

O'Dwyer's

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THE ENVIRONMENT ISSUE

Ensuring green credibility

Special report: Net Neutrality

PR disaster in WV chemical spill

New lows in climate change denial

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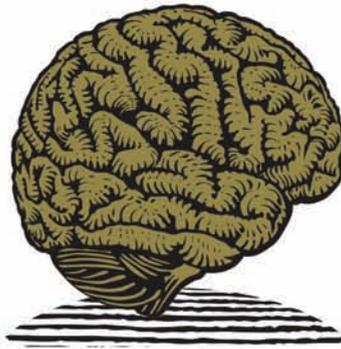


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May: *PR Firm Rankings*
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Income disparity will become hot PR topic in 2014

Income disparity is a political football that will get kicked around plenty in 2014, and it's a topic that PR students, grads and working PR practitioners should follow. Many clients of PR pros reside in the "1%" that Bill de Blasio, newly minted Mayor of New York, focused on during his January 1 inauguration address. de Blasio promised, among other things, that he would "require big developers to build more affordable housing." According to *New York Post* columnist Michael Goodwin, such remarks were "tub-thumping nonsense."

As a 50-year resident and homeowner in New York we have seen housing prices hit the stratosphere. We don't see how they can be made affordable even for the middle class. New York has become the No. 1 destination in the world for capital fleeing from other countries, many of them dictatorships or oligarchies. The city is the "capital of flight capital."

Michael Kimmelman of *The New York Times* said Dec. 22, 2013 that the rash of "super-tall skinny" apartments, which he called the "expensive playthings of Russian oligarchs and Chinese tycoons," is stirring "some populist fury" and that "public oversight" is needed.

Our first home at 44 MacKay Pl. in Brooklyn cost \$24,500 in 1965, which was 2.5 times our \$10,000 salary at the former *New York Journal-American*. That was a common ratio for home purchases at the time. It now has an estimated price of \$712,000 or 29 times what we paid for it. This is a far bigger jump than the gain in the Consumer Price Index which was 31 in 1964 and 233 at the end of 2013 — a multiple of 7.5. A local bank refused a mortgage although we had a \$5,000 down payment (most of it saved by working four years at the *Connecticut Post* and living at home). The bank said the house was built in 1930 for \$5,000 and was simply not worth \$24,500. Another bank was found.

New Yorkers then typically paid one week's pay for a small apartment in the city. Our first apartment in 1961, on 12th st. between Fifth and Sixth aves., was \$135 a month, equal to one week's pay. Today, a 500-sq. ft. studio can cost \$2,000 and more.

Many things then were affordable. A degree from the University of Connecticut had cost of about \$4,000 (currently \$100,000 for state residents). Our wedding reception in 1964 was \$15 per person at a Brooklyn hotel, or about \$1,500 for 100 people. We joined a golf club in Old Greenwich in 1980 for about \$5,000 (currently it's close to \$100,000 for the first year).

What college graduate can expect to buy a home in Brooklyn such as 44 MacKay Pl., when a 10% down payment of \$70,000 would leave a mortgage of \$642,000 or at least \$6,000 a month? Take-home pay would have to be at least \$12,000 a month or \$144,000 yearly. How many PR jobs at firms or organizations are paying such wages?

Politicized grads must keep mum

PR and communications grads, many of them already burdened with tens of thousands of dollars of debt for their educations (average debt is \$29,400 but many owe far more) will be wondering about their chances for making a decent living. They are apt to be populists although many of their employers will have politics that are opposite to that.

Grads going into the world of PR and advertising will find that an eerie silence prevails in large parts of it. Speaking out of turn or at all can be career-ending. Whereas the previous goal of PR people was having as many friends in the press as possible, the current goal seems to be having none at all.

The insistence on privacy flows from the top and envelopes entire organizations. Examples include Omnicom and its many ad agencies and PR firms (71,000 employees) and WPP Group (116,000). John Wren and Randall Weisenburger, the top execs at OMC, have kept the press at bay from their first days of taking over the company in the 1990s.

O'Dwyer's reporters used to cover the annual meetings of OMC since they were only a few blocks away at 347 Madison Ave. Such meetings only lasted a few minutes and questions were allowed only after the official session. Minimal if any answers were given. Attempts to talk with Wren after the meeting resulted in him walking away. The meetings were moved permanently out of New York after 2002. When OMC and Publicis announced their intention to merge last year, the press conference was in Paris. ●

— Jack O'Dwyer



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Study: trust in government sinks to all-time low

Trust in government ranks at an all-time low of 44%, according to Edelman's latest trust barometer survey.

By Kevin McCauley

The U.S. public's trust in government tumbled 16% to 37%, France's percentage fell 17% to 32% and Hong Kong's level dipped 18% to 45%.

Edelman President and CEO Richard Edelman noted the findings, which surveyed 27,000 people, represent a sea change from five years when business teamed with government to regain trust.

He believes the private sector must compensate for the public's distrust of government. Businesses, according to Edelman, "must lead the debate for change."

The Edelman CEO sees an opening for business to play a bigger role in the debate over regulation since nearly eight-in-ten respondents to the Barometer poll believe government should not work alone to set

regulatory policy. He warns against overreach. It would be "a huge error in judgment for businesses to push for deregulation as they did a decade ago, said Edelman.

Companies headquartered in the so-called BRIC (Brazil, Russia, India and China) countries still suffer a trust deficit vis-à-vis their counterparts in the west.

For instance, Indian companies scored a 35 percent trust rating and Chinese enterprises tallied a 36% score.

Those marks trail Germany's 80% rat-

ing and Switzerland's 79% mark.

There's a huge trust gap in how people in the BRIC countries view their home-grown companies compared to the rest of the world.

More than three-quarters (76%) of Chinese trust their native business, while non-Chinese give those companies a 36% rating.

A mere 21% of Americans trust Chinese companies, according to the 2014 barometer, which is the independent firm's 14th annual survey. ●

Cavalry rides in for NYC carriage debacle

Cavalry Group is riding to the rescue of Manhattan's embattled Central Park horse carriage owners, who face unemployment if freshly minted New York City Mayor Bill de Blasio pulls off his threat to shut them down.

By Kevin McCauley

Believing the horses face neglect and mistreatment, de Blasio wants to replace the popular tourist carriages with electric cars.

St Louis-based Cavalry says it fights on behalf of animal owners and their related businesses that "are bullied, intimidated and have their constitutional rights violated by all levels of government who have been infiltrated by, or are heavily influenced, by animal rights extremists and animal rights organizations," according to its website.

The New York Daily News reported in January that the carriage owners were solicited by CG, which is now handling their social media campaign.

CG's blog maintains the horses live a "pampered existence" and enjoy comfortable working conditions "that would put a French union worker to shame."

De Blasio's effort is "another example of animal rights activists running wild," according to CG's blog. "To radical animal rights advocates and leftists like de Blasio, these businesses are necessary collateral damage in their quest to re-order our lives."

CG Co-Founders Mindy and Mark Patterson have opposed campaigns such as the Humane Society of the U.S.-pushed "Puppy Mill Cruelty Prevention Act."

Mindy is active with the Missouri Conservative Coalition's agriculture affairs panel, American Agri-Women (Horse Welfare Committee chair), Missouri Equine Council, United Horsemen and Secure the Republic (national coordinator for agriculture).

Philip Christofanelli, CG's PA Director, repped the unsuccessful Ohio Congressional run of "Joe the Plumber" Wurzelbacher. ●

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Green marketing 2.0: quality is key variable to success

It's been a rocky ride for many eco-friendly products and technologies over the past decade. The market has had its ups and downs, but marketers should remember that quality transcends fly-by-night trends.

By Andy Beck

Just five years ago, customers seemed ready to buy anything green. Clorox's Green Works line of cleaning products, for example, notched more than \$100 million in sales in 2008 alone, according to a 2011 *New York Times* report on green products. LED-based industrial lighting seemed poised for immediate, widespread adoption.

Only three years later, things looked differently. Green Works lost more than 40% of its sales over that time and LED lighting, in the words of consulting firm McKinsey & Co.'s "Lighting the Way" study on the lighting market, "developed less favorably than expected."

Fast-forward to today, and things seem to be on the upswing again. The green household cleaning products company Method is admired, trendy and growing. Experts forecast a strong outlook for LEDs lighting over the next few years with the industry projected to grow to \$42 billion by 2019, equating to a 45% growth rate, according to a 2013 report by WinterGreen Research. The entire green sector is being supported and accelerated by an improving economy and more robust consumer spending.

Yet amidst today's emerging optimism, it may be a good time for all of us with a stake in ecologically-responsible products to find smoother seas — to stop riding waves of economic cycles and to better understand and act on what will motivate sustainable consumer commitment to green products and sustainable technologies in both the retail and B-to-B sectors.

The answer is not exclusively about environmental impact, and it's not exclusively about better pricing. Those variables, of course, matter a lot. But what's equally important is the consumer experience. What's important, in a word, is quality.

The quality of the customer experience is essential to a product's success. That is a marketplace axiom. But it can be overlooked by green marketers seeking to secure broader adoption and more consistent growth.

In the early days of environmental marketing, a lot of green marketers were convinced that consumers would buy a sustainable or energy efficient product simply because it was the right thing to do. Today, if we've learned anything, we've seen that social conscience is a shaky foundation for consistent, meaningful sales — especially in tough times when green products cost more.

Today, many believe that cost is the major impediment. If we can only price eco-friendly products and technologies competitively with institutional alternatives, this thinking goes, the barriers to sales will tumble.

It would be foolish, of course, to argue that engineering or pricing don't contribute to success. But ultimately a green product or technology also has to provide a consumer experience as good as or better than a competing "dirty" brand. If not, it probably won't sell sufficiently beyond the eco-niche, even given laudable environmental benefits and a better price point. That's especially true because often it's hard to drive down costs for green products.

The McKinsey lighting study cited earlier confirmed that consumer and commercial lighting purchase decisions are driven as much by light quality as they are by the cost of a bulb. A utility executive confirmed this from experience. He recently told me that even when an LED bulb produces enough light, saves energy and is cost-effective, this doesn't mean it will be broadly adopted when color quality and consistency is inconsistent. He's right; the market failure of compact fluorescent lamps (CFLs) proves his point.

If all this seems elementary, consider that sometimes we green marketers can harbor an almost unconscious sense that if a product serves a higher purpose and is priced right, it somehow deserves a different status in the market place.

It's instructive in this respect to look at the lessons Toyota learned as the Prius hybrid evolved from a niche green vehicle in the early 2000s, to its present standing as one of the best family cars

among the entire subcompact class (a June *New York Daily News* feature on how hybrid has changed over the years noted the Prius has "evolved from a niche green car to an everyday family car that helped change the automotive industry."). From the outset, the Prius had a lot going for it with the green crowd: a revolutionary gas/electric technology and a sticker price that was more or less competitive with similar cars, especially given its dramatic 60-plus miles per gallon range. Yet it was barely making money for many years after it was launched.

Toyota changed that largely by recognizing that the driver's experience would ultimately determine the car's breakout potential. The Prius success story stems in great part from Toyota's determination to make the hybrid a "real car" driving experience. It was quick, for example, to address design flaws that branded Prius as a green niche automobile, like its original tiny trunk that was necessary to accommodate battery storage.

Today, the Prius stands with two other Toyota landmark vehicles — the Camry and Corolla — as pillars of the company's profitability and industry leadership. That happened as much as anything because Toyota defined the Prius's competition not as other hybrids, but as the entire economy subcompact segment—and acted to be certain that the customer experience met or surpassed those alternatives.

There are lessons here for any green engineer or marketer. When we set the bar to exceed the customer's current experience, whatever that product or technology may be — and couple that with energy savings and/or positive environmental benefits our product bring — we will have crafted an unbeatable sales proposition that will bring both the sustainable business and social impact we desire.

Andy Beck is Executive Vice President of Makovsky's Energy and Sustainability Practice. ●



Andy Beck

PR problems follow West Virginia chemical spill

A January chemical spill in Charleston, West Virginia that left 300,000 Mountain State residents without clean drinking water was confounded by a spate of communications missteps.

By Greg Hazley and Jon Gingerich

On January 9, a facility belonging to chemical distributor Freedom Industries was the site of a major industrial accident, when approximately 10,000 gallons of chemicals spilled into the Elk River.

The site of the spill was about a mile upstream from the largest water treatment plant in the state. The spill affected 300,000 residents living in nine counties in the Charleston area, who were advised to abstain from using tap water for nine days.

Freedom Industries is a distributor of coal-mining chemicals. The cause for the spill was a one-inch hole in a 40,000-gallon stainless steel storage tank containing 4-methylcyclohexanemethanol — or Crude MCHM — a chemical used to wash coal. The West Virginia Department of Environmental Protection said it is still unknown how much of the coal-cleaning agent made it into the water supply, but more than 100 area residents admitted themselves to hospitals, reporting nausea.

The U.S. Attorney's office for the region announced that it had opened an investigation into the spill, but currently no charges have been filed against Freedom Industries.

PR firm runs to the hills

After handling PR duties for Freedom Industries in the immediate aftermath of the spill, Charleston, W.V.-based PR firm Charles Ryan & Associates later dropped Freedom Industries as a client. Managing Partner Susan Levenski told *The Charleston Gazette* that the firm had decided not to represent the company. The paper reported January 12 that Freedom was founded by a two-time convicted felon, Carl Kennedy, who pled guilty to tax evasion and failure to pay employees' withholdings to the government in 2005.

Statements from the company have been brief. Freedom officials gave a press conference on January 10 and released a statement through CRA, but the *Gazette* said January 12 executives have "entirely avoided media requests"

since then.

According to the *Charleston Daily Mail*, Freedom President Gary Southern provided little information about the accident at the press conference. "Look guys, it has been an extremely long day, I'm having trouble talking at the moment. I would appreciate it if we could wrap this thing up," Southern said, roughly five minutes into the press conference, the *Daily Mail* reported.

