

# O'Dwyer's

Communications & new media

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## THE TECHNOLOGY ISSUE

**SOLYNDRA: HOW A CLEAN-TECH BUST COULD REAWAKEN THE INDUSTRY**

**GOOGLE+ AND PR: A NEW FRONTIER**

**WHY THE GAME HAS CHANGED FOR SUSTAINABILITY PR**

**MARKETING IN AMSTERDAM: A SPECIAL REPORT**

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Inside photos: Jon Gingerich



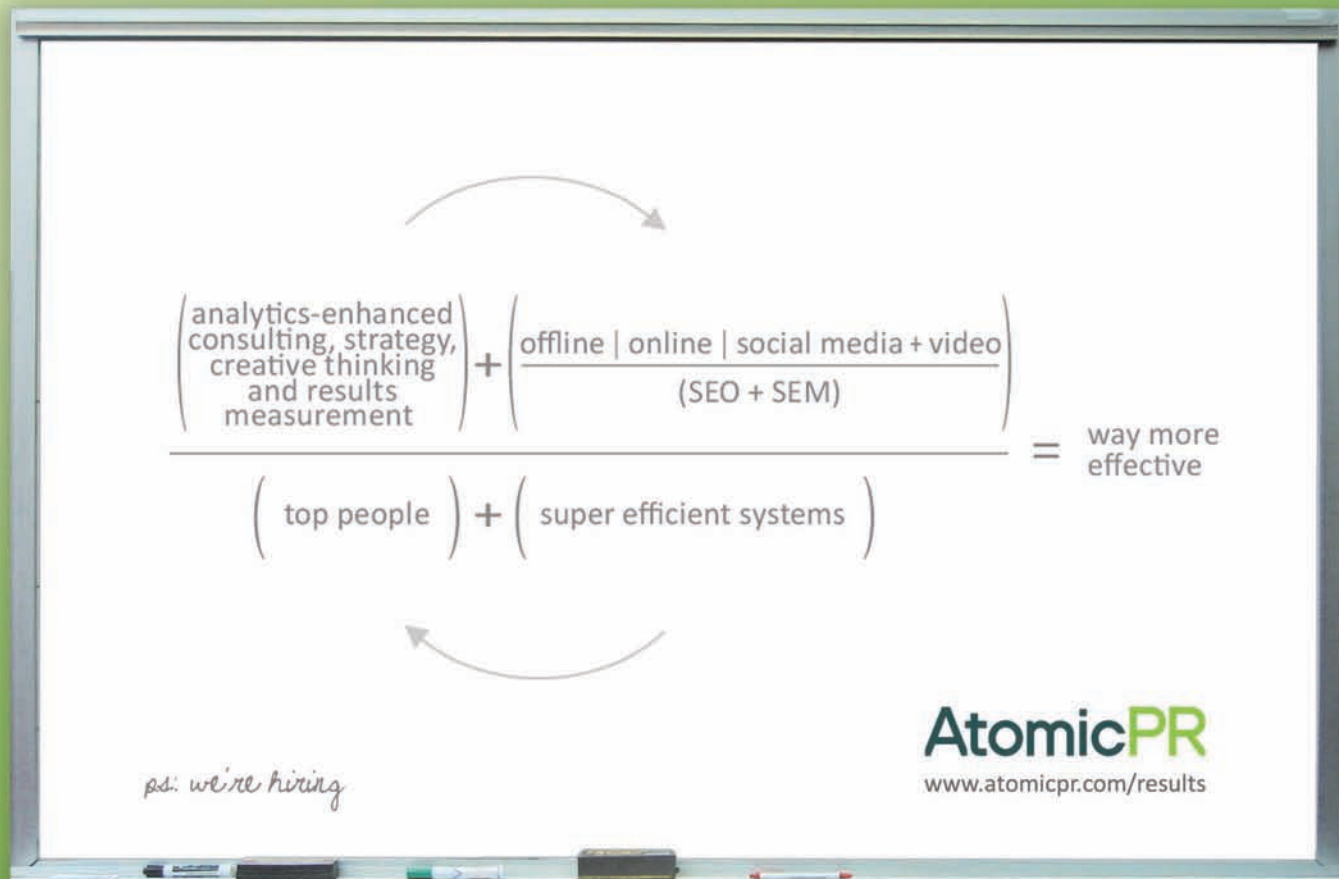
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- January: *Crisis Comms. / Buyer's Guide*
- February: *Environmental & P.A.*
- March: *Food & Beverage*
- April: *Broadcast & Social Media*
- May: *PR Firm Rankings*
- June: *Global & Multicultural*
- July: *Travel & Tourism*
- August: *Financial/I.R.*
- September: *Beauty & Fashion*
- October: *Healthcare & Medical*
- November: *High-Tech*
- December: *Entertainment & Sports*

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# Alternative PR energy



The whiteboard contains a diagram with two curved arrows forming a cycle. The top arrow points from the top equation to the bottom equation, and the bottom arrow points from the bottom equation back to the top equation. The top equation is:

$$\left( \begin{array}{l} \text{analytics-enhanced} \\ \text{consulting, strategy,} \\ \text{creative thinking} \\ \text{and results} \\ \text{measurement} \end{array} \right) + \left( \frac{\text{offline | online | social media + video}}{\text{(SEO + SEM)}} \right) = \text{way more effective}$$

The bottom equation is:

$$\left( \text{top people} \right) + \left( \text{super efficient systems} \right)$$

In the bottom left corner of the whiteboard, it says *ps: we're hiring*. In the bottom right corner, the AtomicPR logo is displayed with the website [www.atomicpr.com/results](http://www.atomicpr.com/results).



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## Wall Street protests shine light on business, media

For more than a month, the Occupy Wall Street protests in Zuccotti Park have raged on, seemingly with no end in sight. In case you're unaware, the movement has actually gone global now, with a series of longstanding satellite protests in San Francisco, Portland, Chicago, Washington D.C., Seattle, Philadelphia, not to mention an international glut of similar uprisings with every city from Paris to Santiago joining the fray.

Contrary to what the media will tell you — and boy, they *will* tell you — Occupy Wall Street doesn't suffer from a "lack of message." And this isn't a partisan movement either (an ideological one yes, but one trip to the park will show you anti-Obama sentiment is *de rigueur* of the cause). The Occupy Wall Street protests are the logical result of years-long percolating contempt and disillusionment with a sliding scale of economic favoritism in this country that provides a red carpet for one group while handing out brooms to the rest. Ever get the feeling you've been cheated?

The media has been predictably pitiful in their response to all this. For the first week of the protests they couldn't even be bothered to make the trek twenty blocks south to cover it. It wasn't until several poorly behaved NYPD officers responded with unnecessary force and the local news was forced to cover the event that the national press realized something of importance might be going on. Two weeks late to the story. Is there any wonder why no one buys newspapers anymore?

When national TV crews did arrive they came prepared, as they always do, with a laundry list of preassembled narratives. The gross hypocrisy in their treatment of modern civil disobedience cannot be understated. When the Tea Party organizes by bringing loaded guns and misspelled signs to public parks they're "patriotic" participants in the democratic process. When liberals do it they're a "mob" that "doesn't know what they're protesting." The only thing more offensive than Fox New's irresponsible coverage of this issue is their hilarious presumption to think we're stupid enough to fall for these hillbilly Jedi Mind tricks.

The principle tenants of the Occupy Wall Street movement are obviously, abundantly, painfully clear. Current U.S. economic policies have given the top 95% of earners in this country carte blanche to repeatedly run our economy into bankruptcy and financial destitution through increasingly shady, irresponsible and woefully unregulated business deals that often bordered on illegal (sometime they were illegal outright). What's worse, they made money doing it, with the tacit understanding that the jobless, the lower class and those recently foreclosed upon as a result of the very mortgage mess our financial community created would pay for it. And we did. Now, those who bailed out the top earners find themselves with increasingly fewer resources and absolutely no legal recourse available. Add insult to injury, those very top percenters are now running to their favorite in-pocket Congressman to slash social services and regulatory safety guards — benefits for first responders, Medicare, bank disclosure — because they messed up their investments and ran us into two wars and now claim they operate in a regulatory environment that is "anti business." What part of this don't you understand? Do I have to explain it with puppets?

Sadly, too many are still covering their ears. There's this proclivity for Americans to roll out blanket statements of support and empathy for those who stand up against tyranny in third-world nations, yet when we have the gall to question our own increasing economic disparity we're simply Marxist hippies enacting "class warfare." Our collective lack of critical thinking in times like these is paramount to a diseased, crippling stupidity that affects us all as a culture.

I'm tired of it. I'm tired of people who make a hundred times my salary use their K-Street influence to pay a smaller percentage in taxes than I pay, I'm tired of electing leaders that force the foreclosed and unemployed to bail the rich out after their foolish investments inevitably flop, I'm tired of corporations asking for tax breaks so they can ship more work overseas, and I'm tired of multinationals investing in foreign wars and expecting my family to donate blood for it.

Finally, I'm also tired of celebrities like Alec Baldwin (who, hypocritically, is simultaneously appearing in a series of Capital One print and television ads this month ... "what's in your wallet?" indeed) and Michael Moore (a noted one-percenter who makes millions bashing the free market) making impromptu appearances at Zuccotti Park in pathetic attempts to strengthen their "down with the man" brands.

Similarly, I hope the protesters can learn something from this. We can all live better without being such blind, obsequious consumers to the mindless brine of products and gadgets that rule our lives. Want to make a difference? Stop buying the latest iPad/iPhone/iWhatever and start investing in your community. ●

— Jon Gingerich



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# Financial PR pioneer Pincus dies at 78

**Theodore H. Pincus, founder of the Financial Relations Board, which became the biggest financial PR specialist firm and was sold to the former True North Communications in 1999 for \$40 million, died Sept. 30 in Chicago.**

By Jack O'Dwyer

The firm had \$32.5 million in fees in 1998 and 291 employees. It became a division of BSMG Worldwide which was owned by Interpublic and no longer reported its fee and employee totals separately. More recently it became part of the MWW Group which bought itself out from IPG last year.

Pincus was stricken two years ago with multiple myeloma (cancer of the plasma cells in bone marrow). He wrote a three-part series starting in April 2010 for the *Chicago Sun-Times* describing his treatment.

Pincus called the disease incurable but treatable and expressed his thanks for "an incredibly lucky life," adding, "In no way am I being short-changed."

A partner in StevensGouldPincus as well as a columnist for the *Sun-Times* and involved in many other activities, Pincus said he had no thought of pulling back. His treatment included a five-week stem cell transplant sequence that returned his blood to near normal.

## Wrote Bio for Use with Obit

Pincus, in advance of his expected death, wrote an extensive "personal background update" which has been printed below.

Surviving are his wife Sherri Barr Pincus, five children and 12 grandchildren. The children are Dr. Anne Zitron Casey, molecular biologist, New York; Prof. Laura Pincus Hartman, DePaul University, Chicago; Jennifer Zitron Suomi, art educator, New York; Mark J. Pincus, founder and CEO of Zynga, San Francisco, and Susan Pincus Sherman, veterinarian, Glencoe, Ill.

## Personal Background Update

by Ted Pincus

Ted Pincus has the distinction of being the most disastrous quarterback in the history of American high school football. He followed this feat by achieving notoriety as the worst student in the U.S. Air Force pilot training program.

Fortunately, he found better luck in working with words.

Mr. Pincus has been ranked by *PR Week* as one of the 20th century's most influential communications executives. In 2002 he was named PR Professional of the Year by

The Public Relations Society of America. Beyond pioneering the Investor Relations industry over the past 45 years, he has been a leading crusader for more open corporate disclosure and numerous concepts of corporate communications strategy now in wide usage. He also has been a leading advocate of more open, responsive U.S. government public diplomacy policies.

Mr. Pincus today is an educator, newspaper columnist, consultant and lecturer. He is the business columnist of the *Chicago Sun Times*, an adjunct finance professor at the DePaul University MBA program and advisor to corporate top management that have included both CEOs Jim Cantalupo and Charlie Bell, John Calamos, Jim Tyree of Mesirov and others. He is also Managing Partner of StevensGould Pincus, a management consulting firm.

As a Director of Business for Diplomatic Action, he serves with 30 other communications industry professionals who have formed a new organization that has conceived and sponsored new initiatives to counter anti-American sentiment abroad. Most recently, chairing a working session of The Ditchley Conference attended by U.N., U.K., U.S. government and media officials, Mr. Pincus introduced new initiatives for U.S. public diplomacy including a plan for a Global e-Pal Program for teenager connectivity, and a plan for the first worldwide quarterly "fireside chat" to be conducted by The Secretary of State through live webcast and teleconference with simultaneous voice-over translation.

The firm he founded, The Financial Relations Board LLC, was the world's oldest and largest financial public relations agency. In building the field of financial public relations, he was credited with the development of several ideas that won broadscale acceptance during the '60s including "corporate transparency" and the quarterly global teleconference with investors.

Under his guidance as CEO through 2001 FRB was accorded more professional awards for outstanding programs than any other firm in the history of the field. This included the industry's "Oscar", the PRSA Silver Anvil for Investor Relations, in six

years of the '90s, and FRB was named The Distinguished Agency of the Year by *Financial World* and *Equities* magazines for thirteen consecutive years. By the time he sold the firm, it had become the nation's third largest independent public relations agency of any kind, with a staff of 300 in five cities, representing over four percent of all listed public companies in America. Its organic fee growth rate since 1980 had set a new industry record — 86 per cent per year.

Following his 2000 sale of FRB for \$40 million to True North Communications, he served as Vice Chairman of its BSMG public relations group, the nation's sixth largest general agency, and more recently as senior consultant to True North's new parent Interpublic and its Weber Shandwick Group — the world's largest PR unit.

Over his 48 year career, Mr. Pincus has been advisor on communications strategy to political candidates, the CEOs of more than 1,000 publically held corporation, government agencies in the U.S.

His ideas have been credited with focusing national recognition upon some of the nation's most remarkable Wall Street successes, including EMC Corp. which was named Stock of the Decade for the '90s, Citrix, Adobe Systems, Boston Properties, Alberto Culver, Radio Shack, General Growth Properties, Midas, Manpower, Samsonite, Walter Heller, Jenn-Aire, Jewel, Stone Container, Anixter, NYNEX, BEA Systems, Combined Insurance, Culligan, Upjohn, Volvo, The No-Load Mutual Fund Assn. Campaign to introduce the Money Market Funds, The Chicago Board of Trade program to make Americans commodities-conscious, the world-wide introduction of the Chicago Mercantile Exchange's International Monetary Market, and the REIT industry program that vastly broadened investor interest in real estate investment trusts in the '90s.

Mr. Pincus is a nationally recognized author, lecturer and outspoken critic of corporate communications. He presently is a Director of Business for Diplomatic Action, and in recent times has been a public affairs consultant to the U.S. Commerce Dept., The Lawyers Committee for Civil Rights and the American Jewish Committee. He is author of a book on Wall Street humor, two



Theodore "Ted" Pincus

Continued on next page



books published by The American Management Assn., and wrote the lead chapter of Dow Jones Irwin's textbook on corporate communications. Over the years, his articles on communications policy have appeared in *The New York Times*, *Wall Street Journal*, *Fortune*, and other national magazines.

He has served as Chairman of 44 national and regional conferences on Investor Relations and has been a frequent lecturer at the Financial Executives Institute, The National Investor Relations Institute, Nasdaq, graduate business schools at University of Illinois and Northwestern, and the Medill Graduate School of Journalism at Northwestern. He has conducted two-day seminars on IR strategy for CEOs and CFOs in each region of the U.S. sponsored by the National Assn. of Securities Dealers. He has been a featured speaker at national symposiums held by *Forbes*, *Financial World*, and others.

In 1960 he served as a consultant to the Nelson Rockefeller presidential nomination campaign and in 1968 was Co-Chairman of the Illinois Rockefeller Committee during the nomination campaign. In 1974-75 he served as a communications consultant to Army Secretary Howard Callaway. In 1975-76, he served as a professional consultant to then Illinois Treasurer Candidate (and later U.S. Senator) Alan J. Dixon and directed campaign communications.

In 1983 the Reagan Administration named him Chairman of a special USAID advisory mission to the government of Jamaica in a two-year project to improve that nation's image. In 1990 he served as Public Relations Chairman and Advisory Board member of The Four Freedoms Foundation, a private arm of the U.S. Information Agency.

In 2000, as Marketing Chairman of The Illinois Coalition (of over 300 technology companies), he authored the marketing segment of the strategic plan that Governor George Ryan used to win passage of his \$1.9 billion Venture Tech legislation.

Earlier in his career, Mr. Pincus was Associate Editor of *Omnibus* magazine and freelance writer published in *Chicago Tribune Sunday* magazine and other periodicals. Prior he was a financial news writer in the Far East, USAF Information Officer for the F-100 Thunderbird Aerial Demonstration Team, and Chief of the Radio-TV Branch, U.S. Forces-Far East headquarters, Tokyo. He holds a degree from Indiana University where he studied Journalism. In his pro bono work, Mr. Pincus is a charter member of The National Investor Relations Institute Senior Roundtable and currently a director of The

Illinois Coalition, The American Jewish Committee Midwest Chapter, and The North Bank. In past years he had been an advisor to The U.S. Information Agency, a member of the advisory board of Nasdaq, a director of The Chicago Film Festival, a director of three corporations, a 17-year trustee of The Gateway House Foundation, pioneer network of drug abuse treatment centers, communications advisor to the Crusade of Mercy of Metropolitan Chicago, a founding director of The Chicago Youth Success Foundation, and five times chairman of the Communications Industry annual campaign for Chicago's Jewish United Fund.

He is a current member of The World Presidents Organization, The New York Society of Security Analysts, and the Senior Roundtable of The National Investor Relations Institute.

Mr. Pincus was the recipient of The American Jewish Committee's 1993 Civic Achievement Award and was named to The Illinois Entrepreneurial Hall of Fame. In 1998 he was named Entrepreneur of the Year by Ernst & Young, Merrill Lynch and Nasdaq for the Midwest Services Industry. He holds the PRSA Silver Anvil and 52 other national and regional awards. He also has a 1725 ranking in the U.S. Chess Federation. ●

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# Tech industry should celebrate its penchant for innovation

**This year, IBM celebrated the 30th anniversary of the personal computer. I remember it well; during the summer of 1981 I was two years out of college and working in Silicon Valley. Those were early days, but we dreamed big: for my client, Apple, I wrote a story for the *International Herald* titled “A Computer in Every Pot,” speculating on the time when everyone would have computing power. Bill Gates shared his vision of a PC in every home and on every desk.**

By Heidi Sinclair

**W**e’ve exceeded these wild ambitions, many of us have the equivalent of a PC in every pocket and our households are teeming with laptops, tablets, smart phones and media centers. Mobile phones have brought the power of computing well beyond the developed world as well. I have seen the impact that a simple phone has on a Delhi seamstress and an Uttar Pradesh farmer. Technology is deeply embedded in the fabric of industry, government and society at all levels and in all parts of this planet.

