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O'Dwyer's Newsletter

The Inside News of
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Communications

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ARMY RECRUITS AGENCIES

The US Army has issued an open call for mid-sized and large agencies capable of contributing to its nine-figure recruitment and retention advertising and marketing account ahead of a possible review.

Interpublic's McCann Worldgroup and IPG firms like Weber Shandwick currently handle the \$200M-a-year account after defending the business in a lengthy review wrapped up in March 2011. It first won the account in 2005.

The Army's Marketing and Research Group on Nov. 4 published an open "sources sought synopsis," asking agencies interested in the work to fill out a questionnaire about the large account, noting subcontracting opportunities may exist for firms in the realm of \$15M in billings.

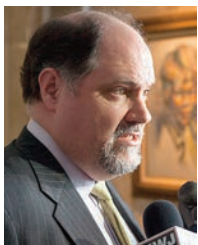
McCann's contract includes a base year with four option years. The Army said McCann's pact is valued at \$960M with all options and current obligations stand at \$624M. It said an RFP could be released next year.

The recruiting AOR assignment covers the gamut of integrated marketing from ad strategy to direct marketing and social media. The Army is planning an Industry Day Forum for the marketing pact on Dec. 3 at the Fort Sam Houston Golf Course in San Antonio.

Agencies are being asked to respond by Dec. 19. Details of the Army's search and the questionnaire: <http://1.usa.gov/1sYUg5y>.

DETROIT EMERGENCY PR MAN JOINS FP

Bill Nowling, who served a 20-month stint as PR chief for Detroit's emergency manager Kevyn Orr, has been named senior partner in Finn Partners' new outpost in the Motor City.



Nowling

He joined Orr's office to help handle the financial restructuring and ensuing Chapter 9 filing, and exited Oct. 31 with the city's emergence from bankruptcy. Nowling, who will take the Finn Partners job in January, also was the top communication aide for Michigan Gov. Rick Snyder's successful long-shot election in 2010. He landed at Duffey & Petrosky ad agency following Snyder's

victory, working there until the offer from Orr.

Nowling's current priority is finding a permanent office for FP, which now has 10 staffers in a co-working space with other tenants on Woodward Ave.



MACK TAKES PERCEPTURE PRESIDENT POST

Rene Mack, the 18-year veteran of Weber Shandwick's global travel & lifestyle practice, recently left the Interpublic unit to take the president post at Percepture, the New York based PR/digital marketing shop.

Thor Harris, a former BSMG (now Weber Shandwick) colleague of Mack, is CEO/founder of Percepture. He said professionals at Mack's level "rarely have the courage to leave the big agencies at the top of their game to boldly try something new."

Mack has represented Canadian Tourism Committee, Singapore Airlines, Post-Katrina New Orleans, Royal and Caribbean Int'l and Marriott, among others. He also earned HSMIA's lifetime achievement award.

Besides Weber Shandwick, Mack was at Lou Hammond Assocs. and Porter Novelli.

Percepture has worked for Disney, AT&T, Chevron, Sprint, and Foot Locker.



Mack

RUDER FINN SUES GCI OVER STAFF, CLIENTS

Ruder Finn sued GCI Health and five former RF staffers on Oct. 28, alleging GCI is trying to build up its healthcare PR business by "raiding" Ruder Finn employees and using those staffers to solicit RF clients.

The civil suit, filed in New York State Supreme Court, names GCI and RF-turned-GCI healthcare PR staffers Sherry Goldberg, David Chadwick, Christina Bello, Allison Schneider and Taryn Berman in violations of breach of contract, unfair competition, and tortious interference with a contractual relationship.

RF alleges the staffers violated codes and conduct and non-disclosure agreements with RF that remain in effect. They all left RF for GCI from December 2013 to March 2014.

GCI argues RF's claims are unsupported, amounting to "nothing more than speculation and wishful thinking." GCI says the staffers' post-employment agreements do no prohibit working for competitors.

RF claims Schneider attempted to recruit RF employees and worked with GCI to solicit business from AbbVie, one of RF's largest clients. RF also claims GCI has taken business from client Novartis Int'l AG, as well.

But GCI says Novartis has been a client for many years and said RF's claims about AbbVie are "speculation and rumors."

Court filings indicate the parties were in settlement talks this week.

KOTCHER SEES DISRUPTION AS PR OPP

"PR has the opportunity to provide value in a marketplace turned on its head by channel disruption," Ray Kotcher, senior partner and chairman of Ketchum, told 300 on Nov. 13 at the Institute for PR dinner at the Yale Club, New York.



