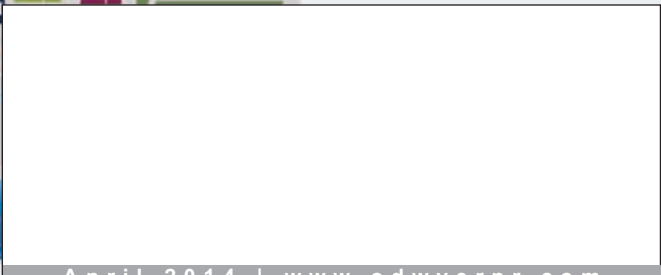


# O'Dwyer's

Communications & new media

April 2014 | Vol. 28 No. 4



April 2014 | [www.odwyerpr.com](http://www.odwyerpr.com)

The Social Media Issue



**@joshmiko:** Everything about today ruled. Meeting the NY team @FinnPartners Going on a boat cruise, drinks on a floating two story barge #newexperiences

**@Heather\_Gordon:** On this #LaborDay, I'm thankful to work for the best PR agency on the planet, @FinnPartners #cheesybuttrue

**@Zafar4Hope:** Well done @finnpartners team! Another successful year for the #HyundaiHopeOnWheels program. Thank you for all your hard work.

**@VisitJamaicaNow:** Having a great time presenting #SocialMedia & PR w/@FinnPartners at our tourism industry seminar @SunsetJamaica. Thanks for joining us Finn!

**@DanRatherReport:** Quick words of tks to the great @FinnPartners team for their partnership & support of www.danrather.com & Rather Outspoken over past yr

**@prosperitygal:** Wanted to share with you @DavidBurkus your #PR team is awesomesauce ;) talk to you next week on #BBSradio

**@AdvantixSystems:** 2013 has been a great year for @AdvantixSystems! Thanks to our customers and partners, incl @FinnPartners, for helping us achieve greater EE

**Best place to work,  
best results for our  
clients #justsayin**



**FINNPARTNERS**





KAPLOW  
changing conversations®

Changing Conversations for Over Two Decades  
**We Help Brands Reach New Heights**

19 West 44th Street, 6th Floor | New York, NY 10036 | 212.221.1713 | [kaplowpr.com](http://kaplowpr.com) | [Twitter.com/kaplowpr](https://twitter.com/kaplowpr)





**EDITORIAL** 6  
PRSA must not repeat Murray mistake.

**DIRECT MARKETERS RAMP UP PR IN WAKE OF TV REPORT** 8  
The direct marketing industry was blasted in a March "60 Minutes" report, provoking a response from its biggest trade group.

**CPJ SLAMS PUTIN'S TREATMENT OF THE PRESS** 8  
A press advocacy group claims Putin has worked to undermine Russian news outlets' ability to report the news.

**VIACOM/YOUTUBE SUIT ENDS WITH A WHIMPER** 8  
Viacom, who sued YouTube in 2007, announced in March that it had reached an out-of-court settlement.

**SEAWORLD SWIMS TO BP ALUM FOR PR HELP** 9  
SeaWorld, currently facing a California measure that would ban orca shows, has sought big-league PR help.

**WHAT SHOULD YOUR CEO SAY ON TWITTER?** 10  
There are a number of CEOs using Twitter. Here are a few examples showing how Twitter can present opportunities.

**FACEBOOK ORGANIC REACH SOON TO HIT ZERO** 12  
The days are numbered for organic reach of brand content on Facebook. Here's what brand leaders can do about it.

**WHY PR IS NOW SEO'S BEST FRIEND** 13  
Today's PR pros are now adding organic search to their repertoire of earned media.

**14 NEW TOOL TRACKS SXSW SOCIAL MEDIA INFLUENCE**  
RFI Studios has created a way to find out who was resonating most with the masses at SXSW 2014.

**16 PROFILES OF SOCIAL MEDIA PR FIRMS**

**24 BROADCASTERS, ARTISTS WAGE ROYALTY WAR**  
A bill is gaining ground in the House that would prevent radio stations from paying royalties to artists.

**25 A NEW, STRATEGIC APPROACH TO VIDEO**  
Video remains an unparalleled tool for enhancing brand reputation and achieving marketing and sales goals.

**26 PROFILES OF VIDEO & BROADCAST SERVICES FIRMS**

**32 WASHINGTON REPORT**

**COLUMNS**

**30 PROFESSIONAL DEVELOPMENT**  
Fraser Seitel

**31 OPINION**  
Jack O'Dwyer

**34 PR BUYER'S GUIDE**



[www.odwyerpr.com](http://www.odwyerpr.com)  
Daily, up-to-the minute PR news



**EDITORIAL CALENDAR 2014**

January: *Crisis Comms. / Buyer's Guide*  
February: *Environmental & P.A.*  
March: *Food & Beverage*  
April: *Broadcast & Social Media*  
May: *PR Firm Rankings*  
June: *Global & Multicultural*

July: *Travel & Tourism*  
August: *Financial/I.R.*  
September: *Beauty & Fashion*  
October: *Healthcare & Medical*  
November: *High-Tech*  
December: *Entertainment & Sports*

**ADVERTISERS**

Bob Thomas Productions.....	11	Ruder Finn.....	BACK COVER
Finn Partners.....	INSIDE COVER	Shoot Publicity Wire.....	9
Kaplow.....	3	Strauss Media Strategies.....	15
Log-On.....	5	TV Access.....	31
Omega World Travel.....	7		



# LOG-ON

DIRECT MAIL  
LEADERS FOR OVER **20** YEARS

THE MOST EXTENSIVE OFFERING OF SERVICES IN THE INDUSTRY...

WE DELIVER ON YOUR DIRECT MAILING & PRINTING NEEDS

100% OF THE TIME. HOW CAN WE HELP YOU?



#### DIRECT MAIL

Automatic & Hand Inserting  
Ink Jet & Laser Addressing  
Presorting



#### PRINTING

Digital & Offset Printing  
One-to-One Marketing  
On-site Creative Department



#### FULFILLMENT

Product & Packaging Fulfillment  
Inventory Management  
Storage & Warehousing



#### PRESS KITS

Press Kit & Product Assembly  
CD/DVD Duplication & Mailings  
Press Release Distribution



#### DATABASE

Computer Services  
NCOA  
Personalization / Variable Data



#### TARGETER®

Broadcast Faxing  
E-mail Targeting  
Media Contact System

520 8th Avenue, 14th Floor New York, New York 10018

T: 212.279.4567 • F: 212.279.4591 • [www.log-on.org](http://www.log-on.org)

## PRSA must not repeat Murray mistake

**B**ill Murray, resigned CEO of PRSA, was the worst Society staff head we have experienced since 1968 — temperamentally and physically unsuited for the job. This mistake must not be repeated.

We hope to recruit a dozen PR veterans who will make a thorough study of this situation and work to prevent the hiring of another square peg for a round hole. The best elements of PR (public exposure) and the law (cross-examination, detailed exhibits) will be marshaled.

The Society's habit is to keep its COOs for six or more years, mostly out of pure laziness. It's just too much trouble to hunt down, negotiate, and hire a new COO. Few viable candidates are showing up and we can guess why.

Typically, a non-PR person is hired to head a staff that is just about bereft of PR people. The out-of-towners who run the Society don't want to share power with New Yorkers.

### Flaws were obvious

How was Murray picked when he showed an immediate aversion to being questioned (his interview with Auburn University students in January 2007, where he demanded questions in advance and would not let the students talk to him directly), and the fact that he had a speech impediment (spasmodic dysphonia)?

His public appearances were rare. He never addressed the New York chapter. He never appeared on any broadcast media that we know of. We had one lunch with him — in February 2007. We never spoke with him on the phone and most e-mails to him were not returned.

Why was Murray hired? The seven-member search committee, a flawed group if ever there was one, craved someone with "status." Murray was at the Motion Picture Assn., a group with a high profile and status.

The search committee had one member who never should have been on it: Karla Voth, the Society's VP of Special Events, which includes the annual conference. Voth, then with the Society 16 years and now with it 23 years, was in the position of hiring her own boss. She was going to favor someone who would not interfere with the Society's big event, the annual conference attended by 4% of members. That statistic is from 2005 President Judith Phair and it's also borne out by succeeding attendance lists.

2006 Search Committee Chair Debra Miller, now director of marketing at Quarles & Brady, Milwaukee, a 400-member law firm, said the board made the decision about Murray. She recalls Murray was one of "two or three" candidates given to them. However, the search committee bears heavy responsibility for coming up with Murray in the first place. It can't dodge this burden.

### Conference "tail" wags the society

This year's conference is in D.C. Oct. 11-14, although it was just there in 2010. Cost is \$1,195 for members until Aug. 22 and \$1,495 after that. Voth, Murray, Chair Joe Cohen and VP-Corporate Development John Robinson were at the Springfield, Va., Country Club Saturday, March 1, promoting the conference. It could be they are worried about attendance. Murray resigned from the Society on March 7, less than a week later.

Far too much time and money is spent on the conference, which is a boondoggle for a select few. Staff get to travel all over the country looking at sites and making arrangements. More than half the staff goes to the conference. Educators, the dominant group at the Society, replacing counselors, flock to the event, earning credits as conference speakers and insuring that the sacred APR credential remains untouched.

Logically, it should be in New York every year because the city has at least 20 times as many "communicators" (PR people, reporters, media, ad people, financial and IR people, etc.) as any other city. The largest conference ever was the one in New York in 2004 (4,000 attendance). The conference is the "tail" that wags the Society "dog." New York is a big draw — 52 million visitors in 2013. ●

— Jack O'Dwyer



### EDITOR-IN-CHIEF

Jack O'Dwyer  
jack@odwyerpr.com

### ASSOCIATE PUBLISHER

John O'Dwyer  
john@odwyerpr.com

### ASSOCIATE PUBLISHER

Kevin McCauley  
kevin@odwyerpr.com

### EDITOR

Jon Gingerich  
jon@odwyerpr.com

### SENIOR EDITOR

Greg Hazley  
greg@odwyerpr.com

### CONTRIBUTING EDITORS

Fraser Seitel  
Richard Goldstein

Chandler Klang Smith  
Editorial Assistant & Research

### ADVERTISING SALES

Sharlene Spingler  
Associate Publisher & Editor  
sharlene@odwyerpr.com

John O'Dwyer  
Advertising Sales Manager  
john@odwyerpr.com

O'Dwyer's is published monthly for \$60.00 a year (\$7.00 for a single issue) by the J.R. O'Dwyer Co., Inc., 271 Madison Ave., New York, NY 10016. (212) 679-2471 Fax (212) 683-2750.

© Copyright 2014  
J.R. O'Dwyer Co., Inc.

### OTHER PUBLICATIONS & SERVICES:

[www.odwyerpr.com](http://www.odwyerpr.com) ▶ breaking news, commentary, useful databases and more.

**Jack O'Dwyer's Newsletter** ▶ An eight-page weekly with general PR news, media appointments and placement opportunities.

**O'Dwyer's Directory of PR Firms** ▶ has listings of more than 1,400 PR firms throughout the U.S. and abroad.

**O'Dwyer's PR Buyer's Guide** ▶ Products and services for the PR industry in 50 categories.

[jobs.odwyerpr.com](http://jobs.odwyerpr.com) ▶ O'Dwyer's online job center has help wanted ads and hosts resume postings.



# OMEGA WORLD TRAVEL

Leading the Travel Industry  
by Providing Professional  
Travel Services Since 1972

Gate 4  
↓ Arrivals



London  
Madrid  
Paris  
Dublin  
London



Ticketing



- Business Travel Consultants
- Strategic Meetings Management
- Government Travel Contractors
- Over 200 Offices Worldwide
- Competitive Online Booking
- One-on-One Travel Consultation
- Leisure Travel Experts

## Locations:



North America



Middle East



Europe



Asia

**212-563-3500 • OmegaNewYork.com**

World Headquarters • 3102 Omega Office Park • Fairfax, VA 22031 • 703-359-0200

# Direct marketers ramp up PR in wake of TV report

**The Direct Marketing Association has blasted a March “60 Minutes” report about how data brokers are engaged in “collecting, analyzing and packaging some of our most sensitive personal information and selling it as a commodity.”**

By Greg Hazley

In the “60 Minutes” report, correspondent Steve Kroft called the trade group for data marketers “one of the most powerful lobbying groups in Washington,” and highlighted data marketing giant Acxiom, a company he reported has on average 1,500 pieces of information on more than 200 million Americans. “It’s much harder for Americans to get information on Acxiom,” Kroft said, noting the compa-

ny declined an interview request and is “fairly vague” about its methods of collection and whom its customers are.

Bryan Kennedy, CEO of Epsilon, another data broker, sat down with Kroft and argued that the data marketing industry’s self-regulation program is adequate, despite calls in Congress for tighter regulation.

The DMA called the piece an “unbalanced, heavily negative depiction” of its industry and vowed to increase its

PR efforts.

The DMA said in a retort to the piece that its self-policing has been effective for years. “DMA has managed our successful self-regulation program for more than four decades, and we will continue to fight on the side of consumer value, transparency in data collection and use, ethical and responsible marketing, and innovation,” said DMA president and CEO Linda Woolley.

The trade group said it will be boosting efforts to educate the public on the benefits of its services.

The DMA started a blog series Feb. 24 called “The Plain Facts” in a bid to explain how data marketing works and how the industry says it can provide value to consumers and brands. ●

# CPJ slams Putin’s press treatment

**The Committee to Protect Journalists in March addressed a letter to Vladimir Putin as a means of expressing its concern over restrictions the Russian leader has allegedly placed on what’s left of the country’s independent press.**

By Kevin McCauley

The international press advocacy group claims that recent measures undertaken by Putin serve to “eradicate Russian news outlets’ freedom to freely report and analyze news events.”

The CPJ detailed Putin’s recent dismantling of RIA Novosti, a 72-year-old national news agency, in December, which was then forced to merge with

state radio Golor Rossii. That station is now headed by Dmitry Kiselyov, who is “known for his inflammatory anti-West and anti-gay rhetoric,” complained CPJ.

The watchdog also knocked Putin’s decision to take down independent Internet and cable TV outlet, Dozhd, during the time it was broadcasting critical coverage of Russia and covering the mass protests in Kiev that led to the ouster of Ukraine’s pro-Russia presi-

dent Viktor Yanukovych.

CPJ noted that Putin’s crackdown comes “at a time of political crisis in Ukraine to which Russia is party.”

The group says independent media’s ability “to function without fear of harassment and obstruction is crucial for both Russia’s domestic audience and the international community.”

“A free flow of information is vital to conflict resolution,” the statement continued. “Censorship, filtering, and restricting independent media contribute to the deepening of crises and the closing of societies to the world.”

The watchdog wants Putin to roll back his crackdown because it does not fit with an image of a modern Russia. ●

# Viacom/YouTube suit ends with whimper

**Viacom, which lodged a high-profile \$1 billion copyright infringement suit against YouTube in 2007, announced in March it had reached an out-of-court settlement.**

By Kevin McCauley

Google, which has owned YouTube since 2006, in March issued a one-paragraph joint statement to officially wind up the courtroom saga.

It follows: “Google and Viacom today jointly announced the resolution of the Viacom vs. YouTube copyright

litigation. This settlement reflects the growing collaborative dialogue between our two companies on important opportunities, and we look forward to working more closely together.”

When Viacom initially filed the suit, CNET considered the case called “the most significant legal challenge over intellectual-property rights to video

sharing’s No. 1 site.”

The suit alleged “massive intentional copyright infringement” as more than 150,000 unauthorized Viacom clips were found on YouTube.

It charged YouTube benefitted from the “value of creative content on a massive scale” without a payment or license.

New tracking systems have emerged during the past six years to allow copyright owners to track their output and demand that others either take down the material or negotiate a financial arrangement. ●



# SeaWorld swims to BP alum for PR help

**SeaWorld, which is attempting to stave off a California measure that would ban orca shows in theme parks, has now tapped Montgomery Consulting in Sacramento to help torpedo that initiative.**

By Kevin McCauley

**P**ete Montgomery, who was Government Affairs Chief for BP North America and staffer at the Blanc & Otus tech arm of Hill&Knowlton Strategies, is leading that push. He also served as a staffer in the Golden State's Senate.

SeaWorld has been in a defensive crouch for several years now. In 2010, a 40-year-old trainer was drowned at SeaWorld's Orlando facility after she was pulled into the tank by Tilikum, the park's signature 12,000-pound killer whale. SeaWorld was fined \$75,000 by the Occupational Safety and Health Administration for violations in relation to that incident.

In 2013, CNN Films released the documentary "BlackFish," which focused on the issue of orca captivity at SeaWorld, as well as the controversy surrounding the 2010 trainer death.

## Bill would ban orca shows

In response to the controversial documentary, Assemblyman Richard Bloom (D-Santa Monica) has proposed The Orca Welfare and Safety Act (AB 2140), a

California bill that would outlaw killer whale performances at SeaWorld San Diego, bar captive breeding, and forbid the import/export of the mammals.

In a press release Bloom stated that "There is no justification for the continued captive display of orcas for entertainment purposes," and that "It is time to end the practice of keeping orcas captive for human amusement."

A public display of orcas would not be disallowed by the measure.

SeaWorld opposes the bill, saying that it is a "global leader in the zoological and animal welfare world," staffed with world-class scientists, research, marine biologists, conservationists, and caring employees.

It claims to engage in "business practices that are responsible, sustainable and reflective of the balanced values all Americans share."

In a March press statement on the pro-

posed bill, SeaWorld Spokeswoman Becca Bides said that "the premise behind this proposed legislation is severely flawed on multiple levels, and its validity is highly questionable under the United States and California Constitutions." Bides also said SeaWorld believes "that our leaders who are responsible for voting on this proposal will recognize the clear bias of those behind the bill."

On the Washington front, SeaWorld spent \$600,000 in 2013 in advocacy fees connected with the Animal Welfare, Marine Mammal Protection and Endangered Species Acts.

