



Jack O'Dwyer,
Editor-in-Chief

O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

November 4, 2013 Vol. 46 No. 43

HAWAII SAYS 'ALOHA' TO TOURISM PR

The Hawaii Tourism Authority is looking for a PR firm to handle its communications and outreach efforts.

It wants to position tourism as a "primary economic driver for the state and catalyst for infrastructure improvements and enhanced retail, restaurant and experiential offerings," according to an RFQ released Oct. 28.

The PR firm will elevate HTA as a "forward thinking, knowledge-based operation and the industry's leader for tourism."

Another priority is to use PR to enhance community understanding and support for tourism and HTA's brand sustainability plan.

The winning PR firm would counsel HTA on crisis mitigation and management and have a physical presence in its crisis command center during an emergency to coordinate media interviews/briefs and post social media updates and distribute press releases and statements.

HTA has set a budget of \$390K for the campaign payable in 12 installments.

The contract will run for two years with three one-year options. The HTA/PR firm relationship cannot exceed five years due to Aloha State law.

HTA has set Nov. 18 as the deadline to respond to the RFQ. Selection date is Dec. 9 for the campaign that will kick off on Jan. 1.

Stryker Weiner & Yokota is the incumbent on the business, working on a contract that expires Dec. 31.

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

DHS' SMITH TO LEAD MWW DC

Doug Smith, a public and private sector communications advisor, is stepping down from an assistant secretary role at the U.S. Dept. of Homeland Security for the GM slot of MWW's Washington operation.

Marilyn Berry Thomson, who led the DC office of MWW until July, is now non-executive chairman and senior adviser.

Smith led the Private Sector Office for four years at DHS, advising Secretary Janet Napolitano on strategic communications and fostering ties with private sector companies and other institutions. He was previously managing partner of PA shop T Street Partners, VP at Leo Burnett Worldwide on the "Army of One" account, and worked in PA roles in the Clinton administration.



MDC Q3 REVENUE RISES 9%

MDC Partners, parent to PR units like Allison + Partners, Sloane & Company, and Kwittken + Company, reported third quarter revenue climbed 8.7% to \$289M on strong organic growth (+9.3%) and net new business wins (+\$34.2M).

Net loss grew to \$19.3M from \$13.2M a year earlier.

Chairman and CEO Miles Nadal said a robust new business pipeline led the company to raise guidance for the rest of the year. He sees a "runway" for growth as MDC only has a 3% market share in North America and is "in the very early stages of building an international business."

In a conference call, Nadal singled out Doner, Allison+Partners, Anomaly, Kwittken, KBS and CPB for "exceptional work."

MDC's strategic marketing services segment, which includes PR, was up 15.5% to \$203.4M.

MDC shares are trading just under a 52-week high of \$30.76 and the company announced a three-for-two split on Nov. 22.

ALCOA'S DAVIS TO AUDIO GIANT HARMAN

Paula Davis, a top corporate PR executive who is president of the Alcoa Foundation, has moved to \$4.3B audio system maker Harman International Industries this month in its top corporate affairs and communications role.

Jean Lepine left the VP/corporate affairs slot at Harman in June for an EVP role with Goose Capital in Toronto.

Davis joined publicly traded Harman on Nov. 4 as a VP with responsibility for global comms., CSR, community relations and change management.

Stamford, Conn.-based Harman makes audio systems for carmakers like Mercedes-Benz and General Motors, as well as studio audio equipment and the consumer brands like JBL, Infinity and Mark Levinson, among others.

Revenue for 2013 fiscal year topped \$4.3B on net income of \$142M.

Before heading Alcoa's \$460M corporate foundation, she was VP of corporate communications for Pepsi Bottling Group and senior director of corporate comms. at Siemens USA.

Earlier stints included MVP.com, Arthur Andersen, Sears and Sara Lee.



Davis

MLB WANTS A-ROD PR RECORDS

Major League Baseball has asked a Manhattan court to subpoena PR records from Sitrick and Company related to its work with Alex Rodriguez amid the league's arbitration showdown with the embattled slugger, according to a report.

The legal faceoff comes as Rodriguez appeals his record 211-game suspension from MLB.

The *New York Daily News* reported last week that the office of MLB Commissioner Bud Selig petitioned Manhattan Supreme court last week to enforce its subpoena of the PR docs as it alleges Rodriguez's PR team leaked information that implicated other MLB players in the Biogenesis performance-enhancing drug scandal that sparked his ban.

The petition says Rodriguez' side obtained Biogenesis documents to keep them from MLB's probe of the Yankees third baseman. It alleges the documents were then provided to the firm led by Michael Sitrick, which leaked them to Yahoo! Sports, the outlet that broke the news of other players involved in the scandal.

