



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 25, 2013 Vol. 46 No. 46

VIRGINIA REVIEWS TOURISM

The Old Dominion has kicked off a review of its tourism PR account to tout the commonwealth as a travel destination.

The Virginia Tourism Corporation released an RFP focused on media relations and consumer outreach focused heavily on national markets. The scope of work only covers PR – not advertising or web development – for the \$20M state agency, which administers the longest running state tourism slogan, “Virginia is for Lovers.”



Key travel markets for Virginia include New York, Washington, D.C., Baltimore, North Carolina, Philadelphia, Atlanta, Birmingham and Charleston.

Strategic PR planning, media training, writing and collateral development, and media outreach are among the main services to be provided.

Lou Hammond & Associates is the incumbent.

Proposals are due Jan. 8, 2014. The resulting contract is expended to run for a base year through January 2014 with three year-long options.

Gov. Bob McDonnell said in September that visitors churned \$21.2B in revenue from tourism in 2012, a record high up four percent over 2011.

RFP: <http://bit.ly/1cLjVY0>.

FH RECRUITS COKE'S BIG DATA CHIEF

FleishmanHillard has brought in Christina Liao from The Coca-Cola Co. to lead research, analytics and data for the firm.

Liao headed Coca-Cola's knowledge and insights team as group director, specifically focused on determining return on investment across the beverage giant's paid, earned, shared and “owned” media. She was previously VP of analytics at market research firm CMI.

At Omnicom-owned FH, Liao, a China native and Ph.D. candidate at Georgia State Univ., is a senior partner and senior VP, charged with managing the firm's alliance with sister unit Annalect. She is relocating to St. Louis.

FH president and CEO Dave Senay noted the firm's ability to “gather, make sense of, and apply” research and analytics for clients is now “critical.”



Liao

SF COUNTY ISSUES TRANSPORT PR RFP

The transportation authority for San Francisco County has kicked off a review of its strategic communications, media and community relations account with an RFP process through early December.

The account covers day-to-day support, as well as communications for projects like studies for the San Francisco County Transportation Authority, which does not have an in-house communications department.

Work includes corporate communications, media and public relations, as well as opinion and market outreach.

San Francisco-based Barbary Coast Consulting is the seven-year incumbent.

Proposals are due Dec. 10. RFP:

<http://bit.ly/IoX9eV>.

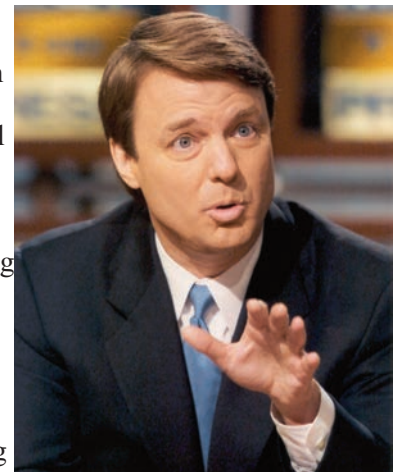
FWV HANDLES RESURRECTION OF EDWARDS

French|West|Vaughan is handling the launch of Edwards Kirby, the firm of former North Carolina senator and Democratic vice presidential candidate John Edwards.

The *New York Times* and CNN are among major national outlets to feature the return of trail lawyer Edwards to the legal business.

Edwards in 2012 beat a federal corruption rap when a Greensboro judge declared a mistrial on five charges and acquitted him on another.

The case stemmed from charges of misusing \$1M in campaign donations to conceal a pregnant mistress and detailed Edwards' most intimate sexual secrets and public lies regarding the affair, according to the NYT.



Edwards

The trial also highlighted his efforts to conceal the liaison from then-wife Elizabeth, who died from breast cancer in 2010.

EK is to focus on public interest cases involving social and economic justice.

It reunites Edwards with his former partner David Kirby. Edwards' daughter, Cate, and her partner, Sharon Eubanks, are the other members of the firm, which has offices in Washington and Raleigh.

E-CIG GROUP RAMPS UP PR

The Electronic Cigarette Industry Group, one in a small group of trade associations for the fast-growing e-cig industry, is ramping up its PR as nicotine vapor devices explode in popularity.

The ECIG has brought on Norwalk, Conn.-based ICR to guide ongoing communications, said account rep John

McKenna. The firm also counsels founding member, FIN Branding Group, an Atlanta-based e-cig maker.

The group made a splash in late September when it hired former American Lung Association CEO Charles Connor as a consultant to serve as liaison between the industry and the public health sector.

ECIG chief Eric Criss told the *Washington Post* this month that the industry wants to distinguish itself from cigarettes and not as a tobacco product. "We believe the product is a good alternative, and the goal should be to move people down the risk ladder from cigarettes," he said.