Thirty years ago, the technology industry was on a mission to change the world by creating the tools that ushered in the Information Age. Access to information has driven the interconnectedness of humanity and commerce, and has led to greater democratization of society. The world is a profoundly changed place.

Yet, in many respects the technology industry itself has not changed that much. We thrive on improvement, bettering what has come before. This pursuit of the next new thing is critical to driving the kind of change we have seen. But, we as an industry need perspective as well as pursuit. We need to take stock of the world that we have so greatly impacted. We need to put context around our invention. We need to recognize the impact and take responsibility for the profound effect that our technology has had on industry, governments, society and mankind. The technology industry must celebrate the change technology has made.

## The rewards of innovation

Technology gives us the freedom to work from just about anywhere. Productivity has increased thanks to all the advances in technology.

According to Mahzarin R. Banaji’s

essay, “Unraveling Beliefs,” over the course of 150 years, the life expectancy of a white woman living in the United States has jumped from 40 to 80 years. Something that seemed to be determined by biology, now seems to be related to advances in technology and science that have induced major changes to healthcare and nutrition. Banaji says our beliefs about the worth of life and health and prosperity have impacted the changes as well. Medical advances, like vaccinations, have increased life expectancy in third world countries. According to the World Health Organization, nearly 250,000 cases of polio were reported in 1990, whereas in 2010, thanks to vaccinations, the estimated number of polio cases worldwide was only 1,500.

Even the Fifth Amendment has been impacted by technology, as defendants can now be forced to provide samples of their blood, saliva and other DNA evidence that could incriminate them. Now we hear stories about criminals convicted based on DNA evidence from three decades ago, often freeing an innocent person. Our ability to analyze DNA has created a fairer justice system where physical evidence plays a key role. It is time to celebrate these thousands of extraordinary milestones made possible by innovation.

## Assume responsibility for innovation

Kindergarteners don’t have fine-tuned digit motor skills but their thumbs are very adept. Many teens default to playing with their phones and only communicating via text messages now, versus interacting with people in-person. I recently sat down with MIT Professor and author Sherry Turkle to discuss her new book, “Alone Together,” the result of over 10 years of research on the effect of technology on youth and relationships. Turkle feels we need to be aware of how technology is not only supporting our relationships but also inhibiting

them, and create new societal norms and etiquette for technology use. She advocates having no texting zones in the home and car. Understanding technology’s impact on our children and the world that we are leaving them is important. We can and are inventing new technologies to improve our environment, to educate upcoming generations, to improve working conditions globally, to save lives. We can innovate to solve these and other important societal issues.

## Change the conversation

With the global community as our audience, we must use a simpler language and evolve the technology discussion in line with the people who are influenced by and using the byproducts of our invention. It is time for us to elevate our conversation from speeds and feeds and competitive features to one of how technologies are applied to daily life. We are no longer in the Information Age. We are now in what I and others are calling the Innovation Age.

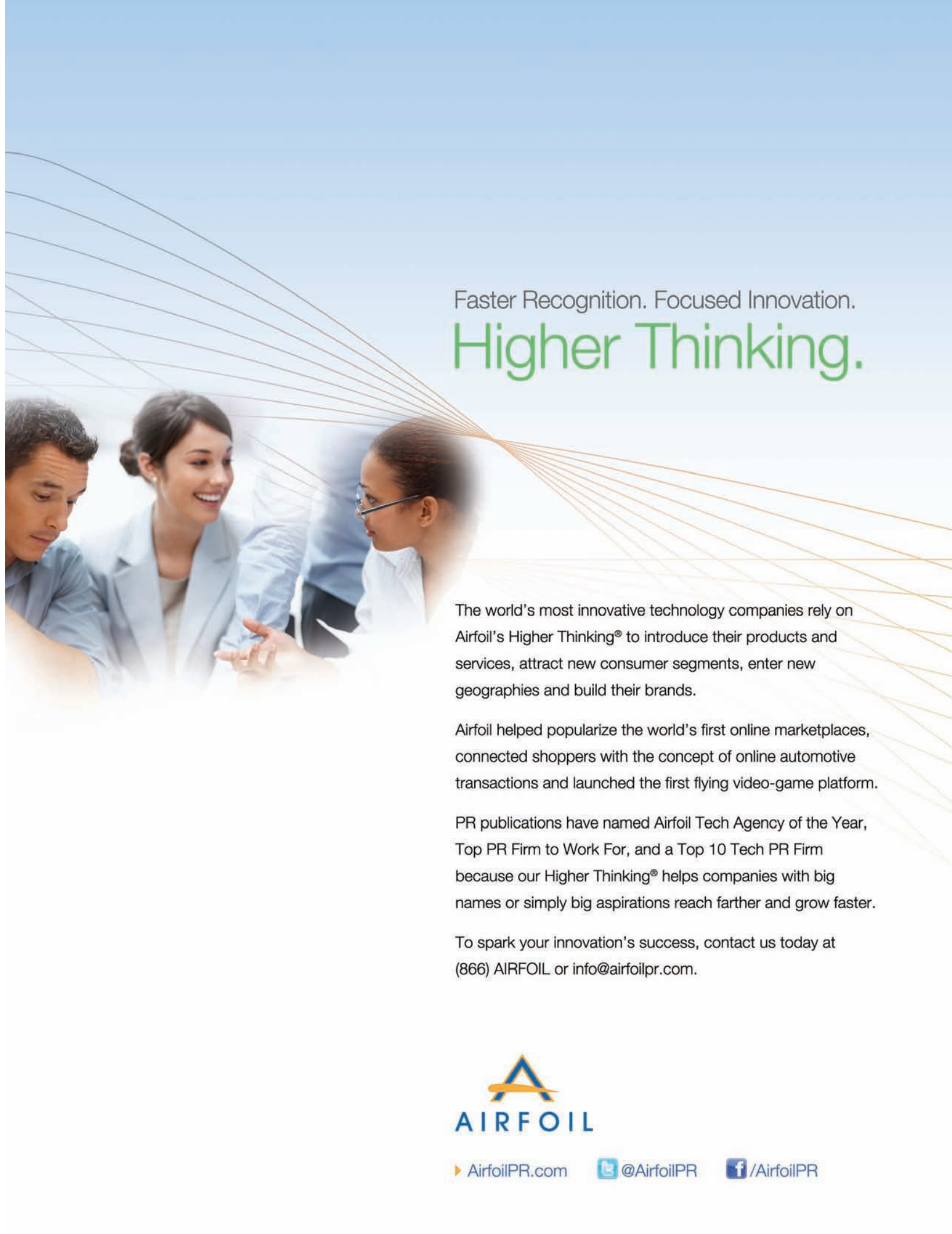


Heidi Sinclair

Where innovation impacts everything. Innovation by nature is a state of constant change. We need to understand that impact, and ensure that innovation is seen as an engine for positive progress globally. This means we need to talk less about features and more about how technology truly can impact our world and our lives. As communicators, this is our job. We need to guide our colleagues and clients away from the arcane technical language that is our industry’s comfort zone and elevate the conversation to one of benefits, impact and application. Steve Jobs made technology accessible and beautiful. We can do the same to the language of technology.

The Innovation Age is upon us and it is truly the most exciting era ever. The Innovation Age is our time to use technology to create a sustainable life and world for all of us.

*Heidi Sinclair is President of the Global Technology practice at Weber Shandwick. ●*



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# U.S.O. concert reveals new twist on an old PR tradition

**When the United Service Organization wanted to spread the word about its first ever Homefront Concert, PR pros responded with an array of new technologies backed by old school know-how to build relationships and “tune in” their audience.**

By Danielle Rudy Davis

It's always rewarding when you can implement and successfully leverage the latest technology to help meet the goals of your client. The greatest reward comes from working with well-established organizations that have a tradition of successfully communicating with their audience, but tend to overlook the latest technologies as a cost-effective way to reach their audience.

When you hear U.S.O., it probably conjures up black and white images of Marilyn Monroe entertaining the troops. Or more recently, stars like Jessica Simpson, Kid Rock or Carrie Underwood heading overseas to put on a show for our service men and women.

The United Service Organization (U.S.O.) has been supporting America's troops since their first mission in 1941. The goal is the same as it was then — to lift the spirits of America's troops and their families. Until recently though, the

focus was more troop-centric and less family-focused.

The U.S.O. understands, more than most groups, the emotional strain put on families when their loved ones are deployed. Beyond the emotional strain, many families feel the financial strain and the stress of managing their household without their significant other. And while individual communities often rally around military families, the community-at-large often focuses on sending their help straight to the troops rather than looking at the military family around the corner.

So for one night this summer at the KFC Yum! Center in Louisville, Kentucky, the families of our troops enjoyed a party just for them. The U.S.O., in conjunction with The National Guard, hosted the first-ever Homefront Concert featuring country stars Montgomery Gentry.

The key to making this event a success was two-fold: we had to get families to the show and we also wanted an event military families across the country would enjoy. We had to get the word out that the concert was available online on the Pentagon Channel as well as through cable providers and Direct TV.

Planning a virtual event is a little trickier than just getting butts into the seats. There's a lot of virtual “noise” we had to cut through to make sure families across the country “tuned in” online. Thankfully, the U.S. National Guard's online presence is vast. Volunteers and members of the U.S. National Guard reached out to families, personally sharing details on the event. We all know how powerful a recommendation from a friend can

be, and these volunteers and employees have established long-lasting relationships, and even friendships with these families. Their personal endorsement was extremely valuable and was reinforced through the online programs.

In PR, we often talk about the importance of relationship building, especially when it comes to brands connecting with consumers. This event was evidence of the U.S. National Guard capitalizing on their strong, both real and online, relationship with their constituents. Word-of-mouth was key. We wanted families to get excited about this and tell their friends both online and face-to-face.

We targeted the U.S.O. and the U.S. National Guard's current online audience to promote the Facebook and Twitter feeds for the Homefront Concert. In addition, we populated these active networks with information on the concert, thus building the new Homefront Concert brand as well as promoting the event on the established National Guard brand pages. The plan included a day-by-day social media strategy, online promotions, contests and a detailed media pitching plan.

The social media component was a constant reminder as well as a way for families to engage with the event. We never wanted the concert to be a one-dimensional event but rather a back-and-forth between the event, in-house audience and the online audience. Beyond simply promoting the day and time, we created a message calendar that included posts that encouraged followers and fans to share. We asked their favorite Montgomery Gentry songs, asked them about attending other U.S.O. events and requested they post pictures, answer trivia questions and share stories about their family members serving overseas. This promoted the family aspect by allowing the U.S.O. Homefront Concert to really get to know its audience beyond just the “like” button.

In addition, we offered incentives for



Danielle Rudy Davis



**Eddie Montgomery from the country music duo Montgomery Gentry riles up the crowd during a performance at the first ever America-based U.S.O. Homefront Concert held at the KFC Yum! Center in Louisville, KY. The concert was held in honor of the United States military service members.**

Photo by David Bolton, Kentucky National Guard.

Continued on next page

families and large groups to “tune in.” Through the concert Facebook page, they gave away “watch party kits” that families could request with goodies to host a concert party of their own. In addition, we created a top-of-the-line kit to be given away to one lucky family. This deluxe kit included an autographed Montgomery Gentry poster, Visa and iTunes gift cards, delivery of two Papa John’s pizzas for the party, party games, snacks and more. We created an easy-to-use application that allowed the U.S.O. to internally manage the campaign through their website, facebook and email messages.

These kits allowed families to make the event their own while enjoying a night off with their friends and family. Besides getting a special show from Montgomery Gentry, the families in the arena had the opportunity to connect with their loved ones abroad. In addition, the audience and all the viewers listened to a message from First Lady Michelle Obama and Dr. Jill Biden.

Having a strong knowledge of the audience gave us the ability to craft a stronger, more effective message. In all aspects of public relations, it’s important to know and understand with whom you are speaking before crafting a message.

Because of the amazing relationship the National Guard has with its members’ families, we were able to use their breadth of knowledge to create a plan that fit this concert’s needs — ultimately helped make the event a success.

The U.S.O. made a great decision when they put this twist on an old favorite. Not only was the concert itself a success with more than 14,500 family members in attendance, but more than 2 million people tuned in to watch the concert on the Pentagon Channel online. In addition, there were more than 8,000 watch parties hosted and attended by military families and their friends.

With a successful first mission under its belt, the U.S.O. and the National Guard have plans to host more



**The July 26 U.S.O. Homefront Concert in Louisville, KY, featured country music legends and attracted thousands of National Guard service members as well as friends and family of service members who made history as being attendees to the first ever American hosted U.S.O. concert.**

Photo by David Bolton, Kentucky National Guard.

Homefront Concerts in the coming months. By taking a chance on a new concept, the U.S.O. has done a great service for our service men and women and those they love the most.

*Danielle Rudy Davis is an Account Supervisor, social media and technology expert for Peritus. ●*

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# The evolving world of sustainability communications

**It wasn't long ago that choosing to focus on sustainability — or “going green” — stood to earn companies positive news coverage and public praise. But as more and more companies have jumped on the sustainability bandwagon, those days have largely come to an end.**

By Nathan Schock

Image consultants were urging companies to go green before regulators or shareholders forced them to do so, so companies could gain “first-mover” advantages for their corporate reputation. Now businesses are expected to focus on sustainability issues and U.S. media are much less likely to cover the latest corporate greening initiative.

According to cleantech communicators, this shift has been occurring for a while and companies will have to adapt to a changed media landscape. There are still opportunities for coverage, but com-

panies will have to become better storytellers and communicate their relationship to the issues of the day. They also have to be able to take advantage of the new opportunities available to communicators.

## A shift in sustainability coverage

Willie Brent, Global Cleantech Practice Lead for Weber Shandwick, said he has “talked to a number of reporters who feel like they’ve ‘been burned’ by covering [sustainability advances] that were supposed to happen and didn’t.” As a result, “the ‘BS’ meter has definitely been raised a notch or two by business media.”

Kimberly Kupiecki, Senior Vice President and Cleantech Group Leader at Edelman, has also witnessed the shift in sustainability coverage. “In terms of energy and environment,” she noted, “most reporters are covering the news, environmental disasters, financial news (IPOs, mergers), policy etc. It’s expected that companies will have sustainability programs now,” Kupiecki said.

Sustainability coverage has also been impacted by the broader decline in media. “I think trade media are so under-staffed (and often staffed by very green reporters — no pun intended),” said Brent, “that their stories are often copy and paste.” And if it’s press releases they’re copying and pasting, chances are they are being printed but not read.

But there are still opportunities to break through and get noticed. “US media who matter are looking to go beyond hype and try to be more discerning” in their coverage of sustainability, said Brent.

The ways to get noticed involve something old and something new for communicators. First, as Brent said “the level of story telling has to be elevated for success.”

Kupiecki agreed: “where did ‘clicks

and mortar’ or Internet coverage go? To the most interesting and innovative companies and business models (Twitter, Facebook, Four Square) and to the high growth companies (Google, Apple) and the drama along the way.”

There are other ways to succeed that will look familiar to long-time communicators. Kupiecki advises “Offer[ing] your experts as sources on relevant issues the media are covering today such as natural gas fracking, price of gas/oil drilling and spills (and its effects), how the military is using renewable energy. We [Edelman] recently did this with SolarReserve CEO Kevin Smith who spoke out on the benefits and critical nature of the DOE loan guarantees during the recent budgeting crunch.”



Nathan Schock

## New era, new opportunities

But new communication methods offer new opportunities for companies to tell their stories.

As Brent said, “... it’s not just storytelling to media, it’s also brands becoming their own storytellers. More and more of the work we [Weber Shandwick] are doing for our clients is oriented around helping brands become their own content creators (or co-creators) and learning how to distribute/syndicate/share that content through digital and social channels and use it to engage with people who have an interest in it.”

Ultimately, one of the most effective ways to react to the latest shift in mainstream media coverage (as well as prepare for future shifts) is to not completely rely on them to distribute your message. While not abandoning what has worked in the past, smart companies will learn how to create their own media and communicate directly to the stakeholders who matter most to their sustainability initiatives.

*Nathan is the Director of Public Relations for POET, the largest producer of biofuels in the world. This article originally appeared on the Sustainable Life Media website. ●*

## PR news briefs

### SOLYNDRA TAPPED GLOVER FOR “MEET AND GREETs”

Solyndra hired Glover Park Group, the well-connected Democratic PR firm, to introduce its management to members of the House Energy and Commerce committee six weeks before the August 31 announcement that the solar panel company was shutting down and throwing 1,100 people out of work.

Catharine Ransom, former Climate and Environment Advisor to Sen. Max Baucus and senior policy advisor to ex-Senator Bob Graham; Gregg Rothschild, ex-Legislative Director for Sen. John Kerry and Deputy Chief of Staff for the Energy and Commerce Committee, and Alix Mistri, special assistant to former President Bush II and chief of staff to Rep. Bill Shuster, are registered as Solyndra lobbyists.

The committee on Sept. 22 asked the Dept. of Energy for additional documentation regarding the solar panel company’s \$535 million loan guarantee.

McBee Strategic Consulting, which was hired by Solyndra on Jan. 30 2009 to work on the federal loan agreement, terminated ties with the Fremont, Cal.-based company on Jan. 31.

McAllister & Quinn, which filed June 15 to work for Energy Dept. appropriations, ended its relationship with Solyndra on Sept. 1.

Joel Johnson, managing director of Glover Park, has not been reached about whether the firm still represents the interests of Solyndra.



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# Solyndra flare-up could make rain

The highly-publicized bankruptcy of California-based solar technology manufacturer Solyndra proves one thing: the company misread its own market.

By Benjamin Gorelick

It's a shame that the firm was a beneficiary of the DoE's loan guarantee program — to the tune of \$535 million — for which American taxpayers are now liable.

Some important lessons may be learned from this failure. Politically, expect the usual finger pointing, buck passing, and ideological posturing. Don't waste your time deciding who gets the blame, or even who deserves it.

What killed Solyndra is the same thing that will propel more innovative American solar tech companies to success: competition. The challenge ahead for the U.S. solar power industry is going to be communicating to its stakeholders that Solyndra was the exception, not the rule.

