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- January: *Crisis Comms/Buyer's Guide*
- February: *Environmental & P.A.*
- March: *Food & Beverage*
- April: *Broadcast Media Services*
- May: *PR Firm Rankings*
- June: *Global & Multicultural*
- July: *Travel & Tourism*
- August: *Financial/I.R.*
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## PRSA on gift-giving binge; should try ethics instead

**P**R Society of America, in a desperate effort to keep its membership from slipping below the 2000 mark of 20,266, is offering member prospects all sorts of gifts including the latest, free access to its quarterly, *PR Strategist*.

The Society, which is already offering as part of its “Six Weeks of Giving” membership drive six webinars worth \$250 each, free section memberships worth \$60, and waived initiation fee worth \$65, has now made an e-mail to prospects offering a free read of its quarterly, normally available only to members paying \$255 in dues.

Articles include “The Explosion of Mobile Audiences: What it Means for PR”; “Generation on the Go: Creating Branded Content for a Sharing Culture”; “Why Healthcare Companies Are Turning to Real World Evidence,” and “Communicating Effectively: What All Company Executives Can Learn from Paula Deen.”

Deen, who revealed she had diabetes while promoting a drug for that illness, lost her Food Network program and sponsorships after a lawsuit revealed she used racial slurs.

### Society needs reforms, not gifts

The PR Society, whose membership total has been stagnant for 13 years and which now faces the possibility it could dip below 2000 levels, must reform itself if it is to attract PR people. It should stop thinking of itself as a commodity to be marketed in the “holiday season” at marked-down prices.

This is the season of good cheer and good will and it should exhibit that and lay down the swords.

1. The APR clique that has monopolized offices since the 1970s should be ousted forthwith by a teleconference Assembly, a technically easy thing to do.

2. The Society must stop lying to member prospects. It must tell them they cannot hold national office or serve on the Ethics Board until they are APR (another \$285 for a bogus multiple-choice test that has little to do with PR reality).

3. The bylaw change making Bill Murray CEO must be rescinded by the same teleconference that erases APR from the bylaws. Members must regain control of their own Society.

4. VP-PR Stephanie Cegielski must report to chair Joe Cohen and the board and not to Murray. Chairs must stop hiding from the PR press; they should be ordered to hold press conferences.

5. The withholding and false reporting of financial information must cease. The annual audit, quarterly reports and IRS Form 990 must go on the website as early as possible in the public areas. Reporters must be allowed as members.

6. The Society must follow the ABA, AMA, AICPA and other major groups in deferring about half of dues income, a requirement of FASB. Dues cannot be booked until earned.

7. Dues of \$255 must be slashed. The payroll of nearly \$5.5 million is far too high for a staff that has two PR people on it. The head of staff should be a PR careerist. A midtown facility that is convenient to the PR community should be set up. That would be a fitting peace offering to the New York PR/media community, the largest in the nation. National conferences should be in New York most of the time.

8. The brass knuckle legal, marketing and financial culture of the Society needs replacement with a gentler, more accommodating PR culture. PR people could do most of the jobs at h.q.

9. Ethics enforcement must return. PR cannot be called a “profession” without a disciplinary process. Formerly a \$30,000-\$50,000 annual Society expense, it has slipped to \$2,000-\$4,000 annually. Legal bills have totaled \$582,608 in the past nine years. Staff has no interest in ethics, supposedly the No. 1 concern of members.

10. The massive amounts of information stolen from the members must be returned. Monitoring of member use of the Society database must cease. ●

— Jack O’Dwyer



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# NY Times goes 'native'

**New York Times publisher Pinch Sulzberger in December told employees that he's launching a native advertising program in early 2014 because advertisers want "new, more immersive ways of engaging consumers."**

By Kevin McCauley

**T**hough banner ads "will continue to be an important business," native advertising or branded content "will restore digital advertising revenue to growth – something we need to do to support our investment in the journalism of *The New York Times*," Sulzberger wrote in a memo to staffers.

Vowing that readers would be able to distinguish between NYT editorial content and paid plugs, he wrote: "There will be a distinctive color bar, the words 'Paid Post,' the relevant company logo, a different typeface and other design cues to let readers know exactly what they are looking at.

"There will be strict separation between the newsroom and the job of creating content for the new native ads. And, we will require advertiser content to adhere to a very high standard of quality."

Sulzberger admitted that native advertising is sometimes controversial. "There have been occasions where publishers have put native advertising in front of readers in ways that did blur the line between journalism and commercial mes-

saging,"

He's determined that reader confusion over native advertising won't happen because the *Times* "will put all necessary safeguards in place to ensure that it doesn't."

The paper's advertising department, design unit and newsroom supplied input to the creation of the native advertising program "to ensure that there is never a doubt in anyone's mind about what is Times journalism and what is advertising," wrote Sulzberger in his memo called "Why is The Times launching a native advertising product?" ●

## Report: Fox pays to quiet ex-PR exec.

**Fox News Channel paid a former PR executive and top aide to president Roger Ailes approximately \$8 million in "hush money" after the executive was fired and threatened to go public about his time at the network, according to a report by Gawker.**

By Greg Hazley

**T**he *New York Times* reported Dec. 5 that a settlement between Fox and the former exec, Brian Lewis, was reached, but terms were not disclosed.

Gawker, citing a Fox News executive, put the deal at the seven-figure sum in a Dec. 8 article.

Fox fired Lewis, considered one of the most powerful people at the network and a right-hand aide to Ailes, in July, citing, in a public statement, "issues relating to financial irregularities, as well as for multiple, material and significant breaches of his employment contract."

But the gloves came off after Fox released that statement. Lewis hired an attorney who warned that "Ailes and [News Corp] have a lot more to fear from Brian Lewis telling the truth about them than Brian Lewis has to fear from Roger Ailes and his toadies telling lies about Brian Lewis."

Gawker reported that the "financial irregularities" rationale for firing Lewis was a smokescreen for the PR unit's mishandling of an upcoming biography of Ailes by Gabe Sherman.

The *Times* noted the unprecedented secrecy related to the settlement at Fox News parent 21st Century Fox. Wrote veteran media reporter Bill Carter: "A series of corporate communications executives who work either for the channel or its parent organizations 21st Century Fox and News Corporation, offered the same response to inquiries about the settlement: 'I can't help you on this.'"