"The testimony of Mr. Sitrick is necessary to establish whether Rodriguez or his representatives have or had documents relevant to MLB's allegations in the arbitration in their possession and when these documents were obtained," reads the petition, according to the News.

"We are expecting to work it out," Sitrick's lawyer, J. Michael Hennigan, told the Daily News and Post. "It is Mr. Sitrick's intention to cooperate to the extent that he can."

Sitrick went to bat for A-Rod early this year after the Miami New Times first reported the Biogenesis anti-aging clinic in South Florida supplied performance-enhancing drugs to Rodriguez and other MLB players.

A-Rod's lawyer, Joseph Tacopina, issued a statement on the latest legal play by MLB: "Alex unequivocally denies having exposed any players. This is MLB's desperate cry for help. What happened to the 'overwhelming mountain' of evidence against Alex?"

MLB wants Sitrick to appear at the A-Rod hearing, which resumes Nov. 18.

WA SALMON RECOVERY TROLLS FOR PR

Washington State is on the hunt for a PR consultant to develop a strategic communications plan surrounding its decade-long, multi-faceted efforts to restore diminishing wild salmon populations.

Federal state and local entities are involved in the effort, which is coordinated through seven salmon recovery organizations.

Gov. Jay Inslee's Salmon Recovery Office has released an RFP to foster stakeholder outreach and develop a communication plan for the so-called Council of Regions. The plan will include reaching as wide an audience as possible to explain investments being made to recover salmon populations, as well as communicating data and positioning the state's "enthusiastic, energetic and credible leadership" in salmon recovery.

Budget is \$30-\$40K for a pact running from mid-December through early May. Proposals are due Nov. 22.

RFP: <http://bit.ly/HwtKzL>.

EGYPT DEFENDS GLOVER PARK PACT

The Egyptian Foreign Ministry is defending the hiring of Glover Park Group to a monthly retainer of \$250K, one of the fattest government-relations contracts on file at the Justice Dept.

The contract, according to the Egyptian press, is under fire by opponents of the junta that ousted freely elected president Mohamed Morsi.

On the evening of Oct. 26, the Ministry released a statement to say that hiring a PR firm is "customary among the nations of the world."

It wants to use GPG to make an impression in the U.S. because America is a "large country with interests and connections in different parts of the world."

The Ministry assured Egyptians that the government, not GPG, would decide the "content of the message to be directed and targeted at either the U.S. administration, Congress, research centers or media."

GPG is to use its contacts and connections to relay Egypt's position, according to the FM.

The junta's statement noted that past Egypt governments have hired PR and lobbyists. It added that No. 1 adversary Muslim Brotherhood political/cultural group has used outside paid pitchmen.

The Government said the GPG is not a financial burden to the people of Egypt because an unnamed third-party is picking up the tab.

GPG's work began Oct. 15. Contract details became public Oct. 18.

Mohamed Tawfik, ambassador to the U.S., signed the contract on behalf of the Arab Republic of Egypt.

WPP owns GPG.

SCREENER THAT VETTED SNOWDEN FINDS PR

US Investigations Services, the background screener and security firm that vetted rogue contractor Edward Snowden for government work, has engaged crisis PR counsel as it faces legal and image fallout.

The Falls Church, Va.-based company, which is the federal government's top contractor for employee background checks and conducted a check in 2007 on Washington Navy Yard shooter Aaron Alexis, is working with Sard Verbinnen & Co. Sard has advised parent company Providence Equity Partners in the past. Managing director Brandy Bergman is speaking for USIS.

USIS was dealt another blow Oct. 30 when the U.S. Dept. of Justice said it joined a two-year-old whistleblower lawsuit against USIS alleging it failed to execute quality control reviews on its background checks.

The *Wall Street Journal* reported last week that USIS rushed background checks for security clearances to meet quotas. Former company officials told the paper that CEO Bill Mixon demanded employees "do what it takes" to finish checks, "even if they aren't thoroughly vetted."

Bergman told the Journal that USIS takes the allegations seriously: "Since they were first brought to our attention over one year ago, we have acted decisively to ensure the quality of our work and adherence to [government] requirements."

USIS earned \$253M in federal work last year.

NYT SUFFERS \$24.3M Q3 LOSS

The New York Times Co. today reported a \$24.2M Q3 deficit on a 1.8 percent uptick in revenues to \$361.2M.

CEO Mark Thompson blames the swing from a \$2.7M year ago profit to a \$34.3M write-off to reflect a loss of on the sale of assets.

The NYTC completed the sale of the *Boston Globe* and *Worcester Telegram & Gazette* to investor John Henry for \$70M on Oct. 24.

Thompson said the company "made significant progress on its strategic initiatives during the quarter.

He added that "a great deal of work" is still needed to transform its business model.

The NYTC completed the quarter with 728K digital subscribers, up 28 percent from a year ago. That performance helped drive circulation revenue up 4.8 percent to \$204M.

