to make sure it has input on any legislation regarding post office reform.

It views the US Postal Service as the “linchpin” of the \$1.1T mailing business, an entity that deals with seven percent of the country’s GNP.

Congressional effort to reform the USPS has stumble due to USPS' desire to trim its sprawling 37K-post office/postal station unit, which is a potential death knell for politicians in rural states.

The Coalition believes USPS is on the verge of “imminent collapse” as 2013 red ink is expected to fall in the \$10B range, up from \$8.3B last year.

It advocates a position geared to unburdening USPS by revamping the requirement of pre-funding \$5B in yearly pension obligations and chopping the postal branch network.

Coalition members include Time Warner, American Forest and Paper Assn., eBay, American Express, Greeting Card Assn., Bank of America, Pitney Bowles, Direct Marketing Assn., Boise, and the National Newspaper Assn.

## **PRSA-NY FETES RUDER FINN ETHICS CZAR**

Emmanuel Tchividjian, chief ethics officer at Ruder Finn, has earned the annual President’s Award for his outstanding contributions to PRSA’s New York chapter. He will receive the honor at the chapter’s Big Apple Awards gala ceremony slated for May 23.

Tchividjian, who is senior-VP, executive director & chief ethics officer at RF, joined the independent firm in 1997.

He has been working with the Government of Switzerland regarding Holocaust-related issues.

Lea-Ann Germinder, chapter president, said in a statement that Tchividjian is the “embodiment of dignity and volunteerism and serves as a role model for PR practitioners.”

The RF exec is a former president of the PRSA group and currently its ethics chair.

He’s certified as a compliance & ethics professional from the Society of Corporate Compliance and Ethics and is a member of the Ethics & Compliance Officers Assn.

PRSA-NY also announced that Paul Gennaro, senior VP-corporate communications at AECOM, won the John W. Hill Award for leadership in the practice of PR, while David Grant, founder of LVM Group, earned the Philip Dorf Award for mentoring.

The event will be held at the Mandarin Oriental hotel in Columbus Circle. David Ushery, NBC 4 New York’s veteran anchor and reporter and the winner of the 2013 “Big Apple Award for Excellence in Journalism,” will keynote the ceremony.



**Tchividjian**

## **GRAYLING UNVEILS CYBERSECURITY UNIT**

Grayling has established a cybersecurity consulting and advisory unit to help clients respond to data breaches and deal with the raft of regulatory matters.

New chief Pete Pedersen, who chaired Edelman’s tech practice before joining the Huntsworth unit in February, believes any company that collects, transmits, stores or uses consumer data is at risk from sophisticated cyber-attacks.

Michael Locatis, who stepped down in January after a nine-month stint as assistant secretary for cybersecurity and communications at the Dept. of Homeland Security, is part of the Grayling team.

Prior to DHS, Locatis was chief information officer at the Dept. of Energy. He runs Nexustis, a Grayling affiliate.

Huntsworth-owned Grayling believes its offering differs from security consulting firms that focus on network protection.

It focuses on risk mitigation, management and 24/7 awareness of enterprise risk posture.

Grayling has offices in more than 40 countries.

## **LAW FIRM DENTONS GOES INTO CRISIS MODE**

Dentons, which was formed in February via a mash-up of three international law firms, now offers crisis management expertise via an alliance established with Wirthlin Worldwide International.

WWI was the strategic consulting unit of the Wirthlin research firm that was acquired by Harris Interactive in 2004. It was spun off as an independent company that same year.

The new entity called Wirthlin, a Dentons Innovation Group Partnership, is to offer crisis, global marketing and international venturing counsel.

It will forgo the fee-for-service model in favor of a “fee-for-success” approach, according to Michael Silva, managing director.

He has counseled Exxon (Valdez oil spill), Catholic Church (sex abuse scandal) and Waco (FBI raid and subsequent fire of the Branch Davidian compound). Dentons boasts of 2,500 lawyers. It’s the result of the combination of Salans (France), Fraser Milner Casgrain (Canada) and SNR Denton (U.S./U.K.).

## **SARD’S LARSEN TO MSLGROUP**

Larry Larsen, principal at Sard Verbinnen & Co, has moved to MSLGroup in Chicago as a senior VP in its corporate practice.

Larsen handles financial and crisis communications and worked on DeVry, Kroger, Walgreen and Midas International among his clients at Sard.

He previously held agency VP posts at Weber Shandwick, Edelman, FleishmanHillard after starting out in PR at Hill+Knowlton Strategies and following a stint as a stock broker.

Brad Wilks, Midwest managing director for Publicis-owned MSLGroup, said the hire is part of a plan to bolster its corporate and financial offerings in North America.

