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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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ONLINE DATA SAFETY PUSH SEEKS PITCHES

A sweeping private sector initiative working in concert with the federal government to foster confidence in online transactions wants to hear from PR agencies.

The Identity Ecosystem Steering Group, with a wide range of members from PayPal and IBM to the American Civil Liberties Union and several universities, released an RFP for communications services, including media relations, internal comms., social media and marketing.



The steering group was formed as the private sector partner of the federal government under the National Strategy for Trusted Identities in Cyberspace, an initiative announced by President Barack Obama in 2011 to improve security in cyberspace and e-commerce.

Proposals are due Oct. 3. RFP:
<http://bit.ly/1rhBKYP>.

BANKRUPT SAN BERNARDINO SEEKS PR

San Bernardino, Calif., which became the largest US city to file for bankruptcy in 2012 before it was eclipsed by Detroit, is on the hunt for PR and marketing communications counsel to improve its image.

The working-class city of 205K, which houses several foreign consulates and a campus of California State University, acknowledges in an RFP that it has "fallen on hard times" but says it "wishes to improve the transparency between itself and its citizens as well as itself and the outside communities that surround it."



The city wants a firm or agency that will "dedicate themselves to improving the image of this city in all aspects."

The city sees hope in new officials elected last year, revamps of pension and salary payments, its transit system, and efforts to find a carrier for the city's international airport.

San Bernardino filed for Chapter 9 protection in 2012 amid a \$46M budget shortfall and assets/debt topping \$1B.

Proposals are due Oct. 2. RFP: <http://bit.ly/1B1HqQV>.

PUBLICIS CHIEF LEVY TO EXIT

Maurice Levy, 72, will step down from the helm of French ad/PR combine Publicis Groupe at the general assembly meeting to approve financials for the fiscal 2016 year.

The move follows the May collapse of Levy's groundbreaking \$35B mega-merger with John Wren's Omnicom.

At its Sept. 15 meeting, Publicis Groupe's supervisory board approved a plan to put a new generation at the helm to develop a "seamless implementation" of the changes needed to transform the company into a "hybrid" operation offering clients top-notch creative and digital/technological support.



Levy

The new management group includes Mediavest CEO Laura Desmond, ZenithOptimedia chief Steve King, Publicis Worldwide CEO Arthur Sadoun and Publicis Groupe chief strategist Rishad Tobaccowala.

The management restructure includes the Jan. 1 shift of Saatchi & Saatchi Worldwide CEO Kevin Roberts to the "head coach" job at Publicis Groupe, where he is to inspire and motivate its leaders. Robert Senior succeeds Roberts, who will leave the company with Levy.

Publicis Groupe COO Jean-Yves Naouri, who was a candidate to succeed Levy, is exiting the firm.

On the PR front, the supervisory board "reinforced" the responsibility of MSLGroup chief Olivier Fleurot.

It promises "further information" about MSLGroup by the end of the year.

OBAMA AIDE TACKLES NFL; GOODELL SPEAKS

Cynthia Hogan, who was policy advisor for President Obama, has joined the NFL as senior VP/public policy and government affairs. She will report to Paul Hicks, executive VP-communications & government affairs.

Based in Washington (not NFL headquarters in New York), Hogan will develop policy, legislative initiatives and work with individual teams on local and state issues.

In the Obama Administration from '09-'13, Hogan dealt with healthcare, financial regulation, information technology, privacy and other civil liberties, criminal justice, and national security.

She handled special projects such as stewarding the effort to confirm Justice Sonia Sotomayor to Supreme Court and coordinating gun violence measures.



(Continued on page 4)

SMITH SUCCEEDS GRAVES AS OGILVY CHIEF

Stuart Smith, chief of Ogilvy PR's EAME region has taken over for CEO Christopher Graves effective immediately. Graves, who spent 18 years at Dow Jones' news & business side, took the Ogilvy CEO slot in 2009.

Smith joined Ogilvy in 2010 as global managing director of its corporate practice. He'll relocate to New York early next year.

Miles Young, CEO of parent Ogilvy & Mather, said in a statement the succession is designed to "adapt our management structure" as PR "continues rapidly to evolve and unlock fresh opportunities.

He said Ogilvy's EAME operation enjoyed "phenomenal development in scale and creativity" under Smith's guidance. O&M is part of WPP.

QATAR PICKS PORTLAND PR FOR DC PUSH

Qatar signed up Portland PR for a communications/political push targeted at Congress and federal agencies to improve ties with the US.

The Gulf State, a major customer of America's defense sector, recently closed an \$11B deal for Apache helicopters and anti-tank/Patriot missiles.

The country has been criticized for its financial backing of groups deemed by the US to be terror organizations. Those benefactors include Islamic-affiliated rebel groups in Syria and Hamas in Gaza.