In a January 10 statement attributed to Southern, the company said public safety is its first priority, noting that it is working with federal authorities to fix the issue and determine the extent of the spill. He said the company is setting up an incident command center on site and will provide more information as it

becomes available.

At least eight lawsuits have since been filed against Freedom Industries as a result of the spill. On January 17, the company filed for bankruptcy.

A January 12 report by *The New York Times* noted that Freedom Industries' Elk River location hasn't received a state or federal inspection since 1991. Others have since wondered why such a facility was erected so close to a water treatment plant.

During a January 14 press conference, House Speaker John Boehner said the incident did not result from a lack of federal regulations.

"We have enough regulations on the books," Boehner said.

The January accident was the third such chemical spill to occur in the region within the last five years.

President Obama on January 10 signed an emergency declaration for the spill, mobilizing federal resources to handle disaster relief. ●

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Finding clean tech's silver lining

The ongoing debate surrounding renewable energy's efficacy signals unique challenges for energy companies, and significant PR opportunities to change negative perceptions and educate consumers on a growing — if often misunderstood — market.

By **Emilie Salvagio**

On January 5 “60 Minutes” aired a segment titled “The Clean Tech Crash,” which drew sharp criticism for its pessimistic take on clean energy. The segment argued that renewable energy and other types of clean technology are a dying industry, and it denounced the clean tech sector for failing to create jobs and help the U.S. break free from its reliance on fossil fuels.

Critics pointed out the program was one-sided, as it focused on Department of Energy Loan Guarantee Program investments that failed, which constitute only 3% of the whopping 97% that have experienced success across the DOE portfolio. Moreover, clean energy experts have publicly criticized the quality and focus of the research involved in the production of the segment, as well as the biased conclusions drawn from failure and success rate statistics.

The “60 Minutes” controversy is an excellent inflection point for clean energy companies, and it should prompt them to think about how they need to respond — or better yet, to get ahead — of this negative perception. If they don’t challenge the skepticism and take a proactive stance, it may appear to investors, potential partners and employees they need to fuel their success, that this is the reality — those of us in the communications business know far too well how perception can become reality. The solution is to respond with the right communications program.

A different kind of green

As a term, “green energy” emphasizes the environmental benefits of renewable energy, but it’s most closely associated with policy, not market demand. Business stakeholders are primarily concerned with a different kind of green for this market: money. A great example of the need to change the conversation is a statement by Merica International Chief Technology Officer Robert Rapier, who was interviewed by Climate Progress about his appearance on the “60 Minutes” segment. Rapier said the first question he was asked was: “Clean tech is dead. What killed it?” He didn’t realize that the industry’s presumed failures would be the basis of the segment.

Clean energy companies need to stop leading with the technology story and open instead with the value their products provide. Media and analysts tracking this market recognize that fossil fuel energy will not be displaced until clean technologies can compete on cost. It’s important to tackle this head on with every interview.

Most clean tech companies have not fully developed their economic story. In an email statement to the media, U.S. Department of Energy spokesman Bill Gibbons said, “The clean energy economy in America is real and we are increasingly competitive in this rapidly-expanding global industry.” This statement was not backed up with details regarding how the industry is “rapidly-expanding.” Communicators will only succeed in this industry if they can clarify terms with compelling, statistical evidence that speak to stakeholders’ and publics’ demand.

Slow-paced innovation

The “60 Minutes” segment kicked off with this statement: “about a decade ago, the smart people who founded the Internet turned their attention to the energy sector.” This essentially implied the clean energy industry should deliver breakthroughs at the same pace as the most successful Internet startups. Once again, the conversation must be changed to reflect the longer term, slower pace of clean tech innovation. It’s important for clean tech companies to assemble more varied third-party endorsements. This includes academic researchers, market analysts, and non-political organizations. These industry watchers and experts can comment on and support a company’s vision and claims for technological solutions that may not yet be fully developed or implemented. Analysts can provide survey data and independent assessments of a company’s strategy as well as explain and evaluate the technological and economic impact of a company’s solutions.

Neutralizing politics

Unfortunately, there’s no getting around the politics that surround clean energy. Public affairs is a required aspect of the communications strategy to create third-party support, funding opportunities and utility partner relationships. The communications program of companies in this mar-

ket must involve work with local and federal representatives while making a concerted effort to never align the company with political parties or radical groups. An example of how to work this particular challenge is a ground-breaking event held by one of our clients where politicians from both parties were in attendance. A great deal of strategy went into determining how the event was structured, who spoke, which parties were quoted and how they were represented in press materials.

The event’s success was a testament to the importance of de-politicizing messaging around clean tech as it can only cause turmoil in the future.

Skeptical publics

The “60 Minutes” segment told the story of Silicon Valley venture capital investments in clean tech as well as the notable failures of the DOE’s loan guarantee program. But, in coverage around the program, GigaOM’s Katie Fehrenbacher was quoted saying the stories of venture capital and federal support for green technology are “totally separate and different,” and that the focus on the outliers in the DOE program was “both stale and overblown.”

Companies must walk a fine line when publicly discussing trends and news around successes, failures, strengths, risks, and opportunities of clean technology programs. The challenge for communicators is to take scientific and technical information from various third-parties and find a way to tell a clear, objective economic story that helps investors and business stakeholders understand the potential and the timeline, but also addresses the questions and issues raised by the broader groups of activists and skeptics who must at least be moved to a neutral position.

While the “60 Minutes” segment paints a grim picture of clean energy, the debate and conversations that have emerged demonstrate the significant PR opportunities that exist to play a role in these conversations. Investing in strategic communications can not only help clean energy companies change current perceptions but also achieve the long-term goal of creating advocates and stakeholders who will, in turn, invest in them.

Emilie Salvagio is Vice President at Lois Paul and Partners, a high-tech PR firm in Boston and Austin. ●



Emilie Salvagio

Journalists battle PR, lawyers to get stories

Top investigative journalists on January 24 described their boundless quests for interviews and spoke of their unstinting efforts to get past communications blockades of all sorts. If PR blocks them, they go “up the line” to bosses, boards and anyone else.

By Jack O'Dwyer

Speakers such as Pulitzer Prize winners David Barstow and Walt Bogdanich of *The New York Times*, Jeff Pohlman of CNBC, and author David Cay Johnston explained how they operate on January 24 to more than 200 mostly younger journalists at the Graduate School of Journalism at City University of New York.

Formal news sources such as PR are often of no help. Members of the general public are often leery about dealing with reporters, the panel noted.

Michelle Conlin of Reuters, researching a story on builders keeping mineral rights to land under homes they sold since there might be oil that could be obtained via “fracking,” called 50 owners of such homes and only found two who would talk to her.

Conlin and other panelists had high praise for the “techie” who are helping reporters by mining vast reaches of data in government and other sources that can be used in stories. She obtained her list of homebuyers that way.

Johnston focused on “1% of 1%”

Johnston, President of Investigative Reporters & Editors, which arranged the CUNY event, said the average wage of Americans today is \$26,000 which, adjusted for inflation, is below the wage level in 1966. Almost all of the gains since then have gone to those making more than \$75,000 a year, he said. The 200 highest paid U.S. CEOs have annual packages that average \$15 million.

Oxfam Int'l last month issued a report called “Working for the Few,” timing it for the meeting last week of the World Economic Forum in Davos, Switzerland, that said nearly half of the world's wealth is going to the richest 1%.

The gap between rich and poor was evident at the IRE meeting. A bargain rate

was offered: \$55 for the entire day which included a year's membership (normally \$70).

IRE, based at the University of Missouri School of Journalism, had net assets of \$4,167,608 at the end of 2012. Revenues were \$2,025,196. Assets include investments of \$3,155,942. Dues income was \$255,826.

Whistleblowers get mixed praise

We asked IRE Executive Director Mark Horvit for a chance to address the meeting but he said the schedule was too tight.

Barstow, however, allowed us to speak for a few minutes to about 100 of the attendees. After a brief description of the O'Dwyer Co., we said the January issue of *Harper's* has one of the best investigative pieces we have ever seen: a 16-page report on the servant school of Mary Louise Starkey in Denver that, while challenged by Starkey who correctly pointed out inaccuracies and rapped the ethics of *Harper's* and writer John Davidson, nevertheless had lots of details on what it's like to work for the super rich.

Davidson lied his way into the eight-

week, \$20,000 school, pretending to be a property manager. He got others to support his phony resume when Starkey made calls. Barstow said he would never engage in such “sleazy” tactics. Davidson could have interviewed butlers to get his material, said Barstow.

He said reporters get “lots of push-back” from story subjects and must learn to deal with it. His technique is to openly approach subjects and do all his data-gathering in the open.

Bogdanich, who has won three Pulitzer prizes, follows a similar technique of getting a foot in the door at the beginning.

He says it is essential to meet the people involved in story rather than dealing with them via phone calls or e-mails. Story subjects that resist this can be told that he just wants to introduce himself and tell them what he is doing since people he calls for the story will start calling them. They can be promised off-the-record conversations. “I don't give up,” he said. “I get in one way or another.” The bosses of PR people can be called if the PR people do not respond,” he added. ●



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FCC loses Net Neutrality case, but debate isn't over

After a highly publicized legal spat with Verizon, a D.C. Circuit Court of Appeals in January ruled that the FCC doesn't have the authority to force service providers to abide by its Net Neutrality rules. The news had the blogosphere in hysterics, with many positing that the ruling has effectively "killed" the Internet, but experts say the Net Neutrality issue isn't going anywhere. Besides the legal options still available to save it, one of the biggest players in this game — the companies that provide content our service providers rely on — may not allow a "closed" Internet scenario to happen anytime soon.

By Jon Gingerich

Net Neutrality, in its most general sense, is simply the idea that the Internet should be a level playing field where all content is treated equally. In prosaic terms, it means companies who own the "pipes" (service providers like AT&T, Comcast, Time Warner and Verizon) don't get to control the content that flows through it.

In the near-decade since Net Neutrality entered the national dialogue, we've heard doomsday scenarios from Neutrality supporters who claim that without clear rules protecting the Internet, service providers could potentially block sites they don't like or establish exclusive pay-for-play agreements with content providers, thereby undermining the web's egalitarian principles and essentially creating a "tiered" Internet that would resemble cable. Opponents of Net Neutrality claim the Internet has thrived for 20 years without these regulations, and to enact them now would stifle competition and innovation in a market that utilizes a diversifying array of technologies across a growing list of telecommunications services.

The million-dollar question in this debate has always been: given the opportunity, would ISPs deliberately discriminate against or block content? A common criticism of the pro-Neutrality crowd has been that the arguments of this camp trade in a currency of baseless suppositions, that it would be financial suicide for those who own the pipes to limit consumer choice, thereby potentially driving them to a competing ISP.

How unregulated networks would treat their content ultimately remains to be seen, but it deserves mention that service providers have over-stepped their treatment of content in the past. Comcast in 2007 was sanctioned by the FCC for "packet forging," or using data encryption to block user access to popular file-sharing site BitTorrent. AOL in 2006 briefly blocked incoming emails from dear.aol.com, a group that opposed the

company's "certified email" policy. Mebane, NC-based ISP Madison River Communications in 2004 allegedly blocked its customers from accessing voice-over IP services from broadband provider Vonage. Then there was Google's attempted (and ultimately doomed) wireless partnership with Verizon, wherein the search giant would effectively pay Verizon a fee for the privilege of being the top-tier search engine over the network. Finally, Verizon attorney Helgi Walker, when asked during September oral arguments if the company would consider charging content providers for faster service, said Verizon "would be exploring those types of arrangements."

"We should take these companies at their word," said Craig Aaron, President and CEO of Free Press, an Internet rights advocacy group. "These are the things they've talked about at trade shows, and this is exactly what Verizon's attorney admitted they would do. These companies have lots of plans in the drawer, especially on the wireless side, and I think they've been very clear that they want to set up an express lane with 'special deals' that give users special access to content. Our argument is that an open Internet frees up competition. Right now, when it comes to content you have a lot of places to choose, but when it comes to the service you have very few. When you allow the company that controls the pipes to dictate content, individual choice goes down. And that's why we need Net Neutrality."

Net Neutrality supporters have tried for years to get Congress to pass Neutrality legislation (it almost happened in 2006, in an early draft of the ill-fated COPE Act), but to date the only "rules" we have resembling Net Neutrality are found in the FCC's Open Internet Order, which is essentially a series of ad hoc Neutrality principles written in 2010 that establish anti-discrimination and transparency guidelines for service providers. This was the subject of the recent court case, which occurred after Verizon challenged these rules as unenforceable. To be clear: the court didn't

strike down Net Neutrality; it simply said the FCC doesn't have the authority to stop service providers from blocking content. Unfortunately, it appears the FCC's puzzling gap in regulatory authority may have been the Commission's fault all along.

FCC misclassifies broadband

Up until 2002, broadband Internet access service, like phones, was defined as telecommunications service, covered under Title II of the Communications Act. Title II applies to common carrier companies that provide telecommunications; in the old days it was the portion of the law that said answering machines could be attached to phone lines, or that companies like AT&T had to allow customers a choice of long distance carrier.

In 2002, at the behest of cable companies, then-FCC chairman Michael Powell spearheaded an FCC decision that essentially redefined broadband Internet access service as an information service. Information services are covered under Title I, which has a notably lighter regulatory structure than a telecommunications service provisions of Title II.

Fast-forward to 2007: the FCC repudiates Comcast for blocking user access to BitTorrent. Comcast sues as a result of the FCC sanction, claiming the FCC had stepped outside its authority by dint of the fact that the FCC had exempted broadband transmissions from common carrier rules. And in April 2010, a federal appeals court agreed.