## A not-so-sunny outlook

Through advances in technology and industrial experience, the cost of solar power has decreased steadily in recent years. As more firms around the world entered the market — most notably in

countries like China and Taiwan — the price of silicon fell sharply. This explosion in supply has caused the price of solar panels to fall by 40 percent in the last year alone. Unfortunately for Solyndra, during that same year the company invested more than \$700 million into its state-of-the-art "Fab 2" production facility — \$500 million of which were federal loans.

It's easy to understand why the company was cast as an innovator by President Obama only one year ago, and by the Bush administration before him. Production of the company's touted thin-film photovoltaic (PV) cells was cheaper than the manufacture of the conventional crystalline silicon panels. At least it was, until the price of silicon plummeted, taking Solyndra and other thin-film makers down with it.

## Public affairs, outreach suggestions

So what's the prognosis for American solar PV industry? It's going to be a tough two years ahead, but that's true for many industries. Nevertheless, if you're still in

business, now is the time for action.

Currently the U.S. market represents five percent of global demand for solar energy. The global transition to solar power is coming, and more quickly than many expect. But despite the chaos Solyndra's failure has recently wrought on public opinion, domestic solar companies must remind the public that the future of the U.S. as a global renewable energy innovator is at stake.

For the worst to happen, all industry has to do is remain quiet. In the meantime, consumers who are distrustful of clean tech — because of its inextricable link to the issue of climate change — will use Solyndra's demise to "prove" the futility of green investment. The solar power industry must change the discussion from preventing a future climate catastrophe to a simple, more immediate one about consumers' right to an alternative low-cost, reliable energy option.

Industry advocacy groups such as the Solar Energy Industries Association and the Solar Electric Power Association will need to make concerted efforts to reverse the damage that Solyndra's failure will do to the public image of solar power. To meet this challenge, advocacy groups should partner with utilities that integrate solar power into their grid supply. These partnerships should enlist experts, including public officials in districts with active solar industries, to bring their message to the American public: solar power is both viable and central to economic growth and competitiveness.

While convincing state and local authorities that pro-solar incentives like feed-in tariffs are important, the industry will also need to directly engage residential customers. These end-users are the most important constituency because they're a huge source of latent demand, and are the best barometer for political and industrial actors to realize the importance of the sector. Solar firms might educate this audience through online advertising and social media about the benefits of solar power and offer households free site assessments and an online energy savings calculator to demonstrate solar's cost offsetting potential.

A campaign directed at households should help customers realize that their best interests, in terms of cash outlays and energy independence, lie with solar power.

*Benjamin Gorelick is Associate Account Executive for Spector and Associates. ●*



Benjamin Gorelick

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# Five communications lessons from Occupy Wall Street

Criticism has been aimed at the Occupy Wall Street movement for not having a clear message. It's obvious that frustration towards Wall Street's harmful impact on "Main Street" and its corrupting influence on our political system is a motivating factor of these protests, but the lack of a specific platform or official leadership has resulted in confusion among many observers.

By Liam O'Donoghue

These demonstrations have clearly struck a nerve, because the protests are growing rapidly, spreading across the country and garnering respectable coverage from mainstream media. At this early stage, it's unclear if the "Big Tent" approach will be the nascent movement's key to success or whether that all-inclusive ethos will lead to a premature demise as various factions vie for control. But it's undeniable that the protesters have used several brilliant communications strategies to gain so much support in such a short amount of time.

Here are five lessons from Occupy Wall Street to consider when trying to gain traction for your cause:

## Let protagonists be your target audience

"We are the 99 Percent" has become a motto of this movement. In this narrative, anyone who has been disenfranchised by Wall Street's greed can be a hero by stepping up to fight back. This has inspired thousands of debt-burdened students, laid off workers and victims of foreclosures — the early adopters of the Occupy Wall Street movement — to share their own compelling stories on this website. The lesson here is that people don't just want to "support" a cause; they want to be a part of the cause.

## Use powerful visuals to gain traction

After more than a week of occupation, the only images most Americans had seen in the sparse media coverage were photos of dreadlocked kids, topless women and people with gray beards banging bongos. The Occupy Wall Street "brand" got a huge bump in mainstream credibility and attention when hundreds of airline pilots dressed in their work uniforms joined the protest to call for fair wages and benefits. The iconic images featuring a sea of well-dressed, middle class professionals undoubtedly made the decision of other unions to throw their considerable weight behind the tent-dwellers in Zuccotti Park much easier.

## Track coverage in real time

When pushing a controversial agenda, controlling the narrative is crucial — and the key to doing this successfully is constantly monitoring mainstream and social

media coverage. Was the October mass arrest on the Brooklyn Bridge the result of a reckless act of civil disobedience or a trap set up by the NYPD to ensnare peaceful demonstrators? That answer depends on who you're talking to.

## Monitor the opposition

We always advise our clients to familiarize themselves with media outlets before talking with them. Sometimes heading into hostile territory can be strategic, like President Obama's interview with Bill O'Reilly, but you need to be prepared or else your frustrated response can play right into their hands. One of the most popular viral videos to come out of Occupy Wall Street so far has featured a calm, intelligent protester challenging the not so "Fair and Balanced" agenda of a Fox News reporter. Fox News never aired the footage, but a bystander's video of the interview turned the quick-wit-



Photo by Jon Gingerich.

ted interviewee into an Internet sensation.

## Tap into cultural symbols for inspiration

From the earliest stages, Occupy Wall Street organizers have made explicit comparisons between their vision and the successful occupation of Tahir Square that led to the rapid downfall of Egypt's dictator earlier this year. Most Americans associate the Egyptian occupation with images of joyous crowds celebrating their liberation from tyranny.

Make no mistake: while Occupy Wall Street may seem like a disorganized mob at times, they have some communications strategists on their side who know exactly what it takes to win.

Liam O'Donoghue is Senior Account Executive at Fenton in San Francisco. ●

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The advertisement features a young boy in a superhero costume (red mask, white shirt with a star, and a cape) flexing his muscles against a blue sky background. The text is in a clean, sans-serif font, with the headline in large, bold, orange letters.

# Google+: What communicators need to know

**Most PR professionals are constantly on the lookout for the next communications frontier. Although we may be suffering from social media fatigue, when Google decides to launch a new networking platform, we need to wake up and pay attention.**

By Sandra Fathi

**W**e've seen the rise and fall of a variety of social networks over the last five years but there has never been a social network initiated by a company with so much clout, such a significant user base and global presence as Google. It's not just that Google's a financial force to be reckoned with — it's the sheer proliferation and infiltration of Google Apps and Google Services in the every day lives of businesses and consumers alike. Google+ is not building a user base from scratch — it's already light years ahead of its predecessors in awareness and adoption in a broad spectrum of services and products. That kind of power positions Google to be a significant player in the social media landscape — if not to become the dominant player that leaves its competitors in the dust.

Although the benefits for consumers on Google+ are fairly clear, the implications for businesses are still convoluted. Google has announced it will be introducing a business offering but so far has only allowed a small number of organizations into its beta program. However, it will be the business and brand presences on Google+ that have the potential to change the ecosystem and economics of social media and search.

The information and data Google+ will be recording from the interactions and interests of its users have the power to push it into new frontiers. The most prolific search engine will now have access to unprecedented information about its users and their relationships, and potential uses of this data will affect a variety of areas.

**Search.** Google is still the number one search engine, with approximately 65% of web searches. When coupled with the number of Google-powered searches on corporate websites, Google's web domination is on very firm ground. With the advent of Google+, Google will be able to further widen the gap between itself and competitors, not just based on search volume, but on search intelligence and data. Google+ data could be utilized to customize search results based on a user's activities, interests

and relationships derived from their activity on the social network. This could potentially provide more accurate and potent results — increasing Google's effectiveness and utility for end users and businesses.

**Personalization.** If Google knows what I'm searching for right now, imagine if it also knew what I searched for in the past, what colleagues and friends searched for, what companies I've done business with. Almost all of Google's services have some element of personalization and customization and Google+ can be that turbo boost of intelligence that enables the company to surpass any competitive offerings.

**Advertising.** Google has always been at the forefront of niche target marketing. Google AdWords and AdSense platforms raked in \$28 billion in 2010, helping companies advertise to individuals based on their active searches and related content. If Google's advertising solutions were to have intimate knowledge about each individual advertising target — beyond their transient search interests — the repercussions could be substantial. Now instead of just advertising to people searching for a new laptop computer, an advertiser could provide special pricing to an individual that seems to have more influence over his/her community on Google+ or customize the laptop offer based on the users profession, special interests or recent posts, for example.

**Shopping.** Google has a number of offerings and technologies that facilitate shopping for both merchants and consumers. The company has a foothold in this arena but hasn't gotten it completely right just yet. Google's attempts to infiltrate shopping have been mixed. For example, Google Product Search, formerly Google Products, formerly Froogle, has not had the runaway success that other Google ventures have had in the past. With the entire industry buzzing about social shopping as the next great frontier, it's Google that will have the advantage if Google+ continues to grow at its current adoption rate. Although Facebook has already integrated some shopping capabilities, Google can easily eclipse the features, functions and market reach even with Facebook's head start. Google+ content could even be integrated into third party shopping or opinion sites to provide recommendations from a user's personal group of trusted resources —

his/her Google+ Circles — rather than the most prolific reviewer on a site or a stranger's opinion.

**Privacy.** Although many organizations are consistently berated for poor privacy policies and practices, Google has for the most part, been able to keep its squeaky clean image. Somehow the brand has still retained the trust of its customers in spite of some of the most aggressive tracking and tracing of user activity in the market. At the same time that the privacy advocate voices are increasing in volume, we are seeing an increasing trend of users forfeiting privacy for content customization and value added services. Google+ will provide significant leverage for Google to learn more and more about its customer base and utilize that information to enhance their experience and offer businesses more compelling and unique ways to reach them.

**Customer Relationship Management.** Could Google+ become your next CRM tool? Depending upon how Google rolls out its brand strategy on Google+, it could become the most powerful social media platform for customer interaction and relationship management. If Google+ gets the business offering right, it could combine the business case for LinkedIn and the personal appeal of Facebook, along with financial and shopping data to provide businesses with extraordinary insights into customer behaviors, interests, networks and consumption — not just with one company but with others in the industry or across a broad spectrum of goods and services. In addition to the business intelligence, it could provide businesses with a marketing and advertising platform for both short and long-term CRM — potentially challenging stalwarts such as Salesforce.com.

Google+ is going to have an impact on social media and many other areas in consumer and business marketing. In the past, organizations were often caught off guard when a social network entered and shook up the market. With Google+, the warning shots have been fired, and history has shown us that early adopters will have significant benefits in this arena.

PR professionals need to be paying close attention and preparing their organizations now by starting the conversation early and often regarding Google+ and its potential impact. This is an opportunity to lead the strategy and discussions on what already is a leading social media platform and a future driver of business value.

*Sandra Fathi is President of Affect in New York.* ●

# Q3 PR revenues strong despite 'uncertainty'

**Despite global economic worries, four of the major advertising and PR conglomerates reported robust third quarter earnings in late October, including solid gains at PR divisions as more marketers spend on social media.**

By Greg Hazley and Kevin McCauley

**C**EOs pointed to reams of negative headlines about ongoing efforts to avert a European financial meltdown, as well as sluggish growth in the U.S. in an apparent effort to show resilience in ad and PR spending and highlight the strong figures for the quarter.

## IPG profits soar

Interpublic on Oct. 28 reported Q3 operating income soared 73% to \$173.2 million on an 11.1% rise in revenues to \$1.7 billion.

CEO Michael Roth said the robust performance stemmed from a "cross-section" of growth in its communications portfolio both here and in emerging economies.

Despite the "macroeconomic uncertainty," Roth expects IPG will meet or surpass its four to five percent organic growth and 9.5% profit margin targets. Harris Diamond, CEO of IPG's constituency management group, told *O'Dwyer's* that the Weber Shandwick, GolinHarris and DeVries-led PR group showed 10.8% organic growth for the quarter and 8.8% for the year.

He's bullish as more and more chief marketing officers understand the need to commit PR dollars to IPG's social media offerings.

The ad/PR combine's Q3 \$217.5 million net income was bolstered by a \$132 million gain from the sale of half of its Facebook holdings.

For the nine-month period, IPG's revenue advanced 9.8% to \$4.9 billion. It earned \$273.2 million vs. \$58.4 million a year ago.

## OMC Q3 net jumps 17%

Omnicom on Oct. 18 posted a 16.7% rise in Q3 net income to \$203.7 million on a 12.9% rise in revenues to \$3.4 billion.

The Fleishman-Hillard, Porter Novelli and Ketchum-led PR group showed a 9.7% revenue gain to \$307.1 million during the quarter. PR was up 6.9% to \$905.2 million.

CEO John Wren spent a healthy \$343

million for '11 acquisitions, \$72 million of that account were "earn-outs." During Q3, OMC acquired India's Sampak, which had been a Ketchum affiliate; TouchCast, a digital brand activation company in New Zealand; Biz Group, an integrated marketing services shop in Ho Chi Minh City, and Jump, a below-the-line communications firm in Amsterdam.

OMC's nine-month profit increased 17.1% to \$680.7 million and revenues rose 11.9% to \$10 billion.

## WPP PR revenues rise

WPP said Oct. 27 that third quarter revenues jumped 9% to nearly £2.5 billion (about \$4 billion), although the increase was a more modest 4.7% adjusted for acquisitions and currency fluctuations.

The Ireland-based advertising and PR conglomerate, owner of firms like Burson-Marsteller and Ogilvy PR Worldwide, said its PR and public affairs businesses were up 7.4% in Q3 — 6.4% for the first nine months — on improvement in "almost all brands." Ogilvy, Cohn & Wolfe and specialist Finsbury in the U.K., and HeringSchupenerin Germany were singled out for strong growth.

In U.S. dollars, Q3 PR/PA revenues were up 11.1% to \$358 million over 2010, and up 9.9% for the first nine months topping \$1 billion in revenue.

CEO Martin Sorrell said the company to date has seen "little, if any" cutback in spending amid six global risks — fear of Euro contagion, lack of attention to the U.S. deficit, rising commodity prices, impact of Japan's nuclear disaster, uncertainties from the Arab Spring, and the possible withdrawal of post-Lehman fiscal and monetary stimulus. He said a predicted slowdown in the U.S. and Western Europe has manifested.

"However, the continuous macro economic gloom and despair in the media and elsewhere must have some impact on both corporate and consumer confidence," he said.

In dollars, North American revenue

for WPP topped \$1.3 billion on 6% growth in Q3.

WPP employs more than 112,000.

## Publicis climbs, warns of slowdown

Publicis Groupe, meanwhile, posted a 5.5% increase in third quarter organic growth in North American on revenue of €685 million and 6.4% overall to €1.4 billion over Q3 of 2011.

Its U.S. business climbed 5.2% during the quarter, but chairman and CEO Maurice Levy warned of a slowdown in Q4.

"There will be no lack of challenges, but we have every confidence in the capacity of our teams to overcome them, and in our strong strategic positioning," he said, noting a "climate of economic difficulty and uncertainty" and ZenithOptimedia forecasts which have been revised downward from 4.1% in July to 3.6% now.

Levy said clients may cut media budgets "more heavily" because of sales and profit woes in the fourth quarter.

Publicis, which acquired 186-staffer Schwartz Communications during the quarter, said key account wins for the first nine months at its MSLGroup PR division included TAQA (UK and Dubai); Ancestry.com (USA); AQMD-Incremental (USA); AstraZeneca (China); ADP (China); Insinkerator (China); Star TV (India); Bosch (Germany); and Securite Routiere (France).

## Havas revenues rise on NA gains

France's Havas, owner of Euro RSCG Worldwide PR, reported third quarter revenue rose 5.2% to €387 million led by solid growth in North America, Asia/Pacific and Latin America.

North American organic growth — excluding currency rates and consolidation — rose 8.2% on revenue of €126 million, compared with only 1.8% growth in Europe with €195 million in revenue for the quarter.

CO David Jones stressed that all regions grew for the first nine months of the year with Q3 organic growth its best in three years. He called Europe "more restrained" in Q3 than in the first half of the year, but improved over 2010.

Key wins included global corporate communications and social media for music platform Deezer, as well as large assignments for Pernod Ricard, sanofi-aventis, and Turismo de Mexico. ●

# Brands and media: a symbiotic love affair

**As the media landscape continues to evolve, reflective of an all-but-completely digital culture, media professionals and brands alike have been forced to change their approaches to delivering the most compelling content to their audiences while still maintaining consistent key messages.**

By David Racusin

**W**ith the abundance of information and cacophony of sources creating so much noise, these messages often get lost in a black hole of oversaturation. Technology has enabled us to access content anytime, anywhere — and as a result, increased stimulation and instant-access-demand has caused a shift in traditional content consumption. In the past few years alone, notable publications such as the *New York Times* and *USA Today* have seen declines in circulation upwards of 3.6% and 7.5% respectively. However, nearly two-thirds of Internet users — 65% — have paid to download or access some kind of online content from the Internet, according to a recent Pew Internet study. People seem to be more interested in accessing content via social media channels on-the-go, than actually sitting down to consume it directly on publication sites.

A recent study from the CTIA showed there are currently more mobile devices in the U.S. than people. According to Pew Internet 35% of all adults own a smartphone and 87% of smartphone owners access the Internet or email on their handheld, including two-thirds (68%) who do so on a typical day. This change in how content is consumed led publications such as the *New York Times* and *Wall Street Journal* to move from unlimited free content online to paid subscription models.

This evolution of digital media has resulted in a symbiotic relationship between brands and the media, and has created an opportunity for companies themselves to create thought leadership on a variety of issues in the market. The landscape for media opportunity has evolved from the expert source to a content partnership in which brands not only create their own content kingdom but supply it to the media. Companies like Abextra, Bizo and even big names like Virgin and Starbucks have all seized the opportunity to take a strong stance on issues that affect not only their companies directly, but the industry and world as a whole. As the old adage goes, “content is king”— but con-

tent is a living, breathing thing and as sure as the sun rises and sets, evolution ensures that a change in content itself is a direct reflection of a changing demand.

## A new wave of contributed content

At the 2010 Techonomy Conference, Google’s then CEO, Eric Schmidt, shared the following statistic: “Every two days now we create as much information as we did from the dawn of civilization up until 2003.” This staggering statistic highlights how user generated content has contributed to our world of information. In this new era, however, we have also seen massive cuts in traditional journalism. Reporting staffs are being cut due to cost efficiency in a downturn economy. With this cutback, media are increasingly turning to outside sources for original thought leadership content. Publications like *Forbes*, *Entrepreneur* and Huffington Post regularly feature bylined pieces authored by industry leaders, ranging from tech evangelists to education gurus.