Lewis led PR for CNBC during Ailes' tenure there in the 1990s and he moved to Fox in 1996 as VP of media relations. ●

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# Wes Pedersen, gov. communicator and PR pro, dies

**Wes Pedersen, a veteran government communicator and public affairs counselor whose prolific writings on PR, policy and grammar were well-known to readers of the *Washington Post* and *O'Dwyer's*, died from a heart ailment December 4 in Bethesda, Md. He was 91.**

**A** Nebraska native, Pedersen started out as a reporter for the *Sioux City Journal* in Iowa after graduating from Upper Iowa University, and served in the Air Force during World War II. He joined the federal government as a writer and correspondent in the 1950s.

Pederson was fond of recounting his experience as a young U.S. Information Agency staffer in Hong Kong during the late '50s and early '60s, a period that saw Chairman Mao's consolidation of power in China and his massive "Great Leap Forward" initiative to accelerate industrialization in China, matching it to the West. The central government in then-Peking had ginned up its propaganda machine, churning out chart-busting industrial and agricultural production statistics that awed the West. The People's Republic of China, according to these reports, was apparently on the march to global dominance.

However, after consulting with many of the refugees that streamed into Hong Kong from China's hinterland who told horrible tales of massive famine and untold deaths, Pedersen compiled their stories into a report called "Grim Specter Over China," which described how millions of rural peasants were dispatched to mines to ore iron to feed steel mills. Cropland was bulldozed for factories. Sustenance farmers were ordered to construct mini-industrial furnaces or dispatched to giant mechanized communal farms. The report countered Mao's official propaganda that was swallowed hook, line and sinker by the U.S. Government and the rest of the world.

Initially, Pedersen's report was ridiculed as a flight of fancy.

During the 1980s however, China admitted Mao's Great Leap Forward had triggered the greatest famine in world history, where a minimum 30 million people perished during 1959-1961.

Pedersen remained at the U.S.

By Greg Hazley and Kevin McCauley

Information Agency into the '70s, writing publications, content and producing special projects from presidential biographies to dispatches on nuclear tests.

He left the public sector in 1980, when he was named Director of Communications for the Public Affairs Council, the trade group for public affairs pros where he worked until the mid-2000s.

"At heart he was a writer — a witty wordsmith who never lacked for robust opinions," the *Washington Post's* Richard Leiby wrote of Pedersen. "He peppered the Washington Post's letters pages with missives on political history, martinis and the misuse of words (never write 'from whence,' he instructed, just 'whence')."

In one of his last columns for *O'Dwyer's*, Pedersen exhorted PR pros

to "up their game" with nine axioms for the profession, including a request for every practitioner to represent the industry: "Recognize that you can have a winning role in bolstering the reputation of your chosen field of work," Pedersen wrote.

"Teach PR at colleges of your choice. Write op-eds. Do a video for high school kids contemplating entry into public relations. When critics in the media insult public relations and its practitioners, respond with positive rebuttals to the misguided and to their editors. Don't expect your professional organizations to do the job. They've been trying for years without much appreciable success to get the media to appreciate our work."

Pedersen is survived by his wife of 65 years, Angela, a son, Eric, and two granddaughters. ●



Wes Pedersen

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# Carnival Cruise, NFL, Washington top PR “fails” of 2013

The U.S. government, the NFL, Carnival Cruise and Toronto Mayor Rob Ford are just a few of the winners of *O'Dwyer's* biggest PR “fails” of 2013.

By Jon Gingerich

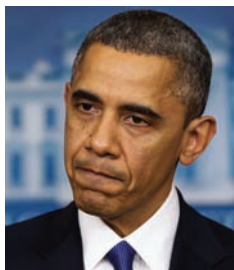
We're just going to say what everyone is thinking: 2013 was huge for crisis. It was a year rife with scandal, controversy, manufactured outrage and social media style schadenfreude. Who could forget Walmart's Black Friday fiasco, or Alec Baldwin's repeated anti-gay tirades, or the sexual harassment allegations that cost San Diego mayor Bob Filner his job, or NYC mayoral hopeful Anthony Weiner's repeated sexting gaffes? You can practically demarcate the months by the crises that swept the headlines.

Truth be told, whittling down every public relations disaster that occurred during 2013 into a top-ten list took a lot of work. There was a lot of competition. After careful consideration, however, we managed to compile *O'Dwyer's* top ten PR gaffes of 2013.

## Washington fails at everything

There's no question that when it comes to PR fails in 2013, the U.S. government takes top billing. In reality, this entire list could be dedicated solely to the government's follies if we wanted it to be. First the Internal Revenue Service was raked over the coals for targeting conservative non-profits like the Tea

Party for their tax exemption status. Then it was discovered that the Justice Department had subpoenaed months of phone and email records from Associated Press reporters as part of an ongoing DOJ investigation into leaked classified documents regarding a foiled terrorist plot. Then there was the biggest bombshell of all: Edward Snowden's exposure of 200,000 classified documents that offered the American public a glimpse into the NSA's outrageous surveillance activities, which has now been called the most significant information leak in U.S. history and is single-handedly responsible for souring diplomatic relations with some of our greatest allies. In the fall we saw the GOP's selfish shutdown of Washington (admittedly, this deserves a cat-



egory of its own), and the year ended with colossal kinks in the rollout of Obamacare. Politifact in December revealed its 2013 “Lie of the Year” was President Obama's statement that anyone who liked his/her health care plan could keep it. Obama's dwindling legion of supporters was forced to admit that 2013 was the year the President approached Nixon-grade levels of credibility.

Taken together, Washington's gross PR missteps in 2013 all point to an incompetent, hopelessly inept and laughably mismanaged government that is apparently incapable of getting its own milquetoast message straight.



## Rob Ford on the rampage

Performance artist, Chris Farley impersonator and Toronto Mayor Rob Ford became a household name in the U.S. after fabled tales of public drunkenness and drug use culminated with the rumored existence of a video that allegedly showed him smoking crack cocaine. When Ford attempted to address the rumors with his patently cavalier braggadocio, things, predictably, got worse. Ford admitted to smoking crack (during one convoluted public admission, he said he used it “probably approximately about a year ago”), then followed with a bizarre spate of public appearances that, impossibly, managed to give the crisis more legs. He made statements regarding a female staff member's genitalia that we can't repeat here, and a heated exchange on the floor of the Toronto City Council ended with Ford accidentally toppling a council member.

