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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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September 3, 2013 Vol. 46 No. 34

CONN. REVIEWS TOURISM ECONDEV WORK

Connecticut, which brought in a roster of agencies last year to “rebrand” the state’s marketing, has kicked off a review of its tourism and economic development efforts, a search that encompasses PR, branding, online marketing and similar tasks.

The Nutmeg State spends \$12M annually – after cutting the budget to \$1 in 2009 amid budget shortfalls – to pitch the state for business development and tourism through its Dept. of Economic and Community Development and Office of Tourism. It uses the tagline “Connecticut. Still revolutionary,” developed by incumbent ad shop Chowder Inc. of New York. FleishmanHillard (NY), The Harrison Group (Waterbury, Conn.) and Media Storm (South Norwalk, Conn.) round out the current roster. Their \$22M, two-year contract expires in December.



The state said it will hire multiple firms or a single agency to handle the work.

Proposals are due Sept. 18. RFP: <http://bit.ly/1eaEUpJ>.

SONY PICS CASTS SARD'S SIPKINS IN PR POST

Charles Sipkins, Los Angeles head for Sard Verbinen & Co with strong experience in the media sector, is moving to Sony Pictures Entertainment to head corporate communications. Former spokesman for President Bill Clinton, Jim Kennedy, held the SPE post before being promoted to the senior VP of strategic comms. for parent Sony Corp. in late 2012.

As a managing director leading Sard’s L.A. operation, Sipkins recently counseled News Corp., Yahoo!’s board of directors, Pandora and Groupon. He also repped The Chernin Group, the firm of former News Corp. president/COO Peter Chernin.

His Yahoo! experience is notable as Sony faces pressure from activist investor Dan Loeb, who pushed for the ouster of Yahoo! CEO Scott Thompson last year. Loeb, through his Third Point hedge fund, is pushing Sony to spin off TV and film operations in order to focus on electronics. Sony’s board and CEO in August rebuffed the call.

Sipkins was previously at Abernathy MacGregor Group (L.A.), Fleishman-Hillard and Hill+Knowlton (New York). He started out as a legislative aide to Rep. Martin Sabo (D-Minn.).

WPP POSTS 12% 1H PROFIT HIKE

WPP CEO Martin Sorrell reported a 7.1 percent rise in first-half revenues to \$8.3B on an 11.8 percent jump in pre-tax profit to \$987M.

The British company’s Hill+Knowlton Strategies, Burson-Marsteller, Cohn & Wolfe, Ogilvy PR Worldwide and RLM Finsbury-led PR/PA group recorded a 4.1 percent profit dip to \$92M on flat revenues of \$708M.

WPP says its PR/PA group was hit by “continuing client examination of discretionary spending in mature markets.”

Sorrell believes American clients, while enjoying record profitability and stronger balance sheets, are reluctant to spend due to uncertainty regarding the \$16T U.S. debt load and sequester.

Clients, according to Sorrell, are focused “perhaps unwisely on cost reduction, rather than revenue stimulation and on liquidity, which explains the recent unrealistic request for extended payment terms.”

WPP anticipates stronger results in 2014 as global GDP rises 4%, compared to 3% this year.

COLORADO LOOKS FOR POT, RX ABUSE PR

Colorado, which has legalized recreational use of marijuana and is second among states for prescription drug abuse, is seeking agency help for a PR campaign aimed to curb abuse of pot, as well as prescription pills among its youth.

The state, No. 2 behind Oregon for misuse of prescription drugs, has \$2M from a multi-state settlement with pharmaceutical companies and plans to fund the PR push with about \$500K.

The office of Gov. John Hickenlooper will oversee the campaign to address misuse and abuse of pot and prescription pills by targeting schools, communities and families through social media, curriculum and other outreach.

While research backs Colorado’s youth prescription drug problem, there is very little hard data on marijuana. But the state notes in an RFP that a “general consensus” among substance abuse professionals points to negative consequences from youth (under 18) marijuana use.

The campaign will target youth ages 12 to 20.

Proposals are due Sept. 23. A year-long contract is planned to begin October.

The RFP can be accessed at colorado.gov.



COSTA RICA MOVES TOUR PR ACCOUNT

Costa Rica has moved its tourism PR account to Coral Gables-based Cheryl Andrews Marketing Communications, following a review.

Burson-Marsteller previously handled the work.

The Tourism Board of Costa Rica released an RFP late last year for a two-year, \$360K pact covering the U.S., Canada, Europe and other markets.



Ireth Rodriguez, deputy manager and marketing director of the board, called it a “thorough search,” noting CAMC has a “keen understanding of the distinctiveness of our country.”

Costa Rica wants to be seen as a leader in sustainable tourism and stand out among Central American and Caribbean destinations.

