



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

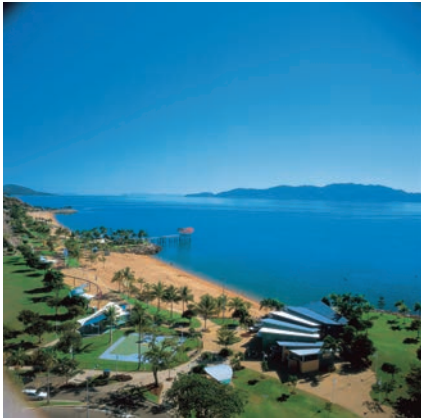
October 7, 2013 Vol. 46 No. 39

GREAT BARRIER REEF SEEKS PR

Tourism and Events Queensland, which is responsible for promoting Australia's Great Barrier Reef, is seeking a firm to develop a campaign in North and South America.

The competitive pitch process marks the first time the state agency is outsourcing representation of sites such as the Daintree Rainforest, Whitsunday Islands and Brisbane, where the Bee Gees were born.

TEQ is remembered for creating the "Best Job in the World" campaign of 2009, which won the top PR award at Cannes.



That contest to house-sit a Barrier Reef island attracted more than 35K applicants from 200-plus countries. It generated an estimated \$200M in publicity.

More than 200K Americans visited Queensland during the past year. That figure is up 10 percent.

The tourism body wants to remove Queensland from the "bucket list" and put it on the "must go now" list of Americans, according to Kerri Anderson, TEQ international director for the Americas.

Anderson is looking for a creative partner with "innovative ideas and a love of Australia."

The RFP is at <http://bit.ly/1bCwAAJ>. Pitches are due Oct. 18.

Anderson is at kerri.anderson@queensland.com.

FH WINS ILLINOIS HOUSING AUTHORITY

FleishmanHillard has emerged from a dozen agencies to win PR duties for the Illinois Housing Development Authority, following a review.

The contract, which could extend to five years if four options are exercised, would be worth around \$480K, or about \$96K a year.

FH will provide strategic counsel and PR to the Chicago-based state agency, which acts as a \$2B bank, backing mortgages and low-cost financing for housing and construction.

Firms that pitched included CBD Marketing, Wilson-Taylor Associates, Falk PR and Metropolitan Group. The Authority released an RFP in June for the work.

PEPPERCOMM GRABS FINANCIAL SHOP WALEK

New York-based Peppercomm has acquired financial PR specialist Walek & Associates, adding a roster of hedge funds, private equity firms and other financial institutions.

Peppercomm managing partner Ed Moed said the newly formed WalekPeppercomm aims to tap into rapid changes in financial communications and adds an IR capability to Peppercomm's offerings.

Tom Walek founded W&A in 1998 and started out in financial journalism. "We are excited to be part of an agency with such a broad array of capabilities and strong geographic footprint in the US and internationally," he said. "It is a terrific move for us and our clients."

The Walek deal follows Peppercomm's acquisition last month of consumer shop Janine Gordon Associates.

Peppercomm posted \$16.2M in revenue last year. StevensGouldPincus advised both parties in the deal.

EX-RETIREE VOLKMANN TO REP PENN STATE

Fred Volkmann, who served more than 30 years as PA, communications and marketing chief at Washington University in St. Louis, has taken the interim VP of strategic communications position at embattled Penn State.

The former vice chancellor emeritus at WU will serve PS until a permanent successor is named next year.

Volkmann also worked at Ohio State University, Albion (Michigan) College, and Iowa Wesleyan College.

He replaces Bill Mahon, VP-university relations at PS, who announced Sept 7 his plan to step down later this year after a 28-year run. He is joining the university's communications faculty.



Volkmann

President Rodney Erickson said Volkmann has "advanced the entire field of public affairs through his adoption of cutting-edge communications, innovative media strategies and talent for great content" during his nearly 50 years of higher education service.

The NCAA executive committee last month modified scholarship sanctions slapped on PS in the aftermath of the Joe Paterno scandal, citing progress the college made and continued compliance with the "Athletics Integrity Agreement."

The NCAA decision allows PS to restore 65 football scholarships.

KETCHUM HARVESTS WELCH'S JUICE

Grape juice and jam icon Welch's has poured its PR account into Ketchum's cup after a competitive review.

Ketchum's Chicago-based food and agriculture practice picks up the work for the farmer-owned, Concord, Mass.-based company, which processes and markets the well-known grape products.

Omnicom-owned Ketchum joins Chicago-based Foodminds – which touts the health and nutrition benefits of the grape-based products – on the Welch's roster. Porter Novelli and Tonic Life Communications worked with the brand in recent years.