One of the reasons Charlie Sheen is funny is because he possesses nary a scintil-

la of power. Ford's recklessness, as much as it makes for good TV, is hardly a laughing matter to the good citizens of Toronto. Fueled by claims that he is no longer fit to remain in office, a motion in November was passed by Toronto City Council to strip key aspects of Ford's mayoral powers. Despite the scandal and subsequent emasculation of power — and despite the fact that most of Ford's core staff have since resigned — Ford has refused to leave, and even promises to run in the next mayoral election, in October 2014. The beleaguered Mayor has now stupidly compared his crisis with the 1990 invasion of Kuwait. If history is any indication, the world of reality TV awaits.

## Carnival Cruise sails troubled waters

2013 kicked off with the news that the luxury cruise liner's passenger ship Carnival Triumph had experienced an engine room fire that ultimately left 3,100 passengers stranded in the Gulf of Mexico for four days. With the crisis literally out to sea, traditional wisdom would suggest that a shore-bound press would be unable to spin the event into a media crisis. The Triumph disaster, however, served as a bellwether for the times, as photos and tweets from stranded passengers lit up the social media channels for the world to see, thus taking the crisis — now unfortunately christened the “poop cruise” — out of the hands of those responsible for it.

After finally docking in Mobile, Alabama, Carnival was able to regain control of the narrative, and threw a Showcase Showdown of concessions (refunds, free cruises worth thousands) at travelers whose vacations were ruined by the incident.

## McDonald's: no gold in these arches

Pressure had been growing for some time for fast-food restaurants like McDonald's to hike workers' wages, and strikes have even been staged in several cities in recent months. Leave it to McDonald's, however, to make matters worse by releasing a series of out-of-touch financial “guides” regarding how employees can get by on their meager wages, thereby highlighting just how unreasonable those wages truly are. These “guides” didn't account for expenditures like food, and its numbers were predicated on the premise that employees have a second job. A second guide even managed to take the class down a notch, and advised burger-



— Continued on next page

flippers on how much to tip their pool boys, au pairs and personal trainers. Concurrently, it was revealed that McDonald's bought a \$35 million luxury jet for its executives. Consumers wary of the plight of fast-food workers and current wage disparity in America aren't "lovin' it."

### NFL drops the ball on accountability

It hasn't been a good year for football. Native American groups like New York's Oneida Indian Nation have amped up their attack against the Washington Redskins over the team's controversial mascot and name. The franchise still appears to be in good standing (a 2013 *USA Today* poll found 79% of Americans believed that the Redskins should keep their moniker) but Redskins owner Dan Snyder hasn't been exactly diplomatic in handling the matter, telling *USA Today* in May that he will "never" change the team's name.



Simultaneously, Miami Dolphins offensive tackle Jonathan Martin went public with allegations that detailed widespread hazing and bullying in the sport, leading many to demand that the NFL address its boys-will-be-boys culture.

Finally, it was announced that the NFL had agreed to pay a whopping \$765 million in a settlement brought on by a massive lawsuit by 4,500 former players who claimed to suffer from everything from dementia to depression to Alzheimer's as a result of concussions they received while playing the sport. The NFL long has denied the prevalence of brain-related illnesses in football, but growing evidence, as seen in a recently released book *League of Denial*, suggests otherwise, and has charged the NFL with deliberately withholding evidence that the sport can irreparably damage players' brains.

### Abercrombie ditches loyal consumers

A recently uncovered 2006 interview with Salon captured Abercrombie & Fitch CEO Mike Jeffries claiming he doesn't want overweight people (or "uncool" people) to wear his company's clothing. Social media pushed back, and viral videos and mock ad campaigns with names like "Attractive & Fat," popped up overnight.

The resurrected quote comes at a particularly bad time for Jeffries, because his company is hemorrhaging financially. It's no secret the brand isn't as popular with teens as it was 10 years ago, and A&F quarterly profits reflect this: the once-hot retailer was down nearly 20% in profits at the beginning of this year. Jeffries' employment contract expires



in February, and bids are currently under way to replace him with what investors hope is fresh blood who won't insult its customers.

### Barilla overlooks its reputation

Barilla Group Chairman Guido Barilla found himself in hot water after stating, during the course of an interview with an Italian radio station, that his company would never use a gay family to advertise its line of products.

"Our family is a traditional family," he said. "I would not do a commercial with a homosexual family, not for lack of respect toward homosexuals — who have the right to do whatever they want without disturbing others — but because I don't agree with them, and I think we want to talk to traditional families." Barilla noodled on, stating that he also has "no respect for adoption by gay families because this concerns a person who is not able to choose."



Barilla apologized for the statement, though massive international boycotts hurt the business' bottom line and sauced their reputation.

### Lululemon stretches the truth

Chip Wilson, Founder and Chairman of Vancouver-based athletic apparel line Lululemon Athletica, showed some bad prana after offering a mealy-mouthed explanation for a recent defect in his company's popular line of yoga pants.



After hearing reports that many of Lululemon's yoga pants were unintentionally see-through, the company ordered a massive recall. That should have ended it, but Wilson in November managed to stretch his foot into his mouth when he went on Bloomberg TV and attempted to explain the defect, but ended up insulting his customers when he said "some women's bodies just don't actually work" in their line of pants.

### Rutgers dribbles over abuse

Video taken in 2012 captured former Rutgers men's basketball head coach Mike Rice Jr. yelling at his players, as well as kicking them, pushing them, throwing basketballs at their heads and referring to them with sexual-orientation epithets.

Rutgers wasn't particularly savvy in how they handled the situation. After university offi-



cially learned about the behavior in December 2012, Rice was suspended for several games and fined \$50,000. The university changed its tune once ESPN aired the footage in April and the story went national; that's when Rutgers flew into crisis mode and terminated Rice the following day. The assistant coach who initially reported the abuse claims he had tried to bring the matter to the attention of Rutgers' athletic director a year prior to no avail, and now claims he was fired by the university for bringing Rice's behaviors to light.