CHIME RINGS UP FLAT INCOME

Chime Communications has reported a six percent gain in first-half revenue to \$121M on flat profit of \$17.5M. That performance excludes businesses that have been sold or are in the process of being shut down.

CEO Christopher Satterthwaite reports the financials are in line with corporate expectations.

Chime noted that its sports and entertainment group had a “reasonable performance” in a year without the benefit of mega events like the London Olympics. The unit also spent for network development in China and Brazil.

Satterthwaite looks forward to 2014 growth connected with the Commonwealth Games slated for Glasgow, World Cup in Brazil, and Winter Olympics in Sochi, Russia.

Chime also owns Good Relations Group and Open Health. The firm in June 2012 completed the sale of a 75 percent stake in Bell Pottinger.

RUBENSTEIN COUNSELS SIEBERT FINANCIAL

Siebert Financial Corp. is leaning on Rubenstein Associates to handle PR through the death of founder Muriel “Mickie” Siebert, the pioneering Wall Street woman and SFC chief who died Aug. 24.

Rubenstein senior VP Laura Hynes-Keller and senior executive VP Marcia Horowitz are handling Siebert, a long-time agency client.

Siebert was the first woman to own a seat on the New York Stock Exchange and first to head a member firm. She also was Superintendent of Banking for New York State for five years and an innovator in the discount brokerage field in the mid-1970s.

She founded and led SFC until her death in New York due to complications from cancer.

Joseph Ramos, COO and principal executive officer of the brokerage, will continue a role similar to Siebert, the company said. “Although she is best known as the first woman to own a seat on the NYSE, she really became one of the great personalities on Wall Street of either sex,” Ramos said in a statement. “We will work to continue her legacy.”

NEVADA EX-GOV. HOPS ABOARD ‘X’ TRAIN

Robert Miller, Nevada’s longest-serving governor, has signed on for federal lobbying duties to support construction of the “X Train,” return of passenger rail service between Las Vegas and southern California (Fullerton).

Union Pacific had provided such a route for many years. Amtrak absorbed the line and ran the “Desert Wind” until 1997.

The X Train would be a party train offering luxury service and use existing right-of-ways and refurbished railcars. Backers say it would reduce congestion on Interstate 15, create jobs and generate tax revenues.

Miller, who led the Silver State from 1989-99, is pitching the feds for support of a loan to help pay for the construction of the X-Train station in North Las Vegas.

Michael Barron, CEO of X Train parent Las Vegas Railway Express, is a developer who played a key role in the redevelopment of Monterey’s Cannery Row and Fisherman’s Wharf.

SARD VERBINNEN WORKS \$1B STEEL DEAL

Sard Verbinnen & Co is guiding PR for the Pritzker family as it acquires Pittsburgh-based steel services company TMS International in a deal valued at \$1B.

The Pritzker Organization, the merchant bank for one of the wealthiest families in the U.S. with holdings like Hyatt Hotels and Triton Container, said it will pay \$17.50-per-share for TMS, which provides mill services and buys and sells raw materials around the world for the steel industry. The deal will take NYSE-traded TMS private. The deal is expected to close in the fourth quarter, subject to regulatory approval.

Penny Pritzker, daughter of TPO co-founder the late Donald Pritzker, is the U.S. Secretary of Commerce.

George Sard in New York and SV&C staff in Chicago rep TPO.

COFFEE INDUSTRY GETS PA HELP

The National Coffee Association has brought in a Sacramento public affairs firm as the coffee industry trade group joins a growing push to curtail California’s Proposition 65, which requires products to list potentially harmful ingredients.

The non-profit Council for Education and Research on Toxics in 2010 sued Starbucks and other coffee retailers in California, alleging they failed to warn consumers about acrylamide, a natural byproduct of coffee roasting linked to cancer in rodents. A state judge last month denied summary judgment for the non-profit and said a jury should determine the case.

The New York-based NCA in August hired Sacramento-based Political Solutions to provide a local presence and expertise in a bid to amend Prop 65.

Gov. Jerry Brown, along with elected officials and business groups in the state, supports changes to the measure because of a proliferation of lawsuits and outdated standards in the 27-year-old law. “California’s Proposition 65 has created a toxic business environment for the coffee industry and other businesses, and NCA has been leading the charge to roll back its scope and impact,” said Robert Nelson, NCA president and CEO.

'STABILIZED' NEWSPAPERS BOOST TRIBUNE

Tribune Co, which plans to spin off its newspapers to focus on TV, received a financial boost as the eight-paper group reported a three-fold surge in 2Q profit to \$59.6M on a four percent revenue dip to \$470M.

CEO Peter Liguori said Tribune "stabilized" the newspaper collection of the *Los Angeles Times*, *Chicago Tribune*, *Baltimore Sun*, *Hartford Courant*, *South Florida Sun Sentinel*, *Orlando Sentinel*, *Morning Call* and *Daily Press*.