Earlier this year, Saudi Arabia, Bahrain and the United Arab Emirates recalled their ambassadors from Qatar to protest its support of terror organizations.

Portland's \$150K campaign also includes media outreach, event management, research, policymaker/influencer meetings and event management. It began Sept. 15 and runs through yearend. Toby Orr serves as Portland's project lead on the business, reporting to Saif Ahmed Al-thani, Qatar's head of communications, gov't comms.

KEKST AIDS ANN TAYOR AS FUNDS CIRCLE

ANN Inc., the New York-based parent company of fashion retail brands Ann Taylor and LOFT, has donned Kekst and Company for PR support amid pressure from activist hedge funds to sell.

Engine Capital and Red Alder, two hedge funds that claim a stake of more than 1% in the company, are mounting a push dubbed "Time for a Change at ANN, Inc.," and presented a plan to investors on Sept. 15 urging a sale to companies like J Crew, Ascena Retail or Chico's FAS. The funds, which want ANN to form a special committee to review strategic alternatives, said a sale to another retailer could fetch from \$60-\$65 per share, while unloading to a private equity firm would garner \$50-\$55 per share.

ANN shot back to say the funds' presentation did not contain any analyses that were new to the company's board. "The conclusions that one draws from these analyses depend heavily on the various assumptions made," the company said.

Private equity firm Golden Gate Capital bought a 9.5% stake in ANN in March.

Judith Lord is VP of IR at ANN. Kekst's Wendi Kopsick and Andrea Calise are shoring up PR.

WALMART PR EXEC RESIGNS IN RESUME FLAP

David Tovar, VP of communications and top spokesman for retail giant Wal-Mart Stores, has resigned after the company discovered that he never graduated from college, as stated on his resume.

The 40-year-old exec joined Wal-Mart in 2006 as director of media relations after a stint as spokesman for Phillip Morris and parent Altria. He steps down at the end of September.

Bloomberg reported Sept. 15 that Tovar claimed he earned a bachelor's degree from the Univ. of Delaware in 1996, but a routine Wal-Mart screening found that he never received the degree.

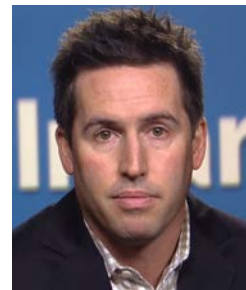
Dan Bartlett heads Wal-Mart communications as EVP-corporate affairs, a post he took last year on the exit of Leslie Dach.

Tovar was a ubiquitous spokesman for Wal-Mart and drew kudos and catcalls among PR circles in June when he dissected a critical *New York Times* op-ed with a post at walmart.com.

In an internal email released by Wal-Mart, Tovar said, "I have loved every second of every minute I've been with the company and I don't have enough room in this e-mail to give justice to the life-changing experience of working for the world's largest retailer."

A Wal-Mart spokeswoman told the *Northwest Arkansas Business Journal* Sept. 12 that Tovar was "just ready to move on to his next adventure." Bloomberg reported Wal-Mart discovered the problem during due-diligence screening standard for employees at a certain level.

Tovar was promoted last November to VP on the retirement of longtime PR head Mona Williams.



Tovar

NY POWER PLANT OPERATOR SEEKS PR CHARGE

The New York Power Authority, which runs 16 power plants as the country's largest state public power organization, has called for agency proposals to guide strategic communications.

The NYPA, in an RFP released Sept. 9, wants to hear from firms to burnish the Authority's image, support various public and stakeholder outreach efforts, and develop communications materials – print and digital – crisis communications counsel, and PSA development.

Proposals are due Oct. 7. RFP: <http://bit.ly/Za6hgR>.

FINSBURY RETURNS TO ROOTS

RLM Finsbury has rebranded as Finsbury, three years following its merger with Robinson Lerer Montgomery.

The firm says the revised moniker reflects its transformation into a global strategic communications firm.

The WPP unit has recently expanded into Moscow, Beijing and San Francisco. CEO Michael Gross oversees practices in corporate reputation, financial, transaction communications, public affairs and crisis management.

Finsbury clients include Walgreens, Verizon, Toyota and AstraZeneca.

YAHOO'S VIDRA TAKES NEW REPUBLIC HELM

Guy Vidra, general manager of Yahoo News, has been named the first CEO of *The New Republic* effective Oct. 13.

Chris Hughes, owner of TNR, says he "can't think of a better way to celebrate our centennial than by bringing it a new entrepreneurial future-focused leader."

Vidra's mission is to redefine TNR "for a new time," according to Hughes, who will remain publisher, become executive chairman and relinquish the editor-in-chief position.



Vidra

At Yahoo, Vidra was responsible for the No. 1 news site with more than 60M unique visitors and 2B page views each month.

He played a key role in the hiring of high-profile journalists such as Katie Couric and David Pogue and developing the Yahoo News Digest mobile app.