### Deen: scattered, covered, smothered

The South's favorite celebrity chef Paula Deen was thrown into the oven when a lawsuit filed by a former employee claimed the deep-fried queen had a penchant for using racial epithets when describing African Americans. The former employee also expounded upon Deen's love of antebellum lore, and claimed Deen once ruminated on the idea of hosting "plantation style" parties wherein African American employees would dress as slaves.

Even though many of Deen's alleged antics were decades-old, her public and courtroom explanations of them managed to hurl them into the present. Reporting on her initial court deposition, *The National Enquirer* in June reported when asked if she had

used the "N-word" in the past, Deen replied with a matter-of-fact, "yes, of course," but later clarified that she had never tried to use the word "in a mean way." Deen's gravy train dried up: the Food Network announced it would not renew the contract for her TV show, and she lost more than a half-dozen high-profile sponsorships. Deen's brand still remains strong, however, and a federal judge in August dismissed the suit brought against her. ●



# 2013, the year in review

By Jack O'Dwyer

**T**raditional media continued to shrink in 2013, putting pressure on PR practitioners to reach audiences via social media, PR wire services, e-mail networks and their own websites.

*The Boston Globe* and *Washington Post* were sold for fractions of their former values, and *Forbes* was on the market for a reported \$400 million. Newspaper ad revenues dipped to \$23 billion from double that in 2006. Online revenues are only \$3 billion, a small fraction of the loss.

The irreverent *Onion* ceased print publication and the American Medical News of the AMA folded its 215,000-circ. tabloid after 55 years. Big-name drugs like Lipitor stopped ads after patents ran out.

**Corporate/institutional PR staffs**, under pressure from legal, financial and marketing, continued to shrink. The Centre for Corporate PA, Melbourne, said "PR is dead as a strategic management function in large organizations and corporations." CCPA, with dues of \$3,500 and similar to the Arthur W. Page Society in the U.S., said "socio-political outcomes" (i.e., desired legislation) can be obtained other ways.

**Two new voices arrived on the PR scene.** The Oct. 14 *New York Observer* had a front pager and four full pages inside written by Michael Kaminer, PR careerist turned journalist. It was almost completely about agency PR, naming 50 to a "power list." The O'Dwyer Co. also had a prominent mention, and 17 of the firms listed were featured in the *O'Dwyer's* rankings. U.K. PR pro Alex Singleton also jumped to journalism, starting a blog and publishing *The PR Masterclass* which stressed the quest of clients and employers for "third-party endorsement."

**The O'Dwyer Co. documented growth** in the agency side of the business. Double-digit gains were posted by 15 of the 25 largest PR firms for 2012. Indications are this growth continued in 2013. Almost all press contact has moved

to the agency side. Coping with social media has added to the services of PR firms.

**Income disparity was a major news topic** (the top 10% of U.S. earners took home 50% of income in 2012). This afflicts the ad/PR world, as evidenced by the \$53.3 million that Omnicom CEO John Wren took home in 2012. Not far behind was COO Randy Weisenburger who pocketed \$31.5 million (salary, bonuses, stock sales, etc.). Both started out as accountants. Ex-BBDO and Y&R PR practitioner Philippe Krakowski became one of Interpublic's top five-paid execs at \$3,290,492 in 2012. Interpublic's CEO Michael Roth reported total pay of \$9,663,294 in 2012.

High pay or not, ad/PR conglomerate stocks were flying high along with the rest of the market. OMC, after ten years in the doldrums at under \$50, soared to \$70+; WPP, as low as \$25.86 in February 2009, was \$110. IPG, as high as \$57 in 1999 and as low as \$3.96 in 2008, climbed to \$17.

Wren's 851,962 shares rose \$17 million in value from the January price of \$51.63. Weisenburger's 687,703 shares rose \$13.75 million. Many of the shares were obtained via options, restricted stock, bonuses, etc.

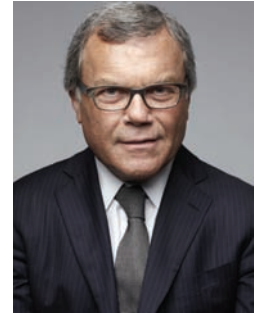
Borrowed money helped the conglomerates to acquire companies. WPP's debt was \$6.6 billion; OMC, \$4.65; IPG, \$1.67B, and Publicis, \$1.39 billion. The planned merger of OMC and Publicis, creating a firm with \$23B in revenues, is on hold until Q2 of 2014. Approvals of European Union and Russia are needed. U.S. has no objections.

**Income disparity earned the attention of Pope Francis** (*Time's* Person of the Year) who decried the "idolatry of money." He criticized the size of the church's own hierarchy, saying power should be more dispersed and that women should have a greater role in church affairs.

Swiss voters, irked about high CEO pay including the \$78 million severance package for Daniel Vasella of Novartis, voted in March to ban bonuses and force companies to seek stockholder approval

of pay packages. However, a proposal to cap exec pay at 12 times that of the lowest-paid worker of a firm garnered only 35% of the vote on Nov. 24. Pay of top 200 CEOs in the U.S. averages \$15 million and is sometimes 500 times the lowest-paid employees.

**WPP stockholders**, angered at CEO Martin Sorrell's take, forced a 20% cut in his 2012 pay of \$28.2 million. Sorrell in some years is the U.K.'s highest executive.



**IABC, which canned 16 of 32 staffers** at the end of 2012 and likened reporters who criticized this to dogs "humping in the park," switched its print publication to online and suspended its accreditation program. COO Christopher Sorek, whose pay package was close to \$200,000, left after less than a year. IABC released its 990 tax return in late November, missing the legal deadline of Nov. 15. Next year's report will probably be as late. IABCers get one financial report a year.

IRS Form 990 was withheld from the PRSA Assembly for the third year in a row, concealing a \$61,000 bonus to COO Bill Murray that boosted his pay package to \$423,647. Murray got the bonus (and a promotion to CEO) even though 2012 revenues of \$11,083,420 were \$343,367 less than they were in 2006, the year before he arrived. A \$30 dues hike in 2012 helped boost revenues. Membership, which was 20,266 in 2000, is currently "21,000," according to the Society website.

**A PRSA "Holiday" gift package** worth \$1,625 is being offered to new recruits. This includes five webinars worth \$250 each plus a waived initiation fee of \$65 and free membership in a section. An added inducement was free access to the Society's *Strategist* magazine. The Society's many price-off deals made it sound like a department store.