Ken Makovsky, Ray Kotcher, Frank Oviatt

Photos: Sharlene Spingler

Kotcher, who was given the Alexander Hamilton Medal for Lifetime Contribution to PR, said the present "is a defining moment for all of us and we will get it right or we will watch the future recede."

He said that, personally, he is "tremendously optimistic that we will succeed."

The new world, he said, "is a world that is made for us. We are in the business of providing relevance—of igniting engagement. We begin by earning attention. We don't impose ourselves on people. We connect with them by reacting with acute responsiveness to the news cycle and to the cycles of the marketplace. That's what we do."

One aspect of the current environment, he said, is the speed at which communications takes place for individuals: "We decide what is relevant to us. What we want to engage with. And now we make that decision fast. Right away."

PR people, he said, are very familiar with such a cycle: "It's all just speeded up, literally, to the speed of light."

Traditional media has lost its "gatekeeper" structure but "it still does matter and we can't lose sight of that," he said. "It is in fact a measure of the complexity of this moment that good old fashioned news print—even if you read it on a screen—remains very much in the picture. Traditional news sources remain by far the most trusted in social media. But we can and we will reach far beyond that too to all the rest--the multiple, multiplying, and hyper-personalized channels that the great brand names of media now co-exist with."

Dobbs Also Sees Disruption

Richard Dobbs of McKinsey, who gave the Institute's Distinguished Lecture and who has co-authored *No Ordinary Disruption*, to be published May 12, 2015, also spoke of the upheaval in the marketplace and media.

"Ours is an era of almost constant discontinuity," he

said. "Today and even more so in the years ahead, speed, surprise and sudden shifts in the direction of huge global markets will routinely shape the destinies of established companies and provide opportunities for new entrants."

Business models "can be up-ended in months" and "competitors can rise in almost complete stealth and burst upon the scene," he added.

"Businesses that were protected by large and deep moats now find their defenses are easily breached. New markets are conjured seemingly from nothing. Technology and globalization have put the natural forces of market competition on steroids."

Dobbs has co-authored the book with James Manyika, director of the McKinsey Global Institute, and Jonathan Woetzel, who has been based in Shanghai more than 15 years and has been instrumental in establishing the presence of McKinsey in China.

Oviatt Retiring, Search On

Frank Oviatt, president and CEO of the Institute, announced he is retiring Dec. 31 and that a search is on for his replacement.

IPR will look first at individuals connected with it, said Ken Makovsky, president of Makovsky and co-chair of IPR. No search firm has been retained.

"This organization is known for fostering awareness and use of research relevant to PR practice," he said. "The mission is so special that the board will look first to candidates within IPR including current and former trustees, volunteers, researchers and research editors."

Oscar Suris, executive VP of corporate communications, Wells Fargo, and co-chair of IPR, called Oviatt an "iconic leader."

FTI AIDS BIG OIL REFINERY RE-START

FTI Consulting is representing Atlantic Basin Refining, a company formed by energy sector veterans to buy and re-start the one-time largest oil refinery in the Western Hemisphere amid the US shale boom.

Affiliates of Hess Corp. and the Venezuelan state oil and natural gas company, PDVSA, have inked a pact to sell the shuttered St. Croix Refinery in the US Virgin Islands to ABR.

FTI VP Shannon Stucky in New York is providing communications counsel and speaking for ABR, which Reuters described as a little-known entity led by managing partners with decades of experience in the energy business.

Hess opened the St. Croix Refinery, also known as Hovensa, in 1966, reaching a 65,000-barrel-a-day processing capacity at its peak in the 1970s and '80s. It was closed to refining in 2012, when it was focused mainly on processing Venezuelan crude oil, which was sold as gasoline in the US.

ABR managing director for legal and government affairs, Mark Eckard, said in a statement that the US shale gas "revolution" has created a large supply of US light sweet crude, but the US has limited supply to refine it.

The company is pitching the refinery as a way to meet that need and bring tax revenues, training and jobs to the USVI.

YAHOO ACQUIRES BRIGHTROLL FOR \$640M

Yahoo is spending \$640M in cash to buy BrightRoll, a top programmatic video advertising platform.

CEO Marissa Mayer clinched the deal to accelerate Yahoo's growth in search, communications and digital content in mobile, social, native and video advertising.



She blogged that video is display 2.0, "a format that elegantly and easily transitions from broadcast TV to PC to mobile and even to wearables. That is what video is part of our strategy."

BrightRoll CEO Tod Sacerdoti, said "the next step for programmatic video advertising as an industry is to extend and standardize globally and make cross-device buying simple and measurable."