Welch's chief marketing officer Matthew Mohl said Ketchum's consumer media, creativity and agricultural depth tipped the scales in its favor.

Fall is harvest time for the Concord grapes at the root of Welch's products.

Ketchum partner and Midwest director Bill Zucker said his team is "anxious" to pull off ideas presented to Welch's during the pitch.

VIRGINIA SLATES ELECTION PR

The Commonwealth of Virginia, one of a handful of southern states to implement new voter identification laws, plans to conduct a competitive pitch for PR and marketing work for its Board of Elections this fall.

An RFP is expected to be released next month for the \$400K account over three years.

Virginia last year passed a law – to be implemented in 2014 – requiring photo identification to vote.

The commonwealth is one of nine states required to submit voting law changes to the Dept. of Justice under the Voting Rights Act of 1965, but the Supreme Court earlier this year held that provision unconstitutional, creating uncertainty about whether Virginia's new law should require federal approval.

The upcoming RFP will cover statewide PR and outreach to voters for the state's elections entity. Firms are required to be within a reasonable distance of Richmond.

HOPPE DRIVES FORD'S TRADE PUSH

Ford Motor Co. has retained Hoppe Strategies for Capitol Hill representation on trade issues--specifically the proposed Trans-Pacific Partnership—and general automotive issues.

Veteran Republican operative David Hoppe established his shop in July following the retirement of Arizona Senator Jon Kyl, whom he served as chief of staff.

Hoppe joined Kyl's office after a stint as president of Quinn Gillespie & Assocs. Earlier, he was chief of staff for ex-Senate Majority Leader Trent Lott, Sen. Dan Coats of Indiana and the late New York Rep. Jack Kemp.

Negotiators from the dozen TPP countries, including Mexico, Australia, Japan, Peru, Canada and Vietnam, concluded four days of talks in D.C. on Sept. 21.

U.S. Trade Rep Michael Froman leads the American delegation's trip to Bali, Indonesia, this month, and then issue a status report to President Obama, who wants the TPP agreement in place by the end of year.

WCG FRESHENS UP IN LONDON DIGITAL DEAL

WCG has acquired Refreshed Wellbeing, a London-based digital healthcare shop with a pan-European client base.

RW has crafted campaigns for Boehringer Ingelheim, Bristol-Myers Squibb, Grunenthal, Johnson & Johnson, LEO Pharma, Mentholatum, Pfizer and Roche.

Carl Engelmarc, RW co-founder who has more than 20 years of experience in Rx and consumer health communications, has joined WCG's EMEA management line-up.

Annalise Coady, WCG's global EMEA practice lead, blogged that RW "augments our strategic and creative capabilities, as well as providing additional strength to our engagement offerings through the paid, earned, shared and owned media model."

More than a half billion people are online in the EMEA market

Bob Pearson, WCG president, said London is "an emerging center of excellence" for the firm that is part of the W2O holding company headed by CEO Jim Weiss.

JF WORKS \$7B MIDSTREAM ENERGY DEAL

Houston-based gas Crestwood Midstream Partners is relying on outside PR counsel through its acquisition of Inergy of Kansas City to create a \$7B gas pipeline operator.

Joele Frank, Wilkinson Brimmer Katcher is advising Crestwood and providing media relations support on the cash and stock deal, which is plowing ahead after a May announcement.

The combination is aimed to create a large mid-stream operation – in energy industry parlance, mid-stream is the transportation, storage and marketing of oil and gas – servicing large reserves like the Marcellus and Eagle Ford Shales.

The companies last week announced the composition of the boards of directors for the combined operations.

TISDALE TO AUSTIN DEVELOPMENT GROUP

Ward Tisdale, who was director of global PA for semiconductor giant Advanced Micro Devices, has been named president of the Real Estate Council of Austin.

He replaces Janice Cartwright, who left in May following a 13-year stint.

Nikelle Mead, chairwoman of RECA, called Tisdale a "progressive thinker and innovative person." He was selected from a pool of more than 100 candidates for the post.

Tisdale joined AMD's product PR unit in 1999 and exited last year.

Earlier, he was communications director for the Texas Assn. of Health Plans, deputy press secretary for the Lone Star State's attorney general office and reporter for the *McAllen Monitor*.

RECA says its mission is to advocate for the interests of the real estate sector and push for a "sustainable balance of economic, social and environmental interests" of the community.

REUTERS PLANS 140 JOB CUTS

Thomson Reuters is laying off five percent of its Reuters staff of 2,800 journalists in a cost-cutting move. The cuts commence next month.