Newcomers to PR, including students thinking of taking up PR or communications in college as well as experienced PR pros, can learn a lot from browsing in O'Dwyer's PR Library, a collection of 700+ books, periodicals, studies and databanks assembled over the past 45 years. Especially recommended are 10 books:

1. *You're Too Kind: A Brief History of Flattery*, by Richard Stengel
2. *Influence: The Psychology of Persuasion*, by Robert Cialdini
3. *Celebrity Leverage*, by Jordan McAuley
4. *Edelman and the Rise of Public Relations*, by Franz Wisner
5. *Always Live Better than Your Clients*, bio of Ben Sonnenberg by Isadore Barmash
6. *The Tylenol Mafia* by Scott Bartz, ex-Johnson & Johnson
7. *The Power House*, bio of Robert K. Gray, by Susan Trento
8. *Deadly Spin* by Wendell Potter, ex-Cigna
9. *Army of Entrepreneurs* by Jennifer Prosek
10. *No Such Thing as Over-Exposure* (for Donald Trump), by Robert Slater

#### **Books Written by Knowledgeable Authors**

The books have been written by those who know what they are talking about and who don't pull punches.

Wendell Potter, for instance, worked 20 years in PR at Cigna. Scott Bartz worked more than seven at J&J and has extensive knowledge of its distribution channels.

Stengel notes that flattery "thrives in hierarchical settings" such as companies and institutions.

Psychological ploys are rampant in PR and selling and are well catalogued by Cialdini in *Influence*.

*You're Too Kind* says there is an "epidemic" of flattery in business and private circles and that those who don't practice some of its techniques can be left in the dust. He urges "smiling a lot" at superiors and others you want to impress because smiling means "I like you." Dressing extra special for someone, listening intently, using their name a lot, and spending time with them are also techniques.

*Influence* describes numerous psychological tricks used on consumers. Residents of a California town were asked to sign a petition to "Keep California Beautiful." Next week they were asked to put a big sign on their lawns saying, "Drive Carefully." Half the signers agreed while almost no one else did.

The signers had unwittingly defined themselves as public-spirited and couldn't bear to be inconsistent. A clerk was told to mark down paste jewelry from \$25.00 to \$2.50. Instead he put the decimal in the wrong place (making them \$250) and the entire case quickly sold out.

*Celebrity Leverage* is an excellent book on the celebrity mania gripping the country with plenty of good advice and tips for newcomers as well as veterans. More than 100 websites of use to PR people are provided. Denizens of this book are on good terms with reporters and wouldn't dream of ducking a call. They send written

thank you notes to reporters whenever a client is mentioned. Their advice to those looking for a PR firm is to check what recent placements have been made by that firm for a similar product or service.

*Edelman* is a must-read book because it is a biography of the founder of what is now the world's largest PR firm, more than five times as big as the next independent. Daniel Edelman built his firm on commitments to ethics and transparency. He has reported his fee and employee totals, office-by-office, since 1970, and practice-by-practice, since 1992. Following the details of his life and those of other successful PR people builds knowledge of PR that cannot be captured in textbooks.

*Sonnenberg* became the single richest person in PR in the 1940s, '50s and '60s by serving clients' personal as well as business needs. He was a creative fountainhead, often showering clients with up to 100 ideas for improving their businesses. But he was also close to them personally, not hesitating to get up in the middle of the night and visit a client who called him. One client was worried that a son was going into show business. Sonnenberg correctly said the son would soon give it up. Doing favors for children of clients was a favorite activity of his.

*The Tylenol Mafia* is 719-pages of details about J&J and the 1982 Tylenol poisonings. No press conference was ever held and J&J only offered a \$100,000 reward even though seven people died taking its product. It went right back on the market with easily-spiked capsules in "tamper-resistant" (hah!) bottles. Diane Elsrth, 23, became another Tylenol victim in 1986. Only then did J&J pull the capsules.

*The Power House* provides a detailed look at how Robert Gray became a power broker in D.C., working closely with the President Reagan Administration. Gray took his firm public and later sold it to Hill and Knowlton, his former employer. Gray sued author Susan Trento but lost. Time did a major piece on Gray.

*Deadly Spin* covers how PR is used by Cigna and other healthcare giants. It notes that many of the activities of the industry are cloaked in secrecy. Donors to non-profit trade groups, for instance, don't have to identify themselves in tax forms or elsewhere.

*Army of Entrepreneurs* by Jennifer Prosek, who heads a \$15 million New York firm, tells how she has trained her employees to be on the lookout for potential new clients almost wherever they are. The book captures the "go-go" atmosphere of PR firms which is almost completely different from the defensive posture that is common at companies and institutions.

*Trump* biography is a must because The Donald is Exhibit A on how notoriety can bring riches. Trump described his slam-bang approach to business to the PR Society of America national conference in 2004. Never trust another businessperson and if one of them does you any harm be sure to respond with a double dose of harm to them, he advised. Students thinking of a PR career must know the tooth and claw nature of business competition.

— Jack O'Dwyer