Tribune's broadcasting unit suffered a 59 percent drop in operating profit to \$50.5M on a 20.2 percent drop in revenues to \$260M.

In July, Tribune announced a \$2.8B deal to purchase 19 TV stations from Oak Hill Capital.

With the closing of that deal, Tribune's 42-station network will be the largest commercial network in the U.S. Meanwhile, Mark Walter, controlling owner of the Los Angeles Dodgers and CEO of Guggenheim Partners, is mulling the purchase of the LAT and Trib.

GP is a financial services firm headquartered in Chicago.

MURDOCH TAKES PAY CUT

Twenty-First Century Fox CEO Rupert Murdoch took a 4.6% cut to \$28.9M fiscal 2013 salary/bonus compensation, according to its proxy statement filed for the Oct. 18 annual meeting.

The pay figure reflects Murdoch's duties as chief of the pre-split News Corp.

The compensation committee, which is chaired by Accel Partners venture capital firm partner Jim Breyer, praised Murdoch's leadership that resulted in a 46 percent stock price rise, a smooth corporate separation into newspaper and entertainment entities, and completion of strategic acquisitions.

It determined that during the current fiscal year, Murdoch is to receive a \$1M base salary from News Corp., where he serves as executive chairman.

The print media group, which includes the *Wall Street Journal*, *Times of London*, *New York Post* and *Sun*, has set a \$2M performance-based bonus and a \$2M long-term equity-based target for the 82-year-old Murdoch this year.

At 21CF, the committee reduced Murdoch's 2014 base from \$8.1M to \$7.1M, cut annual bonus opportunity from \$12.5M to \$10.5M and upped long-term incentives target from \$4M to \$5.7M.

COO Chase Carey received an 8.9 percent rise in total comp to \$27M during the past year.

The committee credited Carey for "content monetization initiatives," expansion of international cable franchises via acquisition of Indian cricket rights and full ownership of Fox Sports Asia, successful contract agreements with Major League Baseball and NASCAR and the launch of Fox Sports 1.

James Murdoch, deputy CEO, got a 1.2 percent boost in comp to \$17M.

The 40-year-old received kudos for exploring digital opportunities and contributing to the acquisition of the 49 percent stake in the YES Network.

COATNEY TUMBLES TO AJA

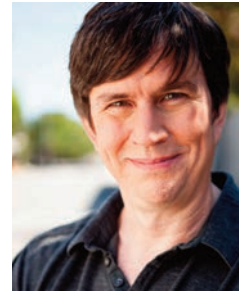
Mark Coatney, who as media director at Tumblr was responsible for more than 700 brands, has joined Al Jazeera America as senior VP/digital media.

In his three-year stint, Coatney was in charge of media outlets and corporate offerings from NPR, BBC America, *New York Times*, IBM and Walt Disney Co. Tumblr grew from five to 135M blogs during that period.

Coatney joined Tumblr from *Newsweek* where he managed its Twitter, Facebook and other engagement platforms.

He has editorial experience as writer/editor at *Time* and its website.

Coatney said he's excited for the opportunity "to help shape a great journalistic organization and reach a new audience."



Coatney

GRIEVE NAMED NAT JOURNAL EIC

Tim Grieve, the *Politico* vet who recently joined the *National Journal*, will succeed Charlie Green as editor-in-chief upon his end of the year departure.

He joined NJ in May after edited Congressional coverage at Politico and launching its enhanced features offering. Earlier, he was senior writer at Salon and reporter at the *Sacramento Bee*.

David Bradley, chief of NJ parent Atlantic Media calls Grieve a "force of nature and a professional on a vertical trajectory through life."

Green will exit after a 16-year NJ stint.



Grieve

WAP0 OFFERS PRINT 'NATIVE ADVERTISING'

The *Washington Post*, which has been selling "native advertising" on its website to marketers such as Audi, Mercedes and Dairy Management, plans to offer a print version of sponsored content by the end of the year.

Chief revenue officer Kevin Gentzel said his goal is to create ads on printed pages in places where advertising didn't exist.

Unlike advertorials, the print native ads are promised to be timely with narrative that argues a marketer's policy position.

The print units will be clearly labeled as sponsored content.

ZENECA SPONSORS AP'S TWITTER FEED

AstraZeneca, the drug giant, sponsored the Twitter feed of the Associated Press on Aug. 27.

The Zeneca messages targeted AP's audience who suffers from acid reflux disease, which affects about 15M Americans.

They suggested a visit to Zeneca's YouTube channel which offers information about the illness.

Zeneca markets acid reflux-fighting drugs Nexium, Entocort and Losec.

MEDIA NEWS**DECKER BOLTS RARE FOR GOP PR SHOP**

Brett Decker, editor-in-chief of the ballyhooed conservative web portal Rare.us, has joined the Washington-based White House Writers Group as consulting director.