As a means of establishing a Neutrality framework for broadband, the FCC in late 2010 (now under the leadership of then-Chairman Julius Genachowski) wrote its Open Internet Order. This time Verizon challenged the Commission, essentially making the same case Comcast had laid out several years before: that the FCC has defined broadband service under Title I, so broadband service companies like Comcast are not subject to telecommunications services rules. And for the second time the courts agreed. In reclassifying

— Continued on next page

what broadband service is, the FCC essentially abdicated a great deal of its regulatory power over it.

“It would be like someone saying you can call your dog a cat, and then expressing surprise when your cat barks,” said Aaron.

Legal options available

Experts claim there are several ways Neutrality regulations can be restored in lieu of the FCC’s legal shortcomings. Neutrality proponents like Free Press have claimed the ideal solution would be for the FCC to go back and reclassify broadband services as a telecommunications service, thereby returning it to the purview of Title II of the Communications Act.

If the FCC did so, however, it would be making an unequivocally political statement, as it undermines former Chairman Powell’s (a Republican) efforts to ease regulations for the broadband industry. Current FCC Chairman Tom Wheeler, a former cable industry lobbyist, has made no indication that he is interested in taking this route, but released a statement in response to the January 14 ruling, reiterating that he is “pro-open Internet.” In the same statement, however, Wheeler also made known his pro-market stance, when he wrote that, “it is important not to prohibit or inhibit conduct that is efficiency producing and competition enhancing.”

Wheeler’s devotion to an “open” Internet also sounded notably cavalier during a December question-and-answer session at Ohio State University, where he waxed on a “two-sided market” scenario in which content giants like Netflix offer to pay service providers in exchange for the privilege of transmitting content. “I think we want to let those kinds of things evolve ... the marketplace is where these decisions ought to be made,” he said.

It also deserves mention that the FCC had a chance to reclassify broadband as a telecommunications service after the 2010 court case with Comcast. The Commission didn’t do it then, so why believe it would do it now?

An FCC spokesperson, who did not want to be quoted for this story, told *O’Dwyer’s* that the Commission is currently reviewing its options, and has not determined what the next course of action will be.

The FCC doesn’t write laws. Like all government agencies, its job is merely to enforce the laws passed by Congress. The obvious way to resurrect Net Neutrality, others have said, is to have Congress write Neutrality legislation that prohibits the Internet from becoming the cable box of the future. After all, Congress has already given the FCC the authority to regulate

service providers, and Congress could reclassify those providers as common carriers if it wanted to.

The problem, of course, is that right now Congress isn’t particularly good at passing anything. The last time it reformed telephone and broadcasting laws during with the Telecommunications Act of 1996, and the last time a member of the House (Ed Markey (D-Mass.)) tried to attach Neutrality provisions to a bill was during 2006’s COPE Act, where it was stripped out before it even reached the Senate Commerce Committee (where, before dying an untimely death, it was immortalized when Alaska Senator Ted Stevens infamously referred to the Internet as a “series of tubes”). The point is this: trying to get Net Neutrality laws past legislators who liken marketplace regulations to the bubonic plague is an act far easier said than done.

Finally, the FCC could appeal the January appeals court decision to the Supreme Court. This has been hinted at, but it’s risky, because once the highest court in the land decides the FCC doesn’t have the authority to regulate discrimination over the Internet, there’s no turning back. It also begs the question: what’s the point in appealing the ruling if everyone agrees the FCC didn’t have the authority to do what they tried to do in the first place?

Content providers could be saving grace

Left with few regulatory options, it appears, as many have long suggested, that the perceived openness of the Internet will be guided by market demand before policy, that the hand most likely to shape the Internet’s future will be less ideological in scope and comprised instead of something far more tenable: money. And while the media and blogosphere went apoplectic over the news that the FCC can’t use their telecommunications rulebook to prohibit service providers from blocking content, few bothered to consult the party that profits more from the Internet than anyone: the content providers themselves.

In a tiered Internet scenario, it’s content providers like Netflix that would really feel the squeeze. Netflix, which comprises more than 30% of peak Internet traffic in North America, could be forced to pay hundreds of millions to service providers for the bandwidth they use on their networks. In a January 22 letter attached to the company’s fourth-quarter earnings report, Netflix CEO Reed Hastings told shareholders in no uncertain terms that he’s willing to rally the company’s 33 million subscribers to prevent this scenario from unfolding: “Were this draconian scenario to unfold with some ISP, we would vigorously protest and encourage our

members to demand the open Internet they are paying their ISP to deliver,” Hastings said.

It’s not an empty threat. Today’s consumer online programming habits have essentially made the Internet a replacement for television, and increased demand for services like Netflix and Hulu have been single-handedly responsible for an uptick in consumer subscriptions to higher-end broadband plans. Service providers may very well *want* to turn the Internet into tomorrow’s cable box, but if Netflix’s recent statement is any indication, they may find themselves waiting indefinitely for the other shoe to drop.

Indeed, it’s risky enough for service providers to galvanize consumers by forcing them to pay for a service that provides limited content; it’s nigh suicidal, however, for service providers to assume those content providers that consumers enjoy would pay for the privilege to stream data on their network as long as competing ISPs remain. The anti-Neutrality camp is correct in their oft-repeated assertion that this is a “market issue”; it’s becoming increasingly apparent, however, that individual consumer choice will make less of an influence in any closed Internet scenario than high-profile content providers like Netflix who attract a growing share of those Internet users to begin with. Contrary to what a slew of January editorials claimed, the continued fight over Net Neutrality will most likely not manifest in a push to get the FCC to reclassify broadband or attempts to have Congress pass anything resembling Neutrality legislation. The real fight over Net Neutrality in 2014 will undoubtedly focus on Internet users trying to find a way to get around the potential barriers erected by service providers, with content providers like Netflix providing a guiding light.

FCC authority remains

Regardless of what the future holds for Net Neutrality, it also deserves mention that while the court ruled the FCC couldn’t stop service providers from discriminating or blocking content, the court upheld the FCC’s authority to adopt rules and to continue regulating broadband. In other words, the court essentially said that what the FCC did was within their authority — it just didn’t go about using that authority the right way. The court also left intact one rule of the FCC’s Open Internet Order: the authority to enforce transparency. This means service providers still have to disclose if and when they’re giving preferential treatment to particular data. It might not be ideal, but given the options available, it’s safe to say the Internet isn’t dead yet. ●

Strategies that ensure green marketing credibility

The fastest way to put a damper on shopper enthusiasm — not to mention damage one's reputation and sales — is to be perceived as a greenwasher. Unfair or deceptive advertising can expose marketers to legal risks and accompanying expense. The impact of greenwash can hit the bottom line if disillusioned customers shift their purchases to more trustworthy competitors.

By Jacquelyn Ottman and David Mallen

The stakes are high: 78% of Americans report that they will boycott a product if they discover an environmental claim to be misleading. (Source: Cone Communications 2013).

The potential to confuse consumers with misleading green claims is great. Green issues are very technical, complex and fast moving. When claims are unclear, marketers can be labeled as greenwashers and their marketing as greenwash.

Paying close heed to the FTC Green Guides is one important way to underscore credibility and avoid greenwash. Other strategies exist too to bolster one's credibility within the larger context in which green marketing occurs.

Following are six strategies to keep in mind when making claims and portraying one's company or products as environmentally in step with consumer demands

Avoid generalized environmental claims

If there's one thing to learn from the FTC Guides for Environmental Marketing, recently revised and published in October 2012, it is to avoid portraying one's product or company as "green" or "greener" than competitors. Chances are, it will be unlikely that you'll be able to prove such claims because the unqualified use of the term "green" is susceptible to different meanings. Moreover, the state of the art of the science of measuring total environmental impacts on a life cycle basis. So it's best to avoid them altogether. That includes using product names and even imagery — the 'planets, babies and daisies' that can give the impression of eco-superiority.

The National Advertising Division of the Better Business Bureau, the industry self-regulatory arm, echoed this concern in two cases against companies describing their products as "eco-friendly" based upon a single attribute. Green Pan claimed to be 'eco-friendly' based on the absence of a nonstick chemical, and Panasonic Plasma TVs which didn't contain lead or mercury.

Walk your talk

A company perceived as committed to sustainability and sound environmental policies gains the good graces of consumers. Companies in the vanguard of cor-

porate greening have many of the following attributes in place:

A visibly committed CEO. Only a chief executive with a clear vision can make environmental soundness a corporate priority and forge an emotional link between a company and its customers. CEOs at corporate-sustainability pioneers Patagonia (Yvon Chouinard), Stonyfield (Gary Hirshberg), and Timberland (Jeff Swartz) maintain high profiles. Projecting a personal commitment to the environment, CEOs win their stakeholders' trust.

Empower employees. Bring employees up to speed about climate change, clean technology and green consumer behavior. Identify ways to get involved.

Be proactive. It projects leadership and sends a message to investors that risks are minimized. Regulators are less likely to impose restrictions on companies whose actions transcend minimum standards. Proactive companies can help define those standards, and discover opportunities for cost-effective eco-solutions.

In 2005, HSBC became the first major bank to address climate change by becoming carbon neutral. By instigating an industry-leading carbon-management plan, HSBC gained the credibility to launch its Effie Award-winning "There's No Small Change" U.S. retail marketing program in spring 2007.

Communicate your values. Many sustainability leaders, including Patagonia ("Don't Buy This Jacket"), Stonyfield and Tom's of Maine, communicate core values to establish emotional connections. Also called "purpose marketing" or "pro-social marketing," values-based marketing avoids hard-sell ads in favor of soft-sell campaigns.

Green your marketing practices. Paper with recycled and/or sustainably harvested content and printed with soy-based inks reduces environmental impacts, as does the use of electronic media to replace printed marketing. But media is the fifth-largest industry in the U.S., and with its growth comes attention to the environmental impacts of server farms, networks, computers and mobile devices.

Some brands work with organizations

such as the Institute of Sustainable Communication's Strategic Advertising Partnership to explore ways to develop life-cycle-analysis product-category rules that would enable standardized reporting and verification of environmental impacts.

Be transparent.

Provide access to the details of products and corporate practices and actively report on progress.

Respected nonprofit Global Reporting Initiative works with the United Nations Enviro. Programme, the ISO and other global groups. Its voluntary global standard and framework measures and reports on economic, environmental and social performance. More than 1,500 companies, including Coca-Cola, GM, IBM, Novartis, Philips and Unilever, have adopted this reporting standard.

Get radical. Sustainability pathfinders such as Patagonia with its "Footprint Chronicles," are reporting with 'radical transparency.' Get a jump on competitors and regulators — and score points with consumers — by disclosing as much as possible.

Don't hide bad news. Consumers get angry when they suspect that companies have hidden information. Sigg, makers of eco-trendy aluminum bottles, learned this lesson the hard way. Thought to be BPA-free, Sigg's bottles came under fire when an open letter to customers from CEO Steve Wasik disclosed that bottles produced before August 2008 contained trace amounts of BPA — and that the company had known about it since 2006.

Enlist the support of third parties

Popular and credible forms of third-party support include eco-labels, environmental



Jacquelyn Ottman



David Mallen

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product declarations and cause marketing.

Eco-labels. A handful of eco-labels — the chasing-arrows recycling logo (93%), Energy Star (93%) and USDA's Certified Organic (75%) among them — have gained purchase influence.

If no eco-label exists in your industry, you can help develop one. Commercial furniture manufacturers did this under the guidance of industry trade organization Business and Institutional Furniture Manufacturers Alliance, developing the BIFMA e3 standard and level certification in line with American National Standards Institute standards-development protocols.

Environmental product declarations. EPDs provide detailed, third-party-verified explanations of a product's life-cycle impacts. Steelcase issued an excellent one for its Think office chair per ISO 14025. The EPD shares the results of three separate life-cycle assessments to assess impacts in North America, Europe and Asia, and describes the certifications from different countries.

Endorsements and awards. Credible third parties can halo brand imagery. When launching the Prius, Toyota touted the fact that the Sierra Club, the National Wildlife Federation and the United Nations each had bestowed some type of award or endorsement on the car.

But Sierra Club and Clorox learned a hard lesson when what was perceived as a paid endorsement of Clorox's Green Works incited widespread criticism. Negative press ensued and sparked a change in leadership at the Sierra Club.

Cause marketing and beyond. Best known as promotional efforts in which a business donates a portion of product revenue to a relevant nonprofit, cause-related marketing can distinguish brands in a cluttered marketplace.

Procter & Gamble's Dawn dishwashing liquid brand donates \$1 to the Marine Mammal Center and the International Bird Rescue Research Center for every specially marked package bought. This cause-related marketing campaign capitalizes upon Dawn's role in cleaning oil-despoiled waterfowl.

Cause marketing is not without risk. In response to consumer outrage over unethical cause-related marketing and false claims of philanthropic support, New York's attorney general in 2012 issued transparency guidelines stating that companies should clearly and prominently disclose key information, including the amount donated to charity from each purchase. Companies using ribbons and similar symbols also must make clear if a purchase triggers a donation or if the symbols are merely for awareness of a cause.

Several brands support environmental causes in creative ways. Levi's "Water<Less" products reduce water use, and brands such as Patagonia, North Face and H&M engage consumers in reuse and recycling. Eileen Fisher opened Green Eileen stores that sell gently used company-brand clothing and donate proceeds to innovative programming for women and girls. These practices ensure that environmental efforts are authentic, aligned with business goals and in step with consumers' desires to do good via their shopping.

Promote responsible consumption

It's one thing to design greener products, but minimizing their life-cycle impact requires responsible use and disposal. Consider that more than 90 percent of the energy associated with laundry detergent takes place in the use stage, when water is heated.

Nearly all consumers (90%) agree that it's their responsibility to properly use and dispose of products, and 85% acknowledge the corporate role in providing such information, according to Cone Communications.

Start at a product's label, because 45% of consumers report looking there for information about a product's environmental claims, according to Cone's survey.