OB-C Group, the home of the Democratic operative Larry O'Brien, was its top lobbyist with fees of \$150,000. O'Brien is a veteran of both Democratic Senate and House Campaigns Committee and a member of Pelosi Team 100 operation of the former Speaker and San Francisco Congresswoman.

Bryan Cave was firm No. 2, earning \$120,000 of SeaWorld's largesse. The company also runs a theme park in San Antonio. ●

## Media news brief

### GETTY GIVES AWAY MILLIONS OF ITS IMAGES

Stock-image giant Getty Images announced in March that it would allow bloggers and social media users free use of its online photo library of more than 35 million images.

The Seattle-based company plans to embed ads and links into the now legally permissible images. Borrowed photos would contain an embossed code that directs users back to Getty's website, where the photos can be licensed for commercial use. Images will also include the Getty logo and photographer credit, and will not be resizable.

Craig Peters, Getty Senior Vice President for Business Development, said in a statement that the impetus for the move was the fact that millions of web users were already using the photos everyday without permission, and without adding proper attribution.

"Our content was everywhere already ... If you want to get a Getty image today, you can find it without a watermark very simply," Peters said.

With a library of about 150 million photos, Getty is the largest stock photography company in the world. In October, it formed a partnership with Pinterest, which would provide users on the social network with free access to its library.

Lights  
Camera  
Action  
Cut  
Music  
Sound  
VFX  
Edit  
BUZZ

Film, TV and commercial makers' vocabulary is easier said than done. Except for the last word.

SHOOT  
PUBLICITY WIRE

The Publicity News Publishing Service for the Motion Picture Industries.

# What should your CEO say on Twitter?

One question I hear from clients or colleagues working with larger companies is this: should my CEO be on Twitter? Currently, there are a number of corporate leaders using the micro-blogging site, some more successfully than others. Twitter can present numerous content opportunities; here are some examples of what we can learn from those who have used it well.

Arik Hanson

The answer regarding whether your CEO should take to Twitter provokes still more questions. Does your CEO have the time to commit to Twitter each day? Does it make sense strategically for the company? Do the risks outweigh the advantages? And finally, does he/she have enough to say?

The last point is the one I'd really like to expound upon here. Even if your CEO *does* agree to start with Twitter, the biggest challenge is usually: What do I say? And, more importantly, what do I say that helps the company?



Arik Hanson

Not surprisingly, there aren't a lot of CEOs on Twitter, at least not actively, especially if you throw out the tech and start-up CEOs, which make up the bulk of them. But, if you look hard enough, there are a few CEOs who are really using Twitter well, and not just for their personal benefit, but for the benefit of their companies, too.

Below are 14 examples of Twitter being used well by CEOs. Hopefully the following can serve as a primer for those considering using the service.

### Share earnings call information

Omar Ishrak, CEO of Medtronic, tweets earnings call information on a quarterly basis. He's one of the only CEOs I've noticed that does this. Big deal, right? But, if you think about the ramifications, it's actually quite smart. Analysts have direct access to Ishrak — and can get a much fuller picture that way. And, maybe most importantly, employees can follow along and observe during the calls. So, it ends up being a nice two-pronged approach.



### Recognizing employee wins

This might not seem like a big deal, but let me tell you why this is important. As someone who worked in corporate communications for years, a common refrain I heard from employees was this: I don't hear from or see our CEO enough. Therefore, the opportunities for the CEO to publicly recognize employees was even smaller. Ishrak is tackling that challenge head-on here. If you work for a big company, think about how limited your interactions are with the CEO. With Twitter, Ishrak is breaking down those walls a bit by publicly recognizing the good work that's going on within Medtronic.

### Triage customer issues

Should your CEO serve as a customer service rep on Twitter? Hardly. But, can they respond, acknowledge and triage said customer concerns? Without question. Just look how Ishrak handles customer questions below. Granted, this was a direct question of Ishrak, but you can see what he's doing—acknowledging and triaging. Remember, a response and acknowledgment from the CEO goes a long way.

### Retweet corporate accounts regularly

Micky Arison, CEO of Carnival Cruise Lines, is very active on Twitter. One thing he does regularly is simply retweet the corporate Carnival accounts. Might seem like a no-brainer, but I've learned to assume nothing in this business. This is an uber-easy content opportunity for CEOs.



### Tweet about other business interests

Yes, part of the idea is to help the company you are currently leading. But, it's definitely within bounds to tweet and promote your other business interests (and CEOs do, in fact, have other business interests). Micky Arison tweets a lot about the Miami Heat since he's the owner. Granted, that's a pretty big "other" business interest, but the same would hold true for other companies CEOs might invest in or be part owners.

### Tweet your interests, without shame

I feel like this is where a lot of CEOs are skittish. Should I or shouldn't I tweet about my personal passions and interests? Should I or shouldn't I share this pic from my beach vacation? Should I or shouldn't I talk about my rooting interest in Golden Gopher basketball? My advice: Why wouldn't you talk about that? Mark Bertolini, CEO of Aetna is a perfect example. He's not shy about sharing pics from business trips.



### Retweet other company employees

Love what American Family Insurance CEO, Jack Salzwedel, does here by retweeting an Am Fam employee's tweet. Again, might seem logical and not that big a deal, but by retweeting an employee, Salzwedel is: instilling confidence and pride in this particular employee (the CEO retweeted me!), and sharing relevant information with his audience. Sounds like a win-win, right? I'm also guessing he has a list/column in Tweetdeck set up where

Continued on next page



he can scan for these opportunities fairly easily.

**It's okay to talk about your community**

Salzwedel really shines here. He shares perspectives on local (Madison, Wisconsin) community initiatives pretty regularly. And, he's not bashful about sharing his opinion on where he stands on them, either. And why shouldn't he? He's the CEO of a major business in Madison/WI. I'm not saying your CEO should politicize issues on Twitter—but he/she should not be afraid to share their perspectives on issues that matter to them, and their companies.

**Tweet about events you speak or attend**

Easy opportunity here for CEOs, as many attend or speak at industry conferences on a regular basis. A photo can go a long way here, so encourage your CEO to grab a pic with his/her smart phone and share that with the post, too. See what Salzwedel does below. Perfect. Or, see how Burberry's Angela Ahrendts talks about speaking at a recent event—but note how the visual would have probably helped a bit.



**A good quote can go a long ways**

Quotes have gained a lot of traction from a brand perspective on Facebook in the last couple years. They work awfully well on Twitter, too. For CEOs, they provide a nice way to endorse or support people they either believe in from a leadership perspective (tweeting quotes from Nelson Mandela, for example), or know personally, in some cases (I'm thinking about CEOs who may have met former or current presidents, for example).



**Don't be afraid to promote yourself**

CEOs are a confident bunch, but I have a feeling many of them probably aren't the most self-promotional folks on the planet. After all, these people got to where they are today by hiring smart

people around them and promoting those people—not themselves. But, on Twitter, it's OK to talk about yourself and your accomplishments once in a while—as long as you don't overdo it. In this case, Ahrendts talks about her involvement with LinkedIn Influencers—something she has every right to be excited about. And see how Mr. Salzwedel promotes the new Am Fam commercial that ran during this year's Super Bowl below.

**What's interesting in the news today?**

Ahrendts again does a nice job here. Ask yourself this question every day: What did I find interesting in the media today? In this case, it was a commencement address by Oprah Winfrey at Harvard. It doesn't necessarily mesh up with Burberry or its corporate goals or reputation at all — Ahrendts just found it interesting and inspiring. I think this is a nice way to give employees, vendors, customers and other stakeholders a



glimpse into your personality as a CEO — what you care about and what you find interesting.

**Ask a question every now and then**

See what ING Direct's Peter Aceto does here? Nothing fancy, but a simple question will do wonders to engage your audience, which, if you're a CEO, includes customers, potential customers, employees and vendors. All critical stakeholders, right? Why wouldn't you want to engage them? So, I might suggest maybe a question a week. Again, don't get fancy—simple and straightforward usually works best.

**Be sure to say thank you**

This isn't really a post idea, but a simple thank you and acknowledgment can go a long ways on Twitter. Especially when you're the CEO of a large company. You might be surprised how far that thank you might go. ING Direct's Peter Aceto makes a habit of thanking those who feature him in blog posts and customers!



*Arik C. Hanson, APR, is Principal of ACH Communications. ●*

# SPRING CO-OPS

● Best Stations ● Best Fees ● Best Talent

...APRIL 2014 TO FEBRUARY 2015  
Complete Media Tour Schedule...

Bob Thomas Productions, Inc

(212) 221-8000

Email: [bobthomas@bobthomas.net](mailto:bobthomas@bobthomas.net)  
Demos: [www.bobthomasproductions.com](http://www.bobthomasproductions.com)

# Ground zero: life after organic reach on Facebook

The days are numbered for organic reach of brand content on Facebook. Here's how this shifting model will affect brands' approach to content development on the popular social media site, and what brand leaders can do about it.

By Marshall Manson

In 2012, Facebook famously restricted organic reach of content published from brand pages to about 16%. In December 2013, another round of changes reduced it even more.

By February 2014, according to a Social@Ogilvy analysis of more than 100 brand pages, organic reach now hovers at around 6%, a decline of 49% from peak levels in October. For large pages with more than 500,000 "likes," organic reach hit 2% in February. And Facebook sources were unofficially advising community managers to expect it to approach zero in the foreseeable future.

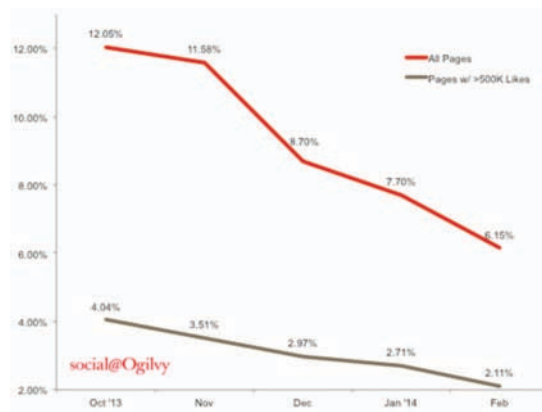
The ability to build communities of fans, and then maintain contact and encourage engagement using content published to fans' news feeds was a critical aspect of Facebook's early appeal to marketers. The opportunity of achieving engagement at scale motivated many brands and corporates to invest millions in developing communities and providing for care and feeding via always-on content.

With organic reach removed from the mix, it would be easy to conclude that Facebook will be just another paid channel. In the context of engaging an existing community, it is becoming precisely that: paid support will be required to reach existing community members. But the evidence is clear that Facebook fans have incremental value: a ComScore study found that one retailer's Facebook fans were 27% more likely than a control group to make a purchase in the four weeks following a paid campaign.

Even so, the power in Facebook has never been about branded communities in and of themselves. Facebook's value, therefore, remains its potency to generate earned conversation and engagement at scale. The requirement to distribute content to community members via paid shouldn't change that. Fans will still see brands' content in their news feeds and, if the content is interesting enough, will pass it along to their friends.

And there's real value in this. According to Nielsen, social ads that carry a friend's endorsement ("Your friend Mary likes Acme Cheese"), generate a 55% higher ad recall than non-social ads. And of course, earned remains squarely at the top for delivering value with 92% of global consumers saying they trust "Recommendations from people I know" and 70% saying they trust "Consumer opinions posted online."

Careful targeting of paid content can also enable brands to reach brand advocates who are not members of the brand's Facebook community. These non-fan advocates are identifiable because they have engaged with the brand, are also potentially powerful drivers of word of mouth, even if they aren't fans of the page, and are often more vocal and engaged than the most active members of your community.



This chart details recent changes in average organic reach of content published on Facebook, as analyzed by more than 100 Facebook brand pages around the world, accounting for more than 48 million total fans. Go to <http://social.ogilvy.com> to see the full report.

In summary, the model has shifted. Previously, brands were using "owned" to fuel "earned". Going forward, they'll need to use "paid" to fuel "earned," but that doesn't make the earned any less valuable. Success will require deploying paid differently — in smaller increments of both target audience and spend, and optimizing in real-time to ensure that spend is efficient and effective.

So how does this new model affect brands' approach to content development? As brands began to pursue engagement at scale, an editorial model emerged where brand storytelling became appropriately sensitive to news, trends, and events happening in the moment. That model is proving the value of brands acting as publishers.



Marshall Manson

The demise of organic reach won't change this. As sites like BuzzFeed, Business Insider, and others have demonstrated, the imperative is to create timely content that fans and advocates want to discuss and share. The requirement is for an approach that provides for real-time, planned content and big campaign moments that wow.

More broadly, social media remains a hugely valuable place for brands and businesses to engage with communities of customers, advocates, influencers and stakeholders. And a great deal of unexplored opportunity still awaits. Innovative ideas in areas like social CRM, real-time marketing, advocate and countless others continue to emerge.

However, the prime lesson as we approach Facebook Zero is to avoid overcommitting to a single platform. The right recipe for social starts with clearly defined business objectives, folds in a strong understanding of what the audience wants, and a few measures of clever storytelling designed to facilitate engagement. The story's requirements — Are there photos? Should we use video? Are we creating, aggregating, curating or all of the above? — and the audience's behavior should dictate platform selection.

Facebook Zero is a reality now facing every brand and business with a presence on the platform. This isn't an academic exercise. Action is required, and specific decisions will need to be made with regard to content planning, paid support for social media activities, audience targeting and much more.

Marshall Manson is the Managing Director of Social@Ogilvy for Europe, Africa and the Middle East. ●



# Why PR is now SEO's best friend

Today's digitally savvy PR professionals are adding organic search to their repertoire. This makes good sense because organic rankings are another form of earned media — they're just acquired in a new way.

By Kevin Bailey

For more than a decade, it's been well known that search engine rankings are influenced mainly by two things: what a brand says about itself on its own website and what others say about it. The latter is often called off-site SEO and it's the most heavily-weighted component of Google's algorithm.

Off-site SEO has been a hotly debated subject for years, because spammers have used a litany of poor tactics to help brands win at organic search. Luckily, this period of link-spam has come to a close, and the only effective way forward is with crisp online media relations efforts. The relatively small subsets of legitimate links on the Internet have become incredibly powerful for the brands capable of earning them. Thanks to recent Google algorithm updates, the other links — i.e., link-spam — no longer really matter.

The kicker is that the legit links drive real business outside of search. In other words, these links are aligned with brand strategy. They aren't keyword anchor text, obscured and hidden at the bottom of coverage. On the contrary, these links are strong calls to action that drive an audience from a media outlet to a relevant content asset on the client's site, producing copious amounts of conversions. And the results are completely measurable. Especially if the content promoted is gated behind a form that acquires lead information. These high-authority links will also drive lots of that "link juice" SEOs are always talking about — the stuff that drives rankings across entire websites.

## Content remains unparalleled

To learn the best way to earn these powerful links, we need to look no further than one of the most prolific SEO software companies: Moz. Moz has a large audience of SEO practitioners who participate in their community, led by the well-known and inspired Rand Fishkin. Their blog is full of SEO

goodies, but we've found that the best way to learn from Moz is to just watch how they do SEO for themselves.

Sure, Moz does all the standard stuff. They blog a lot and have an engaged community, but they also do one special thing that we don't see the majority of brands doing for SEO: they regularly make lasting and meaningful contributions to their industry with high-impact content. They offer rich, interactive, thoroughly researched and evergreen content that makes blog posts look like mere child's play.

Their two most notable examples are their Beginner's Guide to SEO and their annual Search Engine Rankings Factors Survey and Correlation Data. These are both bibles for the SEO industry. The Beginner's guide to SEO is even ranked number three on Google for the SEO industry's ultimate keyword, SEO. I know these resources are incredible because I've learned much from them and have personally linked to them many times on my own blog.

## Authoritative sources

But the real off-site SEO power isn't inbound links. They *do* help, but they aren't going to rank a brand for the hardest keyword in their industry. The ones that really move the needle come from the established media outlets that cite them all over the web — the industry media outlets with large, engaged audiences and domain authorities in the high 90s. These are the links Google's head of web spam, Matt Cutts, recently called, "The hard links to get." That's why he says to go after them. They actually matter. They can't be gamed and they're not going to get you penalized.

PR pros have a huge leg up in terms of earning the hard links. They have the ability to reach top media outlets and get content assets covered — content assets that are more about solving a large problem in a given industry than they are about touting a brand and its products. Not performing this crucial media outreach step is a big mis-

take that will lead to lackluster results no matter how powerful the content.

## Content won't move itself

A DigitalRelevance enterprise client had a stagnant content asset that had earned no coverage because they had never really tried. After just two weeks of media outreach it had earned nearly 50 powerful links on top industry media outlets and social mentions from some of most reputable influencers in their industry.

The Internet will not promote your content for you. It's not that good yet and likely never will be. Effective content promotion takes great content, thorough media research and lots of outreach sweat.

*Kevin Bailey is Co-founder and Chief Marketing Officer of DigitalRelevance. ◉*



Kevin Bailey

## People in PR

### BIG MEDIA VET MOVES TO FACEBOOK

Liz Heron, emerging Media Editor at the *Wall Street Journal*, has moved to Facebook to bolster its ties with reporters, journalism companies, and institutions.

*The Washington Post* and *New York Times* alum announced her new job on Facebook, posting that she will "work directly with how Facebook partners with journalists and media organizations at a time when Facebook is putting a big emphasis on news and mobile."

She views Facebook as an "incredible, vast database of human experience."

The site has a lot of news, "sources to be developed, meaningful communities for journalists to build and experiments to be tried," according to Heron.

She looks forward to approaching "news-gathering and storytelling from a new vantage point."



Heron

# New tool tracks SXSW social media influence

Now in its 20th year, South by Southwest Interactive is widely acknowledged as an unparalleled networking opportunity for the brightest minds in emerging tech and digital creativity. In response, digital communications agency RFI Studios has now created a new tool to track SXSWi's top influencers.