Decker launched Rare in April after serving as editorial page editor for the *Washington Times* and a writer and editor for the *Wall Street Journal*.

On the PR side, he was senior VP of communications for the Export-Import Bank and senior VP of the Pentagon Federal Credit Union. He also wrote speeches for ex-Majority Leader Tom DeLay and started out as a writer and producer for the late commentator Bob Novak.

Clark Judge, a former speechwriter and aide to Presidents Ronald Reagan and George H.W. Bush, heads the WHWG.



Decker

ALLTHINGSD MAY SPLIT FROM DOW JONES

AllThingsDigital, the Silicon Valley technology, analysis and opinion site, may split with *Wall Street Journal* owner Dow Jones & Co. with the December 31 expiration of the partnership contract.

The site's co-executive editors Walt Mossberg, tech media guru, and Kara Swisher, Vanity Fair contributor, have retained Code Advisors to scout for outside investments.

Fortune reports that any deal would top the \$25M that AOL paid to acquire ATD rival TechCrunch.

Bloomberg, Conde Nast and Washington Post Co., which is in the process of being acquired by Amazon founder Jeff Bezos, have reportedly been approached.

Mossberg's "personal technology" column has run in the WSJ for more than two decades. Swisher is a former reporter/columnist at the paper. Both host the "D" conferences.

Since Dow Jones owns the AllThingsD brand, Mossberg and Swisher would rename the new venture.

Swisher said in a statement to *Fortune* that she and Mossberg are mulling lots of ways to expand the online journalism and conference business: "There are lots of ways to do that, and we are thinking about the best way to evolve what we believe is an even bigger opportunity in the years ahead."

CUMULUS ACQUIRES DIAL GLOBAL

Cumulus Media is acquiring Dial Global, which provides news, sports, music, talk and programming services to about 10,000 U.S. radio stations and other media platforms for \$260M.

The No. 2 radio station owner also is selling 53 stations in 12 small and mid-sized markets to Townsquare Media for \$238M and swapping another 15 small market stations for five of its stations in Fresno, the country's No. 68 market.

Lew Dickey, CEO of Cumulus, said the deals provide CM "the necessary scale to provide the marketing and enterprise solutions to its advertising and affiliate

partners." The DG content will give CU's 440 station line-up and more than 5,000 affiliates access to NFL, NASCAR, NCAA, NBC News and AP News programming.

Clear Channel is the No. 1 radio network with about 800 stations.

ALEC DRAWS 2,700 PROTESTERS

The annual meeting of the American Legislative Exchange Council Aug. 7-9 at the Palmer House in Chicago drew 2,700 protesters who gathered outside the hotel and displayed banners in the hotel's lobby.

PR Watch, which says state legislators who attend the ALEC meetings are nearly 100% Republican and that the group is engaged in lobbying although not registered as a lobbyist, claims ALEC'S meetings are "notoriously secretive."

PRW reporters have been banned from ALEC's meetings in the past and it relies on other press who gain entrance as well as Democratic legislators who "infiltrate" the meetings.

A reporter for *The Economist* was able to attend some of the workshops but was barred from the task force meetings where bills are considered that are later presented to state legislators.

PRW staffers Lisa Graves and Brendan Fischer accused *Wall Street Journal* editorial board member Stephen Moore of failing to disclose his ties to ALEC when writing editorials in favor of ALEC's agenda. He joined the board in 2005.

Moore Editorial Vs. Durbin Hit

PRW editor Graves said Moore should have disclosed his ALEC ties when he criticized Senator Richard Durbin (D-Ill.) for examining ALEC's role in support of the "Stand Your Ground" legislation. That law was cited as a reason to prevent the arrest of George Zimmerman after he shot teenager Trayvon Martin.

Moore, said Graves, failed to disclose that since at least 2007 Moore has been on ALEC's "Board of Scholars," one of only five people with that designation. He also co-authored *Rich States, Poor States*, an ALEC publication that ranks states by how closely they follow "ALEC's ideal economic policies."

An Aug. 12 WSJ editorial by Moore is titled, "ALEC Strikes Back."

'NYT Close to Bankruptcy'

PRW sources who infiltrated the meeting brought out the following quotes by participants: "The New York Times is close to bankruptcy."

Moore, at the plenary lunch Aug. 7, reportedly said, "What we really need is more rich people."

One workshop was titled: "Calling a Convention of the States: The Constitutional Check on the Abuses of Federal Power."

Mark Meckler, co-founder of the Tea Party Patriots and now head of Citizens for Self Governance, announced a project to encourage state legislatures to call an Article V Convention of the States to stop "the runaway train of the federal government."

A state representative from Arizona reportedly stood up and asked, "How do we utilize the John Birch Society for this effort?"

NEWS OF PR FIRMS**GH EXPANDS INDIA PARTNERSHIP**

GolinHarris has aligned with India PR firm LinOpinion, a unit of sister Interpublic agency Lowe Lintas, in a venture dubbed LinOpinion GolinHarris.