While just a few years ago “contributed content” may have been characterized by bylines, it has now expanded to take on a plethora of different formats, such as guest blogging, white papers and infographics. In turn, brand leaders are now actually becoming reporting staffs themselves and in the process, creating awareness and dialogue around topics such as the economy, technology and even global issues like the Arab Spring, once the sole domain of beat reporters. Their direct access to and knowledge of industry trends creates a perfect storm for strong thought leadership amongst both industry professionals and speculators alike. According to long time media reporter, columnist and editor, Sam Whitmore, “Vendors have two things tech journalists want: a window into how technology is evolving, and a window into what customers are doing with this technology. Tapping into either or both is the shortest path to placement success.”

## Packaging data-infographics

With the accessibility and prominence of industry data, verifiable proof points can lend credibility and enhance readers’ trust. Publications such as the *Wall Street Journal* and the *Atlantic* turn out data-



Source: Manta SMB Wellness Index: Sept. 2011.

centric articles about as often as they post real-time news updates. Conference presentations, keynotes and even customer case studies are no longer single purpose but can be re-purposed, excerpted or serve as the backdrop for media content. As publications turn to brands to provide them with this data content, an increasingly data-inundated audience has become harder to engage — enter: infographics. The use of data visualization and obsession with engaging and interactive content has now given birth to what has been dubbed “click candy.” This has resulted in an increased dependence on brands to provide compelling trends via such channels as customer indexes. Companies such as Cisco have gone so far as to release monthly infographics on their blogs in an attempt to engage the data-hungry audience. The iPad has also contributed to the hunger for visually appealing data. While only 8% of US adults own a tablet, like an iPad, the highest rates of tablet ownership are among Hispanic adults and those with household incomes of at least \$75,000 annually.

## An end in sight?

So what does the crystal ball hold and what can we expect to see as this trend continues to spur a new “bredia” (brand + media) revolution? The truth is in the numbers. With 53% of tablet owners consuming news daily, there’s clearly no shortage of demand for content. What remains to be told, however, is exactly how this demand will affect future relationships. Brand leaders and reporting staffs have a good thing going but as newsrooms shrink and companies flourish, this good thing may go sour like a bad romance; or, like a true happy ending, this love affair could end in media matrimony.

David Racusin is an Account Associate at Borders + Gratehouse. ●

# System Requirement: A Passion for Technology



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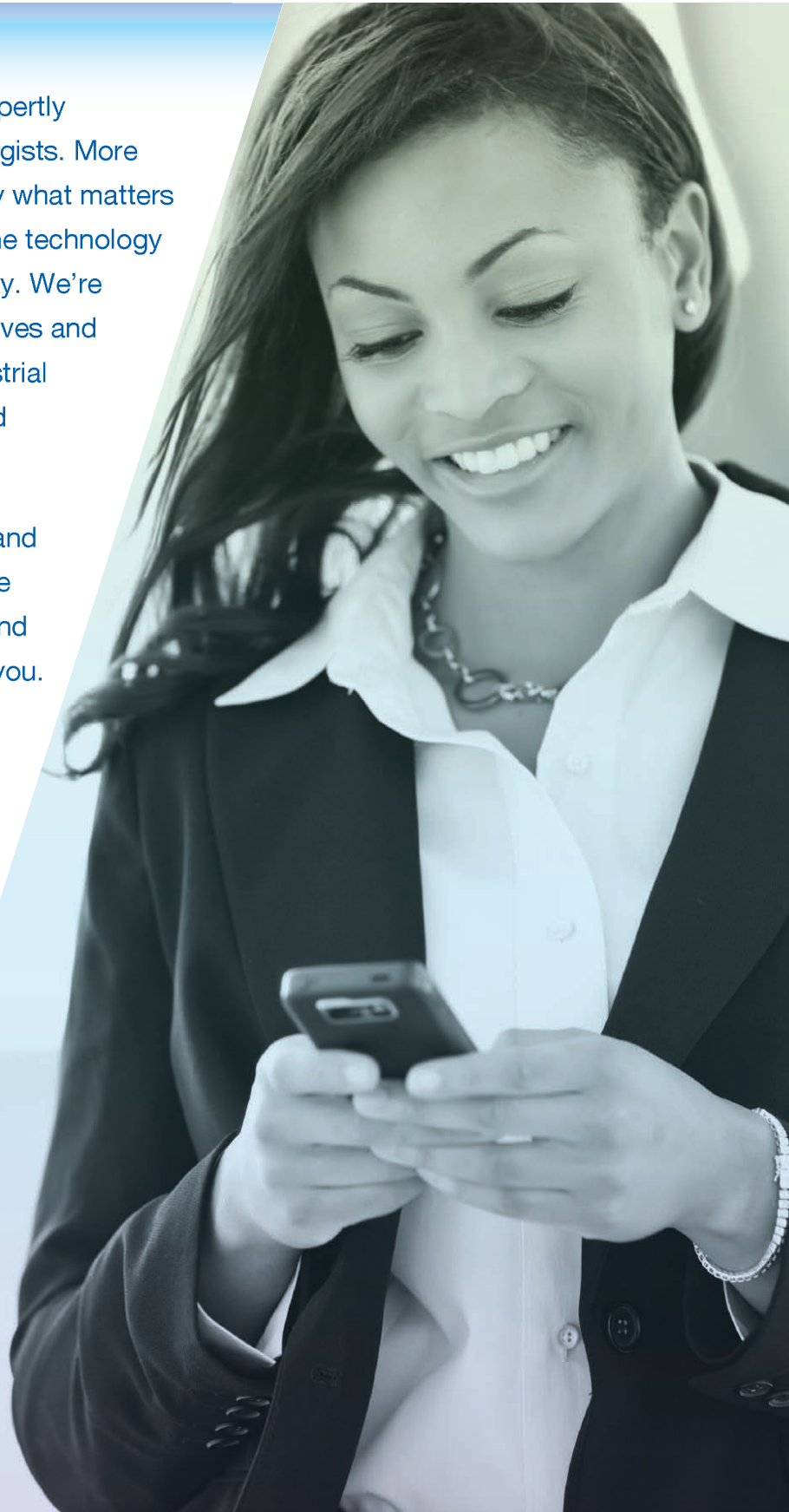
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# Amsterdam reveals newest global marketing capital

**Amsterdam is a city of contradictions. It's a place that manages to blur the lines between old and new; its spiraling canals, bicycle swarmed streets and storied museums hearken times past, yet it's a culture that thrives with a youthful creativity. It's a historic city that avoids being stoic, one that continuously reinvents itself while maintaining a timeless veneer. And now, a deluge of local creative talent, combined with a series of new government tax incentives to attract foreign investment, has Amsterdam poised to become one of Europe's most vibrant marketing epicenters.**

By Jon Gingerich

A perfect storm of contributing economic, social and political factors has cleared the way for what some experts believe could be an industry diaspora in the Dutch capital.

First there are the obvious factors. The country is sitting on a bounty of preexisting wealth. Ranked by GDP, the Netherlands has the 16th largest economy in the world. But its affluence is nimble. A large chunk of its national income is derived from its banking and insurance industries, but it's also Europe's second largest producer of natural gas (and ninth in the world). Rotterdam holds Europe's biggest seaport. Long standing trade deals with Korea, China, Japan and Brazil have laid a healthy tradition of foreign investment. Then there's tourism. Amsterdam is repeatedly Europe's most popular destination, receiving an average of nearly five million visitors a year. Not bad for a town whose urban cluster houses only about 700,000.

Chances are you're probably familiar with a number of famous Dutch brands: Unilever, Heineken, Philips or coffee giant Douwe Egberts. American companies like Nike have set up flagship offices there. Tommy Hilfiger famously moved their international headquarters from the U.S. to Amsterdam. The Netherlands is now currently home to nearly 1,800 U.S. companies, and the numbers keep growing every year.

Multinational ad conglomerates seeking to take advantage of this market began setting up shop in the capital a long time ago. Omnicom giants Fleishman-Hillard and Ketchum both have offices in Amsterdam (Ketchum has a second office in The Hague,

along with Interpublic unit GolinHarris). WPP flagship Hill & Knowlton has run an Amsterdam office since the 1970s.

"It started with the big guys," said Daniel van Vulpen, Area Director of the Netherlands Foreign Investment Agency, a government business forum that is part of the Dutch ministry of public affairs. "Now there's a nice mix of international and Dutch talent. There's collaboration between industries to make this growth happen. There's not that sense of competition you see in other places. In general there's an understanding that we need to bring in people who are specialized."

## Embracing outside talent

The Netherlands' plentiful resources, monetary endowment and groundswell of powerful domestic brands would be enough to safely bet the country is in good shape for growth in its creative services sector. But there's something else. A slew of recent economic initiatives spearheaded by the Dutch government has begun attracting international attention, and now a swarm of international companies — both multinationals and independent shops — are moving to the Dutch capital at a clip faster than most European cities.

For several years the country has undertaken one of Europe's most voracious foreign investment campaigns to integrate outside talent into Amsterdam's preexisting pool of creatives. Current corporate income tax rates in the Netherlands — 25% — are attractively low for a European nation. The Dutch tax system now provides a new rate — 20% — for the first € 200,000 in taxable company



Continued on next page

All photos by Jon Gingerich.



profits made by an international company.

Then there's the country's famous 30% ruling. If you're an employee brought from abroad to work in the Netherlands, the Dutch government will now reimburse your company 30% of your salary, as long as your trade has been designated by the government a scarcity in the Dutch market. An example of one such scarcity? Creative services.

Perhaps not coincidentally, an influx of foreign advertising, PR and marketing shops are now taking residence in the Dutch capital. A growing number of independent firms already popular in their native countries — like Sixty Layers of Cake (South Africa) and powerhouses Taxi and Sid Lee (both from Montreal) — are now cropping up along Amsterdam's canals and thoroughfares.

London-based market research agency BrainJuicer is one such shop. The company opened its new office in Amsterdam less than five months ago. Managing Director Carola Verschoor said many of BrainJuicer's clients are international, and for several years they'd been receiving a growing roster of Dutch clients who wanted local representation. Though their boxes aren't yet fully unpacked, already the company's new Amsterdam digs are swarming with a range of Dutch business. Current clients now include Dutch telecom, pharmaceutical, energy and petroleum companies. Japanese running shoe maker ASICS and Dutch dairy giant Friesland Campina are also clients.

"We were growing and wanted to be closer to our Dutch clients. We also wanted to be closer to the creative community in Amsterdam. It just made sense to open an office here," she said. "Market research has the power to inform and inspire, and we believe we can effectuate that change in Amsterdam. We want to be the change agents, and that means we have to have local experts on the ground. We intend to keep it that way."

While Verschoor cited Amsterdam's creative tapestry and a close proximity to their clients as a reason for BrainJuicer's new satellite, she admitted the alluring

tax cuts might have something to do with the recent glut of professional migration into the city.

"What Holland has seen in innovation is key to the country's future. [The Dutch] are creative in an applied sense, but they need a creative push to get them where they want to be and they're looking to the idea of import to maintain that creative edge," Verschoor said. "In general people see this as a positive thing, as bringing a more cutting edge to the economy. The Dutch are very open in terms of how they look at their own borders. They believe a mix of culture and diversity leads to great things. They believe they need the best of all worlds."

### A culture of creativity

One could argue that Amsterdam is a town made for the ad and marketing industry, a place where creativity is woven into the cultural fabric. For one, it's an extremely diverse city, a living test market. Amsterdam is currently home to more than 170 different nationalities — about half of its citizens are from other countries. It's also an educated city. Its universities are almost as famous as its museums, and Amsterdam has an unusually high penetration of print content consumption — magazines, newspapers — for a city its size. It's also a city internationally famous for its tolerance and progressive legislation. It's a culture that encourages, even cultivates, creativity.

Then there's the technological penetration. According to Herman Kienhuis, Manager of Business Development for Sanoma Media — a top Dutch consumer magazine publisher — the Netherlands takes residence in the top group of smart phone adaptors, selling more iPads per capita than anyplace in the world (one in 16 people in the Netherlands own an iPad). It's an unusually tech savvy culture, one that adapts readily to change.

Already Amsterdam is teaming with local industry talent. Dutch marketing giants like DDB, FHV and 180 Amsterdam have been big players in the local ad industry for decades. Each operates globally but with a sensibility that is patently Dutch, offering an international marketing and branding perspec-

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## AMSTERDAM MARKETING

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tive that was born and raised in the local market.

“Amsterdam is changing, but it needs to move faster and stop splitting itself down local and international lines,” said Chris Baylis, Executive Creative Director of Tribal DDB, a subsidiary of DDB Amsterdam. Baylis said this “split” can be illustrated in the fact that his agency is the only office in Amsterdam that employs a majority of Dutch natives while tackling a majority of international business. Most Amsterdam agencies, by contrast, either employ locals who work on local campaigns or international agencies that employ solely expats.

“After all, the majority of awards have been won in the last few years by internationally focused agencies for global clients, not local agencies working for local clients. What Tribal have managed to do is use a mix of local and international talent to go after international opportunities. Other countries are often more local and, in an increasingly globalized world where clients are looking for efficiencies and control, local budgets are shrinking and the work becomes small, tactical and irrelevant. This is happening more and more in London. New York still has the advantage that local means 250 million people who all speak the same language,” he said. “Amsterdam needs to protect its bilingual and international advantage and continue doing great global work.”

Amsterdam is literally landlocked by its tracts of feeder canals built in the 1600s. As a result, many of its newest business districts now lie on a sprawling periphery. One area where its creative fauna is flourishing is in the Amsterdam-Noord (Amsterdam North) neighborhood. Located on the northern shores of the IJ bay, the Amsterdam-Noord neighborhood is housed on the banks of a former shipyard, accessible by passenger ferry. It’s recently been heralded the “new creative capital” of the city. Already, companies like MTV, Red Bull and VHI have offices there.

Fronteer Strategy, a brand consulting and development firm, is another creative group that now calls

Amsterdam-Noord home. Firm Partner Martijn Pater referred to the neighborhood a “playground for artists,” a place that has been gaining traction since the country began its rebound from the global economic slowdown several years ago. Indeed, inside a former airplane hangar across the lot from the MTV studios, a colony of set designers, architectural consultants and furniture makers work in makeshift 200-square-foot cubicles constructed side-by-side across the length of the hangar. Amsterdam’s new creative underground bears a striking resemblance to a very large, very vibrant clubhouse.

Fronteer Strategy was formed in 2008. Their clients include big names like Heineken and Dutch airline KLM. Pater is a proponent of the marketing strategy known as “Co-Creation,” an open source marketing equivalent of crowdsourcing that unites a select cadre of interdisciplinary members across the branding spectrum — developers, stakeholders, even consumers — to share and create relevant brand solutions under one umbrella.

“We have a very international outlook, also because our own home market is so small,” Pater said. “We have a history of thinking bigger than our local culture or market. This makes us [happen] upon to new ideas. Also, we tend to have a relatively high level of creatives living in the city. It is a playground with a high quality of life appealing to people tired of the London or New York grind.”

Back in Amsterdam proper there’s the Miami Ad School’s Amsterdam campus, located off the Herengracht canal just a short walk from the famous Westerkerk church and the Anne Frank House.

Students from all over the world flock to Amsterdam for an intensive 10-week course on advertising. The school’s Director is Peggy Stein, a 30-year ad industry veteran and Co-Founder of the shop One Big Agency, whose offices are located in the same building as the school.

### City on the move

The city’s successful “I amsterdam” campaign has been cited as instrumental in getting outsiders to take notice of the Dutch market. A multifaceted marketing salvo in the vein of “I ♥ NY,” I amsterdam edu-



cates visitors to the many travel, business and cultural activities in the Dutch capital.

Apparently the campaign is working. Foreign direct investment into the Netherlands for 2010 included 155 foreign projects, accounting for planned investments of \$1.3 billion and representing 3,793 jobs. North America was responsible for about 32% of this growth. The industries taking the greatest share of these projects? Marketing and sales.

In October, Amsterdam ranked number-four in Cushman & Wakefield’s annual “European Cities Monitor” poll, which ranks international corporate perception of cities across Europe. Amsterdam’s gains are significant; they’re up two points from their previous position of sixth in 2010.

“Amsterdam is renowned for its diversity and creativity,” said Amsterdam Deputy Mayor Carolien Gehrels. Gehrels spoke with *O’Dwyer’s* from the roof of The Mint Hotel, a luxury hotel that held its ribbon cutting ceremony that evening. A stone’s throw from Amsterdam’s Central Station, the new hotel has created 230 new jobs in the city.

“Our international reputation is growing, and we’re very proud to be in that league,” she said. “Our strategy is to bring Amsterdam to the world. I hope we can be a very important place, a gateway between Europe and the United States.” ●

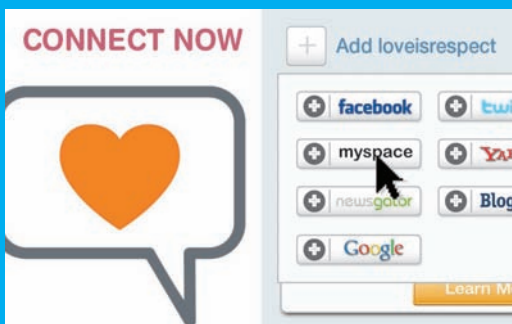




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# O'Dwyer's Guide to: HIGH-TECH AND TECHNOLOGY PR

11.11



**Andy Getsey, Co-Founder & CEO of Atomic Public Relations.**

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**Henry Feintuch, President**

The recipe for smart and impactful technology public relations isn't complex — develop a clear and concise message, target it carefully, tell a story and engage with your audience.

At Feintuch Communications, we have specialized in tech PR for nearly three decades — from yesterday's bag phones, room-

Continued on page 30



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**Feintuch Communications launched search and analysis software client MIIAtech at CRM Evolution Trade Show with a show sponsorship (full page ad, booth, giveaway), a custom video and media and analyst meetings.**

**FEINTUCH COMMS.**

Continued from page 28

sized supercomputers and mainframe voice response systems to today's cutting edge mobile apps, security solutions, ad tech, biotech and green tech.

We are a strategic relations firm which delivers an integrated set of public relations, investor relations, business start-up and marketing/creative services. We call it "integrated thinking™" because every assignment doesn't always fit neatly into a plain vanilla RFP.

Our team enjoys helping our clients think through their business challenges and developing smart solutions that impact their business. We welcome the opportunity to think through your needs.