Ad revenues slipped two percent to \$138M, registering the smallest quarterly slippage in three years.

Thompson expects circulation revenues will grow in the low single digits during the current quarter, while ad sales will slip in the low single digits.

NYTC's revenues for the nine-month period are flat at \$1.1B, but the net loss declined 98.1 percent to \$825K.

Senior Editor Exits for Politico

Richard Berke, a top political correspondent and senior editor at the *New York Times*, was named executive editor of *Politico*. He starts Dec. 2.

He joined the paper in 1986 as D.C. reporter and editor before moving to New York in 2005.

At the NYT, Berke rose to national editor, assistant managing editor for features/politics and senior editor for video content development.

Jill Abramson, executive editor of the NYT called Berke in a memo "a newsroom treasure" and "great colleague and friend to so many of us."

Berke will take over for Jim VandeHei, who was named CEO of Politico and sister site *Capital New York* in early October.

John Harris is editor-in-chief of Politico.

NELSON OUT AT TIME INC.

Martha Nelson, editor-in-chief of Time Inc. since January, has left her post as new CEO Joe Ripp will now require editors to report to the business side of the publishing company.

Norman Pearlstine, chief content officer at Bloomberg for the past five years, is rejoining Time Inc. to replace Nelson.

He assumes the new position of executive VP-chief content officer. Pearlstine was Time Inc. e-i-c from 1994 to 2005.

Ripp, in a staff memo, explained the restructuring as a move to "develop effective collaboration across business and editorial lines is imperative if we



Berke



Nelson

are to succeed as an independent company."

He believes the new structure "will create a strong partnership between business and editorial, promote creativity and result in a cohesive vision for each of our brands that will be essential to long-term growth."

Time Inc. is slated to be spun-off from Time-Warner next year. The company has agreed to buy American Express' publishing arm.

Nelson was Time Inc.'s first e-i-c.

CNN PR CHIEF ADDS MARKETING DUTIES

Allison Gollust, who joined CNN in its top communications role earlier this year, has added the chief marketing officer title to her senior VP role.

CNN president Jeff Zucker, who worked with Gollust when he led NBC Universal, said combining PR and marketing "makes sense" as the news producer is "re-imagining" its content and its brand.

The CMO role includes oversight of strategic marketing, creative services and event marketing. She continues as head of corporate communications and chief spokeswoman for CNN, its TV and digital units, reporting to Turner Broadcasting senior VP/comms. Jeff Matteson.

Gollust joined CNN in March after a short stint as communications director for New York Gov. Andrew Cuomo.

She left NBCU in late 2010 amid the merger with Comcast.



Gollust

PUBNICOM PASSES U.S. MUSTER

Omnicom and Publicis have passed the waiting period for the federal Hart-Scott-Rodino Improvement Acts, which means Uncle Sam does not object to the merger to create an ad/PR firm colossus with annual revenues of \$23B.

Publicis and Omnicom said Nov. 1 in a joint statement: "The expiration of the HSR review period in the U.S. and the approvals received in other jurisdictions satisfy some of the conditions necessary for the transaction to close."

Regulatory agencies in Canada, India, South Korea, South Africa and Turkey also have okayed the transaction.

The firms noted "the merger is also subject to additional global regulatory" and approval of shareholders from both companies.

The deal to unite OMC's Ketchum, Porter Novelli, FleishmanHillard, Cone Communications, Kreab Gavin Anderson, Brodeur and Mercury with Publicis' MSLGroup, Publicis Consultants and Kekst is expected to be completed in 2014.

BRIEF: Kevin Shinkle, deputy business editor for the Associated Press in New York, has been promoted to business editor, overseeing the AP's global business and financial coverage.

MEDIA NEWS

NJ FILLS PENTAGON VOID

The *National Journal* launched the *National Journal Early Bird* newsletter Monday to fill the void created by today's Pentagon decision to kill its daily *Early Bird* aimed at followers of defense and military matters.

The *Early Bird* will aggregate stories from around the web on politics, budgets, policy, weapons systems and national security.

Bruce Gottlieb, NJ president, says his company is "excited to pick up the torch and offer this critical service to readers."

The Pentagon's *Early Bird* had a nearly 50-year run. Correspondents Sara Sorcher and Dustin Voltz will prepare the NL version, which will be offered for free at <http://www.nationaljournal.com/early-bird>.

The NJ recently launched *Energy Edge* and *Health Care Edge* electronic newsletters.

It once published its own *Early Bird* that evolved into the *Need to Know Memo*.

GORKANA MEDIA DATA FIRM OF UK TO US

The Gorkana Group, part of the same company that owns Durrants, U.K., press clipping service, was a major player at the 2013 conference of PR Society of America in Philadelphia Oct. 26-29.

Gorkana had 13 staffers at the conference, occupying exhibit space No. 4, one of the most visible in the hall.

