



Jack O'Dwyer's Newsletter

The Inside News of
Public Relations

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H&K CLOSING BOSTON OFFICE MAY 31.

Hill and Knowlton, which opened an office in Boston in February, 1983, is closing it as of May 31.

Patricia Butterfield, who headed the office, becomes a consultant to H&K based in Boston. Other staffers (two professionals and two secretaries) are being offered "other positions within the H&K network."

An H&K spokesman said the firm felt the less than a dozen Boston accounts could be handled better on a consulting basis and through staffers in New York.

James A. Baar, who was president of Creamer Dickson Bastford/New England, based in Providence, had been recruited in early 1983 to head the new Boston office. He later joined Computervision, Bedford, Mass.

Edward J. King, former governor of Massachusetts, was brought in as senior consultant in April, 1983.

The computer and micro-chip industry in the Boston environs has been hit by the current industry slowdown.

H&K Adds Accounts

H&K, meanwhile, reported adding two accounts--Right Assocs., Philadelphia outplacement service, for a national campaign billing \$8,000-\$10,000 a month, and Special Expeditions, New York adventure travel planner.

Robert J. Blair, former VP and national sales manager, American Stock Exchange, has joined H&K/New York as VP and account supervisor, financial relations division.

• Anspach Grossman Portugal, New York, switched its PR account from Dudley-Anderson-Yutzy, The Ogilvy & Mather PR Co., to Jay DeBow & Partners, New York. Principal Joel Portugal said a smaller firm was desired. Two other firms also pitched.

• Bay Area Cellular Telephone, San Ramon, Calif., to Rice + Wolfward, San Francisco, for \$150,000 PR account and \$500,000 ad account. R+W was formed by the merger of Rice & Assocs. and Cogent, Inc.

SHARLACH RETURNS TO BYOIR CREATIVE POSI.

Jeffrey Sharlach, client services manager at Burson-Marsteller, is returning to Carl Byoir & Assocs., New York, as director of a new creative services department after three years at B-M.

The new function will provide graphic design and production, multi-media presentations, employee motivation programs, sales promotion, special events and entertainment services, among others, said William W. Galvin, executive VP and managing director of Byoir.

In his early post at the agency, Sharlach headed the entertainment group, producing special events and promotions, handling celebrity spokesperson agreements and supervising accounts.

• David R. Hoods, former executive VP and general manager of the Los Angeles office of Doremus & Co., named president of Geneva Marketing Services, new unit of the Geneva Cos., Santa Ana, Calif. It will provide marketing PR. Geneva, a financial services company, is the largest specialist in mergers/acquisitions of businesses selling for under \$50 million.

• Henry M. Furr elected president, chief operating officer and a director of International Royalty & Oil Co., Fort Worth, Texas. Furr, formerly with Computerland Corp., Ketchum PR, Occidental Petroleum and Hill and Knowlton, joined IROC last December as executive VP. It has a license on Universal Energy Corp.'s process for enhanced recovery of heavy crude oil via electromagnetic energy.

• Virginia Rodriguez promoted to PR director of the Washington Post. She joined in 1967 as executive secretary to the promotion director after working for Doyle Dane Bernbach in New York. She joined the PR department when it was set up in 1972, becoming PR manager in 1978.

• Donald H. Van Lenten elected VP-corporate communications, Bell Atlantic Corp. He began his Bell career in 1960.