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O'Dwyer's Newsletter

The Inside News of
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RF INKS \$2.5M PACT WITH JAPANESE RX GIANT

Ruder Finn has signed a three-year contract with Japanese pharmaceutical giant Daiichi Sankyo with an annual budget set at \$2.5M.

Earlier this month, DS reshuffled its U.S. management ranks. President/CEO John Gargiulo, a 17-year veteran, exited his post. Glenn Gormley, who was in charge of global R&D, took the helm.

Gargiulo also had headed the commercial division of DS. Greg Barrett, VP-marketing, was upped to that slot.

RF's fees/expenses are divided among DS' Tokyo headquarters and U.S. (Parsippany, N.J.) and Europe (Munich) regional offices.

Susan Goldstein, RF's managing director/global health and wellness, is the global lead on the DS work.

Elyse Margolis, senior VP, is U.S. lead, while Katy Compton-Bishop, senior VP, and Mai Tran, executive VP, head the effort in Europe and Japan, respectively.

Richard Salem is executive director-PA for DS in Jersey.



Daiichi-Sankyo

BAHRAIN LOOKS FOR ANTI-UPRISING PR

Bahrain, the Persian Gulf state that has wrestled with a nearly three-year uprising of its Shite majority population against the ruling Sunni royalty, is reviewing the credentials of seven PR firms for image and investment promotion work.

The state's Economic Development Board says Weber Shandwick, Hill+Knowlton Strategies, Huntworth's Citigate Dewe Rogerson, Bell Pottinger, Portland PR, Media Consult and Consulium Bahrain—the start-up of former BP staffers—are being considered. Qorvis had handled Bahrain's PR in the U.S. as a subcontractor to Bell Pottinger. That effort was worth \$40K a month.

Bahraini police reported Oct. 28 that a home-made bomb wounded a number of officers on a patrol six miles from the capital city of Manama.

Bahrain is home to the U.S. Fifth Fleet.



WEAK PR, PA LAGS WPP'S STRONG Q3 GAINS

WPP reported third quarter revenue grew 5% on a like-for-like basis to around \$4.3B, although PR and public affairs continued to lag other operations and fell 0.9% to \$371M in a "weak quarter" for the segment.

WPP said strong gains in the U.S., continental Europe and Latin America boosted the Q3 performance as its advertising/media (+6.6% to \$1.8), branding/health-care/specialty (+5.7% to \$1.3B) and data investment management (+3.6% to \$997M) all outpaced PR/PA.

Through the first three quarters, WPP's PA/PR units were down 2.7% on a like-for-like basis. The company, which owns Burson-Marsteller, Ogilvy PR, Hill+Knowlton and Glover Park Group, among other PR/PA operations, said the performance was "less worse" than the first half and showed positive gains in Asia Pacific and Africa.

By region, North American revenues overall were up 4.6% to \$1.5B, while U.K. revenue climbed 8.1% to \$569M and western Europe advanced 2.6% to \$952M.

MICROSOFT REORG SPURS PR FIRM CUTS

Waggener Edstrom has sliced five percent of its estimated 900-staffer workforce as flagship client Microsoft undergoes a large restructuring.

The cuts – 43 total – amount to about 33 employees in Seattle and Portland in the U.S.

Microsoft CEO Steve Ballmer in July announced a "One Microsoft" plan to revamp the entire company, including its marketing communications operations. Ballmer plans to retire sometime in the next year.

WagEd senior VP Peter Wooton told the *Seattle Times* that client cuts mostly at Microsoft, as well as the firm's forthcoming shift to automated analytics and insights spurred the cuts.

In a statement, WagEd said the firm changes with its bluechip client. "We have a long history with Microsoft, and we adapt with them," the firm said. "Along with their reorganizations, there were some budget reductions that we took."

KELLY TAKES FOREST LABS PR POST

Alex Kelly has joined Forest Laboratories as senior VP/chief communications officer.

Spearheading branding, external PR, media relations, product publicity and investor relations, Kelly reports to Brent Saunders, president & CEO of the New York-based drug company noted for its cardiovascular and central nervous system franchises.

Most recently, Kelly was VP-IR at Bausch + Lomb and senior VP-IR at Merck & Co.

GLOVER PARK HITS PR JACKPOT WITH EGYPT

Glover Park Group's public diplomacy, PR and government relations work for Egypt is worth \$250K a month, making it one of the most lucrative contracts ever filed with the Dept. of Justice.

The contract calls for additional payments for development, production and placement of advertising pegged to GPG's standard 15 percent commission for media buys. Invoices will be submitted quarterly.

The pact is an open-ended arrangement, which may be terminated "without cause for any reason" within 30 days of written notification.