— Continued on next page



The 2014 annual conference in D.C. is a record high \$1,495 for members but only \$1,095 “if you sign up before March 1, 2014.” The ABA, AMA, AICPA, etc., do not promote memberships with price breaks.

Society Recruits are not warned that, unless they pay \$285 and become accredited, they are ineligible for national office or serving on the Ethics Board, making them “second class citizens.”

**The Society’s devotion to APR continues** although consultant Laura Freebairn-Smith, who was paid \$50,000, concluded it was a bogus designation because the APR-granting body, the Universal Accreditation Board, is not independent (its board is dominated by Society members). Her firm interviewed 750 but was not allowed to ask if APR should be abandoned.

**The PR ethics slack has been taken up by the National Press Club and New York State Senator Liz Krueger** who urged the Society to abandon its press-boycotting ways; PR Watch, which condemned the Society’s interference with press freedoms and which is exposing similar press-interference policies and other abuses by the American Legislative Exchange Council, a group of mostly GOP state legislators and corporate executives; full-length books like *The Tylenol Mafia* by Scott Bartz and *Deadly Spin* by Wendell Potter, and a half dozen PR blogs including *newsroomink.com*, which said the press boycott has cost the Society “its credibility as an organization that can speak for its members.”

## THE NATIONAL PRESS CLUB

**FedEx drivers, decked out in uniforms, are not employees but independent contractors.** FedEx, dodging a bill that would force it to hire the drivers, sold its routes and let the subcontractors hire the drivers.

**Journalism students covered four PR career forums for the O’Dwyer Co.,** providing a glimpse of what working PR people are saying about the industry. Don’t expect to make a lot of money initially, is one thing they were told. “Love it,” was a remark by one PR executive to the PRSA/Georgia forum in Atlanta Feb. 22.

The Atlanta forum, hosted by the Society’s richest chapter (\$317,000 in savings), was an all-day affair that included lunch and cost students \$80

each. Journalism students who covered for *O’Dwyer’s* noted that Society Chair Mickey Nall and other speakers stressed the importance of ethics in PR. Non-student reporters were banned from all sessions except the luncheon address by Nall.

**Fraser Seitel published the 12th edition of *The Practice of Public Relations*** in which he said “arguably the two most important cases in the history of the practice of PR” were Johnson & Johnson’s handling of the 1982 Tylenol murders and the 1986 murder of Diane Elstroth via similar poisoned capsules.

**Reporters were banned altogether from an all-day career forum at New York University** April 2 sponsored by the Society’s New York chapter. VP-PR Arthur Yann of the national Society was present to make sure no reporters gained entrance.

**The Council of PR Firms hosted evening career forums at Boston University Oct. 3 and San Jose Nov. 5,** both events drawing more than 200 students. There were no charges for either event, and both were open to press coverage.

The four sessions were praised by the students and there will be another one in early 2014 in Atlanta hosted by CPRF. J majors who covered for us said there should be shorter speeches and more time for questions. There should be a “literature table” with PR trade publications and directories and books on PR (besides textbooks). A discussion of the pressures on PR people is needed.

Students themselves should stage such PR career forums and not wait for their professors or PR groups to do so. Half the time should be set aside for questioning the PR execs. A well-stocked literature table should be provided. The events should be open to coverage by J students and the press.



**PR is the fifth most stressful job,** according to the 2013 ratings of *career-cast.com*. It gave PR a No. 2 rating in 2011. PR people are beset by bosses and clients on the one side and reporters on the other. “They live in the public eye” and “have to think and act quickly.” College students are attracted to PR

“making keeping a good job that much more difficult,” Comcast adds.

How PR can work with legal was considered by two panels at the 2013 PRSA conference in Philadelphia Oct. 28 (although O’Dwyer reporters were barred from covering them). The Society itself is

a good example of legalities trumping PR. For the third year in a row it withheld its 990 income tax return from the Assembly, saying it is not “legally” required to publish it until Nov. 15.

PR grads will not only have to contend with lawyers but with marketing and financial, both of which have a lot to say about what is communicated

or not. Future Society panels should tell PR people how to work with those power centers. Marketing, which is mostly an information-gathering rather than an information providing function, keeps a close watch on anything said. Financial has an even tighter grip because anything “material” has to be immediately told to “disclosure media” (via PR Newswire, Businesswire, Dow-Jones, etc.).

**Stress most probably played a role in the sudden death on June 13 of Arthur Yann, 48, VP-PR of the Society.** Yann reported to COO Bill Murray and not to the board, as indicated by the specs for Yann’s replacement. For most of his five years at the Society, Yann had conducted a campaign to discredit O’Dwyer media and interfere with its coverage of Society events whenever possible. Yann had a meteoric career

at the Society, joining in 2008 and rising to the fourth highest paid on a staff of about 55 in one year. His pay of \$137,000 in 2009 was more than the \$135,000 paid



to VP-special events Karla Voth, a staff member since 1990, and more than professional development head Judy Voss, a staffer since 2000, who was paid \$115,000. Jennifer Ian, VP-membership who was paid \$121,000, left the staff the next year. Yann was no doubt the “apple” of Murray’s eye. His five-year remuneration, including his 2012 package of \$191,000, totaled about \$900,000. Murray said he had “one of the toughest jobs in PR.”

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# How a need for speed is changing crisis communications

Today, in the age of hyper-connectivity and instant gratification, the speed with which a crisis can arise is jaw-dropping. The ability to move information — from source to stakeholder, from an obscure blog to the nightly news — is so rapid that situations can take on a life of their own before anyone can say “damage control.” Suddenly, the need to determine facts before responding to false statements can be a tactical danger, as pundits rely on hyperbole to state their case and media welcome their quotes to create engaging content.

By Gil Bashe

In this environment, it becomes critical to have in place principles and processes to deal with crisis management. Old calibrations for appropriate response time no longer apply. Information moves faster than communications and legal teams can think it through — and delays in response can actually accentuate and escalate the situation.

Recently, *Forbes* highlighted one such story, in which a company was fined \$59,000 by NASDAQ OMX after a tweet — posted by a private individual attending a medical conference, not the company — caused a jump in stock price and halted trading. How did this happen? The interim Phase II data captured in that fateful tweet hadn't been disclosed by the company. Worse, it took three hours for the company to issue a press release containing full study results. Suddenly, companies are responsible for their “news environment,” and not just their news.