The move is part of a plan to "simplify and strengthen" the news operation, according to Reuters editor-in-chief Stephen Adler.

Meanwhile, TR CEO Jim Smith told staffers of a company-wide review of operations that could involve future cutbacks.

Neil Masterson, chief transformation office, is spearheading that process.

Earlier this year, TR cut 2,500 staffers from its financial and risk division.

Norton to ABC News

Erle Norton, editorial director at the Reuters Digital Video unit of Thomson Reuters, has joined ABC News Digital in the executive producer post.

He will oversee editorial and video operations across the online platforms of the Walt Disney Co. property.

Ben Sherwood, ABC News president, said via a memo that Norton is "charged with developing our lifestyle, tech and enterprise verticals; continuing to improve the user experience on mobile and tablet devices; and expanding live stream and digital video opportunities."

Prior to TR, Norton was at NYPost.com, where he doubled site traffic and increased digital and print integration, according to Sherwood's note.

Among the first hires at TheStreet.com, Norton has print experience as reporter in the *Wall Street Journal's* business section and local papers in the southeast U.S.

ROMANO RESIGNS AT TELEMUNDO

Emilio Romano, president of Telemundo Media, has submitted his resignation to parent company, NBCUniversal.

Joe Uva, chairman of NBCU's Hispanic enterprises and content operation, wrote in a staff memo that a search has begun for Romano's replacement to head the Spanish language broadcast unit, studio, production company and digital shop.

He praised Romano's effort to gain share on arch-rival Univision and make inroads among millennial viewers. Romano was a board member at Univision from 1995-98.

During his two-year reign, Romano elevated the "perception" of Telemundo, according to Uva.

Prior to TM, Romano made his mark as VP-international and mergers/acquisitions director at Grupo Televisa and later as CEO of Grupo Mexicana de Aviacion.

In September, Uva hired former Univision Networks president Cesar Conde for the newly minted position of executive VP.

The president post included oversight of the Telemundo and mun2 networks, 15 owned stations, news, sports and entertainment divisions, as well as digital.



Romano

BRUNSWICK LAUNCHES INDIA PUSH

Brunswick Group is gearing up a push into India with the hire of former *Financial Times* scribe and Pearson India president Khozem Merchant.

Merchant, a former journalist, takes a partner title for the London-based firm, which has an growing base of Indian clients and said other clients are looking for senior-level advice on critical business issues on the subcontinent.

Merchant spent 19 years at the *Financial Times*, including six years as its Mumbai correspondent.

He later moved into FT management and up to the paper's parent, Pearson, handling its Penguin, Pearson and FT units in India.

**MAITLAND GRABS BARROW, CONAGHAN**

Martin Barrow, former news editor of the *Times of London*, has joined corporate and financial firm Maitland as a partner.

He spent more than 30 years in journalism, including a 24-year stint at the *Times*, as editor of its foreign news, business and health sections.

Peru-born Barrow will also advise Maitland's roster of Spanish clients.

Maitland CEO Neil Bennett also announced that Laura Conaghan, PR manager at the Man Group, has joined the British shop as associate partner.

Prior to Man, she worked for five years as reporter for Bloomberg News and another four as press officer for the Treasury Select Committee.

Bennett said Barrow has "unique insight into the global media" while Conaghan's political background will help clients "on the critical interface between business, government and the media."

MEDIA/MARKETING Q3 MERGERS SOAR

The total value of media/marketing company merger activity soared 98 percent to \$44B during the third quarter as the number of deals rose six percent to 420 transactions, according to a survey by Berkery Noyes, a banking advisor to the communications sector.

Announced mega-deals by Publicis/Omnicom and Activision Blizzard's management buyout swelled the value of the quarterly transactions.

WPP, which ranks as BN's deal champ for the year, chalked up 10 transactions in Q3, bringing the total to 19 for 2013.

On the newspaper deal front, Amazon founder Jeff Bezos' move on the *Washington Post* and John Henry's deal for the *Boston Globe* were highlights.

BN specializes in M&A counseling, debt and equity financing and consulting services.

CRAIN TO FOLD BtoB INTO AD AGE

Crain Communications plans to merge *BtoB*, the founding magazine of the Chicago-based publishing company, into *Ad Age*.

MEDIA NEWS

CRAIN TO FOLD B2B (Continued from 3)

To be completed by year-end, CC said the move reflects the overlap of business-to-business and consumer marketing.

President Rance Crain noted in a statement that marketers “are increasingly using similar tools and wrestling with the same challenges, so it just made sense to have a single marketing publication.”