Egypt agrees not to poach any GPG staffer for a year following termination of the contract, unless the PR firm gives it a written approval for the recruitment.

Mohamed Tawfik, ambassador to the U.S., signed the contract on behalf of the Arab Republic of Egypt. Chip Smith, GPG CEO, did the honors for the WPP unit.

SAN FRAN AWARDS TRANSIT PR PACT

San Francisco's Municipal Transit Agency has awarded a \$1.5M communications and PR pact to support its Transit Effectiveness Project, a quality push to improve service to its 700K daily riders.

SF-based Barbary Coast Consulting, teamed with Oakland-based CirclePoint, edged a second finalist, Berkeley-based MIG, to win the three-year PR assignment, following an RFQ and RFP process dating back to September 2012.

The firm is charged with communicating, fostering public engagement and building consensus with stakeholders on the TEP endeavor via strategic communications, marketing/branding, and public outreach.

The SFMTA, which runs bus service, streetcars, a light rail and the city's famed cable cars, this week endured a four-day strike by workers of the Bay Area Rapid Transit rail system during which it provided alternative transportation for commuters.

Barbary, founded by Alex Clemens, has worked with PR and PA clients like the California Culinary Academy, Hudson River landing hero Capt. "Sully" Sullenberger, Bank of San Francisco and KB Home.

KRAFT, UNILEVER ALUM TO CSR FIRM

C. Perry Yeatman, who held top corporate affairs posts at Kraft and Unilever after an agency career, has been named principal and chief marketing officer for Mission Measurement, which helps corporate and public sector clients tackle social problems.

Before running her own D.C.-based shop for the past year, Yeatman spent seven years at Kraft as senior VP of corporate and government affairs, taking a lead role in building up the Kraft Foundation's work on hunger and healthy lifestyle programs.

She was previously VP-corporate affairs at Unilever, sitting on the board at Unilever Foundation, and held managing posts at Burson-Marsteller and Shandwick.

MM is based in Chicago with a D.C. office and has worked with clients like Walmart, Boeing, the American Red Cross, Boys and Girls Clubs of America and W.K. Kellogg.

NY FED BANKS ON GUTT FOR COMMS

The Federal Reserve Bank of New York has tapped agency vet Jack Gutt as head of its communications group, following the resignation of Krishna Guha earlier this year.

Gutt, who has served as VP of media relations for the NY Fed for the past few years, worked on the agency side at Kreab Gavin Anderson, Vistance Group, FD, Strategy XXI and Hill+Knowlton Strategies. He was earlier a consultant for the president of Ecuador.

Guha, a former Financial Times scribe, resigned in July as EVP and comms. head after three years. He is now vice chairman of research firm International Strategy & Investment.

NY Fed chief William Dudley said Gutt has been key to fostering greater understanding between the bank and the public over the past few years.

Gutt has held the acting head of communications title since September.

UK BETTING SITE BOOKS NJ PR

Betfair, the London based global online betting giant, is banking on Garden State PR support as the state sanctions online gambling starting this fall.

East Rutherford, N.J.-based MWW is guiding PR for Betfair ahead of the Nov. 26 start of Internet wagering in New Jersey.

Betfair, which went public on the London Stock Exchange in

2010, has created LetsPlayNJ.com to promote the state's gaming rules as well as Betfair services. An advertising blitz via London's WCRS is also in the works.

The company has forged a deal with Trump Plaza Associates, the casino operator which has a New Jersey Internet gaming permit, to provide online gaming services.

Betfair entered the U.S. in 2009 with the acquisition of horse racing media company TVG.

Eye on Talent

MWW has hired Alan Cohen, a 25-year pro in the PR, marketing, human resources and leadership training sectors, as VP-talent acquisition.

His job is to grow the Top 10 independent Jersey-based firm's prospective talent pool by bolstering external branding and fostering development of the firm's culture throughout its office network.

MWW CEO Michael Kempner believes staff development and quality recruitment programs are at the core of the PR business.

Cohen is founder of Acts of Balance Executive Coaching & Training, a firm that sharpens leadership and presentation skills. He's the author of "Those Difficult Talks for PR Pros," a book that focuses on conflict resolution strategies.

Cohen has done stints at The Broadway League, Scholastic Inc., Serino Coyne Advertising & PR and Rogers & Cowan.



GANNETT Q3 NET PLUNGES

Gannett Company reported Oct. 23 that lower revenues in publishing and broadcasting offset gains in digital as third quarter earnings fell 4.6% to \$1.25B.

Net income attributable to Gannett Co. plunged 40.1% to \$79.7M, mostly due to weaker ad sales.