Earlier, Vidra was in charge of business development and mobile at the *Washington Post*.

He also handled busdev at Perfect Market, a venture of the New York Times, Tribune Co. newspapers and *The Times of India* designed to monetize their websites.

Hughes also announced the launch of The New Republic Fund to back early-stage tech start-ups in the digital media, analytics and video sectors.

POLITICO PROMOTES GLASSER TO EDITOR

Susan Glasser is the new top editor at Politico, succeeding Richard Berke, who stepped down earlier this month due to "strategic differences" with founders John Harris and Jim VandeHei.

She is upped from editor of Politico's magazine.

The founders and COO Ken Kingsley wrote in a memo that Glasser "has shown the great power ambitious long-form reporting can have on our site. But she's also as obsessed as we are with dominating news coverage of Congress, politics, the White House and policy."

They said Glasser "reinvented a Capitol Hill publication (Roll Call); transformed a venerable institution (the Outlook section at *The Washington Post*); revolutionized a niche digital company (*Foreign Policy*) and created from scratch the smartest magazine, here at Politico."

CLEAR CHANNEL CHANGES NAME

Clear Channel, the No. 1 radio network, is changing its name to iHeartMedia to reflect its multi-platform reality.

The company runs 860 stations in more than 150 markets, websites that reach 90M monthly unique visitors, radio programming, concerts/events, Katz Media Group and the biggest outdoor advertising operation.

Bob Pittman, CEO, said iHeartMedia provides entertainment to people wherever they go.

"We have massive consumer reach and influence across our platforms because we know how to program the live content people want to hear, see and share right now," said Pittman in a statement.

Clear Channel Outdoor is retaining its name.

iHeartMedia's radio attracts 245M listeners/month.

REPORT: PARADE TO BE SOLD TO ATHLON

Advance Publications' *Parade* magazine, put on the auction block this month, will be sold to Sunday newspaper insert publisher Athlon Media, according to the *New York Post*.

The Sunday *Parade* magazine has been a fixture in newspapers since 1941.

TheStreet.com reported last week that Gannett had walked away from the *Parade* auction, while Tribune Publishing and Berkshire Hathaway were also in the mix.

**BULLDOG PULLS PLUG ON 'DAILY 'DOG'**

Bulldog Reporter has pulled the plug on its free *Daily 'Dog* e-newsletter covering the PR industry.

Publisher Jim Sinkinson said the nine-year-old email blast concluded with its Sept. 12 edition.

Sinkinson said popular features of the 'Dog would be "migrated to new content vehicles" in the fourth quarter, adding that "we simply see other opportunities we believe will be more productive in supporting the 'what's new and what's working' information services the brand is famous for."

Brian Pittman is VP and director of content for Bulldog.

ZEICHNER TAKES E-I-C POST AT FADER

Naomi Zeichner has returned to music, style and cultural publication *The Fader* as editor-in-chief.

She joined Fadar in 2010 as an intern and left for BuzzFeed earlier this year as associate editor. At BuzzFeed, she held the music editor post.

Andy Cohn, Fadar president/publisher, called Zeichner an "incredible talent" with "creativity, taste and insider knowledge" about the music scene.

GOOGLE HIRES P&G MEDIA EXEC

Google has hired Julie Eddleman, a top media pro at consumer products giant Procter & Gamble.

She takes the client-service director position. At P&G, where Eddleman was marketing director for North American brand, she handled program buying of digital media.

Google runs a giant display ad network and help link publishers with brand name advertisers.

TV GUIDE NET REBRANDS AS POP

The 33-year-old TV Guide Network will change its name to Pop early next year.

Brad Schwartz, TVGN entertainment/media president, said the move reflects its strategy of attracting a younger and more vibrant viewing base.

TVGN has supplemented its rolling programming guide by obtaining reruns rights to shows such as HBO's "Curb Your Enthusiasm," and Showtime's "Weeds."

CBS and Lionsgate won TVGN, which reaches 80M homes.

MEDIA NEWS**NFL TACKLES CRISIS** (Continued from page 1)

Prior to the White House, Hogan was chief counsel to the Senate Judiciary Committee.

She called the opportunity to handle the "complex and compelling issues of interest to the NFL" a "unique and exciting challenge."

Commissioner Faces Press in Mea Culpa

A contrite National Football League Commissioner Roger Goodell apologized in a press conference Sept. 19, his first appearance in nine days amid the league's simmering scandal.

"I got it wrong on a number of levels, from the process that I led, to the decision that I reached," Goodell said of the investigation into Baltimore Ravens running back Ray Rice. He pledged that "we will get our house in order" and never repeat the mistakes that have been made.

Goodell, who took questions from reporters, said the league will commit "significant" resources to raise awareness of domestic violence and sexual assault, including "long-term partnerships" with the National Domestic Violence Hotline and National Sexual Violence Resource Center.