He believes the company will do a more effective editorial job by coordinating its marketing magazines under a single brand and strategy.

BtoB’s daily digital news coverage and event franchises will become part of Ad Age’s overall product portfolio. Its six-times a year print magazine is being killed.

Louisville-based GD Crain, Jr. launched BtoM and Hospital Management, which was sold during the 1950s, in 1915.

Bob Felsenthal is BtoB publisher.

CBS UPS ORLANDO

CBS Corp. has named John Orlando executive VP-government affairs, succeeding the retired Martin Franks.

He assumes responsibility for oversight of the network’s Washington office and state/local government lobbying efforts.

Orlando rejoined CBS in 2006, becoming its lead lobbyist.

Earlier, he headed government relations for the National Assn. of Broadcasters, served as CBS VP-Washington and VP at Timmons & Co.

CBS CEO Leslie Moonves considers Orlando “one of the most respected and skilled lobbyist working in the media industry.”

BRANDS MUST DO MORE

The vast majority (90 percent) of people want marketers to share their brands, but few marketers are fulfilling that desire, according to Edelman’s “brandshare” survey released Oct. 3.

More than nine-in-ten (91 percent) of respondents want to play a part in the design/development of brands and an equal percentage demands openness about a product’s performance against competitors.

A big survey takeaway: shared product is a key driver of a purchase decision.

Jennifer Cohan, consumer marketing practice global chair at the firm, considers brandshare “an ethos and organizing principle” that puts people at the center of brand strategy and “prioritizes activities based on people’s needs and interests.”

Edelman surveyed consumers in the U.S., Canada, Brazil, U.K., France, Germany, India and China.

At 50 percent, France ranks No. 1 in wanting brands to show they share and support people’s ambitions. The U.S. (43 percent) and Brazil (40 percent) follow.

Edelman Berland conducted the survey of 11,000 consumers in June.

WH TIGHT MEDIA CONTROL SET FOR GRILLING

President Obama, who presides over one of the most secretive and White House press corps-dodging administrations, will get hammered this week as the Committee to Protect Journalists watchdog group releases its first report on the state of press freedom in the U.S.

Len Downie, former executive editor of the *Washington Post* and author of the report, will serve as master of ceremonies at the Obama roast that is slated for the Newseum in D.C. on Oct. 10.

With the release of the study, the U.S. will join the dubious list of repressive states (China, Burma, Egypt, Iran, Pakistan and Tanzania) that merited a CPJ press freedom survey this year.



Photo: White House

CPJ executive director Joel Simon said journalists have complained to him about how their work is now more difficult due to the Obama administration’s clamp down on leaks, threats of prosecution and general Justice Dept. intimidation.

As the White House “abolishes” the traditional press conference by conducting the fewest Q&A sessions during its first term since the days of Ronald Reagan, access to key players has become more restrictive.

For example, CBS anchor Bob Schieffer recently complained that he must receive White House Press Office permission for on-camera interviews with even low-level staffers.

While the mainstream media bemoan lack of access, Obama has stepped up the use of brief one-to-one sit-downs with reporters, exchanges that are well suited for presidential control and flattery.

The White House has mastered the use of social media, the medium most responsible for Obama’s presidential election.

Though SocMedia is a great channel to rally the base, it is a communications vehicle where one largely preaches to the choir.

The president is supposed to be representative of the entire country. Mainstream media are still the way to do that.

Obama’s press-avoidance strategy short-changes the American people, and contributes to the political polarization that is tearing the country apart.

– *Kevin McCauley*

NEWS OF PR FIRMS

ABERNATHY NETWORK ADDS NATIONAL

Toronto's National PR has joined Abernathy MacGregor Group's global network of firms known as AMO.

Abernathy Macgregor said the network encompasses 750 financial pros in 44 cities and 22 countries. Chairman/CEO Jim Abernathy said network clients will get best-in-class counsel in Canada under the National affiliation.

Members include Maitland (U.K.), Hering Schuppener (Germany), Llorente & Cuenca (Spain) and Porda Havas (China), among others.

Abernathy is owned by Havas.

CONTAINER STORE GETS IR SUPPORT IN IPO

Storage products retailer The Container Store is relying on outside IR counsel as it pursues an initial public offering.

The Dallas-based retailer works with Norwalk, Conn.-based ICR for financial communications support.

ICR managing director Farah Soi and senior VP Anne Rakunas are on the Container Store team at ICR. Casey Shilling is VP of marketing comms. for TCS.

The company filed an S-1 with the Securities and Exchange Commission on Sept. 30, indicating plans to offer common stock worth up to \$200M.