**GIBRALTAR ASSOCIATES**

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**Eric Bovim, CEO & Co-Founder**  
**Thomas J. Pernice, Chairman & Co-Founder**  
**James C. Lake, President & Partner**

Since its founding in 2007, Gibraltar Associates (GA) has grown quickly to become one

of the country's leading PR agencies, representing some of the world's best known companies and brands. We practice 21st-century PR by fusing old and new media strategies into breakthrough campaigns for our clients.

GA is a firm with a mission: to lead our clients through high-profile challenges with bold work that makes a real impact in the world.

We are known for three things: creativity, new media savvy and a culture that fosters concierge-like service. We are fast and we are smart.

GA is led by seasoned, senior practitioners with award-winning experience in communications, technology, politics, media, finance, marketing, policy-making and management.

GA has offices in Washington, D.C. and Los Angeles, as well as closely-affiliated partners in Europe and South America. For more information, visit our website at [www.gibraltar-llc.com](http://www.gibraltar-llc.com) or follow us on Twitter @GibraltarAssoc.

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**Cos Mallozzi, CEO**  
**Luke Lambert, Pres., New York**

Gibbs & Soell, an independent public relations firm since 1971, has experience in a wide spectrum of technology and industrial markets ranging from consumer electronics, integrated facility controls and telecommunications products, networks and services, to e-business/new media models, software, scientific instrumentation and industrial automation equipment.

Gibbs & Soell also offers its PR counsel to businesses delivering greentech solutions which leverage technology to achieve sustainability.

Public relations services include corporate communications, marketing communications, event marketing, employee communications, leadership positioning, social networking/digital media outreach, communications research and evaluation, and communications training including I Power™, a proven, dynamic process for creating and delivering clear, concise and compelling communications.

Gibbs & Soell is a leading B2B voice online with The G&S Spark (<http://spark.gibbs-soell.com>), the agency's blog for advanced manufacturing and energy communicators.

Client Experience: ACC/Cybersecurity Program, Ag Software Designs BenQ, Chemical Information Technology Council, Mitsubishi Electric Automation, Molex, Nitech Corporation, PNY Technologies, Rexel, Sage Software, Siemens, Tridion Corporation and U.S. Robotics.

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The Hoffman Agency advises companies on applying communications to build brands, fortify reputations and sell products/services.

With a heritage in the technology sector, the firm today focuses on markets of complexity: telecommunications, energy and financial services, as well as technology.

In contrast to the mega shops,



**Luica Mak, Managing Director of Hoffman's European operations.**

all of our senior consultants manage and are actively engaged in client work. Our senior people both oversee and contribute to the implementation of client programs. This results in two key benefits — a high-level understanding of each client's business and superior implementation.

Everyone, including our managing directors, vice presidents and general managers, uses his or her relationships and assets to drive the success of our clients' programs.

We take a holistic approach in creating communication campaigns as opposed to solely depending on media relations. Our work often combines social media, digital, search engine optimization (SEO), thought leadership as well as traditional PR. Such an approach puts a premium on not just building content, but building the "right" content. Toward this end, the Agency embraces storytelling techniques and even conducts workshops on storytelling (for both in-house communicators and executives).

For clients with global needs, The Hoffman Agency's operation extends across Asia Pacific, Europe and the United States. By taking a collaborative approach to implementing programs, the company can leverage content and thinking across geographies. This mentality is

further cultivated by a financial structure that does not place P/L at the individual office level.

In short, our work reflects the sophistication of a large agency with the handcrafted execution excellence of a boutique.

**HORN GROUP**

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www.horngroup.com

Horn Group is a digital communications firm specializing in public relations, interactive design and social media. Named "2011 Technology Agency of the Year" by the *Holmes Report* and a "Best Mid-Sized Agency" by PRSourceCode, the company represents established brands and hot start-ups in the technology, media and consumer sectors.

Horn Group was founded twenty years ago by Sabrina Horn and is based in San Francisco and New York. The agency also co-founded the Oriella PR Network, an alliance of like-minded agencies around the world that partners together to service international clients. To learn more, visit [www.horngroup.com](http://www.horngroup.com), call +1 888.271.8989 or @horngroup.

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

Hunter Public Relations is an award-winning consumer products public relations agency with deep experience in the consumer technology sector. In business for

The December issue of *O'Dwyer's* will feature a company profiles section on entertainment and sports PR firms. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or [jon@odwyerpr.com](mailto:jon@odwyerpr.com)

22 years, the 80-person, independently owned and operated agency offers strategic marketing PR services including creative brainstorming and facilitation, traditional and digital media relations, social media marketing, special event production, new product introductions, local market events, spokesperson tours and crisis counseling.

Hunter PR's experience in the tech sector has been driven by public relations campaigns as innovative as the products we represent, including groundbreaking developments from category leaders such as 3M and Motorola. A strong foundation in traditional media layered with the viral power of social platforms delivers clients with the kind of hard-hitting, buzz-building placements that move products, build brands and redefine categories.

**KAPLOW**

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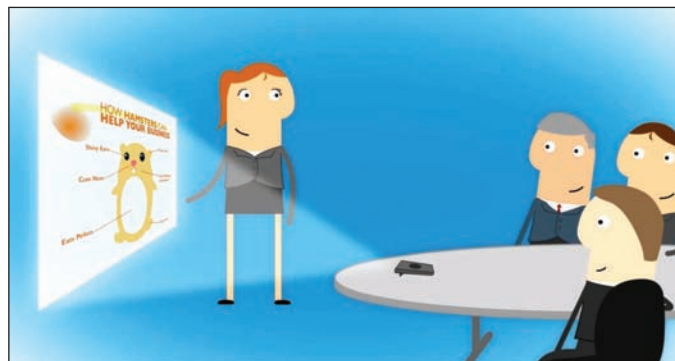
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795 Folsom Street, 1st Floor  
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415/291-2937

**Liz Kaplow, CEO**

Kaplow is an award-winning, full-service agency with deep expertise in consumer technology, mobile and Internet communications, e-commerce, software, and media.

Kaplow continues to build best-in-class technology brands and has long-term relationships with industry leaders Skype, GSI Commerce, HauteLook and TheFind. In 2011, Kaplow added to its roster sought-after technology trailblazers Demand Media, Kynetic, Lookout Mobile Security and Manilla.

Kaplow's technology expertise coupled with the company's industry-leading consumer lifestyle practice gives Kaplow a unique position in the industry landscape, creating insights-driven conversations between consumers and technology brands, and making those brands relevant to consumers' lives. Kaplow's Kdrive social media strategies and Kstudio video production divisions work together to strategically extend client stories directly to consumers, building word of mouth and fueling conversations via social networks and



To help build awareness — and explain the need for — an emerging category in projection (battery operated pocket-sized projectors), Hunter PR teamed with Epipheo Studios to create a 90-second animated film that highlighted the product line's functionality and possible use scenarios. The film was distributed via the brand's existing social media channels Facebook, Twitter and YouTube, as well as through blogger outreach and in-person event screenings.

other online channels.

After expanding Kaplow's presence to San Francisco last year by opening an office in the city's bustling South of Market technology district, Kaplow further bolstered its technology PR capabilities with the addition of David Richeson to its senior leadership team, heading up consumer technology and social media for the agency.

**K/F**

**COMMUNICATIONS**

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**Julie Karbo & Dave Fonkalsrud, Partners**

K/F Communications is an award-winning PR firm special-

izing in technology, with an exceptional track record of establishing clients as market leaders. From consumer products to networking and enterprise software, K/F has consistently helped to drive many of the top tech trends.

Team experience includes Digg, Apple, Chomp, TwitVid, SimpleGeo, Edgewater Networks, ACDSee, SuperFish, TechBargains, Flock, Equinix, Composite Software, Oracle, Billeo, Covia Labs, Alacritech, Talari Networks, Cisco, Juniper, Peribit Networks and the Peninsula Traffic Congestion Relief Alliance.

Senior staff personally lead each account's day-to-day efforts in collaboration with client teams. K/F employs a proprietary methodology that results in a differentiated market positioning and strategic, effective pro-

Continued on page 32



When launching new financial services planning platform Manilla, Kaplow held a media showcase at Hearst with personal finance expert Farnoosh Torabi to demonstrate Manilla's benefits for busy moms.

**K/F COMMS.**

Continued from page 31

grams that focus on our clients' specific business goals, such as increasing revenues, maximizing valuation, creating industry-leading stature for the company and executives, and attracting employees, partners and funding.

**LAUNCHSQUAD**

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**Brett Weiner, Partner**

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**Brett Marty, Creative Director**

**Gavin Skillman, SVP**

**Mike Farber, General Manager**

LaunchSquad helps emerging and fast-growing companies make a name for themselves, grow their businesses and become market leaders. The firm has 65 professionals in San Francisco, New York and Boston, and provides a suite of both traditional and digital PR services, including video and content production. Founded in 2000, LaunchSquad was named the 2009 Boutique PR Agency of the Year and Crunchies Finalist for Best Tech PR Firm in 2010. It has also been listed as a Top Tech Communicator numerous times by PRSourceCode. LaunchSquad works with a wide variety of innovators in software, consumer technology, media, entertainment, clean tech, mobile and infrastructure, including: Brightroll, ClairMail, EcoFactor, Evernote, Fab.com, Get Satisfaction, i365,

View and download profiles of hundreds of PR firms specializing in more than a dozen industry areas at:  
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**Richard Wadsworth, Vice President, Business Development**

Lois Paul & Partners (LPP) is a leading, national strategic communications agency that provides a wide range of public relations services to technology, life sciences, and clean energy companies. For 25 years, LPP has helped small, emerging and large, established companies meet their business goals through strategic and creative PR programs, specifically tuned to each client's business goals. With a value-focused, integrity-based approach, LPP proactively pursues opportunities that produce coverage, promote thought leadership, and disperse compelling messages to the right audiences, helping clients differentiate themselves from competitors and gain visibility and credibility in crowded markets. As a leader in social media services, LPP also designs and maintains successful digital communications programs to help clients engage new communities of influencers. For more information, and to view current and past client lists, please visit our Website.

**M/C/C**

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**Mike Crawford, President**  
**Pam Watkins, SVP, Business and Media Strategy**  
**Jim Terry, SVP, Account Service**

Public relations for technology companies is not the same as PR for blue jeans or perfume. For example, one PR firm could competently handle the jeans one minute and perfume the next. Technology companies, on the other hand, demand more than cookie-cutter solutions. The buyers are different. The news organizations are differ-

ent. The kinds of stories that interest both are vastly different. And the depth and complexity of knowledge are much different. As a result, the strategies and tactics are different. With all these factors unique to the high-tech market, you need a PR firm with real expertise in technology, technology companies and, most importantly, technology buyers.

At M/C/C, technology is where we started, and more than 25 years later, it remains our strong suit. [www.mccom.com](http://www.mccom.com)

**MERRITT GROUP**

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**Ben Merritt, CEO**  
**Alisa Valudes, EVP, Partner**

With offices in Reston, Virginia and San Francisco, Merritt Group helps create and move markets for forward thinking companies. Merritt Group determines the right mix of communications channels — PR, marketing, digital, social media, Web — and implements strategic campaigns to make our clients' messages resonate in the marketplace. Bringing innovation and creativity to our client engagements, Merritt Group places a premium on building long-standing relationships with our clients. Our expertise is focused in six practice areas — Enterprise Technology, Security, Communications & Networking, Government, Healthcare, and Energy / Green IT. Some of our clients include Verizon Business, Microsoft Public Sector, Booz Allen Hamilton, PGP, U.S. Pharmacopeia, and Teradata.

**MWW GROUP**

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**Michael W. Kempner, Pres. & CEO**  
**Ephraim Cohen, Exec VP, Tech and Digital Content**  
**Eric Villines, Senior VP, General Manager, Deputy Head Technology**

MWW is one of the nation's top mid-sized public relations

firms and one of the ten largest independent global agencies. From IT infrastructure to online video and mobile apps, technology is everywhere and integrated into almost every aspect of our lives. Our Technology practice helps brands cut through noise, find the right channels and connect with the right audiences to make our clients matter more than the competition. We are defining a new approach to PR in a vastly altered media landscape — one that will catalyze our clients among influencers, customers, key stakeholders and employees. We not only know how to find the influencers most relevant to your brand, but how to engage them in a meaningful dialogue. We call this Network PR and it isn't an upsell — it's how we do business. Our technology expertise includes: Strategy Planning; Consumer, Business and Trade Media Relations; Industry Analyst Relations; Industry Speaker's Bureaus, Trade Show Marketing;

Consumer and Industry Custom Events for Product Marketing and Leadership; Online/Offline Community Building; Media Beutop Programs; Tech and Content Influencer Social Media Outreach; and Custom News and Content Hub Sites

**OGILVY PUBLIC RELATIONS WORLDWIDE**

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**Luca Penati, Managing Director, Global Technology Practice**

We understand we are in a new age of PR. One where tech media has migrated online and tech pages in business media are shrinking. Where we recognize new influencers in bloggers and Twitterers. Where a video is better than a thousand words. Where having good relationships with your beat reporters is not enough. Where companies are becoming publishers in their own right. We believe in listening as much as talking. We believe that an agency should



live and breathe the technology industry but also go beyond it. The Ogilvy PR Technology Practice goes beyond “tech only” PR. We offer something most tech agencies don’t: the opportunity to pull in PR experts from other backgrounds, including digital influence, reputation management, public affairs, sustainability, CSR, consumer marketing and more. Our clients value the combined thinking made possible by blending disciplines and we think it’s a requirement for this new age of PR.

**PERITUS**

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**Tim Mulloy, CEO**

Peritus is a national, full-service communications agency with offices in Kentucky, Tennessee, Indiana, Ohio and Alabama, that offers layered expertise in public relations, public affairs, marketing and creative services. Across all sectors, businesses are in need of sound consultation, clear advice, and a team of experts that deliver results. That’s why so many have turned to Peritus. We find the right mix of public affairs, media relations, and grassroots strategies to succeed. We implement and leverage the latest technology, strategic media campaigns and social media platforms to help meet the goals of our clients in cost-effective ways to reach their audience. Powered by our diverse backgrounds, top-level experience, and relentless energy, we serve our clients with a keen eye on winning. We know telecom issues. We know technology. We know how to win. Contact us, and we will take it from there.

**RF | BINDER**

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Twitter: @RFBinder

**Amy Binder, CEO**  
**Gerald Kimber White, Senior Managing Director, Boston office**

RF|Binder stands at the forefront of the increasingly dynamic discipline of communications.

The art and practice of public relations continues to evolve in the wake of the democratization of information, and we are both students and masters of the new strategies and tactics while remaining committed to the timeless principles of effective communication.

RF|Binder’s technology practice, combines technology expertise, business acumen and communications excellence, to deliver programs that significantly influence consumer and business-buyer beliefs and behavior. We work closely with our technology clients to effectively communicate their messages through words, images, sounds and experiences. We help technology companies transcend traditional product-centric messages in a way that builds lasting market value.

Our clients run the gamut — from the world’s leading multinationals to emerging venture-backed start-ups. But no matter the size of the organization, RF|Binder works with our clients to develop communications programs tailored to meet their specific business goals and reach their target audiences.

**ROGERS & COWAN**

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**Tom Tardio, CEO**  
**Sallie Olmsted, Executive Vice President**

Rogers & Cowan specializes in working with emerging and established technology brands whose products and services are at the intersection of technology, entertainment, digital content and healthy lifestyles.

Our dedicated team of specialists has in-depth knowledge and experience working with consumer electronics hardware, mobile content/devices, embedded and core technologies and software, distribution technologies, video game products, consumer health and wellness, sustainable / green technologies, and social / digital media companies to introduce their products and services to the trade, business and entertainment communities as well as ultimate end-users.

We take a 360 degree approach to helping our clients introduce

technologies, products and services to current as well as new industry sectors. Our clients benefit from senior level counsel and advisory services derived from decades of hands-on work, including new category introductions.

From concept creation to trade and B2B outreach and consumer launch to sustaining critical mass and momentum, we maximize media exposure, brand positioning and consumer buzz for our clients’ digital content, services and devices. We are adept at translating buzzwords and jargon into “Plain English” to deliver marketing solutions that can be clearly understood and absorbed by both B2B and consumer target audiences.

Representative clients/projects have included: Microsoft, IMAX, 3D Entertainment Summits, Oculus 3D, NVIDIA, Razer, Warner Bros Interactive Entertainment, Cie Studios, 505 Games, GenAudio, Digital Entertainment Group, Blu-Con, Laser Light Engines, Microspace Digital Cinema, Rentrak Corporation, Shangri-La Industries, Donate Life Hollywood, GlaxoSmithKline, University Medical Pharmaceuticals and TEDMED conferences.

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**Peter Finn, Co-CEO, Ruder Finn & Founding Partner, Finn Partners**

Ruder Finn, through its Finn Partners business unit, prides itself on a long standing tradition of generating visibility and industry buzz for its diverse client base in the technology sector. Through integrated campaigns that combine the best of traditional media expertise and forward-looking social media programs, we help our clients expertly navigate the 24/7 media landscape and drive positive outcomes that are truly tied to a company’s business objectives.

With a national team of seasoned professionals and a proven record of maintaining the top business and technology media and industry analyst contacts, plus a finger-on-the-pulse

mentality, we have established successful partnerships with ambitious start-ups to global enterprises across a wide variety of enterprise and consumer technology companies.

Our expertise spans the full spectrum of enterprise, networking, mobile and consumer technologies, with specialized capabilities in vertical markets like Consumer, Healthcare, Financial Services, Manufacturing, and Telecommunications.

Our services include: CEO positioning, thought-leadership programs, executive platform development, new product and service launches, industry analyst relations, social media program development and execution, trade show and special event support, competitive monitoring and analysis, and issues management. Programs are often augmented with support for investor relations, internal communications, government relations, social responsibility initiatives and creative design.

Current clients include: 3LM, Acorn, Active Network, Altair, AVG, Bill.com, Boxtone, CTIA, Entropic Comm., GT Nexus, IEEE, IPC Systems, Kyocera Mita, Logitech, Marvell Technology, Radware, Rovi Corp., Silver Spring Networks, Slimware Utilities, StubHub!, SunGard, Teleca, TomTom, UC4, Vonage, WiSpry, Women in Technology International (WITI), and Z-Wave.

**SAGE COMMUNICATIONS**

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Sage Communications is a leading, full-service integrated marketing firm that provides advertising, public relations and strategic marketing services. Based in the Washington D.C. area, we combine sound marketing strategy and great execution to ignite action and directly impact our clients’ bottom line. We help our clients break through the noise and stand out in an overly saturated market, positioning our clients in front of the right influencers and decision makers.

Sage specializes in B2B, B2G,

Continued on page 34



Sage helped launch SAIC's translation technology into the commercial sector with strategic ads, tradeshow puzzle cards, mobile websites, an iPhone case and press materials.

