



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

Oct. 13, 2014 Vol. 48 No. 40

USA TOURISM PUSH EYES MEDIA RELATIONS

Brand USA, the large-scale, public-private campaign to promote travel and tourism to the United States, wants to hear from agencies to guide global media relations in the face of declining international travel.

The Washington-based organization released an RFP on Sept. 30 for domestic and international media relations to pitch the US as a destination and make the business case for travel's positive impact on the economy at various levels.



DiscoverAmerica.com

Brand USA reports that the US share of the international travel market has decreased significantly over the past decade with around 60M visitors in 2010.

Proposals are due Oct. 20 but a notice of intent to bid must be submitted by Oct. 13.

RFP: <http://bit.ly/1Ch0x0G>.

MAINE REVIEWS TOURISM PR

The Pine Tree State kicked off a review of its tourism PR account on Oct. 2, putting the mid-six-figure account in play for the second time in two years.

Maine's Office of Tourism is taking pitches through Nov. 13 to pitch story ideas to travel trade and consumer media, guide social media, and handle other PR projects aimed to promote travel to the New England locale known for its outdoor pursuits, lobster and rugged shoreline.



The Dilenschneider Group, New York, currently handles the \$700K account through a partnership with Portland, Me.-based Burgess Advertising & Marketing.

Proposals are due Nov. 13.

Carolann Ouellette, director of the Office of Tourism, is heading the review and has RFP copies ([carolann.ouellette \[at\] maine \[dot\] gov](mailto:carolann.ouellette[at]maine[dot]gov)).

FleishmanHillard has picked up Caron Treatment Centers, one of oldest drug and alcohol treatment centers, for strategic communications and social engagement. The non-profit organization has more than 525 beds in facilities in Pennsylvania, Texas and Florida and regional offices in New York, Boston, Atlanta, and D.C.

NEXT FIFTEEN NABS STORY, US GROWTH UP

Next Fifteen Communications Group reported fiscal 2014 revenue rose six percent to £101.5M, including robust 12% organic growth in the US.

But the group swung to a loss of £950K for the year – £4.2M for the six month period ended July 31 – after profit of nearly £2.1M in 2013.

The owner of Text 100, Bite Communications and M Booth, among other agencies, has also acquired content ad agency Story Worldwide for \$6.6M. Story, with offices in New York and Seattle, has annual revenue of around \$15M and clients like Lexus and Beech-Nut.

In the US, Next Fifteen said Outcast, Blueshirt Group, Beyond and Text 100 posted double-digit organic revenue growth, while MBooth, Connections Media, 463 and Bite showed “encouraging trading performances” in the States.

NF said its ongoing efforts to streamline operations include the combination of Text 100 and Bite in the EMEA and Asia-Pacific regions, as well as the consolidation of its San Francisco operations into one location by February 1, 2015.

The company cited £1.4M of restructuring costs in UK and EMEA for the year.

For the six months ended July 31, NF saw revenue climb six percent to £52.2M. Organic growth in the US hit 11% and 7% overall.

HUNTSWORTH CHAIR QUILTS

Paul Myners, a former Labour Party politico, quit his chairman job at Huntsworth after a six-month tour of duty. The company claims the exit is due to Myners' unwillingness to commit to the time required to carry out his role at Huntsworth.

CEO Peter Chadlington, 72, announced in August his plan to step down.

Myners was financial services secretary in Gordon Brown's government. He served as CEO of investment fund manager Gartmore Group and chairman of Guardian Media Group.

Huntsworth, which is parent of Grayling, says it will name a new chairman as soon as possible.

ISAACSON LAUDS PR'S ROLE IN DIGITAL AGE

PR's ability to bring people together is the crucial part of the digital age equation, according to Walter Isaacson, CEO of the Aspen Institute, former CNN chief and *Time* magazine editor.

He was a keynoter at the Oct. 12 opening session of the PRSA International Conference in Washington.

(Continued on page 2)

ISAACSON LAUDS PR'S ROLE (Cont'd from pg. 1)

Isaacson, who just published "The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution," said humans are social animals that achieve their best work when they collaborate.

In his view, the idea that a single "light bulb moment" spawns new breakthroughs is wrong.

Likewise, vision without execution is hallucinatory.

Isaacson gave Shockley Semiconductor as an example of a company founded by a genius that was quickly surprised by a competitor which stressed teamwork.



Isaacson

Started by Nobel Prize winner and noted lone wolf William Shockley, the company was Silicon Valley's first semiconductor company.

But Shockley Semiconductor achieved only a fraction of the commercial success of Intel, which was set up by ex-Shockley engineers Gordon Moore and Robert Noyce.

They recruited Hungarian-born Andy Grove, a hard-driving executive who fled the Nazis and Communists, to make their vision work.