The publisher said softer advertising demand and circulation revenue comparisons after implementing subscription firewalls brought down publishing revenues to \$858.1M (down 3.6%), while broadcast (\$203.4M, down 14.2%) was hurt by the loss of \$75M in Olympics and political advertising from a year earlier.

Gannett is in the process of acquiring broadcaster Belo Corp. in a \$2.2B deal.

NY TIMES' POGUE TO YAHOO

Tech writer David Pogue will move his reporting and columns from the *New York Times* to Yahoo under an expansion of the web portal's consumer tech coverage.

Pogue called Yahoo a company that's "young, revitalized, aggressive, and under [CEO] Marissa Mayer's leadership, razor-focused."

Mayer said Yahoo is in a unique position to produce editorial about technology consumers use daily. She called Pogue "one of the best technology experts I've ever encountered."



Pogue

Pogue is a best-selling how-to author on technology topics and hosts PBS' "NOVA ScienceNow."

DODD TO EDIT POST'S 'ON FAITH'

Religion journalist Patton Dodd has been named editor-in-chief of the *Washington Post's* "On Faith" website, a partnership with digital church networking platform FaithStreet.

Dodd is former executive editor of Patheos and senior editor of Beliefnet. He has written for *The Atlantic*, *Wall Street Journal* and *Slate*, among others.

"We're going to reimagine what covering religion can look like," said Dodd.

The Post Company last year invested in the FaithStreet digital outreach platform for churches, a deal which included a content sharing agreement.

The Post said Sally Quinn remains founding editor and continues to work closely with On Faith.



Dodd

TWITTER TAPS SCHILLER FOR NEWS POST

Valerie Schiller, chief digital officer at NBC, is joining Twitter as head of news partnerships at the beginning of the new year.

She's a veteran of the *New York Times*, Discovery Communications and NPR.

Twitter, which is slated to go public next month,

began its search for a top news hound in April.

It then posted a job specs notice saying the job is "responsible for devising and executing the strategies that make Twitter indispensable to newsrooms and journalists, as well as an essential part of the operations and strategy of news organizations and TV news networks."

Twitter announced the new hire via a tweet.

Schiller resigned as NPR CEO and president in 2011 after the Juan Williams controversy and a videotape surfaced of an NPR fundraiser criticizing conservatives.



Schiller

PRESS GROUP RAPS OBAMA

The Inter American Press Association criticized the Obama administration for clamping down on freedom of the press through its policy of surveillance and spying on journalists.

The Miami-based organization of 1,400 journalists released a resolution last week during its annual assembly in Denver that railed against the "secret seizure of telephone records of Associated Press reporters by the U.S. Justice Dept."

"The IAPA shares the concern of like-minded organizations in the United States over the direction of press freedom in this country, which has been shaken by revelations of spying on journalists and others," reads the resolution.

Gary Pruitt, AP president, told the conference "how fear of government surveillance has led some its sources to engage in self-censorship."

The IAPA knocked Congress for failing to pass a shield law to "protect the confidential nature of sources—one that would prevent journalists from ending up behind bars."

The organization also noted the 14 reporters that were killed in Latin America during the past six months, marketing the highest death toll in 20 years.

Mexico topped the list with three murders. Brazil, Colombia, Guatemala, and Haiti trailed with two each, while one journalist was killed in Ecuador, Honduras and Paraguay.

IAPA noted that press freedom is adversely affected by the mass-scale acquisitions of media outlets by governments or allies in Nicaragua, Venezuela, Bolivia and Argentina. The purpose of those deals is to transform public service media into partisan pro-government propaganda tools. Ecuador was singled out as the country with the "harshest form of censorship," while economic reform in Cuba has not led to any improvement in press freedom there, according to the resolution.

The group said it will encourage the U.S. Dept. of Justice to adopt and comply with the updated guidelines recommended in 2013. It will also call on the Senate and House to pass legislation including a robust shield law that protects journalists.



MEDIA NEWS

CPRF WEIGHS NATIVE ADVERTISING

PR firms bent on becoming “media companies” via development of clever web content for clients may follow mainstream media off the same cliff, Jeff Jarvis, BuzzMachine blogger, told the Council of PR Firms' Critical Issues Forum in New York on Oct. 24.

He told the audience to stick to public relations by establishing social engagement relationships for clients.

Jarvis railed against bombarding people with “more crappy content.”

The “calcified establishment newsroom culture” is the reason for opposition to native advertising or sponsored content, countered Lewis Dvorkin, chief product officer at Forbes Media.



CPRF panel

He talked about the success of its three-year-old “BrandVoice” native ad program that generates 20 percent of the magazine’s total ad revenue.