**SAGE COMMS.**

Continued from page 33

B2C, G2G and G2C communications. Current clients include: National Cherry Blossom Festival, SAIC's Linguistics and Cultural Intelligence Group, Motorola Solutions' Federal Government Division, T-Mobile, Dynamics Research Corporation, the Department of Veterans Affairs and the General Services Administration, among others. Sage proudly supports The Children's Inn at NIH, St. Jude's Children Research Hospital and The Children of Uganda.



**Bryan Scanlon, President of Schwartz MSL & North America Technology Practice Leader, MSLGROUP.**

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**Bryan Scanlon, President of Schwartz MSL & North America Technology Practice Leader, MSLGROUP**

Schwartz MSL is a full-service global PR and engagement agency. We specialize in designing award-winning communications programs for technology innovators of all sizes, combining the best of traditional media relations and public affairs with cutting-edge social, digital and content marketing.

Over the past two decades, Schwartz MSL has established itself as a leader in the technology space with a vast and impressive range of expertise in a number of areas, including: information security; data center and cloud innovations; sustainability; clean tech; enterprise software; hardware and services. We're proud to have supported the following innovators: MicroStrategy, E Ink, Epocrates, Software AG, VMware, GE Healthcare, Ancestry.com, Qualys, ESET, Getaround.com, Elster, Netezza and Red Hat. For more information on our Technology capabilities, visit [www.schwartzmsl.com/industry\\_expertise.php](http://www.schwartzmsl.com/industry_expertise.php).

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**Jodi Shelton, President & CEO**  
**Stacey Gaswirth, Exec. Vice President, PR**  
**Katie Olivier, Vice President, PR**

Shelton Group is a full-service, strategic PR and IR agency providing customized programs and services to public and privately held companies across multiple industries. Shelton offers a team of professionals with diverse backgrounds that uniquely blend business acumen with creativity to deliver the highest quality of service. Applying an integrated approach to corporate communications, Shelton Group delivers a company's unified story to all targeted audiences. Through a dedication to value-added service and a national network of key strategic relationships, Shelton Group has built a trusted reputation with the media, industry experts and the financial community that produces immediate results for emerging and established companies. The company has offices in Texas, California and Taiwan. For more information visit [www.sheltongroup.com](http://www.sheltongroup.com).



**Jodi Shelton, President & CEO of the Shelton Group,**

of successful product launches, acquisitions, valuations, and IPOs; and helped raise nearly a billion dollars of institutional investment.

They know business tech influencers — we are business tech influencers. Impressions, engagements, page views. They're all just means to an end.

So instead of padding our clip list, we focus on sustained, long-term win scenarios in strategic alignment with sales, marketing, and top management.

True influence takes more than media hits; it demands tactically diverse, outcome-driven programs with custom parameters — from social media strategies to digital and inbound marketing,

Continued on page 36

**SPEAKERBOX COMMUNICATIONS LLC**

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**Lisa Throckmorton, Executive Vice President**  
**Katie Hanusik, Vice President**

SpeakerBox is the high-tech sector's dedicated public relations firm, built specifically to meet the rigors of tech-based business communications: crystallizing complex ideas, targeting highly intelligent buyers, and moving at the speed of technology.

Since 1997, we've given voice to the industry's top thinkers and performers; influenced hundreds



**Elizabeth Shea, President and CEO of SpeakerBox Communications.**

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**Nikki Konefsky Deas, Partner at Vine Communications, Inc.**

**SPEAKERBOX**

Continued from page 34

thought leadership campaigns, industry analyst validations, and much more.

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Because we're not here to grow our retainer; we're here to grow your market value.

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Trevelino/Keller, a full-service public relations, social media and brand communications firm, features one of the Southeast's largest technology practices. It works with established and emerging brands on a regional,

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**Heidi Sinclair, President of Global Technology Practice**

This is the age of innovation

— a time where technology is now deeply embedded in the fabric of industry, government and society at all levels. Where the consumer is in control and we are our own best storytellers. Media is but one platform facilitating idea sharing and engagement. We are not restricted by boundaries — everything is global.

Weber Shandwick lives at the crossroads of technology innovation and consumer experience by going vertical and horizontal, and we have been at the epicenter leveraging our position as the consumer and technology powerhouse every day. The launch of the first desktop computer — we were there. Emerging technology such as the mobile phone and the Internet — we were there, too.

Regardless of the time, the issues or the innovations, our clients have depended on us to understand their business challenges and to create programs that exceed their goals. For example, we helped establish the VeriSign checkmark as the most recognized symbol of trust on the Internet, worked alongside Samsung to create a surprise concert with the Black Eyed Peas to globally launch its new 3D LED TV and helped Verizon Wireless become the perceived 4G leader. Our technology practice is steeped with seasoned professionals and tech-savvy players who understand the issues, trends, devices, services and platforms that are influencing what we now call the Innovation Age. This robust network of 500+ specialists delivers best-in-class public relations, digital, social and mobile marketing, content development and strategy and reputation management services to leading and emerging companies in nearly every sector of the industry. Our expertise extends into cleantech, consumer products and components, consumer electronics, digital media and entertainment, healthcare IT, mobile/telco, services, storage and more.

Weber Shandwick clients include Amazon.com, Amdocs, Capgemini, Concur, GSMA, Honeywell, IEEE, Iron Mountain, Microsoft, Motorola, Netgear, Opera Software, Polaroid, Qlikview, Samsung, Symantec, VeriSign, Verizon and Zipcar. ●

# O'DWYER'S RANKINGS

## TOP HIGH-TECH & TECHNOLOGY PR FIRMS

<b>1.</b> Edelman	New York	<b>\$101,936,429</b>	<b>40.</b> K/F Comms.	San Francisco	<b>898,375</b>
<b>2.</b> Waggener Edstrom	Belleview, WA	<b>62,669,600</b>	<b>41.</b> Catapult PR-IR	Boulder, CO	<b>842,748</b>
<b>3.</b> Text 100 Global PR	New York	<b>46,700,000</b>	<b>42.</b> Casey Comms.	St. Louis	<b>758,222</b>
<b>4.</b> APCO Worldwide	Wash., D.C.	<b>24,948,000</b>	<b>43.</b> Dye, Van Mol & Lawrence	Nashville	<b>730,857</b>
<b>5.</b> Ruder Finn	New York	<b>15,500,000</b>	<b>44.</b> CJP Communications	New York	<b>720,362</b>
<b>6.</b> Schwartz Comms.	Waltham, MA	<b>10,840,645</b>	<b>45.</b> Dawson+Murray+Teague	Dallas	<b>712,755</b>
<b>7.</b> Qorvis Communications	Wash., D.C.	<b>10,458,650</b>	<b>46.</b> Zeno Group	New York	<b>655,724</b>
<b>8.</b> Atomic PR	San Francisco	<b>8,889,000</b>	<b>47.</b> Feintuch Comms.	New York	<b>637,173</b>
<b>9.</b> The Hoffman Agency	San Jose	<b>8,200,000</b>	<b>48.</b> Linhart Public Relations	Denver	<b>624,493</b>
<b>10.</b> Horn Group	San Francisco	<b>7,500,000</b>	<b>49.</b> Ron Sachs Comms.	Tallahassee	<b>589,480</b>
<b>11.</b> PAN Comms.	Andover, MA	<b>6,727,600</b>	<b>50.</b> Gibraltar Assocs.	Wash., D.C.	<b>571,000</b>
<b>12.</b> MWW Group	E. Rutherford, NJ	<b>6,693,000</b>	<b>51.</b> The Rogers Group	Los Angeles	<b>540,072</b>
<b>13.</b> Davies Murphy Group	Burlington, MA	<b>6,529,360</b>	<b>52.</b> Edge Comms.	Encino, CA	<b>538,749</b>
<b>14.</b> Merritt Group	Reston, VA	<b>6,196,736</b>	<b>53.</b> Dukas Public Relations	New York	<b>527,000</b>
<b>15.</b> LaunchSquad	San Francisco	<b>5,803,313</b>	<b>54.</b> CooperKatz & Co.	New York	<b>489,024</b>
<b>16.</b> Fahlgren Mortine	Columbus, OH	<b>5,208,776</b>	<b>55.</b> Open Channels Group	Ft. Worth	<b>480,000</b>
<b>17.</b> Allison & Partners	San Francisco	<b>4,841,000</b>	<b>56.</b> Winning Strategies PR	Newark	<b>448,468</b>
<b>18.</b> Matter Communications	Boston	<b>4,800,000</b>	<b>57.</b> RL PR and Marketing	Los Angeles	<b>445,821</b>
<b>19.</b> Capstrat	Raleigh	<b>3,775,000</b>	<b>58.</b> Michael A. Burns & Assocs.	Dallas	<b>429,656</b>
<b>20.</b> Coyne PR	Parsippany, NJ	<b>3,118,000</b>	<b>59.</b> Guthrie/Mayes & Associates	Louisville	<b>416,372</b>
<b>21.</b> Jackson Spalding	Atlanta	<b>3,075,553</b>	<b>60.</b> Moore Consulting Group	Tallahassee	<b>397,395</b>
<b>22.</b> Shelton Group	Dallas	<b>3,065,153</b>	<b>61.</b> Hunter PR	New York	<b>374,513</b>
<b>23.</b> Airfoil PR	Detroit	<b>3,000,000</b>	<b>62.</b> L.C. Williams & Assocs.	Chicago	<b>370,098</b>
<b>24.</b> Peppercom	New York	<b>2,781,602</b>	<b>63.</b> Lane PR	Portland, OR	<b>358,415</b>
<b>25.</b> Gibbs & Soell	New York	<b>2,312,668</b>	<b>64.</b> McNeely Pigott & Fox	Nashville	<b>317,385</b>
<b>26.</b> Affect Strategies	New York	<b>2,057,839</b>	<b>65.</b> Rasky Baerlein	Boston	<b>269,797</b>
<b>27.</b> Kaplow	New York	<b>1,900,000</b>	<b>66.</b> French   West   Vaughan	Raleigh	<b>250,007</b>
<b>27.</b> CRT/tanaka	Richmond, VA	<b>1,900,000</b>	<b>67.</b> Powell Group	Dallas	<b>248,305</b>
<b>28.</b> Makovsky + Co.	New York	<b>1,800,000</b>	<b>68.</b> Katcher, Vaughn & Bailey	Nashville	<b>235,000</b>
<b>29.</b> Borders + Gratehouse	San Francisco	<b>1,793,864</b>	<b>69.</b> Seigenthaler PR	Nashville	<b>233,702</b>
<b>30.</b> Trylon SMR	New York	<b>1,723,708</b>	<b>70.</b> TransMedia Group	Boca Raton, FL	<b>200,000</b>
<b>31.</b> Bateman Group	San Francisco	<b>1,679,033</b>	<b>71.</b> Public Communications	Chicago	<b>196,526</b>
<b>32.</b> Gregory FCA	Ardmore, PA	<b>1,500,000</b>	<b>72.</b> Kohnstamm Comms.	St. Paul	<b>175,184</b>
<b>33.</b> Black Twig Comms.	St. Louis	<b>1,414,000</b>	<b>73.</b> Zeppos & Assocs.	Milwaukee	<b>161,230</b>
<b>34.</b> Schneider Associates	Boston	<b>1,286,298</b>	<b>74.</b> The Kotchen Group	W. Hartford, CT	<b>133,080</b>
<b>35.</b> Lambert, Edwards & Assocs.	Grand Rapids, MI	<b>1,269,925</b>	<b>75.</b> Maccabee Group	Minneapolis	<b>115,666</b>
<b>36.</b> Middleberg Comms.	New York	<b>1,200,000</b>	<b>76.</b> Rosica Public Relations	Paramus, NJ	<b>80,937</b>
<b>37.</b> RF Binder Partners	New York	<b>1,100,000</b>	<b>77.</b> Red Sky Public Relations	Boise	<b>58,300</b>
<b>38.</b> Levick Strategic Comms.	Wash., D.C.	<b>1,015,468</b>	<b>78.</b> Richmond PR	Seattle	<b>48,873</b>
<b>39.</b> Trevelino/Keller Comms.	Atlanta	<b>900,000</b>	<b>79.</b> Bridge Global Strategies	New York	<b>45,000</b>
<b>39.</b> M/C/C	Dallas	<b>900,000</b>	<b>80.</b> Boardroom Comms.	Plantation, FL	<b>25,000</b>

# How the GOP can still lose the White House

By Fraser Seitel

If anybody is poised for a one-term presidency, it's Barack Obama. As nice a guy as the president might be, he's been a disastrous chief executive, seemingly incapable of delivering the nation from its economic plight.



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*.

And while once the president's good humor and articulateness helped cover up a lack of management experience and leadership depth, Obama has today dissipated his public relations capital to a point where his job is ripe

for the picking.

Thank goodness for him that his opposition is eminently capable of snatching defeat from the jaws of victory.

Indeed, despite a wounded president and a failing presidency, the Republican Party seems poised, once again, to blow next year's election — especially if the Party continues to careen down its current, perilous public relations path.

Not that there's anything wrong, mind you, with what Republicans stand for. Few working people can argue with the sentiment of cutting government expenses, reducing taxes, and incenting the business system so that it can hire people and make money. That's basic capitalism, and it's what this country should be all about.

Nor is the problem with the traveling cast of curious characters currently competing for the Republican nomination. Sure, Rick Perry is brawny and Mitt Romney is squishy and Newt Gingrich is scary — but hey, they're politicians, the lowest form of human life, so cut 'em some slack.

No, the real problem the Republicans have is PR. The image they're building may single handedly keep them from beating a wounded opponent, who is eminently beatable.

Specifically, the Republicans have allowed themselves to be characterized in three disastrous ways which, if allowed to persist uncorrected, may

spell impending doom for whomever they push to the head of the candidate conga line.

## The party of 'no'

This is the prevailing moniker for Republican intentions, and the party's Congressional storm troopers continue to give the pejorative characterization new life.

"No" on raising the debt ceiling.

"No" on taxing millionaires.

"No" on extending the payroll tax cut.

"No" on disaster relief.

Republican lawmakers, like Sen. Lamar Alexander, have tried to explain the rationale in opposing such proposals, e.g. "We don't need short term gestures, we need long term strategies that build into our system simpler taxes, lower taxes, fewer mandates, lower costs, lower energy costs, more certainty."

Noble sentiments perhaps, but you know you're in trouble when someone as rhetorically-challenged as Harry Reid can cut your argument to shreds with one line, as he did recently, "Americans shouldn't have to decide between disaster relief funds and landing a job."

Eventually, Republicans relented on disaster relief but, such incessant negativity — with few alternatives offered in exchange — serves to fuel critics, intensify opponents, and cause all of those in the middle to wonder if the naysayers have anything at all "positive" to recommend beyond obstructionism.

## The party of 'stall'

Channeling Rush Limbaugh, Senate Minority Leader Mitch McConnell famously told a reporter last October that, "The single most important thing we want to achieve is for President Obama to be a one-term president."

And that image — of a party dedicated to running out the clock without allowing the incumbent to pursue any legislative agenda — continues to prevail. In theory, there's nothing wrong with blocking potential legislation that one believes would be deleterious to the best interests of the nation.

But it's hard to justify asking people who are suffering to hang in there for 14 months till we get a new administration. The Republicans sniffed this when

they reacted conciliatorily to the Obama "Jobs Bill" speech at the start of September.

House Republican leaders John Boehner and Eric Cantor both stepped out immediately after the speech to underscore how they planned to "work with" the President on portions of his proposal. But a week later, there was Cantor blogging as to how Obama's proposal would "tax soup kitchens," thus impairing the 47 million Americans who live in poverty.

The specific section in the Obama proposal Cantor referred to dealt with limiting charitable deductions for high-income taxpayers — a significant leap from "a tax on soup kitchens."

Such politics-as-usual shenanigans suggested that despite their initial cooperation declaration, even on as pressing a need as job creation, Republicans might still opt for stalling rather than "rewarding" the incumbent with any success.

## The party of arrogance

Were the Republicans to continue to encourage their perception as stallers and obstructionists, by the time the presidential election rolls around, they will also have succeeded in being perceived as "arrogant."

And as everyone from Robert Bork to Donald Trump to Tiger Woods has learned, if there is one trait with which Americans will not abide, it is arrogance.

Nobody likes anybody who is too big for his britches, as my mother used to say. And as they pursue their path of overall obstinacy, the Republicans risk the perception come next fall that they are too arrogant to lead.

Consider an instant perceptual impression of Republican Congressional leaders.

Mitch McConnell is textbook lugubrious.

John Boehner is borderline creepy.

Eric Cantor, not so long ago the party's "Golden Boy," is now comes across as mean-spirited and nasty.

Clearly, their Democrat counterparts — Harry Reid, Chuck Schumer, Nancy Pelosi, et al. — are no "Dream Team," but the Republicans stunning lack of

Continued on next page

# Occupy Wall Street echoes 1968

By Kevin Foley

I was a young teenager in 1968 and not very politically aware. I did watch a lot of network news that featured the weekly tally of enemy dead and American dead. The former number was always much higher than the latter. I was impressed.



**Kevin Foley** owns KEF Media Associates, Inc., an Atlanta-based producer and distributor of electronic publicity.

Of course, I came to realize this lethal scoreboard was a PR trick. Americans were supposed to believe we were “winning” in Vietnam because the North Vietnamese and the Vietcong were dying in far greater numbers than our troops and their South Vietnamese allies.

In January 1968, the enemy launched its Tet Offensive, a decisive defeat for them and the war’s pivot point for us. Americans finally saw the enemy’s will to fight had never been diminished as we’d been repeatedly told. The weekly body count was a cruel ruse.

Young people took to the streets in protest back then because they had skin in the game. Unless you were politically connected like George W. Bush, you could pretty much rest assured you would be drafted and quite likely sent to Vietnam.

The Occupy Wall Street protesters remind me of their 1968 counterparts because they’ve also got skin in the game. They understand a successful middle class future — the American Dream — is in serious jeopardy.

The jobs that once awaited their parents and grandparents that ensured that future have been eliminated, downsized or off-shored. Manufacturing is an anachronism in America.

Meaningful employment on which you can feed and house your family, save something and even invest in your future is drying up. The OWS protesters know it because they live it every day. Meantime, they’ve watched a fortunate few walk off with billions while “99%” of us paid for it.

The far right noise machine has been working overtime to convince us that these young people are just dirty, shiftless, pot-smoking layabouts, precisely what conservative commentators said about anti-war protesters in 1968.

“The tea partiers have jobs, showers and a point,” huffed Ann Coulter in comparing OWS with the Astroturf, corporate funded, FreedomWorks-driven Tea Party movement.