While Isaacson said today's media are absolutely being disrupted, such upheaval is nothing new.

Disruption dates back to the dawn of the Industrial Age when machines began to replace peopework. PR people shouldn't fear technological change because a potential outcome of disruption is creating better links to bind humanity, he said.

During the session, Joe Cohen, PRSA 2014 chair, presented the Atlas Award for Lifetime Achievement in International PR, to Dave Gallagher, Ketchum/Europe CEO.

In accepting the honor, Gallagher admitted to feeling a tad awkward, saying: "I'm not that old. My career is far from over."

Texas-born Gallagher spent the past 14 years overseas, following the advice of his 98-year-old grandmother in Oklahoma, who told him "to be generous and pleasant. People will help you when they like you."

Power of Social Media

Amy Robach, news anchor of ABC's Good Morning America, told of the power of social media to connect people.

The one-year breast cancer survivor spoke about how her Facebook and Twitter exploded each time she provided updates on her eight rounds of chemotherapy.

Robach was overwhelmed by the intensity of emotional support that she got from her social media followers. She cited a YouTube posting to promote the debut album of the Austin all-female rock "The Mrs." as one powerful way the medium connects people.

Released two months ago, the video has been viewed by 3.8M people.

She showed the three-minute "I'm Enough" mirror clip. The piece had many in the audience crying.

Robach, who has viewed the video a number of times, says she cries each time she watches it.

NPR SEEKS BRAND PLATFORM

National Public Radio enjoys a "strong halo" among its extremely loyal listener base but that "core audience is aging out," Emma Carrasco, the broadcaster's chief marketing officer, told the PRSA National Conference on Oct. 12.



Carrasco

The FleishmanHillard, McDonald's, Univision, Nortel Networks, and republica alum is NPR's first CMO.

She outlined challenges faced in "selling" a marketing program to NPR's hard-nosed journalists and independently owned member stations.

There's an element of "founders' syndrome" at the broadcaster. The "M-word" doesn't go over well with institutional fixtures like Cokie Roberts and Susan Stamberg, explained Carrasco.

The CMO brought in brand expert Siegelvision to survey the disruptive media landscape and help her "figure things out."

Research showed NPR's audience ratings for "emotionally connecting with" and "trusted by" were off the charts compared to media competitors such as BBC News, Fox News, *Wall Street Journal*, MSNBC and others. That audience, however, "underappreciated" and "undervalued" the role NPR plays in their daily lives.

One startling finding: 58 percent of Americans "never heard of" the iconic 40-year-old brand. The overall marketing goal is to cut the "never heard of" rating by 25 to 30 percent during the next three years.

Carrasco said NPR doesn't have to refocus its editorial content because its programming "resonates" strongly along the 18-to-64 age span.

The broadcaster though must re-purpose content, pushing it through platforms such as iTunes Radio, podcasts and social media to capture millennials with tiny attention spans of six-to-eight seconds.

NPR's job is to fill the pipeline with content that targets "gateway" listeners. It achieves that by offering music ("Tiny Desk" concerts featuring young bands), story-telling ("This American Life") and humor ("Wait, Wait...Don't Tell Me") content.

Carrasco is currently testing six different marketing profiles among its 263 station owners who run 1,000 outlets. Those profiles are based on factors such as size of market or level of competition.

Some stations are eager co-brand partners with NPR. Others have used the NPR brand subtly in their marketing materials. There are local radio station owners who have replaced the NPR identification with their own station logo. They are reminded about trademark/copyright issues. Carrasco said she has a laser-like focus on telling listeners and station owners, "Who we are and why we matter."

An audience member asked if criticism that NPR "tilts left" is valid. "Just listen," Carrasco responded, adding that research shows NPR is "objective and fair-minded." She said a liberal-bias may have existed at NPR a few years ago, but it does not now.

FORMER WSJ REPORTER HEADS H+K/NY

Chris Winans, who spent a decade at the *Wall Street Journal* as national news editor covering the dot.com bubble, federal re-regulation and the Great Recession, joined Hill+Knowlton Strategies on Oct. 13 as general manager of its flagship New York outpost.

For the seven years prior to working at the WSJ, Winans worked for daily papers and a wire service.

He moves to H+K from regulation adviser Promontory Financial Group, where he was in charge of communications and marketing.

Earlier, Winans was senior VP/external affairs at AXA US, VP-media relations at American International Group and VP for Lehman Brothers.

Michael Coates, president/CEO of H+K Americas, said of the appointment of Winans, "Any agency in New York or beyond, would be lucky to have him – as a leader and as a seasoned adviser."



Winans

MILLBANK BLASTS PRESS CLUB RESTRICTIONS

Press restrictions imposed by the National Press Club for a meeting of the International Stability Operations Association, a government contracting group, were outrageous and a "fiasco," wrote Washington Post columnist Dana Millbank, who tried to cover the event.