The alliance, an expansion of a multiyear partnership, covers six offices in India. GH CEO Fred Cook said formalizing the joint venture lets GH get in the market quickly with a firm that has a strong reputation and “heritage” in the country.

Nineteen-year-old LinOpinion, led by CEO Joseph George, handles corporate comms., PR and digital/social media for clients like Times Television Network, Etihad Airways, JP Morgan AMC and Sony Playstation. The firm remains part of the Lowe Lintas network within Interpublic but will be integrated with GH's 39 global offices.

SEIGEL SLATES MEDIA TRAINING WORKSHOP

New York-based Bridge Global Strategies has forged partnerships with three other boutique firms to offer affordable media training that includes curriculum incorporating journalism, communications and marketing strategies.

CEO Lucy Siegel calls the program “PROs Media Training” with its first full-day workshop slated for Sept. 24 in New York.

Partnering firms are Red PR, N.Y.; Marx Communications, Conn., and Maslowski & Associates, N.J. Price is \$1,500.

“We feel that just having a journalism or broadcast background is not sufficient for providing the best media training advice,” said Siegel. “While we will have a journalist as part of the faculty for our workshop – in addition to two of us boutique firm CEOs – the curriculum is based on our many years of developing communications and marketing strategies for our own clients.”

Siegel said attendance is limited to ten people.

Info: www.prosmediatraining.eventbrite.com.

GRAYLING REALIGNS IN EUROPE, MIDEAST

Grayling has realigned with the creation of three new operating regions covering Western Europe, Central/Eastern Europe, and Middle East/Turkey/Africa.

The U.K.-based PR operation, part of Huntsworth, retains its three existing regions for U.K., APAC, and the Americas.

Wolfgang Lang, CEO of its Germany operation and a Weber Shandwick alum, was promoted to helm Western Europe. Jan Sumunek, a 15-year Grayling vet, takes the Central/Eastern European region, which includes Russia and the CIS, while Loretta Ahmed, who re-joined the firm this year, oversees the Mideast, Turkey and Africa.

As previously announced, Bob Pickard is joining the firm from Edelman to head APAC. Alison Clarke continues atop the U.K.

Global CEO Pete Pedersen said the firm serves its clients best when it has strong leaders in place who are “attuned to regional needs, savvy to regional socio-economic trends,” and empowered to act on a local and regional basis.

NEW ACCOUNTS**New York Area**

GolinHarris, New York/Prestige Brands, publicly traded over-the-counter products marketer with brands like Dramanine, Clear Eyes and PediaCare, as AOR for PR, including brand awareness, consumer marketing, media relations and social media. Executive director Jen Dobrzelecki heads the account, which is split between New York and Los Angeles.

MWW, New York/Qubit, London-based data provider for e-commerce companies, and Synqera, Russia-based company which helps retailers use Big Data to create communications to boost customer loyalty, for PR via the firm's retail and e-commerce group. Its New York and San Francisco offices handle the assignments.

BackBay Communications, New York/Small Business Investor Alliance, organization of lower middle market private equity funds and investors, for PR, following a competitive review. SBIA wants to raise its profile to boost membership and sponsors.

East

APCO Worldwide, Washington, D.C./Ikea, Sweden-based global furniture retailer, for corporate communications and PR. Lippe Taylor previously handled the work.

E. Boineau & Company, Charleston, S.C./Charleston Freight Station, freight logistics, for marketing communications, media relations and digital.

West

Bateman Group, San Francisco/Apprenda, enterprise platform as a service; Braintree, e-commerce; Bunchball, gamification; Digimind, intelligence software; Nutanix, datacenter infrastructure solutions; Tide-mark, planning, forecasting and analytic applications for businesses, and Xamarin, enterprise mobile development.

Morgan Marketing and PR, Irvine, Calif./Del Taco, fast food chain, as AOR for PR, following a competitive RFP. Work includes comms. strategy, social media support and media relations for the 550-restaurant chain with operations in 18 states.

JMPR Public Relations, Woodland Hills, Calif./Prestolite Performance, automotive, motorcycle and marine performance products, for trade and consumer media relations. Brands include Mr. Gasket, ACCEL and Mallory Marine.

Canada

DDB PR, Toronto/jax coco, for launch of the premium coconut water via the firm's luxury practice DDB chic. Initial work focuses on the 2013 Toronto International Film Festival. Jax, co-owned by Elton John, is based in Hong Kong with its water sourced from the Philippines. DDB picked up the account after a competitive pitch among Canadian agencies.

Europe

Grayling, London/Raymond James, for corporate communications for its investment services and capital markets businesses in the U.K. and Europe, following a four-way pitch process. Sophia Harrison, director of Grayling's financial and professional services unit, leads the account.