Some companies attempt to design responsible consumption into their prod-

ucts, such as the dashboard device in Toyota's Prius that gives real-time information on fuel efficiency, and Tide Coldwater laundry detergent.

Focus on primary benefits

The surest route to avoiding a green-washer label may be to avoid using green claims altogether. Eco-aware or not, consumers want to know how products can benefit them personally. And this is the best way to appeal to the broadest market segment as well.

Focusing on primary benefits within a larger story that incorporates environmental responsibility as a desirable extra is preferred. Does your product save consumers money? Ads for Sears' Kenmore HE5t Steam washer, which uses 77% less water and 81% less energy than older models, grabs readers with a promise: "You pay for the washer. It pays for the dryer."

Jacquelyn Ottman is a green marketing consultant and author of "The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding." David Mallen is Partner and Co-Chair of advertising disputes at Loeb & Loeb. This story was adapted from a recently released report, "How to Make Credible Green Marketing Claims: What Marketers Need to Know about the Updated FTC Green Guides." ●

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Latest climate denial diversions reveal ulterior motives

Too often, Americans' capacity to work on real solutions succeeds only when we agree that a crisis exists. While many politicians have been renowned for unifying people behind a common cause, others find themselves confounded even by verifiable science and reject today's looming concerns under the canard that it bolsters "big" government. As the latest spate of climate-denying diversions peddled by the anti-science crowd in Congress shows, a fine line exists between the public interest and the interests of our elected officials.

By Aric Caplan

Reasonable people may speculate why free market forces and the federal government have not taken more decisive climate action, which would strengthen domestic drivers within our economy, stimulate ingenuity and accelerate jobs. The answer can be seen in our elected officials' obstinacy that shut down the government and put party politics ahead of serving the public, at a time when improving national security and benefits to health from cleaner air and water were betrayed. In spite of everything, mitigating severe and irreversible effects of our warming planet would certainly have brought about greater stability and prosperity for everyone.

At last, something had to give when the Executive Branch entered the fray. President Obama directed the EPA to put an end to limitless dumping of carbon pollution from power plants and complete new pollution standards for both new and existing power plants. Obama told America, as well as the anti-regulation and austerity-leaning crowd on Capitol Hill, that the Clean Air Act already gave him a palette of options for dealing with pollution from new and existing power plants, stationary emitters, vehicles, and the natural gas industry. Relying on existing laws and basic science, the White House's proposals to expand U.S. clean energy resources and enact tougher energy efficiency standards would no longer tolerate an intransigent Congress. As he declared in his 2013 State of the Union address, "If Congress won't act soon to protect future generations, I will."

Reaction to Obama's clarion calls to action have been mixed. Frances Beinecke, President of the Natural Resources Defense Council, referred to it as "a historic turning point" and "a robust plan for tackling climate change." League of Conservation Voters President Gene Karpinski called it "by far the most comprehensive and ambitious administrative plan proposed by any president."

Some politicians from fossil fuel states and the usual partisans, however, objected with certainty that cheap, domestic energy was waiting for limitless mining, drilling and fracking. Any regulations intended to curb pollution — and any acknowledgment that climate change is real — are simply ploys to keep U.S. businesses under federal servitude.

Climate change denial is big business

Voters are coming to grips with our many elected officials beholden to the fossil fuel industry that finances their reelections. The Center for American Progress recently reported that 160 members of the 113th Congress have taken over \$55.5 million from the industry that drives carbon pollution, which also causes climate change. CAP's ClimateProgress blog chronicled the "Anti-Science Climate Denier Caucus: 113th Congress Edition," describing how 30 climate deniers in the Senate have accepted \$21,771,227 in dirty energy campaign contributions, while the 70 senators who don't reject the science have taken \$12,983,250 in career contributions. The 130 climate deniers in the House have received \$33,744,850 in dirty energy contributions while the 303 members who acknowledge climate change have taken \$22,227,594 in career contributions. In total, climate deniers cashed in \$55,516,077 in dirty energy contributions.

ClimateProgress also reported that 90% of the Republican leadership in both House and Senate deny climate change, 77% — or 17 out of 22 Republican members of the House Committee on Science, Space and Technology — are climate deniers, 73% — or 22 out of 30 Republican members of the House Energy and Commerce Committee — deny the existence of climate change, and 100% of Senate Environment and Public Works Committee Republicans have said climate change is not happening or that humans do not cause it.

Can fossil fuel energy companies convincingly profess "safety first" when

they support exemptions from laws designed to safeguard clean air and clean water in communities?

The latest climate-denying diversions peddled by lobbyists and the anti-science crowd in Congress would leave news junkies and even casual political observers skeptical or uninterested altogether in finding cleaner energy alternatives. I would argue that this response is the result of learned behavior. After all, 97% of scientists worldwide subscribe to the fact that "climate-warming trends over the past century are very likely due to human activities." Nevertheless, most scientists are impartial considering science is independent of ideology. The only disagreement in their ranks is among scientists with financial obligations to the fossil fuel industry.

Deniers go off the deep end

Two years ago, one of the most outspoken, polarizing and climate-denying extremists, U.S. Senator Jim Inhofe (R-OK) a ranking member of the Senate Armed Services Committee and former Chairman of the Senate Environment and Public Works Committee, published "The Greatest Hoax: How the Global Warming Conspiracy Threatens Your Future."

In his bias against science, Inhofe brazenly claims: "With all of the hysteria, all of the fear, all of the phony science, could it be that man-made global warming is the greatest hoax ever perpetrated on the American people? It sure sounds like it."

Inhofe relies on superficial rhetoric involving regulations that amount to higher taxes and an array of misleading talking points that play well to his supporters and con funders by hyping how "We the People" and businesses, espe-



Aric Caplan

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cially, are overburdened by government. Accordingly, Inhofe maintains that “. . . for the alarmists, global warming has nothing to do with science or scientific inquiry. Science is not about the inquiry to discover truth, but a mask to achieve an ideological agenda. For some, this issue has become a secular religion, pure and simple.”

Miles Grant, a Senior Communications Manager at the National Wildlife Federation, observed at the blog *TheGreenMiles* that Inhofe recently slipped up and admitted the real reason why he pretends climate change doesn't exist. By effectively manufacturing headlines for himself, Inhofe argued, “I find fewer and fewer members of the United States Senate that are sympathetic to this whole cause,” and admitted to WABC-AM's Aaron Klein that he only denies climate science because he doesn't like the solutions being offered. Miles astutely pointed to conservatives' bogus academic culpability that accepting the “science” would admit that climate poses a real problem, which would lead one to discussing the need to solve it. Next, you become stuck debating the science in a seemingly “endless loop” of disinformation, opinion-as-fact and other baseless conspiracy theories.

Recent claims don't 'weather' the facts

During the first week of January, the northeast experienced a “polar vortex,” which was blamed for at least 21 deaths. Both the Associated Press and *The Washington Post* registered the coldest, most dangerous blast in decades. In Minneapolis, air temperatures reached 23-below, Chicago set a record at minus 12, and suburban St. Louis saw temperatures of 14-below. Extreme temperatures even hit Hawaii, where 18-degree temperatures were recorded atop Mauna Kea, a dormant volcano.

Right on cue, Fox News, Rush Limbaugh, and ideologues at the Drudge Report confidently opined that winter temperatures across the United States disproved global warming. Selectively, they seem only capable of causing suspicion of the federal government under a Democratic administration. On the other hand, it would be wise first to understand a thing or two about weather. According to NASA, the difference between weather and climate is a measure of time. Weather is what conditions of the atmosphere are over short intervals, and climate is how the atmosphere “behaves” over relatively longer periods.

Due to winter drought in January the U.S. Department of Agriculture design-

nated 12 Utah counties, Colorado, New Mexico, Nevada, Kansas, Texas, Arkansas, Hawaii, Idaho, Oklahoma and California as primary natural-disaster areas, stressing the economic anxiety and lack of rain would likely to bring to the regions' farmers.

Meanwhile, a record-setting heat wave lashed the Southern Hemisphere. Australia experienced sweltering conditions that strained electricity supplies causing governments to prepare for nationwide emergencies. Bloomberg News reported temperatures were soaring to 123-degrees Fahrenheit (50.7 Celsius) as punishing conditions further strained electricity supplies and sparked ferocious wildfires, according to the Bureau of Meteorology.

Ezra Klein, who recently announced he was leaving *The Washington Post* to start his own news organization, reported that global warming refers to the whole planet, not just the United States. He nailed it when he said, “Saying global warming isn't real because it's cold out is like saying the sun isn't real because it's dark out.”

McClatchy's Washington bureau recently reported on a January Gallup poll, taken a few days after Congress convened, claiming Congress' approval

rating now stood at a dismal 14%. Our Legislative Branch has become the least productive Congress in two decades by passing only 55 “substantive measures,” according to the Pew Research Center.

Rallying behind a common cause would seem reasonable — and an obvious answer to solving America's problems — but instead it appears the voters are getting what they deserved. Meanwhile, the voices of Americans besieged by climate change are drowning out the bullhorn of special interests, be it from organized labor, farmers, small and sustainable business owners, or state visitor and tourism bureaus, who have described severe drought and other burdens they've faced as a result of climate change, reiterating the importance in finding common sense solutions to cut carbon pollution, protect future generations from climate change, spur the economy and create jobs.

As former Michigan Gov. Jennifer Granholm told a crowd of supporters during the “I Will Act on Climate” bus tour: “We don't see energy and clean energy and climate change action as being in opposition to job creation. We see it as part and parcel of job creation.”

Aric Caplan is President of Caplan Communications in Rockville, MD. ●

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O'Dwyer's guide to: ENVIRONMENTAL PR & PUBLIC AFFAIRS



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Brian Feldman, Partner

Allison+Partners brings clients deep public affairs expertise on some of today's most pressing environmental, energy, health, budget and education public policy issues. Our team has led successful campaigns on issues including major healthcare reform legislation, green cars, healthcare access, education reform and Internet taxation. With an active grassroots network that gives our professionals 'feet on the ground' in every Congressional district across the country, our team creates a groundswell of support for your issue. We create messages that resonate and ensure those messages are heard by legislators and regulators, communities, NGOs, associations, communities and the media. We have a proven track record in environmental advocacy and sustainability communications, and maintain strong relationships with top-tier media, ensuring that your side of the story is always heard. Our team develops strong reputations and executive brands, secures partnerships, and builds a sturdy foundation of grassroots support for your projects, producing business-building results for government agencies, public and private corporations, nonprofits and sustainability innovators.

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APCO Worldwide is an independent global communication, stakeholder engagement and business strategy firm with offices in more than 30 major cities throughout the world.

Headquartered in Washington, D.C., and named "Public Affairs Agency of the Decade" by *The Holmes Report*, APCO is well-known for its rich public affairs heritage. Since our founding 30 years ago, APCO's thriving global public affairs practice remains fundamental to our overall approach to communication, which puts effective stakeholder engagement at the heart of our creative, unconventional and integrated communication strategies.

APCO's Energy & Clean Tech practice, led by Maggie Brown, works with clients across all sectors of the energy industry — from traditional fuel sources to renewables such as hydropower, solar, wind and biofuels. APCO also advises clients in the burgeoning clean tech industry including smart grid, green building, electric vehicles and energy monitoring. Clients benefit from APCO's strategic alliances with the American Council of Renewable Energy (ACORE), the Clean Tech Open, the University of Washington Clean Tech Institute, as well as from the insights of Governor Bill Richardson, a former U.S. secretary of energy, who is chairman of APCO's Global Political Strategies (GPS) group.

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Thomas P. Butler, President

Winner of two International Association of Firefighters (IAFF) best national P.R./Political campaign awards in 2013 and five time IAFF award honoree. Ranked among top 10 in the New York market for its environmental and public affairs practice. Butler Associates campaigns range from victorious *Fortune* 50 shareholder proxy battles, directing public affairs,

legal and public safety campaigns, to visibility for top business and financial firms and their CEO's. The Butler group includes seasoned pros, committed to their clients, who deliver consistent results. Its Litical Solutions division delivers mobile consumer engagement campaigns and award winning advertising for broadcast, online and print.

Clients: Association of BellTel Retirees Inc.; Christensen & Jensen, P.C.; Empire Strategies; Friends of LaGuardia Airport Coalition; Grandparents.com; Hunts Point Cooperative Market; Mechanical Contractors Association of New York; New York Affordable Reliable Electricity Alliance; Plumbing Foundation of New York; ProtectSeniors.Org; New Rochelle Professional Fire Fighters Association, Local 273; Siebert Brandford Shank & Co., LLC.; Stamford (CT) Police Association; Stamford Professional Fire Fighters Association; Steamfitters Local 638, New York; Yonkers Professional Fire Fighters Association; Uniformed Firefighters Association (NY City), United Auto Workers Local 2377, Stamford, CT.

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Aric Caplan, President

Caplan Communications' practice champions social and environmental justice causes. We advocate for renewable energy, clean air and clean water laws, stewardship of America's public lands, national parks and rivers, as well as sustainable, local food practices.

February 2014 marks our agency's 10th anniversary serving issues in the public interest. Caplan delivers strategy, crisis and rapid-response media relations, messaging and full-service

campaign implementation by targeting audiences locally and on the national stage.

Clients: Alaska Wilderness League, American Rivers, Defenders of Wildlife, Earthjustice, Environmental Defense Fund, Environmental Entrepreneurs (E2), Friends of the Earth, Greenpeace USA, League of Conservation Voters, National Geographic Society, National Parks Conservation Association, Natural Resources Defense Council, National Wildlife Federation, Physicians for Social Responsibility, Union of Concerned Scientists and The Waterkeeper Alliance.

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Hal Dash, Chairman & CEO
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Cerrell is California's senior public relations and public affairs firm. With an extensive depth and breadth of experience in Southern California and around the state, our firm has consistently delivered results for corporate, nonprofit and government clients across a wide range of industries and sectors since our founding in 1966.