CEO of Gorkana, based in London, is Jeremy Thompson.

Jeni Lee Chapman, U.S. managing director, introduced opening session speaker Brian Solis, new media specialist and author of *The End of Business As Usual: Rewire the Way You Work to Succeed in the Consumer Revolution*. She heads the U.S. office at Two Rector St., New York 10006.

The company, which has been in the U.S. market since 2007, also took a full page ad in the conference program.

Durrants was bought by Exponent, private equity firm, in 2010 and has a database of more than 130,000 journalists. Revenues of Gorkana and Durrants are about \$60 million, according to the *Guardian*.

Services include providing a database of editors, analyzing news as well as covering news, hosting networking events, posting jobs, and providing PR/social media measurement and evaluation.

Journalistic Role Pursued

Gorkana has also taken up journalistic duties including interviewing newsmen who have gone to the "Dark Side" (PR).

The website has interviews with 15 who have made the jump in recent months including Nicole Bronzan, former New York Times assistant metro editor who joined ProPublica in September as communications director.

Others interviewed include Drew Levinson, former CBS News correspondent who joined Hill+Knowlton Strategies as SVP, media relations; Lindsay Goldwert, ex-*New York Daily News* who joined HotwirePR; Thom Weidlich, ex-Bloomberg, who joined Sitrick and Co.; Carolyn Micheli, ex-*Cincinnati Enquirer* business editor

who joined E.W. Scripps as VP of CC and IR, and Anne Marie Squeo, former *Wall Street Journal* award-winning reporter who joined 30 Point Strategies.

Founders Sold to Exponent for \$40M in 2010

Founding the firm in 2005 were Michael Webster, son of David Webster, a U.K. corporate and financial figure who chaired the Safeway supermarket chain and Intercontinental Hotels, and Alex Northcott, previously with Morgan Stanley and J.P. Morgan.

They "were frustrated by the lack of a quality service to support them in targeting and building up positive and mutually beneficial working relationships with the media," says the company website.

Northcott named the company after a sergeant named Gorkana in the Royal Gurkha Rifles of the British Army who saved him from drowning in a swamp when the regiment was on a training mission in Borneo.

Webster and Northcott sold the business to Durrants in 2010 for about 25 million pounds (about \$40 million), according to the April 8, 2010 *Guardian*. Webster received about nine million pounds and Northcott, 13 million. Both have left the executive staff of the company which is now headed by Thompson, former managing director of Durrants. Northcott continues as a board member. Thompson was previously in sales, marketing and product development at The Thomson Corp. and United Business Media, owner of PR Newswire. He moved into the media monitoring sector in 2001.

Before joining Durrants he headed the news division of Xtreme Information and worked with the Deloitte mergers advisory team on the integration of Durrants and Xtreme News in 2004.

Chapman Was at Harris Interactive, TNS

Chapman, who joined Gorkana in September, 2012, had senior posts at the research firms of Harris Interactive and TNS more than 12 years. She worked with blue-chip companies in consumer goods, retail and financial services with a particular focus in technology.

She joined the executive team in London and reports to Thompson.

Chapman joins at a time when "building meaningful relationships between PR professionals and media representatives has never been more critical," said Thompson.

POST COMPANY PROFIT PLUNGES

The Washington Post Company reported third quarter profit fell 68% to \$30.3M as revenues inched up three percent to \$902.5M.

The company, which sold the flagship newspaper to Amazon's Jeff Bezos during the period for \$250M but will not recognize the gain until Q4, said its restructuring Kaplan education division saw revenue decline one percent to \$546.5M while operating income climbed 16% to \$17M. Cable TV revenue rose 1% to \$202.4M while TV broadcasting fell 18% to \$87.1M.

The Post company plans to change its name in the wake of the newspaper sale. It retains *Slate* magazine, TheRoot.com and *Foreign Policy*, as well as WaPo Labs and SocialCode, its interest in Classified Ventures and real estate assets, including the headquarters building in downtown D.C.

NEWS OF PR FIRMS**WORLDCOM ADDS FOUR US MEMBERS**

The Worldcom PR Group, following its Americas region meeting in early October, added four new U.S. members to the global network.

The quartet includes Cookerly PR, Atlanta; Coyne PR, Parsippany, N.J.; Fishman PR, Chicago, and Ward, Houston, Tex.

Sharon Linhart, managing partner of Denver-based Linhart PR, is chair. Francie Israeli of KellenAdams Public Affairs in D.C. is chair-elect.

Worldcom in September tapped St. John & Partners VP Todd Lynch as the network's first managing director, reporting to the group's board.

Twenty-five-year-old Worldcom claims 80 partner firms on six continents. Members collaborate across 90 clients.