TCS was founded as a single store in Dallas in 1978. Fiscal 2012 sales from its 61 stores were \$613M, while its Elfa drawer/shelving unit contributed another \$94M.

RUBENSTEIN BACKS HALLOWEEN PARADE

Rubenstein PR will volunteer PR services and have a float in New York City's 40th Annual Village Halloween Parade, featuring DJ VH1. The firm said it is helping the non-profit arts group that runs the event raise money through a Kickstarter campaign.

The parade group took a financial hit last year when Hurricane Sandy washed out the event.

Richard Rubenstein, president of RPR, said the parade is synonymous with the city's vibrant culture. "It is important to the RPR team that this tradition continues for many years, and we are honored to be a part of it" he said.

Rubenstein said the firm's float will feature staffers, friends and family in superhero costumes, an ode to the "Gotham superheroes" in the aftermath of the 2012 hurricane. The Kickstarter campaign is more than halfway to its goal of \$50K. Info: <http://kck.st/GDdlrZ>.

BRIEFS: Ogilvy, Edelman, J PR, Porter Novelli and

Trylon SMR are among the top 25 PR firms on social media, according to a rating by UWire, the collegiate press release and wire service. Trylon was singled out for its NY Convergence blog, while J PR was lauded for its tech-savvy hospitality work and Edelman for its large SM following and resources for writers and PR pros. Full list is at <http://bit.ly/1e42kMk>. ...**Elizabeth Saunders**, senior managing director and Americas chairman of **FTI Consulting's** strategic communications operation, was named to the National Association of Corporate Directors' 2013 Directorship 100, a tally of influential business professionals in the boardroom.

NEW ACCOUNTS

New York Area

M&C Saatchi PR, New York/GlassesOff, app for improving reading vision for people experiencing age-related changes, for a global PR campaign supporting a Q4 product launch.

The Brandman Agency, New York/Park Hyatt New York, scheduled to open in mid-2014 as the flagship of the Park Hyatt brand, for PR.

Goodman Media International, New York/The Buoniconti Fund to Cure Paralysis, for PR for its 28th annual Great Sports Legends Dinner and positioning; Charles H. Revson Foundation, for the first-ever New York City Neighborhood Library Awards; Macmillan Children's Publishing, for promotion of "I'd Know You Anywhere, My Love" by Nancy Tillman and "Cool Creations in 35 Pieces" by Sean Kenney; Mailman School of Public Health at Columbia University, for thought leadership; NCC Media, for trade and consumer business efforts, and SmartPower, for national visibility and thought leadership.

East

Warschawski, Baltimore/Responsive Data Solutions, litigation support services for law firms and corporate legal departments, to create a new brand strategy, including web redesign, collateral and media relations.

Qorvis Communications and **Omni Advisors**, Washington, D.C./Myanmar U.S. Trade Council, trade group fostering trade/commerce between U.S. companies and the former Burma, to expand to burgeoning group.

Buffalo Communications, Vienna, Va./Cordillera Ranch (Tex.), for a golf and real estate PR program.

French/West/Vaughan, Raleigh/Ryan Mundy, safety for the NFL's New York Giants, for PR, marketing and endorsements. He is one of five current or former NFL players handled by the firm.

Southeast

Dodge Communications, Atlanta/Vendormate, procurement solutions for healthcare providers, or strategic PR and marketing counsel. Elizabeth Glaser, VP at Dodge, said the firm will help the client refine its message to providers and suppliers, boost industry visibility and meet business goals.

Tilson PR, Boca Raton, Fla./Bonefish Grill, casual dining chain, as AOR for PR after handling openings in several U.S. cities over the past 10 years.

BlinkPR, Miami/Marissa Del Rosario, fashion accessories designer known for leather jewelry, for PR.

Southwest

Agenda, Austin/The Texas Pipeline Association, to manage all comms. and public affairs. Christian Goff, partner, manages the account.

West

Trainer Communications, Pleasanton, Calif./San Francisco Baykeeper, for its third annual Media SharkTank event Oct. 17. The event gives Silicon Valley CEOs the chance to pitch their company in a private, one-on-one setting to a panel of broadcast and business media. Judges include Peter Delevett of the *San Jose Mercury News*, Connie Guglielmo, *Forbes*, and Kim McNicholas of *PandoDaily*.

NEWS OF SERVICES**PRSA TO FETE SPONG**

Doug Spong, president of Interpublic's Carmichael Lynch Spong, will receive PR Society of America's 2013 lifetime achievement award, the Gold Anvil at the group's annual conference in late October.