Three hours is too long, no matter how you slice it — but today, even 30 minutes is a lifetime. To many of us who have been around this industry, a half hour may sound quite reasonable — even speedy. Thirty minutes is what it takes to assess the situation rapidly, agree upon the appropriate course of action, draft a response, and get the content approved by legal ... right? Not anymore.

The company needed to respond with urgency in the context of today's instant communications. But is it even possible to keep up with that pace — to assess, think through the implications, consult with a colleague and respond? Considering the legal implications alone of acting without a full review. That's why advanced preparation — strategy, process and pre-approved “back pocket” language — is more critical than ever before.

While many companies are diligently evolving strategies to leverage our rapidly evolving communications channels, they seem to assume that while the channels have changed, the rules of engagement have stayed the same. Not so. Companies must have messages vetted by Legal and

Medical teams, which takes time. Bloggers, pundits and the Twitterverse can throw out any hypothesis — “I wouldn't give that product to my mother!” — and that individual opinion can be perpetuated until it becomes public sentiment.

With so many multiple nuances at play, how can companies and communicators prepare for successful crisis navigation in today's environment? The following five tips are essential to preparedness planning:

**Think outside-in, not inside-out.** Start from the premise that the outside world — investors, customers, policymakers and news media — cares about the outside world — not about what the company wants to communicate. What does the audience need to understand and appreciate about the situation, from their perspective? How does the information connect to their best interests? As behavioral business guru and life-coach Steven Covey advises, “Seek first to understand, then to be understood.” Establishing that common ground is critical in ensuring messages are received — particularly with a crisis swirling.

**Take ownership of your assets.** As the Twitter example illustrates, companies must hold themselves responsible for any and all information available to anyone, anywhere. Technology is swift, accessible, and unforgiving. If it's shareable, the news should come from the company first. (In fact, in our story above, the exchange acknowledged that the data in question were not “sensational,” and that the company may have been justified in “making an initial assessment that the data did not comprise price-sensitive information” — yet still held the company responsible for not disclosing.)

**Prepare Legal to be part of the process.** Companies are often fragmented in response processes. The building of internal “team” takes time — and that is a disadvantage in a fast moving issue. It's important that communicators ensure their legal and regulatory colleagues invest time in understanding the media, how crises unfold and establish a best practice that meets their needs. Preparation enables quick action.

**Don't go it alone.** Almost always, outside experts may be called to comment on a situation — whether financial analysts, investors, expert media, medical experts or even well-known customers. Keep people important to your business in the loop and seek their counsel. Imagine a business advocate getting a call from media and being unaware of your situation. Placing them in an uncomfortable situation will result in a “throw-away quote” that does not match the intensity of the pundit.

**Plan spontaneity.** Gathering the facts before providing a thoughtful and on-strategy response is essential. Saying nothing in the meantime is foolish. Stories move so quickly via wires and blog posts that the words “company could not comment at this time” are read by the outside world as “we're not sure what is happening within our organization.” Therefore, be ready with a comment on fact-finding rather than factious reassurance and offer a response-time window (and make that commitment).

Speed has become a major factor in effective crisis management. That said, truth and facts remain critical to establishing the credible longer-term position. The ability to engage effectively at the start of a conversation influences audience openness to your information as the story unfolds.

Companies have always been wholly responsible for their brand reputation — being held accountable for their own actions and the information others release about their milestones is nothing new. What has changed is the pace — and the need for strong leadership at the communications helm. With the rise of social media and digital communications channels, communicators are now squarely in the role of quarterbacking the internal process, and must take ownership of that role to help ensure success.

*Gil Bashe is EVP and Health Practice Director at Makovsky.* ●



Gil Bashe

# The crisis next door: when scandal hits a competitor

When a crisis hits another company or brand in your sector, for most of us the immediate response is: "Thank goodness it wasn't us." However, just because the incident wasn't tied directly to your brand, it doesn't guarantee you won't feel the impact.

By Joan Cear

**P**revention and planning are key pillars of any crisis management plan, but even the best plans are not impervious. Not only can a company fail to predict every potential natural or manmade disaster it might suffer, it's even harder to anticipate the crises that might befall others within your field and the influence of those incidents on your company or the entire business sector.

It's called a halo effect, but in this case the halo may radiate a negative rather than a positive image.

When bad things happen to a company there may be four general industry-wide outcomes: 1. One company's misfortune produces an uptick in business for its competitors 2. A crisis undermines consumer trust in the entire industry sector and all companies suffer 3. The supply chain suffers from possible reputation damage and sales decline as end user product demand wanes and 4. Members of the industry band together to create change and over time, restore the positive perception for the category.

## Crisis or opportunity?

From the summer of 2009 to the summer of 2010, more new and used automotive vehicles were recalled in the U.S. than were sold during all of 2010. The number of vehicles recalled during this period topped 22 million. Unfortunately for Toyota its vehicles comprised several thousand of those recalled. Consumer confidence in Toyota was riding high until late 2009 when Toyota issued the first of a series of wide scale recalls. It may come as no surprise that according to GfK MRI's Starch Advertising Research Brand Disposition, 83% of American adults had positive impressions of the brand prior to the first recall, but after a second Toyota recall in January 2010, consumers' positive feelings about the brand dropped 24 points to 59%.

Some automakers seized Toyota's crisis as an opportunity to lure the Japanese automaker's nervous consumers to their brands by offering cash incentives of \$1,000 or more on trade-ins of Toyota vehicles. Toyota similarly tried to attract wary consumers, offering an average \$2,256 incentive according to Edmunds.com.

Did it work? According to Wardsauto.com, Toyota's sales from

January 2010 through February 2010 were down 12.4% as compared to the same period the previous year, and Chrysler was the only other automaker to report a decline in sales for this period. Industry wide, new car sales were up almost 10%, with VW leading the pack at an increase of 36.6% over the same period in 2009.

Jumping ahead to 2012, sales data would appear to indicate that recalls don't have a lasting impact on consumer confidence and demand. According to data from the National Highway Traffic Safety Administration and Automotive News, in 2012, 5.3 million Toyota vehicles were recalled but the automaker's sales were up 26.6%. Honda recalled 3.3 million vehicles that year yet sales increased 24%. Eight other automakers also experienced sales increases that year following recalls. Whether this trend was a result of consumer confidence, brand loyalty, a stronger economy or short memories, it should not be interpreted as an excuse to manufacture anything less than the safest vehicle possible.