NEWS OF SERVICES**CISION SETS FINANCIAL GOAL IN SHIFT**

Cision said it expects growth of subscription revenues of its PR software to represent more than 80% of overall company revenues by the end of 2014 under its ongoing pivot to focus on the cloud-based flagship service and expand into content marketing.

CEO Peter Granat said the Sweden-based company, which has unloaded print and monitoring operations in an ongoing revamp over the past few years, remains committed to the PR market and expects to leverage its existing customer base to cross-sell additional services. "At the same time, we will focus on a subscription-based revenue model and extend our services into content marketing," he said.

The company expects to increase market share in the mid-market and enterprise customer pool and boost services in the social media and CM sector. That includes investments in sales and marketing support.

Cision said it has partnered with content delivery platform Outbrain to help "amplify" client content throughout the web. Outbrain serves content to sites like CNN, NBC News and *Rolling Stone*.

Under the deal, Outbrain will take branded content from a company's social newsroom via Cision and place links as recommended stories across Outbrain's network.

RSW ADDS MOST

Business development firm RSW/US has picked up Aliso Viejo, Calif.-based MOST Brand Development + Advertising as a client.

MOST president Mark Sneider said the move is a case of the agency being focused on client work with little time to expand and market its business. "But, it's time to look at our future growth from a fresh perspective," he said. "Through RSW/US, we can do that without sacrificing a moment of focus on the core objectives of our own clientele."

RSW will head the agency develop business leads tailored to its services.

KAPLOW HEADS WOMEN IN COMMS

Kaplow founder and CEO Liz Kaplow has been appointed president of New York Women in Communications. She takes the reins from Meredith Corp. EVP/CMO Nancy Weber, who remains in a board post.

Kaplow continues to lead her agency through her WIC tenure.

"I look forward to bringing the strategic approach we use with our clients to help NYWIC tell its story as the premier organization for the women who connect the world - at every stage of their careers," she said.

Linda Descano, managing director and head of digital partnerships, content and social, North American marketing, Citi, is president-elect of WIC.

Other PR pros on the WIC board include assistant treasurer Denise Gillen, manager, fragrances and sustainability Communications, International Flavors & Fragrance; VP Michele Hush, chief storyteller, internal comms. Thomson Reuters; VP Debbie Coffy, VP, North America comms. and global PR, Avon Products; and VP Jessica Kleiman, EVP, comms., SANDOW.

PEOPLE**Joined**

Steven Kramer, senior VP of the Home Builders Institute's residential construction academy, to National Restaurant Association Educational Foundation, Washington, D.C., as VP of communications. NRAEF is the philanthropic arm of the powerful restaurant industry trade group. Kramer was previously with Hill+Knowlton Strategies (SVP), Weber Shandwick (VP), Ketchum and Burson-Marsteller. He also served as VP of PA for the National Pest Management Assn. and communications director at Fleet Finance.

Monica Bhandarkar, senior A/S, Zocalo Group, to JSH&A, Oakbrook Terrace, Ill., as VP of social media and business development.

**Bhandarkar**

Larry Deutsch to the Water Quality Association, Naperville, Ill., as director of communications for the water treatment industry trade group. He was comms. dir. for the Southwestern Electrical Cooperative, the Missouri Credit Union Assn. and Youth in Need.

Syreeta Mussante, VP and GM of Lewis PR's San Francisco office, to Bateman Group, San Francisco, as a senior VP. She was previously a managing director for Sparkpr's connected technologies unit. Also, **Paula Cavagnaro** was promoted to VP after six months as an A/D. She joined after a stint as senior dir., marketing comms., for FreeMonee Network.

**Janas**

Jeff Janas, VP of public affairs and comm., Arizona Charter Schools Association, to Western Growers, Irvine, Calif., as communications manager for the trade group of produce farmers.

Damian Coory, who ran his own shop for the past nine years and worked with Edelman in Singapore, to American International Group, New York, as VP for corporate marketing and communications for the Asia Pacific region, based in Hong Kong. He reports to senior VP, corporate comms., Christina Pretto. AIG has operations in 15 countries in the APAC region. He was a director for Hill+Knowlton Strategies after a journalism career.

David Collins, head of external corporate communications at The Hartford Financial Services Group, to Nikko Asset Management, Tokyo, as head of group marketing and comms. He was a TV producer for Reuters and held senior marketing posts in Tokyo at State Street Global Advisors and Standard & Poor's.

Promoted

Courtney Eller to VP, DVL Public Relations & Advertising, Nashville. Betsy Edeworth was upped to VP of finance.

**Rarick, Rucker**

Phil Rarick to COO and **Natalie Rucker** to VP of business development, Marketing Maven, Los Angeles. Both joined in 2011.

COLORADO ROLLS OUT NEW BRAND

Colorado has unveiled its first state brand in a bid to unify marketing, boost recognition, and foster economic development.