Millbank attended the Oct. 8 event to hear former US Ambassador to Syria Robert Ford speak, but the writer was told at the event that speeches by Ford and National Security Council spokeswoman Caitlin Hayden were off the record.

"It's unseemly for current and former government officials to be hobnobbing privately with government contractors," wrote Millbank. "But it's a whole other level of outrage for them to do it at the National Press Club -- a century-old shrine to the free press -- and to forbid journalists to report what they say."

Millbank noted the club's membership decline from 5,500 to 3,100 -- about 1,400 PR professionals -- has sparked a need to raise revenue by renting its event space. Press Club director of business development Brian Taylor said the meeting was a "private" event, a stance executive director William McCarren admitted is a "gray area." Read the full column at washingtonpost.com.

CEO SEES AOL 'SIDESHOW' IN YAHOO TUSSLE

AOL CEO Tim Armstrong on Oct. 2 called AOL a "sideshow" in activist investor Starboard Value's effort to pressure Yahoo CEO Marissa Mayer into increasing the value of its stock.

He made that remark during a joint appearance with Publicis Groupe CEO Maurice Levy. They spoke in an Advertising Week session held at the Times Center Stage in the headquarters of the *New York Times*.

Levy prompted Armstrong's comment by asking a question "about his relationship with Marissa." The two had worked together at Google.

Armstrong said the financial squabble is a matter for Starboard and Yahoo. "It's a non-factor for AOL" accord-

ing to Armstrong. His focus is driving AOL's strategy and growth. Starboard, a former investor in AOL, wants Yahoo to "monetize" the billions of dollars received by Yahoo with the sale of its 140M shares of China's Alibaba.

TURNER BROADCASTING TRIMS STAFF BY 10%

Turner Broadcasting is cutting 1,475 people or 10 percent of its workforce to eliminate redundancies, increase focus and free up money for programming, content monetization and technology.

The cuts will be at all levels and achieved via a mix of layoffs and buyouts. The bulk of the job losses—975—will be in the broadcaster's home city of Atlanta.

Those affected by the cutbacks will be notified by the end of the month.

"It's our responsibility as business leaders to focus Turner's talent pool where individuals and groups will deliver the greatest return for the company, for Time Warner and for our shareholders," said CEO John Martin, in a memo to employees.

Turner owns CNN, TNT, TBS, Cartoon Network, HLN and various online properties. Its TV channels have been dealing with sliding ratings.

POSTMEDIA BUYS 175 PAPERS IN CANADA

Postmedia Network Canada is buying 175 English language newspapers from Quebecor Media's Sun Media affiliate for \$285M.

The properties include *The Toronto Sun*, *Ottawa Sun*, *Winnipeg Sun*, *Edmonton Sun*, *London (Ontario) Free Press*, free newspapers in Toronto/Vancouver and specialty publications. The properties have annual revenue in the \$500M range.

"This investment by Postmedia is a strong endorsement of the future of the Canadian newspaper industry and made-in-Canada," said chairman Rod Phillips. He added that Postmedia is "excited to be the custodians of many of Canada's best known and trusted media brands, now and in the future."

Postmedia publishes *The National Post*, *The Gazette* (Montreal), *Vancouver Sun*, *Calgary Herald* and other papers. The company plans to publish Sun Media papers alongside Postmedia properties in shared markets.

It does see synergies of up to \$10M.

WEATHER CHANNEL FREEZES OUT 40

The Weather Channel is cutting about 40 workers as it consolidates operations, according to a report in the *Atlanta Journal-Constitution*.

The Atlanta-based network is targeting staffers in WSI, business-to-business weather services; Weather Underground, online; consumer products, digital and information technology departments.

The cutbacks are in Atlanta, San Francisco, Madison and Andover (NY).

A spokesperson told AJC the cutbacks are part of an effort to find "the ideal structure to best position for future growth."

The Weather Channel employs 1,300 people. Bain Capital, NBC Universal and Blackstone Group own the network.

MEDIA NEWS**MEDIA VET SCHILLER EXITS TWITTER**

Vivian Schiller is stepping down at Twitter after a year as head of news partnerships for the social messaging network.

Schiller, a former NPR and NBC digital guru, was hired last fall to foster relationships with news organizations and journalists.

She said she is leaving the company so that Twitter's new head of global media, Katie Jacobs Stanton, "can reorganize as she sees fit." Schiller called the year-long stint a "fascinating experience."



Schiller

Chloe Sladden left in June as head of media at Twitter, following the exit of COO Ali Rowghani. Both Sladden and Rowghani recruited Schiller for the Twitter post.

Hill vet and C-Span exec Adam Sharp now heads news and government partnerships for Twitter. Canadian Broadcasting Corp. alum Kirstine Stewart is head of media.