FEARY SELLS SEATTLE FIRM TO STAFFER

Pat Feary, chairman and CEO of Seattle-based The Feary Group, has sold the firm to president Aaron Blank, who adds a CEO title.

Fearey said he gave 33 years to building the firm and saw the importance of assuring the next generation of leadership. Blank, a former radio reporter and Edelman/Seattle exec, joined the firm seven years ago. "Aaron shares my passion and commitment to excellence, and I admire his integrity, creativity and strategic leadership," said Feary, who credited Blank with growing revenues by 25% and adding 15 clients in 2013.

The firm, part of the PR Global Network of agencies, counts clients like UnitedHealthcare, Puget Sound Bank, Safeway and the Port of Seattle.

Added Feary, who will keep an of counsel role: "With the company experiencing a sharp uptick in business, it's a good time to step away."

BRIEFS: Ron Oliveira, longtime TV news anchor in Austin, has opened **Oliveira Public Communications**, offering media relations, video content development and media training services in English and Spanish. Austin-based Hahn Public Communications is partnering with the new shop. Info: oliveirapublic.com. ...Houston-based Hispanic communications agency **Lopez Negrete Communications** has opened a New York office at 747 Third Avenue. lopeznegrete.com. Clients include Wal-mart, Verizon and Kraft Foods. ...New York-based **SpecOps Communications** is marketing its first anniversary Nov. 12. The firm is led by former Lippert/Heilshorn & Associates managing director Adam Handelsman. Clients have included GE, Freshpair and Origins Recovery Centers. specopscomm.com. ... **Allison Dawn PR**, New York, has changed its name to Full Scale Media and moved to a new space on Fifth Ave. Allison and Jared Kugel lead the firm focused on tech start-ups, health and fitness and auto clients, among others. fullscalemedia.com. ...**GCI Health**, part of WPP's Cohn & Wolfe, has opened a London office under C&W director Rikki Jones, GCI's first foray into Europe. Louise Veale is associate director.

NEW ACCOUNTS**New York Area**

Horn, New York/Adeptia, integration technology, for corporate and product comms.

Hotwire, New York/The Grommet, curated online marketplace for undiscovered consumer products, as AOR focused on tech, business and consumer audiences.

Gibbs & Soell, New York/Algenol Biofuels, industrial biotechnology company based in Fort Myers, Fla., as AOR for an integrated comms. strategy centered on algae-derived biofuel and to promote Algenol's entry into commercial production. G&S' sustainability unit under MD Ron Loch is overseeing the launch.

Stanton PR & Marketing, New York/Drexel University, for external comms. support largely in the form of media relations.

FleishmanHillard, New York/American Cruise Lines, river cruise operator, for PR. ACL offers 35 itineraries in the U.S., including paddlewheel cruises down the Mississippi River.

Susan Magrino Agency, New York/CIRCA, global buyer of jewelry, diamonds and watches, as AOR.

River Communications, White Plains, N.Y./Russell Indexes, global equity index provider, as AOR for PR following a competitive bidding process.

East

Greenough, Boston/Dayton Home, home furnishings, gifts and services retailer, as AOR focused on building awareness among local consumers and designers.

Southeast

Tilson PR, Boca Raton, Fla./Delray Beach Open by The Venetian Las Vegas, 10-day tennis tournament slated for February 2014, for PR.

The Weinbach Group, Miami/HealthFusion, to promote its electronic medical records system to pediatricians who treat and refer patients to Miami Children's Hospital.

Midwest

Parrish Communications, Kansas City, Mo./QuikTrip Corp., Oklahoma-based chain of 675 convenience stores in 11 states, for media relations as it expands.

West

J PR, San Diego/Modern Luxury, for re-launch PR for Scottsdale Magazine, including media relations, social media, events and marketing.

Total Expose PR, Los Angeles/Ernest L. Thomas, actor who had roles in "What's Happening" and "Malcolm X," and Tyrone DuBose, music contributor for TV One's "Unsung," for PR.

International

Fast Track, London/EurAsia Cup presented by DRB-HICOM, golf tournament pitting European pros against Asia's best and slated for Glenmarie Golf & Country Club in Malaysia in March 2014, for PR and marketing. Fast Track's Hong Kong and Abu Dhabi offices are also engaged.

H-Line Ogilvy PR, Beijing/IMAX Corp., theater technology, for digital marketing and communications, including planning, content creation and community management for the brand's presence on Chinese digital platforms, as well as engagement with Chinese opinion leaders.

NEWS OF SERVICES**PUBLICIS GETS HEARTBEAT**

Publicis Group, which is merging with Omnicom, has acquired Heartbeat Ideas, a 15-year-old digital shop with 90 staffers.

It provides social, mobile and online branding work for clients such as McNeil Consumer, Novartis, Sanofi, Janssen Pharmaceuticals and Galderma.