Forbes has run BrandVoice efforts for advertisers such as IBM, Aflac, CapitalOne, Oracle and Oppenheimer.

Dvorkin did say that when he was 25 he would have been “appalled” at the concept of native advertising. He noted that 25 and 35-year old *Forbes* staffers opposed BrandVoice when it was launched, but now fully support the effort.

A very entertaining Chris Graves, Ogilvy PR CEO and chair of the forum, moderated the debate called “Content Frenzy: Holy Grail ... or Spam-a-Lot?”

In introducing the session, Graves showed clips of the “Camel News Caravan,” a 15-minute NBC News program that ran from 1949 to 1956 sponsored by the cigarette brand, and pitched it as an early example of native advertising.

He also had a clip from the legendary David Ogilvy, urging ad men to “think like an editor,” excellent advice for native advertisers.

Dvorkin said PR firms and ad agencies sometimes dilute the effectiveness of native ads by demanding too many product selling points.

Native Advertising is ‘Buzzy’

Amy Webb, CEO of Webmedia, dismissed native ads as nothing more than the digital transmission of traditional print advertorials. “Native advertising is a buzzy word,” she said.

Webb’s strategy is to deliver and analyze data to en-

hance one-on-one social relationships.

Raju Narisetti, senior VP/deputy head of strategy at News Corp., said the *Wall Street Journal* helps marketers tell stories about their brands.

The WSJ isn’t just competing against outlets like Bloomberg and *Financial Times*. It is vying for the precious attention of an audience that has a myriad of viewing options, he said.

Adi Ignatius, editor-in-chief of the *Harvard Business Review*, warned that native advertising may be something that “comes and goes.”

A media company that sells out its reputation for sponsored ads will be hurting when the next big thing arrives, according to Ignatius.

Senay Sees Growth But Move from ‘PR’

Dave Senay, chairman of CPRF and president and CEO of FleishmanHillard, said PR has “come of age,” propelled by the emergence of social media and other factors. But he also noted that many member firms are dropping the term “PR” in their titles.

The term was used by 18% of members in 2003 but that has sunk to 12% in 2013 (13 of 110 members).

The ranking of the 50 largest PR firms by O’Dwyer’s has only three firms that use “PR” in their titles – Coyne PR, Parsippany, N.J., No. 14; 5W PR, New York, No. 24, and Airfoil PR, Southfield, Mich., No. 42.

Several counselors in the audience said CPRF has to “think seriously” about getting a new name.

A committee should be formed to explore this and make recommendations, said Don Middleberg of Middleberg Communications, New York.

He says much of what was called “PR” has gravitated to the social media side of communications. However, he is not sure that phrase should be part of a new name.

“Strategic Communications Association” is another name that has been suggested.

Senay said he is seeing a good amount of growth in mid-sized agencies.

His address centered on the need for the highest ethics by PR counselors and for PR’s increasing emphasis on “story-telling.”

Varner Wins CPRF Video Contest

Ashley Varner, a senior at the College of William & Mary, Williamsburg, Va., won the “Take Flight with PR” video contest hosted by CPRF.

Her 2:45-minute video, called “Oust the Earmuffs,” was shown at the Oct. 23 dinner of the Council in the Park Lane Hotel.

The video, as she describes it, addresses the need for marketers to “cut through the clutter, distinguish themselves in the marketplace, and engage in order to effectively reach consumers.”

Varner collected a \$2,500 prize, awarded before nearly 200 counselors at the event. The video is featured on the Council’s website. She also was taken on a tour of three PR firms.

Varner said she initially wanted to focus her video on storytelling, but during conversations with friends and family, she realized that many of them were hostile to traditional advertising.

NEWS OF PR FIRMS**PRGN ADDS DALLAS, KOREA MEMBERS**

PR Global Network has added Dallas-based Lewis PR and Grape PR & Consulting of Seoul, South Korea, as member and associate member, respectively.

PRGN counts 49 members worldwide.

Blake Lewis heads Lewis PR. Grape is led by Hae Jin Choi.

MFA COOKS UP FOOD SPECIALTY

New York-based Mfa Marketing & PR has created a specialty unit focused on culinary and restaurant clients.

The firm has handled festivals like Cayman Cookout (Cayman Islands) and Taste Tradition (Williamsburg, Va.), as well as restaurants Element (Aspen, Colo.) and Charlie Bird (New York), among clients in the category.

Mfa said its new practice offers services like journalist/diner programs, cooking demos for TV and publishing houses, social media and traditional PR tactics.

CHIME BUYS INTO US MOTORSPORTS

London's Chime Communications has acquired Indianapolis-based JMI, a global marketing firm focused on motorsports. It is Chime's first U.S. foray into motorsports.