Through nearly five decades of success, Cerrell has developed an unparalleled body of knowledge and experience in all facets of public affairs. But what makes our firm truly unique among our competitors is that we don't simply specialize in one specific issue area; we have five robust practice areas and nearly 30 elite and diverse professionals with a diversity of communications experience under one roof. Cerrell is equipped to engage in the kind of collaborative, multifaceted strategic problem-solving that delivers results our clients need in complex, rapidly changing environments.

Specifically, our firm provides services in the areas of media

relations and crisis communication, local government advocacy, campaigns and issues management, energy and environment, and land use planning.

Our Media Relations & Crisis Communication team's (Sean Rossall, VP) expert understanding of the messages and events that move the media allows Cerrell to tell our clients' stories strategically. Successfully harnessing the power of the media is about more than just managing a story; it's about making sure that you are a part of the public narrative. Our team works at the intersection of traditional and social media tools, securing media coverage from New York to Washington, D.C. to Los Angeles.

Cerrell's Energy & Environment team (Macaria Flores, VP) provides expert strategic counsel and outreach services to a wide variety of corporate, non-profit and government clients. Energy and environmental issues are some of the most challenging and complex issues facing businesses and government today. National and California-specific regulatory and legislative mandates for air, water and habitat make working in the state more challenging than anywhere else in the country. Our team understands this complex regulatory framework and the sensitive environmental, political and community impacts that often accompany these issues.

Our Local Government practice (Lisa Gritzner, President) employs a team-oriented approach that helps our clients successfully navigate local and state government, engage decision-makers and, ultimately, achieve their desired results — securing a government contract, passing an ordinance or stopping an unfavorable action. Our local government team is composed of seasoned professionals who are former city, state and federal government staff members.

Cerrell's skilled Campaigns & Issues Management team (Brandon Stephenson, VP) manages every aspect of a political or issue-based campaign in a strategic manner to achieve our clients' goals — whether it's achieving success on Election Day or winning a vote before a governing body.

Cerrell's Land Use team (Alisa Karlan, VP) employs a team-oriented approach on development projects that help our clients successfully navigate the complex, and often political, entitlement process. We thoughtfully engage communities and opinion leaders to build consensus to provide decision-makers the support they need to

approve our clients' projects.

For more information about Cerrell, visit us online at www.cerrell.com. To contact us about how we can help your company or organization, call 323/466-3445 or email us at info@cerrell.com.

Cerrell is a partner of The Worldcom Public Relations Group

COOPERKATZ & COMPANY

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Ralph Katz, Principal
Anne Green, President / CEO

CooperKatz has significant experience helping clients respond to complex business, public policy or environmental issues with integrated communications solutions that deliver results. Our expertise helps organizations strategize issues, articulate key perspectives and leverage opportunities. Relevant cases include: Major national strike that shut down an industry; Marketing of controversial products; Copyright / trademark protection in digital realm; Issues regarding healthcare reform / delivery; Environmental impact of motor vehicles; Announcing major renewable energy investments; Publicizing global environmental initiatives; Privacy / tracking issues related to online behavioral advertising; and Promoting scientific research into sustainability / environmental issues

CooperKatz has developed public affairs and / or environmental campaigns for a wide range of clients, including American Cleaning Institute (ACI), American Society of Composers, Authors and Publishers (ASCAP), Association of National Advertisers (ANA), Digital Advertising Alliance, MSN, Northern Arizona University, Otis Worldwide, Philadelphia Eagles, Piaggio Group Americas, The Physicians Foundation and US Preventive Medicine.

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Thomas F. Coyne, CEO
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Coyne Public Relations is a leading independent public relations agency, representing some of the world's most well-known brands in categories including Automotive, Beauty & Fashion, Food & Nutrition, Health & Wellness, Media & Publishing, Pet & Animal, Retail & Restaurant, Sports, Technology, Toys & Juvenile Products and Travel. From traditional to social media, we combine strategy and creativity to generate the best possible results for our clients — taking each and every client exactly where they want to be, and beyond.

Coyne PR specializes in a range of services, including brand building, product launches, events & promotions, sponsorship activation, corporate communications, cause marketing, social media, corporate social responsibility and crisis management. Coyne PR boasts an employee retention rate over 90 percent, an internal digital design studio to support our clients' needs and always provides a best team approach to every account. Recent experience includes work with UPS on their sustainability initiatives as well as Sealed Air Corporation's SmartLife platform.

CROSBY

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Joel Machak, Executive Creative Director

For 40 years, Crosby has helped clients Inspire Actions That Matter™ — actions that positively impact people's lives and contribute to the greater good. From inspiring Americans to save energy to stopping the spread of invasive species that harm our natural resources, Crosby partners with clients to raise awareness and spur action on issues relating to the environment, energy, public health, sustainability and responsible development.

Crosby serves a wide range of nonprofits, advocacy groups, government agencies and companies in the environmental sector. The firm has created award-winning outreach and integrated campaigns for the EPA ENERGY STAR program, USDA, Super-efficient Equipment and Appliance Deployment (SEAD) initiative, Apex Wind Energy, the Catholic Coalition on Climate Change and others.

Services include marketing research and planning, brand development, stakeholder engagement, community and multicultural outreach, PR, digital marketing, PSAs, and social marketing and behavior-change campaigns that deploy a mix of paid, earned, shared and owned media.

Crosby ranks among the country's leading independent agencies and has offices in Annapolis, Md., and Washington, D.C.



Crosby Creative Director Joel Machak directs photo shoot for EPA's ENERGY STAR program.

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Our nearly flawless record for project approvals over 30 years speaks for itself — if you want to win, hire Davies. We are the award winning national public affairs firm of choice for clients faced with high stakes, defining issues that they can't afford to lose. Davies has turned public affairs into an art. We provide thoughtful strategies, compelling messages and precise tactical execution to overcome controversy and crisis. We have worked in countless contentious arenas over the last 30 years, but we have chosen four specific areas on which to focus our depth of expertise: Real Estate, Energy & Environment, Mining and Crisis.

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Neil Mortine, President and CEO
Bob Boltz, Executive Vice President, Public Affairs Lead

Fahlgren Mortine's public affairs professionals have a successful track record of helping clients navigate the often difficult waters where private- and public-sector issues and concerns intersect. Collectively, we have decades of experience working with businesses, trade associations, and informal and formal coalitions, as well as government officials, public agencies and the media. Our core competencies include supporting industry coalitions; organizing and supporting grassroots advocacy efforts; plan-

ning and conducting special events and conferences; writing policy briefs, position papers, legislative testimony and other advocacy materials; and coordinating newspaper editorial board meetings and outreach to the media.

Our team of public affairs professionals has the required working knowledge of executive and legislative government processes to enable us to develop effective communication strategies, messages, materials and activities to support clients' advocacy goals. The agency's public affairs revenues have grown, on average, 67.9 percent per year since the practice was established in 2010.

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Jessica Ross, Public Affairs (Finn Partners D.C.)
Jim Luetkemeyer, Public Affairs (Widmeyer D.C.)

At Finn Partners, with its recently acquired Widmeyer Communications, we offer award-winning and proven expertise in Environmental PR and in Public Affairs.

Our staff members in the environmental practice have extensive understanding of today's key issues and tomorrow's considerations. They confront client issues ranging from: Sustainable agriculture, Renewable energy, Climate change, Clean technology, Energy efficiency, Water pollution and scarcity, Smart grid to green buildings.

And, with the acquisition of Widmeyer Communications, Finn Partners' public affairs practice has established itself as a leader in the sector.

The Finn/Widmeyer Public Affairs team includes staff in both Washington D.C. and New York. We specialize in raising awareness for many causes utilizing the underlying issues to strengthen our clients' corporate reputations, support marketing goals, elevate nonprofit initiatives and change public thinking with measurable results. Our clients include industry leaders, established private sector companies, innovative

start-ups, utilities, and non-profit organizations — all who are dealing with complex issues that can present unique communications challenges.

Specifically, with our counsel and follow-through programs we drive visibility and inform the public, lawmakers, opinion leaders, and the media on complex legislative and regulatory issues. We serve as overall managers of many national and multi-state public affairs campaigns, execute high-profile media relations programs, plan news-making events and initiate broad-based grassroots advocacy efforts. We direct successful issues management campaigns inside the Beltway, in key states and globally.

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Gibbs & Soell is the business communications firm for clients seeking a strategic approach to corporate social responsibility (CSR) that improves relationships with stakeholders and realizes greater business value from sustainability efforts.

With headquarters in New York, offices in Chicago, Raleigh and Basel, Switzerland, and affiliates in 50+ countries, we advise on sustainability reporting, strategic messaging and stakeholder engagement, materiality analysis, green technology marketing, supply chain monitoring, and cause marketing. Our portfolio encompasses a broad array of media, content, creative, digital, social, and event services.

The fifth edition of our annual Sense & Sustainability® Study continues to be an authoritative source for research into consumer opinions on the corporate commitment to environmental, social and governance (ESG) responsibilities. G&S also advances thought leadership via programs that feature journalists from leading news organizations, among

them *Businessweek*, *Newsweek* and *Time*.

We achieve business results by precisely aligning sustainability communications with corporate strategies.

MAKOVSKY ENERGY AND SUSTAINABILITY PRACTICE

Makovsky Energy and Sustainability Practice
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Andy Beck, Executive Vice President

In today's crowded and competitive energy markets, many companies are falling short in their communications. They're forgetting a vital principle: that we motivate behavior by understanding and addressing the desires and needs of the end-user customer. Vaunting product and service attributes — the default marketing formula among many companies — will only move the needle so far. What's often lacking is the missing link: persuasive communications to end-user customers, based on genuine insight into how the products and services benefit end-users and address their needs. This is where Makovsky comes in.

Makovsky was founded on — and continues to be guided by — a singular vision. Before many others, we saw that agencies could play a vital role in helping clients succeed in highly specialized business sectors that require focused knowledge to connect and communicate with customer and investors. This was the inspiration for our guiding principle, "The Power of Specialized Thinking."

We have an extraordinary record of success in building name recognition, share of voice and increased revenue for companies of all sizes. Led by the U.S. Department of Energy's former head of public affairs, our energy and sustainability practice has decades of collective experience working with and for companies just like yours. The firm's services include brand positioning, corporate identity design, Website design, content development, programming, public outreach, media relations, and thought leadership development.

Our success stories typically

Continued on page 24

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MAKOVSKY

— Continued from page 22

involve complex challenges that require deep energy sector insights; seamless integration of public relations, public affairs and marketing across traditional, digital, social, and experiential media channels; and detailed measurement to determine impact.

Insights, integration and impact. These three simple, yet comprehensive steps are the keys to building a successful energy brand. They're also what we do best.

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Michael Layne, Managing Partner

For more than 25 years, Detroit-based Marx Layne & Company has provided outstanding, results-oriented communications counsel to a broad range of clients in the business, government and nonprofit sectors.

Our proven ability to design and launch successful public relations campaigns, develop creative communications solutions and exceed client expectations has earned us a reputation as a valued partner and an industry leader. We are highly skilled at integrating communications, utilizing media relations, social media, content marketing, community relations and crisis communications.

Our account professionals customize high impact strategies to deliver clients' messages and influence opinion on legislation, regulation and appropriations at the state and local levels.

We're routinely engaged by lobbyists to reinforce their efforts by generating constituent messages, news coverage appearances, editorial commentaries, expert testimony and research studies.

Our clients include publicly traded multinational corporations, mid-sized companies and small private practices.

We're knowledgeable in many industries including environmental services, energy, financial services, healthcare, higher education, hospitality, legal, manufacturing, nonprofit, real estate, retail and telecommunications.

MAYO COMMUNICATIONS & MAYO PR

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MAYO offers award-winning national media placement, entertainment publicity, environmental public affairs and community outreach, website design, Online public relations, SEO, blogs, RSS feeds, events planning, media training, corporate communications, newsletters, crisis comm., litigation PR, minority marketing, executive coaching, community outreach, media tours, strategic planning, message development, cause marketing, executive spokesperson, trade show support, bylined articles and white papers, corporate and brand strategy, educational campaigns, reputation mgmt. and digital public affairs. Most of MAYO's clients are environmentally friendly or recycle Mother Nature's resources. MAYO Client, Operation Blankets of Love (OBOL) serves some 60+ Animal Shelters rescuing about 1,000 animals per month at no charge. The charity started out as an idea to collect, recycle and provide a few blankets to the shelters, but when the Founders Eileen and Brad Smulson asked pet stores and friends to donate blankets and supplies, dozens became hundreds and now thousands of blankets and items are donated monthly.

Clients: Operationblanketsoflove, LA; Buddy Princeton & the Incorruptibles, LA; China Telecom Americas; City Glam Events, Melbourne, Australia; Clottee McAfee, Stevie Wonder Costume Designer, LA; Dancing Mom's Nia & Holly Frazier, Hollywood; Eddy Money; Frederick R. Rawlins, LA; Global Onslaught-Australia, UK; Hollywood East (HULU.com); Jeremy London, Director / Producer, Hollywood; Marina Anderson, Actress, Hollywood; Martin Campbell, Director, Malibu; Michelle Torres, Casting Director / Actress, New Orleans; Mother Love Show, Radio Talk Show, LA; Nuttin' But Stringz, NY; PERI Software Solutions, Inc., NJ; Preet Sohi, Actress, Hollywood; SafeMedia.com, Boca Raton, FL; Status LA Magazine, Hollywood;

The Hollywood Film Journal, Hollywood; The World Networks, L.A.; Timothy Woodward Jr., Actor/Producer, Hollywood; Tre' Michaels, Actress, Hollywood; Warrior Records, NY/LA.