Heartbeat, which has offices in New York's TriBeCa neighborhood and Santa Monica, is folding into the re-vamped Saatchi & Saatchi Wellness.

Founder/CEO Bill Drummy will retain the helm with co-managing directors Kathy Delaney and JD Cassidy.

His unit has more than 5,000 staffers.

PARMELEE HANDLES PR SEARCHES AT CHARET

Mary Parmelee has joined executive recruiter Charet & Associates, New York, as a VP focused on PR and corporate communications searches and placement.

Parmelee will also handle searches in interactive marketing, e-commerce and digital marketing disciplines like analytics, social media and mobile.

She was previously senior manager of consumer web strategy for Express Scripts and associate manager for e-commerce marketing at Sony Electronics Professional Solutions of America.

C&A was founded in 1990 by Marshall Consultants and Wesley Brown and Bartle alum Sandy Charet.

AD COUNCIL ADDS BOARD MEMBERS

The Ad Council, the non-profit that is the largest producer of national PSA campaigns in the U.S., has named its new board of directors led by Debra Lee, Chairman & CEO of BET Networks.

Other new members include Durk Barnhill, CEO, New York, Saatchi & Saatchi; Andrew Bennett, global president, Havas Worldwide; Tony Cervone, EVP, group comms., Volkswagen Group of America, and Dave Senay, president & CEO, FleishmanHillard, among others.

The Council produces 50 PSA campaigns per year for non-profits and the federal government.

Peggy Conlon is president and CEO.

BRIEF: PRSA's Boston chapter will honor Burson-Marsteller/D.C. managing director **Vic Beck** with its 2013 Diane Davis Beacon Award on Nov. 4. The retired U.S. Navy public affairs officer attained the rank of Rear Admiral, working communications posts in Baghdad and Afghanistan. He previously worked at Boston firms Gray and Rice PR, Mullen, Weber Temple Magruder, Text 100 and Peter Arnold Associates, along with corporate posts at Banyan Systems, ATG and ePresence (now Unisys). ...**Scotiabank**, the publicly traded Canadian banking giant, has tapped **Marketed** to handle its news releases, including quarterly financials. The deal includes all corporate press releases, including translation and other support, hosting the Scotiabank Media Centre at www.scotiabank.com, and access to photo assignment and distribution services through The Canadian Press photo network.

PEOPLE**Joined**

Jeffrey Winton, VP and head of global comms. for Eli Lilly and Company, to the U.S. unit of Japan's Astellas Pharma, based in Northbrook, Ill., as senior VP and chief communications officer reporting to CEO Masao Yoshida. Astellas, formed in 2005 with the merger of Yamanouchi and Fujisawa, adding OSI Pharmaceuticals in a \$4B deal in 2010, has U.S./Canada sales of around \$2.3B annually. Before Lilly, he was group VP, global, comms., for Schering-Plough, VP, global PR, at Pharmacia, and director of PA at Roche Pharmaceuticals.

**Winton**

Johnathon Briggs, chief officer of external relations, AIDS Foundation of Chicago, to Public Communications Inc., Chicago, as a VP and officer.

George McQuade, VP for Los Angeles-based Mayo Communications, to the L.A. Homeless Services Authority as comms. director. McQuade, a West Coast correspondent for O'Dwyer's, heads external and internal communications for the 20-year-old city and county-funded agency, which serves the largest homeless population in the country. The L.A. area has seen a 16% increase in homeless men, women and children since 2011, according to LAHSA. McQuade was director of PR for the Housing Authority of L.A. in the mid-1990s before a year-and-a-half stint at Cerrell Associates.

Matt Chesler, media analyst for Deutsche Bank, to MDC Partners as VP-investor relations. He had focused on the advertising agency, magazine, local TV and audience measurement sectors. He'll work in tandem with CFO David Doft, who is CFO at the Canadian ad/PR combo.

Freda Wang, Shanghai representative of the Asia Society and a council member of the China Reform Forum think tank in Beijing, to APCO Worldwide. She was managing director of Shanghai Wisdom Communications Consulting Co. since 2005 and was founding chief corporate officer of Dow Jones & Co. in China's commercial capital. APCO also has added former staffer **Christian Murck** to its China team. He has more than 30 years of experience in Chinese finance, PA and development, earned from stints at J.P. Morgan Chase, American Chamber of Commerce and Chase Manhattan Bank.

Promoted

Alexandra Blum, executive director, brand development and global partnerships, Fairmont Hotels & Resorts, to FRHI Hotels & Resorts, parent of Fairmont and other upscale hotel chains Raffles Hotels & Resorts and Swissôtel Hotels & Resorts, as VP of PR. She started out at Thomson Corp. before roles at Where Magazines Int'l, Opal Sky and Rogers Media. She joined Fairmont hotels in 2004 as a consultant.

