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Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## KETCHUM'S BORNSTEIN TO HEAD M BOOTH

Dale Bornstein, a senior partner in 27 years with Ketchum, has moved to New York-based consumer and corporate shop M Booth as CEO.

Founder and CEO Margie Booth slides into a chairman role.

Booth, who founded the firm in 1984, said she was looking for someone with big agency experience, as well as "entrepreneurial spirit" and a cultural fit with the firm. "We found that in Dale," said Booth, who retains a leadership role and reports, with Bornstein, to Tim Dyson, CEO of parent Next Fifteen Communications Group.



Bornstein

Vacuum maker Dyson, Google, American Express and Green Mountain Coffee Roasters are among clients.

Bornstein was director of global practices at Ketchum and part of its nine-member executive team, in addition to managing its sports/entertainment unit. Her consumer experience spans IKEA, ConAgra, Kodak and Frito-Lay, to name a few. She earlier led the firm's global brand and food practices.

Next Fifteen acquired M Booth in 2009. The firm had nearly \$14M in revenue in 2011.

## CHOBANI HIRES WEBER FOR COMEBACK

Chobani, the nation's No. 1 Greek yogurt maker, has selected Weber Shandwick to handle its PR effort, which is now focused on rebounding from a voluntary recall of products tainted with mold. Fleishman-Hillard had the business.

Chobani has been working with the Food & Drug Administration on the recall of a batch of yogurt produced at its Twin Falls, Idaho, factory.

The PR review predated the Sept. 5 recall and the public apology of Chobani founder Hamdi Ulukaya for letting down "fans and customers" of the New Berlin-based New York company.

Peter McGuinness, Chobani chief marketing officer, said in a statement that new ad agency Droga5 and WS have a "clear vision for the brand and breakthrough communications that will be instrumental in helping us go the next level."

Gail Heimann, WS president, said the Interpublic unit's job is to "continue to fan the flames of the passionate while giving new users new reasons to try and love Chobani."



## KETCHUM, PUTIN'S POWER NYT PLACEMENT

Russia president Vladimir Putin, who uses Ketchum for PR, earned a powerful *New York Times* op-ed placement Sept. 12, in which he warned that a U.S. strike against Syria would destabilize the Middle East and northern Africa.

As representative of the Russian Federation, Ketchum has worked the U.S. press (*NYT*, *Wall Street Journal*, NPR, Bloomberg, AP, etc.) during the six months ending May 31 on a range of matters including the G-20 summit in St. Petersburg, Sochi Olympic Games, infrastructure developments, agricultural policy and drug enforcement.

Russia paid Ketchum \$1.9M for its services, according to federal records. That outlay included a \$70K disbursement to the shop of Republican message firm Maslansky Luntz & Partners.

Putin's placement knocked the U.S. for military intervention in the internal affairs of foreign countries, which he called "commonplace."

He also took issue with President Obama's Sept. 10 claim of American "exceptionalism."

Putin wrote that it's "extremely dangerous to encourage people to see themselves as exceptional."

A Ketchum staffer told O'Dwyer's "the opinion piece was written by President Putin and submitted to the *New York Times* on his behalf by Ketchum for their consideration." The *Guardian* reported that Putin penned "the basic content" of the piece, which was then fleshed out by his aides.

The Omnicom unit also received \$3.9M from Gazprom, Russia's state-controlled energy company during the half-year period.

## GRAYLING REVAMPS, REBRANDS

Grayling CEO Pete Petersen has consolidated its five-member DutkoGrayling office network in the U.S. under the Grayling banner and promised a future geared to the high-tech arena.

He wants the firm to be master of Big Data, "able to tease out insights that drive game-winning strategies for clients," said the Edelman alum in making the announcement.

Grayling's existing Atomic PR high-tech operation will maintain its identity under CEO Andy Getsey.

The rebranding campaign includes a new logo and updated website.

Also, Grayling is slated for new leadership in its Asia-Pacific region as Bob Pickard, Burson-Marsteller's former regional head, takes the A-P CEO post in January.

## **GMO SHOWDOWN IN WASHINGTON STATE**

The PR firm that helped torpedo a ballot initiative to require labeling of genetically modified foods in California last year is trying to replicate the victory in Washington this fall.

Washington voters will decide the fate of Proposition 522 in November. In the meantime, natural and organic food companies like Annie's Homegrown, Dr. Bronner's Magic soaps and Whole Foods Market are urging support of the measure, while GMO-backers like Monsanto and the Grocery Manufacturers Association, as well as dozens of farm bureaus and similar agricultural groups, are advocating against the proposition.

Sacramento-based PR and public affairs shop Bicker, Castillo & Fairbanks is advising the No on 522 campaign. The firm guided the push to torpedo a similar measure, Proposition 37, in California last year. BC&F partners Kathy Fairbanks and Gwyn Bicker, both Burson-Marsteller alums, handle communications strategy with a specialty in ballot initiatives.