Schiller is former SVP and GM of NYTimes.com.

Twitter Sues US Government Over Surveillance

Twitter is suing the US government because it wants to disclose information regarding the government's surveillance of its customers.

It alleges the US is violating its First Amendment rights by restricting what it can say about national security requests for user data.

The suit was filed in US District Court for Northern California in San Francisco.

Twitter's legal counsel Ben Lee blogged on his company's site: "Our ability to speak has been restricted by laws that prohibit and even criminalize a service provider like us from disclosing the exact number of national security letters and Foreign Intelligence Surveillance Act court orders received."

Twitter had been negotiating a information disclosure arrangement with the Justice Dept. and FBI.

NBCU WANTS TO STAR ON BROADWAY

NBCUniversal has expanded the duties of Universal Stage Productions president Jimmy Horowitz, who will now search for live stage business opportunities nationwide.

The move follows success of its production, "Wicked," which has been seen by 42M people.

"Broadway and the touring business are very robust right now, and while a blockbuster like "Wicked: doesn't come along every day, I'm eager to extend more of our filmed entertainment to the stage as well as branch out into original ideas," said a statement from Robert Greenblatt, NBC Entertainment chairman.

Greenblatt's credentials include "9 to 5" and "A Gentlemen's Guide to Love and Murder."

He also had a hand in the upcoming "Peter Pan," featuring Christopher Walken as Captain Hook. It airs on NBC on Dec. 4.

Universal Stage Productions opened in 2003. It produced 10 shows such as "Billy Elliot," "Porgy & Bess" revival and "Bring It On: The Musical."

FOREST SVC PROPOSAL ROILS PRESS

The US Forest Service has scrambled to allay journalist and First Amendment advocate concerns over a proposed directive that would require a permit for commercial photography and filming in wilderness areas.

Forest Service Chief Tom Tidwell said Sept. 25 amid the backlash that the new rule would not apply to news-gathering.

"The fact is, the directive pertains to commercial photography and filming only -- if you're there to gather news or take recreational photographs, no permit would be required," he said. "We take your First Amendment rights very seriously. We're looking forward to talking with journalists and concerned citizens to help allay some of the concerns we've been hearing and clarify what's covered by this proposed directive."

Journalists and press freedom advocates said the directive has a wider scope and could curb reporting activities.

"Allowing forest supervisors to decide which journalists get to report in wilderness areas and what stories they can or can't tell smacks of censorship and prior restraint," said Mark Freeman, president of the Outdoor Writers Association of America and a columnist for the *Mail Tribune* in Medford, Ore. "Restraining journalists and their reports was not intended to be part of the act's restriction of commercialization of wilderness areas."

OWAA executive director Tom Sadler said that outdoor writers chronicling the decline of the country's wild areas five decades ago sparked a groundswell of support for the preservation of such areas through the Wilderness Act of 1964: "It would be a major step backward for the Forest Service to make it harder for the public to have virtual access to these wilderness areas that are, after all, public."

The directive is currently open for public comment through Nov. 3. The Forest Service said commercial permit fees range around \$30 for a group of up to three people, while a Hollywood production could be as high as \$800. Media reports that permits could cost up to \$1,500 are erroneous, the federal agency said.

The Forest Service said areas protected by the Wilderness Act need to remain in their natural condition, achieved in part by limiting "certain commercial enterprises."

GERSH GOES TO GWYNETH'S GOOP

Lisa Gersh, founder of Oxygen TV and short-lived CEO of Martha Stewart Living Omnimedia, is now CEO of Gwyneth Paltrow's Goop digital media and e-commerce site. She replaces Seb Bishop, who quit in April.

Paltrow lauded Gersh as "the perfect person" to build on Goop's momentum and to spearhead its diversified effort. The site calls itself "an indispensable resources for all who love to make, go, get, do, be and see."

Launched in 2008, Goop's goal is "share all of life's positives."

Paltrow curates Goop, which completes with Martha Stewart's media empire.



Tidwell

NEWS OF PR FIRMS**KWITTKEN BOOSTS LONDON, ADDS TORONTO**

New York-based Kwittken has brought in Sam Bowen to lead its London operation of 20 staffers.

Bowen was director of corporate for the UK's Outside Organization and earlier ran his own shop and was a director for Brave PR. He is also former head of PR for Paramount Television in the UK and PR manager for iCollector.com.

Kwittken set up shop in London in 2010 and a year later acquired Epoch there.

The firm also announced the opening of a Toronto office within sister MDC Partners agency KBS Toronto. Coty alum Kimberly Gibson is an A/S in the outpost.

PIROVANO TO STEP DOWN AT CHICAGO'S PCI

Dorothy Oliver Pirovano is retiring Oct. 31 as CEO of Public Communications Inc., Chicago, following 33 years with the agency.