Chime is adding JMI to its sports marketing division, CSM Sport & Entertainment, as a wholly owned subsidiary.

Zak Brown is founder and CEO of 18-year-old JMI, which counts 130 staffers in the U.S., U.K. and Hong Kong focused on Formula One, NASCAR and IndyCar. He'll remain in the CEO title heading a new motorsport division within the Chime sport and entertainment operation while also taking the global head of business development title in that unit.

JMI clients include Castrol, GlaxoSmithKline, Jeff Gordon, Inc, Johnnie Walker and Verizon Wireless.

STANTON ELEVATES LEADERSHIP TEAM

New York-based Stanton Communications has promoted four execs in a new leadership structure for the firm under president/CEO Peter Stanton.

Amy Calhoun and Catherine Imus take newly-created roles as executive VPs/senior strategists.

Lori Russo was named managing director/Mid-Atlantic with responsibility for both the D.C. and Baltimore offices. Patrick Brady is now MD/public affairs.

Stanton continues to oversee the 24-year-old firm's New York operation.

"A greater emphasis on forecasting the future of the field and our place in it is imperative to our long term success," he said.

BRIEF: Phoenix advertising and PR firm Riester has acquired past collaborator Glendale-based digital shop Search-Werks. S-W founder/CEO Kurt Krake, formerly of Hanesbrands and Petsmart, takes the executive media director title at Riester. S-W handles marketing, e-commerce and SEO services for clients like Kaplan Education, Under Armour and Columbia Sportswear. Riester digital chief Alan Perkel was a colleague of Krake's at Petsmart.

NEW ACCOUNTS**New York Area**

Susan Magrino Agency, New York/Hammacher Schlemmer, for re-opening of its East 57th St. store in New York, and Meyer Davis Studios, architectural design firm, as AOR for PR and marketing.

Trylon SMR, New York/SourceAudio, B2B music licensing and distribution technology, for media rels.

Workhouse PR, New York/Salon / Sanctuary Concerts, pre-Romantic concert series, for PR.

King + Company, New York/Flu Near You, app that tracks flu symptoms across the U.S., for PR.

Raker Goldstein PR, Old Tappan, N.J./Semerjian Shoes, designer shoe boutique, for PR, grass roots marketing and fundraising event coordination.

East

Abel Communications, Baltimore/Medifast, weight loss program, for PR.

Vitamin, Baltimore/Saint Agnes Hospital, as AOR for PR for a second year. Work includes media relations, crisis communications and general PR counsel.

French/West/Vaughan, Raleigh, N.C./Former North Carolina State All-American football player Terrence Holt, for PR, marketing and endorsements. Holt played six years in the NFL before starting a Raleigh construction and real estate company.

Largemouth Communications, Research Triangle Park, N.C./Eye Care Associates, which has 25 locations in N.C., for media relations.

Southeast

Trevelino/Keller, Atlanta/Publik Draft House and Baraonda Ristorante and Bar, Atlanta eateries, for PR and marketing.

InGear PR, Pembroke Pines, Fla./LynTec, maker of customized electrical power control for installed audio, video, and lighting systems, for PR focused on the pro A/V trade.

Marketing Matters, Hollywood, Fla./RGB Spectrum, videographic products, for PR touting its video controllers and multi-view processors among B2B audiences in the A/V, industrial, medical and military sectors.

Upoar PR, Orlando/Push, fitness technology to track workouts and visualize results, for media outreach and social media strategy.

West

BrandHive, Salt Lake City/AppleActiv, organic dried apple peel powder, for creative, media, interactive and PR.

Driven PR, Temecula, Calif./Decked, pickup truck bed storage system manufacturer, for automotive PR.

Canada

Mi3 Communications Financières, Montreal/Perisson Petroleum Corp., oil and gas exploration in Colombia, for IR and financial PR.

Europe

Rooster PR, London/Egyptian Tourist Authority, to promote tourism in the U.K. and Ireland on a one-year contract. Egypt's Red Sea region is cleared for travelers by the U.K.'s Foreign & Commonwealth Office. Next week's World Travel Market travel industry trade show in London is a key focus.

NEWS OF SERVICES**CM LETS USERS EMBED AD-FREE NEWS VIDS**

Video monitoring company Critical Mention has unveiled a service to let clients embed news coverage directly on their own websites and mobile channels through a venture with sister company Clip Syndicate.

The service, called Clip Premium, is intended to give brand managers an easy way to secure the rights to publish local TV news coverage from 250 affiliate stations, newswires and newspapers producing video. It also cuts out the need for links to news sites which can change or disappear, while maintaining a valued PR clip without advertising and promo material often inserted by news organizations.