Another California Prop 37 firm, Santa Monica-based political consulting firm Winner & Mandabach Campaigns, a ballot measure specialist, is handling advertising for the No on 522 effort in the Evergreen State.



Opponents of the measure warn of higher food prices, while supporters extol transparency in alerting consumers to GMO foods.

On the flip side, Seattle-based Moxie Media is handling Yes on 522. The firm is led by Democratic operative Lisa MacLean.

Despite polls that show a majority of Americans favor labeling such products, the Golden State measure fell 53%-47%. A \$46M advertising and PR blitz against the proposition has been widely credited with the outcome.

## **MOLEX GETS PR HELP FOR KOCH BROS. DEAL**

Molex Industries has engaged outside PR support as the publicly traded maker of electronic connectors is acquired by Koch Industries for \$7.2B.

Lisle, Ill.-based Molex, a 75-year-old company, is working with Abernathy MacGregor Group for media counsel and PR help through the deal.

AbMac president Tom Johnson, who heads its mergers & acquisitions practice, and senior VP Allyson Vento are handling media for Molex regarding the acquisition.

Wichita-based Koch Industries will pay \$35.80 per share, a 32% premium on Molex common stock. Boards of both companies have approved the deal.

In a statement, KI chairman and CEO Charles Koch said Molex "matches up well with our culture and our core capabilities."

Molex has nearly 36,000 employees. Quarterly net revenue for the quarter ended in June was \$882.9M with net income of \$57.1M.

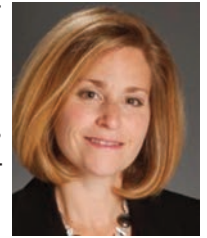
Susan Armitage is VP of corporate comms. for Molex.

## **CCA HIRES RF PRO FOR DC**

Chandler Chicco Agency has brought in Heather Gartman from Ruder Finn to head its Washington, D.C., operation, following the exit of Al Jackson in the spring.

Four-year DC managing director Jackson moved to a senior VP role at O'Neill and Associates in April.

With the Affordable Care Act ramping up this fall, Chandler Chicco managing director Lisa Stockman said Washington has become an epicenter for healthcare, adding Gartman's hire comes amid a hiring spree at the healthcare specialist. "DC is playing a central role in healthcare in this country, making strong leadership of our DC office critical," she said.



**Gartman**

Gartman was RF's Washington head, opening and leading the firm's office in the capital. She was previously a managing director at Edelman's Zeno Group in DC, following government stints at the Food and Drug Administration, Depts. of Energy, Health and Human Services, and State.

Gartman's hire is one of more than 20 at CCA and sister inventiv Health units Allidura Consumer and Biosector 2 over the past two months to keep up with business wins and organic growth. The firm has lured execs from W20 Group and WCG, Cohn & Wolfe, Feinstein Kean Healthcare and Weber Shandwick, among others.

Parent inventiv streamlined its communications operations under Chandler Chicco founder Bob Chandler earlier this year.

## **HAWAII GREEN ENERGY PUSH SEEKS PR POWER**

The Hawaii office working to reverse the state's dubious distinction as the most fossil fuel-dependent state is on the hunt for PR support of its push toward renewable energy.

The State Energy Office, part of the Dept. of Business, Economic Development and Tourism, is implementing a global of Hawaii using 70 percent clean energy by 2030.

The Office has released an RFP covering development of a strategic PR plan, social media, collateral materials and newsletter, PSAs and similar work.

Hawaii forged the Hawaii Clean Energy Initiative in 2008 with support from the U.S. Dept. of Energy as 95% of its power was supplied by fossil fuels.

The 70% renewable goal includes 40% of local sources and 30% from conservation.

The plan includes a 2015 benchmark of 15% of generation from renewable sources and 15% through conservation.

A 30-month contract is planned, beginning in January. A six-month extension is possible.

Proposals are due Oct. 10. RFP:

<http://bit.ly/1go9Lxq>.

Noreen Kam, a PR exec and former journalist, is chief communications officer for the HSEO.



## TIME'S STENDEL TO PROPAGANDA CZAR

Time managing editor Rick Stengel is expected to be nominated undersecretary of state for public diplomacy and public affairs.

He was Time's top editor for the past seven years. Stengel currently is on a leave of absence from the weekly magazine.

Nancy Gibbs, Stengel's deputy at Time, is expected to take his post.

The propaganda czar post is vacant following Tara Sonenshine departure in July following a 14-month stint.



Stengel

## MAXIM SOLD TO DARDEN



Maxim, which bills itself as the "ultimate guys guide," has been sold to Darden Media Group.