Jill Allread, currently president, is slated to succeed her as CEO.

Sixty-nine-year-old Pirovano joined the firm as an A/E after a stint in journalism in the Windy City.

Allread, who will be the agency's fourth CEO in 52 years, has logged 22 non-consecutive years with PCI and is also a former reporter and editor, for the Fort Wayne (Ind.) Journal-Gazette. She left the firm to head PA and PR for the Brookfield Zoo before returning in an ownership team role.

PCI is part of the Worldcom network of PR firms.

HORN TARGETS EMERGING COMPANIES

Horn Group has created a digital marketing service for emerging growth companies looking to build a marketing infrastructure.

Horn's Red Dot service encompasses offerings like web content strategy, design and build, social media communications and engagement, data visualizations like infographics, brand positioning, collateral materials, and identity.

Creative director Eric Kim said many emerging companies don't have the time and resources to build a marketing base, so the Red Dot service is aimed to be a more accessible alternative.

Targeted clients include business pre-IPO track, funding stage and those looking at new markets or verticals.

DDC MOVES TO DC

Advocacy and PA shop DDC has unveiled a new corporate headquarters on 15th Street in Washington and revamped its website to highlight its global PA capabilities.

DDC's new home is 805 15th Street, Suite 300, NW Washington, D.C. 20005, while its site is at www.DDCpublicaffairs.com. The firm was previously in Fort Washington, Md.

The 18-year-old, digital-savvy firm staffs 142.

BRIEFS: Sunnyvale, Calif.-based tech firm **Eastwick** has expanded its digital, social, editorial and research and analytics services and opened a New York office. Info: eastwick.com.

NEW ACCOUNTS**New York Area**

HL Group, New York/Tourism Victoria, tourism agency for Melbourne, Australia, for US PR, following a competitive RFP process. HL was tapped to guide PR and social media strategies to boost visitation to the southeast Australian state of Victoria. Executive VP Michelle Stevenson leads the account with staff in Los Angeles and New York. Laura Davidson PR had the account.

Ketchum, New York/Musicians On Call, non-profit that provides live and recorded music to the bedsides of patients in hospitals in 15 cities, as AOR, following a competitive pitch process. Ketchum Sounds, a New York-based unit of the Omnicom firm's Sports & Entertainment division, leads the work, which includes promoting its 15th anniversary with a high-profile event on Nov. 18.

Magrino, New York/The Residences at Baha Mar, private residences at the \$3.5B luxury Baha Mar Resort in The Bahamas; Hampshire Hotels Management, luxury hotel collection, and SpongeBath, a new household cleaning brand for cleaning, deodorizing and storing sponges, all for lifestyle PR.

Raker Goldstein, New York/healthy mama, over-the-counter remedies for pregnant and nursing women to treat ailments like morning sickness, heartburn and constipation.

East

Devine + Partners, Philadelphia/ First Niagara Financial Group, for brand awareness work, including thought leadership positioning, corporate responsibility and media relations. The firm has also renewed contracts with guitar string maker Elixir Strings, The Philadelphia Outward Bound School, Pennsylvania Environmental Council and Philadelphia Zoo.

Van Eperen & Co., Rockville, Md./Washington West Film Festival (Oct. 22-26), for PR and marketing as the event marks its 10th year.

Midwest

Dix & Eaton, Cleveland/Fairmount Santrol, formerly Fairmount Minerals, maker of sand and sand-based products used by oil and gas exploration that has filed for an IPO; Motorola Solutions, publicly traded \$8.7B provider of communication solutions and services for enterprise and government customers; TimkenSteel Corp., \$1.4B public steel products and services company spun off from The Timken Company in July; Illinois Tool Works, global diversified industrial manufacturer; NetJets, Berkshire Hathaway private aviation company; Cardinal Health, \$101B healthcare services company, and Elio Motors, a Phoenix-based company developing an ultra-high mileage vehicle to provide affordable transportation to commuters.

Southeast

William Mills Agency, Atlanta/MyECheck, electronic checks for mobile payments, for PR to build national awareness in the payments and banking industries.

TransMedia Group, Boca Raton, Fla./Palm Beach Maritime Foundation, to guide PR and promote fundraising for a project to build a full-scale replica of the historic sailing ship Hornet that played a major role in the creation of Florida.

NEWS OF SERVICES**GTCR TARGETS GORKANA**

GTCR, fresh from the consolidation of Cision and Vocus, is moving to acquire Gorkana Group, the British PR database/monitoring company.

The Chicago-based private equity firm has reportedly entered exclusive negotiations to hammer out a deal that could be worth \$250M.

The firm's blueprint calls for the integration of Cision and Focus PR software/services firms under the Cision banner in 50,000 square ft of space at One Prudential Plaza in the Windy City.

Vocus is currently based in Beltsville, MD, while Cision is headquartered in Stockholm.