According to comScore, BrightRoll served more video ads and reached more consumers in the US than any other platform.

Its 400 staffers are expected to generate \$100M revenues this year.

MSNBC RESTRUCTURES

MSNBC is combining its digital and TV editorial staffs under the "The



Bridge," which is the third floor newsroom at 30 Rock.

Phil Griffin, president of MSNBC, wrote in a memo that the move will "drive content across all platforms and create a more nimble organization with greater collaboration between teams." He anticipates more original reporting, broader story coverage and better use of social media to reach our audience on all platforms.

Griffin called the restructuring "the next logical stage in our evolution."

MSNBC launched 18 years ago as a joint venture between Microsoft and NBC.

WOMEN'S HEALTH ADDS DUO

Women's Health has named Elizabeth Webbe Lunny associate publisher of integrated sales to handle digital and print sales, events and partnerships.

She joins from TLE, where she was VP-integrated sales and marketing.

Lunny also held various posts at Conde Nast including ad director at *Vogue* and associate publisher at *Women's Wear Daily*.

At WH, she reports to Laura Frerer-Schmidt, VP/publisher.

WH also recruited Lisa Chudnofsky as site director in charge of the online flagship and all digital offerings.

She joins from MTV, where she was managing editor of MTV News.

Earlier, she ran a consultancy that specialized in creating online content for record labels such as Jive Records, Columbia and Warner Bros.



Lunny

SONY UNVEILS WEB-BASED TV

Sony is introducing PlayStation Vue to allow people to watch live and on-demand television content on their gaming consoles. The service is being tested in New York and will roll to other cities early next year.

The PlayStation Vue package will have about 75 channels airing programming from CBS, NBC, Fox, Discovery, Comedy Central and other networks.

Sony has 35M Internet-enabled consoles in the US.

DOW JONES TRIMS STAFF ABROAD

News Corp.'s Dow Jones operation is trimming about 60 staffers in Germany and Turkey due to the corporate mandate to do more with less.

Dow Jones CEO William Lewis said in a memo: "We must do fewer things that are not core to our business so that we can move faster in pursuit of our goals."

He noted that Dow Jones has been making investments in digital and expanding *Barron's* and *WSJ. Magazine* reach in Asia and Latin America, respectively.

NELSON TAKES PBS NEWS/PA POST

Marie Nelson moved to PBS as VP-news & public affairs effective Nov. 10, reporting to Beth Hoppe, chief programming executive and general manager of general audience programming.

She'll work with PBS producers and independents to engage audiences in events across programs and platforms. Most recently, Nelson was executive producer for national programs at PBS member station WGBH, where she oversaw the eight-part "America By the Numbers" documentary that dealt with America's changing demographics.

Prior to WGBH, she was acting VP for news & original programming for BET Networks, founding executive producer for NPR's "Tell Me More," producer of "Nightline with Ted Koppel" and ABC News.

She also held PA and international development positions at the State Dept., Jesse Jackson's Rainbow/PUSH Coalition and Africare.

LIMBAUGH THREATENS DCCC OVER ADS

Digital media guru Brian Glicklich is drumming up PR support for Rush Limbaugh's legal threat against the Democratic Congressional Campaign Committee over what the radio host says are the DCC's editing of his comments about sexual assault.

Limbaugh's attorney, Patty Glaser, is pressing the DCCC for a retraction and public apology, claiming the Democratic campaign organization "deliberately and deceptively" edited Limbaugh's comments to create a false meaning damaging to his show that, among other claims, the host "is advocating a tolerance of rape."

Glicklich is the former SVP of Premier Radio Networks who now serves as spokesman for the radio star. He said the DCC lied about Limbaugh's remarks as a political tactic. "The members of Congress who stood to gain from these false claims represent many of the small businesses across America that they deliberately interfered with, in furtherance of rankly partisan objectives," he said.

PR & MEDIA VIEWS**PR BY ANY OTHER NAME**

By Lucy Siegel

The long-running industry debate about whether to use the name “public relations” to describe what PR people do isn’t just due to the negative perception of PR as spin. It’s because many clients don’t know that PR firms provide services that weren’t previously defined as PR.

There’s always been a big gap in understanding between what PR people do and what the business world thinks they do. Most business people equate PR with media relations, which is only part of what we do. In recent years, the gap has widened as agencies have added digital services. As a result, many agencies have shied away from using public relations in their names to avoid the narrow definition of PR in most people’s minds.