Keith Price, director of national media relations and business communications for The Goodyear Tire & Rubber Company and a Clip Premium user, said brands are reluctant to send traffic to external sites where competitive ads and off-message stories can surround otherwise positive coverage. The video content can also be shared by viewers.

Clip Premium also can include video content produced by the client or "evergreen" stories in the CS database into the same player embedded on a company's website.

Critical Mention formed the Clip Syndicate venture in 2006 as a syndicated Internet service for video content and clips.

CISION ENDURES 'DIFFICULT' Q3

PR software provider Cision reported third quarter revenue fell 12% to around \$31.8M as net loss surged to \$49.6M on a large write-down of goodwill in North America.

The company, which recently wrapped a balance sheet review and restated downward the previous year's U.S. earnings, weathered what CEO Peter Granat called a "difficult" three-month period. Granat said the company elected to take a goodwill charge of more than \$50M in the quarter over the decline in traditional print and broadcasting monitoring business in Canada.

North American revenue in Q3 fell 13.7% to about \$23.9M.

"We are confident that one year post divestment [of Cision's print monitoring operation] and with the leadership changes we have made to the Cision US financial team, along with the improvements made to our financial processes and procedures, that this difficult period is behind us," said Granat.

BRIEF: General Electric, McDonald's USA, General Motors and Southwest Airlines have adopted the first round of PR measurement and research standards put forth by the **Coalition of PR Research**, formed in 2012. Molly McKenna, director of PR for McDonald's USA, called the endorsement a "significant, strategic step forward for the public relations industry as we strive to establish more meaningful and consistent data and metrics." The standards cover media measurement, digital/social media measurement, communications lifecycle (awareness, knowledge, intent, preference, and advocacy), and return on investment.

PEOPLE**Joined**

Stephanie Dowling, ex-senior associate focused on healthcare at Burson-Marsteller, to Thunder11, New York, as account manager to lead the firm's healthcare unit and oversee CSR offerings.

Rosanna Fiske, executive VP at Republica and former chair of PRSA, to Wells Fargo in a VP role covering its Florida region. Fiske exits Republica after a year at the Miami agency. At WF, she serves as VP of comms., guiding internal and external comms., as well as executive advocacy and social media, for its Sunshine State operations. **Christina**

**Fiske**

Smotryski, another Republica alum who is now head of enterprise marketing and multicultural communications for WF in the U.S, previously held the post.

Dr. Robert Post, associate executive director of USDA's Center for Nutrition Policy and Promotion, has retired after more than 3 decades of government work to join FoodMinds, Washington, D.C., as chief science officer. He led development of the food pyramid update, MyPlate, oversaw the 2010 Dietary Guidelines for Americans and other programs that set nutrition policies for the country. The firm said it has plans to open a D.C. office in the near future.

**Post**

Alyssa Schlander, who led external affairs and comms. for the Minnesota Auto Dealers Association, to Securian Financial Group, St. Paul, Minn., as senior counsel and director of public affairs. She was previously on the staff of State Sen. Jim Vicerma (D).

Susan Lusty, PR consultant, joins client Big Fish, Seattle, as VP of corporate communications for the casual gaming company.

Amanda Glasgow, global manager of P&G for MSLGroup, rejoins Edelman, New York, as executive VP and Western region director for consumer work in the Bay Area. She started her career at Edelman in Chicago and later worked the Symantec account in New York.

Amanda Hayes, A/E, Falls Communications, and **Abbey Linville**, comms. and PA associate, Cleveland Clinic, to Dix & Eaton, Cleveland, as A/Es, media relations and media relations/crisis, respectively.

Ken Montgomery (Montgomery Pacific Group), **Caroline Kawashima** (Replicon) and **David Patterson** (Merritt Group) to GolinHarris, San Francisco, as executive directors and senior manager, respectively, reporting to tech co-leader Elke Heiss.

Promoted

Teisha Van de Kop to executive VP, Weber Shandwick, Dallas, handling content development and creative production. She is a 15-year veteran of the firm.

Eileen G. Pollack to senior VP, development, comms., and PR, May Institute, Randolph, Mass. The organization is a national provider of educational, behavioral, and rehabilitative services for individuals with special needs.

HUNGARY CRAVES PR AMID ANTI-SEMITISM

Hungary has hired Burson-Marsteller's Prime Policy Group for government relations work, media management and outreach to Hungarian-Americans and members of the Jewish community.

The move follows a rise in anti-Semitism in Hungary, coinciding with the growing strength of the right-wing Jobbik party.