The commissioner also announced the formation of a conduct committee to review new rules and ensure best practices.

When asked if he would be willing to give up some of his office's power over the league, Goodell said "everything is on the table" amid reviews of policies and procedures, including a probe by former FBI director Robert Mueller.

Goodell said in response to two reporters' questions that he has not considered resigning at any point and said he does not believe he should step down because, "I acknowledged my mistake" and added "we have a lot of work to do."

The commissioner said he believes he has the support of the league's 32 owners.

On shaky sponsors, Goodell said, "I don't believe so," when asked if the league was close to losing a corporate backer. Less than a day after Procter & Gamble reportedly backed out of a campaign with the NFL, Goodell said several sponsors have promotions that "are inconsistent with the current marketplace."

Veteran sports journalist Bob Costas said on NBC that Goodell's appearance "hasn't put out the fire, but may have tamped down the flames a little bit."

Procter & Gamble Hits NFL

Procter & Gamble has pulled its league-wide Breast Cancer Awareness Month initiative with the National Football League due to its domestic abuse crisis.

CBS Sports reports the campaign with the 32 teams was supposed to feature a player from each to be "ambassadors" for breast cancer awareness in a sponsorship with Crest toothpaste.

The players were to wear pink mouthguards and actively promote on social media the importance of screen-

ing and other breast health measures.

CBS reports the P&G has notified the players about its withdrawing from the effort and reassured them that planned charitable donations to breast cancer groups will still be made.

Taylor has worked with P&G on the PR front of its NFL sponsorship.

Radisson Drops NFL's Vikings, Nike Suspends Pact

Global hotelier Radisson dropped its sponsorship of the NFL's Minnesota Vikings on Sept. 15, in the wake of child abuse charges against star running back Adrian Peterson.

The company, owned by Minneapolis-based Carlson, said it "takes this matter very seriously particularly in light of our long-standing commitment of the protection of children."

Peterson faces felony charges in Texas for child abuse and is reportedly under investigation for previous abuse against a child.

While the Vikings held him out of their Sept. 7 game, he was reinstated to play the following against the New England Patriots.

Radisson said it is closely following Peterson's situation and has suspended its "limited sponsorship" of the team "while we evaluate the facts and circumstances."

Major NFL sponsor Anheuser-Busch fired a warning shot later in the day when it questioned the league's handling of its players' apparent criminal behavior.

"We are disappointed and increasingly concerned by the recent incidents that have overshadowed this NFL season," the beer maker said. "We are not yet satisfied with the league's handling of behaviors that so clearly go against our own company culture and moral code. We have shared our concerns and expectations with the league."

Nike followed suit on Sept. 17 by suspending its contract with Peterson. "Nike in no way condones child abuse or domestic violence of any kind and has shared out concerns with the NFL," the athletic shoe and apparel giant said.

Peterson apologized with a defiant statement on Sept. 15. "I want everyone to understand how sorry I feel about the hurt I have brought to my child," he said. "I never wanted to be a distraction to the Vikings organization, the Minnesota community or to my teammates. I never imagined being in a position where the world is judging my parenting skills or calling me a child abuser because of the discipline I administered to my son."

Vikings ownership said Sept. 15 that they want to "allow the legal system to proceed," vowing to "continue to monitor the situation closely and support Adrian's fulfillment of his legal responsibilities throughout this process." But they reversed course two days later, as owner Mark Wilf admitted "we made a mistake" and the team placed Peterson on an inactive list.

The running back continues to draw his \$11.75M salary.



Goodell speaks to the press on Sept. 19.

NEWS OF PR FIRMS**CHOBANI BRINGS WEBER'S GONDA IN-HOUSE**

Greek yogurt leader Chobani has brought Michael Gonda in-house as VP of corporate communications from Weber Shandwick.

Chobani, which navigated some PR troubles last year after a recall over mold issues, moved its PR account to Weber Shandwick last September. Chief communications officer Nicki Briggs stepped down among a spate of departures in November and it didn't post the VP/comms. job until earlier this year.

Gonda spent four years at WS, encompassing a stint in Beijing and rising to VP in 2014 handling corporate communications and corporate issues accounts, including Chobani.

FITZGIBBON WORKS EBOLA RELIEF

PR counselor Blair FitzGibbon is handling Good360, the nonprofit that has called on the business community to donate medical/cleaning supplies and comfort kits to Ebola victims in western Africa.

Established in 1983, the Arlington, Va.-based group is helping aid workers in Liberia and neighboring countries cope with the disaster.

Carly Fiorina, former Hewlett-Packard CEO, chairs the organization. "Now is the time for business leaders everywhere to take a stand and make a decision to help stem the tide of this massive outbreak before it spreads around the world," she said.