One of six goals outlined in Gov. John Hickenlooper's "Colorado Blueprint," the new image – a green triangle reminiscent of the state's iconic snowy peak license plate and new slogan – "It's our nature" – were officially revealed Aug. 29 at the Colorado Innovation Network Summit in Denver.

The creation of a state brand also gives Colorado greater control over its image. Hickenlooper lamented that the often used image of the state flag is in the public domain and has been co-opted by business-like marijuana shops and escort services. The new brand belongs solely to the state, which can control its use.

"We have a state flag and seal, but until now Colorado has never had a unified brand," said Aaron Kennedy, chief marketing officer for the state. "This brand will not only help Colorado attract talent and jobs, but also save public dollars by eliminating the need to manage individual brands for each agency and department in state government."

The state said it is seeing cities, states and countries become more marketing savvy, boosting competition for attracting business, travelers, students and other coveted short-term and long-term residents. It added that the move could save hundreds of thousands of dollars a year in marketing expenses.

The state said several individuals and entities collaborated on the project, which was funded through the Colorado Tourism Office, Statewide Internet Portal Authority and pro bono services donated by agencies in the state. Agencies which contributed more than \$1.5M in pro bono services included Atomic20, Egg Strategy, Karsh / Hagan, Linhart PR, LRXD, Made Movement, Oneric, Slice of Lime, Sterling Rice Group and Sukle Advertising and Design.

FRANCIS SIGNS ON AT JDA FRONTLINE

Trevor Francis, a former FleishmanHillard/Burson-Marsteller executive and Republican National Committee communications director, has joined JDA Frontline, the GOP powerhouse PA firm based in Washington.

The 20-year D.C. veteran held the senior VP slot in FH's PA unit and managing director post at B-M.

Francis also did a stint as press secretary in the Dept. of Commerce.

Kevin Madden, executive VP at FDA Frontline, said in a statement that Francis has a "shared commitment to building a firm focused on creativity and delivering results."

He was Mitt Romney's senior advisor during the 2012 presidential campaign and national press secretary for his 2008 quest for the Republican nomination.

Jim Dyke, communications advisor to former President George W. Bush and Senate Majority Leader Bill Frist, is president of JDA Frontline.



BRUNSWICK ADVISES LATEST CHINESE IPO

Simcere Pharmaceutical Group, the Nanjing-based generic pharmaceutical maker, is relying on Brunswick Group for PR counsel and representation in the U.S. and China as it becomes the latest Chinese company to pull out of a U.S. stock listing.

Simcere's founder Jinsheng Ren and CEO Hongquan Lui are leading a private equity-backed group in China to take the NASDAQ-traded company private in a \$495M deal. The buyout group, which held nearly 78% of the company, will pay a more than 20% premium on Simcere's March U.S. share price of just under \$8.

The deal, recommended by a special committee of the company's board, which approved the move, is expected to close at the end of 2013.

Brunswick's New York and Beijing office handle Simcere. Reuters noted the Simcere deal follows a term where U.S. investigations into accounting practices at some Chinese firms have made it difficult for such companies to raise capital here.

HARDEE COPS CAT ASIA PA SLOT

Caterpillar Inc., \$66B earth moving/mining equipment giant, has recruited Jeff Hardee as Asia-Pacific government & corporate affairs director in Singapore.

He handled Dell's government affairs duties in the region for the past three years up until July and chaired its Asia cloud security & compliance council.

Earlier, Hardee held APAC communications positions at the Business Software Alliance for ten years before an eight-year stint at Motion Picture Assn. negotiating copyright protection deals for films.

He began his career as U.S. Commerce Dept. desk officer at its International Trade Administration unit covering Malaysia, Singapore, Brunei and Taiwan.

Hardee is a member of American Chamber of Commerce in Singapore board of governors.

For Peoria-based Caterpillar, he will handle APAC media, external communications, image and corporate social responsibility initiatives.

With \$17B in 2012 revenues, APAC is Caterpillar's No.2 region following North America, which generated \$24B in sales.

NOVANT TAPS DUVALL TO IMPLEMENT

David Duvall, a WPP and Publicis alum who co-founded a New Jersey-based healthcare communications shop, has moved to southern health system Novant Health to lead marketing and communications.

Duvall heads to Winston-Salem, N.C.-based Novant as senior VP, marketing, communications and business development, taking over for Jim Tobalski, who retired. He is charged with advancing the not-for-profit's strategic branding plan developed earlier this year.

Novant provides healthcare through Virginia, North Carolina, South Carolina and Georgia via 14 medical centers and hundreds of clinics and other centers.

Before co-founding Clarus Health, he was EVP for Publicis Healthcare Group and division president and GM at Ogilvy CommonHealth.

Kati Everett is VP, PR and marketing, at Novant.