Spong, a 32-year PR veteran, founded Minneapolis-based CLS in 1990 and has been an active member of PRSA since 1984.

Spong called the award honor "rewarding and very humbling."

S+G TO BRAND 'REDEEM' NAT'L GAS FUEL

Los Angeles-based branding firm Siegel+Gale has kicked off an assignment for Clean Energy Fuels Corp., a provider of natural gas fuel for transportation in North America.

The firm was tapped to develop a strategy, name, logo and visual identity for CE's renewable natural gas fleet fuel, now known as Redeem.

"The brand we unearthed with Siegel+Gale was an immediate and excellent fit for us," said Gary Foster, senior vice president, corporate comms.

BRAND FIRM SIGNS MIT CREDIT UNION

Corey McPherson Nash, Corey, a Watertown, Mass.-based branding and design firm, has signed MIT Federal Credit Union as a client.

CMNC will guide brand strategy stretching across the 73-year-old credit union's multiple channels.

MIT VP of corporate initiatives Kimberly Shooter said the firm's experience in the business, academic and retail sectors made them the best fit.

VOGEL VICE HEADS RESEARCH AT GANNETT

Judy Vogel Vice, managing director of insights and analytics at Media Storm, has joined Gannett Co. as president of research.

She leads corporate research covering ad sales, digital, editorial and brand strategy.

Vice, former senior VP and dir. of research for PHD USA who held posts at OMD USA and Ketchum, is based in New York for McLean, Va.-based Gannett and reports to CMO Maryam Banikarim.

BRIEFS: Vancouver-based 24-7 Press Release

NewsWire said it has inked a distribution deal with the Associated Press' Exchange and WebFeeds services. Managing Partner Michael Iwasaki said the alliance will have "innumerable benefits" for customers. ... **BookPublicityServices.com** is offering 25% off all PR packages for the month of October 2013 to promote authors via media exposure, press releases, and social media. ... Digital strategy and marketing firm **Acceleration Partners** has added Cristina Duggan to oversee partnership and product development efforts and Kristen Collins as director of marketing. The Needham, Mass.-based firm also hired Allison Cirincione and Bonnie Rogers in San Francisco as affiliate marketing managers and Jaclyn Dorman and Trevor Nelson as assoc. manager and senior assoc. of digital strategy respectively.

PEOPLE**Joined**

Tommy Bruce, who heads communications for Cornell University, to Dartmouth College, Hanover, N.J., as VP for public affairs, starting in November. He will serve under new president Phillip Hanlon, who took the reins in June as only the 18th president of the 243-year-old college. Dartmouth has battled PR problems after media reports about its raucous fraternity culture, including a *Rolling Stone* feature last year. Korn Ferry International handled the search.

**Bruce**

Elizabeth DeLuca, who handled St. Jude Children's Hospital, Google/YouTube and Swarovski Crystal at Rubenstein Communications, to GolinHarris, Chicago, as a director in its consumer practice to help lead the firm's work for Walmart. She reports to executive director **Amy Kennedy**. She previously worked PR and marketing at Kohl's.

**DeLuca**

Rob Schnapp, senior VP, creative director, Young and Rubicam, to Coyne PR, Parsippany, N.J., as VP, creative director, for its digital and production unit.

Shelley Trio, VP, Sease, Gerig & Assocs., to Purdue Univ., as assistant VP for external relations. She takes over for **Chris Sigurdson**, who left amid a restructuring of its office of marketing and media. **Liz Nichols** Evans, anchorwoman and reporter for WLFI-TV, joins as dir. of public information and primary spokeswoman. Both start Sept. 30.

Bettie DeBruhl, who led BDB PR for the past three years, to Gilbreath Communications, Houston, as VP of marketing communications. She was previously senior VP in the PR unit of FKM in 19 years there. Gilbreath also promoted **Damon Yerian** to VP of creative svcs.

**DeBruhl**

Mark Miller, spokesman and assoc. dir. for mktg. and comms., Drury Univ., to the Univ. of Colorado Boulder, as spokesman and issues coordinator for the Boulder campus, effective Nov. 4. He takes over for **Bronson Hilliard**, who moves to assist. vice chancellor for strategic media relations at CU-Boulder. Current AD/media rels. **Malinda Miller-Huey** becomes director.

Promoted

Jordan Wells to senior account manager, Griffin & Company, Washington, D.C. She joined as an intern in 2009. The firm's roster includes Broan-NuTone, Fluke Corp. and Mitsubishi Electric US Cooling & Heating.

Christi Chesner to director of account service, Lewis PR, Dallas. She joined in 2008.