Good360 has posted at blog.good360.org/ebola a list of the needed supplies.

The group has evolved from urging the private sector to contribute obsolete or seasonal items to charities to an organization that promotes a "Circle of Good" to encourage companies, nonprofits and individuals to work together to promote social good.

FIRMS AID SMALLPOX DRUGMAKER

SIGA Technologies, the publicly traded, New York-based provider of an antiviral smallpox drug for the federal government, is working with outside PR and IR counsel amid a Sept. 16 Chapter 11 bankruptcy filing.

The company, which faces a crushing \$232M-plus licensing judgment following litigation in Delaware, said bankruptcy protection was the only way it could fulfill the US Strategic National Stockpile's order of its antiviral Tecovirimat, which treats smallpox and is seeking FDA approval. It also plans to appeal the Delaware judgment, which stemmed from a court battle with PharmAthene dating back to 2006.

Rubenstein Associates is providing PR counsel and handling media relations for SIGA. Senior executive VP Marcia Horowitz heads that work.

On the IR front, SIGA's retainer firm KCSA Strategic Communications leads the charge under the direction of managing partner Todd Fromer.

SIGA CEO Eric Rose said: "SIGA has adequate liquidity to conduct its operations, satisfy all of its contractual commitments, and, with the stay afforded by chapter 11, pursue its appellate rights."

SIGA's delivery of for the Biomedical Advanced Research and Development Authority is covered by the Project BioShield Act of 2004.

NEW ACCOUNTS**New York Area**

Zenergy Communications, Toronto, Feintuch Communications, New York, Tavistock Comms., London/Optimal Payments, online payments provider, for an integrated corporate communications and brand awareness campaign in North America and Europe. OP is based on Isle of Man, UK, with additional locations in Canada and the US.

Affect, New York/Ascent, solutions for development, design, engineering, construction and operation of data centers; Protegreity, enterprise data security software platform, and Visier, workforce intelligence solutions for HR, for PR and communications.

The Pollack PR Marketing Group, New York/Carrington Holding Company, multiple businesses covering single-family residential real estate transactions as AOR to create an integrated marketing and PR campaign targeting consumers and associated financial institutions nationally.

Southeast

Simply the Best PR, Boca Raton, Fla./Top Shelf Holdings, alcohol beverage brands, to promote Besado Tequila, soon to be available in the U.S.

TransMedia Group, Boca Raton, Fla./Healthcare Nation Awareness Foundation, for PR for the Miami non-profit touting enrollment in healthcare coverage.

Southwest

Crosby|Wright, Scottsdale, Ariz./Boomtown Entertainment, parent company of Toby Keith's I Love This Bar & Grill, as AOR for PR to support national marketing communications. The firm will handle 16 locations and lead media relations in all additional markets as the chain expands.

West

Lane, Portland, Ore./Balanced Body, resource for Pilates and other equipment, information and education or fitness and rehab centers, to introduce the brand to a larger national audience and support new product launches. Work includes national and regional media, blogger and influencer outreach with a consumer/lifestyle, fitness and wellness focus, as well as thought leadership, digital marketing and social media programs.

JMPR Public Relations, Woodland Hills, Calif./Live Media Group, turnkey entertainment and technology services for live events, as AOR to promote the company and its recent partnership with Live Nation and Yahoo! to help facilitate a concert a day across the U.S., as well as media outreach surrounding major events that LMG produces.

Phelps, Santa Monica, Calif./Los Angeles World Airports, for creation and implementation of the "LAX is Happening" campaign targeted to frequent travelers and those who live or work near the airport about modernization efforts and related construction.

Digney & Company, Los Angeles/WRIT Media Group, digital media production and gaming, as AOR for PR, including print and local media relations, influencer engagement, and events centered around the launch of the Retro Infinity and Amiga Games mobile gaming products in conjunction with the company's recently announced NASCAR sponsorship.

NEWS OF SERVICES**ETHICS OF TOBACCO PR ARGUED**

Paul Holmes of *The Holmes Report* and ex-*New York Times* "Ethicist" columnist Randy Cohen argued heatedly Sept. 8 about the ethics of repping tobacco (Holmes favoring it).

The argument took place towards the end of the 90-minute program of the New York chapter that considered whether PR is "deceptive, non-transparent and of little value to clients or society."

Cohen said it's unethical to represent a "toxic product that kills 400,000 people a year" while Holmes said people have the right to make their own decisions about this.

HOLMES: My point is you can do unethical work for ethical causes and you can do ethical work for clients that many – I mean it's quite possible to represent the tobacco industry ethically. You can communicate entirely honestly on behalf of the tobacco industry and you can communicate entirely unethically on behalf of the American Cancer Society.

COHEN: Well, it depends on how narrowly you define ethics. If you're defining it only as business practices, yes that's so, you can be an honest slave dealer and at the slavery block you always give people the correct change...