Rodney Sieh, publisher of FrontPage Africa, Liberia, unable to pay a fine of \$1.5 million and having contracted malaria, is now under police guard in a hospital with no relief in sight.

Sieh described his plight in the Aug. 31 *New York Times* and also won coverage by the Committee to Protect Journalists.

His offense? His paper reported that a government investigation found that nearly \$6 million was unaccounted for at the Agricultural Commission headed by Christopher Toe.

Although no prosecution took place, Toe and others were dismissed by the government headed by Ellen Johnson Sirleaf, described by Sieh as “a Nobel laureate who is celebrated by the likes of Bill Gates, Warren Buffet and Bono and who has positioned herself as a champion of a free press.”

Toe sued Sieh for libel, saying no court had convicted him of anything, winning an initial \$2M judgment in 2010.

Police have shut down the paper and placed Sieh under guard until he can pay the \$1.5M fine. He notes that is more than 30 times the paper’s annual budget.

Do Courts Produce Justice?!

Being dragged into court where the typical legal retainer is \$10,000 followed by bills at or near that is a reporter’s nightmare.

It happened to the O’Dwyer Co. in 1994 when it was sued for \$21 million by *The Journalist and Financial Reporting* and its publisher Dean Rotbart.

Involved in this action were PR Society of America and NYT. It cost \$80,000+ to get the charges dismissed.

Rotbart accurately told the 1993 PR Society conference that news tips and ads influence news coverage.

The Society videotaped his hour and 40-minute presentation with two cameras, intending to make it the highlight of its new video library.

NYT was so excited by our Dec. 27, 1993 coverage that it sent a photographer to Rotbart’s home in Ridgewood, N.J.

The NYT story, by Bill Glaberson, had the misleading, even spurious headline of “War of Words, About Journalists.” It should have been, “Ads, News Tips Impact Stories.”

Rotbart had evidence of this. Several journalists were named including Strat Sherman of *Fortune*. Rotbart wondered if *Fortune* writers were doing “positive” pieces about leading businesspeople in order to be their biographers. Sherman heatedly denied this after we sent him portions of the speech as requested so he could see the “context.”

The Glaberson story falsely accused me of “slipping” into the session (I was a credentialed reporter with a press badge); of making a “secret tape” (I had the right to tape the talk for purposes of accuracy but could not reprint it), and of printing a “transcript” of the talk (sections were only sent privately to named reporters). A law firm supervised everything we wrote.

The embarrassed Society never sold the tape. Rotbart’s message, although accurate, flew in the face of the Society’s ethical code that barred anything but facts in pitching a story. A 30-city tour of “Newsroom Confidential” was cancelled.

The ill will of NYT is shown by the fact it covered neither the lawsuit nor the O’Dwyer victory although the decision made page one of the *New York Law Journal* and was hailed for breaking new legal ground in other publications.

Sieh’s Only Hope is Public Opinion

The jailing of Sieh comes under the heading of interfering with journalists and should be of concern to PR practitioners because making placements in traditional media is still a major goal of much of PR. Journalists are the blood brothers of PR people.

Sieh, faced with injustice by the Liberian court and government, is doing the only thing he can do: make as much noise as possible in the hope that public opinion will sway the authorities.

The O’Dwyer Co., battling a boycott by the PR Society that has kept our reporters out of the national conference two years in a row including the Assembly, exhibit hall and all the sessions, is conducting a similar campaign.

Allies so far include the National Press Club, New York State Senator Liz Krueger, PR Watch and a half dozen blogs.

Sitting on their hands is most of the J establishment including CPJ, ProPublica, Society of Professional Journalists, New York Financial Writers Assn., Columbia J School, Pew, Poynter and others.

Help is being sought from conference co-chairs Oscar Suris of Wells Fargo and Patrice Tanaka of PadillaCRT, but so far they have proven to have no clout. Another avenue we are taking is writing and e-mailing the nearly 100 past and present PRS conference exhibitors and expressing the hope that we will be allowed to see them in person Oct. 26-29 in Philadelphia.

Blocking exhibitors from gaining coverage in O’Dwyer media including our website, magazine, NL and PR Buyer’s Guide works against the interests of the exhibitors.

NYT’s Carr Says J’s Bust on J’s

David Carr of the NYT on Aug. 25 wondered why journalists are being so tough on each other these days.

His column Jan. 29, 2012 said he can’t get by corporate PR gatekeepers who serve him “slop.”

The Aug. 25 column, titled “War on Leaks Is Pitting Journalist vs. Journalist,” says that if NYT, Time mag or CNN had revealed National Security Agency’s logging of private e-mails, they would “already be building new shelves to hold all the Pulitzer Prizes and Peabodies they expected.”

He repeats that charge for the 2010 WikiLeaks video of a U.S. Army helicopter firing on a group of civilians including two Reuters journalists.

– Jack O’Dwyer