By Scott Schneider

Though she probably meant it ironically, actress and writer Mindy Kaling may have foreshadowed an actual trend when she tweeted: “Hey I hate live music is it okay that I’m in Austin? #sxsw.” The Interactive portion of Austin’s popular South by Southwest Conference and Festival now attracts more than 30,000 attendees per year — a bigger draw than either the music or film portions of the festival, the former of which began with a little over 700 registrants back in 1987.

Anticipating the amount of social buzz an event like SXSW generates, RFI Studios wanted to find a way to sift through the noise, create a bit of friendly competition among the speakers, and figure out who was resonating most with the masses. Enter TRNDR, a new influence-measuring tool that tracked who was the most influential at SXSW 2014.

## Live, real-time influence

RFI Studios saw a great opportunity in SXSWi as an object lesson on tracking influence. With so many luminaries to choose from, who would people be following? TRNDR offered a quick, live visual measuring of social influence from 20 SXSW headliners.

TRNDR evolved from Snap Shot, another RFI Studios social strategy tool. Snap Shot is composed of three parts: Like Blitz, which is used to track changes in social engagement (number of likes, follows, views); Post Cloud, which scans content from outside users to generate a Word Cloud; and Post Mine, which searches for key words and phrases within posts on a client’s social properties. This “responsive leaderboard” enables clients to get a visual, real-time repre-

sentation of their brand’s social pulse and allows us, the agency, to adjust our social media strategy to meet their goals. TRNDR uses similar methods adapted for high-publicity events, but with a twist: pitting influencers in a social media cage match, with live results at your fingertips.

## How influence was measured

With top digital gurus, philanthropists, celebrities and academics all rubbing elbows at SXSWi, TRNDR worked much like an abbreviated tournament bracket — matching up ten “fair fights” within industries. In the spirit of experiment we debated internally about the pairings and decided in broad strokes with the ones we debuted with. Once we had our battles lined up (Neil deGrasse Tyson vs. Chelsea Clinton, Gary Vaynerchuk vs. Pete Cashmore), we were able to measure their influence during the duration of the conference: assigning points for every new follower, SXSW-related retweet or mention they gained.



**Who was trending at SXSW this year? Top digital gurus, philanthropists, academics and celebrities went toe-to-toe in discovering who has the most influence at SXSW Interactive 2014. Influence was based on a point system of new Twitter followers, retweets and mentions during the SXSWi week.**

This wasn’t a popularity contest, but rather, a means of assessing social influence of fairly matched individuals, the

way a client might wish to compare their influence against competitors during a campaign.

## The winners?

So how did Chelsea Clinton fare against Neil deGrasse Tyson? Tyson, the host of the much-hyped science documentary series, “Cosmos,” came out on top, beating Clinton and every other panelist in both followers and mentions by a significant margin. Throughout the course of our social experiment, the astrophysicist gained an impressive six new followers per minute. Also winning big were Bravo TV’s Andy Cohen and comedian Mindy Kaling, who had a 34% increase in followers during the event. Once again, humor seems to trump all.



Scott Schneider

Certain results were also surprising. Despite his unveiling of TOMS Roasting Co. within the company’s one-for-one business model, Founder and “Chief Shoe Giver” Blake Mycoskie wasn’t credited in the social buzz surrounding the announcement. Similarly, WikiLeaks got more buzz than its Founder Julian Assange, who beamed into the conference via satellite. Both cases seem to minimally suggest that a different social strategy might be in order to move the needle for an individual versus a brand.

What’s next for TRNDR? You’ll continue to see this tool evolve for use at events like the World Cup, major elections, sporting events, and award shows. We know clients need innovative tools to organize social media findings and we’re working on new ways to bring them that

information.

Scott Schneider is Chief Digital Officer for Ruder Finn/RFI Studios. ●



In Our 19th Year as the  
Radio Services Industry Leader!

*"Several months ago Strauss Media helped us out with a TV SMT for a high profile client on short notice. The project posed several logistical challenges, but their team exceeded our expectations in just about every way. Our client was very pleased, and so were we. Strauss Media is on my speed-dial for a very good reason: results."*

Craig Brownstein, Vice President, Edelman

*"What a successful television campaign. You guys really showed your depth and talent on this one. You were responsive, flexible, adaptive and smart. Hopefully, our next adventure together won't be so challenging, but it's nice to know that if it is, we're working with the right people."*

Martha Wilcox, Chief Marketing Officer, Safe Kids Worldwide

The Nation's Premier Public Relations,  
Communications, and Strategy Firm  
Specializing in Radio and Television



# Strauss Media

## STRATEGIES

Washington, DC • New York • Los Angeles  
Radio • Television • Social

**Celebrating 19 Years of Achievement as the Broadcast PR Industry Leader **With Our New Name!****

- Radio and Television Satellite Media Tours With Strategic, Targeted & High-Level Results
- Other Services: Actualities, Advertising, Audio News Releases, Audio & Video Podcasting, On-site Event Coverage, Promotions & PSAs
- Expertise Includes Public Affairs, Healthcare, Technology, Entertainment, Sports, Spanish-Language, African American & More
- National Contacts Include: Bloomberg, CBS Newspath, CNBC, CNN, Fox News Edge, MSNBC, NBC News Channel, Today Show & Many Others
- Established Relationships with Radio & Television Outlets in All Major Media Markets
- Best Customer Service & Most Thorough Reports in the Industry

Call Us Toll-Free at **(888) 638-0220**

[www.straussmedia.com](http://www.straussmedia.com)



**WASHINGTON, DC:**  
National Press Building  
529 14th St., NW, Suite 1163  
Washington, DC 20045  
(202) 638-0200  
[info@straussmedia.com](mailto:info@straussmedia.com)

**NEW YORK:**  
262 W 38th St. Suite 803  
New York, NY 10018  
(212) 302-1234  
[newyork@straussmedia.com](mailto:newyork@straussmedia.com)

**LOS ANGELES:**  
(855) TV-RADIO  
(855-887-2346)  
[losangeles@straussmedia.com](mailto:losangeles@straussmedia.com)



# O'Dwyer's **SOCIAL MEDIA PR** guide to:



## ALLISON+ PARTNERS

505 Sansome Street  
San Francisco, CA 94111  
www.allisonpr.com  
Scott Allison, CEO

**Jonathan Heit**, *President and Head, Technology & Digital Media*  
**Jeremy Rosenberg**, *Head of Digital*

From ground-breaking consumer activations to behind-the-scenes crisis counseling, at Allison+Partners we develop lead-in-edge social media programs for our clients. Our philosophy of an integrated approach means our digital strategists build social media engagement into our communications strategies from the very start. Combined with our agency-wide creative collaboration and one P&L across 16 offices and three continents, Allison+Partners' social media programs can have local impact and global reach for clients including Progressive Insurance, Samsung Electronics and Toyota.

Our wide range of services include social media strategy, community management, influencer identification, corporate social governance, crisis communications, real-time content creation, and everything in between. Our social media team works across all disciplines with clients today including industry leaders in technology, financials and insurance services and consumer products, to name a few.

## BLAZE

225 Santa Monica Blvd., 3rd Flr.  
Santa Monica, CA 90401  
310/395-5050  
Fax: 310/395-5001  
mkovacs@blazepr.com  
www.blazepr.com

**Matt Kovacs**, *President*  
**Apryl DeLancey**, *Director of Marketing & Social Media*

BLAZE is the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win. Social media isn't an after-

thought handled by junior staff but a conscious, strategic partnership with brands. Utilizing comprehensive strategic communications campaigns to differentiate and elevate our clients from their competitors, we are able to exceed our clients' expectations when it comes to positioning them to their audiences, and attracting positive attention from both consumers and the media. Blaze creates and manages interactive communities using all relevant platforms but refrains from spreading the client thin. Our social media division targets the brand audience where they are already talking and works hand-in-hand with the traditional PR team to reach targeted media, influencers and consumers to support all initiatives. Blaze also offers full public affairs capabilities through its parent company Davies.

Clients include: Marriott Hotels; Bridgepoint Foods; Claremont Hotel, Club & Spa; International Spirits; KeVita Sparkling Probiotic Beverage; Michael's Restaurant Group; Nawgan Alertness Beverage; and ON Beverages.

## COOPERKATZ & COMPANY

205 Lexington Avenue, 5th Floor  
New York, NY 10016  
www.cooperkatz.com

**Ralph Katz**, *Principal*  
**Anne Green**, *President / CEO*

CooperKatz & Company, Inc. is highly regarded for its strong strategic and creative credentials. It offers full-service public relations, digital and creative services capabilities to a national client base across many industry sectors.

The firm was an industry leader in establishing a practice devoted to helping clients develop and execute effective social media and digital strategies. CooperKatz takes an integrated approach to digital work as an essential part of every client engagement.

Capabilities include: conversation monitoring; influencer

engagement; social channel development; community management; content development; campaign execution; video production; SEO; social monitoring and analytics; online crisis management; and more. The agency has executed award-winning digital work for such clients as Coldwell Banker Real Estate, National Fire Protection Association, Otis Elevator Company, Petfinder.com, Polar and more.

CooperKatz has won numerous industry awards, including "Best Agency of the Year" in its size category and "One of the Best Agencies to Work For" by *The Holmes Report*.

## COYNE PR

5 Wood Hollow Road  
Parsippany, NJ 07054  
973/588-2000  
www.coynepr.com

1065 Avenue of the Americas  
28th Floor  
New York, NY 10018  
212/938-0166

604 Arizona Avenue, Suite 10  
Santa Monica, CA 90401  
310/395-6110

**Thomas F. Coyne**, *CEO*  
**Rich Lukis**, *President*  
**Kevin Lamb**, *Senior Vice President, Digital*  
**Marie Baker**, *Vice President, Social Media*

The end goal for any brand in today's dynamic digital communications marketplace is conversion — whether in perception or purchase. The accelerating convergence of social media with digital platforms, new and emerging technologies and the insights they reveal, enables brands to create that conversion in ways never before imagined.

As expert communications strategists and master social storytellers, we partner every day with high profile enterprises, including Disney, Novartis, Shell, VTech and Mary Kay Cosmetics to enable brand-oriented social and digital narratives — with consumers, among consumers and between consumers — that translate to greater awareness, reputational

impact and consumer activation.

Where past attention was focused on chasing the social platform of the day, tomorrow's social landscape is far more fluid and dynamic, blending online and offline engagement, consumer technologies that enable a greater depth of engagement and activation, and empowered consumers that live at the center of it all, crafting their own personalized social experience with brands based on content, context and relevance. We work closely with brands to define the social customer journey, understand the needs of the customer, and counsel brands on creating the optimum social ecosystem and experience that fills those needs and provides value to their consumers.

We partner with brands to advance and advocate for social and digital strategy within their corporate organization, developing enterprise-level Centers of Excellence in social and digital to establish foundational structure and social media strategy on which to build brand success. We work closely with brands to create custom influencer networks that enable long-term relationships of value with key social conversation leaders. We manage daily engagement, content strategy and social communities for numerous high profile brands, applying our expertise on the latest digital technologies, social platforms and digital behaviors, ensuring consumers experience engagement with brands that is authentic and valuable. And we work with brands to gather, interpret and apply analytics to not only evolve the social storytelling, but also to translate the value of social strategy to senior leadership.

At the end of the day, our partnerships with clients are rooted in the signature style of breakthrough creative thinking and high touch client service that has made Coyne one of the leading independent agencies, and that category-leading brands insert with confidence into their strategic marketing ecosystem.



**DODGE COMMUNICATIONS**

11675 Rainwater Drive, Suite 300  
 Alpharetta, GA 30009  
 770/998-0500  
 www.dodgecommunications.com

**Brad Dodge**, *President and CEO*  
**Brian Parrish**, *Executive VP and Principal*  
**Elisabeth Deckon**, *Vice President*  
**Chowning Johnson**, *Vice President*

Ever wonder what your social media strategy says about you? If you're like most B2B marketers, you're likely to fall into one of these categories:

**The enthusiast.** Your business was one of the first to have a social media strategy, and it just keeps growing. You're everywhere, all the time, but have no idea if it's actually working.

**The non-conformist.** You resist change and social media is no exception. Besides, you don't really need a bona fide plan since it's only a passing fad, kind of like the Internet.

**The savvy executive.** You partner with Dodge Communications, the healthcare industry's leading authority on building and maintaining a dynamic social media presence.

Whether generating content for a corporate blog or creating an ongoing dialogue with potential customers across multiple networks, every one of your social media efforts work together to support offline activities, enhance online visibility and deliver quantifiable results.

**FEINTUCH COMMUNICATIONS**

245 Park Ave., 39th Fl.  
 New York, NY 10167  
 212/808-4901  
 info@feintuchpr.com  
 www.feintuchcommunications.com

**Emily Simmons**, *Social Media Director*

Chatter about your company is happening across the web; why not join the conversation?

Feintuch Communications offers a comprehensive solution for companies looking to add to or enhance their social media presence. Each program is

designed to support the company's business objectives. Programs include an analysis of the current industry landscape and competitors; a calendar of planned updates; content creation; community building/management; and measurement.

We work with companies to develop public relations and social media policies to fit the company's unique culture and business objectives. We offer a custom social media training program to educate employees about the policy as well as how to maximize business opportunities through social media channels.

We are believers in success through intelligence. Whether your company is just getting started with social media or is ready to bring an existing program to the next level, we can help you more effectively communicate to your critical audiences.

**FINN PARTNERS**

301 East 57th Street, 4th Floor  
 New York, NY 10022  
 212/715-1600  
 Direct: 212/593-5873  
 noah@finnpartners.com  
 www.finnpartners.com

**Noah Finn**, *Managing Partner*

At Finn Partners, our 20 person, full-service digital team is made up of designers, developers, videographers, researchers, and social strategists who are dedicated to building the best digital and social programs, greatly influenced by research and analytics to map out brand goals.

We take an integrated approach to social media, using it to build a brand through community development across platforms, while also extending to public relations, marketing, and sales objectives in a manner that is socially digestible. We also integrate paid media, both online and off, to augment earned media and organic engagement.

Our experience ranges across industries, with clients such as the Verizon Foundation, Hyundai Hope On Wheels, IEEE, Hotels.com, Blue Cross Blue Shield of Michigan, the Jamaica Tourist Board, and Jamba Juice.

The hallmark of our team is its ability to effectively blend innovative, strategic thinking and creative communications practices to enhance our clients' success. This is exemplified through our

long client relationships and our wealth of industry awards. No matter what your digital need may be — you can count on our team to deliver.

**FRENCH/WEST/VAUGHAN**

112 East Hargett St.  
 Raleigh, NC 27601  
 919/832-6300  
 www.fwv-us.com

**Rick French**, *Chairman & CEO*  
**David Gwyn**, *President / Principal*  
**Natalie Best**, *Executive Vice President / Director of Client Services / Principal*

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 89 research, public relations, public affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas, Los Angeles and Tampa offices.

FWV is home to one of the nation's strongest and most innovative digital services practices. A leader in launching award-winning, results-driven marketing campaigns, FWV executes multi-faceted digital and social media initiatives to drive valuable, relevant fan growth, as well as stimulate product trials, influencer and targeted audience awareness and conversions on behalf of some of the world's foremost companies and brands, including: Wrangler Jeans, Wrangler Western, Fretlight Guitars, Elevation Burger, Gemesis Diamond Company, Calligaris Home Furnishing, Justin Brands, Riders by Lee, NC State University, Moe's Southwest Grill, Melitta Coffee, and Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky).

Comprised of a team of specialists in audience insight, user experience, interactive marketing and online media planning, our digital marketing experts help clients better understand, navigate and utilize existing, new and ever-changing communications platforms. Capabilities include: integrated research and strategy; online communications planning;

creative web development including website design, online video and interactive advertising; social media content creation; word-of-mouth, social and viral marketing campaigns; SEO; and paid online, social and search advertising. FWV has established and continues to maintain authoritative brand presences on both mainstay and emerging social platforms including Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google+, Vine, YouTube, Tumblr and more.

FWV has achieved significant results on behalf of its clients, including establishing companies and brands as online and social authorities in their respective industries and lifestyles; providing fans and brand loyalists online communities for engagement with each other on meaningful topics; maintaining a consistent increase in engagement levels month-over-month; increasing brand affinity, reach and purchase intent for specific products; and creating unprecedented emotional connections with consumers, while delivering targeted reach in scalable and measurable ways.

**GREENOUGH**

9 Harcourt Street  
 Boston, MA 02116  
 617/275-6511  
 pgreenough@greenough.biz  
 www.greenough.biz

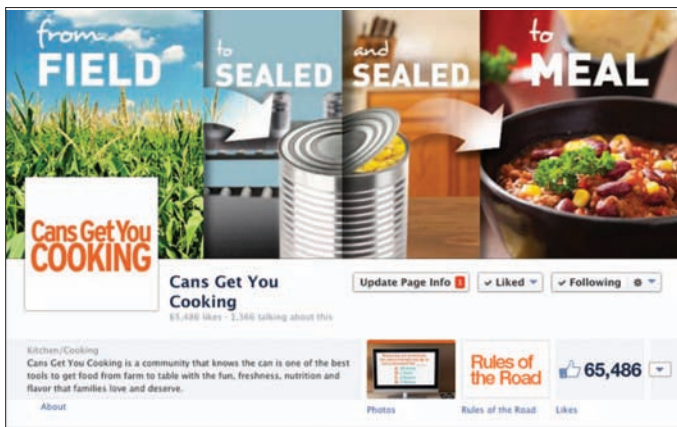
**Phil Greenough**, *President, Founder*

At its core, your business thrives because it makes your customers' lives better — and at Greenough, we put this simple fact at the center of all our social content. We start with research: our tightly integrated content and social teams delve deep into your target audiences, parsing their interests, usage habits and even sense of humor. From this data, we use our content-first methodology to produce strategic campaigns that provide real value to your audience — and, by extension, your business. Finally, we integrate all our social content into an overall brand story that's designed to engage potential customers and is supported by outcome-based metrics that clearly demonstrate ROI.