The e-cigarette industry is bracing for proposed FDA rules to govern the sale of the devices, which deliver nicotine as a vapor without the smoke and tar of normal cigarettes. States are also weighing various measures to regulate and rein in e-cigarettes.

Industry estimates peg 2013 sales of the devices topping \$2B.

ECIG is one of a handful of trade associations that have popped up to represent the sector, including the Tobacco Vapor Electronic Cigarette Association and the Smoke Free Alternatives Trade Association.

Downey McGrath 'Vapes' Njoys

Downey McGrath represents NJOY, a leader in the burgeoning electronic cigarette business, regarding White House and Congressional activity affecting federal regulation.

Njoy and the e-cigarette business maintain their products are safe alternatives to conventional smokes.

CEO Craig Weiss wants to remove the stigma, associated with smoking, according to the Oct. 26 *New York Times*.

Critics say an end to the demonization, however, would trigger an acceptance of cigarette smoking causing more lung cancer, heart disease and emphysema.

The American Lung Assn. is concerned about the safety and health consequences of e-cigarettes and claims that they may be wrongly marketed as a way to help smokers quit the habit.

The Food and Drug Administration is assessing the need to regulate e-cigarette products.

Former Congressmen Tom Downey and Ray McGrath are working the Njoy business.



Electronic Cigarette Industry Group



WCG's JONES JOINS EDELMAN

Edelman hired WCG's Spike Jones in Austin as senior VP to oversee business development and regional strategy in the southwest.

At San Francisco-based WCG, Jones was group director of engagement for its Austin outpost.

WCG ranks No. 1 in Austin with 2012 fees of \$10.1M. Edelman's Austin/Dallas/Houston units combined for fees of \$9.1M.

Earlier, Jones was with FleishmanHillard's office in Texas' capital and a 10-year veteran of Brains on Fire (Greenville, SC).

Jones is author of "Brains on Fire: Ignite Powerful, Sustainable, World of Mouth Movements."

Edelman's Austin office is the independent PR firm's "center of analytics." Helen Vollmer heads Edelman's southwest operations.

IRISH FOOD BOARD WINDS DOWN PITCH

Bord Bia or Irish Food Board expects to wrap up the pitch for its consumer PR account by Christmas.

Incumbent FTI Consulting faces five competitors including Slattery Communications, Drury, Edelman, WHPR and Elevate.

Bord Bia promotes overseas sales for Ireland's agri-food sector, which employs 160K people and accounts for eight percent of GDP.

CEO Aidan Cotter is positioning Ireland's agricultural business as a global leader in sustainability.

Irish agri-food/drinks exports rose two percent last year to \$12B. Dairy is the No. 1 export, accounting for 29 percent of the market.

Beef ranks No. 2 with 21% followed prepared consumer foods (16 percent), beverages (14 percent), seafood (six percent) and pork (six percent). Sheepmeat, live animals, poultry and edible horticulture round out the list. The U.K. (42 percent) is Ireland's No. 1 market with Continental Europe second at 31 percent.

The Bord has targeted emerging nations such as China Russia, India, United Arab Emirates and Libya for development.

The Dublin-based promotional body has offices in London, Amsterdam, Stockholm, Dusseldorf, Paris, Madrid, Milan, Moscow, Shanghai and New York

The PR account could run for up to three years.

WILSON TAKES SPECTRUM'S NO. 2 SLOT

Jonathan Wilson, an 11-year veteran of Chamberlain Healthcare and president for the last four, will relocate to Washington to take the president slot at Spectrum Science Communications on Jan. 4.

Spectrum founder John Seng continues as CEO and takes the chairman position.

He said Spectrum is in a "transformational stage" and Wilson has the major big healthcare brand experience and business-building savvy to guide the firm's growth.

Wilson was at Ketchum before moving to New York-based Chamberlain, which is part of inVentive Health.

Spectrum posted \$5.3M in net fees during 2012.

'MONEY HONEY' EXITS CNBC

Maria Bartiromo, who calls herself "The Money Honey" is leaving CNBC after a 20-year stint and is expected to join Roger Ailes' Fox Business Network.

"After 20 years of groundbreaking work at CNBC, Maria Bartiromo will be leaving the company as her contract expires on November 24, 2013," said CNBC president Mark Hoffman in a statement announcing her departure.

Hoffman said he wished her "great happiness and fulfillment as she takes on her next challenge and thanked her for all of her excellent work at CNBC."



Bartiromo

Ailes had recruited Bartiromo to CNBC and made her the first woman to report live from the New York Stock Exchange floor, where she earned The Money Honey nickname. She later trademarked that moniker.

Most recently, Bartiromo anchored "Closing Bell," which will now have Kelly Evans as interim host.

She thanked the people at CNBC for their support and "the viewers and investors everywhere for making me love every minute of it."