## Weathering rough waters

It has been less than smooth sailing for Carnival Cruise Lines since 2012 when the Costa Concordia ran aground and partially capsized, claiming 32 lives. The first quarter of 2013 found Carnival striving to restore its reputation once again, following a series of four incidents over a five week period in which ships experienced technical malfunctions. The most widely reported was the fire aboard the Carnival Triumph in February that left thousands of passengers and crew adrift at sea in conditions so unpleasant, it became known as the "poop cruise" by news media.

So while it may come as no surprise that according to a Harris Poll taken in May of 2013, public trust in Carnival declined 28% from the brand's pre-Triumph disaster rating, public trust across seven brands dropped 12% during the same time period. Intent to purchase a cruise vacation dropped 11% industry wide, with Carnival leading the pack with a 20% decline in prospective vacationers. While a rising tide may lift all boats, clearly troubled waters for one cruise line contributed to a negative public perception for other cruise brands and for the industry as a whole.

The only group that came out ahead in

this poll were the airlines, with 52% of those polled agreeing that air travel is much more reliable and 56% indicating that they think air travel is much safer than taking a cruise.

What's a company or brand to do when a disaster strikes another in their industry? The maritime law requiring a vessel to render assistance at sea to those in danger of being lost offers an appropriate metaphor: offer to assist, as appropriate. Next, review the incident and make sure your company has done all that it can to prevent or prepare for a similar occurrence.



Joan Cear

## Chain reaction

Last year, four Japanese automakers recalled approximately 3.4 million vehicles due to a single common safety problem: faulty airbags. How was it that they all had the same problem? They all sourced airbags from the same supplier. Common sourcing is a problem for industries because failures in the supply chain create issues industry wide and may lead to product shortages for the end user.

When there is a product-related crisis or recall, there may be many points of impact for the supply chain. As part of a thorough investigation, every component that may have contributed to the incident will be examined closely. This may cast a haze over the supplier, even if no blame is found. Add to that, industry concerns over component sourcing may mean that orders screech to a halt for some suppliers, while others experience significant demand. And when manufacturing is stopped due to recalls or safety investigations, every supplier in the chain will experience a slowdown.

No industry is immune from the ripple effect that can occur throughout a supply chain when a crisis occurs. Once again, crisis prevention and preparation can help companies and industries to weather the storm.

## An agent for change

Just days after hundreds of passengers were stranded on grounded Jet Blue planes during a snowstorm in 2007, the airline

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# Accounting scandals in a post-Enron world

The regulatory landscape has grown increasingly perilous since the Enron scandal thirteen years ago. Litigation and shareholder activism are on the rise, and the number of recent settlements and investigations signal a voracious environment. Companies facing an accounting scandal must adapt to the realities of a new paradigm.

By Richard S. Levick

Fueled by high-profile cases involving Enron, WorldCom, Adelphia, and HealthSouth, accounting and disclosure fraud matters grew to as much as 33% of all U.S. Securities and Exchange Commission (SEC) enforcement actions in the run-up to 2007. Then, the global financial crisis triggered a dramatic shift in SEC priorities. The task force responsible for investigating accounting and disclosure issues was quietly put out to pasture. As a result, these cases dropped to just 11% of the SEC enforcement agenda by the end of Fiscal Year 2012.

That's as low as they're likely to get for quite some time.

This summer, new SEC Chairman Mary Jo White announced that the Financial Reporting and Audit Task Force is back on the beat — with a dedicated staff and sophisticated new data mining techniques aimed at uncovering irregularities. At the same time, experts see troubling signs that recent upticks in corporate accounting fraud may continue in the near future.

This summer, Emily Chasan of the *Wall Street Journal's* CFO Journal blog pointed to high interest rates, increased auditor turnover, and more frequent earnings statement revisions as potential harbingers of issues to come. This despite the fact that restatements are down and financial reporting is far less susceptible to problems than it was before the enactment of Sarbanes-Oxley and Dodd-Frank.

There are also the recent settlements and investigations involving JPMorgan, IBM, and a host of other public and private companies. Nothing motivates regulators like success. Having bagged big game in just the first few months of a rejuvenated and refocused effort, it's safe to assume that what we've seen to date is just the tip of the iceberg.

Even more troubling for CFOs and boards of directors is that the legal, regulatory, and reputational landscape has grown far more perilous since the Enron era. Securities litigation trends are up. Shareholder activism is more prevalent. Global regulators are better organized and more attuned. The traditional media are

more aggressive. And social media have exponentially diminished the time frame in which the story can spin beyond any company's control.

Here's a look at just how much the landscape has changed since 2000 — and how companies facing an accounting scandal can adapt.

**Accept new levels of transparency.** In today's regulatory and media environments, every company must assume that accounting issues will eventually see the light of day.

Consider what's at heart of the SEC's move to emphasize accounting enforcement. It's the internal whistleblowers coming forward in droves as a result of the incentives put in place under Dodd-Frank. In Fiscal Year 2012, the SEC received 547 insider tips alleging accounting abuses, and the Commission wants more in the future. Speaking in September 2013, Financial Reporting and Audit Task Force Chairman David Woodcock said, "Whistle-blowers are hugely important. We have cases on our docket now that no amount of analytics, no amount of screening or proactive efforts, in my opinion, would have ever discovered. It took someone on the inside to bring us this information."

Consider also that the advent of social and digital media has opened new channels by which anyone with knowledge of the situation can go public — and that traditional journalists are digging deeper than ever before. In July 2011, Olympus CEO Michael Woodford had no idea about accounting irregularities at his company until he read about them in a small Japanese magazine called *Facta*. After Woodford turned whistleblower himself, the case erupted into one of the biggest corporate accounting fraud scandals in Japanese history.

Today, the story can break anywhere at any time — and even before you know it. If you're caught trying to sweep it under the rug, the legal and reputational penalties at play will only intensify.

**Understand how social media has changed the game — and how it has not.** In the Enron days, the traditional

media narrative was the only one that mattered, as social and digital media were still in their infancy. Today, that still largely holds true — with a few major exceptions.