Your products succeed because they help your customers. Your social presence should do the same.



JSH&A's social strategy for the newly launched Reddi-wip Facebook page successfully brought to life the brand's "share joy" message via sharable content and interactive promotions that drove fan growth and engagement.



The Can Manufacturers Institute tasked Hunter Public Relations with developing a 360-degree marketing campaign to educate consumers about the benefits of cooking with canned foods. One of the centerpieces of the Cans Get You Cooking campaign is a robust social media presence, anchored by a Facebook community that grew to more than 55,000 members during its first year, a Pinterest page and YouTube channel to inspire the home cook through recipes and cooking demos, a Twitter handle to share news & engage in real-time, and a blogger ambassador program to reach target consumers with campaign key messages via trusted digital advocates.

## HUNTER PUBLIC RELATIONS

41 Madison Avenue, 5th Flr.  
New York, NY 10010-2202  
212/679-6600  
smormar@hunterpr.com  
www.hunterpr.com

**Grace Leong**, *Managing Partner*  
**Donetta Allen**, *Agency Partner, Social and Digital Media Practice Leader*

**Samara Farber Mormar**, *Senior Vice-President, Business Development*

**Michael J. Lamp**, *Senior Social and Digital Media Strategist*

Social media offers a rich, expansive array of digital platforms to build stronger and more meaningful relationships among consumers, influencers and brands. Hunter Public Relations — an independently owned, mid-sized marketing communications firm celebrating 25 years in business in 2014 — utilizes established and emerging platforms and technologies to create buzz around products, revitalize brands and build awareness among key influencer and blogger groups. Additionally, Hunter PR's social & digital media practice has experience managing every piece of the Paid, Owned and Earned digital marketing spectrum, including daily community management of brand social platforms, such as Facebook, Twitter, Instagram and Pinterest. Winner of digital media awards from *PR News*, *PR Daily* and *Bulldog Reporter*, Hunter PR puts its insights-based approach to social and digital media strategy & community management to work for some of the most respected companies in America, including Hasbro, Johnson & Johnson, E&J Gallo Winery and 3M.

## JSH&A COMMUNICATIONS

2 TransAm Plaza Dr., Ste. 450  
Oakbrook Terrace, IL 60618  
jonni@jsha.com  
www.jsha.com

**Jonni Hegenderfer, Jim Kokoris, Cheryl Georgas**, *Partners*

Celebrating 25 years, JSH&A is a Chicago-based marketing communications agency that helps leading CPG brands drive consumer awareness, engage-

ment and advocacy by creating integrated PR and social media programs that deliver high-impact results.

Named a top Consumer Marketing Agency of The Year, JSH&A has won multiple awards for creative campaigns and strategic influencer engagement programs executed on behalf of clients like ConAgra Foods, Beam Inc., Master Lock, The Hershey Company, Safest Choice Eggs, Bosch Tools and Dremel.

Our social media capabilities include: blogger and influencer engagement, social media strategy, social channel management, content strategy and creation, and social listening and reporting.

Whether it's developing a social strategy for the launch of Reddi-wip's Facebook presence, rallying social influencers to talk about how they took back Monday dinnertime with the help of Manwich or helping Master Lock launch a year-long cause-related social media campaign benefitting the American Red Cross, we deliver strategic, results-driven programs.

## KAPLOW

19 West 44th Street, 6th Floor  
New York, NY 10036  
212/221-1713  
email-liz@kaplowpr.com  
www.kaplowpr.com

For more than two decades, Kaplow has been changing conversations and helping consumers fall in love with our clients' brands. Our creative, integrated programs and branded content for world-leading companies like Unilever, CVS, Laura Mercier and SKYPE fuel consumer conversations, wherever they occur.

Kaplow was built on authentic storytelling, and that has never been more relevant than today when brands are speaking directly to consumers.

Our approach to social media is driven by insight, imagination and initiative. We start by listening carefully to what consumers are saying about our clients' brand and competitors across social platforms. Then, we apply our boundless creativity to developing a digital strategy that meets the client's business objectives with measurable ROI. Finally, we apply with flexibility and initiative.

We take an integrated



approach to digital planning — working hand-in-hand with PR, communications planning and paid efforts — to ensure we reach consumer and influencers at every touch point. We are focused on best-in-class digital and social media campaigns that win awards and deliver results.

**KELLEN COMMUNICATIONS**

355 Lexington Avenue, 15th Floor  
New York, NY 10017  
212/297-2100  
www.kellencommunications.com

1100 Johnson Ferry Rd., Suite 300  
Atlanta, GA 30342  
404/836-5580

750 National Press Building  
529 14th Street N.W.  
Washington, DC 20045  
202/591-2440

**Joan Cear**, *Vice President*  
**Debra Berliner**, *Vice President*  
**Francie Israeli**, *Vice President*

Knowing what is new and changing and leveraging the right channels to drive actionable and measurable campaigns, Kellen Communications provides unmatched levels of experience and flexibility in the digital space. Using best-in-class, measurement-driven digital tools and strategies, we help identify, grow and protect your organizational and brand footprint online and off.

A division of the global Kellen Company, the “Kellen Difference” is that we’ve built a digital service line based on advocating for and communicating on behalf of not only individual brands, companies and not-for-profit organizations, but entire industries ranging from Food & Beverage, Travel, Professional Services, Building and Construction to Healthcare and Non-Profits. Whether engaging stakeholders or key opinion leaders, Kellen professionals work across vertical sectors, industry influencers and traditional and social media channels to communicate, engage and impact.

Our capabilities as a single source for digital and brand asset development, public relations, issues management and crisis communications, and event management and promotion, enable us to provide creativity, consistency and seam-

lessness in client programs that flow from ideation, strategy and positioning through to online media, social communities and traditional media.

We’re located across seven offices including New York, Washington DC, Atlanta, Chicago, Denver, Brussels and Beijing.

**KICKEDUP MEDIA GROUP, INC.**

2 Amherst Drive  
Hastings On Hudson, NY 10706  
914/693-KICK (5425)  
info@kickedupmediagroup.com  
www.kickedupmediagroup.com

**Larry Saperstein**, *President*  
**Laura DeAngelis**, *Vice President*  
**Stephanie Rittenhouse**, *Vice President, Broadcast and Media Relations*  
**Allison Lehman**, *Director of Operations*

What do you get when you bring together dedicated and creative public relations, television news and video production professionals with more than 80 years of experience? An exciting new company ready to take your next project to a whole new level.

KickedUp Media Group’s President and Founder is Larry Saperstein, formerly Vice President of Production and News Services at West Glen Communications. Larry has more than 30 years of news, marketing and media experience. Joining Larry at KickedUp Media Group is Vice President of Broadcast and Media Relations, Stephanie Rittenhouse. Stephanie began her career in broadcast public relations in 2000 when she was hired as a media relations specialist for News Broadcast Network in Manhattan. In December 2007, Stephanie joined Saperstein and the WestGlen team as a senior project manager and later became director of broadcast services.

Spearheading KickedUp Media Group’s production unit as Vice-President is an award winning producer Laura DeAngelis. Before joining WestGlen in July 2005, Laura spent eight years in the world of broadcast news. She worked as a reporter and anchor at WLFI-TV in Lafayette, IN; News 12 Long Island and News 12 Connecticut. Laura is also a bona fide fitness expert who knows how to engage an audience. In addition to 16 years of on-camera experi-



**KUMG’s VP of Production Laura DeAngelis is also a certified fitness trainer and an experienced on-camera TV host.**

ence, Laura holds certifications with the National Academy of Sports Medicine (NASM) and the Aerobics & Fitness Association of America (AFAA). In 2011, she launched [lauralovesfitness.com](http://lauralovesfitness.com), a motivational health and fitness blog, and she is currently working on her first book.

Joining KickedUp Media Group as director of operations is Allison Lehman, whose experience within the media industry ranges from public relations, advertorials and project management to journalism, new media and production.

Beginning her career as a broadcast journalist, Allison got her start at News 12 Long Island, going on to produce newscasts in the Washington, D.C. market and even putting her reporting skills to use in Florence, Italy.

KUMG specializes in SMTs, RMTs, IMTs as well as Radio News Packages; Bites and Broll production and distribution; Targeted broadcast outreach and In-Market tours. They also produce radio and TV PSAs, corporate, long form and social media video.

**L.C. WILLIAMS & ASSOCIATES**

150 N. Michigan Avenue  
Suite 3800  
Chicago, IL 60601  
312/565-3900  
Fax: 312/565-1770  
info@lcwa.com  
www.lcwa.com  
facebook.com/LCWATeam  
twitter.com/LCWATeam

**Kim Blazek Dahlborn**, *President and CEO*  
**Shannon Quinn**, *Executive Vice President*

In an age when everyone is “tweeting,” “liking” and “pinning,” it’s essential to break through the noise to build meaningful relationships with target audiences online.

L.C. Williams & Associates (LCWA) builds customized, well-rounded campaigns that make the most of social channels

— Continued on page 20

**L.C. WILLIAMS & ASSOCS.**

— Continued from page 19

to spur audiences to action. From buzz-building through viral videos and attention-getting Facebook or Twitter contests, to daily interactions with our robust network of bloggers, we mine the constantly-changing social landscape to make an impact for our clients.

Of course, in social media, listening is just as important as talking. Our reputation management capabilities rely on monitoring, measuring and minimizing negative chatter to keep conversations focused on the positive.

Our staff is immersed in social media and considered leaders in the industry, participating on industry panels on how to reach bloggers, contributing “how to” articles to our agency blog and managing daily interactions on behalf of clients First Alert, Eureka, Electrolux, Trex, Snow Joe and more.

**MACCABEE**

211 N. First Street, Suite 425  
Minneapolis, MN 55401  
612/337-0087  
www.maccabee.com  
@maccabeepr

**Paul Maccabee, President**  
**Christina Milanowski, Director,**  
*Social Media*

Leveraging social media channels from Facebook and Twitter to Instagram and LinkedIn, Maccabee creates thoughtful social media marketing, blogger engagement and inbound marketing campaigns.

Most recently, Maccabee helped education client NTC reach electric utility decision-makers with an e-book-driven marketing campaign that achieved 100 percent of the client’s lead generation goal; supported the launch of Gold’n Plump chicken sausages with a food blogger campaign; launched a commercial real estate law blog for Henson & Efron and guided website development and social media strategy for Greenwald Wealth Management. Maccabee catapulted the Hazelden iPhone app to one of the Top 10 grossing book-related apps in America and has been honored with Promo Interactive’s “Viral Campaign” award for its role in OfficeMax’s launch of ElfYourself.

Our analytics practice helps clients listen to online interactions while providing actionable intelligence. Another hallmark of Maccabee is its network of alliances, connecting clients to trusted SEO, Web design and online video agencies, whose services complement Maccabee’s strategic public relations and online marketing campaigns.

**MWW**

304 Park Avenue South  
New York, NY 10010  
212/704-9727  
Fax: 212/704-0917  
www.mww.com

**Michael W. Kempner, President & CEO**  
**Mitzi Emrich, Chief Social Media Strategist**

MWW is one of the nation’s top mid-sized public relations firms and one of the ten largest independent global agencies.

Collaborating with stakeholders is even more complex in a digital world. MWW knows how to navigate the biggest social networks or the smallest niche communities for our clients. From Vine to Facebook to LinkedIn, we help our clients create the resources needed to build social capital. MWW’s award-winning digital and social media practice leverages insights to tell compelling narratives about our clients’ visions, delivering social media experiences and engagement opportunities that shape perceptions, mitigate risks and inspire customers and stakeholders to act. Our social strategies are driven by powerful distribution, influencer relationships, shareable content, user-friendly design and continuous measurement to optimize our clients’ programs, ensuring real-time economic success, behavior change and increased trust. Our team is made up of digital specialists led by social marketing strategists, analysts, and community managers; execution is carried out by our talented team of media planners, creative digital designers, copywriters, producers and programmers. MWW’s services include digital influencer mapping, community management, conversation analytics, paid digital media partnerships, search engine optimization, social advertising and amplification, content marketing, web and mobile development, and online advocacy.

Honored as *PR News*’ 2013

Digital Team of the Year and 2013 Digital Agency of the Year by *Bulldog Reporter*; MWW helps our clients to matter more in the digital space. We help our clients identify communities, issues and stories where they can play a role in the conversations as a thought leader.

**OGILVY PUBLIC RELATIONS**

The Chocolate Factory  
636 Eleventh Avenue  
New York, NY 10036  
212/880-5200  
thomas.crampton@ogilvy.com  
www.ogilvypr.com

**Thomas Crampton, Global Managing Director, Social@Ogilvy**

Reaching across all practices and regions, Ogilvy Public Relations has been at the forefront of pioneering ways to tap and realize the power of social media and word of mouth marketing. Through our Social@Ogilvy offering, we identify the digital channels that can most effectively reach out to audiences — and then provide roadmaps to engage and influence them.

Social@Ogilvy enables the firm to more efficiently and effectively serve the complex needs of clients, as social solutions become true business solutions. Named 2013 Best Digital Consultancy in the World by *The Holmes Report*, Social@Ogilvy has led award-winning social media initiatives for clients around the globe, generated groundbreaking industry thought leadership and established a world-wide training discipline.

The practice leverages social media expertise across all Ogilvy & Mather disciplines, offering an extensive list of services within the foundational business solutions — Listening and analytics; Social Business Solutions; Social Media Marketing and Communications; Social Shopping; Social CRM; Social Care; and Conversation Impact.

With nearly 600 dedicated social media experts around the world — and another 4,000 digital experts — the Social@Ogilvy team is the largest network of social media strategists delivering global and local solutions. Headquartered in New York, the team is led by Thomas Crampton, Global Managing Director, and a board of advisors including Christopher Graves, CEO of Ogilvy Public

Relations; Gunther Schumacher, COO of OgilvyOne; and Brandon Berger, Chief Digital Officer of Ogilvy & Mather.

For more information, visit us at social.ogilvy.com or at facebook.com/socialogilvy, www.twitter.com/socialogilvy, or www.slideshare.com/socialogilvy.

**PIERSON GRANT PUBLIC RELATIONS**

6301 NW 5th Way  
Ft. Lauderdale, FL 33309  
954/776-1999  
www.piersongrant.com  
www.highimpactdigital.com

**Maria Pierson, CEO**  
**Jane Grant, President**

High Impact Digital, a division of Pierson Grant Public Relations, is composed of early adopters with over ten years of skilled Internet marketing experience. The division specializes in social media marketing, search engine optimization, brand monitoring and Web development designed to integrate online and offline PR.

High Impact Digital crafts winning social media strategies for national and regional companies such as Show Management and the Fort Lauderdale International Boat Show, as well as law firms, real estate developers, restaurants, luxury products and other businesses seeking to connect with customers and enhance their Web-based marketing. Working together with Pierson Grant publicists, High Impact Digital delivers creative thinking, thoughtful execution and measurable results, employing the best practices in digital marketing.

**QUINN**

520 Eighth Ave.  
New York, NY 10018  
212/868-1900  
Fax: 212/465-0849

407 Lincoln Road  
Miami Beach, FL 33139  
786/600-3954  
Fax: 786/600-8942  
www.quinn.pr

**Florence Quinn, President**  
**John Frazier, EVP**  
**Jim Lee, SVP, Miami Office**  
**Katie Coleman, Digital Media Specialist**

Quinn combines our signature creative with strategic digi-



tal media initiatives to develop dynamic and highly effective integrated PR programs. We help clients in Food, Wine + Spirits, Real Estate and Travel achieve their goals. Following are a few examples that best illustrate this work:

We were the U.S. PR firm behind the worldwide blockbuster *The Best Job in the World* (Queensland, Australia) viral campaign.

We increased Facebook "likes" for a NYC condominium building by 200% in three months with a Facebook design contest that was also covered by the *New York Times*.

To position Waldorf Astoria Hotels & Resorts at the forefront of the luxury conversation, we created *Luxury Manifesto*, a series of online video chats between the brand leader and other world-class luxury brand heads.

We increased Affinia Hotels' Twitter followers by 50%, including media influencers WSJ and T+L reporters. We increased Affinia's Facebook post views by 596% with content shared by *USA Today* and Hotel Chatter. Our CyberMonday social-media sale for Affinia produced 328 new MyAffinia.com profiles and 172 bookings.

We increased the Facebook "likes" for the largest mall in Queens, NY by 20% in less than six months.

We developed Occidental Hotels & Resorts' social media and reputation management strategy and plan, trained 40 executives and staff from 13 properties and are now leading the implementation.

Q&C conceptualized, implemented and built a Facebook app for *Real Estate Weekly's* Most Influential Woman in Real Estate Competition, which drew more than 2,000 votes.

To launch EL AL Israel Airlines' new Economy Class Plus seating, we conceptualized a humorous video campaign depicting people trying to get a free upgrade. Economy Plus Seating has been sold out since the campaign ran.

Our entire staff is immersed in digital media on a daily basis. Most of our campaigns include social media. An internal Digital Media Team keeps us abreast of all things digital.

## ROGERS & COWAN

8687 Melrose Ave., 7th Floor  
Los Angeles, CA 90069  
310/854-8117  
Fax: 310/854-8106  
inquiries@rogersandcowan.com  
www.rogersandcowan.com

**Tom Tardio, CEO**

Rogers & Cowan is the leading entertainment marketing and PR agency with offices in Los Angeles, New York, South Florida, Nashville and London and the first leading entertainment firm to build a social media practice. Our highly experienced team of professionals is at the forefront of the social media spectrum whether we are creating an overarching digital strategy for brands implementing platform communications, designing and executing comprehensive, integrated social media campaigns or creating custom applications and content programs for a diverse roster of clients.

As innovators in navigating the world of social media, we offer clients knowledge, insight, relationships and a deep understanding of the constantly evolving social media sector to assist in developing and executing communications strategies. Our team creates and implements customized campaigns for start-up companies seeking to build awareness in the blogosphere as well as established brands seeking to utilize social media solutions to engage with consumers on a deeper level. Whether we are targeting influencers, engaging fans directly, or driving home a brand's message, Rogers & Cowan helps influence the way our audiences think about a brand while nurturing and building ongoing dialogue. When it comes to digital communities, we identify the influencers who matter to our clients and build relationships that benefit both the consumer and the client.