FBN, which is six-years-old, is now part of 21st Century Fox.

SF REPORTER JOINS SINGER

San Francisco Examiner reporter Mike Aldax is now at Sam Singer's Singer Assocs. in the city.

He left the paper after a 13-year stint during which he created its "law & disorder" crime section, which is one of the paper's most popular features. Aldax also covered the politics, transportation, education and business beats.

Earlier, he was at the *Bay City News*, *Napa Valley Register*, *Garden Island Newspaper* (Hawaii) and *Queens Courier* (New York City).

Singer has done work for Chevron, Oracle, Presidio Trust, Stanford University Medical Center, CalTrain, Airbnb, Comcast, Transbay Terminal Project, and Oakland's Children's Hospital.

BERNSTEIN RAPS MEDIA ON POLITICAL CIRCUS

The greatest failure of today's media is reporting facts without context, Carl Bernstein, of *Washington Post* Watergate fame, told Stony Brook University students on Nov. 18 in delivering the annual presidential lecture.

He blamed the media for amplifying Washington's dysfunction by focusing on "ideological and partisan ammunition," reported Stony Brook's "Happenings" online newsletter.

Bernstein echoed veteran journalist Leslie Gelb, saying truth has been reduced to a conflict of press releases and a contest of handlers.

Truth is judged by "theatrical performance" rather than evidence. Truth is "fear of opinion polls, fear of special interests, fear of judging others of fear of being judged, fear of losing power and prestige," said Bernstein, visiting presidential professor at the Long Island

school. Bernstein believes the U.S. is on the "edge of plutocracy."

The biggest news stories are the "breakdown of the political system and whether it can be fixed, and whether we are going to be a nation of the wealthy, for the wealthy, by the wealthy at the expense of the great majority of our people."



SBU President Samuel Stanley Jr. with Carl Bernstein

It will take at least a generation before the political system is fixed, according to Bernstein. "The government can begin to work only until the next generation undoes" the current mess in Washington.

He contrasted D.C. with the Kennedy era of 50 years ago when it would have been unthinkable that the federal government could "become completely dysfunctional, that money could become the most important element in the political system or that working class people and middle class people would be struggling."

Though fractious debate existed during the 1960s, the national interest and looking for practical solutions would "come together to benefit the common good," said the Pulitzer Prize-winning journalist.

FTC UNVEILS 'NATIVE ADVERTISING' SUMMIT

The Federal Trade Commission has named participants for its much-anticipated "native advertising" or "sponsored content" workshop slated for Washington on Dec. 4.

The full-day session will examine the practice of blending advertising with news/entertainment and other editorial content in digital media.

The federal agency has dubbed the workshop, "Blurred Lines: Advertising or Content," and assembled a roster of publishing/advertising representatives, consumer advocates, academics and regulators to explore:

- 1) ways sponsored content is presented both online and on mobile apps
- 2) consumer recognition and understanding of it
- 3) contexts where content should be labeled as advertising
- 4) methods to differentiate it from editorial material.

(Continued on page 4)

MEDIA NEWS**NATIVE AD SUMMIT (Continued from pg. 3)**

Panel topics include “Historical FTC Perspectives: Advertorials, Infomercials and Paid Endorsements” (Leslie Fair—attorney at the FTC’s Bureau of Consumer Protections); “The Wall Between Editorial and Advertising: Its Origins and Purpose” (Nicholas Lemann—professor at Columbia University Graduate School of Journalism); “Sponsored Content in Digital Publications: The Form It Takes and How it Operates” (Tessa Gould—director at Huffington Post Partner Studio, Todd Haskell—chief revenue officer at Hearst Magazines Digital Media, Lisa LaCour-VP/global marketing at Outbrain Inc., Chris Laird-marketing director for brand operations at Procter & Gamble, Steve Rubel—executive VP/chief content strategist at Edelman); “Consumer Recognition and Understanding of Native Advertisements” (Jamie Cole—creative director at Red Barn Media Group, Michelle De Mooy—senior associate at National Priorities Consumer Action, David Franklyn—professor at University of San Francisco School of Law, Dan Greenberg—CEO at Sharethrough, Chis Hoofnagle-lecturer in residence at Berkley Law and Technology Center, Jeff Johnson—consultant at UI Wizards) and “The Way Forward on Transparency: A Discussion of Best Practices” (Laura Brett—attorney at Council of Better Business Bureaus, Sid Holt—CEO at American Society of Magazine Editors, Joe Steinberg—COO at BuzzFeed, Amy Mudge—partner at Venable, Robin Riddle—group publisher at WSJ Custom Content Studios, Robert Weissman—president at Public Citizen, Mike Zaneis—senior VP at Interactive Advertising Bureau).