Alpha Media, which is controlled by Cerebus Capital Management, is the seller of the magazine that is sold in nearly 50 countries.

Darden plans to transform Maxim into a cable TV network. Its chief Calvin Darden said he plans to invest to build on Maxim's global platform.

He runs a development group in Atlanta.

## TAPLETT MOVES TO DEFENSE ONE

Katie Taplett, publisher for the defense/space/security sectors at Penton's *Aviation Week*, is now associate publisher of Atlantic Media's *Defense One*, digital publication.

Previously, Taplett was U.S. sales director for HIS/Janes Information Group.

Tim Hartman, president of AM's government executive media group, said Taplett's "deep knowledge of the defense market combined with her digital and events expertise make her an ideal fit to lead our efforts in the sponsor community."

Launched in July, Defense One has 62K subscribers. It eyes the Defense One Summit in Washington on Nov. 17. The event will focus on issues affecting the nation's national security apparatus.



## TIME INC. ACQUIRES AMEX MAGS

Time Inc. is acquiring American Express Publishing Corp., which produces magazines *Food & Wine*, *Departures*, *Black Ink*, *Executive Travel* and *Travel + Leisure*, in a deal to be completed during the fourth quarter.

New Time Inc. CEO Joe Ripp called the magazines "the most desirable brands in the luxury space."

He believes the deal will "create some exciting synergistic opportunities across our portfolio."

Time Inc. and AmexCo Publishing have been busi-

ness partners for more than 20 years with the magazine company providing publishing management services to the financial services giant.

Ed Kelly, chief marketing officer for AmexCo, called Time Inc. the "ideal partner to continue the group's tradition of excellence, and we expect to work closely with them on a range of marketing initiatives in the future." AmexCo Publishing reaches more than 36M consumers each year via its magazines, books, digital properties, events and social media platforms.

Time Inc.'s 130M monthly audience is captured by brands such as *Time*, *Sports Illustrated*, *People*, *Real Simple*, *InStyle* and *Fortune*.



## AA EDITOR MOVES TO KBS&P

Matt Creamer, editor at large at *Advertising Age*, has moved to ad agency Kirshenbaum Bond Senecal and Partners, as executive editor/associate creative director.

As part of its Content Labs, Creamer will create content "with the efficiency of a newsroom and at the speed of social media," according to the MDC Partners unit. He also has written for the *New York Daily News*, *New York Observer*, *The Awl* and *Atlantic Wire*.

Creamer joins former AA editor Jonah Bloom at the agency.

## NEWSPAPER TRADE GROUP GOES DARK

The Newspaper Assn. of America has stopped releasing quarterly circulation and revenue figures to put an end to stories about the "death of the industry," according to CEO Caroline Little.

The performance figures have been in steady decline since 2012. She told the Harvard Riptide project that every time the NAA issued the press release covering the state of the industry, 100 stories would follow with the newspapers are dead theme.

She noted that all media "have been disrupted over the past 10 to 15 years."

The media focus on the decline in print overshadowed gains made by newspapers in digital, weekly/niche publications, contract services and direct mail, said Little.

NAA is working on a broader measurement gauge to measure progress made by the business.

## NBCU'S SHAW TUNES IN VIACOM

Chris Shaw, senior VP-global ad sales at NBCUniversal's international TV unit, has joined Viacom International Media Networks as advertising czar for its Be Viacom unit.

He's in charge of brands such as Comedy Central, MTV and Nickelodeon. Based in London, Shaw reports to VIMN CEO Bob Bakish.

Prior to NBCU, Shaw was senior VP for Discovery Communications in charge of the cable programmer's Europe, Middle East and Africa commercial development.

**MEDIA NEWS****TINA BROWN TO EXIT BEAST**

Tina Brown, editor of The Daily Beast, is leaving the Barry Diller's IAC online media company, to launch her own company.

Tina Brown Live Media is to be devoted to summits, salons and flash debates on the news, according to Brown's memo to staffers.

Her departure follows Diller's decision not to renew his high-profile editor's contract when it expires in January.

*Buzzfeed*, which broke the story, said Brown's decision to bolt was a mutual one made with Diller.

Final details connected with Brown's exit have not yet been ironed out.

The "Women of the World" conference series that Brown had been running could be part of her severance package. Brown, who made her mark at *Vanity Fair*, also edited *Tatler*, *The New Yorker*, defunct *Talk* and *Newsweek*. She said her plan to exit is "so very exciting for me," adding her five-year tenure has "been a hell of fun ride."



**Brown**

**ZELENSKO TO GUIDE NBC NEWS PR**

Ali Zelenko, senior VP of communications for Time Inc.'s news group, is taking the same title at NBC News.

The hire is among the first made by new NBC News president Deborah Turness, who joined in August from ITV News in the U.K.