In the last few years, new (or relabeled) agencies have used “inbound marketing,” and “content marketing” in their names. Both of these services are also offered by ad, digital and PR agencies. Now, agencies are labelled with different category names, but vie with each other to sell the same services. What a mess. So what should we PR agency owners call our businesses?

Another important image concern about the term PR is its history. It was previously synonymous with “publicity” and “publicist,” labels used in bygone days when media schmoozing sought to influence media coverage for clients. We PR professionals don’t consider ourselves publicists and hate those terms.

Some PR firms now call themselves integrated marketing agencies. But excising the term PR is throwing out the baby with the bath water. PR often has nothing to do with marketing. For example, I don’t consider reputation management, internal communications, crisis management or issues management as marketing disciplines, and I doubt many *O’Dwyer* readers do, either.

Part of the confusion about what to call PR is exacerbated by where it’s situated in a company. In many organizations, the communications department incorporates both marketing PR and corporate comms., often reporting to marketing, although corporate and internal comms. manage the company’s overall reputation and should report to the CEO. In other companies PR staff is split by function, where, in smaller companies, the same few staff members handle all comms. So who should they report to and what should they be called?

I’ve observed that PR practitioners are not only labeled differently according to where in the company they work, they’re also treated differently. The corporate communications label has a higher status than PR situated in marketing departments.

Ten years ago when I founded Bridge Global Strategies, I deliberately avoided using PR in the name. We describe ourselves as a PR and marketing comms. company because our potential clients use those labels to search for our services. If I were starting the company now, I might use “integrated communications” in the name. It’s more accurate than “integrated marketing” and avoids the tainted PR label.

As Shakespeare put it in *Romeo and Juliet*, “A rose by any other name would smell as sweet,” meaning the name used to describe something doesn’t really change

what it is. While that’s true, the name describing our industry is perceived by many to smell foul, not sweet, so it does matter, because it has the power either to enhance or detract from the image of the profession.

Lucy Siegel is the founder, president and CEO of Bridge Global Strategies, which specializes in PR for overseas-based companies and startups.

PR’S CORE REMAINS EARNED INFLUENCE

By Christopher Graves

There have been cases throughout history of companies changing their names to shed associations with antiquated ideas (such as International Business Machines adopting the initialization "IBM" as its full, official name... or National Cash Register becoming simply "NCR").

While some eponymous companies (Edelman, FleishmanHillard, Burson-Marsteller, Ketchum, Weber Shandwick) have no explicit reference to PR in their names, they are not unlike law firms; you don’t see the word "law" or "lawyer" in such firms as: Wachtell, Lipton; Sullivan & Cromwell; etc. But the legal domain has had to come to grips with new areas of expertise all the time, such as cybersecurity and data privacy. This did not render their core competence obsolete.

Instead, they leveraged that competency into newly-emerging realms. Similarly, we (The PR Council) believe that there is a differentiated core competence expressed by the term "public relations." Namely: we are experts at building relationships with various audiences in order to foster trust, build understanding, guard reputations and earn the right to influence others.

That core competence now extends into social media, and demands new skills in content marketing, data-driven intelligence and visual narrative. But beneath all the new modes, platforms and skills lies the immutable core of understanding earned influence.

That means beyond "earned media," we earn the right to talk to people, to discuss, to inform, to educate and possibly change minds. As cynicism rises and trust wanes, being experts at earning the right to influence others becomes more and more valuable.

Each new skill supports this core competence of building relationships and earned influence. For example, content creation & marketing should be in service of relationship building. Social media expertise serves the need to build individual and community relationships as well as influencer outreach online. Data-driven intelligence should be in service of better understanding those with whom we wish to build a relationship, and through what means.

Visual narratives should serve to extend our expertise in traditional text and oral narratives that build relationships and earn the right to influence others.

Therefore, we believe that while aspects of public relations are morphing, adapting, and evolving with new technologies and new modes of communication, the core competence of public relations remains strong and unwavering. Our job at the the PR Council will be to support our members with ways to accelerate their adaptation while bolstering their core DNA.

Christopher Graves is chairman of Ogilvy PR and chairman of the Council of PR Firms.

NEWS OF PR FIRMS

COYNE ALIGNS WITH KEVIN SULLIVAN

Coyne has affiliated with five-year-old Kevin Sullivan Communications, the firm of media training and political PR pro Kevin Sullivan.

Sullivan takes a senior consultant role with Parsippany, N.J.-based Coyne. He was a White House communications director under President George W. Bush and assistant secretary for communications and outreach at the US Dept. of Education. He was also senior VP of corporate comms. NBC Universal, VP/comms. at NBC Sports and led comms. for the Dallas Mavericks.