Our clients and projects have included Rdio, Kabam, Avon Voices, Swarovski, Sony Pictures Home Entertainment, Target entertainment and music exclusives, the launch of the Jennifer Lopez and Marc Anthony Collections for Kohl's, Coca-Cola Ekocycle, Will.i.am i.am FIRST campaign, Blockbuster, GRAMMY Awards/Recording Academy social media campaign, Scion Reinvent the Wheels web series and web/mobile widget development project, among others.

## RUDER FINN

301 East 57th Street  
New York, NY 10022  
212/593-6400  
www.ruderfinn.com  
www.rfistudios.com

**Kathy Bloomgarden, CEO**  
**Michael Schubert, Chief Innovation Officer**  
**Scott Schneider, Chief Digital Officer**  
**Maryann Watson, President, RFI Studios**

In today's hyper-connected world, all communications are social. Having been one of the first agencies to establish an in-house digital practice in 1999, Ruder Finn has a longstanding heritage and extensive experience in leveraging digital and social platforms to engage key stakeholders. Our award-winning, in-house digital practice, RFI Studios, has a team of approximately 85 strategists, designers and technologists globally. Last year, RFI Studios expanded its offering, opening offices in San Francisco and China, two markets that are growing rapidly in this area, to build upon our existing expertise in these regions and provide offerings tailored to the unique needs of these markets.

At RFI Studios, digital strategy isn't just social. We create integrated platforms for mobile, social and .com as a means to enhance strategic digital storytelling, build engaged communities, activate audiences and provide meaningful metrics to measure success and return on engagement. We are anchored in rigorous user experience research and execute (and re-calibrate) based on real-time metrics. Our data analytics capability identifies influencers and highest-priority platform topics. Our technology solutions are simple and elegant and built to scale across current and emerging platforms.

With a consistent focus on digital content and strategy across industries, Ruder Finn and RFI Studios provide clients with a range of differentiated offerings from our ability to create digital builds in-house to social activations across all existing channels. Our breadth of experience includes managing Facebook communities of seven million plus, creating digital builds and engagements that span more than 150 countries, developing mobile

apps, implementing geolocation and gamification and utilizing big and little data. Additionally, we have extensive experience working with clients on internal engagement programs which includes development of enterprise-wide collaboration platforms. Our capabilities also include a dedicated health and wellness digital offering to help clients navigate the regulatory complexities of engaging with patients via digital channels. Blending traditional PR and digital expertise, Ruder Finn takes a holistic approach to helping clients create meaningful content, bring their story to life digitally and optimize the potential to go viral.

## SCHNEIDER ASSOCIATES

Member of the Worldcom Public Relations Group  
2 Oliver Street, Suite 901  
Boston, MA 02109  
617/536-3300  
Fax: 617/536-3180  
launch@schneiderpr.com  
www.schneiderpr.com

**Joan Schneider, CEO**  
**Phil Pennellatore, President**

Since 2004 — before the launch of Facebook, Pinterest and Vine, or the ubiquity of 140 characters — SA has been a leader in social media, digital influence and engagement. We are constantly evolving our social advocacy and digital influence practice to help clients navigate the shifting landscape and harness the organic impact of powerful social networks that complement paid and owned media.

At SA, our 360-degree approach starts with building listening programs, refining messaging, curating content, identifying and engaging influencers, developing creative and compelling program concepts, and cultivating conversations that build relationships and develop brand and issue advocates. The leader in Launch PR®, we are always launching new ideas to keep clients top of mind with media, consumers, partners and employees and other stakeholders.

We help brands stand out via social media and use digital technologies to grow businesses big and small. Learn more at [www.schneiderpr.com](http://www.schneiderpr.com).

**SPECTRUM  
SCIENCE  
COMMUNICATIONS**

2001 Pennsylvania Ave., NW  
Second Floor  
Washington D.C., 20006  
202/955-6222  
www.spectrumscience.com  
info@spectrumscience.com

**Carlen Lea Lesser, SVP, Digital Strategy**  
**Anthony LaFauce, Director, Digital Strategy**

At Spectrum, we believe a great story told with conviction can move and motivate an audience. We use the Spectrum Scientific Method™ to craft stories rooted in science, and then we share them with our clients' audiences using our tried and true communications approach. Part of influencing the conversation is first listening to it. We start by listening to what others are saying and discovering who these words are impacting. We develop messages that will make an impact, and then we create a plan to share your story with influencers via the most effective channel — whether it be Twitter, Facebook or the latest platform. Spectrum turns the traditional art of storytelling into winning social campaigns for clients such as Procter & Gamble, the Progeria Research Foundation and many others. Each story is unique, and instilled with passion and expertise. Experience our stories at spectrumscience.com.

**TIERNEY**

200 South Broad Street  
Philadelphia, PA 19102  
hellotierney.com  
tsantilli@tierneyagency.com  
215/790-4394

**Tracey Santilli, Executive Vice President and Director of Public Relations**

Preparing a real-time mock storm drill for an energy supplier to test Facebook response messaging. Leveraging Instagram to engage food bloggers. Launching Pinterest for a 600-store retailer. Pitching writers via Twitter to secure CNN and *USA Today* stories.

Because social media never sleeps, neither does our team of experts at Tierney, a full-service communications agency head-

quartered in Philadelphia. We focus first on an overarching integrated strategy we combine with ingenuity and analytics to help brands effectively engage today's consumer to build awareness and loyalty, inspire advocacy or drive sales.

Whether you need an audit, content development, community management, influencer engagement, grassroots campaigns, issues management, or thought leadership scenario plans, we can help. And tweet. And pin. And post.

Let's start a two-sided, 24-hour conversation with your target audience.

**TREVELINO/  
KELLER**

949 W. Marietta St.,  
Suite X-106  
Atlanta, GA 30318  
404/214-0722  
Fax: 404/214-0729  
www.trevelinokeller.com  
www.groovy-studios.com  
www.start-opia.com

In 2014, Trevelino/Keller migrated its social media platform to a proprietary web-based application that offers client teams a customized dashboard. Branded SocialDash, the interface enables teams to develop a theme cloud to drive outgoing messaging, a visual look at messaging segmentation by audience, social property prioritizing, frequency charting, supporting social apps in play and performance tracking. In the field as 1.0, the firm anticipates ongoing updates to incorporate campaigns and promotions.

With Trevelino/Keller's expanded creative resources, the firm has the capabilities for mobile and web app development, social property and campaign design, video services and reputation management capabilities.

**WCG**

60 Francisco Street  
San Francisco, CA, 94133  
wcgworld.com

**Jim Weiss, Chairman, CEO**  
**Bob Pearson, President, W2O Group**  
**Chris Deri, President, WCG**

WCG is an omni-channel, integrated powerhouse designed to deliver maximum, measurable impact. Every aspect of WCG's work — strategy, engagement and



**The Weber Shandwick team (from left to right): Jason Wellcome, EVP, General Manager, Mediaco; Jack Leslie, Chairman; Gail Heimann, President; Andy Polansky, CEO; Sara Gavin, President, North America; Chris Perry, President, Digital.**

policy — is grounded in research and analytics to provide absolute clarity and drive conversion. Those key factors produce insights to help its clients identify the right audiences, understand their language and preferences, develop and syndicate content that resonates with them across platforms, and increases share-of-conversation. WCG knows that as the online and offline worlds converge, success lies in recognizing that "social media" is less about content and more about the context in which a message is delivered, a consumer is engaged or an issue is managed. As an "un-agency," WCG takes an unconventional approach to deliver unbelievable service and unimaginable results.

As part of the W2O Group, WCG is creating the positive future of communications by providing advance analytics and social listening to each marketing discipline. Some clients they serve include Procter & Gamble, HP, and Verizon.

The company was named the 2013 Digital Agency of the Year and Specialty Agency of the Year by the *Holmes Report*, was ranked #4 of Top Independent PR Firms and was ranked #5 on *PRWeek's* 2013 US Agency Rankings. For more information, please visit [www.wcg-world.com](http://www.wcg-world.com).

**WEBER  
SHANDWICK**

909 Third Ave.  
New York, NY 10022  
[www.webershandwick.com](http://www.webershandwick.com)

**Chris Perry, President, Digital**

Weber Shandwick is a global leader in digital communications and content marketing. The firm

incorporates the fundamentals of social media throughout the organization — connecting, conversing and collaborating to address new opportunities and issues. At the heart of the firm's work is the "incite idea," a creative trigger so powerful that it drives ongoing advocacy and engagement for clients across all practice areas/industries.

Weber Shandwick is trusted to handle a range of digital responsibilities, including social business consulting programs, digitally-led campaigns, brand media programs and community management for 100+ major household names. The firm helps clients address new opportunities and threats online, using data throughout to plan and assess program impact. The firm has a wide array of digital products and service offers, including a social crisis simulator, FireBell, an award-winning, proprietary application that allows clients to participate in real-time online crisis simulation drills in a secure, of-the-Internet environment. This year the firm launched Mediaco, a leading-edge consulting and production capability that helps all companies become media companies.

Weber Shandwick's Digital practice has received numerous industry awards including *PR News'* Digital PR Firm of the Year and was named a "Top 4 Employer for Social Media Professionals" by Mashable. ●

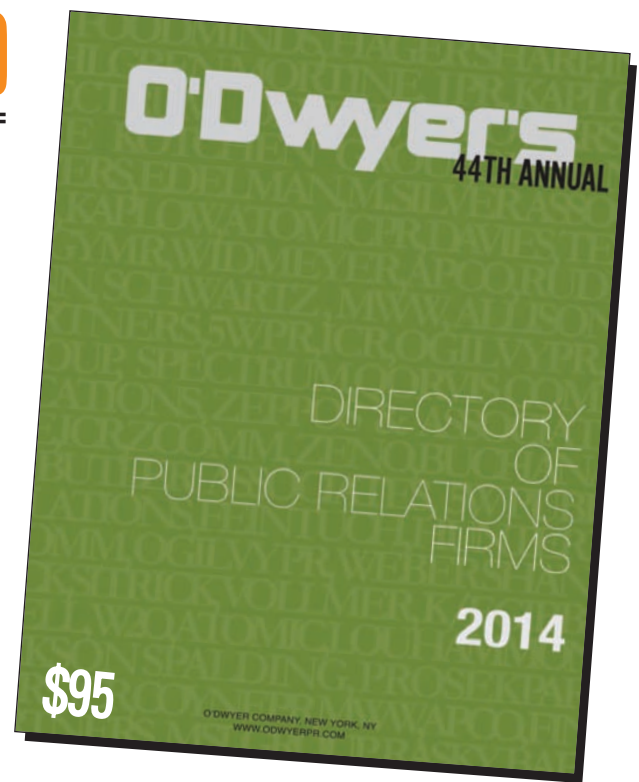
The May issue of *O'Dwyer's* will profile our top ranked independent PR firms. If you have participated in the *O'Dwyer* rankings and would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or [jon@odwyerpr.com](mailto:jon@odwyerpr.com)



# ORDER THE ONLY PRINTED DIRECTORY OF PR FIRMS!

O'Dwyer's is the #1 source for researching public relations firms and outside PR counsel. We've been connecting clients and PR firms for 44 years through our directory of PR firms.

You get quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. Whether you seek a long-term, worldwide relationship or need extra help on a project, **O'Dwyer's Directory is the place to shop.**



## Why O'Dwyer's Directory of PR Firms is so popular:

- ✓ *Has brought billions of dollars in business to PR firms.*
- ✓ *Authoritative industry rankings, based on CPA statements, tax returns.*
- ✓ *Firms ranked by 14 geographical regions in the U.S.*
- ✓ *Leaders ranked in 12 specialized categories: agriculture, beauty & fashion, entertainment, environmental/PA, financial, food & beverage, healthcare, home furnishings, professional svcs., sports/leisure, technology and travel.*
- ✓ *Easy-to-use, PR firms sorted geographically and by 22 types of PR specialties. Firms listed alphabetically.*
- ✓ *Articles on how to hire and use a PR firm by industry experts Jack O'Dwyer and Fraser Seitel.*
- ✓ *Cross-Client Index: O'Dwyer's Directory of PR firms is the only place you can look up a company and determine its outside counsel.*

*"O'Dwyer's Directory of PR firms is the finest source of information on PR firms."*

- Howard Rubenstein, President  
Rubenstein Associates

*"The O'Dwyer Directory is an excellent tool when searching for outside PR counsel."*

- Art Stevens, Managing Partner  
StevensGouldPincus LLC

*"Up-to-date, indispensable resource. Saves time and money. Every PR pro should have one."*

- Robert L. Dilenschneider  
The Dilenschneider Group

*"A phenomenal job-seeking aid."*

- Marie Raperto  
Cantor Integrated Marketing Search

*"Single most important source of information on PR firms."*

- Thomas L. Harris, Author  
*Choosing and Working with your PR firm*

# Broadcasters, artists at war over song royalties

**A bill is gaining ground in the House that would prevent broadcast stations from paying royalties to performers when their songs are played over the airwaves. Artists, and the record labels that own their recordings, argue that a lack of payment for performance rights hurts their industry's bottom line, at a time when streaming Internet music services and downloads have already knocked album sales to historic lows.**

By Jon Gingerich

**H**ow many songs do you hear in a day? Music is ubiquitous in the modern world, but those of us who don't work in the industry may not consider that each time we hear a copyrighted tune in public — on the radio, at a sporting event, over a restaurant jukebox — we're also witnessing a financial transaction. Royalties are earned for the copyright holder, typically collected by a performance service like BMI, ASCAP, or SESAC. But due to modern copyright law and how it applies to the sound recordings, the types of royalties earned depend on the medium over which the song is broadcast.

Take a popular radio hit like Nancy Sinatra's "These Boots Are Made for Walkin'." Each time this song is played on-air, the estate belonging to Lee Hazlewood, the song's author, receives a payment. Sinatra, however, as well as the label that owns the recording, get nothing.

This payment model doesn't apply for digital broadcasts. When the same song is played through a satellite radio station service such as Sirius XM, or through an Internet radio service such as Clear Channel's iHeartRadio, or through music streaming services like Pandora or Spotify, royalties are paid not only to the copyright holder, but also to the artist performing the song, as well as the label that owns the recording.

Why the difference? The 1998 Digital Millennium Copyright Act implemented new standards that strengthened copyright holders' rights for sound recordings. The law was written during the then-burgeoning world of digital streaming, which many feared would undermine artists' and recording owners' control over music.

Terrestrial broadcasters, however, are not held to the same standards. While radio stations must pay a song's copyright holder for performance rights, they are exempt from paying for the performance of the sound recording. Radio station owners — and the trade groups that support them — have long argued that broadcast essentially offers recording artists a free form of advertising: stations play a song, which compels consumers to buy the album. Artists and record

labels, broadcasters claim, have reaped the benefits of what has been one of the best promotional tools in history. As a result, the U.S. remains one of the few industrialized countries where broadcasters do not pay recording artists or the label for rights to play their music.

This payment model might be changing. Music's metamorphosis from a product to a service — the advent of online music streaming and the availability of downloads (both legal and non) — means sales from tangible media like CDs have hit record lows, putting an economic pinch on recording artists and labels. As a result, industry groups (like The Recording Industry Association of America, among others) want to move the needle regarding how public performances of sound recordings are treated.

This fight has manifested itself in Congress several times recently. In 2009 there was "The Performance Rights Act" (H.R. 848), introduced by John Conyers, Jr. (D, MI), which would have mandated that royalties be paid to recording artists when their songs are transmitted via the airwaves. Then, in 2013, there was the "Free Market Royalty Act" (H.R. 3219), introduced by Mel Watt (D-NC). This bill would have also compensated artists every time their songs are played on the radio, but would have allowed artists and labels to negotiate prices with radio stations through a marketplace administered by digital performance rights organization SoundExchange.

## Radio fights back

The proposed bills have put radio stations in crisis mode, and now the broadcast industry is turning to Congress for protection of its own. Last year, a bipartisan bill, "The Local Radio Freedom Act" (H. Con. Res. 16) was introduced by Michael Conaway (R-TX) and Gene Green (D-TX). This bill opposes "any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on a local radio station for broadcasting sound recordings over-the-air, or on any business for such public performance of sound recordings."

As of March, the bill is now co-sponsored by 206 House members, which

means it needs only 12 more votes for a majority. According to Dennis Wharton, Executive Vice President of the National Association of Broadcasters, preventing Congress from imposing an additional fee on radio stations is paramount for broadcast music's survival.

"It's important to remember that broadcast already pays nearly \$500 million a year to compensate songwriters," said Wharton. "These additional fees being sought would be devastating. It would potentially drive a lot of music-playing stations to a talk radio format just to avoid paying a fee."

Wharton also reiterated the claim that artists get much of their exposure through terrestrial broadcasts, so asking local radio stations to pay artists and labels for promoting their products is akin to biting a hand that feeds their industry.

"Radio stations are the best friends of labels and artists. Artists become stars through local airplay. We're exposing new artists and music to 244 million listeners a week, which generates record sales that both the artists and the labels benefit from."

## Counter measures ineffectual

So far, the record industry's quest for broadcast compensation has proven ill-fated. "The Performance Rights Act" in 2009 was reported by committee, but ultimately never came up for a vote. And so far, the "Free Market Royalty Act" has suffered an even worse fate: this bill currently has only one cosponsor (Judy Chu (D-CA)) and appears doomed to Committee.

Wharton believes the primary reason bills like the "Free Market Royalty Act" are being pushed through Congress lies in the fact that Internet downloads and digital streaming have destroyed record labels' traditional business model. Wharton noted that none of this is the fault of radio stations, so it's unfair to use them as a means of recouping lost profits.