Edith Ramirez, FTC chairwoman, will deliver the welcoming remarks and Jessica Rich, FTC Bureau of Consumer Protection director, will close the session.

They will sandwich keynoter Bob Garfield, co-host of NPR’s “On the Media” program and MediaPost columnist.

ATTACKING POVERTY IS GOOD BUSINESS

The Bill and Melinda Gates Foundation gives away \$4 billion a year to battle disease and poverty worldwide, “but it’s a drop in the ocean in terms of what needs to be invested to solve these big, complex problems,” Gates Foundation communications head Kate James told the Institute for PR Nov. 21 at the Yale Club, New York.

James, who gave the 52nd annual IPR Distinguished Lecture before an audience of nearly 300 that including numerous PR leaders, said, “In a tough global economic environment, we need governments and other donors to see investment in aid as a good return and we need the public to see and believe in the progress that’s being made.”

Since 2000, she noted, the lives of 1.1 million African children have been saved from malaria. She saw the economic as well as the humanitarian impact of disease while working in Saharan Africa for Standard Chartered bank.

Up to ten percent of the workforce in Kenya was either ill or looking after somebody who was ill, she noted. “It didn’t just impact our employees, but our suppliers and our customers as well.” An HIV/AIDS epidemic was ravaging the area.

CSR Needs to Align to Bottom Line

“Corporate Social Responsibility efforts,” she said, “need to align with the bottom line—to facilitate market access, consumer engagement, employee motivation—and it’s only then that you start to see the return on investment. It’s not just about the size of the check, but how companies use their intellectual expertise and human capital.”



IPR president/CEO Frank Ovaitt, James and Edlund

James noted that a recent piece in DealBook charged Goldman Sachs with spending too much on CSR. DealBook obtained a quote from Gates Foundation trustee Warren Buffett saying that spending shareholders’ money on CSR is not the right approach.

Therefore, thinking about philanthropy as just the right thing to do has its limitations, James admitted.

The top Gates priority now is eliminating polio worldwide. About 99% of the cases have been eliminated but the disease is still in Nigeria, Pakistan and Afghanistan.

James, who is joining Pearson after the first of the year as chief corporate affairs officer, said Pearson has “a massive responsibility—the education of the next generation. And it may be clearer at a place like Pearson where market forces and social changes intersect, but if you look closely—they’re intersecting everywhere. When your companies look to you, they aren’t just asking for your communications insights. They look to you for your understanding of the world in which they operate.”

PR Can Lead—Edlund

Bjorn Edlund, chairman of Europe, Middle East and Africa for Edelman, who received an Alexander Hamilton Medal for contributions to PR practice and effective use of research and who reported for 12 years for UPI and Reuters, said “PR at its most ambitious is about how to lead. It is the job of PR to help leaders meet that deep-seated human need of groups to be included, engaged, inspired and rallied towards a shared goal.”

The job of PR people, he said, is to “help leaders think things through. We add context, depth. A chief communications officer’s job is about culture, brand, purpose, reputation, the narrative, and stakeholder engagement. It is about how to shape behaviors, both our behaviors and that of others.”

NEWS OF PR FIRMS**MWW BUYS LONDON SHOP**

MWW has acquired the U.K.'s Parys Communications, a London-based corporate, consumer and B2B firm that handles News Corp.'s News UK, BBC Worldwide and mobile operator Three UK.

MWW said the move follows months of collaboration between the firms and noted the deal is the first in a series as MWW looks to expand across Europe and other global markets.

MWW will take on all of Parys Communications employees. Parys founder and managing director Patrick Herridge has been appointed U.K. MD for MWW.

Rebecca Blinston-Jones, Anthony D'Alton and Robert Mitchell take on director roles as the firm is renamed MWW.

SITRICK WORKS BANKRUPTCY FOR VELTI

Velti, the mobile advertising platform that has seen a meteoric rise and fall from 2011 IPO to bankruptcy this month, is relying on Sitrick and Company for PR support.

The San Francisco-based company filed for Chapter 11 protection in the U.S. on Nov. 3 and last week landed court approval to sell its mobile marketing business. Its overseas operations – U.K., Greece, China, among others – remain unaffected.

The company's Delaware bankruptcy filing showed assets from \$10M-\$50M and debt of \$50M-\$100M as it struggled to collect revenue owed through its platform and went on an acquisition binge after going public with a Nasdaq listing in 2011, raising \$150M. *Business Insider* called Velti "probably the largest pure-play mobile ad company on the planet."

Sitrick's Tom Becker and Danielle Newman in New York are speaking for Velti.

BURSON NUREMBURG COVERAGE RELEASED

Harold Burson's American Forces radio coverage of the Nuremberg war crimes trial is part of the journalism that is incorporated into the "Report from Nuremberg" audio production released Nov. 19 by Audible Inc.