Sullivan

Sullivan founded KSC in February 2009.

FSC LANDS BIG EASY SOCIAL MEDIA DUTIES

FSC Interactive has landed consolidated social media duties for the New Orleans Convention and Visitors Bureau and New Orleans Tourism Marketing Corp., following a review.

The \$300K account came after the two tourism entities decided to combine their social media efforts (and respective accounts) and held an RFP process through August and September for social media consulting and services to complement its PR and advertising efforts.

New Orleans-based FSC has worked with both organizations and beat out firms from across the country for the assignment targeting leisure and business travelers, as well as meeting planners.

NOTMC president and CEO Mark Romig said FSC pitched a plan that allows close collaboration between the two marketing organizations.

Deveney Communications (PR), Communify, 360i and Spears Consulting round out New Orleans' agency roster.



JF WORKS DENDREON BANKRUPTCY

Joele Frank, Wilkinson Brimmer Katcher works the Chapter 11 filing of Dendreon Corp., the Seattle-based biopharmaceutical house and maker of cancer treatment Provenge.

Approved by the Food and Drug Administration in 2010, Provenge was touted as a promising treatment for prostate cancer. The high average cost of \$93K for a drug that improved survival rate for just over months prevented its widespread support by doctors.

Dendreon's recapitalization could lead to its acquisition of sale of key assets.

CEO Thomas Amick expressed confidence that the restructuring "will allow Provenge to remain commercially available to patients and providers who have come to rely on this revolutionary personalized cancer immunotherapy."

JFWBK's Andy Brimmer and Aaron Palash handle Dendreon.

NEW ACCOUNTS

New York Area

Gibbs & Soell, New York/Miele USA, unit of German appliance maker, as US AOR for PR. The work, including strategic messaging, PR, social media and special events, focuses on consumer and trade marketing to raise Miele's brand in the high-performance, design forward home appliance market. The company makes high-end appliances like washers, dryers and floor care products. Miele's US operations are based in Princeton, NJ.



5W PR, New York/Skirt Sports, female athletic apparel, for PR. Ten-year-old Skirt Sports created the first running skirt for women and is based in Boulder, Colo. Professional triathlete Nicole DeBoom founded the company.

Magrino, New York/Windsor, private residential community on 416 acres in Vero Beach, Fla. The luxury property sits between the Indian River and the Atlantic Ocean and includes 350 home sites. Magrino will handle all press inquiries and brand messaging for Windsor, as well as alliance and event development.

East

Clean Design, Raleigh, N.C./Yadkin Bank, for strategy and marketing, including branding, design, PR following its merger with VantageSouth Bank and conversion. Yadkin has 70 locations.

Southeast

TransMedia Group, Boca Raton, Fla./AQUA Television Network, boating TV network, for its Miami launch. TransMedia chief Tom Madden, a former VP at NBC, said PR will focus on how AQUA will take viewers aboard some of the world's greatest yachts and sailboats, show some seaside resorts, and highlight a wide variety of nautical events. The firm also picked up Ballroom Dance Fitness to promote its two Florida dance floor facilities.



Midwest

Olson Engage, Minneapolis/Masco Coatings Group, as AOR for PR for its Behr, BehrPro and Kilz brands. Olson's Steve Peckham heads the account.

Southwest

Zion & Zion, Tempe, Ariz./Aviation Performance Solutions, aircraft upset prevention and recovery training for pilots, as AOR. APS operations in the US, the Netherlands and Saudi Arabia.

West

Gallagher PR, Danville, Calif./WibiData, real-time machine learning and analytics for business sectors like retail, banking and telecoms., for PR.

Public Communications Co., Beverly Hills, Calif./Gawk, media streaming services for content creators like artists, for investor and public relations.

NEWS OF SERVICES**BPRS HONORS MORRIS**

Black PR Wire president/CEO Bernadette Morris received the Pat Tobin Lifetime Achievement Award from the National Black PR Society at its 2014 Conference Nov. 7 in Fort Lauderdale.

Morris, who also runs cause-related PR firm Sunshine Communications, said she is "greatly humbled" by the honor, which was presented during the group's Founders Award luncheon on the first day of its three-day annual confab.

BPRS also honored Clarke Caywood of Northwest University with the Ofield Duke Educators Award, recruiter Donna Renella as "Mover & Shaker," and BPRS' South Florida chapter as Chapter of the Year.

**Morris****BW TAPS WENNER'S FEDONCHIK**

Business Wire has brought in Wenner Media's Scott Fedonchik as VP of marketing.