Peter Granat, CEO of the integrated operation, announced plans to drop the Vocus name at PRSA's annual conference in Washington on Oct. 13. Cision and Gorkana are gold sponsors of the DC festivities.

Granat and Jeni Chapman, US managing director at Gorkana, had prime exposure, speaking from from the ballroom stage during the event. Granat challenged the audience to guess the new name of his company and extended an invitation to a reception later on Oct. 13 to mark the moniker's unveiling. It is Cision.

Chapman introduced keynoter Walter Isaacson.

OGILVY NABS PHARMA MARKETING SHOP

Ogilvy CommonHealth Worldwide, Parsippany, N.J., has agreed to acquire Element Marketing Group, a market access agency in the pharmaceutical and biotech sectors based in Newtown, Conn.

The newly re-named Ogilvy CommonHealth Market Access handles strategy development, market research, marketing programs and digital solutions, as well as a proprietary tool designed to allow sales representatives to communicate formulary coverage to physicians and overcome reimbursement objections at the point of detail.

The firm was created to help pharmaceutical and biotech manufacturers navigate the complexities of reimbursement marketing.

Michael Navin, former EMG CEO, leads OCHMA and report directly to OCHW chairman and CEO Matt Giegerich. OCW is part of WPP.

BUSINESS WIRE GETS SECURITY OK

Business Wire said a Deloitte & Touche report has provided independent validation that its internal security controls are in accordance with guidelines from the American Institute of Certified Public Accountants.

The report analyzed BW policies, communications, procedures and monitoring to gauge its organization and operation safeguards against unauthorized access.

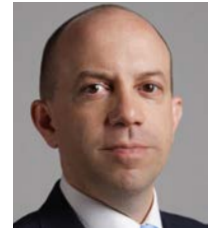
D&T used AICPA's Trust Service Principles and Criteria as a benchmark for the analysis.

BW CEO Cathy Baron Tamraz said the D&T report, one of several independent audits the company undergoes annually, provides assurance that BW's systems and procedures "safeguard clients' sensitive announcements."

Newswires have tightened security policies and procedures in recent years after phony releases made it through safeguards and caused PR headaches for the companies, most recently for BW and PR Newswire in 2010.

PEOPLE**Joined**

Scott Sykes, VP and head of international media affairs, Huawei, to Burson-Marsteller, New York, as managing director. He was formerly director of media and external rels. for the Asia Pacific region at Alcatel-Lucent and VP for APAC at Weber Shandwick.

**Sykes**

Lawrence Young, senior VP consulting for political campaigns, lobbying firms and trade groups at Political Development Group, to Seventy Strategies, Washington, D.C., as VP of PAC programs.

Lauren Torlone, producer for C-SPAN's "Washington Journal," Fox News Channel's "America's News Headquarters," and news assistant at CNN, to Schneider Associates, Boston, as a director.

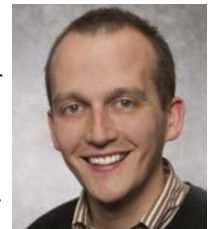
Michelle Stevenson, managing director, Burson-Marsteller, to HL Group as EVP/co-lead of its Los Angeles office. She led B-M's consumer and brand marketing team in LA and is a former SVP for FleishmanHillard/LA.

Julianna Corso, brand development coordinator, Evok Advertising, to TransMedia Group, Boca Raton, Fla., as director of PR.

Jack Faris, former CEO of the Pacific Northwest Diabetes Research Institute, and **Lanhee Chen**, Hoover Institution Fellow and former policy director of the 2012 Romney presidential campaign, to APCO's Health Advisory Board, Washington, D.C.

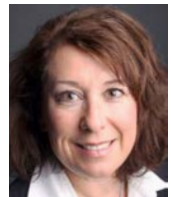
Promoted

Keith Martin to managing director of Golin's San Francisco office. He was managing director for the firm's Architect US digital strategy unit acquired in 2012 and now reports to US president Gary Rudnick. His client work has included Cisco, PetSmart, Telefonica, Unilever and the Univ. of Berkeley, California.

**Martin**

Brett Jewkes, chief communications officer for NASCAR, to senior VP and CCO. NASCAR CMO Steve Phelps said Jewkes assembled "a versatile, diverse team that we would put up against any communications group out there in sports or any other sector for that matter." Phelps added: "He has also brought disciplined planning; innovative thinking and a steady hand in crisis communications that have all helped us drive our narrative at a critical time for NASCAR." Jewkes, a former managing partner at PR agency Taylor, took the CCO post in April 2011 amid a revamp of the racing league's PR.

Deb Kazenelson Deane to executive VP and group head for Edelman's corporate practice in Los Angeles. Deane, who joined the firm eight years ago, reports to James Williams, GM of Edelman Los Angeles. She was previously GM and helped PainePR launch an LA outpost.