The Amazon-owned unit combined original reporting, reenactment and performance to deliver what it calls an "astonishing you-are-there-experience" of the Nazi war crimes trial.

Burson and then-colleagues covered the proceedings in 1945-46. The text of those reports was never published and the broadcasts were lost. By reimagining the event, Gregory Voynow, Audible's VP/content business development, said listeners can "witness up close the eccentric personalities and depraved behavior of the Nazi ruling class."

With the release of the audiobook, Burson is donating his Nuremberg transcripts to the U.S. Holocaust Memorial Museum.

Scott Miller, director of curatorial affairs at the Museum, said it is working to build the most comprehensive collection of Holocaust material to "serve as the primary evidence of this time when the eyewitnesses to the event and its aftermath are no longer able to tell their stories."

Burson is 92.

NEW ACCOUNTS**New York Area**

Nancy J. Friedman PR, New York/The Dermot Company, New York real estate, and Pier A Harbor House, epicurean hub slated to open in spring 2014, and the Battery Maritime Building, multi-use facility for art, entertainment and hospitality, for PR.

Stuntman, New York/Francois Payard, pastry chef and restaurateur, for national and local-market publicity for his FP Patisserie and Fracois Payard Bakery, as well as his e-commerce platform.

Joele Frank, Wilkinson Brimmer Katcher, New York/Universal Insurance Holdings, publicly traded underwriter of health, life and homeowners insurance, for PR and IR counsel. The Fort Lauderdale-based company, one of the top homeowner insurers in Florida, said it wants to enhance its capital markets profile and strengthen communication with investors.

Buffrog & Baum, New York/Lettuce Entertain You, for PR for the Washington, D.C., opening of Joe's Seafood, Prime Steak and Stone Crab, the third Joe's eatery and first on the East Coast.

East

Environics Communications, Washington, D.C./WE ACT for Environmental Justice, New York-based group, for national PR with its N.Y. and D.C. offices.

French/West/Vaughan, Raleigh/Elevation Burger, organic burger chain, as national AOR for PR. EB has 33 U.S. restaurants and 10 international locations with a goal of 100 by the end of 2014.

Southeast

The Gab Group, Boca Raton, Fla./Rhino Doughnuts & Coffee, a new chain eatery, as AOR, including PR, marketing, graphic design and branding.

TransMedia Group, Boca Raton/Los Angeles School of Gymnastics, U.S. training ground for Olympic gymnasts, for PR and social media.

Uproar PR, Orlando/Duo-Gard, translucent glazing systems for sustainable daylighting and custom canopies, for a media campaign targeting trade outlets.

JoTo PR, Tampa Bay/Sports Facilities Advisory, consulting for youth amateur sports complexes and recreation centers, for PR.

Southwest

Hopkins PR, Dallas/Capital Alliance, investment banking firm focused on mid-market companies, as AOR for PR to advise the firm on a range of strategic communications issues and opportunities.

Leverage PR, Austin/Givelocity, shared giving portal for crowdsourcing, as AOR for PR.

West

Global Results Communications, Irvine, Calif./Epson America, for PR counsel and support for its "wearables" and mobile accessory products, including the Epson Moverio "smart glasses."

Hornall Advertising, Seattle/Univ. of Washington, for a national brand campaign, following an RFP process. Hornall is part of Omnicom.

The Brandman Agency, Los Angeles/Loews Hollywood Hotel, for PR following a \$31M renovation set to be completed in March 2014.

NEWS OF SERVICES**PRSA OFFERS HOLIDAY 'GIFTS'**

PR Society of America, in the "spirit of generosity and cheer" that marks the "holiday season," has launched "Six Weeks of Giving" as part of a year-end membership drive.

Non-members can "unwrap" six webinars normally costing \$250 each for non-members. They are also being offered free membership in a professional interest section (up to \$60 in value) and a waiver of the usual \$65 initiation fee.

New members would only have to pay the \$255 annual dues. The dues were raised \$30 in 2012.

The first "unwrapped resource," a webinar on measurement, became available Nov. 18.

Promotional materials for new members do not note that national board and officer posts are only open to those who become accredited, a process that costs \$285 for members and involves a "Readiness Review" and a 3.25-hour computer-administered multiple-choice test.

The promotional materials also do not tell prospective members they will be unable to join the Board of Ethics and Professional Development until they become APR.

Stephanie Cegielski, VP-PR of the Society, said the need for members to have their APRs "is in materials that are publicly available."

This website has asked for a link to such materials and has also asked that the issue of non-APRs being barred from the Ethics Board be addressed.

Webinars are 'presents'

The first webinar unveiled is titled "Barcelona Principle #1: Learn how to ensure that measurement is done in a manner that is methodologically sound and can live up to the greatest scrutiny from your boss, client or CEO."