Zelenko will serve as chief spokeswoman for NBC News, guiding PR and external communications for its TV, cable and digital operations, along with internal communications. The former director of PR for CNN recently worked strategic communications for Time units including Fortune, Money, CNNMoney.com and Time.

She starts Sept. 25.

Turness also tapped MSNBC CFO Nicolina O'Rourke as CFO of NBC News.

**ALCOA SHRUGS OFF DOW SNUB**

Alcoa, one of three companies to be dropped from the Dow Jones Industrial Average on Sept. 20, said the slight from the high-profile stock index has no impact on the company's plans.

Bank of America and Hewlett-Packard were also bounced with Alcoa as the DJIA added Goldman Sachs, Visa and Nike, respectively.

"The composition of the Dow Jones Industrial Average has no impact on Alcoa's ability to successfully execute our strategy, and we remain focused on delivering shareholder value," the company said in a statement, adding it is focused "on things we can control."

The New York-based aluminum giant has been the Dow's most battered stock this year as a slump in the price of aluminum pushed its shares down more than six percent to around \$8. It traded in the \$30 range in 2008.

Dow Jones Indices said the changes were prompted by the low stock price of the three companies and the index's desire to diversify its sector and industry group representation. The new members join the index Sept. 23.

**OK STATE. BOONE PICKENS RAP SI EXPOSE**

Oklahoma State University and top booster T. Boone Pickens have launched PR blitzes to address and push back against a *Sports Illustrated* expose on the school's football program.

With a debate raging over whether college athletes should be paid – *Time* magazine put the issue on its Sept. 16 cover – SI last week published the first installment of a series about how OSU allegedly skirted prohibitions on compensation for players, used sex to entice recruits, and ignored rampant drug use. The piece, which followed 10 months of reporting, claims dozens of football players took payments and engaged in academic misconduct over the past decade in an effort coordinated with university athletic personnel. The magazine stressed that the charged do not involve any current coaches or players.

Oklahoma State on Sept. 10 created a web page, response.okstate.edu, to coordinate its response to the article.

"Oklahoma State University is deeply troubled by these claims. We will investigate the accuracy of the allegations and take all appropriate action," said university president Burns Hargis. He said SI notified the university of the series on Aug. 28 and that senior writer George Dohrmann and executive editor B.J. Schechter went to the school on Sept. 2 to provide details.

The university's page includes supportive social media comments and a video released by its biggest booster, Pickens.

SI noted in its piece that the billionaire Pickens was not implicated in any improprieties by the magazine's sources. Pickens, through the public affairs unit of his hedge fund BP Capital, said he was disappointed in SI's reporting, noting "many of the sensational allegations go back a decade ago." The former corporate raider said there have been "wholesale changes" at the school in recent years, adding that he has given more than \$500M to the university. "Have I gotten my money's worth? You bet."

SI has four more articles on the alleged payments and improprieties in the football program. "The Academics" is slated to be released Sept. 11, followed by "The Drugs" on Sept. 12 and "The Sex" on Sept. 13.

**SCIENTOLOGY TOUTS 9/11 WORK**

The Church of Scientology, which has taken an image beating amid high-profile departures in recent years, in a PR blitz Sept. 11 touted its volunteer work 12 years ago in the aftermath of the 9/11 attacks.

The church's PR operation on Sept. 11 published a new brochure about its 800 "volunteer ministers" who worked at Ground Zero and is pitching the story to national media. The group notes its ministers have served at more than 200 disaster sites.

Its latest PR battle is mitigating damage from the exit of actress Leah Remini, who has criticized the church in a series of interviews in recent months, including a Sept. 11 interview on the "Ellen DeGeneres Show."

Karin Pouw heads the church's global PR operation from Los Angeles as director of public affairs.

The church drew praise from the New York Police Department after the World Trade Center attacks for its volunteers' assistance.

**NEWS OF PR FIRMS****FLEISHMAN HEADS CONE**

Cone Communications president Bill Fleishman has been named CEO of the CSR-savvy Omnicom PR shop.

Jens Bang, a 16-year alum who led the firm since 2005, moves into a chairman role to counsel select clients and pitches.

"Given our leadership in the industry and where the marketplace is headed, this is the right time for Bill to take the reins based on his passion, talent and vision," said Bang.

Fleishman joined Boston-based Cone in 2000 after founding a Hawaii-based marketing shop. Cone reps clients like Barbour, CVS/Caremark, Reebok and Jiffy Lube.

Omnicom Diversified Agency Services CEO Dale Adams oversees Cone.

Founder Carol Cone stepped down after a 30-year run in 2010 and joined Edelman.

**HB GRABS SOCIAL MEDIA PR SHOP**

Newton, Mass.-based HB Agency has acquired Cambridge PR/social media shop Fresh Ground.