**Deane**

FINN PARTNERS ACQUIRES UK TECH FIRM

Finn Partners has acquired London-based Johnson King with plans to integrate the European tech PR firm over the next year.

Tech journalist Mike King founded JK in 1992, later expanding to France and Germany with clients like Silver Peak, Gigamon and Kaseya. Ingrid Daschner, Claire Ayles and Flora Haslam are partners of the firm, which posted annual fees of about \$3M with 20 staffers.



Finn, Bowman-Boyles, King

FP president Peter Finn said tech is one of his firm's largest practices and the move strengthens its global team in the space, adding staff in Paris, Munich and London. He said JK had been in talks with agencies for the past year about a deal.

FP London chief Chantal Bowman-Boyles will now head Europe for the firm.

FP acquired travel specialist M Silver in 2012 and Widmeyer Communications last year.

CMPR ICES CRUMBS RE-LAUNCH

Cupcake bake shop chain Crumbs has engaged Los Angeles-based CMPR for its re-launch after a July bankruptcy filing.

Investment firm Fischer Enterprises (Dippin' Dots, Doc Popcorn) and entrepreneur Marcus Lemonis (Camping World, Good Sam) will re-open the doors of Crumbs' Times Square location in New York this week with plans to diversify its cupcake base into cookies, ice cream and chocolate bars, among other items.

Two dozen other locations in the Northeast, as well as Chicago and Los Angeles, are also slated to re-open in the next 30 days, the owners said.

Ten-year-old CMPR, led by entertainment PR vet Steve Webster (Universal TV Group, Sony, Fox), is working the launch.

"Through restructuring the business, we believe we will be able to transition the brand from just a cupcake shop to a sweets and snacks destination," said Lemonis, who anchors CNBC's business turnaround show "The Profit."

FTI Consulting guided bankruptcy PR for Crumbs.

DC-BALTIMORE CLEAN AIR PUSH SEEKS PITCHES

The Clean Air Partners campaign, run by the two main regional government organizations for Washington, D.C., and Baltimore, is reviewing its strategic marketing account with an RFP process this month.

The \$26M Metropolitan Washington Council of Governments, which includes 22 local governments in the area, released an RFP on Oct. 3 to guide marketing, PR and sponsorship for the campaign. Seattle-based PRR, which has a DC office, is the incumbent.

The 20-year-old Clean Air Partners effort urges businesses and individuals to take actions to improve the region's air. Proposals are due Oct. 30.

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

SMIDDY TAKES TONIC CEO POST

Mary Smiddy, head of Porter Novelli's London healthcare group, will join Tonic Life Communications, which is part of Huntsworth Health, as CEO next month.

The hire follows the high-profile exits of former chief Scott Clark and fellow founders Moira Gitsham and Oliver Parsons six months ago.

Smiddy, a nurse and psychological counselor from Ireland, has held top positions at Weber Shandwick and Edelman in Middle East/Africa, Australia and Singapore.



Smiddy

Neal Matheson, Huntsworth Health CEO, said Smiddy's expertise in the Middle East and Singapore will bolster Tonic's expansion plans there.

Smiddy also will counsel Tonic's pan-European and US teams.

DOWLING ASSUMES APPLE PR REINS

Apple PR veteran Steve Dowling has taken the corporate communications reins for the tech giant, following the exit of longtime corporate communications chief Katie Cotton this year.

Dowling has served as top spokesman and now leads corporate comms. under CEO Tim Cook, although *recode.net* reported the role is his for now on an interim basis as the company continues a search to replace Cotton.

Dowling joined Apple in 2003 from the journalism realm, serving as Silicon Valley bureau chief for CNBC after a stint for the business news network as a producer in Washington.

Cotton retired from Apple this year after 18 years, the past eight in its top corporate comms. slot.

Her exit sparked an ongoing parlor game in tech PR circles over who would replace her. Rumor mill candidates have included former White House press secretary Jay Carney, Google's Rachel Whetstone, as well as internal staffers like Dowling and senior director of corporate comms. and product PR chief Natalie Kerris.

CONDE NAST CORP PR CHIEF LANDS AT OTG

Laura Miller, who founded Conde Nast's corporate communications unit, is now VP-communications at OTG Management, operator of more than 200 restaurants, cafes and lounges in 10 airports including JFK's revamped Terminal 5.

She also handled PR initiatives for a dozen years at Conde Nast's magazines including *Conde Nast Traveler*, *Architectural Digest*, *W* and *Bon Appetit*.

Miller forged programming partnerships for the publisher with NBC, Food Network and CW via branded events, TV specials, editorial speaking engagements, alliances and sponsorships.