A new webinar will be given as a "present" to prospective members each successive Monday through Dec. 23. Lapsed members can rejoin by paying a \$35 reinstatement fee plus the dues.

Those with less than two years of experience in PR can join as associate members at \$115 and also receive free membership in a professional interest section (except for the Counselors Academy).

Full-time PR graduate students can join as associate member/graduate student, for \$60 dues and also receive a free section membership.

Group memberships are available for organizations with five or more Society memberships.

Members who have been in the Society at least five years and are now employed less than 50% of the time can qualify for retirement status at an annual fee of \$50.

The Society had 20,266 members in 2000 and currently has more than 21,000.

Mickey Nall, 2013 chair, in a 2,351-word interview with Bulldog Reporter Dec. 10, 2012, said the renewal rate of the Society is "in the 73% range" which he said "is high for an organization like this." Most members have their dues paid by their employers, he noted.

A renewal rate of 73% means the Society must replace about 5,700 departing members each year to remain even.

PEOPLE**Joined**

John Sullivan, partner, RLM Finsbury, to Porter Novelli, New York, as senior counselor, corporate comms. He was a partner in 23 years at Robinson Lerer & Montgomery prior to its merger with Finsbury, and a principal at Gavin Anderson & Company.

**Sullivan**

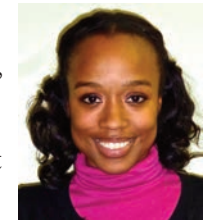
Chris Paul, general manager, Publicis Groupe's Audience on Demand data and media training operation, to Edelman, New York, as global director of paid media, a new post, starting Dec. 9. He was previously at Digital on the AmEx media team. He will report to and work closely with John Clinton, CEO of Edelman Canada who heads the firm's paid media strategy.

Barry Wagner, former director of public affairs for the National Endowment for the Humanities, Brandeis Univ., Univ. of California at Santa Barbara and Wheelock College, to Nicolazzo & Associates, Boston, as a senior consultant in the firms' education group. He also ran his own PR shop.

**Wagner**

Susie Vissers Lisa, dir., IR and corporate development, Abiomed, to Boston Scientific, Natick, Mass., as VP of IR, effective Dec. 2.

Kila Peoples-Hudson, multimedia journalist, WMYD-TV Detroit, to Marx Layne & Co., Farmington Hills, Mich., as an A/E and head of film and video.

**Peoples-Hudson**

Mark McPartland senior VP, MZ Group, to Stellar Biotechnologies, Port Hueneme, Calif., as VP of corporate development and comms. He was previously regional VP for Hayden Communications.

Courtney Dysart, recent Temple Univ. grad, to Hornercom, Harleysville, Pa., as an A/C.

Zuzana Korda, former VP at Levine Communications Office, to PMBC Group, Los Angeles, as a VP.

David Scott, senior VP and partner, FleishmanHillard Canada, to National PR, Toronto, as VP and head of its corporate comms. practice. He previously ran his own shop and was senior manager, PA, Scotiabank.

Promoted

Jennifer Scott to New York office head, Ogilvy PR, New York. She has been global managing director, strategy and planning and joined the firm in 2006 from Edelman's StrategyOne research operation.

Erika Kauffman to executive VP and group director, a new leadership post at 5W PR, New York. She joined in 2004 and manages the firm's health and beauty practice.

Andrew Fortin to senior VP, external affairs, Associa, a Dallas-based association management firm. He heads government affairs, comms and corporate citizenship efforts. He joined in 2012.

Josh Lyall to director of strategic planning, Donna Waldrep to A/S and Pamela Wilcoxson to media supervisor, Jackson Marketing Group, Greenville, S.C.

NC REVIEWS UNDERAGE DRINKING PR

North Carolina has rolled a review of its PR efforts to combat underage drinking as a governor's task force takes aim at the problem.

The Tar Heel State's Dept. of Commerce, via the NC Alcoholic Beverage Commission, regulates alcohol in the state and has the responsibility for awareness efforts to curb underage consumption.

Public service ads, PR, public-private partnerships and other efforts are part of the campaign. A task force under Gov. Pat McCrory sees PR and social media outreach, as well as tightening laws, as a means to crack down on youth drinking. Officials say underage drinking costs the state \$1.5B and dozens of lives annually.

An RFP released Nov. 18 and open through December 10 sets a scope of work for a contract to last one year, starting in February 2014. The work is broken down into three components – creative, PR and digital/social media.

RFP: <http://bit.ly/1jBM19n>.

DALEY, EDELMAN HANDLE CHINA BIGWIG

Richard M. Daley, Chicago's longest serving mayor, handled the U.S. visit of China vice premier Liu Yandong to his city and Washington from Nov. 17 to Nov. 22. The work is through Daley's investment and advisory firm, Tur Partners.