More than nine-in-ten (91 percent) of Hungarian-Jews believe anti-Semitism is on the upswing, according to the Oct. 17 *Budapest Business Journal*.

Hungary deputy prime minister Tibor Navaracsics pledged a crack-down on anti-Semitism on Oct. 1.

According to Reuters, he told a European conference on anti-Semitism in Budapest, "We cannot allow, especially knowing our own responsibility, anti-Semitism to gain strength in Hungary."

PM Victor Orban denounced anti-Semitism at the conference.

More than 500K Hungarian Jews were murdered during the Holocaust.

PPG chairman Charlie Black and vice chairman John Tanner lead the firm's eight-member Hungarian team.



Navaracsics

SITRICK MAKES BLACKBERRY PLAY

Sitrick and Company is handling PR for the co-founders of Blackberry, who may bid for the troubled and restructuring smartphone company.

Blackberry received a \$4.7B offer from its largest investor Fairfax Financial Holdings last month.

Mike Lazaridis and Doug Fregin started Blackberry in 1984 as Research in Motion.

Lazaridis is former CEO who stepped down in May from the vice chairman post. Fregin left in 2007 as VP-operations.

They are using Goldman Sachs and Centerview Partners to explore the takeover.

Blackberry's patent trove could be worth as much as \$3B.

Samsung, Lenovo, Cisco Systems and SAP are among those reportedly interested in acquiring at least part of Blackberry.

BARKLEY SUCCEEDS KETCHUM ON VF

Barkley, the Kansas City-based independent advertising and PR firm, has scooped up the Vanity Fair lingerie account.

MDC Partners' Crispin Porter + Bogusky had handled advertising, while Omnicom's Ketchum did PR.

Kirby Kriz, ad/PR director at VF, said Barkley's has strong creative insights and understands the female customer.

Neither Crispin nor Ketchum defended that account, according a report in the *Kansas City Business Journal*.

Vanity Fair lingerie is part of Warren Buffett's Berkshire Hathaway.

LA MAYOR JOINS EDELMAN

Antonio Villaraigosa, the two-term Democratic mayor of Los Angeles, is taking on a senior advisor role with Edelman focused on PR and public affairs assignments.

Since leaving office in June because of term limits, Villaraigosa has counseled Banc of California, the embattled nutritional products company Herbalife (Edelman has worked with Herbalife critic Bill Ackman), and served as a senior fellow at the Bipartisan Policy Center.

Politico, which first reported Villaraigosa's move, said the former state assemblyman will focus on clients with issues in the public policy realm, based mostly in L.A.

Gail Becker chairs the Canada, Latin America and U.S. Western region for Edelman from Los Angeles.

James Williams is GM for the L.A. office.

Villaraigosa limited outside PR work with the city during his tenure, following a three-year ban on hiring PR firms in the wake of the 2004 FleishmanHillard over-billing scandal. He criticized a \$1.3M pact with Hill+Knowlton and Rogers Group in 2008, saying one firm should handle the work until city staffers could be trained.

Edelman PA chair Katie Burke: "We are thrilled to welcome Antonio to the Edelman family and particularly to the Public Affairs practice, which is a priority area of growth and investment for the firm both in the U.S. and globally."

DC-BASED SLEEP ORG WANTS PR COUNSEL

The Washington-based non-profit National Sleep Foundation is on the hunt for a PR consultant for a 15-month contract to bolster its media relations.

The NSF, which supports education research and advocacy related to sleep and sleep disorders, is conducting the search via RFP with letters of intent to pitch due by Oct. 28.

A contract is expected to run from January 2014 through March 2015. Proposal deadline is Nov. 8. RFP: <http://bit.ly/16gNgcp>.

OGILVY LACES ON NIKE

Ogilvy has picked up Nike for Washington issues regarding trade, tax, healthcare, sports and privacy issues.

The Beaverton, Ore-based athletic footwear and apparel importer has been working with the Alpine Group on PA/government relations since February. The firm of Rhod Shaw, who was chief of staff to Ohio liberal Democratic Senator Sherrod Brown, handles trade and Nike's hot button sustainability strategy.

Alpine collected \$90K of Nike's \$500K lobbying outlays for the year.

Ogilvy Government Relations CEO Chris Gibin, one-time chief of staff to Texas Republican Congressman John Carter, leads the Nike team.

He's joined by Tony Bullock, COS to the late Senator Daniel Patrick Moynihan of New York; Dean Aguillen, ex-aide to House Minority Leader Nancy Pelosi, and Moses Mercado, deputy COS to ex-Majority Leader Dick Gephardt.

“Decoupling” accreditation from national board posts of PR Society of America was the chief topic discussed at a “Town Hall” Oct. 26 at the Assembly of the national conference in Philadelphia.