She co-created "at Esquire," a destination lounge for *Esquire* magazine at Men's Fashion Week 2014, produced the 25th anniversary celebration for *Traditional Home*, and developed the *Town and Country* philanthropy summit.

The PRSA Assembly Oct. 11 voted 185 to 57 to allow non-accredited members to run for the board for the first time since the 1970s. Mark McClennan bested Blake Lewis for chair-elect by a 156-110 margin.

Members noted that since only two of the 17 board seats would be open each year to non-APRs, there is no chance non-APRs could be anything but a minor factor on the board.

An additional burden for the non-APR candidates is that they have to have either 20 years' experience in PR or a record of national, chapter or section leadership.

Chair Joe Cohen, chair-elect Kathy Barbour, and immediate past chair Mickey Nall repeatedly vowed that the Society would continue to promote APR as a highly desirable credential.

Cohen said that a new CEO is "under contract" but the identity of the person cannot be revealed until his or her current employer is informed. The search committee had said that a Certified Assn. Executive was being sought. It was also revealed that Atlanta will be the site of the 2015 conference. IRS Form 990, containing the pay packages of the top six staffers, was withheld from the Assembly and press. Final deadline for filing is Nov. 15.

Cohen said numerous times that the Society would find new ways to improve and market APR although only 18% of members are APR and the percentage has been declining for many years. There will be no retreat from the 50-year-old program, he said.

Barbour told the delegates, "I wear my APR pin proudly." She said her year in office will be devoted to promoting APR and also expressed "commitment to ethics and diversity." She promised "a more visual and dynamic and a more user-friendly Society website."

A delegate noted that a \$50,000+ study last year by consultant Laura Freebairn-Smith, who interviewed 750 members for the 50th anniversary of APR in 2014, advised the Society that APR was not a legitimate credential because it is self-administered.

The Universal Accreditation Board, which grants APRs, is controlled by the Society, she noted. She also found that employers are not using APR "as a hiring guide." The UAB has said that attempts are being made to win recognition by a third party but it is handicapped in its efforts by lack of staff and funds. Bey-Ling Sha of San Diego State University is UAB chair. Kathy Mulvihill is a full time Society staffer on APR.

Some members feel the only purpose that APR serves is keeping a small clique of members in control of the Society.

Leaders Control Mike in A.M.

Presentations and remarks by leaders, consultants and staffers dominated the a.m. part of the Assembly. Delegates only got 20 minutes of the nearly three-hour session for their own comments. The session ran from 8:45 to noon and included a half-hour mid-morning break.

It was 11:30 a.m. by the time that delegates were al-

lowed to speak for and against the APR proposal. They defeated a motion to extend debate for ten more minutes by a 138-91 margin.

Besides Cohen, there were presentations by treasurer McClennan; a speech by Nall; a speech by Barbour, and a half-hour presentation by David Rockland, Ph.D., partner and managing director of Ketchum, based on a survey of members.

The survey found that the "Millennials" (born after 1976) see APR as an important sign of personal commitment to PR but do not see it as an indication of leadership abilities.

The Ketchum executive said the Society's membership is aging and faces serious problems by 2020 unless it does something. A slide showed the sun shining on the Society in 2014 but dark clouds forming in 2020. The IABC conference in June was told that corporate posts, traditional source of most members, were drying up and that new members must be sought from the agency side.

Rockland, who has a Ph.D. in economics, is the primary author of the Barcelona Principles, a set of standards for PR measurement. Since 2008 he has been CEO of Ketchum's management consulting and internal communications company, Ketchum Change. In 2007 he began development of Ketchum Digital, the agency's global interactive offerings. He is chair of the International Assn. for Measurement and Evaluation of Communications (AMEC) and has chaired the IPR Commission on PR Measurement and Evaluation

Among those supporting the amendment was 2001 chair Kathy Lewton who said the Society has to tell prospective members that there is another step to be taken before they become full-fledged members eligible for national office and membership on the Ethics Board. No such warning is given to prospective new members. She said the 18,000 non-APR members are "second-class citizens."

McClennan, Lewis Pitch for Chair-Elect

McClennan and Lewis each gave 20 minute presentations in their quest to be chair-elect in 2015. Both stressed their decades of participation in the Society and emphasized their ability to be "collaborative."

Each also expressed commitment to the APR program. Questions had been sent to the two candidates by this website asking them to address such issues as the Society's habit of booking dues as cash instead of booking them over the 12-month period of the membership, and bypassing New York as a conference site (last conference there was in 2004 and it is not on the current conference schedule).

Such issues were not discussed by McClennan or Lewis at the Assembly. Neither replied to our emails.

The Assembly was not recorded although that was standard practice for many years. Up until 2005, an audiotape of the Assembly and transcript were available. Other groups now live webcast their annual meetings including the National Press Club, which did that for its meeting Oct. 10, and the Canadian PR Society. — Jack O'Dwyer