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Michael W. Kempner, President and Chief Executive Officer
William P. Murray, Executive Vice President Public Affairs

MWW is one of the nation's top mid-sized public relations firms and one of the five largest independent global agencies. MWW's government relations and public affairs professionals have worked at the highest levels of the executive branch, Congress and state and local governments. We help our clients to re-architect the conversation surrounding their brands and their issues, to increase trust and relevance and make them Matter More™ among key stakeholders. Our extensive experience, contacts and deep access to Democratic and Republican leaders in major congressional committees and government agencies, coupled with our proprietary 50-state network, enables clients to achieve their public policy goals at the federal, state or municipal level. With deep understanding of all communications channels, extensive relationships with NGOs, and our proven grassroots and grasstops communications programs, from full national coalitions to direct consensus building among third-party organizations, we propel our clients' messages to the forefront of the public policy debate and shape the concepts that resonate and reach the audiences that have an impact.

OGILVY PUBLIC RELATIONS

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Eddie Fernandez, Senior Vice President and Group Director, OgilvyEarth West

Ogilvy PR's Public Affairs

Practice has more than 150 professionals in 30 markets around the world, including key political centers in Brussels, Beijing and Washington, DC and was recognized by *The Holmes Report* as Public Affairs Agency of the Year in 2012. We provide clients with insights into the factors shaping global policy and the ability to navigate the intricacies of local policy arenas. While each market has distinctive political and government systems, we recognize that increasingly public affairs challenges are global. As a result, we operate the Practice globally, ensuring seamless coordination and best-in-class local execution. With former legislative, White House, European Commission and ministerial staff, political organizers and public policy experts, we run our public affairs campaigns as if they were political campaigns.

OgilvyEarth, Ogilvy PR's sustainability and clean tech specialty group, combines industry knowledge with a multi-disciplinary approach to help both entrepreneurial start-ups and major corporations tell a credible and compelling story about how products, services and processes either harness renewable materials and energy sources, reduce the use of natural resources, and/or cut emissions and waste.

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Jill Allread, President
Dorothy Oliver Pirovano, CEO

Experience distinguishes PCI as a go-to agency on green issues. We serve a diversity of environmental clients, from advocacy organizations and professional associations, nationally ranked zoos and aquariums, conservation groups and regulatory agencies. It is an agency priority to use sustainable business practices daily at PCI because we share the belief with our environmentally conscious clients that it's important to live sustainably.

Several of PCI senior counselors have significant experience working in and for environmental organizations. This first-hand

experience brings extraordinary insight and benefits to our clients through PCI's creative strategies to our understanding of knowing what words resonate and prompt public engagement on green issues.

For most of our 51 years, PCI has represented clients in the conservation and environment field. Today a growing segment of our business consists of clients that seek national and regional counsel on issues, including land use, water quality, wildlife conservation, marine life protection and living sustainably.

We create and launch campaigns, operate consumer awareness programs; celebrate announcements and milestones, manage social media campaigns and create content and strategies that inform, excite and connect publics with our clients' messages. This includes handling crises, coaching spokespersons and providing an outside-in perspective that is difficult for people within an organization to muster.

More than 75 percent of PCI's new business is generated through word of mouth, including referrals and personal recommendations from our clients. This is particularly true within our conservation and environment practice since PCI has established a reputation of understanding our clients' needs and delivering results.

Once clients begin working with PCI, they stay. Nearly half of our clients in the conservation and environmental fields have been with us 10 year or more and our clients benefit.

POWELL TATE

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Pam Jenkins, President of Powell Tate, based in Washington, D.C., is one of the most respected names in public affairs. Established in 1991 as a bipartisan firm, Powell Tate staff include top communications and policy experts from both parties on Capitol Hill, the White House, federal agencies, trade associations, advocacy organizations and the media. No matter which party controls Congress, Powell Tate professionals help craft and deliver powerful messages and

activate advocates to achieve results.

While Powell Tate can help clients reach top opinion leaders in Washington, the agency also specializes in state and local public affairs campaigns and grassroots outreach, especially through digital communications and social media advocacy. Major areas of expertise include healthcare, nonprofit advocacy, financial services, education, energy and environment, technology, international communications and defense. The firm's leading crisis and litigation communications practice helps clients prevent, proactively respond to and recover from severe threats to their organization, reputation or brand. Powell Tate is a division of Weber Shandwick.

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Rasky Baerlein Strategic Communications is a nationally recognized public and government relations firm with more than a decade of experience providing exceptional client service to organizations that operate at the intersection of business, politics and media. With offices in Boston and Washington, D.C., the firm offers a comprehensive range of services, including public affairs, government relations, public relations, corporate & marketing communications, crisis & reputation management, international representation, and media & presentation training.

Rasky Baerlein's Public Affairs practice has extensive experience representing multinational clients' interests before local, state and federal governments, and can help you take advantage of the strong relationships we have built with elected officials in both New England and on Capitol Hill.

The Energy and Environment practice, led by 12-year EPA Veteran, Jim Cabot, excels in helping clients achieve their business objectives through integrat-

ed communications strategies, working with companies ranging from large utilities to clean tech start-ups and a burgeoning roster of renewable energy companies.

The firm has served and is serving a broad range of clients including: the American Council on Renewable Energy (ACORE), Ameresco, Eli Lilly & Company, First Wind, GDF Suez Energy North America, Mascoma, Solar Energy Industries Association (SEIA), Toyota and Veolia Energy North America. Rasky Baerlein. Results. Expertly Delivered.

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Tom Tardio, CEO

Rogers & Cowan is the leading entertainment marketing and PR agency with U.S. offices in Los Angeles and New York. We offer clients a proven approach to building awareness and support for their environmental and public affairs initiatives by leveraging the powerful influences of the entertainment industry coupled with a strong corporate and trade PR strategy.

Our team manages and executes environmental PR and PA campaigns for clients in the technology, entertainment, food and beverage, automotive, aviation and non-profit industries, including *Fortune* 500 companies, philanthropies and organizations, trade associations, filmmakers and distributors and international celebrities and recording artists.

Whether we are building awareness for the EKOCYCLE brand, a partnership with Coca-Cola and will.i.am to support recycling; launching Hangar 25, the world's first solar-powered aircraft facility at the Burbank airport; creating a digital campaign to raise awareness for clean water; raising awareness for the Green Business Roundtable, a public/private green event featuring former President Bill Clinton and Los Angeles public officials; or building excitement for the eco-documentaries; we provide our clients with the PR and marketing strategies, access and relationships to secure the right print, broadcast and social media

coverage with the right messaging to help clients' promote their various initiatives.

Some clients/projects have included EKOCYCLE, Cause Swarm Flash Flood for Good campaign benefiting P&G's Children's Safe Water Program, Dasani Plant Bottle, Shangri-La Construction: Hangar 25 and 302 Carson in Las Vegas, Green Business Roundtable, Fisker Karma, eco-doc The Age of Stupid, Cabo Sao Roque Resort, Natural Resources Defense Council, Children's Health Environmental Coalition featuring Olivia Newton-John and Kelly Preston, Bloomberg News White House Correspondent's Dinner After Party, and Texas Instruments LED TV.

RUDER FINN

301 East 57th Street
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Kathy Bloomgarden, CEO
Michael Schubert, Chief Innovation Officer
Rachel Spielman, Global Head of Corporate Communications
Sarah Coles, Senior Vice President, Corporate Communications

Ruder Finn, a leading independent global communications agency, has vast experience developing and deploying strategic environmental PR and public affairs programs. The firm's expertise lies in working with clients to shape opinions, create awareness and mobilize audiences around corporate social responsibility and environmental initiatives across our four pillars of Corporate & Public Trust, Health & Wellness, Technology & Innovation and Consumer Connections.

At Ruder Finn, we believe that corporate responsibility and corporate citizenship should be engrained in the business model. Through comprehensive communications programs, our dedicated Corporate Social Responsibility (CSR) practice has counseled clients on how to creatively and strategically integrate CSR into their business models and core values, resulting in initiatives that are a natural extension of what the company already stands for. Ruder Finn has extensive experience in creating and implementing plans that increase visibility, mobilize audiences to take action, drive dis-

Continued on page 26



Sachs Media Group: Ron Sachs, President/CEO and Michelle Ubben, Partner, COO, & Director of Campaigns & Branding.

RUDER FINN

Continued from page 25

cussion and influence policy makers, the media and the general public around causes such as recycling, solar energy, water usage and environmental protection.

Ruder Finn takes a multi-disciplinary approach to public affairs, specializing in crisis communications, lobbying and influencer engagement. With strong beltway, media relationships and digital communications expertise, we have created and implemented strategic public affairs programs to help educate policy makers, build support for regulatory and legislative actions, manage critical issues and drive bottom line results for our clients. Ruder Finn's public affairs experts are well-versed on legislative and regulatory issues facing a range of industries and have cultivated high-level personal and professional relationships with key players and influencers in the US and across the globe.

SACHS MEDIA GROUP

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Ron Sachs, President & CEO

Sachs Media Group (SMG) is Florida's dominant public affairs communications firm, building public and opinion-leader support for issues of statewide, regional and national importance. With strong bipartisan relationships,

the SMG team is a smart, strong and strategic partner to any successful government relations team, generating public support, on-message media coverage and third-party validation of client priorities.

The firm combines public relations, marketing, advertising, crisis management, grassroots and digital/social media strategies, creating effective campaigns for corporate, nonprofit and government clients and is a national leader in branding and public education campaigns.

The firm's leadership team — steeped in media, government and politics — deeply understands how to shape issues, move public and policymaker opinion, and win in the halls of power.

The firm is headquartered in Tallahassee, with offices in Orlando and Washington, D.C. SMG is the go-to firm for public affairs in Florida and the southeast.

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Stanton Communications is recognized as a leading mid-sized, independent communications firm with offices in Washington, D.C., New York and Baltimore. To provide advocacy and communications on complex environmental issues, Stanton Communications' Environmental Public Affairs Group brings together a specialized team of skilled professionals with state and national reach.

Our team offers the right mix of experience and capability to enable clients to address challenges and controversies successfully. Stanton Communications' professionals have experience dealing with the full spectrum of scientific and environmental matters including climate change and the introduction of new technologies, transboundary movements of hazardous waste, project permitting and siting, chemical safety and community health concerns. Based in Washington, D.C., our Environmental Public Affairs Group offers national and local support through media outreach, issue advocacy, and crisis communications. Our programs encompass traditional and social media, proprietary research and content development, coalition building, stakeholder engagement, issue advertising and spokesperson preparation.

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Weber Shandwick is one of the world's leading and most innovative communications firms with 126 offices in 81 countries. Through our specialized Social Impact, Sustainability and Energy offerings, we bring clients a full-range of strategic, integrated communications services along with in-depth subject matter expertise needed to navigate the complexities of the social responsibility, sustainability and energy-related arenas.

Weber Shandwick's global Social Impact team creates best-in-class, award-winning engagement campaigns, partnering with leading corporate, foundation, and nonprofit clients to advance shared value and positive change on social issues with consumers, thought leaders, media and other key stakeholders. Our sustainability professionals bring long-standing expertise working with corporations to distinguish sustainability progress and leadership, often through multi-stakeholder engagement. Our global Energy team provides tailored communications and engagement services designed to meet the continually evolving energy efficiency, renewables, energy innovation, utilities, oil & gas and chemical marketplace.

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O'DWYER'S RANKINGS

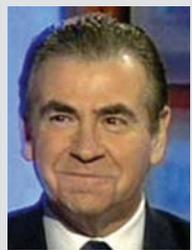
ENVIRONMENTAL & PUBLIC AFFAIRS PR FIRMS

Firm		Net Fees (2012)	Firm		Net Fees (2012)
1. APCO Worldwide	Wash., D.C.	\$30,747,224	19. Jackson Spalding	Atlanta	716,479
2. Edelman	New York	13,678,493	20. Hirons & Company	Indianapolis	705,000
3. Davies	Santa Barbara	10,280,901	21. rbb Public Relations	Miami	571,175
4. Development Counsellors Int'l	New York	4,823,932	22. Standing Partnership	St. Louis	544,725
5. Finn Partners	New York	4,648,054	23. Kaplow	New York	506,000
6. Cerrell Associates	Los Angeles	4,505,793	24. Bliss Integrated Comm.	New York	480,000
7. Rasky Baerlein Strategic Comms.	Boston	3,958,761	25. French West Vaughan	Raleigh	465,440
8. MWW Group	E. Rutherford	3,759,000	26. Schneider Assocs.	Boston	435,756
9. Singer Assocs.	San Francisco	2,734,817	27. PadillaCRT	Minneapolis	292,178
10. Seven Twenty Strategies	Wash., D.C.	2,408,791	28. McNeely Pigott & Fox	Nashville	223,562
11. Levick Strategic Comms.	Wash., D.C.	2,294,162	29. VPE Public Relations	S. Pasadena	159,225
12. Sachs Media Group	Tallahassee	1,342,420	30. Rosica Communications	Paramus, NJ	107,348
13. Crosby Marketing Comms.	Annapolis	1,139,085	31. Beehive Public Relations	St. Paul	90,215
14. Ruder Finn	New York	905,586	32. Gregory FCA	Ardmore, PA	73,000
15. Butler Associates	New York	857,225	33. Zeno Group	New York	72,613
16. Allison+Partners	San Francisco	850,000	34. Red Sky PR	Boise, ID	52,554
17. Fahlgren Mortine	Columbus, OH	779,651	35. Trelvelino/Keller	Atlanta	50,000
18. Public Communications Inc.	Chicago	772,331	36. Coyne PR	Parsippany	40,000

Forecasting PR headlines of 2014

By Fraser Seitel

Aren't you sick of all those dopey lists of the best and worst of 2013? Of course you are — particularly of those “Public Relations Winners and Sinners!” Gag me with a spoon.



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*.

Enough already with Groping Mayor Filner and Crack Smoking Mayor Ford and Pitiably Paula Deen and God-Forsaken Anthony Weiner. I mean who cares?

What we really need to know is what happens next. And so, by popular demand, here is what we can look forward to with the leading “Public Relations Headlines of 2014.”