HOLMES : That's a really [inaudible] analogy.

COHEN : I don't think so. I don't think so. Unless you question the fundamental transaction that you're actually involved in which is the slave trade itself, it doesn't matter how ethical your business practice is.

HOLMES : There's something fundamentally unethical about owning slaves. There's nothing fundamentally unethical about smoking a cigarette.

COHEN : No, but there's something fundamentally unethical about selling a toxic product that kills 400,000 people a year.

Holmes asked Cohen if it is unethical to sell skis, which can injure a user. Cohen said it is ethical. "People have no right – once you shift it to a consumer question you've already cheated the question," said Cohen. "The question isn't whether someone has the right to buy. The question is whether someone has the right to sell it. It's that, you know, you have no right to sell tainted meat here in America. We have food and drug laws. You have no right to sell a product that is, when used as directed – the death rate is 400,000 a year, you're really defending this ?!"

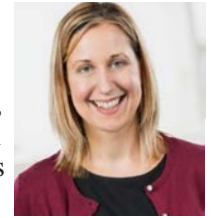
Holmes replied that there is a difference between selling tainted meat and selling cigarettes, because when somebody buys meat they have a reasonable expectation that that meat will not kill them. "When they buy a cigarette they know full well that [the] cigarette could kill them; they make the choice to do so," he said.

Cohen retorted that companies are not spending hundreds of millions of dollars to advertise because they think a free choice will be freely made by free thinkers. "People's behavior is subject to all sorts of influences," he said.

Holmes countered: "I could argue that there is an ethical case to be made that what you are doing is infantilizing people. You are taking away their agency."

PEOPLE**Joined**

Christy Noland, dir. of comms. for Baxter International's renal business, to Astellas, Northbrook, Ill., as dir. of business comms. & advocacy, urology, for the Americas. The hire is part of an ongoing revamp of the drug company's communications under SVP Jeff Winton. Noland did agency stints at Golin-Harris, Burson-Marsteller and Edelman.

**Noland**

Danya Proud, director of corporate relations for Asia-Pacific, Mideast and Africa for McDonald's, to Zeno Group, Chicago, as a senior VP. She is a former senior manager of US media relations and director of external comms. for McDonald's and earlier did stints at GolinHarris and Carlman Booker Reis PR.

Justin Holmes, director of constituent engagement for the City of Boston and interim chief information officer, to Zipcar, Cambridge, Mass., as corporate comms. director.

Nicole Fowler, marketing and comms. consultant and former A/D for Twist Image, to National PR, Toronto, as VP and practice lead of its marketing practice.

Chuck Hemann, executive director of analytics, Golin, to Intel Corp., as managing of analytics. He exits Golin after eight months and was previously group director of analytics at WCG.

Gregg Voss, A/S for PR and social media at CBD Marketing, to TSN Communications, Oak Hill, Va., as an A/S focused on PR and social media. He was corporate comms. manager for Molex and a senior A/E at Bader Rutter & Assocs.

**Voss**

Jennifer Anderson, VP of digital & event marketing, Pitney Bowes, to Fairfield Univ., Fairfield, Conn., as associate VP for marketing and comms., following a search. Anderson has undergraduate and graduate degrees from the university. She was previously assist. editor at *Greenwich Magazine*.

Aimee Nichols, assoc. dir. of development, Pontifical North American College, and **Melinda Price**, community outreach and marketing coordinator for Autism Community Network, to the Natural Products Assn., Washington, D.C., as director of government affairs and as communications coordinator, respectively.

Peggy Walsh, senior VP and director of finance and operations, Ketchum, to Ruder Finn, New York, as global chief financial officer, overseeing finance for the firm's 12 offices across the U.S., Asia and the U.K.

Promoted

Joni Westerhouse to associate vice chancellor and associate dean for Medical Public Affairs, Washington Univ. School of Medicine, St. Louis. She was assistant vice chancellor and succeeds Don Clayton, who retired in May after 32 years. Westerhouse joined the medical PA staff in 1987.

**Westerhouse**

FINN PARTNERS GRABS GABBEGROUP

Finn Partners has acquired New York-based gabbegroup, a 34-year-old PR firm focused on the health and education markets.

Founders Jill and Jim Gabbe are slated to join FP on Oct. 1 as senior advisors and the firm's staff (15 at the end of 2013) will relocate to FP's New York offices on East 57th St.

Terms of the deal were not disclosed.

Founding partner Peter Finn said the deal bolsters his firm's expansion in both the education and health sectors, noting gabbegroup's long-term client relationships. Gabbegroup clients include Indiana University, Jonas Center for Nursing & Veterans Healthcare, and Carnegie Mellon Integrated Innovation Institute among dozens of others.

FP managing partner Alicia Young will oversee the new addition.