"It's not our fault that people are downloading music," Wharton said. "There's a promotional value to analogue, over-the-air local radio that dwarfs all streaming music airplay combined. If you add Pandora and Spotify together, it would still be miniscule to the amount of exposure listened to on local radio." ●



# A new, strategic approach to video content

**If content is king, there's no question that video is the crown jewel. Whether it's brand journalism, content marketing, Instagram video, Vine, or mobile, it's clear that video remains an unparalleled tool for enhancing brand reputation and achieving marketing and sales goals.**

By Doug Simon and Jamie Claudio

**B**y 2017, video will account for 69% of all consumer Internet traffic, according to Cisco. Mobile now makes up almost 40% of YouTube's global watch time. For those of us responsible for moving the needle on our client's initiatives, whether we hail from the public relations, marketing or advertising, it's clear that the challenge to effectively use video has grown. So has the opportunity.

But where to start? The key is not to produce video for video's sake or be compelled to make a Vine video because it is (was?) the hot new thing. The crucial first step is to create an elevator pitch you would use to make someone want to watch the video.

Of course, you need an approach to make sure your organization is receiving ROI from the video initiative. An easy way to approach this is with a process we call PRketing®. It's a five-step process that we've found helps guide the content creation as well as distribution plan. The five steps are: identify the consumer behavior you are trying to change; identify the people who you are trying to reach and where they consume their content; create content that will be effective in changing their behavior; develop a plan to distribute the content where they will find it, view it, share it; and measure, assess and revise.

## A four-tiered plan for content

One of the biggest mistakes organizations make is failing to have a distribution plan for the content available. This plan should include four elements: earned, shared/social, paid and owned.

The D S Simon 2014 Web Influencers Survey examined how websites of TV stations, newspapers, magazines and radio stations as well as bloggers and key web media use outside produced content. We found 81% of those polled say they use outside produced video on their websites — creating an enormous opportunity for communicators, including placement of unedited video on media websites that go beyond traditional distribution to television stations.

It's best to start by identifying the key outlets where you would want your content to be posted. Then determine the type of

content that they will most likely post or share. Remember, they want to attract visitors, so your content needs to inform or entertain. Bloggers are most likely to be engaged personally with the content, so an Internet Media Tour works well, as it lets them appear in the video themselves.

Your earned media distribution plan for completed videos should be a mix of customized pitching and broad outreach. Technology has allowed for improved tracking and measurement for content that is delivered digitally. Using digital media modules, we are now able to distribute video, audio and infographics and track specific online outlets that have downloaded or engaged with the content. This has also significantly reduced costs for distribution of traditional media such as PSAs and audio news releases.

Hybrid Media Tours are becoming a platform for Transmedia content. Transmedia storytelling is the telling of stories across platforms that will work across multiple platforms. But deeper than that, it's also recognizing the need to create specific content designed for a particular distribution medium or platform while creating a cohesive story. Don't just take a sixty-second piece, cut it down to fifteen seconds and slap it on Instagram. Take the time to develop content specific to the distribution platform.

You may not be aware that your organization's social media channels, if used correctly, could help earn media coverage. Our survey found 92% of web producers and journalists use social media as a source for story ideas. This means your social media content needs to be created with an "earned media voice" that informs or entertains. This tells us journalists are combing social media for story ideas so you need to present your content marketing as brand journalism. As tempting as it might be, don't just dish out the fluff. This increases the chances that journalists who are looking at your material will get ideas for stories that feature your brand in a positive way.

Instagram has provided another surge to the use of video to build your brand via social media channels. But is your

Instagram video "all dressed up with no where to go?" One of the key first steps is to make sure your Facebook community is aware of your Instagram video. Add an Instagram tab to your Facebook page and post your Instagram videos to your Facebook page.

Increasingly, brands we work with are using additional paid options to make sure content is seen.

It makes sense to include a Facebook ad campaign, pre-roll plays and In-Tweet video which can be targeted by demographic and region to insure your content is seen by the desired audience. A good source for ideas is the Instagram business blog. The D S Simon Web Influencers Survey found 50% of sites accept sponsored content. Brand integration options across media platforms can supplement the earned media reach of a campaign and insure a base level of success before your campaign is underway.

## Quality, creativity are key

Of course, you need to make sure that the content you create informs, entertains and is well produced. Did you know that nine of the top 10 YouTube videos for 2012 were professionally produced? You need to cover the basics of broadcast quality lighting, sound and, if the video features a spokesperson, make sure he/she is authentic and qualified. The most important factor in making a video that will deliver ROI is the creativity of the people who create it. Is there a compelling story line? A strong visual script? Does it bring significant value to the viewer while supporting the communications objectives of the organization? If you can answer yes to these questions and support your video with a well thought-out distribution plan, you are on the way to making strategic use of video a key component of your communications plan.

*Douglas Simon is President and CEO of D S Simon Productions, Inc., and Jamie Claudio is Executive Producer. ●*



Doug Simon



Jamie Claudio

# O'Dwyer's guide to: VIDEO & BROADCAST



**Chef Art Smith, in a satellite media tour for LG, from the Big Shoulders video studio in Chicago**

Photo: Big Shoulders TV Studio

## AURITT COMMUNICATIONS GROUP

555 8th Avenue, Suite 709  
New York, NY 10018  
212/302-6230  
info@auritt.com  
www.auritt.com

**Joan Auritt, President**

ACG is a high-quality, results-oriented multimedia production company specializing in electronic and digital PR and marketing services. Staffed by innovative and relationship-focused experts, we customize your project needs with the most cost-effective solutions to increase your brand awareness and to maximize your audience reach. ACG's "one-stop-shop" approach provides you with the attentive services of a boutique, from creative consultation and media coaching through production and results, reporting every project receives the full focus of our attention.

ACG's outstanding range of services include: Video Production and Distribution; Media Training; TV Satellite, Radio and Online Media Tours; Integrated Media Tours™;

Social Media Campaigns, Blogger Connect and Twitter Parties; Web Videos, Webcasts, Live Video Stream and Event Coverage; Video, Audio and Multimedia News Releases; B-roll Packages; PSAs; Corporate Videos (sales, investor relations, product launches, branding, training and highlight reels).

## BIG SHOULDERS DIGITAL VIDEO PRODUCTION

The John Hancock Center  
875 N. Michigan Ave., Suite 3750  
Chicago, IL 60611  
312/540-5400  
www.bigshoulders.com  
sales@bigshoulders.com

**Brad Fox, Leslie Weinger, Jeff Tudor, Account Managers**

Big Shoulders Digital Video Productions is your source for all professional production and post-production needs in the Midwest. From creative concept to final delivery, we possess all the elements needed to accomplish the best results.

Big Shoulders will help to strategize and effectively produce all broadcast PR tactics. Including: B-roll packages,

media fulfillment, viral videos, SMT productions, RMT productions, highlight reels, PSA productions, internal communications, interactive webcasts, and multi-camera events. Our clients include Fortune 500 companies, PR agencies, associations, broadcast TV networks and reality TV shows.

**Production Expertise:** We create compelling videos for television, websites, corporate training, sales, marketing, meetings, and events. Big Shoulders is well known for our ability to professionally light and use the environment to enrich your message. We currently own more the 25 different broadcast camera packages.

**Post Production Expertise:** Our downtown office houses four large and inviting video editing suites creating broadcast television shows, commercial spots, corporate videos and media relations packages.

**Sound Design:** We have a full Pro Tools HD audio suite and voiceover booth. Our Staff Audio engineering mixes and masters all projects to ensure the best audio quality.

**Animation:** We have graphic designers proficient in 3D Animation & Motion Graphics.

**Studio/Stage :** Insert TV studio for satellite media tours, live shots, video productions, video conferences and webcasting via VYVX/satellite. KU Satellite trucks and multi-camera productions done in studio or on location.

We produce content for delivery across multiple platforms including television, online, social, on premise and corporate.

Located in downtown Chicago, we are considered a hidden gem for our nationwide client base, offering competitive rates, compelling storytelling, and cutting-edge technology to exceed your production goals.

We pride ourselves on showcasing unique strengths and speaking directly to target audiences. Our diverse client work and versatile staff attest to the breadth and depth of our experience.

## D S SIMON PRODUCTIONS

229 West 36th St., 9th Floor  
New York, NY 10018  
212/736-2727  
Fax: 212/736-7040  
news@dssimon.com  
@DSSimon

D S Simon is a strategic video communications, video production and content distribution firm that helps organizations and brands secure more exposure for their products, initiatives and events on TV, radio, online and through social media.

The firm helped pioneer Internet Media Tours and has created award-winning viral video production and content distribution campaigns. D S Simon's unique approach to communications and brand marketing has been awarded a trademark by the U.S. Government called PRketing®.

Established in 1986, the company's headquarters and HD Broadcast studio are in New York with offices at The National Press Building in Washington, DC, Los Angeles, Chicago and Houston. Its award-winning video blog www.vlogviews.com receives more than 150,000 hits per month. For more information visit the D S Simon website at www.dssimon.com.

## GOURVITZ COMMUNICATIONS

875 Sixth Avenue, Suite 1708  
New York, NY 10001  
212/730-4807, ext 11  
310/569-5602  
Fax: 212/730-4811  
www.gourvitzcommunications.com  
Twitter: @gourvitzcomm  
facebook.com/gourvitzcommunications

**Paul Gourvitz, President-NYC  
Robert Gourvitz, Producer-L.A.**

Never one to rest on its laurels, Gourvitz Communications has opened the New Year with a bunch of new services. The first of these is called Blogger



Tours. During one of these jobs we place branded video and text content on the editorial space of high traffic websites and blogs. Like all our other Interactive Media Services we include a clip report with active web links. Depending on the talent we can deliver between 20 and a 100 Million UVPM

We have recently produced IMTs with Ciara for Degree Women, Bella Thorne for USPS, Molly Simms for Nexxus, Fergie and Sarah Michelle Geller for Unilever Project Sunlight.

Another new service Gourvitz is now offering is called a Mini Light co-op tour. This is a limited one city ground tour that delivers a two million plus audience. It is normally booked on the Daily Buzz, Growing Bolder and Daytime.

One final addition to our offered services is the ability to get a two minute segment on Teen Kids News or the Daily Buzz and its show for older Americans called "Growing Bolder." This segment can get you between one point four and four million viewers.

While we are featuring some new features this year, "our bread and butter" remains the Satellite Media Tour (SMT). Our entire SMT's are now fully integrated. That means each Tour includes a Satellite Media Tour and Radio Media Tour (RMT) and an Interactive Media Tour. All these services are done at one location in one six plus hour time period. This maximizes the talent's time, while minimizing the cost.

Some examples of our recent integrated tour are: Connie Britton for Ponds, Tony Dorsett for Hampton Inns, Brad Goreski for Suave and Hannah Kearney for Chobani.

These are just some of the approximately one hundred stand-alone SMT's we plan on doing in the upcoming year. Our tours feature celebrities from all walks of life talking about almost any subject you can think of. If you want someone to talk about food, sports,

tech, toys, fashion, or beauty, Gourvitz is the place to go. Just ask the people at Pepsi, Unilever, Nexxus, Suave, Clear, Simple, Dove, Milk, Nespresso, Chobani or the USPS.

We haven't stopped doing co-op SMT's. We have added David Tutera and Allison Rhodes to our lineup of Elizabeth Werner and Mark Schlereth and a host of others talking about a variety of topics. Our spokespeople are the best in the business in delivering multiple messages for multiple products in a timely and entertaining manner.

We are not just a SMT factory. Our bi-coastal full time post production edit suites are humming all day long. If you need a clip or a sizzle reel done at the last minute we are awake while you are sleeping. Your completed video will be in your email account before you get your morning coffee. We truly are a 24-7 company that can produce videos in any city in this country.

We have been doing this for 20 years and there isn't a year that goes by that we don't improve old ideas and create new ones.

IN GOURVITZ YOU CAN TRUST.

### KEF MEDIA

1161 Concord Road  
Smyrna, GA 30080  
404/605-0009  
www.kefmedia.com  
Twitter: @kefmedia  
fb.me/kefmedia

**Kevin E. Foley, Founder & CEO**  
**Yvonne Goforth-Hanak, Co-President**  
**Linda Buckley, Co-President**  
**Amy Burton, VP, Business Development**  
**Dwight Woods, VP, Media Relations**  
**Mark Edwards, VP, Special Projects Media**  
**Jim Ethridge, Dir., Digital Media**

For almost 30 years, KEF Media has been the most trusted name in broadcast and digital media services for the public relations industry. Producing effective and creative content for TV, radio, and the web, KEF Media's team of former PR agency professionals, television news producers and digital content creators develop long term relationships with clients based on credibility and reliable counsel.



**KEF Media produced TV, radio, and digital content for a half dozen clients from the recent Sochi games. Here, gold medal skier Picabo Street appears on the set overlooking the Olympic Park. Bob Buckley / RBuckleyPhoto.com**

We're based in metro Atlanta, but we're anywhere you need to be on the world stage — whether it's our 10,000 square-foot studio or a Himalayan mountaintop.

We go beyond typical broadcast PR for immersive media solutions.

We can coordinate interviews on top market morning TV, and have your spokesperson send viewers to the brand's Facebook page. There, we'll conduct a live video Facebook chat after your SMT. To increase engagement, we'll coordinate an extensive online campaign with targeted outreach.

In addition to SMTs, Facebook chats, and online marketing, we offer B-roll, PSAs, RMTs, ANRs, Internet Media Tours, secured media, in-

market media tours, multimedia press releases, webcasts, corporate video, and more.

### MEDIA CONNECT

301 E. 57th Street, 4th Floor  
New York, NY, 10022  
212/583-2718  
brian.feinblum@finnpartners.com  
www.Media-Connect.com

**Brian Feinblum, CMO, SVP**

Media Connect, a division of Finn Partners, a Ruder Finn Co., has been serving clients since 1962. The firm is known for delivering broadcast service to the entertainment, book publishing, healthcare, association, and corporate worlds.

Continued on page 28

View and download entire issues of *O'Dwyer's* magazine in PDF format, as well as hundreds of company profiles in our searchable online database.

WWW.ODWYERPR.COM

**MEDIA CONNECT**

Continued from page 27

Specialty services include the Satellite TV Tour (15-18 local TV interviews from one location in a single morning), a trademarked service; national and local television and radio services and the trademarked Morning Drive Radio Tour (guarantee of 20-22 interviews with local and national radio shows in one morning). Our targeted online media campaign generates coverage with influential blogs and top Web sites.

We have generated media for: Janet Evanovich, Jeff Foxworthy, Price-Chopper, Jamaica Tourism, Judge Judy, *Consumer Reports*, *People*, 1-800-FLOWERS, Zoosk, Motion Picture Association, American Heart Association, AAA, Orbitz, *Lonely Planet*, Hilton Hotels, President Jimmy Carter, Random House, McGraw-Hill, *Sports Illustrated*, St. Martin's Press, and Simon & Schuster.

**MEDIATRACKS COMMUNICATIONS**

2250 E. Devon Ave., Suite 150  
Des Plaines, IL 60018  
847/299-9500  
info@mediatracks.com  
www.mediatracks.com

**Shel Lustig**, *President*  
**Reed Pence**, *VP*

Each week, radio reaches 244 million listeners. That's 92 percent of the total U.S. 12+ population. We want them to hear your story. For 25 years, MediaTracks Communications has worked with PR professionals to craft clear, engaging messages that get heard on air and online to support your brand. As producer and syndicator of the award-winning national radio programs, Radio Health Journal and Viewpoints, we deliver guaranteed placement ANRs with tangible, measurable results. Our experienced, accessible Chicago-based team connects with major market stations and national networks every day to communicate your message via RMTs, ANRs, custom news feeds, and PSAs. Our expertise also extends to target-

ed placement in both the Hispanic and African American markets. Solid, long-term relationships with repeat clients demonstrate our proven record in healthcare, consumer, corporate, public affairs, high tech and not-for-profit fields.

Radio media tours with consumer product messages have included Best Western's "Business Travel," "Moving Survey" for Mayflower, and "Tech Familiarity" for Microsoft. Our client roster includes Genentech, LifeScan, Medtronic, UPS Store, Forest Labs, California Pizza Kitchen, Sanofi Pasteur, Novartis, MetLife, Purdue Pharma, Dole, Arm & Hammer, Mars M&Ms, Kraft, Coca-Cola and Campbell's. We share long-term agency relationships with Burson-Marsteller, Edelman, FleishmanHillard, GCI, GolinHarris, Hunter, Ketchum, Ogilvy, Taylor, Ruder Finn, W2O Group, Weber Shandwick, Zeno Group and more. MediaTracks has also produced and syndicated the 40-segment Merck "Milestones in Medicine" national radio series and "A Healthier World," a weekly national radio feature for Pfizer, Inc.

**NEWS DATA SERVICE**

29 Hopkins Rd.  
Plainfield, NH 03781  
708/949-8407  
info@newsdataservice.com  
www.newsdataservice.com  
Twitter: @newsdatasvc

**Dave Vergin**, *VP, Sales & Business Development*

For more than 15 years, clients and monitoring providers have chosen the premier broadcast monitoring solutions of News Data Service (NDS). Supplying near real time television news monitoring in all 210 U.S. DMA's and radio in over 100 markets, NDS offers the deepest national and regional broadcast monitoring available in the U.S.

In addition to broadcast TV and radio monitoring, clients receive News Data Service solutions across all media types; Print, Online and Social Media. NDS provides comprehensive monitoring, reporting, measurement and analysis,

along with easy-to-use tools, executive briefing services, and expert customer service.

News Data Service (NDS) is a corporation comprised of over 30 national and regional media monitoring companies that combine their resources to provide the best media monitoring solutions. NDS and its affiliate companies are among some of the most established media monitoring companies in the world.