Ana Dodea to country manager, Turkey, for London-based Grayling. **Eugenia Skobeleva** was upped to country manager for Russia. Dodea reports to Middle East, Turkey and Africa chief Loretta Ahmed, while Skobeleva answers to CEE/Russia chief Jan Simunek.

**Dodea**

PR PROMOTED AS TOP CAREER CHOICE

Public relations was described in the most glowing terms by numerous speakers at a career forum at Boston University Oct. 3 attended by about 200 students.

Kathy Cripps, president of the Council of PR Firms, sponsor of the “Take Flight to PR – a Smart Career Choice” program, said PR is a \$10 billion global business and that at least 60% of the 110 member firms of CPRF added staff last year.

She described PR as “a very high-energy profession, a really good place to work ... these firms [CPRF members] are great places to work.”

Cripps conceded that PR can be stressful but said: “So what, a lot of great jobs are stressful. It makes a dynamic career opportunity. Stress means it’s an important job. If you thrive on multi-tasking and doing a lot of different things, you will be rewarded. It’s also known for its high coffee consumption.”

‘Best Time to Be in PR’—Bang

Jens Bang, chair of Cone Communications and keynote speaker, said, “This is the best time ever to be in the PR business. You want to be a respected and valued partner. Today the opportunity to be a part of an executive leadership team and to add key value to a team is really important.”

He described social media as “a full-fledged communications channel” that has “dramatically changed our industry” and said the news cycle has become irrelevant because “It is now a 24/7 world.”

“Reputation, authenticity and brand character” were said to be of “paramount importance” and that the chief communications officer is “now part of the executive leadership team.”

Demand for good writers continues to be high, he said: “We live in a world of increasing transparency. There is a lack of trust in business.”

Moaney Describes PR Specialties

Gail Moaney, managing director and partner of Finn Partners, said there is a demand for people with expertise in specialties such as healthcare, technology, financial and various consumer products.

“Specialize in something that you truly love,” she advised, saying that specialties often require “deep knowledge of the industry.”

Some students might be interested in services that are used in all categories such as videography, she noted. “Ancillary services work across specialty areas,” she said.

Areas of specialization on the client side include being in corporate communications, marketing, PR or internal communications, she said.

Cripps and Moaney raffled off a half dozen O’Dwyer’s Directory of PR Firms that had been donated to

the career forum. The Directory has rankings of PR firms in 12 categories.

Panelists Provide Advice

Five panelists who work at PR firms gave advice to the students.

Laura Tomasetti, CEO of 360 PR, said “PR is a fantastic industry for women.” Jobseekers should show they are willing to work with a team, she advised.

Non-profits always need help and if a grad cannot find a job with a business then working for a non-profit will provide valuable experience, she added.

George Snell, senior VP at Weber Shandwick, said, “This is the best time to be in communication.”

His advice for those who get interviews is “Ask questions until the person interviewing you throws you out...this shows that you are

passionate and excited.”

Writing skills are “extremely important,” he said.

“Everything in this field is about the people you know. Learn to cooperate with others...PR for the most part focuses on teams and working with others.”

Internships Important

Ken Peters, SVP of Text 100, described PR as “a great field” and said those who seek to enter it “have to be able to write well.” He advised students to create their own blogs to show that they can write.

He described internships as “possibly more important than a master’s degree because that experience jumps off the page in your resume.”

Joe Baerlein, president, Rasky Baerlein, said newcomers to PR should be “willing to do anything” such as “going to random places that no one else wants to go to.”

Grads will have to “figure out their first break because no one is going to give it to you,” he added.

Phil Nardone, CEO of PAN Communications, said newcomers should “enjoy being on the bottom and working with a team...we’re not necessarily looking for the brightest, but rather for the passionate.”

He looks for some experience such as info graphics, graphic design, video, etc.

PR Is Biggest Program

Thomas Fiedler, dean of the College of Communication and professor of journalism, said PR is the largest program in the College.

“Boston University is very proud of its PR program,” he said. “It was the first PR program in the world. That was the first point at which PR was deemed to be a field that merited academic study to understand how PR works...we are really proud of the program and the students that we get.” He thanked the working PR practitioners who took part in last night’s program and for the internships and jobs that they offer.



Panelists (L-R) Joe Baerlein, Rasky Baerlein; Phil Nardone, PAN Communications; Laura Tomasetti, 360 PR; George Snell, Weber Shandwick, and Ken Peters, Text 100. Photo: Justin Soto

Some 200 Boston University students spent an evening Oct. 3 with executives of seven major PR firms and Kathy Cripps, president of the Council of PR Firms.