TP coordinated event locations, itineraries, and "in limited instances as permitted, monitor media coverage and develop press releases" during the visit, according to the agreement.

Daley's firm, which is not being paid by China's government, subcontracted hometown PR powerhouse Edelman for support. The No. 1 firm developed a "run of show" plan—event flow outlines—designed backdrop visuals, arranged interviews and produced briefing books. Its fee is \$100K and expenses are estimated at \$10K.

The vice premier's trip is pitched as a "people-to-people exchange" between the U.S. and China.

KEKST CHECKS INTO BAHAMAS DISPUTE

A group of owners at the Abaco Club on Winding Bay resort in The Bahamas is getting PR support in a lawsuit against operators Marriott and the Ritz-Carlton Hotel Company.

The owners claim the global hotel companies did not maintain the club as the "first-class, five-star" level to match its marketing and contracts. Ed Kinney, VP of corporate affairs at Marriott Vacations, told O'Dwyer's the company has submitted a request for dismissal of the suit, believing it has no merit. He noted the company no longer manages the Abaco property but is still an owner.

New York-based Kekst and Company is guiding PR for the owners group, which went public with its suit on Nov. 20 against Marriott Vacations Worldwide Corp. and Ritz-Carlton. New York law firm Pryor Cashman is representing the group, which is suing for breach of contract, breach of fiduciary duty, and fraud.

MVWC and Ritz-Carlton are both part of Marriott International. The *Aspen Business Journal* reported in June that MVWC dropped Abaco from its Ritz-Carlton club due to deteriorating conditions.

FM OFFERS COMPASS FOR REG OVERHAUL

Chicago-based FoodMinds has developed the Food Label Compass to help marketers deal with the Food & Drug Administration's impending overhaul of nutrition labeling.

Bill Layden, co-founder and partner, sees a robust demand for its FLC as many food companies lack the internal savvy required to handle the complex FDA process.

Since the FDA nutrition guidelines are 20-years-old, many companies need to be educated about how the process plays out, Layden told *O'Dwyer's*.

FoodMinds partnered with Nutritional Impact, consulting firm that analyzes dietary intake trends and develops science-based messages for clients, and EAS Consulting Group, a regulatory consulting company, for the creation of the FLC.

The FLC will analyze food and nutritional content of a brand relative to the new FDA rules, develop labels modified to comply with the updated requirements and forge PR programs to ensure brands are used in the way that is intended.

The FDA may make an official announcement about the change in food labeling by the end of the year.

FoodMinds recruited Robert Post, USDA's Center for Nutrition Policy and Promotion associate executive director. He will lead the soon-to-be-opened Washington office with Foodminds co-founder and partner Susan Pitman.

CANADIAN TIMBER ROLLS RFP

The publicly owned corporation that promotes British Columbia's multibillion-dollar timber industry around the world is reaching out for proposals to guide strategic communications and PR.

The province is a key wood supplier for the U.S., India and China and shipped \$11B in timber products in 2011. The ten-year-old Forestry Innovation Investment, based in Vancouver with offices in Shanghai and Mumbai, has released an RFP for the PR work to support its mission of maintaining and expanding markets for the province.

The RFP, released Nov. 18, covers strategic communications planning, traditional, online and social media promotions and sponsorship, story pitching, media relations and crisis communications, among other tasks.

FII's annual budget tops \$18M.

Proposals are due Dec. 9. RFP: <http://bit.ly/19WobRl>.

NEXT FIFTEEN TAPS INTERIM CFO

Next Fifteen has named former Bell Pottinger finance director Peter Harris to take over as interim chief financial officer, following the resignation of David Dewhurst last month.

The parent company to firms like M Booth and Text 100 makes the move as it works to get its financial house in order following an embezzlement scheme at its Bite PR unit and sharp profit decline in the third quarter.

Harris is wrapping up a six-month interim CFO stint at Centaur Media in London and held that same role at Bell Pottinger Group after its split from Chime in 2012-13. Dewhurst is stepping down after 14 years.

PR OPINION

Amazon's Jeff Bezos, who bought the *Washington Post*, Senator Ted Cruz, who battled Obamacare, and New York Mayor Michael Bloomberg, who introduced Citibikes and tried to ban 20-oz. sodas, were raked over the coals at the 71st annual "Financial Follies" of the New York Financial Writers Assn. Nov. 22 at the Marriott Marquis.

A black-tie audience of more than 1,000, which included more than 300 financial reporters, enjoyed not only the show and a night of networking but an after-the-show party in the hotel's duplex penthouse hosted by Vapor Corp., marketer of nicotine-delivering electronic cigarettes, cigars and hookah water pipes.