FG principals/founders Chuck Tanowitz and Todd Van Hoosear join HB as VPs of editorial content and PR/stakeholder engagement, respectively, as the Fresh Ground team is integrated with HB's PR operation under managing director Mark O'Toole in Newton.

"We believe the future of PR is in building media companies," said Tanowitz. Added Van Hoosear, "A press release, blog post, infographic, Vine, newsletter - these are not 'one-and-done' communications tools. They work together to tell a compelling story and reach buyers and influencers."

FG clients have included Modo Labs and Profit-Bricks.

**BRIEFS:** **Allison+Partners** has created a Mobile App Gallery to highlight the firm's work on app launches and other PR endeavors in the space. The firm recently worked the launch of Rockpack and Samsung's Mobile Print app and handled earlier assignments for Dropbox and Orbitz, among others. The gallery is at [allisonpr.com/impact/appgallery](http://allisonpr.com/impact/appgallery). ...**GolinHarris** has opened a new office in Milan to handle Italian and other European clients. Franco and Diego Ricchiuti, formerly of sister Interpublic unit Draftfcb are president and managing director while remaining president and EVP of Draftfcb Italy. ...Dallas-based **Michael A. Burns & Associates** has unveiled a blog aimed at B2B marketers and PR pros to fill a perceived void in the space. Burns said the blog's primary focus will be on how to manage and measure B2B communication programs. "There are literally thousands of blogs that discuss marketing communications today, but there's still a void when it comes to the specific needs of B2B companies," Burns said. The blog is at [mbapr.com](http://mbapr.com). ...**Phillips & Company**, Austin, will mark its 10th year with special guest Dan Rather at a Sept. 26 event at the city's One World Theatre to discuss the changing role of communications and media. Info: [phillipscompany.com](http://phillipscompany.com).

**NEW ACCOUNTS****New York Area**

**Porter Novelli**, New York/Durex, condom marketer owned by Reckitt Benckiser, as AOR for PR, including media relations, strategic planning and brand building in the U.S. PN handles RB's Finish, Woolite and Resolve brands, in addition to corporate reputation and executive visibility for its employer branding in the U.S. The firm recently launched Durex's Vibes line of sex toys in China.



**Lou Hammond & Associates**, New York/Fifth Dining LLC, foodservice partner of Saks Fifth Avenue; Oceania Cruises, luxury cruises; Regent Seven Seas Cruises; Rotella Gallery, New York and Las Vegas galleries; Stillfried Wien, lifestyle and design gallery, and Lo Salt, salt alternative, for PR.

**SW PR**, New York/All-Clad Metalcrafters, high-end cookware, as AOR for PR.

**Hayden IR**, New York/Snapp Interactive, owner of social dating site AYI.com, for IR.

**Crenshaw Communications**, New York/UGallery, online art gallery, as AOR for PR.

**Cornerstone**, New York/Vowch Commonwealth, for PR for launch of Vowch social recommendation app.

**JG Black Book**, New York/British Virgin Islands Tourism, for trade and public relations in South American markets, including Brazil and Argentina.

**Slate PR**, New York/Kim Kardashian, reality TV star and fashion maven, for PR, following a split with PMK\*BNC.

**Dixon Schwabl**, Rochester, N.Y./Frontier Communications, telecomms, as AOR for paid media.

**ICR**, Norwalk, Conn./L&L energy, Seattle company producing and selling coal in China, for IR counsel.

**R&J PR**, Bridgewater, N.J./Insitute for Professional Excellence in Coaching, for PR and media relations supporting its coach training and development institute based in Shrewsbury, N.J.

**East**

**DPR Group**, Germantown, Md./CRG Medical, patient safety and healthcare quality management software, for PR and marketing.

**Midwest**

**All Terrain**, Chicago/The Chicago American Marketing Assn., as AOR and marketing partner for two years.

**Olson**, Minneapolis/Aurora Health Care, hospital and healthcare system as AOR for advertising and PR, following a consolidation.

**South/Mountain West**

**Epic Multimedia**, Sioux Falls, S.D./CrossBreed Holsters, handcrafted gun holsters, for PR.

**Concussion**, Fort Worth, Tex./Dallas/Fort Worth International Airport, for PR, marketing and advertising on a \$6.4M pact.

**West**

**Global Results Communications**, Irvine, Calif./Somo, mobile marketing and technology specialist, for North American PR and marketing.

**NEWS OF SERVICES****WEST GLEN ALUMS KICK UP STARTUP**

Larry Saperstein, a former VP at West Glen Communications, has opened broadcast and digital PR services shop Kicked Up Media Group, based in Hastings On Hudson, N.Y.

Saperstein led production and news services at West Glen before the firm's demise earlier this year, handling clients like 3M, Valspar and Novartis. He was previously a producer for News 12 Westchester, in addition to fill-in reporting and anchor duties.