**Murck**

Doug O'Reilly to senior VP of research and insights, MWW, New York. He joined the firm in 2011 after running his own shop.

MARKETERS EYE MEASUREMENT STANDARD

A single measurement tool to gauge effectiveness of integrated multi-screen marketing campaigns is the Holy Grail of the marketing mix modeling advocates who attended today's Advertising Research Foundation Industry Leader Forum in New York at the Time and Life Building.

Gayle Fuguitt, who retired after 30 years at General Mills and recently moved from Minneapolis to New York to helm the ARF, talked about challenges created by the changing media and consumer landscape.

She noted the dramatic surge in interest in MMM, which uses statistical analysis of sales/marketing data at various time points to estimate impact of tactics on sales performance and future outcomes.

That dramatic growth is tied to the Big Data boom and development of mobile, social media and cross-platform marketing.

Assn. of National Advertisers CEO Bob Liodice issued a "call to action," urging marketers, media pros and researchers to work together to develop a standard measurement tool.

He faulted the industry for engaging in "too much talk" and little action. In his view, there's a need to share what works and what doesn't with the industry in order to develop scientific-based benchmarks.

Liodice released results of a survey by ANA and Nielsen of 276 marketers, agency and media buyers.

Forty-eight percent of respondents consider multi-screen campaigns a very important part of their marketing arsenal, accounting for about 20 percent of spending.

In three years, they project those numbers would rise to 88 percent and 50 percent, respectively.

ANA will soon publish a white paper on the study.

Human behavior is biggest input

Panelists agreed that a "holistic" approach to MMM is vital, saying judgments are about more than doing things because of data and numbers.

Chuck McLeish, senior director of marketing planning and services at Lego Systems, described marketing as an art and science. When considering MMM, McLeish factors in the competitive environment along with basic intuition to put things in context and balance. He said Lego's marketing team is encouraged to ignore research results if the data just doesn't feel right.

McLeish learned a valuable lesson earlier in his career at Kraft Foods, when a mentor warned, "If you ever say, the model says.... You're fired!"

Fuguitt, who moderated the session, asked what percentage of decisions are machine vs. human-based.

John Walthour, director of global insights at General Mills, spoke for the panel when he said: "Models don't make decisions. People do."

It's a sure bet things will be a different story five years from now as new techniques emerge, he said.

Brad Smallwood, head of measurement and pricing at Facebook, noted that today's consumer did not exist five years ago.

He said many MMM programs are based on "old experiences."

Zeno Group promoted the forum.

WV EYES PR FOR END-OF-LIFE CARE REGISTRY

West Virginia University is seeking a PR diagnosis for the newly launched online registry of end-of-life medical directives and orders.

The WVU Research Corp. released an RFP this month to promote the registry, the WVU Center for End-of-Life Care, which only has about 19% awareness among West Virginians.

The registry makes medical directives and orders available online to healthcare providers.

The work is also intended to foster a dialog about end-of-life options in general.

Placement of articles, press releases, TV and broadcast interviews and other outreach is included in the scope of work. Budget is from \$70K-\$100K.

Proposals are due Nov. 7. RFP: <http://bit.ly/1dI46D0>.

MCGRAW HILL TAPS WASHINGTON REP

McGraw Hill Financial has hired Brownstein Hyatt Barber Schreck for Washington representation on financial matters.

Its Standard & Poor's unit has been under a legal assault in the aftermath of the financial meltdown.

New Jersey sued S&P on Oct. 9, charging S&P misled consumers about the independence and objectivity of its credit ratings.

The Justice Dept. filed a suit in February. That action was followed by lawsuits in Pennsylvania and Indiana.

McGraw Hill on its website posted a vigorous defense of S&P dismissing the DOJ and state lawsuits as "meritless."

It says "S&P's inability—together with the Federal Reserve, Treasury and other market participants—to predict the extent of the most catastrophic meltdown since the Great Depression reveals a lack of prescience, but not fraud."

BHBS staffers working the McGraw Hill business include William Moschella, former associate deputy attorney general at Justice; Marc Lampkin, ex-general counsel at the House Republican Conference; Michael Levy, one-time deput undersecretary at Treasury Dept., and Carmecita Whonder, alum of Sen. Chuck Schumer's office.

PR GRAD PROGRAM CREATOR TO FIU

Kathy Fitzpatrick, a tenured PR professor at Quinnipiac University who helped develop PRSA's code of ethics, has moved to Florida International University in Miami as associate dean of research and graduate programs for its school of journalism and mass communications.

Fitzpatrick, a Texas attorney who was founding director of graduate studies in PR at Quinnipiac, is also a professor of journalism and broadcasting at FIU, which has a mass communication graduate program with specialization in either global strategic communications or Spanish-language journalism.

She is a former head of PRSA's Educators Academy and led the Society's Dallas chapter as president. She also did two terms on PRSA's Board of Ethics, taking part in its task force to create the group's code of ethics.