“A&E & Hillbilly Homophobe Kiss and Make Up”

In February, a loving bow will be tied on the end-of-the-year dust-up between the Arts & Entertainment network and the star of its blockbuster reality show, “Duck Dynasty.”

Although the brave network took the unprecedented step of suspending the duck darlings’ elder statesman and chief wackadoodle Phil Robertson — with pay and after an entire Season Four was safely in the can — A&E demonstrated that it could let bygones be bygones.

For his part, the bible-thumping Robertson stayed true to his “free speech values” but agreed to watch himself a bit more closely, after an interview in *Gentlemen’s Quarterly* — *Gentlemen’s Quarterly*?? — went horribly off-the-rails.

And so in the end — while A&E satisfied its liberal fans by taking quick action, and Robertson accommodated his conservative base by not backing down from his beliefs — the two sides demonstrated they weren’t too dug in to compromise.

Meanwhile, the controversy breathed new life into a show that cynics suggested was getting a little long-of-beard. So the now-settled squabble

appeared just in the nick of time.

Wotta coincidence!

“Obamacare Flops Miserably; Sebelius Takes Blame”

And speaking of much ado about nothing, President Obama, having lost his Administration’s only legitimate achievement in six years — Ben Bernanke — will continue to struggle. By June, it will be clearer than ever that the Patient Protection and Affordable Care Act — pejoratively referred to even by Democrats as “Obamacare” — is a colossal nightmare.

With the Employer Mandate leading to thousands of companies dropping employee insurance, sick old people flooding the system for reimbursement, healthy young people avoiding signing up and taking the consequences, and all penalties waived — the media and public will seek the blood of the individual responsible.

The President, bravely accepting that “the responsibility rests in the Oval Office,” will point the finger of blame squarely at Health and Human Services Secretary Katherine Sebelius. Silver-tongued Sebelius will gracefully acknowledge her mistakes, Teflon talk her way out of danger, and announce her intention to run for the Senate, to which she will most assuredly be elected.

“Schumer, McCain Fail to Shut Up”

And speaking of the Senate, in September, the approval rating of Congress will approach negative numbers, with a majority of Americans agreeing that the U.S. Congress constitutes the “lowest form of human life.”

Out of the morass will emerge two bipartisan individuals adjudged the “lowest of the low.”

On the left, Sen. Chuck Schumer — eager to jump on any train crash, mass murder, corporate scandal, or any other tidbit that might get his mush on television — will set a modern day record for meaningless press conferences-followed-by-wasteful/non-productive legislative bill drafting. Schumer will also be voted, “Number One Reason People Despise New Yorkers.”

On the right, Sen. John McCain — entering his fourth decade of reminding people he was a prisoner of war — will continue to ride into any foreign hot spot to make toothless pronouncements

that earn him publicity and his country agita. (McCain’s trusty sidekick, Lindsay Graham, will continue to accompany him and sweep the back of his horse.)

“Chris Christie Balloon Punctured”

And speaking of politics, in November, Gov. Chris Christie will announce his plans to seek the Republican nomination for President.

The announcement will be muted on account of Christie having suffered embarrassing public relations setbacks, including but not limited to:

- Christie costing the state of New Jersey \$7 million for insisting that Corey Booker’s shoe-in Senate election be held on a ballot separate from his, so the popular-but-impotent Newark mayor wouldn’t pull votes from the governor.

- The revelation that Christie, himself, quarterbacked the closing of George Washington Bridge access lanes to get back at a non-supportive Fort Lee mayor.

- The rising crescendo of outrage from New Jersey poor people still homeless from Hurricane Sandy, blaming Christie for taking credit without delivering.

Undaunted by the negative publicity and declining poll numbers, the governor will vow to wage “as fierce a campaign for President” as did his political mentor, Rudy Giuliani.

“Public Relations Nit-Twit Canned Over Dumb Tweet”

And speaking about going down in flames, at year-end yet another sad story will be reported about a bright-eyed public relations millennial losing her job after posting a moronic message that goes viral.

In this unfortunate exchange, the U.S. public relations director for the Lamborghini Company, enroute to Monaco for the Grand Prix, will be summarily terminated after using the corporate account to tweet to her 150 bestest friends, “OMG, don’t these Newark baggage handlers ever bathe?? SMDH!!!”

Public relations “experts” and Internet “gurus” will immediately flock to the airwaves to denounce such capricious misuse of hallowed social media and solemnly predict, “This cautionary tale should end this practice for good.” ●

PR agency profitability wisdom from the pros

By Richard Goldstein

I have written many columns on what it takes to make a profit by providing public relations services. However, many of PR firm advisors are on the same bandwagon. This month I will codify some of the best thinking on the subject from advisors.



Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

Art Stevens

Art Stevens, a Partner at StevensGouldPincus, wrote a blog for PRSA last month titled “Principles for Profit.” The first thing an agency should do according to Art is to

become familiar with the SCP annual benchmarking survey. I agree with his advice. The survey polls about 150 agencies each year. Its principal goal is to evaluate annual agency profitability. The survey compares overhead costs as a percentage of gross revenue. The prevailing profitability ratio for PR agencies according to Art is 20%. This means you need to configure all your costs, including salaries, so that they are 80 percent of revenue.

In order to make your agency profitable, Art suggests the following: Do not overstaff, do not over service clients, and develop metrics to determine the profitability of each account and the billability of your account team.

Al Croft

Al Croft, was the publisher of *Management Strategies*. The wealth of information he imparted on the agency business is beyond belief. In 2001, he wrote about tracking client profitability. In my humble opinion, many PR agencies do not have a clue if their clients are profitable. First step in tracking client profitability is to purchase software that will do this.

Most software systems that track client profitability consider two major factors: (1) The salaries/benefit cost-to-income-

ratio for each client. (How many hours at what salary/benefits cost level were invested in each client?); and (2) a standard percentage of your firm overhead applied to each client. (Overhead percentage is determined by dividing total overhead costs — including non-billable salary costs by total annual salary direct salary costs.)

Depending on client needs, you can control individual client profitability by adjusting salaries/benefit cost-to-income ratio. The lower the salary-to-income ratio percentage, the higher your profits will be. According to Al, you earn the most profit when the most highly competent, least costly professionals do most of the work. I agree! Ratios below 30-33 percent usually will ensure good profitability.

To summarize Al’s advice over the years, in order to manage your business most profitably, you minimally need these five pieces of information:

1. Cash Flow;
2. Individual staff productivity;
3. Overall agency profitability;
4. Individual client profitability; and
5. Overall agency operating profit.

A bit or two from me

Should you lower prices to attract more revenue? After many years in recession, the U.S. economy continues to plod along, leaving thousands of business owners in a quandary as to how to continue running their business profitably. They face a delicate balancing act: Should they implement higher prices for their product or services in order to become more (or stay) profitable? Or should they stand behind their clientele and keep prices as low as possible?

It is a difficult choice indeed. If you are in this situation you understand how just one wrong move could eventually make you regret your decision. Here is what you need to consider to make the right decision.

Develop a strategy

When developing a pricing strategy, consider a number of distinct situational factors such as:

1. Costs. Factor in your fixed costs such as rent, utilities and salaries, plus variable costs such as freelance.

2. Economics. Research what the market will bear relative to supply and demand, price elasticity and other conditions, such as economic expansion or recession.

3. Customers/clients. Know what your customers expect when it comes to capabilities and features. For example, do they value quality service. How do they define quality service? You can easily ask them this: What will you need to see six months from now to know that you made the right decision to hire us? You are really asking what their expectations of a quality service relationship are.

4. Uniqueness. Do you fully understand how your service addresses your customers’ expectations and values? If you don’t, you are likely not meeting their needs, which in turn means it might be easy for them to align with another agency.

5. Competitors. Research your competition by understanding the services they offer. Also look at their strengths and weaknesses, pricing strategies, discounts and special incentives. This can help you better understand how your company stacks up with similar agencies. An intangible factor in the decision-making process is customer (yes your clients are your customers so I use this instead of client) perception. As an example, a customer may perceive an underpriced service as lower quality — even if it is not — and sign on with another agency.

Pricing is key.

While pricing strategies depend on your situation, you essentially have two choices: raise or drop price. Although dropping prices in a lackluster economy may make sense in order to keep customers, more often it is best to maintain current pricing or even price your service a bit higher than your competition, as this conveys higher quality and allows negotiating room without jeopardizing profits. Relying on low prices to differentiate your service is risky. This strategy may escalate to a price war where, eventually, your larger gun competitors will be the only ones firing. Large agencies with greater resources and operating efficiencies can quickly take out smaller ones.

Finally, you may need to hike prices to remain profitable when, for example, the salary scale for talent rises. In such cases, a graduated price increase is less noticeable and more palatable for customers. ●



Art Stevens



Al Croft

New Yorkers ill-served by national PR groups

New York PR people are currently sending about \$350,000 each year to PR Society of America and the Int'l Assn. of Business Communicators — two groups whose policies do not serve



Jack O'Dwyer

New Yorkers and which bring discredit to PR rather than improve its image.

Both groups are marred by a lack of democratic practices in their governance; poor, late and even illegal financial reporting, and an inability to deal with

the press — supposedly the chief duty of PR people.

Members of the New York chapters should be allowed to take secure votes on seceding from their national associations.

National dues of the PR Society are \$255. Combined national/local dues for a New York member of IABC are \$329. PRS New York members also pay \$90 to the chapter. PRS chapter members total 798 but there are at least 100 others in the area that don't belong to the chapter.

New York has unique problems

PRS/New York members should not be sending money to the downtown h.q. of the Society whose APR-obsessed culture is opposite to that of New Yorkers. Only about 40 New York members are APR. IABC/NY members should not be sending about \$100,000 to the San Francisco h.q.

Last year was the “most tumultuous” in the history of IABC, wrote Dave Murray in his Writing Boots blog. The year started off with the completion of a reduction of 16 of the staff of 32, a mass “Friday night” firing that longtime member Roger D'Aprix said violated “every known principle of internal communications.”

COO Christopher Sorek, who with the board implemented that carnage, was gone by mid-2013 but the damage remains.

IABC also switched its eight-times-a-year magazine to online only and permanently suspended its Accredited Business Communicator program. “Certificates” will be awarded in the future but it will take years to get the ISO supervised program going. ABC's will not be grandfathered into the new designation.

IABC Chair Robin McCandless, addressing the 2013 annual meeting,

likened Murray and other critics to “dogs humping in the park.”

Although, unlike PRS, IABC allows journalists to join, a lot of good it does us. Only one financial report a year escapes from IABC and then only at the last minute. PRS allows members to see e-mails and phones of other members but not IABC. A member seeking to reach another IABC member must send the message to IABC which forwards it. Member contact points are cloaked.

NYWICI, IPR ditched national groups

Two New York PR entities have chucked the bonds of national groups and have prospered — New York Women in Communications, which split from the Association of Women in Communications in 1998 and has 2,100 members, and the Institute for PR, which split from the PR Society in 1989 and had revenues of \$611,994 in 2012.

NYWICI had revenues of \$621,153 in 2012. It has an extensive slate of programs for media as well as PR people at all stages of their careers. More than 1,000 attend its annual Matrix Awards banquet in the Waldorf-Astoria. Net assets are \$320,444. AWC's revenues of \$272,542 in 2012 are less than half the revenues of NYWICI. Liabilities of \$86,015 of AWC exceeded assets of \$72,132.

The Foundation of the PR Society, created after IPR broke away over the issue of mandatory APR for board members, had revenues of \$186,413 in 2012, which is less than a third of the revenues of IPR. Net assets of the Foundation were \$574,907 at the end of 2012. This is too large a sum for the Foundation to be “hoarding” when it could be put to useful purposes such as a mid New York facility for PR and press. The PR Society itself is also guilty of hoarding. Its cash, savings and investments totaled \$5,624,643 at the end of 2012. It is much larger now because its \$2.4 million in stock enjoyed a substantial rise.

Independence has been good for both NYWICI and IPR.

New Yorkers should vote on secession

This issue of whether New York chapter members should split from national should be put to a secure e-mail vote conducted via Condorcet or a similar e-mail voting service.

That would take place after a full airing of both sides of this issue via all available venues including the O'Dwyer website.

We're hopeful that the chapter will coop-

erate with this initiative and not throw roadblocks in its path as happened in 2010 when the New York-based Committee for a Democratic PRSA sought to strike the rule that bars non-accredited members from running for national office.

Gary McCormick, 2010 Chair, immediately rejected the CDP's request to e-mail the proposal to the Society's 21,000 members.

He told this website in an e-mail May 11, 2010, the day after CDP announced its initiative:

“While we are aware of the group's activities and have discussed with them about how they could best proceed in obtaining signatures for the petition, we have not seen any language for the amendment nor has it received the required signatures for consideration at Assembly at this time.”

Impetus Must Come From Members

Only a popular uprising by member will have any effect on chapter leaders who have shown themselves to be subservient to national directives.

This was obvious April 2, 2013 when the chapter allowed noxious national policies to dominate its student forum day at New York University.

The late Society VP-PR Arthur Yann stationed himself by the door of the NYU building to make sure no O'Dwyer or other reporters gained entrance.

Yann, 48, died suddenly June 13 while on the train to his home in Fairfield, Conn. He had an arduous commute of about two hours each way because of the downtown location of PRS h.q.

An offer of free *O'Dwyer's Directory of PR Firms* was made to the forum but chapter President Lea-Ann Germinder said O'Dwyer and other companies would have to pay \$1,000 each to exhibit any products.

There was no literature table at all although trade directories and other informational products would have been of help to the students in seeking jobs.

Reporters were also banned from a career forum of the Georgia chapter of the Society on Feb. 22, 2013. Offers of free O'Dwyer's directories were turned down by Georgia, the second largest Society chapter.