Stephanie Rittenhouse, a WestGlen and News Broadcast Network alum, joins Saperstein as VP of broadcast and media relations.

Laura DeAngelis, a broadcast news vet also with West Glen, is VP in Kicked Up's production unit. She reported for WLFI-TV (Ind.), News 12 Long Island (N.Y.) and News 12 Connecticut.

Info: kickedupmediagroup.com.

**DEF 6 BRINGS IN CEO**

Atlanta-based digital marketing firm Definition 6 has tapped Creative Digital Group senior managing partner Barry Sikes as CEO as founder/CEO Michael Kogon slides into a chief revenue officer role under Sikes.

Sikes was a founder of digital media and consulting shop iXL Enterprises, which went public in 1999.

"I'm delighted that Barry has decided to lead the company into the next stage of growth," said Kogon.

**CISION INKS ANOTHER DIGITAL DEAL**

Cision has aligned with content distribution and discovery platform Taboola to give its customers reach into websites like the *New York Times*, Huffington Post, *USA Today*, *Time* and others.

The alliance follows a similar deal with web content server Outbrain.

"Taboola's vision has always been to connect users with content they may like, no matter where they are and what platform they are using" said Adam Singolda, CEO of Taboola. He called the partnership a "natural evolution" of his company because it connects Cision brands and marketer clients with "unprecedented reach, scale and highly engaged audiences."

The Taboola alliance will benefit customers of CisionPoint. Cision said this month that it is boosting services in the social media and content marketing spaces.

Taboola says it serves more than 2.5B daily recommendations to 300M monthly visitors on some of the web's most popular sites.

**PA COUNCIL OPENS IN BRUSSELS**

The U.S.-based Public Affairs Council has opened a Brussels office in the center of Europe's PA industry.

Managing director Andras Baneth, formerly of the EU Commission and Parliament, is managing director of the office.

PAC chief Doug Pinkham said the growth of international programs and the importance of Europe to multinational companies makes the move the right step at the right time. The 59-year-old organization counts more than 7,000 active members.

**PEOPLE****Joined**

**Mike Scanlan**, director of media communications for the LPGA, to IMG Worldwide, New York, as director, PR and communications for IMG Golf North America. He started out in the Buffalo Bills' comms. department.

**Gina Kelly**, manager, HR business partner, The Walt Disney Company, to Ruder Finn, New York, as director of talent and people Experience. She reports to CEO Kathy Bloomgarden.

**Sherry Boisvert**, senior VP at Ketchum Canada, to National, Toronto, as VP in its technology communications unit. She was previously with APEX PR.

**Michael Maher**, an education sector vet who led the Berkshire School in Sheffield, Mass., to Nicolazzo & Associates, Boston, as a senior consultant as the firm expands its education group crisis comms. planning unit. He held several roles including dean of students at the Taft School, Watertown, Conn.

**Regina Tracy**, who oversaw corporate comms. at supply chain company NFI, to TBC Corp., Palm Beach Gardens, Fla., as director of corporate communications. She was previously with NewCourtland, StoneMor Partners and Pep Boys.

**Stephanie Harig**, a community organizer in Cleveland, to Dix & Eaton, Cleveland, as an AA/E in the firm's IR practice.

**Jonathan Fargher**, U.K. PR manager for Sony Playstation, to Activision, London, as its head of U.K. PR, effective Oct. 7. He was previously with Psynopsis.

**Promoted**

**Amy Jame Finnerty** to VP of corporate communications, NCM Media Networks, New York. She handles all corporate comms. and PR for National CineMedia and NCM Media Networks, which specializes in advertising in movie theaters, including its digital expansion. She joined in 2004.

**Adrianna Giuliani** to managing director, creative & strategic services, DeVries, New York. Ann Marie Almarie, micro-content director, Vaynermedia, joins as director of content and strategy.

**Jennifer Khoury** to senior VP, corporate and digital communications, Comcast Corp., Philadelphia. She leads all strategic comms. for the company's consumer products, as well as media relations, social media and digital comms. for the company's brand.

**Danielle Wuschke** to FleishmanHillard, as general manager of its Boston office. She joined in 2007 and succeeds **Jason Glashow**, who exits for Biogen Idec. Also at FH, **Martha Boudreau**, a 27-year FH veteran who heads its Mid-Atlantic and Latin America regions, is leaving the firm.

**Susan Howe** to president, global consumer marketing, and **Rana Komar** to general manager, Chicago, at Weber Shandwick. Howe was previously president for Chicago, the Interpublic firm's third largest outpost.

**John Quinn** to partner, rbb PR, Miami. He joined the firm in 2010 and manages its healthcare and education practices. Christine Barney is CEO and managing partner.



**Boisvert**

## **PR PROS LEAD 9/11 DAY OF SERVICE PUSH**

The successful push to turn Sept. 11 into a national day of service has been spearheaded by two PR pros – David Paine and Jay Winuk.