OWS doesn’t have the deep pockets of the Koch bros behind it. Rather, it’s a truly organic movement with a long list of grievances emanating from the self-inflicted financial meltdown of 2008-2009 and two pointless and endless wars.

These young people want to know

why nation building is more important in Iraq and Afghanistan than here at home. They’re outraged that American corporations receive tax incentives to send jobs elsewhere. They want to know why they’ve had to endure a decade of economic decay and political disillusionment.

Like the anti-war movement, OWS started small and has grown exponentially as more and more young people recognize what their leaders in Washington are up to and what it could ultimately cost their country.

“It’s easy to forget that this is a very young nation,” says a post on the OWS web site. “It’s also easy to forget that this nation is a great and fragile experiment whose success is by no means assured. We should feel grateful to have the privilege of being a part of this experiment, but we should also feel a corresponding sense of responsibility for helping to ensure its success.”

Along with their hygiene, conservatives have made much of OWS’s lack of focus. But a detailed list of the protester’s demands is sure to cause them deep consternation as the movement continues to gain traction and popular support.

The young people who stood up to the government in 1968, in the end, turned out to be right. Vietnam was an unjust war fought for all the wrong reasons.

The young people in the streets today seem to have taken the same moral high ground. I wonder if history will prove them right, too. ●

## HOW THE GOP CAN STILL LOSE

Continued from previous page

“likeability” will be easy to run against next November.

So what kind of public relations strategy should Republicans adopt so that their candidate makes it over the finish line as president?

### First, they have to have ideas

Saying “nyet” all the time doesn’t work. Neither works: a Democrat platform based solely on raising taxes and spending taxpayer money or a Republican platform based on cutting

spending and taxes and hoping for the best.

Somebody needs to come up with a positive plan.

### Second, they have to play for the team

Cleaving loyalty to defeating Obama isn’t good enough. Standing in the president’s way and stalling, regardless of what he proposes, is a Tea Party recipe for disaster. It can’t help but be perceived as obstructionist and arrogant.

Some compromise for the good of the country — even with your ardent enemy — is necessary if you want voters to trust your motives.

### Third, they have to be nicer

Clearly, our nation’s deep-rooted problems can’t be solved with “charm.”

But we’re not dealing with geniuses here; we’re dealing with politicians, all fundamentally flawed and suspect. So Republicans need to lighten up a bit and start showing some warmth. (I mean have you ever listened to Mitch McConnell?!)

But there is something to be said for behaving with an element of kindness and sensitivity. Even Democrats admit that their president has been an abysmal failure in coming up with ideas, rallying the country, and managing meaningfully to get us out of our hole.

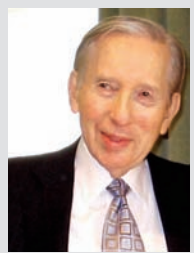
But at least he’s a nice guy. And in America in 2012, that quality, alone — unless the Republicans wise up — could get him reelected. ●

# 10 domestic issues for 2012

By Wes Pedersen

It's time for a preview of the major domestic issues public affairs professionals and the nation will confront next year.

**1. Fear.** Franklin D. Roosevelt's line that "the only thing we have to fear is fear itself" was a crock. We are a nation fighting for survival on all fronts and things seem to be getting worse for everyone but the very, very rich.



**Wes Pedersen** is a retired Foreign Service Officer and principal at Wes Pedersen Comms. and Public Relations in Washington, D.C.

Fear is endemic now. Facing up to it and defeating it will be America's No. 1 task in 2012 and probably well beyond.

**2. The economy.** While the administration and most economists talked not long ago about a recovery, I cautioned that the recession was still with us.

Interventions by the administration and the Fed have not helped. Party vs. party rancor in Congress has so far blocked any hope for solutions there. A full-scope depression looms if matters continue to worsen. It is Save Your Money Time now as rarely before.

**a. Poverty/joblessness.** Poverty, the evil stepchild of joblessness and catalyst for riots in the streets of impoverished third-world countries, has wiped out the dividing line between the upper and lower classes in the U.S. More than 40 million Americans from both social sectors, or one out of every six, are living below the poverty line, says the Census Bureau, and the number increases each month.

Children are special victims. Nearly 40 percent of black kids feel the pain of poverty. That is twice the number for other children.

Lack of jobs is, of course, the major contributor to the problem of poverty. The official rate of unemployment is given at 9 percent. That does not factor in those who, jobless for years, drop out of the labor market in desperation, I have, in previous analyses, put the real rate of unemployment at 18 percent.

Squabbling leaders and parties must recognize this. Businesses must intervene and take a major role in seeking practical ways to put America back to work. Our politicians have demonstrated a near total

lack of fitness for the job.

**b. Housing.** Economists, mortgage analysts and builders predict the weakened economy will depress housing prices for years. If so, it will restrain consumer spending, push more homeowners into foreclosure and darken prospects for any sustained recovery. Home prices are expected to drop 2.5 percent this year. They have fallen 31.6 percent since 2005.

**c. Debt reduction.** Get real. Nothing of substance or real worth is going to come out of this Congress. Perhaps not even the next, post-election, one. The president's new plan, short on operational details, is propelled chiefly by overblown rhetoric.

**3. The weakened states.** A majority of the states are in monumentally bad financial shape. Most cannot keep operating without further federal assistance. The issue has been on every list of this sort for years, but Washington has yet to grasp the true severity of the states' problems. This could be the year when state agencies and the federal system take their greatest hits in decades.

**4. The elections.** The campaigns are already all-stops-out mean, and they are going to get worse. Clintonian political strategist Jim Carville has counseled the president to "panic." Obama has done just that in the wake of public disdain for the new programs for recovery he had seen as his keys to re-election. In Congress, members are bipartisanly opposed to any sensible proposal to get us out of this mess.

If incumbents cannot get their collective acts together with further delay, they can kiss re-election goodbye.

As for the presidency, the *Wall Street Journal's* Peggy Noonan has said it best: Mr. Obama "can't win this election but the Republicans can lose it by being small, by being extreme, by being unannounced." Michael Gerson, in the Washington Post, has called the president "increasingly irrelevant to the politics of his own country." He's showing backbone too late in the game.

**5. Cyberwar.** The military considers this the most important threat to U.S. security yet. China has led rogue-nations' trial runs at hacking into Pentagon and corporate cyber facilities. Top Defense officials warn that invasion of U.S. Web communications could leave us defenseless against attacks on governments, companies, hospitals and more. It's not science fiction, it's real. Special military forces are being created to counter the

threat.

Freelance hackers abound. The FBI reports an international trend toward "hacktivism," linking hacking with political activism.

One cybercollective, "Anonymous," has, the *Financial Times* reports, "terrorized law enforcement and leading companies on five continents." MasterCard and Visa were among Anonymous hits this year.

Legislation is being considered in Congress and in other legislatures abroad to control hacktivism.

**6. Immigration.** Republican candidates for the presidency are focused on illegal immigration as perhaps the leading threat to America's social fabric, economy, law and national security. It isn't.

The Department of Homeland Security says the big story is the fact that fewer Latinos are trying to get into the U.S. Border apprehensions are at their lowest point in four decades. For 2010, arrests totaled 463,000, down from 724,000 in 2008. In 2006, more than a million arrests were made.

Increased border security has contributed to the decline, but editorial writers point out that perhaps a greater reason has been the fact that the shabby U.S. economy has made job openings less attractive.

**7. Regulation.** The glaring lack of effective government watchdogs in almost every phase of business is going to get worse if the Republicans and businesses have their way.

Democrats haven't much cause to complain. They have been astoundingly lax on some regulatory fronts. A new study by Consumers Reports, for example, looks at regulations in the food industry and finds that some are so loose as to be meaningless.

The amount of insects, insect parts and rodent hairs permitted in some products is a glaring, and nauseating, example.

**8. Diversity.** Championed for the nation by Obama early on, diversity lagged, even in the White House. It's a key issue now for women and people of color. Only now has the president signed an executive order calling for greater diversity in the federal work force, something many federal employees recall being mandated a half century ago.

**9. Terrorism.** The U.S. remains the No. 1 target for terrorists. We lucked out on the tenth anniversary of 9/11 — no

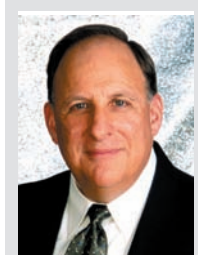
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# To kill a C Corporation

By Richard Goldstein

**M**y last column discussed the merits of a limited liability company versus an S corporation. This column will discuss the merits of converting a C corporation to an S corporation.



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

During my travels I see many small and middle market PR agencies structured as a C corporation. There may be numerous reasons to consider making an S election, specifically if the principal's are considering selling the agency.

## Tax structure of a C corporation

Unlike proprietorships, partnerships, and S corporations, C corporations are subject to an entity-level Federal income tax. This results in what is known as a double taxation effect. A C corporation reports its income and expenses on Form 1120. The corporation computes tax on its taxable income. Tax rates are generally graduated and go as high as 35%. When a C corporation distributes its income to its shareholders, the corporation's shareholders generally report dividend income on their own tax returns. Thus, income that has already been taxed at the corporate level is also taxed at the shareholder level.

## S corporations

S corporations, which generally do not pay Federal tax, are similar to partnerships in that net profit or loss flows through to the shareholders to be reported on their separate returns. Also, like partnerships, S corporations do not aggregate all income and expense items in computing profit and loss. Certain items flow through to the shareholders and retain their separate character when reported on the shareholders' returns.

The S corporation net profit or loss and the separately stated items (interest

income for example) are allocated to the shareholders according to their stock ownership interests.

## Personal Service Corporation

I think we can all agree that a PR agency regardless of how it is structured renders a service. A Personal Service Corporation (PSC) has as its principal activity the performance of personal services. C corporations, not S corporations can be classified as a PSC. One disadvantage of a PSC is it cannot use graduated corporation tax rates and is taxed at 35% from the first dollar it earns. If more than 95% of the time spent by employees is devoted to the performance of services the test is passed. Because the tax rules pertaining to PSCs are complex, most if not all service corporations will opt for S corporation status.

Is there a cure? In order to avoid the 35% tax, I have seen many a C corporation PSC bonus out all its income. This eliminates any tax at the corporate level but in many cases is taxed at the individual level.

## Reasonable Compensation

Consider a profitable C corporation PR agency earning \$6 million in fees and \$1.2 million pretax profit. In order to avoid possible double taxation and PSC issues, the entire \$1.2 million is paid to the sole shareholder. Accordingly, there is no profit and all the problems disappear. Wrong!

A salary payment to a shareholder that is deemed to be "unreasonable compensation" is frequently treated as a constructive dividend. Assume the IRS after auditing the PR agency determines that a reasonable salary for a similarly situated employee is \$400,000 and the CPA and/or attorney representing the firm cannot justify a higher amount. The IRS will bifurcate the \$1.2 million into a deductible compensation payment of \$400,000 and a dividend of \$800,000. The \$800,000 is no longer tax deductible because it is a dividend. The shareholder would be entitled to a tax refund because qualified dividends are only subject to a 15% tax rate. The interest and penalties associated with the corporate tax due may very well negate the benefit of the dividend rate tax

saving. Additionally, the now non-deductible \$800,000 will now in most cases be subject to state and local taxation at the corporate level. Again, these issues just do not apply to an S corporation. As can be seen, there are many reasons for a tax advisor to recommend an S corporation versus a C corporation. (See my prior column.)

## Sale of a PR agency

Other than in a tax-free type merger transaction, when a PR agency is sold, the shareholders can sell either stock or assets. Most sellers want to sell stock in order to insure one level of tax at capital gain rates, and most buyers want to purchase assets in order to get some tax benefit for the money paid and avoid possible contingent liabilities associated with purchasing the stock.

If a sale of assets takes place by a C corporation in a profitable transaction, the corporation will be subject to tax on the gain realized. This gain can be both ordinary income and capital gain. Since there is no preferential capital gain tax rate for a C corporation, the character of the income will generally not matter. If the corporation has an unused capital loss carryover, the loss carryover can reduce the capital gain portion.

The next step is to transfer the after tax cash to the shareholder(s). This is done in the form of liquidation. A corporate liquidation exists when a corporation ceases to be a going concern. The corporation continues solely to wind up its affairs, pay debts, and distribute the remaining assets (cash) to its shareholders. Legal dissolution under state law is not required for a liquidation to be complete for tax purposes. In the case of a complete liquidation, the tax law provides for sale or exchange treatment for the shareholders. Thus, the difference between the fair market value of the assets received from the corporation and the adjusted basis of the stock surrendered is the gain or loss recognized by the shareholder. Observe the sale and corporate liquidation resulted in a tax at the corporation level and another at the shareholder level.

Next month I will discuss the possibility of killing the C before a sale, the impact of owner goodwill, and a way to possibly convince the buyer to take stock. ●

## 10 DOMESTIC ISSUES

Continued from previous page

hits in any states. That has prompted some to assume that the terrorist threat to mainland America is over. It isn't, despite the success by security forces in

keeping the U.S. more secure. The attacks on the American Embassy in Kabul the day after the 9/11 anniversary are testimony to the potential peril that faces American businesses and charitable organizations abroad.

**10. Crisis communications.** We are dealing with crises in the stock market,

politics, healthcare, business and more every day. This is a must: bring your crisis communications plan absolutely up to date. Don't wait to be told by others where dangers lie. Get back to in-house monitoring and watch for the economic, political and other trends that spell trouble for your company. ●

# National Press Club 'disappointed' by PRSA ban

By Jack O'Dwyer

The National Press Club, Washington, D.C., has expressed "disappointment" with PRSA's blocking access by O'Dwyer reporters to its Assembly Oct. 15 in Orlando.



Jack O'Dwyer

A statement was released to business and media reporters at print and broadcast outlets throughout the U.S. on Oct. 19 via PR Newswire by Mark Hamrick, President of the Press Club.

Hamrick is a business and financial news reporter for the Associated Press in Washington, D.C., where he has worked for nearly 25 years. He works in TV, radio and print and has numerous awards for spot news, documentaries and newscasts.

The statement said the NPC attempted to convince PRSA to admit O'Dwyer Co. staffers to the Assembly but "PRSA was unwilling to do this."

PRSA elected officers and staff that NPC reached out to included Chair Rosanna Fiske; Chair-Elect Mickey Nall; President and COO Bill Murray, and VP-PR Arthur Yann.

## Society continues boycott

Yann put a statement on the Society's website saying the organization would continue to block O'Dwyer Co. staffers because it "cannot tolerate and accept unethical behavior on the part of a representative of the media." It added that during three days at the recent conference I "initiated a number of unwanted, unwarranted and uncomfortable interactions with conference attendees, presenters and exhibitors."

A current question to the Society is how ethical is withholding IRS Form 990 from the Assembly for the third year in a row? Yann has given no indication of when it will be released except to say the law is that the Society has until Nov. 15 to provide it.

Hamrick noted that I have covered the Assembly for more than 40 years and should be admitted to the 2011 session as long as I did not behave in a "disruptive way."

Hamrick and NPC Executive Director

Bill McCarren had been sent the 23 pages of charges against the O'Dwyer Co. and its staffers and both examined them.

Said the statement: "While we find many of the points in the letter unfortunate and even highly disagreeable we do not think they constitute a reason to ban a reporter who has been allowed access for 40 years.

"PR professionals might have some ethical issues with individual reporters and no doubt journalists must cover and report on the activities of PR people they find to be unethical."

Hamrick said that in general reporters should be allowed at events as long as they do not disrupt the events.

Asking difficult questions designed to get answers that an organization would rather not provide is not disrupting the event. We would rather see a group like PRSA allow reporters who might write negative stories about them into their events than not. We think it sets a good example for their members whereas banning reporters does not.

He added: "We live in a world where journalist access is too often and too easily denied. We hope PRSA will reconsider its approach and decide next year to hold a convention that does not ban any reporters who wish to cover their activities."

## Justice says O'Dwyer complaint 'live'

A spokesperson for the U.S. Justice Dept. said that my charge that PR Society of America "retaliated" against me when I sought hearing assistance at its conference last year "is being looked at to see if action will be taken."

The complaint remains "live" and has not been dismissed, said the spokesperson.

Fiske and Murray put in writing that this writer would not be given "credentials" for either the 2011 Assembly or conference.

The complaint to Justice, which does not require a lawyer's assistance, was made in writing on Aug. 26.

It noted that when I sought hearing devices for the Assembly and conference last year in Washington, D.C., the Washington Hilton provided such devices which were used for the Assembly.

I was allowed to cover the Assembly but under a new policy was not allowed to record anything or take pictures on pain of being permanently banned. Those rules were followed.

## Letter charged O'Dwyer not 'ethical'

The PRS letter, signed by Fiske and Murray, and which barred all O'Dwyer employees or any "assign," accused this reporter of not being an "ethical" reporter.

Yann also charged PR Watch with behavior that "falls well outside the ethical standards espoused by the Society of Professional Journalists" and said Bob Conrad of thegoodthebadthespin.com should examine his own values "as they apply to blog etiquette, civil discourse and journalistic accuracy, balance and ethics."

Conrad had criticized Fiske for declaring that a member survey showed that members were "incredibly satisfied" with the Society. He said the return rate was only about 5% of the 21,000 members who were sent e-mails and that was far too small for any conclusions to be drawn.

This writer's view of the 23 pages of complaints against us is that they are worthless tripe and flapdoodle because neither Fiske, Murray, Yann or anyone from the Society will present them in person. We have challenged Society leaders and staff for years to meet us in person or even talk on the telephone to no avail.

## NPC responds

NPC, founded in 1908, has 3,400 members including journalists and communications professionals. Its Speakers Luncheon Series is regularly televised live on C-SPAN and aired on other broadcast outlets. More than 250,000 attend its 2,000+ events yearly.

It is D.C.'s most frequently used site for news conferences. Its activities include education for journalists and providing scholarships for journalists. It operates the nation's only non-academic research library for journalists.

The full NPC release (released Oct. 19) is below:

*The National Press Club was disappointed to learn that the Public Relations Society of America (PRSA) banned veteran reporter Jack O'Dwyer from covering the PRSA General Assembly last weekend in Orlando. We understand that Mr. O'Dwyer has covered the event for more than 40 years. We also understand that Mr. O'Dwyer and the PRSA have had a long running series of disagreements that have tested and continue to test their*

Continued on next page

relationship. The nature and content of these disagreements is of great concern to both PRSA and Mr. O'Dwyer.

What we find concerning is the solution chosen by the PRSA, which was to ban a reporter who will write stories that may be critical of their organization. We asked PRSA to reconsider its position and to allow Mr. O'Dwyer in. We suggested that if he behaved in a disruptive way he should be removed. PRSA was unwilling to do this.