Fedonchik led marketing and branded content for *Rolling Stone*, *rollingstone.com* and *Men's Journal* at WM. He was previously VP of marketing communications at WebMD and was a senior exec at Conde Nast's golf publishing unit.

At BW, he reports to president Gregg Castano, who said the veteran exec is a strong proponent of leveraging all available platforms.

BW has also promoted Raschanda Hall, director of global media relations, Pilar Portela, media relations manager, U.S., and Matthew Allinson, media relations manager, international.

Hall is a 14-year BW alum and is focused on expanding the company's circuit offerings and targeted delivery using the latest technology and communications tools.

Portela has logged 18 years at BW, joining the media relations unit six years ago. Allinson counts 12 years at BW.

GOULD TO PRESENT PR STUDY IN CANADA

M&A and financial services advisory firm Gould+Partners has been awarded the Salary, Benefits and Financial Benchmarking study by the Canadian Council of PR Firms.

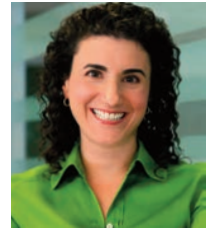
CCPRF is comprised of the leading firms in Canada, including the holding companies.

Managing Partner Rick Gould and Denver partner Jennifer Casani will present the findings in a 100+ page report on Nov. 20 in Toronto.

Gould has been responsible for the Best Practices Financial Benchmarking Report and the Billing/Utilization Report for U.S. firms for more than 20 years.

**Fedonchik****PEOPLE****Joined**

Samantha Cranko, who led Chamberlain Healthcare PR's SharedVoicePR unit, to Golin, New York, as executive director and leader for the firm's healthcare practice in the Big Apple. Cranko, who previously held posts at Rabin Martin and GCI Health, reports to NY managing director Tony Telloni.

**Cranko**

Jeff Cole and **Stephanie Burns** to Idea Hall, Costa Mesa, Calif., as senior creative producer and senior A/E, digital, respectively. Cole was a lead producer at Chapman University's Panther Productions. Burns managed campaigns at DGWB.

Jenny Murphy, ex-senior VP at Glover Park Group, to Dewey Square Group, Washington, DC, to handle PA duties at the firm founded in Boston 20 years ago by three Democratic operatives. She was one of the first hires of GPG, joining the shop in 2002. She opened and led the Los Angeles office of the DC-based firm that is now part of WPP.

Amanda Wall, A/E, Cooksey Communications, to the Mattress Recycling Council, Alexandria, Va., as marketing and communications coordinator for the group created by the International Sleep Products Association to develop and implement statewide recycling programs. Wall focuses on Connecticut, Rhode Island and California.

Jonathan Hower, assist. commissioner for strategic comms., Sunshine State Conference, to Middle Atlantic Conferences, Annville, Pa., as director of media relations, overseeing all comms. and media rels. duties for the conference's 24 sponsored sports and 17 institutions. The NCAA Division III MAC includes 18 member teams like Albright College, Manhattanville College, and Widener University.

**Hower**

Jaclyn Proctor, brand fellow at Ketchum, to MMI, Raleigh, N.C., as a project coordinator.

Katherine Barnes, recent grad of Drexel University, to Slice Communications, Philadelphia, as social media account manager.

Promoted

Rhodri Williams to the new role of VP for communications and public affairs for Europe, Middle East, and Africa, American International Group, New York, effective Jan. 1, 2015 and based in London. He will report to Christina Pretto, SVP, corporate comms., with a matrix reporting line to EMEA CEO Seraina Maag. Williams, a former British diplomat, joined AIG in 2013.

Tina Benvenuti-Sullivan to senior VP, Franco PR Group, Detroit, taking a more active role in strategic planning and business development. She is a former manager of corporate communications for Chrysler Group and spent 10 years at Bianchi PR.

Carolyn Tillo to senior A/E, Schneider Associates, Boston, handling clients like Bay Path Univ., Cassidy Turley, and MIT Sloan School of Business. She joined in Oct. 2012.

21ST CENTURY CRISES TO CHALLENGE PR

"Buckle up, it's going to be a bumpy ride," said Bob Moran, partner at Brunswick Insight, in closing his presentation at the Institute for PR trustees research symposium Nov. 13 at the Yale Club in New York.

The former US operations president of Edelman's \$20M StrategyOne unit talked about 21st Century crises that PR people will wrestle with in the very near future.

Most crisis managers currently ask, "Who could have known?" when an emergency hits, according to Moran.

Disagreeing with that mindset, Moran believes most corporate crisis are predictable. They may have different players or timing, but each follow a category or pattern.