The duo founded the non-profit My Good Deed and signed up key sponsors as it successfully lobbied in 2009 to have Congress and the president declare the date a National Day of Service and Remembrance. The organization's "I Will" campaign has encouraged millions of people to volunteer each year in myriad community service projects on "9/11 Day." It has also partnered with Scholastic and other groups to help teachers talk to students about the 9/11 attacks.

Winuk's brother, a lawyer and volunteer firefighter, was killed in the attacks on the World Trade Center towers. "We all showed the best of human nature after 9/11," the PR exec, an alum of Burson-Marsteller and GolinHarris who now heads Winuk Communications, told NPR today. "We wanted to kind of capture that spirit of compassion in a bottle once a year."

While the pair's campaign has grown exponentially, there is still some lifting to be done on the PR front. A survey by Horizon Consumer Science found that while more than 100 million people have volunteered in the last two years on Sept. 11, only three in 10 Americans are aware of the day's designation as a day of service.

Paine, who founded and ran PainePR in Irvine, Calif., before selling the firm in 2008, told the AP this week that the group garners about 50,000 posts each year on social media of people saying what good deeds they planned for 9/11: "Our goal all along was just that something good would come from this day."

## **DRONE MAKER GEARS FOR COMBAT**

Drone maker AeroVironment is relying on Joele Frank, Wilkinson Brimmer Katcher as a potential show-down looms with a disgruntled institutional investor at the Oct. 4 annual meeting.

Engaged Capital, which controls a 5.1 percent stake in Monrovia, Calif.-based AV, has complained about its investment's "failure to deliver meaningful shareholder returns over any relevant time period." The company's stock is trading at \$23.31. The 52-week range in \$24.64 and \$16.98.



EC principal Glenn Welling faults AV for failing to address any of his concerns. The company has rebuffed his demand for board seat.

EC, which uses ICR for investor relations duties, had planned to run Welling for a board seat. It scuttled that plan on Sept. 11, deciding that one board seat would have little overall impact on corporate direction.

EC promises to withhold its votes for the three company-nominated directors and to freely communicate its displeasure about AV's performance directly to its shareholders, analysts and financial advisors over the next year.

AV posted a \$7.2M loss during its most recent quarter on revenue of \$44M due to what CEO Tim Conner blamed on "continued delays in government contracts."

## **LIVESTRONG VET LAUNCHES SHOP**

Katherine McLane, who was VP-communications & external affairs, at Livestrong Foundation, which was founded by disgraced cyclist Lance Armstrong, has opened Mach 1 Group strategic PR shop in Austin.

She handled crisis duties for the cancer support group during the former seven-time Tour de France champ's doping travails. Armstrong has severed ties with the charity.

Prior to joining Livestrong in 2007, McLane was press secretary for U.S. Education Secretary Margaret Spellings, promoting George W. Bush's "No Child Left Behind" initiative, and deputy communications director for California Governor Arnold Schwarzenegger.

She got her start in PR at Public Strategies Inc.

Rae Bazzaree, who was communications director at Livestrong, joins McLane at Mach 1 Group.

Livestrong is a charter client of McLane's firm.

## **GAVIN UPPED TO WS PREXY, CALHOUN TO CCO**

Sara Gavin, a nearly 30-year veteran of Weber Shandwick and president of its key Minneapolis office, has been named president/North America of the Interpublic unit.

She succeeds Cathy Calhoun, who shifts to the new global chief client officer slot in charge of strengthening client relationships across practice areas/geographies.



**Gavin, Calhoun**

Calhoun, who has more than 30 years of WS service, reports to CEO Andy Polansky, who praised her strategic leadership, drive and ability to anticipate and capitalize on shifts in the fast-changing business environment.

Gavin has counseled financial services, consumer, digital, agricultural and government clients.

She reports to Gail Heimann, WS president.

## **ISRAELI DEFENSE CONTRACTOR TAPS EX-REP**

Israel's Rafael Advanced Defense Systems has recruited former Pennsylvania Congressman Paul McHale to push for Pentagon, border security and disaster relief contracts.

The company, which supplies weapons/defense systems for the Israel Defense Forces, is noted as developer of the country's Iron Dome missile interceptor network.

Owned by the Government of Israel, Rafael generates annual revenues in the \$2B range.

McHale, a Democrat, served in Congress from '93 to '99. He's remembered for calling for the resignation of President Clinton and being one of five Democrats to vote for at least count of impeachment.

As a member of the Marine Corps Reserves, McHale did combat tours in Saudi Arabia and Kuwait during Operations Desert Shield and Desert Storm and served in Afghanistan in 2007. He was assistant secretary of defense for homeland defense from 2003 to '09.