VAZIN SHIFTS TO TOYOTA, VW UPS GUERREIRO

Scott Vazin, executive VP for Volkswagen Group of America's group and brand communications, has shifted to Toyota North America as VP of corporate and regional communications amid the carmaker's consolidation to Texas and rebuilding of its communications operation.

Volkswagen has elevated international communications head Mario Guerreiro to its top American PR slot.

Vazin exits Herndon, Va.-based Volkswagen after three years, a span that included his June promotion to EVP with the exit of Tony Cervone for crisis-plagued General Motors.



Vazin, Guerreiro

Toyota NA is relocating its three separate headquarters for manufacturing, sales and marketing, and corporate operations to Plano, Tex., north of Dallas, a shift of 4,000 employees over three years. Vazin will start Sept. 22 in Toyota's Washington, D.C., outpost before joining the company in Plano. The company said it is reating a "more effective, unified and integrated communications organization for the future."

He is a 15-year veteran of Nissan and started out at Mitsubishi Motor Sales of America in 1990. Julie Hamp is chief communications officer at Toyota NA.

Guerreiro, a Portugal native who has been stationed in VW's home country of Germany as head of international communications, is slated to move to Volkswagen Group of America in Herndon, Va., Oct. 1 as executive VP to head communications for the group and brand.

MCSQUARED CLEANS UP ECUADOR FILING

Brooklyn's MCSquared, which represents Ecuador in its long-running legal battle with Chevron over pollution in the Amazon, filled a correction to its July Justice Dept. registration, showing disbursements of \$1.9M.

Those outlays include payments to celebrity/talent scouting agencies American Program Bureau (\$330K)

and Greater Talent Network (\$188K).

The shop spent \$167K for an event for New York's Ecuadorian community, \$19K for a Columbia University journalism conference and \$4,500 to foot the bill for a trip to Ecuador by Chevron hometown mayor Gayle McLaughlin of Richmond, CA. A \$360K expense went for advertising in the *Houston Chronicle*, *San Francisco Chronicle*, *Washington Post*, *West County Times* and TV/radio ads on Spanish language outlets.

Maria Garay, MCSquared's executive director, received \$180K of the \$232K in disbursements made to her firm during the period from 5/1/13 to 4/30/14.

The document includes a collection of press releases to promote trips to the pollution impacted Ecuador rain forest made by activists Danny Glover, Mia Farrow and Alexandra Cousteau, granddaughter of famed ocean photographer/explorer Jacques. According to MCSquared's release, the National Secretariat of Communication of Ecuador, an initiative of President Rafael Correa, invited Cousteau to visit the contaminated area.

The firm's media outreach list includes targets such as Diane Sawyer (ABC), Leonard Lopate (NPR), Jason Stein (Al Jazeera), Christianne Amanpour (CNN), Chris Hayes (MSNBC), Andrew Marantz (*New Yorker*), Berenice Gartner (Univision) and Jon Stewart (Comedy Central).

EDELMAN RECRUITS PA CHIEF FROM APCO

Edelman has brought in APCO Worldwide executive director Stephanie Lvovich to be global chair of public affairs, putting an experienced European PA pro at the helm of its 275-staffer practice.

She will stay in London and takes the reins from Katie Burke, an ex-White House hand who decamped for the executive VP of marketing and communications slot at Nielsen in January. The top independent PR firm also elevated DC general manager Matt Wagner to US regional chair for PA.

Lvovich was EVP of APCO's EMEA region and created and served as global chair of its food and consumer practice, stationed in London. Her global account purview included Coca-Cola, Mars and SABMiller, among others.

Edelman PA vice chairman Steve Schmidt said PA opportunities and scope of work are growing at an "incredibly fast rate." She was previously a managing director for Citigate GCG in London and Brussels and earlier led the media group at European Public Policy Advisors.

W2O WOOS WALSEY

W2O Group has hired former client David Walsey as managing director of its BrewLife unit to lead its new outpost in San Diego.

He has more than 15 years of biopharma communications expertise and spent another ten as an attorney in private practice.

Walsey joins W2O from Optimer Pharmaceuticals, where he was VP-corporate communications/IR.

Prior to Optimer, which was acquired by Cubist Pharmaceuticals, he handled financial communications duties at Arena and Sarepta, which is now AVI Pharma.

“The PR person doesn’t have the final say” but can only “fight” and “make their voice heard,” Ruder Finn’s Michael Schubert told the “PR Ethics Trial” of PRSA/New York Sept. 8.

Said Schubert: “At the end of the day, you don’t have the final say. You really don’t. And having been there, arguing for the right thing to do and hearing the lawyer say, you can’t say this and you can’t say that, I think that’s a reality and you should understand that...”

The chapter’s 1.5-hour event laid bare many of the dilemmas, conflicts and quandaries facing PR people that make it one of the most stressful jobs—No. 5 for 2013 on Careercast’s list of stressful occupations.