Moran said crises fall into two dimensions: individual/systemic failure and sins of commission vs. sins of omission.

The accelerating rate of change that is upending today's world is a game-changer for crisis management. "We live in a VUCA world, which is volatile, uncertain, complex and ambiguous," Moran explained.

Rapid change is becoming "discontinuous with the recent past as we exit the industrial era and as nations that powered our growth leave their demographic windows."

Moran identified ten key drivers of 21st Century corporate crises as 1) global aging; 2) resource scarcity, (water/"blood minerals"); 3) rise of proconsumers/makers; 4) replication/3D printing (challenge to intellectual property rights standards); 5) automation ("off-peopling"); 6) localization (Scotland/Catalonia independence votes); 7) bioethics (genetic tissue); 8) extreme transparency (facial recognition scanning); 9) Big Data/surveillance and 10) alternative economic models (sharing economy).

There will be an upswing the number of old-line companies "killed off" because of the inability to change.

Corporate winners will be those able to anticipate the changing crisis challenges of the 21st Century.

Brain Science Meets PR

Terry Flynn, communications management professor at McMaster University, and Chris Graves, Ogilvy PR chairman, tackled the Neuro Behavioral Communications Research Project that studied connections and how the brain responds to certain messages.

The project is part of IPR's effort to be the "center of influence" in the field of behavioral communications. Don Wright, Harold Burson professor and PR chair at Boston University's College of Communication, talked about the chasm that exists between academic research and the practical needs of PR counselors.

Wright, who edited the *Research Journal* of the Institute of PR, said one of the most different tasks for an educator is to do a two-page summary of findings.

Professors, he said, generally have about 400 footnotes by page two of their research reports/white papers.

Wright quipped he sometime wonders, "Who is going to read this crap?"



Moran

FH HELPS ST LOUIS TRY TO KEEP RAMS

FleishmanHillard is drawing up PR plays for a state-backed effort to keep the NFL's Rams in St. Louis.

Missouri Gov. Jay Nixon on Nov. 5 created a task force to study options over the next 60 days for inking a long-term deal with the team, which is now on a year-to-year lease to play at the Edward Jones Dome after talks with St.



Louis' regional sports authority over \$700M in renovations to the public-owned stadium broke down.

The Rams, owned by reticent Missouri billionaire Stan Kroenke, are reportedly exploring a move to Los Angeles.

Nixon tapped ex-Anheuser-Busch president David Peacock and attorney Robert Blitz to head the task force. FH, which is based in St. Louis, is working the PR front for the effort. Veteran sports PR exec and FH senior VP and partner Jim Woodcock is leading the PR effort for FH. Woodcock previously repped Jacksonville Jaguars owner Shad Khan, who tried to buy the Rams in 2010 but lost out to Kroenke. Anheuser Busch is a longtime client of FH.

Peacock handled A-B's NFL dealings, while Blitz, legal counsel to the regional sports authority, worked the legal front that brought the Rams to St. Louis from L.A. in 1995.

"The economic impact of having an NFL team in St. Louis extends long beyond Sunday afternoon, and sends a clear signal that this city is a worldwide player," the governor said at a press conference Nov. 5.

Missouri, St. Louis, and St. Louis County pay \$24M per year to finance the Dome through 2022.

NM HEALTH EXCHANGE PR GOES TO GARRITY

Garrity Group PR is part of a team to notch the \$6.1M marketing outreach program for BeWellNM, New Mexico's Health Insurance Exchange.

Milwaukee's BVK and Cooney Watson & Assn. handled the last year's debut enrollment of the Obamacare insurance program. The second enrollment begins Nov. 15 and runs through Feb. 15.

Garrity, which will receive input from Burson-Marsteller's US healthcare practice and Poston & Assocs., will focus on strategy, program management, media relations, social media, PA, and events, while partners K2MD Health will do branding, promotional materials, and paid media; BlueSpire Marketing will concentrate on branding/insights, and Research + Polling will benchmark ad effectiveness.

Eighteen firms—BVK was not among them—bid for the business.

BVK said in September it would part ways with the NMHIX despite an invitation to take part in the review. The firm said it was proud of its work launching the exchange amid significant obstacles like the initial failure of healthcare.gov.

PR OPINION

The Institute for PR, shopping for a new staff head, has a chance to fill two vacuums—lack of anyone who can do “PR for PR,” and lack of a place for New York PR people and the press to meet.

Both deficiencies are hurtful not only to those making their living in PR and the press but to the image of the occupations themselves.