McHale now runs Civil Support International defense consulting/crisis shop in Alexandria, Va.

**An attempt by this writer to make contact** with fellow New York journalists last week turned out to be a most depressing experience.

From an organizational standpoint, New York journalists are in a state of collapse. The groups that are supposed to help them are run by the “haves” of journalism, i.e., the employed.

We went to a “Meetup” Sept. 10 of the New York Investigative Reporters & Editors on a terrace of Yotel New York, at 42nd St. and TenthAve.

Journalism being a highly challenged and even moribund occupation these days, we were hoping to commune with fellow journalists about what can be done about this.

Our advice would be to switch to PR/promotion for the millions of companies that need such help in order to remain in business.

Journalism is in distress because there is so much free info available. Newspapers’ role in providing info has been co-opted by the web which provides plenty of it immediately and free. Papers like the *Washington Post* and *Boston Globe* are being sold for a fraction of their former values.

### **Organizers Blew Me Off**

We’re used to being snubbed by leaders of PR groups but did not expect that from leaders of a journalistic group.

We wanted to discuss *New York Times* columnist David Carr’s lament about journos busting on journos; the plight of Liberian editor Rodney Sieh being sued for \$1.5 million and jailed, and tell them about our PR/media library which has lots of data of use to those seeking jobs and freelance assignments.

Freelancers need to know about the specialized areas of PR that are growing such as tech, healthcare, financial, food/beverages, etc.

We were going to offer free access to the O’Dwyer library and website.

However, leaders of the meeting, including Sarah Cohen, reporter and editor of the NYT, told us this was a social event and no one was going to address the group about anything. The IRE-New York website said 73 had signed up to attend the meeting.

So when will there be a serious meeting of this group? we asked.

“Never,” was the reply. Cohen said there is actually no such thing as IRE-New York although that name is on the website. She said there is only national IRE, based at University of Missouri J School.

IRE will not meet again until next June, said Cohen, former Duke J professor who won the 2002 Pulitzer Prize for her *Washington Post* series on deaths in Washington, D.C.’s child welfare system. She told the Duke Chronicle in 2012 that “It is extremely difficult to get an entry level job” in journalism. “The first thing they ask about is multimedia skills.” The “easiest place” for jobseekers is business news because “they have a lot of money. If it helps people in their jobs, they’ll pay a lot of money for good,

accurate and fast business news.”

### **Contact Points Not Available**

Having struck out on our bid to address the journos, we asked Cohen for the e-mails of the 73 who registered or for IRE-NY to send them a blast e-mail offering access to the O’Dwyer Library and website.

Both requests were turned down.

Their names are on the website but no contact info. Cohen advised us to look up the names individually. We tried that. LinkedIn wanted \$49.95 for one month to send messages to members who may or may not respond.

Facebook said it would send a message to someone if we paid \$1 on a credit card. We did that but got no response.

Twitter is no great way for reaching people, either.

### **Cision Advises E-mail, Phone Calls, F2F**

Cision, which has contact points for hundreds of thousands of editors worldwide, told PR people in a posting Aug. 29 that most journalists prefer the “ancient practice of e-mail” over social media. Cision’s Teresa Dankowski apologized for sounding like a “dinosaur.” No such apology is necessary. Youthful PR people and journalists have handicapped themselves by substituting klunky communications means like SM for far superior means such as the phone, F2F and e-mail. It’s as though a new generation of ballet dancers suddenly decided to dance in high heel shoes instead of ballet slippers. They’d be falling constantly and injuring themselves. That is what is happening in PR and journalism.

Dankowski quotes Sree Sreenivasan, chief digital officer at Columbia University, as saying that “e-mail is still the most useful way to get work done.” He also prefers phone interviews.

### **Lawyers Show Contact Points**

Journalists and PR people are frightened of communicating but that is not what is happening elsewhere.

The “Leaders” section of the American Bar Assn. lists complete contact information <http://tinyurl.com/pj-teojm> for more than 6,300 lawyers. Lawyers are not afraid of putting out their contact info so why are reporters and PR people?!

One problem with two of the J groups in New York is that they are led by the employed rather than the unemployed. IRE-NY co-organizer Cohen is at the NYT and co-organizer Jennifer Forsyth is national editor, *Wall Street Journal*.

Reporters from the J Establishment dominate IRE-NY including those from Reuters, ProPublica, Columbia J School, CNN Money, and CUNY J School.

President of the New York Financial Writers’ Assn. is Jan Alexander, *Institutional Investor*; Pierre Paulden of Bloomberg is VP; Terry Wooten of Crosstie Media Services is treasurer, and Stephen Foley of Financial Times is secretary-assistant treasurer.

The biggest category of NYFWA members is “freelancers” who total 81 of the 290 names (28%). Most were once at established financial media.

– Jack O’Dwyer