Students who did an excellent job of covering the event for us said they met a lot of people and learned a lot.

We found the advice of keynoter Jens Bang of Cone Communications to be particularly relevant: “You need to continue to learn new things that are going on within your industry or profession.”

Nothing was said about freelancing which is a condition that awaits many, if not most, of the grads.

They should know about mediabistro.com, New York, which lists 1,100 writers nationwide in all sorts of specialties. The detailed listings cost \$21 a month or \$145 a year.

A Mediabistro staffer will address the freelancers panel of the New York Financial Writers’ Assn. tomorrow at 6 p.m. at the Playwright’s Celtic Pub, Eighth ave. and 45th st.

Another nationwide group based in New York that lists freelancers is Editorial Freelancers Assn. It has numerous booklets and pamphlets on how to start your own business including one by Ruth Thaler titled *Launching Your Editorial Business*.

Audience Was Female, White

The audience at the BU event was about 90% women, almost all of them white, according to those who were present.

This is a problem for the PR industry which feels too many qualified men are eliminating PR as a career path because it’s become “women’s work.”

PR Society of America is more than 70% female and the Int’l Assn. of Business Communicators is more than 80% female.

Twenty of the 25 biggest PRSA chapters are headed by women.

Whether anything can or should be done about this remains to be seen. We don’t know of any group that is addressing the issue.

The BU gathering only had a few members of minority groups. The Foundation of the PR Society, recognizing this imbalance, has made recruiting minorities to PR its main aim.

More than 100 students attended a career forum at New York University that was co-sponsored by the Foundation. Special efforts were made to attract minorities to the day-long event.

There was no literature table at NYU. Offers of free O’Dwyer’s Directory of PR Firms that could be raffled off were rejected.

The BU event accepted five Directories that were placed on the reception table and raffled off at the end of the night to students who had left their names. A set of 12 O’Dwyer magazines, each one focusing on a PR specialty, was sent to Bang but they were not displayed or raffled off. A similar offer will be made to the next “Take Flight to PR” event which will be Tuesday, Nov. 5 in San

Jose.

Boches Sees Melding of Ads/PR/Editorial

An overview of PR, promotion, social media, advertising, marketing and editorial was presented by Edward Boches, BU professor of advertising, in which he urged those in such areas not to be confined to their own “silos.”

He said a “new kind of communication idea is emerging... these new ideas, big and small, build trust, enhance reputation, tell stories, involve users, generate press coverage and effect change by blurring lines and breaking down walls. Or simply disregarding them.”

Ford Gave Cars, Pepsi Millions to Causes

Boches told how Ford promoted its Fiesta minicar by giving away 100 to those who created websites for worthy causes. The “Pepsi Refresh” program gave \$21 million for similar suggestions.

Boches said he has seen “the lines between advertising and PR disappear entirely.” Cited was IBM’s “native advertising” partnership with Huffington Post: “IBM creates content that’s actually useful and educational—a form that’s more reminiscent of PR than advertising—but one that pays for a distribution channel,” he said.

Journalists including David Carr of the *New York Times* have expressed concern over this development. His Sept. 16 column, titled, “Storytelling Ads May Be Journalism’s New Peril,” recounts criticism *The Atlantic* ran into in January when it allowed Scientology to create a post that looked like editorial product. *Forbes* “Brand-Voice” was rapped for melding ads and editorial.

Numerous consumers were attracted to the Ford and Pepsi giveaways as described by Boches. But they rely on information obtained on the web when making purchases.

Apple has knocked Coca-Cola out of its title as the “most valuable brand in the world,” as reported by Stuart Elliott’s ad column in the Sept. 29 NYT.

Five of the top ten brands, according to Interbrand, a unit of Omnicom, are in information technology.

Google is No. 2; Microsoft No. 5; Samsung is No. 8, and Intel is No. 9. Information-hungry consumers will base purchases and other decisions on web sources that are not compromised in any way.

Large amounts of ad dollars are shifting to search engines like Google and Bing, the Microsoft rival to Google.

Google’s cost-per-click AdWords can cost an advertiser \$10,000 to \$20,000 a day, depending on traffic.

There’s not much room for creativity since the headline can only be 25 characters followed by two lines of 35 characters each. Revenues were \$42.5B in 2012 and are expected to hit \$50B this year. Newspaper ad revenues, meanwhile, have dipped from \$49B in 2006 to \$23B last year.

The ad/PR conglomerates are worried about this trend. This is one reason for the planned merger of two of the biggest conglomerates—Omnicom and Publicis.

– Jack O’Dwyer