IPR, which split from PR Society of America in 1989 over the Society’s insistence that all board members be APR, has always marched to a different drum from the Society. Its meetings are open to the press. Its slogan is “The science beneath the art of PR.” Its 2013 tax return is posted on its website. The PR Society, meanwhile, has a variety of policies and practices that limit the flow of information to members as well as the press.

The departure of Frank Ovaitt as IPR president/CEO as Dec. 31 is an opportunity to take bold new directions.

We urge IPR to look for a leading PR executive who is based in New York. He or she should be someone who is comfortable dealing with reporters and appearing in public. IPR’s offices are at the University of Florida.

The PR Society, whose staff head Bill Murray spoke to no New York groups in seven years that we know of, has signaled it is going down that road again by naming association careerist Joe Truncale as CEO as of Jan. 12.

Truncale, a Certified Assn. Executive, was at the IPR dinner Nov. 13 at the Yale Club at the table next to ours. However, we did not get to meet him.

He is now with the AMSP/NAPL/NAQP, a merger of three printing/ mailing groups that will announce a new name in January. We have questions about NAPL, where Truncale had worked, which has \$24 million in cash and stock in its treasury.

CPJ Is Richest J Group

A rich trade group that should take an interest in the New York press/PR community is the Committee to Protect Journalists, which will have its annual dinner Nov. 25 that will raise more than \$1 million for its already bulging coffers.

Net assets of CPJ as of Dec. 31, 2013, were \$14,860,833 and included investments of \$12.8M and cash and pledges worth \$2.3M.

Joe Pompeo of Capital New York, who somehow got a seat on floor of the ballroom although “working press” are usually confined to the balcony, thought the bloody scenes being flashed on screens were “incongruous” with the “opulence” of the ballroom. He wrote in 2011:

“The black-tie affair, hosted in the Waldorf’s opulent Grand Ballroom, can seem somewhat incongruous when taken in the context of the mission it serves. As the assembled media luminaries drank wine and picked their way through courses of vegetable tarts, salmon, lentils, asparagus and bread pudding, arresting images of military and police crackdowns in autocratic regimes flashed across the two large television monitors flanking the stage.”

A white paper bag was passed from table to table

after the dinner that raised another \$76,770, Pompeo reported.

PR Society Deserted NY Community

The PR Society, turning its back on the midtown New York PR and press community, moved downtown to 33 Maiden Lane in 2004, virtually eliminating use by the locals. Its library, formerly open to the press as well as PR people at 845 Third ave., closed.

The Society had its last annual conference in New York in 2004, 12 years after the previous one in New York. There are no plans to return to New York. The 2015 meeting is in Atlanta.

A major New York press/PR meeting facility was lost in 1969 when an embezzlement helped the Overseas Press Club to lose its 12-story building on 40th st. across from Bryant Park.

Press/PR groups now mostly meet in New York bars such as The Beer Authority where the noise level rivals that of an arriving subway train.

Nearly 25 PR groups that used to meet regularly in New York no longer do so. One reason, no doubt, is the lack of an inexpensive, convenient midtown location. One of the last groups to close was PR Society: New York, which shut its doors in April 2013 after meeting for more than 50 years.

Leader Needed to Tackle Such Issues

The press/PR community in Washington, D.C., has an excellent facility in the top two floors of the building at 529 14th st. It long ago lost any ownership in the building but traded that for a rent-free deal that will last until nearly the end of this century.

Its 3,100 members now include 1,400 from the PR and other non-press occupations.

A PR leader is needed who can be a spokesperson for the industry and work on establishing a midtown facility. The CPJ should not be sitting on \$15M when there is such poverty in the press/PR community within blocks of its location at Seventh ave. and 23rd st.

Many reporters have been forced by economics to shift to PR. As of 2013 there were 202,530 “PR specialists” and 43,630 “reporters and correspondents,” according to the U.S. Dept. of Labor.

Major funders are Knight Endowment, \$5M; Bloomberg, \$2M; Ford Foundation, \$1.5M and Annenberg Endowment, \$1M.

CPJ’s goal of helping journalists abroad is laudable but there is a question of whether jawboning has much of an effect on foreign dictatorships. UNESCO, which also tracks violence and interference with journalists worldwide, notes that such crimes are often committed with “impunity.” CPJ also helps the families of reporter victims.

PRSA, as of Dec. 31, 2013, had \$3.3 million in cash/savings and investments of \$2.7 million for a total of \$6 million. ProPublica, New York, had revenues of \$10.9M in 2013 and net assets of \$4.4M. The PR/journalist community, which is becoming more and more integrated, could do better by New York. — *Jack O’Dwyer*