**NEWS GENERATION, INC.**

7508 Wisconsin Avenue  
Suite 300  
Bethesda, MD 20814  
301/664-6448  
www.newsgeneration.com  
twitter.com/newsgeneration  
www.broadcastnewsresource.com  
saggood@newsgeneration.com

**Susan Matthews Appood**,  
*President*

News Generation is a public relations services company that specializes in broadcast media relations. By custom designing and personally pitching all projects, clients earn targeted, high quality radio and television media placements at a very efficient price, and stations and networks consistently receive newsworthy content.

Radio services include: radio media tours, audio news releases, audio bite lines, and public service announcements. Television services include: satellite media tours and b-roll packages. All services are available in English and Spanish, and all content is promoted on broadcastnewsresource.com.

Our media relations team is the most experienced, knowledgeable and responsive team working in the industry today. We hold ourselves to the highest standards with both our client and station partners. Our unparalleled success rate speaks for itself, as does the satisfaction of our clients who consistently return to us for successful radio and television campaigns.

**PLUS MEDIA, INC.**

20 West 23rd Street, 3rd Fl.  
New York, NY 10010  
212/206-8160  
Fax: 212/206-8168  
nweissman@plusmedia.com

agoldberg@plusmedia.com  
www.plusmedia.com

**Natalie Weissman**, *VP, Sales*  
**Andrea Goldberg**, *Sales Exec.*

We are a team of passionate, creative and client-focused broadcast marketing professionals. Through creativity, flexibility and journalistic savvy, we consistently deliver top markets and ensure that our clients' ROI is not only met but surpassed. With over 25 years of experience in broadcast and video content production, PLUS Media has the passion, know-how and commitment to deliver on its promises.

Services include: Single & Co-Op In-City Media Tours; TV Satellite Media Tours; Radio Media Tours; Radio News Releases; Video Production.

**PREMIERETV**

429 Santa Monica Blvd., Suite 300  
Santa Monica, CA 90401  
310/899-9090  
info@premieretv.com  
www.premieretv.com

**Shayne Fraeke**, *CEO*

For 25 years, PremiereTV has delivered exceptional broadcast publicity and video production services throughout the U.S. and across the globe. We pride ourselves on providing peerless quality, unyielding professionalism and superior customer service. Our clients agree — PremiereTV maintains an astonishing client return rate and our business has grown exponentially through word-of-mouth and referrals alone.

PremiereTV specialties include: Satellite Media Tours, Radio Media Tours, Audio News Releases, On-Air Radio Promotions, B-roll Packages / "Highlight Reels," ENG crews / Event Coverage, Press Conferences / Press Junkets and International Services.

With a team of highly experienced PR, television, and news professionals, PremiereTV's media relations experts are trusted by the top television and radio outlets, resulting in the best line-ups for your satellite or radio tour. If your talent is halfway around the globe, if you need to cover an event in a remote location, or if you need a "highlight reel" for your next





With a truck on the ground and a crew perched atop a nearby rooftop, Taylor Productions is well positioned to live stream a light show on the iconic Empire State Building as part of Verizon's #whosgonnawin Super Bowl campaign. This full service production studio specializes in digital content creation with an experienced team of creatives, producers and editors."

meeting, we have the knowledge and resources to manage the production and orchestrate the PR.

Contact us today and learn how we can exceed your expectations.

**STRAUSS MEDIA STRATEGIES, INC.**

529 14th St., N.W., #1163  
Nat'l Press Bldg.  
Washington, DC 20045.  
202/638-0200  
Fax: 202/638-0400  
info@straussmedia.com  
www.straussmedia.com

**Richard Strauss, President**

Celebrating our nineteenth year with our new name, Strauss Media Strategies, Inc., is the nation's premier public relations, communications, and strategy firm specializing in radio and television. Not just another "crank it out booking service," Strauss Media Strategies works closely with its clients to develop campaign-specific strategies and tactics that get results. Collectively, our staff brings more than 150 years of broadcast experience and judgment to our clients.

We specialize in booking radio tours with national news networks, nationally syndicated shows, and statewide, regional,

and local radio outlets in each of the nation's nearly 300 radio markets. Strauss Media can also target your television SMT to local stations, national broadcast and cable networks, network feeder services, and syndicated programs. We can manage your SMT and provide a complete solution including the booking of all of the interviews, studio rental and equipment, satellite uplink, make-up and catering services, and all of the technical and production needs to make your SMT the most successful it can be. Strauss Media also conducts radio and television ground tours.

Moreover, we script, produce, and distribute targeted audio news releases to the nation's largest radio networks with the best "guaranteed-placement" in the industry.

Clients include political groups such as the DNC and the DLC; advocacy groups like the Natural Resources Defense Council (NRDC) and ACLU; award-winning PR firms like Burson-Marsteller, Edelman, Hill & Knowlton, and Ketchum; non-profit clients like Safe Kids Worldwide, the American Jewish Committee (AJC) and MADD; government agencies like the Dept. of Veterans Affairs and Dept. of Labor; associations such as the US Conference of Mayors, National Urban League, and the National

Law Enforcement Officers Memorial Fund (NLEOMF); large-scale events such as the Clinton Global Initiative and the major auto shows; major companies like Google, Capital One, Facebook and General Motors; and we have worked on dozens of local, state and federal political campaigns. The company is also proud to be on the official GSA Schedule.

**TAYLOR PRODUCTIONS**

The Empire State Building  
350 Fifth Avenue, Suite 3800  
New York, NY 10118  
212/714-1280  
www.taylorstrategy.com

**Bryan Harris, COO & Managing Partner**  
**Matt Adam, Executive Director**

Taylor Productions handles a wide variety of domestic and international assignments in the sports, lifestyle, and entertainment space. From branded online content and live streaming to marketing presentations and sizzle reels, Taylor Productions delivers your message to the right audience — on strategy and on target. Conveniently located in the iconic Empire State Building, Taylor Productions offers a state-of-the-art broadcast facil-

ity featuring an insert studio and client friendly edit suites. The department is managed by a former network producer with 15 years of experience in the field; creative, production and post-production work is handled by a versatile staff.

Taylor Productions' client roster includes the world's most recognizable and admired consumer brands such as Diageo, P&G, Nike, and Allstate. With a diverse network of content creators, production crews and studios, they have strategically placed their resources to handle a wide range of assignments, coast-to-coast and worldwide, at marquee events, from major sports venues to Hollywood red carpets.

**WASHINGTON INDEPENDENT PRODUCTIONS**

1819 L Street, NW, Suite 100  
Washington, DC 20036  
202/638-3400  
sue@washingtonindependentproductions.com  
www.washingtonindependentproductions.com

**Susan Stolov, President & Executive Producer**

Share. Post. Tweet. Tell a friend. Washington Independent Productions produces and distributes videos that prompt people to spread the news. That's what makes us different.

WIP puts issues, ideas and products on the nation's agenda on behalf of associations, Fortune 500 companies, PR firms and government agencies.

Our strategy: To impact audiences with powerful video that gets your message across and achieves goals. Raw and web ready or for the big screen, our videos raise money, explain a cause, teach and promote. All by making complicated issues, simple.

Winner of more than 25 industry awards, WIP strategizes, produces and distributes videos, b-roll feeds, TV/Radio PSA's, multimedia news releases, and HTML emails with embedded video. Whether you are doing same-day shooting and distribution or a long form HD video with multi-city shoots, we're committed to shaping your message into a visual powerhouse for change. ●

# The media of PR: paid vs. owned vs. earned

By Fraser Seitel

In the “old days” — before social media — public relations was aimed, essentially, at one thing: convincing a third party — usually a journalist — to report favorably on your client.



**Fraser P. Seitel** has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

Journalists, who had no affiliation with you or your organization, were looked at as more objective, indifferent, nonpartisan and neutral observers. And so, when they reported positively on what you or your organization stood for, this was perceived as an unbiased affirmation of what you or your organization espoused.

In public relations parlance, by winning this unbiased affirmation from a journalist, you had achieved “third party endorsement” — the golden goose of public relations, worth far more in terms of credibility and value than creating your own, biased advertising. Stated simply, the view of you by an outside reporter was worth far more than your own view of yourself.

## PR services brief

### CHEVRON MOTORS TO LEVICK

Chevron USA is now at Levick, which took over the bulk of Dow Lohnes Government Strategies in January. The D.C. firm handles hot button issues such as fracking, oil spills, oil/gas development, Clean Act rulings, ethanol, trade policy, refinery regulation and gasoline pricing.

Rick Kessler, former DLGS President and Chief of Staff to powerful but retiring Congressman John Dingell (D-Mich.), works the Chevron account with Michael Scrivner, ex-chief of staff to Congressman Norm Lent (R-N.Y.), and Peter Leon, former legislative director for Rep. Eliot Engel (D-N.Y.).

Chevron spent \$360,000 during 2013 at DLGS. Parent company is currently celebrating the legal victory in the long-running legal squabble over pollution in Ecuador.

A U.S. federal judge in March tossed a \$9.5 billion verdict against Chevron that was granted by an Ecuadoran court.

Today, however, thanks primarily to the proliferation of social media, public relations has changed. Today, there are multiple media which public relations people deal.

Basically, they break down into three groups.

#### Paid media

Paid media is exactly that, media you pay for. The primary format of paid media is advertising. Formerly the province of advertising and marketing departments, public relations advertising has emerged as a combination of advertising and editorial. Ads on such topics as organizational strengths, issues, social responsibility and philanthropy are more prevalent today than ever before.

The plusses of this format, of any advertising, are that you can control the content, the size, the placement, as well as what the advertising boys call “reach” and “frequency” — how many eyeballs you might “reach” through advertising and the number of times, i.e., the frequency, you’d like the ad to run. And how, you ask, can you “guarantee” all of these wonderful benefits? Why, you pay for them, of course. One full page ad in *The New York Times* or *Wall Street Journal* can run you just a bit less than \$200,000-a-pop. So advertising is not for the frugal.

The big minus of paid media is that it is far less credible to pat yourself on the back then it is to have some objective source do it for you. Moreover, in today’s hyper-cluttered media world — with endless blogs and web sites and YouTube channels and cable channels and talk radio and print and broadcast, not to mention all the various tablet and mobile and handheld devices that present them to you — it’s a lot harder to ensure that anyone will even see your ad, much less pay attention to and act on it.

#### Owned media

Owned media are the channels we, ourselves, own and operate. They can be web sites, mobile sites, blogs, Twitter accounts, YouTube channels, Facebook pages and anything else that social media comes up with. This is the brave new world of public relations, offering great opportunity for social media-savvy public relations writers.

The benefits of owned media are that, once again, you can control content. But unlike with advertising, the cost of running a Twitter account or a Facebook

page is far less than paying for frequent ads designed to reach many people. The cost efficiency of owned media, as well as its versatility in allowing you to reach niche audiences, is an enticing communications prospect.

The big downside of owned media is that, just like advertising, there is the potential — since you, in fact, own it — of not being trusted. Since it’s your own Twitter feed or Facebook page or Instagram account, we don’t expect you to be objective — or, at the very least, we’re suspicious. The key challenge, then, for a public relations person using owned media is to build audience trust. For example, if your organization’s tweets can stimulate others to support your cause or embrace your campaign, you have converted your owned media to earned media, thus achieving coveted credibility.

#### Earned media

Earned media represents the legacy public relations value of “third party endorsement.”

Earned media is “earned,” in that objective reporters are persuaded to write favorably about your organization. Earned media translates into positive publicity and is the result of traditional news releases and story pitches and press conferences and other devices based on building amicable relationships with reporters, editors, bloggers and other neutral reporters.

Earned media is the most credible format for public relations writers. However, it is not without risks. A negative story about your organization can trigger crisis; fading support, declining stock price, mounting public opposition and the like. In addition, because there are no guarantees that even the most strategic public relations efforts will result in positive publicity, earned media is elusive.

Stated simply, while you can guarantee a positive ad with paid media or a glowing Facebook account with owned media, you can “guarantee” nothing with earned media. But ... when earned media works, the resulting publicity is eminently more powerful and valuable than any other format.

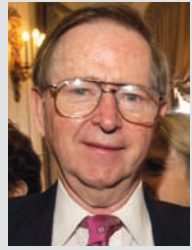
That’s why the essence of traditional public relations practice (with apologies to my social media-maniac friends) — winning “third party endorsement” from objective reporters — is still the bottom line value of positive public relations. ●



# PRSA pres search is a chance for reforms

By Jack O'Dwyer

**T**he 110 chapters of PR Society of America should take the bull by the horns in their search for a new staff executive. A new chapter leader is needed, but who will step forward?



Jack O'Dwyer

Chapters showed they weren't complete patsies when they rejected bylaw proposals in 2009 that would have made all national directors at large, would have put 25 appointed national committee heads in the Assembly as voting delegates, would have let the board expel any member "at its sole discretion," and would have let the board create additional classes of Assembly delegates.

Most importantly, the chapters erased a long-standing rule that no delegate could serve more than three years by an overwhelming 242-26 vote. Delegates said National had no right to tell chapters whom they could send to represent them. The demand that all delegates be APR had been overthrown in 2004. The three-year rule was stringently enforced. The aim was to keep the Assembly well-stocked with neophytes who were not likely to make any waves. Delegates were awestruck at being in the nearly 300-member group for the first two years and by the third year were on their way out. In any case, they were sitting with a bunch of raw recruits. It was a prescription for being herded like sheep.

## Reforms needed

Reforms that we recommend are as follows (our advice is based on 46 years of close coverage of the Society; we've seen it go from a friendly institution in the 1960s-70s that welcomed reporters to its Midtown offices to a headquarters that now resembles an armed fortress):

1. Staff culture must be changed from association/legal to PR.

2. The new staff executive must be an Executive Director, not a CEO or President. Those titles belong with the elected Member. The new exec must be a career PR person.

3. The board must report to the Assembly and not vice versa, a reform attempted by Central Michigan in 2006, which used the AMA and ABA as exam-

ples.

4. The Society, which has a bulging treasury of \$5 million+, should open a Midtown facility.

5. *Tactics & Strategist* should be converted to online only, a step taken by most groups including IABC. Partial conversion is underway for all new members.

6. The directory of members, the most valuable single service to members, which was taken from them in 2005 without a vote or discussion in the Assembly, must be returned as a PDF.

7. Reporters should be able to join as members with full access to all areas of the Society website including financial reports.

8. All types of legal threats to members must cease including those affecting member use of the Society website and database. The Society should not monitor member usage.

9. The annual June weekend in New York for chapter presidents, sections and district heads, who get \$550 stipends, should be converted to an Assembly.

10. APR must be removed as a condi-

tion for running for national office. Chapters must take steps to insure the Assembly has no more than 18% of members who are APR, mirroring the extent of APRs among the membership.

## Abuses will continue without action

If chapter Presidents don't assert themselves, the search committee of the current leadership will almost certainly pick another executive who is not a member of the Society, who marches to an association or legal set of drums.

Staff will be well over 90% non-PR people. The appointee, when picked, lasts a long time because leadership does not want to go through another search process. Betsy Kovacs was COO from 1980-93; Ray Gaulke from 1994-2000, and Murray from 2007 to mid-2014.

The only PR careerist in the COO post was Cathy Bolton who served from 2001 to 2006. She had been hired as "Chief PR Officer" in September 2000 but was quickly recruited as COO when Gaulke suddenly resigned at the end of 2000, although he had four years to go on his contract. ●



Lights...  
Camera...  
Audience!

What happened to Action?

Everybody delivers action, but

**Nobody delivers audiences like we do!**

For your next PSA or other media project contact

TV Access @ 800-944-9134

TV  
access

A DIVISION OF FILMCOMM

## Adelson rolls dice with ex-Dem Senator for gambling ban

**B**illionaire casino magnate Sheldon Adelson has hired the firm of Blanche Lincoln, the former Democratic Senator from Arkansas, to reinstate the ban on Internet gambling.

He has argued that online gambling is bad for society and brick & motor casinos that could shut down, triggering a loss of jobs.

Sen. Lindsey Graham (R-SC) introduced a measure to re-establish the Wire Act's prohibition of Internet gambling.

Adelman is a major supporter of the Republican party, and single-handedly funded Newt Gingrich's quixotic race for the GOP's nomination to win the Oval Office during the 2012 election.

High-profile GOP Senator Lindsey Graham on March 27 introduced a measure to put the kibosh on online gambling.

Lincoln is doing Adelson's bidding with an assist from Robert Holifield, who was her chief of staff.

Adelson, 80, is a member of Bloomberg's 2014 roster of billionaires with a worth of \$41B.

He helms Las Vegas Sands Corp., owner of the Venetian Resort Hotel and Casino and Sands Expo & Convention Center, and has a financial stake in media properties in Israel.

Lincoln, 53, served in Congress and held the Senate seat from 1999 until 2012 when John Boozman defeated her. At 38, she was the youngest female to be elected a U.S. Senator. ●

## Republican heavyweight Donatelli joins PSCA

**F**ranks Donatelli, who succeeded Michael Steele as Chairman of GOPAC when he left in 2009 to head the Republican National Committee, is leaving his McGuireWoods executive VP and Director of Federal Affairs slot for Plan Sponsor Council of America.

He served in Ronald Reagan's Administration as Assistant for Political and Intergovernmental Affairs and advised Bob Dole during his presidential run.

Donatelli will replace PSCA's Edward Ferrigno, who is retiring after more than 15 years at the post.

Chicago-based PSSA is a non-profit that provides services and advocacy for retirement plans.

Members include BlueCross BlueShield Assn., ExxonMobil, Aon Corp., Nestle USA, Hilton Worldwide and United Parcel Service. ●



Donatelli

## Whitman delivers PR for Postal Service

**B**ill Whitman, Jr., an agency pro and former communications chief at McDonald's, has landed the top PR slot at the U.S. Postal Service in Washington.



Whitman takes the VP, Corporate Communications, role vacated by Sam Pulcrano in June 2013, when the 37-year postal vet retired.

Postmaster General Patrick Donahoe, on a campaign to push for major changes in the postal service, including the end of Saturday delivery, said Whitman will "lead our efforts to advance public understanding of our products, services and corporate mission."