PR OPINION

The Council of PR Firms, which is celebrating its 15th anniversary, needs a new name to reflect changing conditions.

A name that was used initially was “American Assn. of PR Firms,” no doubt modeled after the American Assn. of Advertising Agencies.

However, this was dropped in favor of CPRF. We think the ad conglomerates, the major funders of CPRF which have extensive holdings worldwide, played a role in that decision. But “PR,” meaning relations with the public, is a uniquely American invention.

We urge Council leaders to put “America” back in the title. America stands for democracy, justice, fairness, and equality for all.

The established, legally-recognized professional associations, American Bar Assn., American Medical Assn., and American Institute of CPAs, all start out with the word American. They know what they are doing.

The above three are recognized by government agencies and have formal methods for dealing with transgressors. The communications counseling business should align itself as much as possible with those three.

Possible new names are American Communications Counselors, Strategic Counselors of America and Assn. of American Communications Firms.

Members Want the Change

Where did we get this idea from? The members themselves at their anniversary dinner Oct. 23 in the Park Lane, New York.

We talked to many of the 100+ members present during the cocktail hour who said they had talked to numerous members themselves.

“There’s no question that a majority of the people in this room want a new name,” said several members. “PR does not reflect what we do any more,” said one.

The term is too identified with media relations when a great deal of today’s work involves dealing directly with consumers, said the source. Counseling on broad client issues is a main occupation. Some firms are taking on the role of management consultants.

CPRF chair Dave Senay told the dinner that use of the term “PR” by members is declining. He said a survey of members in 2010 found that 69% refer to themselves as “PR firms” and 31% said they don’t.

A 2013 survey found 46% refer to themselves as PR firms, 38% said yes, but not exclusively, and 16% said “no.” It’s worse than that. Only 13 of the current 110 members use “PR” in the title of the firm, down from 18 in 2003 when there were 99 members.

Two Top 50 Firms Use PR

Only two of the firms in the “top 50” of the O’Dwyer rankings use PR—Coyne and 5W.

Sixteen of the firms in the O’Dwyer top 25 are members of CPRF.

That means nine major firms have decided not to join—Ruder Finn, ICR, DKC, Qorvis, Allison + Partners, Regan, Zeno, Atomic, Hunter and 5W.

Some of the non-joiners said they are not going to

pay fees of up to \$40,000 yearly (.65% of U.S. net fees) for the privilege of being in CPRF.

Besides the expanded duties of Council members, there is an image problem with the term “PR” itself. A \$150K study of believable sources of information, published in 1999 by PR Society of America after five years of research that involved interviews with 2,500 members of the public, found “PR specialist” to rank 43 on a list of 45 sources, even worse than “political party leader” (no. 42).

At least nine books about PR have the word “spin” in the title.

The antics of the PR Society including blocking all press from the Assembly three years in a row and O’Dwyer reporters from all sessions and the exhibit hall for three years, are not doing the term “PR” any good.

Conglomerates Dominate CPRF

The bulk of the \$1,368,872 in Council revenues in 2012 (EIN: 13-4011840) came from the conglomerates—Omnicom, WPP, Interpublic, Publicis and Havas.

An initial goal of CPRF in 1998 was taking control of the ranking of PR firms that was being done by the O’Dwyer Co., PR Week/U.S. (which began publishing in 1998) and *The Holmes Report*.

Jack Bergen, CPRF president, claiming 125 PR firm members including all those owned by the conglomerates (they had purchased 19 of the top 25 firms in the O’Dwyer ranking), said members were fed up dealing with three different rankings and that henceforth members should only submit financials to the CPRF itself.

The Council used a 5,000 mailing list supplied by PRW/U.S. to gather information from firms. PRW’s initial circulation in the U.S. was the PR Society membership list. The Society urged members to support PRW/U.S. with ads and subscriptions, drawing a complaint from 2000 chair Steve Pisinski who said the Society had no business interfering in the private marketplace.

We called CPRF “a rogue organization” because it was trying to perform an editorial function. Whereas the O’Dwyer rankings required top pages of income tax returns, W-3s and other documents and kept non-PR income to a minimum, CPRF required no such documents and allowed up to 49% of income to include commissions on corporate and issue ads, profits from graphics, printing and video production, and research in support of PR.

This was a prescription for astronomical revenue figures.

The conglomerate-owned firms refused to provide any fee income figures for the O’Dwyer rankings but 48 members did so as well as 82 other independent PR firms. CPRF’s move to take over the rankings failed. It gave up completely in 2002 when Sarbanes-Oxley promised heavy penalties for any public company that provided misleading or false financials.

The Council still shows too much influence by the conglomerates. Taking a new name that includes “America” or “American” would show that its conglomerate-dominated days are over.

— Jack O’Dwyer