Only APR members of the Society have been able to seek national office since the mid-1970s although at present only 18% of members are APR, a decline from more than 30% at its high point decades ago.

The Assembly, whose nearly 300 members are about 70% APR, discussed the pluses and minuses of APR and its link to office-holding and decided against starting any initiative to “decouple” APR from office-holding.

The Society’s first Strategic Planning Committee, headed by Steve Pisinski, had unanimously recommended in 1999 that APR be removed from the bylaws. It was not until 2004 that a vote was taken to remove the APR rule for Assembly delegates.

The scarcity of APR members resulted in more than 25 of the 110 chapters being unable to send any delegates to the Assembly. This cut down on income to the conference. Delegates strenuously argued both sides of the issue in 2004 and allowed non-APRs to be in the Assembly by a margin of five votes.

Freebairn-Smith Criticizes APR

Laura Freebairn-Smith, a consultant from Hamden, Conn., who had been hired to come up with suggestions for reviving interest in APR in connection with its 50th anniversary next year, told the Assembly that morning that a flaw in the Universal Accreditation Board was that a majority of the members are from the PR Society and it is not a truly independent body.

She said that, in any case, the current APR process is something that is self-administered rather than something administered by a qualified third party and as such lack credibility.

Delegates listened to such arguments but said that going through the APR process, which involves a “Readiness Review” stage as well as taking a 3.25-hour computer-administered multiple choice exam, shows that the candidate is “committed” to PR and willing to exert a substantial amount of effort to prove it.

Another argument advanced was that “decouple” APR from office-holding might spell the end of the program which in the past ten years has seen participation fall to less than half of what it was in the previous ten years.

‘Professional Fees’ Zoom 70%

The cost of Freebairn-Smith's consulting has not yet been disclosed but it could be more than \$100,000.

“Professional fees” zoomed to \$497,194 for the first nine months from \$284,620 in the same 2012 nine months, a gain of \$212,574.

Society VP-PR Stephanie Cegielski, when asked the cost of Freebairn-Smith's work, said it will be revealed in next year’s audit. The Society had an operating loss of \$466,869 for the nine months.

Another of her criticisms of the program was that there is no ethical enforcement procedures either at the

UAB or at any of the participating PR groups. Questions about “media relations” comprise only 5% of the text. There is also no “live” writing at any stage of the APR process although the previous test involved nearly a day of writing.

Educators Drive APR

Educators have become the dominant faction at the Society in recent years, replacing the Counselors Academy, many of whose members joined the Council of PR Firms in 1998. Major PR firms, and particularly those owned by the advertising conglomerates, made a major investment in the Council. It was started after the PR Society rejected proposals to have firm, rather than individual memberships.

Initial Council fees to the large firms were \$50,000 yearly if U.S. fees were more than about \$80 million. This was later cut to \$40,000.

Seventeen colleges are either exhibitors or program advertisers at the 2013 conference, by far the biggest category of Society supporters.

They are Ball State University; Bowling Green; Drexel; George Washington; Hofstra; Johns Hopkins; Kent State; Missouri School of Journalism; NYU; Quinnipiac; Rowan; Rutgers; S.I. Newhouse School of Syracuse; Temple; University of Florida; West Virginia, and Wilmington.

More than 250 educators are among those on an attendance list circulated a few days before the meeting.

Eight educators are from the University of Florida; seven from James Madison University; six from Rutgers; six from Virginia Commonwealth University; four from Penn State and four from Quinnipiac.

The educators prize APR because it is the only nationally-recognized “credential” of PR, even though it may have flaws.

Operating Loss of \$467K

PRSA posted a \$466,869 operating loss for the nine months ending Sept. 30. Sale of investments at a profit of \$177,250 cut the loss to \$289,619.

The Society boosted dues by \$30 in 2012 in a move to cut the losses but is still operating in the red.

Total income for the nine months was \$7,333,049 but expenses were \$7,799,918 including \$4,081,079 in salaries and fringes, the biggest expense item.

The operating loss for the same period in 2012 was \$357,496.

Cash has grown to \$7,168,197 from \$6,277,782 at the beginning of the year but includes \$2,076,726 in unearned revenue.

Dues income was \$4,416,475 vs. \$4,327,579 for the same 2012 period, a gain of \$88,896.

Net assets are \$3,864,332 vs. \$4,153,951 as of Dec. 31, 2012.

The Society counts as assets virtually all of its dues income except for a small portion (\$322,035) allocated to its two publications, *Tactics & Strategist*.

Deferring about half its dues income would cut net assets by at least \$2 million.

– *Jack O’Dwyer*