In recent years, Whitman has counseled clients through his own Chicago firm. He was a managing director for Burson-Marsteller in 2011 after 13 years with McDonald's, where he rose to become VP and Chief Communications officer in 2008.

He also worked in PR and public affairs with Exxon USA and handled accounts at FleishmanHillard. ●



Whitman

## SAP's Cresanti Moves to IFA

**R**obert Cresanti, VP-Corporate Affairs & Government Relations at SAP America, is moving to the International Franchise Assn. on April 14 as Executive VP/Government Relations & public policy.

He will be responsible for communication initiatives, grassroots outreach and political action committee oversight.

Cresanti, who held the SAP slot since 1989, also served as under secretary for technology at the Dept. of Commerce.

He headed various trade missions to the European Union, Asia and Russia and co-chaired the President's Council of Advisors on Science and Technology.

From 2001 to 2006, Cresanti was VP-Global Public Policy for the Business Software Alliance and Senior VP-General Counsel for ITAA, which is now TechAmerica.

Prior to joining SAP, he was CEO of IPXI, the Intellectual Property Exchange.

Steve Caldeira, CEO of IFA, said the new hire "brings a wealth of government, corporate and trade association leadership" to the organization.

There are more than 825,000 franchise units in the U.S., generating more than \$2 trillion in economic output and employing 18 million people. ●



Cresanti



## Liberia denies PR claims

**L**iberian President Ellen Johnson Sirleaf is denying reports that her African nation spent more than \$200 million in U.S. lobbying fees and invites a Congressional probe into Liberia's promotional spending.

"I have written to our friends in Congress," she said during an interview with Liberian newspaper *New Dawn*, "and I am quite sure they will evaluate this thing." She called it "preposterous" that an impoverished nation with an annual budget of less than \$600 million would shell out for such a big PR campaign.

The U.S. Agency for International Development's budget for Liberia falls in the \$125 million range.

Sirleaf, who has established close ties with U.S., said her Administration is well equipped to handle the D.C. scene. "We are our own effective lobbyists. I can do better lobbying for Liberia than any PR firm can do. I don't need any PR firm to do it for me. I don't need it," the President told *New Dawn*.

Sirleaf admitted to using KRL International for "supplemental" PR representation. KRL received \$40,000 from Liberia during the year ended Jan. 31 for Congressional and White House outreach.

U.S. citizens founded Liberia in the early 1800s as a country for African-American slaves.

Sirleaf, who won the president's election in 2005 and was re-elected in 2011, was awarded the Nobel Peace Prize in 2011 in recognitions of her efforts on behalf of women's rights.

A Liberian official said some might have confused the country's PR budget with what it spends to lobbying the maritime sector of using flag-of-convenience registry.

Sirleaf though doesn't know the lobbying budget of the Liberian Shipping and Corporate Registry. ●

## Ogilvy promotes Colombia trade

**O**gilvy PR has registered Proexport Colombia, the government's foreign investment, tourism and export promotion arm, as a client.

U.S.-Colombia trade is expected to soar as the free trade agreement pact between the nations officially went into effect in May 2010 to immediately remove tariffs/duties on about 80% of goods with a complete phase-out in a decade. In 2013, the U.S. suffered a nearly \$3 billion trade deficit with Colombia, importing \$21.6 billion of its goods while selling it \$18.7 billion of products/services.

The WPP unit's arrangement with Proexport results from neither a formal written contract nor an exchange of correspondence between the parties. Ogilvy has promoted a January apparel, fabric and fashion trade show in Medellin for Colombiatex, and a "Discover Colombia" road trip last November for Canadian investors. ●

## Maldives casts global net for PR

**M**aldives, the South Asian tourism paradise that has faced political strife in recent years, has launched searches for PR firms in the U.K., Germany and India.

The Maldives Marketing and PR Corporation released RFPs for the PR assignments covering the three countries and is accepting pitches through then end of the month.

Ruder Finn's New York and London offices handled a \$65,000-a-month pact with the MMPRC in 2012 as the firm worked to maintain the image of the country's key tourism sector amid political strife that was drawing attention worldwide.

The MMPRC expects to award one-year contracts starting in April for the travel PR assignments. ●

### FARA News



## NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals. For a complete list of filings, visit [www.fara.gov](http://www.fara.gov).

**Finn Partners, Inc.**, New York, NY, **registered March 10, 2014 for Via Rail Canada, Inc.**, Vancouver, BC, Canada, for media relations services, to distribute tourism press releases, and invite journalists on trips.

**Podesta Group, Inc.**, Washington, D.C., **registered March 11, 2014 for Republic of South Sudan**, Juba, South Sudan, to provide strategic counsel on strengthening ties to the U.S. government and assist in communicating priority issues in the U.S.-South Sudan bilateral relationship to relevant U.S. audiences, including Congress, executive branch, media, and the policy community.

### Lobbying News



## NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit [www.senate.gov](http://www.senate.gov).

**Bjorklund Advocacy, LLC**, Washington, D.C., **registered March 20, 2014 for Screen Actors Guild-American Federation of Television & Radio Artists (SAG-AFTRA)**, Los Angeles, regarding copyright reform and internet theft.

**JM Burkman & Associates**, Arlington, VA, **registered March 20, 2014 for Evolutionary Genomics**, Castle Rock, CO, regarding a DOE grant and proposal.

**Lincoln Policy Group**, Washington, DC, **registered March 20, 2014 for Las Vegas Sands**, Las Vegas, NV, regarding legislation that would reinstate the policy banning internet gambling (i.e. restore the Wire Act).

**Ridge Policy Group**, Washington, D.C., **registered March 20, 2014 for Pong Research Corporation**, Leesburg, VA, for legislative and regulatory issues regarding electromagnetic radiation output.

## SEARCH ENGINE OPTIMIZATION



**Monument Optimization**, Washington, DC. 202/904-5763. john@monumentoptimization.com; www.monumentoptimization.com. John Stewart, President.

While we specialize in search engine marketing, we are more than just an SEO firm. We blend a variety of marketing tactics to maximize the effectiveness and return on investment of search engine campaigns.

We excel in non-traditional search marketing environments where the next steps are rarely obvious and there are not any existing models to copy or fall back on.

Since every client's situation is unique, we focus to understand their specific needs and create customized solutions that accomplish their goals online.

## MEDIA & SPEAKER TRAINING



**Your Presentation & Media Training Solution**

**Impact Communications**, 11 Bristol Place, Wilton, CT 06897-1524. (203) 529-3047; cell: (917) 208-0720; fax: (203) 529-3048; JRImpact@aol.com. Jon Rosen, President.

**BE PREPARED! Impact Communications trains your spokespeople** to successfully communicate critical messages to your targeted audiences during print, television, and radio news interviews. Your customized workshops are issue-driven and role-play based. Videotaping/critiquing. Groups/privately. Face-to-face/telephone interviews/news conferences. Private label seminars for public relations agencies.

**Make your next news interview your best by calling Jon Rosen, Impact Communications. Over 30 years of news media/training expertise.**

## WEBSITE DEVELOPMENT



**At Point, Inc.**, P.O. Box 361, Roseland, NJ 07068. 973/324-0866; fax: 973/324-0778. services@atpoint.com; www.atpoint.com. Mick Gyure.

At Point provides the services of developing websites and managing the Internet operations of businesses, both small and large, that do not have the experience or the resources in-house to perform these functions.

Clients receive personalized and high quality customer service, solutions that fit their budgets, and the assurance of At Point's reliability.

## PR JOBS - <http://jobs.odwyerpr.com>

Contact O'Dwyer's: 271 Madison Ave., #600, New York, NY 10016; Tel: 212/679-2471 or Toll Free: 866/395-7710

**O'Dwyer's**  
 Inside News of Public Relations & Marketing Communications  
 Find The Right PR Firm | PR Firm Rankings | PR RFPs | PR Svcs. & Prods. To Help You | PR Jobs | PR Blog | O'Dwyer Publications | Advertise

List your PR firm with O'Dwyer's & pick up new business  
 "I get a steady flow of new business leads from my listing, some of which have resulted in business for the firm. The O'Dwyer listing has paid off for us."  
 Henry Feintuch, Feintuch Comms., N.Y.

**PR Jobs/Careers**

Keyword Search:

ShareThis

**Featured Jobs**

- Account Supervisor**  
New York, NY  
Child's Play Communications
- Public Relations Consultant**  
Hopkinton, MA  
EMC
- Public Relations Account Supervisor**  
Houston, TX  
Lopez Negrete Communications
- Public Relations Vice President**  
DC  
Confidential
- Director of Media and Public Relations**  
Washington, DC  
National Multi Housing Council
- Director of Public Relations**  
DC  
National Multi Housing Council
- Director of Public Relations**

**Job Seekers** | **Employers**

- Search Jobs
- Post a Resume
- Personal Job Alert
- Access Your Job Seeker Account

**Browse by State**

- New York (9)
- Dist. Columbia (9)
- Connecticut (4)
- Virginia (3)
- Texas (2)
- North Carolina (2)
- New Jersey (2)
- Missouri (2)
- Michigan (2)
- Massachusetts (2)
- Illinois (2)
- California (2)

**Browse by Job Function**

- Public Relations (25)
- Communications (4)
- Other (3)
- Assistant Professor (3)
- Marketing/Advertising (2)

### Director of Communications New York or London

Responsible for strategically positioning the C40 as one of the most impactful global climate organizations and raising the profile of our member cities in this regard. The Communications team fosters knowledge sharing with external and internal audiences, and collaborates with C40 member cities, partners and other stakeholders to raise visibility and communicate major milestones and successes.

#### Responsibilities:

- Manages a dynamic international communications team (Internal Communications, Media Relations, Editorial and Content, and Agency Resource).
- Drives the development of overall C40 communications strategy (external and internal; social, digital and web presence) for the organization.
- Responsible for managing the overall brand of the organization.
- Responsible for driving media relations activity with a specific focus on international reach, working in close collaboration with C40 city press offices

#### Qualifications:

- More than 10 years minimum in corporate, PR agency, city government, or non-profit communications.
- City or government experience a plus
- Strong writing and editing skills required
- Understanding of climate and sustainability issues
- Some marketing and or/brand experience

Careers@c40.org



# Get O'Dwyer's Newsletter & Magazine plus a year's access to all the content on odwyerpr.com for \$295/year



**O'Dwyer's Newsletter**  
The Inside News of PR and Marketing Communications  
Jack O'Dwyer, Editor-in-Chief

271 Madison Ave., New York, NY 10016  
212-679-2471, Fax: 212-683-2759  
www.odwyerpr.com; jobs.odwyerpr.com

June 17, 2013 Vol. 46 No. 24

**NM SLATES INSURANCE EXCHANGE PR**  
New Mexico, which has elected to run its own health insurance exchange with federal help under the Affordable Care Act, is preparing to release at least one RFP covering PR and public outreach.

New Mexico is eyeing \$20M to fund plans to see for marketing, outreach and education for the exchange and in negotiations with the Federal Center for Consumer Information & Insurance Oversight this week. It expects the funding to be approved by July 1.

The exchange anticipates a 2013 marketing budget of \$2.5M.

Outreach in the state is a "unique" challenge in New Mexico because of its Native American and Hispanic populations, according to the Kaiser Family Foundation.

The state created the exchange in late March after Gov. Susana Martinez, who previously vetoed bills which would have created the marketplace in 2011, signed it into law. The state initially wanted to run its own exchange but has asked for federal help after it anticipated missing the Oct. 1 deadline to be operational.

**CADILLAC ROLLS WITH PR**  
Cadillac, which is improving a sales performance, has put FleetManagement in the PR driver's seat and a subsidiary of the General Motors luxury brand's advertising and marketing team.

Publicis' Follow was dropped after a three-year run as a three-agency team from Interpublic. Dubbed Rapco took up creative ARB duties. Hill Holliday, Lowe and Campbell+Donald made up the IPG trio.

Cadillac said Communications PR will provide strategic communications counsel to the brand and help target new customers in fashion, luxury and technology.

Bob Ferguson, a GM VP who heads marketing, brand management and advertising for Cadillac, is a former mass VP for FH.

FH president and CEO Dave Soney said in a statement that the agency's mandate is "driving the new Cadillac narrative and increasing communications believability in the process one breath at a time."

FH already works with Cadillac parent General Motors.

GM said this month that Cadillac sales are up 18% in 2013, the biggest increase since 1976.

©Copyright 2013 The J.R. O'Dwyer Co. Inc. www.odwyerpr.com in the U.S. 1 site for public relations industry news.

**WPP, PR, PA & OTHER UNITS**  
WPP chief Martin Sorrell and a previously reported decline in PR and public affairs revenue during the first quarter about somewhat in April but the sector continues to lag other units like advertising and media investment.

The London-based conglomerate, which saw PR/PA fall 1.4% to \$1.58M in Q1, said June 11 that the sector showed "some improvement" in April, but noted that North America and Europe remain "more difficult."

WPP, which includes Hudson-Morrell, Ogilvy PR and Hill+Knowlton, among other units, said it saw continuing growth across geographies and sectors except PR and PA through April.

Sorrell and WPP is being "cautiously" with an April benchmark lower than at the start of the year and "depending to my geographic, functional and client changes in revenue – positive or negative." WPP's unit employs 14K people.

Several "grey areas" are making clients reluctant to take risks, despite strong profits and balance sheets, including the European crisis, the Middle East, uncertainty in China and BRICs, and "most importantly the U.S. deficit and sequester," he said. "All in all, there are enough uncertainties for clients to remain cautious and for focus reasons, perhaps sensitivity, on cost reduction, rather than revenue stimulation, and on liquidity, which explains the recent unrealistic demands for extended payment terms."

**PN HITS ROAD IN GEORGIA**  
Georgia's State Road and Endow Authority has awarded a multi-million dollar account to Porter Novelli and Atlanta-based partner Creative Conference marketing firm to advocate drivers about expansion of the Peach State's high occupancy toll roads.

Bert Brantner, deputy director of the SRTA, told the Atlanta Business Chronicle the PR budget could reach \$100K over four years.

Georgia opened HOV (high occupancy toll) lanes on Interstate 85 in 2011. These lanes, which allow registered cars with at least three people to ride for free, are slated for 1.75 north and south of Atlanta over the next few years. The PR campaigns will focus on info about the opening dates of the new lanes, requirements for use and how to sign up for the needed Peach Pass.

Gov. Nathan Deal also plans to remove bills from the GA 400, which serves metro Atlanta, by Thanksgiving to fuel a campaign promise.

You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.

Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, [odwyerpr.com](http://odwyerpr.com), which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.



OUR HOSPITALS WIN. JARRARD

Subscribe to O'Dwyer's Free Daily Newsletter

Get the latest news on Public Relations & PR from straight to your inbox

Get the latest news on Public Relations & PR from straight to your inbox

Easily research past issues of O'Dwyer's newsletter on [odwyerpr.com](http://odwyerpr.com)



What do they say about you?

RFPs and Other Solicitations for PR Services - 2013

Company	State	Requirements	Budget	Start/End Dates	RFI	Submission Dates
...	...	...	...	...	...	...

Get the latest RFP announcements and pick up new business



**O'Dwyer's**  
The environmental issue

EPA changes revised policy debates

Why companies are finally paying attention to climate change

How to succeed (and fail) at clean-tech

Why investing in Sandy clean-up makes economic sense

Special report: inside Obama's climate war

O'Dwyer's magazine, now in its 28th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

### 2014 Editorial Calendar:

- January, *PR Buyer's Guide/Crisis Comms.*
- February, *Environmental PR & Public Affairs*
- March, *Food & Beverage*
- April, *Broadcast Media Services*
- May, *PR Firm Rankings*
- June, *Multicultural/Diversity*
- July, *Travel & Tourism*
- August, *Prof. Svcs. & Financial/Investor Rels.*
- September, *Beauty & Fashion*
- October, *Healthcare & Medical*
- November, *Technology*
- December, *Sports & Entertainment*



FINANCIAL PR SERVICES & INVESTOR RELATIONS

TRAVEL & TOURISM COMMUNICATIONS

Contact magazine editor Jon Gingerich to profile your firm in an upcoming issue: [jon.gingerich@odwyerpr.com](mailto:jon.gingerich@odwyerpr.com)

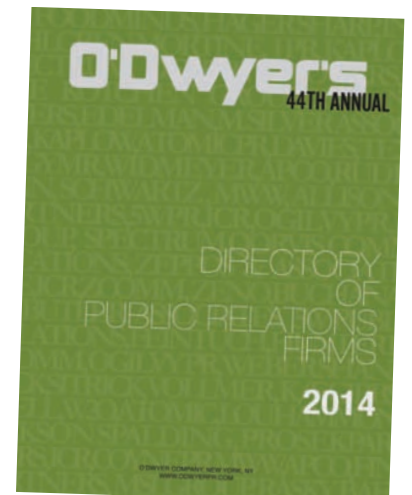
## PR's most useful job-seeking tool -- only \$95

O'Dwyer's is the #1 source for researching public relations firms and outside PR counsel. We've been connecting clients and PR firms for 44 years through our directory of PR firms. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

- Public Relations
- Crisis Communications
- Social Media
- Integrated Marketing
- Branding
- Corporate Advertising
- Investor Relations
- Lobbying
- Employee Communications
- Proxy Solicitation
- Internet PR
- International PR
- Product Publicity

O'Dwyer's Directory of PR Firms has brought billions of dollars in business to PR firms



O'Dwyer's 44TH ANNUAL

DIRECTORY OF PUBLIC RELATIONS FIRMS

2014

Subscribe/order online at [odwyerpr.com](http://odwyerpr.com) or call toll free: 866/395-7710

# Creative Edge.

It transcends geographies.

It drives innovation.

It has a singular impact on  
customers and stakeholders.

It optimizes resources  
in a global economy.



**ruder • finn**

CREATIVE EDGE

At Ruder Finn, creative edge embodies the way we think and  
the way we work. [www.ruderfinn.com](http://www.ruderfinn.com)

Corporate & Public Trust | Health & Wellness | Technology & Innovation | Consumer Connections