They have prepared a 23-page letter that says Mr. O'Dwyer is not an ethical reporter. Mr. O'Dwyer sent us the letter himself (twice) for our review as did the PRSA. While we find many of the points in the letter unfortunate and even highly disagreeable we do not think they constitute a reason to ban a reporter who has been allowed access for 40 years. Public relations professionals might have some ethical issues with individual reporters and no doubt journalists must cover and report on the activities of public relations people they find to be unethical. And we are sure this discussion will still be going on years from now as it was years ago.

On the issue of access for reporters, however, we are generally in favor of it as long as the reporters do not disrupt events. Asking difficult questions designed to get answers that an organization would rather not provide is not disrupting an event. We would rather see a group like PRSA allow reporters who might write negative stories about them into their events than not. We think it sets a good example for their members whereas banning reporters does not.

We live in a world where journalist access is too often and too easily denied. We hope PRSA will reconsider their approach and decide next year to hold a convention that does not ban any reporters who wish to cover their activities.

PRSA's statement on the Press Club support (also released Oct. 19 ) follows:

The Public Relations Society of America (PRSA) today issued the following statement in response to concerns raised by the National Press Club regarding PRSA's decision to deny media credentials to its Leadership Assembly and International Conference to industry publisher Jack O'Dwyer:

On Oct. 14, I had a very cordial and extended conversation with Bill McCarren, executive director of the National Press Club. I appreciated his courtesy in reaching out to the Public Relations Society of America (PRSA) to better understand the circumstances under which PRSA denied industry pub-

lisher Jack O'Dwyer media credentials to attend PRSA's Leadership Assembly meeting and International Conference, which took place Oct. 15-18, in Orlando, Fla.

PRSA has excellent relationships with the national and international media, many of whom attended our events this week. As I explained to Mr. McCarren, the PRSA Code of Ethics, which all members of PRSA are required to follow as a condition of membership, promotes the "free flow of accurate and truthful information." As such, our policy is to give any member of the media access to our leaders, volunteers and events.

However, as we espouse and require ethical behavior on the part of our members, we cannot tolerate and accept unethical behavior on the part of a representative of the media. Furthermore, we cannot allow a journalist to disrupt our meetings or degrade the experiences of the PRSA members and other professionals who attend our events. Even without having been given press credentials, Mr. O'Dwyer was a guest at our conference hotel for more than three days, during which time he initiated a number of unwanted, unwarranted and uncomfortable interactions with Conference attendees, presenters and exhibitors.

We have provided Mr. O'Dwyer with a

23-page document that outlines our concerns with his professional conduct. His conduct also prompted the Society of Professional Journalists (SPJ) to invite Mr. O'Dwyer to resign his membership in that organization. And in its own statement, the National Press Club could not help but concede that many of Mr. O'Dwyer's actions are "unfortunate" and "even highly disagreeable." It strikes us as ironic that the National Press Club would question PRSA's actions, while at the same time excusing Mr. O'Dwyer's.

[O'Dwyer interjects: The SPJ refused to explore the many facts surrounding the ban on me, saying I have been singing the same tune 20 years and SPJ does not want to get into the middle of this "battle." Executive Director Joe Skeel said that if I don't like the SPJ's stance on this I can quit and get my money back. Neither he nor SPJ is accusing me of any unethical conduct. I think SPJ should take action on this and not sit on the sidelines].

We encourage Mr. O'Dwyer to make this document public, so that the casual observer can better understand the context in which our decision was made, and appreciate the reasons why we have taken this unprecedented step.

Arthur Yann, Vice President, Public Relations. ●



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## Fairfax seeks eco dev PR, marketing

The Food and Drug Administration issued two solicitations in September for PR programs funded under the 2009 law that imposed new warnings and regulations on tobacco products and gave the FDA authority over the sector.

Virginia's Fairfax County is searching for agency help to pitch the region as a business and technology center to companies eyeing expansion on the East Coast.

The Northern Virginia, D.C.-area county's Economic Development Authority is reviewing its account to develop a comprehensive campaign working under its VP of communications to position the county as well as the EDA itself as a catalyst for economic growth.

The EDA is based in Tysons Corner with a satellite operation in Los Angeles, as well as outposts in Bangalore, Seoul, Tel Aviv, Munich and London.

Its advertising, PR and marketing budget is \$1.5M and a two-year contract is expected to be awarded. Siddall and The Hodges Partnership are the incumbent firms.

Among recent victories, the county attracted Hilton Hotels from California in 2009 and Northrop Grumman last year from Los Angeles. The area, the most populous in the Washington metro region, claims a labor force topping 600K with unemployment well below the national average at 4.5%.

Fairfax is home to several government agencies as well, including the CIA, National Geospatial-Intelligence Agency and Office of the Director of National Intelligence.

RFP documents are available at [fairfaxcountyyeda.org](http://fairfaxcountyyeda.org). ●

## Sesame St. chief takes NPR helm

National Public Radio, which has been rocked by scandal and the ouster of its CEO, has named Sesame Workshop CEO Gary Knell as its CEO effective Dec. 1. He replaces Joyce Slocum, general counsel and interim head, since the forced resignation of Vivian Schiller.

The 57-year-old Knell wants to "calm the waters" and "depoliticize" the network. David Edwards, NPR chairman, noted that the Sesame Chief "led a large, complex organization through a tumultuous media environment." Knell "has the skills, experience, talent and vision to lead NPR into an even more dynamic future," said Edwards in a statement.

Knell joined Sesame in 1989 and took over the top spot in 2000. Earlier he was managing director of Manager Media International, multimedia company that operates in Hong Kong, Singapore and Bangkok; senior counsel at WNET/Channel 13 in New York and counsel to the Senate's Judiciary and Government Affairs Committee.

NPR used Spencer Stuart to assist for the search for Knell, a director at Herrick & Struggles, an executive recruiter competitor to SS.

More than 27 million listeners turn in to NPR each year. The network suffered a string of PR black eyes during the past year including the firing of news analyst Juan Williams and an undercover sting operation by conservative operator James O'Keefe.

Those mishaps intensified Republican calls on Capitol Hill to "defund" NPR. ●



## Farm gets cantaloupe crisis aid

The Colorado farm that was at the epicenter of a deadly listeria outbreak in cantaloupes has reached out to a Washington, D.C., PR firm versed in produce crisis issues.

Watson/Mulhern, the five-year-old Wisconsin Avenue firm founded by two veterans of the Fratelli Group, is helping Jensen Farms of Granada, Colo., navigate the Sept. 14 recall of cantaloupes shipped throughout the United States since late July.

Thirteen people have died and more than 70 have fallen ill, according to the Centers for Disease Control. The Food and Drug Administration and CDC have not yet pinpointed a cause of the bacteria in the melons but traced the outbreak to Rocky Ford cantaloupe from Jensen Farms.

Amy Philpott, former VP of the United Fresh Produce Association now at Watson/Mulhern, told *O'Dwyer's* she is serving as spokeswoman for Jensen Farms and the firm is handling communications and media relations strategy. One of the owners, Eric Jensen, has been speaking with reporters and Jensen and brother Ryan Jensen have released media statements, Philpott noted.

She led the UFPA's crisis communications and media relations during several produce outbreaks, including a salmonella scares in 2008 linked to chili peppers. ●

## McCannell to APCO

Christopher McCannell, chief of staff to former Brooklyn/Staten Island Congressman Mike McMahon, has joined APCO Worldwide as VP in its D.C. office. Democrat McMahon fell to Tea Party-backed Michael Grimm in the 2010 election.

McCannell joins the independent PR giant from Ameriprise, where he held the VP-government affairs post doing outreach to the House Financial Services and Senate Banking committees. He also managed implementation of new rules under the Dodd-Frank reform law.

McCannell has additional government relations experience, earned from repping U.S. Chamber of Commerce, PriceWaterhouseCoopers and Bank of America while at Quinn Gillespie & Assocs.

Earlier in his career, McCannell served on the staffs of Democratic Congressmen Joe Crowley, Steny Hoyer and Paul Kanjorski. ●

## Podesta 'assigns' Serbia pact

**P**odesta Group has assigned a \$100,000 a-month contract inked with Serbia in May to Roberti White, according to Justice Dept. records.

The initial pact inked by Tony Podesta called for the firm to develop "beneficial and efficient political and economic relations" between Serbia and the U.S.

The well-connected Democrat agreed to enhance diplomatic relations, increase investments and trade between the two nations.

RW, "hereby assumes and covenants to perform" all obligations of Podesta and guarantees to hold it "harmless from any claim or demand made thereunder."

The firm's services will include "consulting and counseling (lobbying) directed at facilitation of strategic goals of the Republic of Serbia," according to its filing.

A call to Podesta's office about the Serbia assignment was referred to Missi Tessier, who heads its strategic communications unit. She has not yet been reached.

The Podesta contract with Serbia was not filed with the Justice Dept. It's an attachment to the RW filing of Sept. 23. ●

## Portland buffs Kazakhstan

**T**he New York office of Britain's Portland PR is repping Kazakhstan, providing strategic PA counseling, digital services and media outreach for the second largest energy and economic power of the former Soviet Union. It also is targeting academics and public officials.

Kazakhstan is taking criticism from human rights groups for a law put into place this month that requires religions to register with the government. Susan Corke, Senior Program Manager of Eurasia for Freedom House, says the "provisions are very troubling as they grossly curb Kazakhstani citizens' right to freely practice and express their faith."

Kazakhstan strongman of more than 20 years, Nursultan Nazarbayev, defends the measure as a means to root out extremism in the aftermath of a terror plot that was foiled in August.

Portland was founded in 2001 by Tim Allan, a former senior advisor to former British Prime Minister Tony Blair and ex-communications director of BSkyB, which is partly owned by Rupert Murdoch's News Corp.

The New York outpost is helmed by Charles McLean, former senior managing director of Hill & Knowlton and communications and PA chief of the World Economic Forum of Davos. ●

### 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.

**Covington & Burling LLP**, Washington, D.C., **registered September 23, 2011 for Principality of Liechtenstein**, Embassy of the Principality of Liechtenstein, Washington, D.C., regarding representing the government of Liechtenstein in enhancing its relations with the United States government and the United States private sector.

**Davis-Block, LLC**, Washington, D.C., **registered October 5, 2011 for Ambassador Jorge Ramon Hernandez-Alcerro on behalf of the Government of Honduras**, Washington, D.C., regarding providing public affairs and policy consulting, including media relations, during the month of October 2011.

**Squire Sanders & Dempsey, LLP**, Washington, D.C., **registered September 26, 2011 for Czech Republic**, Ministry of Finance, Prague, Czech Republic, regarding representing the Ministry of Finance of the Czech Republic in the Ministry's Bilateral Investment (BIT) negotiations with the United States. The firm will also provide legal analysis and strategic advice to the principal.

### Lobbying News



## NEW LOBBYING DISCLOSURE ACT FILINGS

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

**Access Partnership LLC**, Washington, D.C., **registered October 14, 2011 for Dell Inc.**, Washington, D.C., concerning Free Trade agreements and information technology.

**Cassidy & Associates Inc.**, Washington, D.C., **registered October 6, 2011 for BMW of North America, LLC**, Washington, D.C., regarding Corporate Average Fuel Economy Standards (CAFE) and greenhouse gas (GHG) emission standards; electric and clean fuel vehicle legislation and automotive safety.

**Conservation Pathways, LLC**, San Anselmo, Calif., **registered October 4, 2011 for Open Space Institute, Inc.**, New York, N.Y., regarding funding for land conservation programs through authorizing and appropriations legislation.

**Crowell & Moring LLP**, Washington, D.C., **registered October 11, 2011 for Gibson Guitar Corporation**, Nashville, Tenn., regarding the Lacey Act.

**Ernst & Young LLP** (Washington Council Ernst & Young), Washington, D.C., registered October 11, 2011 for Air Transport Association, Washington, D.C., concerning aviation security fee, aviation departure fee, excise taxes and FAA reauthorization.

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**Browse by Job Function**

- Public Relations (25)
- Communications (4)
- Other (3)
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### Account Supervisor

**Childs Play Communications**, award-winning specialists in public relations, social media and word-of-mouth communications targeting moms, seeks an Account Supervisor with 5-7 years PR agency and consumer-product experience, ideally with brands targeted to women. A successful applicant will have a real understanding of strategy, excellent writing skills, top-notch placement results, background supervising staff and the ability to thrive in an intimate and fast-paced environment. Extensive experience in social media is a major plus.

### Job Responsibilities:

- Strategizing client programs
- Pitching consumer media
- Writing press materials
- Maintaining regular client contact
- Managing client social media networks (blogs, Facebook and Twitter)
- Assisting with new business creative

Child's Play Communications specializes exclusively in public relations, social media and word-of-mouth communications for products and services targeted to moms. Based in New York City, the agency has launched an exciting array of proprietary services to engage this influential market through traditional media, online and in-person, including the award-winning Team Mom, the agency's own network of mom review-bloggers. Recent company awards have included Bulldogs PR Innovation of the Year and Social Media Innovator of the Year. For additional information, please visit our Web site, our blog, like us on Facebook, or follow us on Twitter.

**Contact:** Julie Livingston, [jl@childisplaypr.com](mailto:jl@childisplaypr.com)

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**NEWS CORP CALLS IN EIDELMAN**  
Embattled News Corp. has called in Eidelman to handle fallout from its phone hacking scandal that has engulfed its British operation.

**THE FINANCE ISSUE**  
The founding general manager of F-H/Chicago also served as COO for Europe and South Africa. Modzelewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategic planning.

**CHINESE RINGS UP HEALTHCARE DEAL**  
China Communications has acquired healthcare specialist Reynolds-Mackenzie for an initial payment of \$4M, a package of \$2.5M cash and stock.

**THEME PARK OPERATORS SEEK PROPOSALS**  
The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.

**ISRAELI DRAFTS TOURISM RFP**  
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Jewish state.

**FED FINANCE ENTITY SEEKS PR**  
The financial institution used by the U.S. government to push forward fiscal toward global projects has issued a U.S. foreign policy is conducting a PR search with an RFP process open through 10th August.

**DISCOVERY BAY DISCOVERS MWW**  
Discovery Bay Games, the Seattle-based company that produces games, apps and accessories for Apple's iPad, has selected M+W Group as agency of record.

**APCO Worldwide has recruited Collin Mackay**  
former communication and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of its healthcare practice in Brussels.

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

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

**O'Dwyer's**  
Let your PR firm with O'Dwyer's & pick up new business  
"I get a steady flow of new business leads from my listing, some of which have resulted in business for the firm. The O'Dwyer listing has paid off for us."  
Herry Farkas, ScepterCom, NY

**FEINTUCH COMMUNICATIONS**  
Integrated thinking.

**Newsletter Archives**  
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**ISRAELI DRAFTS TOURISM RFP**  
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Jewish state.

**FED FINANCE ENTITY SEEKS PR**  
The financial institution used by the U.S. government to push forward fiscal toward global projects has issued a U.S. foreign policy is conducting a PR search with an RFP process open through 10th August.

**DISCOVERY BAY DISCOVERS MWW**  
Discovery Bay Games, the Seattle-based company that produces games, apps and accessories for Apple's iPad, has selected M+W Group as agency of record.

**APCO Worldwide has recruited Collin Mackay**  
former communication and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of its healthcare practice in Brussels.

**O'Dwyer's**  
Let your PR firm with O'Dwyer's & pick up new business  
"We have received many calls as a result of our listing on odwyerpr.com. We have signed up a number of clients that way."  
Lou Harwood, Lou Harwood & Assoc., NY

**RFPs and Other Solicitations for PR Services**  
Send RFPs to [odwyerpr.com](http://odwyerpr.com) for listing. Note: RFPs are subject to changes and withdrawal, or are closed to the issuer for any updates. "Buyer" RFPs are subject to changes and withdrawal.

Category	State	Budget	Closed	Deadline	Status	File	Event	Withdraw
Account Services	IL	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Advertising	DC	\$500K - \$1M	Open	08/11/11	Open	PDF	Yes	Yes
Brand Strategy	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Business Development	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Client Relations	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Content Development	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Crisis Management	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Event Planning	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Executive Search	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Financial Services	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Healthcare	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Human Resources	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Investment Services	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Legal Services	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Media Relations	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Public Relations	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Recruitment	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Research	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Sales	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Software Development	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Training	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes
Writing	VA	\$100K - \$500K	Open	08/11/11	Open	PDF	Yes	Yes

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

Get the latest RFP announcements and pick up new business

**O'Dwyer's**  
Magazine  
July 2011 - Vol. 44 No. 8

**THE FINANCE ISSUE**  
THE HEADLINE CARBON THE MARKET HAS RETURNED TO FINANCIAL SERVICES  
THE UNEXPECTED CONSEQUENCES OF SEC RESOLUTION  
INTEGRATING PR AND HR  
DOES YOUR COMPANY NEED A DISCLOSURE REFRESHMENT?

O'Dwyer's magazine, now in its 25th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

- 2011 Editorial Calendar:**  
January, *PR Buyer's Guide/Crisis Comms.*  
February, *Environmental PR & Public Affairs*  
March, *Food & Beverage*  
April, *Broadcast Media Services*  
May, *PR Firm Rankings*  
June, *Multicultural/Diversity*  
July, *Travel & Tourism*  
August, *Prof. Svcs. & Financial/Investor Rels.*  
September, *Beauty & Fashion*  
October, *Healthcare & Medical*  
November, *Technology*  
December, *Sports & Entertainment*

**FINANCIAL PR SERVICES & INVESTOR RELATIONS**  
**TRAVEL & TOURISM COMMUNICATIONS**

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

O'Dwyer's 2011 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,600 firms are listed, including 300 in 42 countries. 7,000 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

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

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

**O'Dwyer's**  
41<sup>ST</sup> ANNUAL  
2011  
DIRECTORY OF PUBLIC RELATIONS FIRMS



To teach young people about water conservation in drought-stricken Australia, we created the "Tank a Day" challenge. Every school day for a year, BlueScope Steel gave schools a tank of rainwater. They had to make the water last for everything from watering lawns to cleaning.

The kids rallied to the cause. BlueScope rose in reputation rankings. And the campaign won almost every PR award imaginable. Of course, the real rewards are that the tanks are saving about 90 million liters of water a year and a whole new generation of Aussie kids now know how to conserve water.

For help creating your own success story, contact Rachel Ufer at 212-880-5280 or [rachel.ufer@ogilvy.com](mailto:rachel.ufer@ogilvy.com).

Ogilvy Public Relations  
Worldwide