As noted by an Atlantic article, most of those now shouldering this burden are women. Some are new mothers.

Prosecutor Paul Holmes of *The Holmes Report* voiced alarm that PR people are using social media “to get as much past the gatekeeper (journalists) as they can.” Consumers are not aware of the “game” that is being played by PR and the press which puts an added burden on PR people to be “even more honest,” he said.

Discussion brought out that PR people who discover illegal or abusive practices of clients can only resign the account and cannot report this to anyone.

Panelist Steve Cody of Peppercomm said his firm has resigned many accounts because of ethical objections. However, he would not name any of them.

Aspen’s Isaacson at National Conference

There’s plenty of “meat” about PR ethics in the 16-page transcript of the chapter’s event that was purchased by the O’Dwyer Co. and posted on the O’Dwyer website two days after the event. The chapter initially said a transcript was not in its budget but said one would be posted on its site Sept. 22.

The national Society has a one-hour “live” ethics webinar set for 3 p.m. Sept. 25, which is Rosh Hashanah and we trust it will switch this date.

National has just signed as its Oct. 12 opening speaker at the conference in D.C. Walter Isaacson, president and CEO of the Aspen Institute, who has authored *The Innovators: How a Group of Hackers, Geniuses and Geeks Created the Digital Revolution*. It will be published Oct. 7.

Aspen, which champions “civil dialogue” on “controversial subjects” and encourages “enlightened, responsible leadership,” had revenues of \$94.5 million in 2012 (latest year available). Net assets were \$186M. The pay package of Isaacson, former CEO of CNN and editor of *Time* magazine, was \$843,328.

An email was sent Sept. 19 to Isaacson and his PR staffers as follows:

Hello Mr. Isaacson, Lyn, Jennifer and Pat:

I want you to know that PRSA has a formal, written boycott against the O’Dwyer Co., which has covered the PR industry daily since 1968. This prevents our staff from covering Mr. Isaacson at the national conference Oct. 11-14 or exhibiting our six informational products.

Attempts by the Society to discredit our company have been rejected by the National Press Club, New York State Senator Liz Krueger, and numerous websites and blogs. The reason for the boycott is that our products compete with the Society’s. It refuses to let us exhibit our products although it has allowed exhibits of our competitors in past years.

Please open this statement by NPC scolding PRSA which it sent to 390 major media: <http://tinyurl.com/d9y42dl>.

State Senator Liz Krueger “heartily” concurred: <http://tinyurl.com/7dhdy3g>.

The New York Times and Washington Post have both referred to us as the “bible of PR.” <http://tinyurl.com/7yggjzn> and <http://tinyurl.com/bjoebw>.

I hope one of you will talk to me. VP-PR of PRSA is Stephanie Cegielski. There is no chief of staff. William Murray, who was CEO, resigned March 7 effective June 1, 2014. Chair of the Society is Joseph Cohen (joseph.cohen@prsa.org).

Cordially, Jack O’Dwyer

Losses at Vocus, Cision Show Move to SM

Losses at Cision and Vocus, providers of contacts to hundreds of thousands of editors, indicate the move of much of the PR industry from pitching editors to interfacing directly with consumers via social media.

Cision had a loss of \$41 million in the latest year available and Vocus had a loss of \$21.8 million. Both were purchased earlier this year by the GTCR hedge fund of Chicago. Revenues of Vocus were about \$180M and Cision, \$156M.

Cision was one of the five sponsors of the New York chapter’s event along with PR Newswire, Factiva of Dow Jones, Brandpoint, RCM Broadcast Communications and D S Simon Productions.

Cision and Vocus are among 11 “Gold” (\$20K) sponsors of the national conference. Others are the Associated Press, Allstate, BusinessWire, Gorkana, IQ Media, MarketWired, PR Newswire, Sprinklr, and Integrated Marketing Communications, West Virginia University.

Press Charged \$200 for Ethics Panel

National’s ethics panel is open to non-members including reporters if they pay \$200. A credit card purchase for this amount has been sent to the Society and Cegielski said it will be accepted.

Participants in the panel include moderator Kirk Hazlett, associate professor of comms./PR, Curry College; PR Student Society president Heather Harder, Elon Univ.; Maria Sonin, dir., comms. and marketing, Ethics Officer Assn.; Marlene Neill assist. professor, Dept. of Journalism, PR & New Media, Baylor Univ.; Nance Larsen, comms. director, National Education Assn., and Philip Tate, SVP, Luquire George Andrews. All are members of the Board of Ethics and Professional Standards of the Society. Not taking part is BEPS chair George Johnson, adjunct PR professor, Univ. of South Carolina.

Theme of the Society’s “Ethics Month” observance is “The New Era of Authenticity.”

— Jack O’Dwyer