The Council of PR Firms, meanwhile, which staged similar student career forums at Boston University Oct. 3 and San Jose Nov. 5, allowed press coverage of each and raffled off *O'Dwyer's Directories* at each. ●

Financial writers failed in '08 meltdown, says book

“The Watchdog That Didn’t Bark: The Financial Crisis and the Disappearance of Investigative Journalism.”

By Dean Starkman

Columbia University Press (Jan., 2014) • 368 pages

Financial journalists failed to warn about the banking abuses that stalled the economy in 2008 and threatened ten million Americans with foreclosure, Dean Starkman of *Columbia Journalism Review* charges in *The Watchdog That Didn’t Bark*.

Starkman makes a sweeping indictment of his fellow journalists, claiming that in the critical years between 2004 and 2006, there was a lack of “investigative stories that directly confront the powerful institutions about basic business practices while those institutions were still powerful.”

Starkman asked leading financial media in 2009 to provide their best work during the period leading up to the meltdown.

The conclusion he reached was a “simple one,” says his article in the January/February *Columbia Journalism Review*: “The business press had done everything but take on the institutions that brought down the financial system.”

Some reporters did warn of problems

Starkman admits that some financial reporters did sound the alarm including NYT’s Diana Henriques and Chris Roush who authored “Unheeded Warnings” for the January/December 2009 *American Journalism Review*.

Erin Avrelund of *Barron’s* interviewed 100 sources in documenting in 2001 that Bernie Madoff’s returns on investments were mathematically impossible unless some kind of Ponzi scheme was involved. Also ignored were similar findings of financial fraud investigator Harry Markopolos who complained several times about Madoff to the Securities & Exchange Commission. Losses via Madoff were estimated at \$65 billion.

Johnston, in a Nov. 15, 2011 Reuters column, said the Financial Crisis Inquiry Commission’s report showed that a number of people saw the coming disaster but were “squashed or ignored.” Johnston said another “economic nightmare” was possible unless

Congress and President Obama started “paying attention to the facts.” Johnston wrote about overpriced housing twice for the Sunday *New York Times* in 2004 and similar notes were sounded by Gretchen Morgenson and Floyd Norris of *New York Times*.

Not enough mea culpas from press

While admitting that some warnings were voiced by financial journalists, Starkman says that “beyond speeches and assertions, the business press has not published a major story on its own peculiar role in the financial system before the crisis. It has, meanwhile, investigated and taken to task virtually every other possible agent in the crisis:

Wall Street banks, mortgage lenders, the Federal Reserve, SEC, Fannie Mae, Freddy Mac, the Office of the Comptroller of the Currency, compensation consultants, and so on. This kind of forensic work is entirely appropriate. But what about the watchdog?”

One rebuttal that journalists are already making to the Starkman book is that journalists don’t have the power to subpoena books and records of banks and investment houses. Only government can take such actions, they say.

NYFWA too cozy with Wall St. houses

Unmentioned in the five-page CJR article about the book in the CJR is the New York Financial Writers’ Assn., which hosts a black-tie banquet each year for Wall Streeters and financial reporters.

Among the more than 1,000 attendees on Nov. 22, 2013 at the Marriott Marquis were at least 300 financial journalists who were guests of major Wall Street houses, banks and blue chip companies. Tables are \$3,500.

Hosts included BlackRock (\$4 trillion under management), Bank of New York Mellon, BNP Paribas, Credit Suisse, Deutsch Boerse Group, NASDAQ, NYSE Euronext, PNC Financial Services Group, Prudential Financial, United Services Automobile Assn., Wells Fargo Advantage Funds, Vanguard Group and Verizon Communications.

Reporters included 36 from Bloomberg, 34 from Thomson Reuters and 32 from the *Wall Street Journal* as

well as staffers from numerous other financial media including the *Financial Times*, CBS, Associated Press, Market News, CNBC, *Fortune*, *Investment News*, BBC, *American Banker*, Daily Beast, Fox Business, The Street, CNN Money, Yahoo!Finance, The Deal, BuzzFeed, *Barron’s*, *Forbes*, and WCBS CEO Radio. Five *New York Times* reporters were present. Al Jazeera America hosted a table.

The Columbia J School and its magazine have long been among the most active participants in NYFWA. The 2011-12 roster of members listed 26 professors and students as members. Also a member is Starkman. Terri Thompson, director of the Knight-Bagehot Fellowship at the Columbia J School, was NYFWA president in 1995-96.

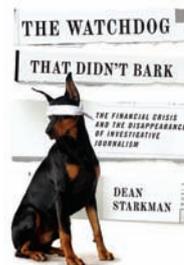
Media reporter David Carr of the *New York Times* has written that reporters who call blue chip companies find they are blocked by “PR underlings” who deliver “slop.” Those policies are crafted at Seminar and at the Arthur W. Page Society, a group of nearly 400 PR people for major companies that is dominated by Seminarians. The 30-member steering committee of Seminar meets all year long and Seminarians consult with each other all year long.

Starkman, while he is exploring the faults of the financial press, should look to CJR’s own failure to examine the propriety of financial reporters as guests of major financial institutions at the annual “Follies” and CJR’s failure to look into PR Seminar.

The 2009 Seminar only attracted 127 PR executives instead of the usual 160, possibly because of criticism of business executives living high on the hog at a time of economic turmoil.

The financial press should not be in any sort of an activity that looks like its objectivity is being compromised. The relationship between the financial press and the financial institutions that have misbehaved and brought the U.S. to its financial knees needs to be examined. Starkman’s book is a start. ●

— Jack O’Dwyer



Ex-Congressman to FTI

Bud Cramer, a nine-term Democratic Congressman from Alabama who left the House in 2009, has moved to FTI Consulting in Washington as a Managing Director in its Strategic Communications operation.

He joins FTI's public affairs operation and will focus on government affairs assignments. FTI acquired lobbying shop C2 Group in March 2013 to boost its lobbying and PA capabilities.

Cramer, a Blue Dog Democrat during his time on the Hill, represented Alabama's 5th Congressional district before declining to seek another term in 2008. He has been Chair of Wexler & Walker Public Policy Associates and vice chair of Capitol Hill Consulting Group since leaving the House.

FTI Strategic Communications Chief Ed Reilly praised Cramer's "deep understanding of the intersection of market forces and government policy." ◉



Cramer

Wilson to Curley in DC

Greg Wilson, a Washington communicator and former Senior VP with Levick Strategic Communications, has landed at Curley and Company in the capital.

Curley is the 12-year-old firm of former Edelman technology VP and Hill aide Jennifer Curley. Clients have included AARP, Google, the Anti-Spyware Coalition and the U.S. Dept. of Commerce.

Wilson recently ran his own shop in Herndon, Va., for the past five years.

Prior to Levick, where he co-led its legal and professional services practice group, he was Director of Public and Government affairs at Solutia and VP at Shandwick PA. He started out as an aide to Rep. (now Senator) Jim Inhofe (R-Okla). ◉



Wilson

GOP shop dials Diaz

Washington's FPI Strategies added Ricky Diaz, spokesperson for North Carolina's Dept. of Health and Human Services, as VP on Jan. 24.

Partner Terry Nelson says Diaz' "hands-on experience" in crafting messages will help clients "effectively drive the debate and win tough fights."

Diaz, according to WRAL, served as the department's "lightning rod" for controversies connected with food stamp enrollment, Medicaid billing and mailing 50,000 insurance cards to the wrong people.

Prior to landing the top communications job at DHHS, he was Press Secretary for Gov. Pat McCrory's 2012 gubernatorial run.

Nelson was National Political Director for Bush/Cheney 2004, Senior Advisor to the National Republican Senate Committee and Representative for Walmart, Pfizer, AARP, U.S. Chamber of Commerce, Fox Entertainment and American Chemistry Council. ◉



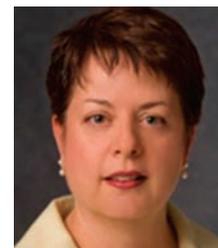
Powers heads comms for Personal Care Products Council

The Personal Care Products Council, the Washington trade group for makers of cosmetics and similar products, has tapped Lisa Powers for the Executive VP for PA and Communications.

The promotion fills a slot vacated last May by Kathleen Dezio, who moved to the Alliance of Marine Mammal Parks and Aquariums.

Powers joined the group in 2006 after serving as Senior VP for The Mercury Group and manager of comms. and PR for the Association of Women's Health, Obstetric and Neonatal Nurses.

The Council's 600-plus members include L'Oreal USA, Merck, Colgate and Playtex. ◉



Powers

Ex-PGA chief to Buffalo

Joe Steranka, former CEO of PGA America, has joined Buffalo Communications (Vienna, Va.) as Chief Global Strategist to bolster its reach in the golf/lifestyle categories.

The 13-year-old Buffalo, which has 30 staffers, is part of Billy Casper Golf, No. 1 owner/operator of golf courses.

Steranka, one-time PGA director of communications who stepped down from the helm in 2012 after a seven-year stint, is remembered for rebranding the organization and contributing the return of the sport to the 2016 Olympics.

Prior to the PGA, the 55-year-old worked at the National Basketball Assn.'s Cleveland Cavaliers and Washington Bullets. He also did a stint at sports agency ProServ.

Buffalo has offices in New York, Boston, Miami, Minneapolis, Phoenix and Raleigh. It counts LPGA Tour, Adams Golf, World Golf Foundation, Myrtle Beach Golf Holiday, ECCO Sport, Fila Golf, Galvin Green and Kaua'i Visitors Bureau among clients. ◉



Steranka

Porter Novelli takes on Ukrainian strongman

A Porter Novelli affiliate is helping the tens of thousands of protesters in the heart of Kiev, who have rallied against the stifling rule of strongman President Viktor Yanukovich.

More than 50,000 protestors jammed Independence Square in January to demand an early election.

They have been infuriated with Yanukovich since his December decision to scotch closer integration with the European Union in favor of warmer ties with Russia's Vladimir Putin, who dangled a \$15 billion bailout package in front of Ukraine's leadership.

Bloomberg reports that RIM Porter Novelli, which is based in Moscow, is helping the Ukrainian opposition Civic Platform Maydan party work the press.

The Moscow-based firm has arranged visits to Independence Square for reporters from nine countries.

The opposition group is paying for the journalists' trip to Kiev.

A RIMPN spokesperson declined to say who is picking up the travel tab.

The anti-Yanukovich protests are the biggest street demonstrations to hit Ukraine in a decade. ●

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.

Fleishman-Hillard, Inc., New York, NY, **registered January 10, 2014 for Government of Japan**, Tokyo, to perform public relations and communication services as a subcontractor to Dentsu who will contract with the Government of Japan. Specifically, will identify, propose, and advise Dentsu and Japan regarding opportunities in the U.S. for academicians and experts selected by Dentsu and Japan to inform, educate, and address audiences concerning current affairs, culture, economic development, tourism, and/or other highlights regarding Japan.

Steptoe & Johnson, LLP, Washington, D.C., **registered January 6, 2014 for Dominican Republic**, Santo Domingo, Dominican Republic, to interface with the U.S. Government, international organizations and private companies on immigration matters and economic development.

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.

Becker & Poliakoff, P.A., Washington, D.C., **registered January 17, 2014 for ShotSpotter Inc.**, Newark, CA, regarding issues related to firearm technology. The company provides gunshot location, alert, and analysis.

Kellogg, Huber, Hansen, Todd, Evans & Figel, P.L.L.C., Washington, D.C., **registered January 17, 2014 for Dell, Inc.**, Round Rock, TX, regarding patent law.

Card & Associates, LLC, McLean, VA, **registered January 17, 2014 for National Troopers Coalition**, regarding criminal justice funding for law enforcement and collective bargaining for law enforcement.

Miller & Chevalier, CHTD, Washington, D.C., **registered January 17, 2014 for National Milk Producers Federation**, Arlington, VA, regarding legislation to reauthorize farm programs and reform U.S. dairy policy.

Wyman Consulting, Washington, D.C., **registered January 17, 2014 for Calypso Exploration, LLC**, Norcross, GA, regarding energy legislation treatment of oil and gas production in the tax code.

Akin Gump Strauss Hauer & Feld LLP, Washington, D.C., **registered January 17, 2014 for Organization of Iranian American Communities**, West Sacramento, CA, regarding policies supporting the safety of the residents of Camp Hurriya/Liberty in Iraq and their resettlement outside Iraq.

FleishmanHillard backs Brazil on NSA spying

FleishmanHillard, which is keeping the world updated on Brazil's preparations for the 2014 World Cup and 2016 Olympics, also helped the country deal with allegations that the U.S. National Security Agency spied on president Dilma Rousseff, her top advisors and national oil company Petrobras, according to the Omnicom's units lobbying filing.

FH provided contact information to Fusion TV for Rousseff's interview during the U.N. General Assembly on which she talked about the mega-sporting events, Internet neutrality, marriage equality and allegations that the Obama White House spied electronically on Brazilians.

It handled an ensuing release that was called "Brazil's state visit to the U.S. postponed."

FH also distributed the official Brazilian statement on the detention of David Miranda, Brazilian partner of journalist Glenn Greenwald, Snowden's ally.

Miranda was walking through London's Heathrow Airport when British authorities detained him for nine hours under the U.K.'s Terror Act of 2002.

Brazil paid FH \$500,000 in fees for the six-month period ended October. ●

SEARCH ENGINE OPTIMIZATION



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

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- 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

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- 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
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- Some marketing and or/brand experience

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NEW MEXICO 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.

WPP: PR PALAG OTHER LINES
WPP chief Martin Sorrell said a previously reported decline in PR and public affairs revenue during the first quarter ahead somewhat in April but the sector continues to lag other units like advertising and media investment.

CADILLAC ROLLS WITH FH
Cadillac, which is enjoying a sales renaissance, has put FleetManagement in the PR driver's seat and a chief-skip of the General Motors luxury brand's advertising and marketing roster.

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

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- 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*

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

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