Contributing to the joyous atmosphere is that the stock market is at an all-time high as measured by both the Dow Jones and Standard & Poor's 500 index.

About half of the well-dressed gathering were women, some in floor-length gowns. The "Follies" night was for males only during its early years.

The 14-member chorus serenaded Bezos as follows:
"Oh my God this dweeb is brilliant

He's worth 27 billion

Even though he's crocodilian

We just wanna be Jeff Bezos"

The tune of "Sea Cruise" was used for Cruz:

"Come on, sailors, let's make some news

Defund Obamacare, the socialist ooze

Now hop on board, lose your Tea Party blues

Won't ya let me take you on a Ted Cruise?"

Bloomberg took a ribbing for providing thousands of bikes to city residents, defending stop-and-frisk, and trying to eliminate 20-ounce sodas.

The chorus sang, to the tune of "Thank You Herbert Hoover" from "Annie":

"Today the city is a dandy

Today the real estate's a steal

Today we're flying down the bike lanes

It's damn near ideal

We used to smoke with wild abandon

We'd chug a 20-ounce or four

We used to care about the homeless

We don't any more"

SAC Capital Advisors, headed by Steven Cohen, which paid \$1.2 billion in fines in November on insider trading charges, was one of the targets.

Chorus sang, to the tune of "Jet Song" from West Side Story:

"When you're with SAC, you're with SAC all the way

From your first inside trade to your last dying day

When you're with Steven A. Cohen's hedge fund

You don't take any risks, the deal always gets done"

50-Year-Man Sloane Honored

Leonard Sloane, retired *New York Times* financial reporter and former NYFWA president, was honored for being a "Follies" cast member for 50 years. A video of some of his past performances was shown.

Members of this year's cast, besides Sloane, were

Lawrence Carrel, Carolyn Crapo, Joseph Dietrich, Melissa Gordon, Kyle Gulielmo, Michael Hayes, Sarah Kronenberg, Alex McDonald, Sheila Mullan, Matt Nelko, Maryellen Tighe (debut), Irene Weissman and Heather White Godfrey.

Video parts of the show were provided by Al Jazeera America, CNN, CNNMoney.com, Fox Business News, TheStreet.com, and Thomson Reuters.

Laura Josepher was director of the Follies and Jill Brunelle, musical director. Book and lyrics chair was Bill Egbert assisted by Peter Coy, Josh Friedlander, Peter Phelan, Larry Carrel and Mullan. Video co-chairs were Phelan and Myron Kandel assisted by Steve Gelsi.

Officers of NYFWA are Jan Alexander, president, Institutional Investor's Alpha; Pierre Paulden, VP, Bloomberg; Terry Wooten, treasurer, Crosstie Media Services, and Stephen Foley, secretary-assistant treasurer, *Financial Times*. Britt Tunick is executive manager.

Rooney, Ketchum, FH, SV Among Supporters

Rooney & Assocs., which took five tables, Ketchum, taking four, FleishmanHillard, three, Sard Verbinnen & Co., three, and Brunswick Group, three, were among the biggest supporters of the Follies, which each year awards ten \$3,000 scholarships to financial journalism students.

Two tables were hosted by editorial database provider, which also tracks traditional and social media usage, conducts networking events, posts jobs, and interviews journalists including those who have taken PR posts. It was a major sponsor of PR Society of America's conference in Philadelphia Oct. 26-29.

Recipients of the 2013 scholarships were Minsi Chung, Thomas Corrigan, Alex Morrell, Camilo Vargas and Peter Ward of the Columbia Graduate School of Journalism; Kathryn Dill, Megan Durisin, Liyan Chen and Katie Lobosco of New York University, and Craig Giammona, CUNY Graduate School of Journalism.

Hill+Knowlton Strategies and Burson-Marsteller, units of WPP Group that have taken tables in the past, were not listed in the program. PR firms taking two tables each included Edelman Financial, KCSA Strategic Comms., Prosek Partners and RF|Binder Partners.

BlackRock, Credit Suisse, NYSE Back Follies

Wall Street and corporate supporters of the night included BlackRock (\$4 trillion under management), Bank of New York Mellon, BNP Paribas, Credit Suisse, Deutsch Boerse Group, NASDAQ, NYSE Euronext, PNC Financial Services Group, Prudential Financial, USAA (United Services Automobile Assn.), Wells Fargo Advantage Funds, Vanguard Group and Verizon Communications. Al Jazeera America hosted a table.

Reporters present included 36 from Bloomberg, 34 from Thomson Reuters and 32 from the *Wall Street Journal* as well as staffers from numerous other financial media including the *Financial Times*, CBS, Associated Press, Market News, CNBC, Fortune, Investment News, BBC, American Banker, Daily Beast, and Fox Business, among others.
— Jack O'Dwyer