In the midst of an accounting scandal, Twitter becomes flooded with automated messages linking to traditional media articles on the matter. That drowns out all social commentary and makes any meaningful conversation impossible to follow. Public companies have never turned to Facebook or YouTube as venues to discuss accounting issues, so stakeholders don't either. As such, what results in virtually all situations is a Twitter, Facebook, and YouTube narrative that is either non-existent or directly reflective of the tone and volume of coverage in the *New York Times*, *Wall Street Journal*, CNBC, Bloomberg, and other major financial media outlets.

But Twitter, Facebook, and YouTube are no longer the only social media venues of importance. In recent years, we've seen the emergence of Seeking Alpha, Wikinvest, The Motley Fool, and other social networks that cater specifically to investors. These sites serve as platforms for Wall Street pundits and ordinary shareholders to share investment advice and their views on a wide variety of corporate valuation issues. Together, they attract more than 35 million users a month. As such, they warrant careful monitoring by any company that wants to keep its finger on Wall Street's pulse as an accounting investigation progresses.

At the same time, public companies can't overlook independent, high-authority financial blogs such as Business Insider, Zero Hedge, or The Big Picture. Investors turn to these sites for breaking news and views that might differ from traditional media coverage — so they demand careful monitoring as well.



Richard S. Levick

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## POST-ENRON SCANDALS

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**Don't follow the narrative; drive it.** With so many ways for the story to get out, and so many voices influencing the conversation, it's more important than ever that companies get out in front of coverage pertaining to an accounting investigation. Doing so sets the initial narrative; prevents negative developments from carrying undue weight; and, ultimately, keeps regulators, plaintiffs' attorneys, and activist investors at bay by forcing them to swim upstream against the already dominant perception.

There are always legal, Regulation Fair Disclosure, and other compliance issues to consider when fomenting communications strategy; but that doesn't mean a company should stand mute. From the moment concerns about financial irregularities are deemed credible, there are multiple positive messages a company can share — as long as it takes the right actions.

Do you have a stellar record for accurate financial reporting in the past? Has the board initiated its own internal investigation? Have independent auditors been brought in to assess the issue? Are efforts underway to ensure it is an outlier, and not an element of a larger systemic problem? All of these — when coupled with messages about the company's commitment to rectifying the situation and seeing that it is never repeated — are points that can be leveraged to paint the company as a responsible steward of its, and shareholders' finances.

As the investigation evolves, communications must remain equally aggressive — as each new development represents another opportunity for the company, or its adversaries, to shape the narrative anew.

**Consider a board-specific communications strategy.** Directors aren't normally tapped as corporate spokespersons in crisis or peacetime; but accounting scandals present two reasons why they might be best suited for the job.

First, there now often exists the need for a firewall between the C-Suite and board as the audit committee moves forward with its investigation. That leaves directors, along with their legal and communications counsel, as the only corporate leaders positioned to comment.

Second, communications directors lend a sense of independence and credibility to corporate statements. When senior managers comment on an investigation into events that took place under their watch, today's audiences see the fox in the hen-

house.

**Keep it in context.** JPMorgan and IBM will survive their recent accounting scandals and the resulting attention from the SEC. One reason is that they all maintain brands strong enough to withstand these types of controversies.

In any high-profile scandal, there is always the potential for the problem to create a vacuum in which the only news

is the bad news. But by keeping the investigation in context, continuing to market, and continuing to communicate on all it does on behalf of its customers, communities, and shareholders, the company can ensure there is always a steady supply of good news to draw attention from the bad.

*Richard Levick, Esq., is Chairman and CEO of Levick.* ●

## WHEN CRISIS HITS A COMPETITOR

— Continued from page 15

responded by issuing "The Jet Blue Customer Bill of Rights" which was widely praised by crisis communications professionals. Turning a crisis into an opportunity for change is not an action that is limited to the affected company.

The tragic collapse of a garment factory in Bangladesh in 2013 in which 1,100 workers were killed reverberated around the world. It put factory working conditions under the microscope as fingers were pointed to brands whose products were manufactured there. Several major brands, including Gap, Walmart, Target and Macy' are working together, having

formed the Alliance for Bangladesh Worker Safety, to develop common safety standards, provide loans to factory owners to improve conditions, establish a worker hotline and require factory inspections and public release of the results in that country.

The crisis next door may take many forms but it is frighteningly closer than many companies may realize. As part of their crisis management planning, companies should prepare for managing a disaster that's outside their four walls but within their industry. They should also keep in mind that competitors in business can become allies for improvements that can benefit the entire sector.

*Joan Cear is Vice President of Kellen Communications.* ●

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# Why some of the biggest crises begin internally

**We saw our share of crises in 2013, many of which should have business leaders asking: is my company prepared to handle internal issues when the press begins calling?**

By Ashley McCown

Planning for internal crises should be given equal weight to preparing for external threats. Gone are the days when internal situations can be kept quiet and swept under the rug. Social media has changed all that, giving employees a bullhorn to broadcast their beef far and wide or to anonymously leak internal scandals. Given the speed with which problems can explode into crises on-line, how well and how quickly companies respond is the difference between lost sales and a tarnished reputation and recovery.

Let's take a look at how two companies responded when they found themselves thrust in the limelight by something their employees did.

## A slice of humility

In November, Pizza Hut felt the heat in the kitchen. The franchise owner told store manager Tony Rohr in Elkhart, Indiana, to write a letter of resignation after deciding to give his employees Thanksgiving off. Instead, he wrote a letter explaining why the store should be closed on the holiday, whereupon he was fired by the franchise owner. After he spoke to a local TV station in South Bend, it did not take long for the story to go viral. The global pizza chain quickly found its Facebook page inundated with angry comments.

In the eyes of angry customers there was no distinction between corporate Pizza Hut and the local franchisee that fired the store manager. Pizza Hut was the "bad guy," even though it was a franchisee that made the decision to fire Rohr. Often times corporate headquarters will take a neutral stance and let the franchisee deal with its own mess. But as a family restaurant, Pizza Hut had a lot to lose if it appeared to take a position that was not family friendly. Consider a recent HuffPost/YouGov poll in which more than 60 percent of Americans surveyed said stores should be closed on Thanksgiving.

Rather than do nothing, Pizza Hut released a statement on its Facebook page, saying it was "very upset by what has transpired in Elkhart, Indiana."

Company officials "strongly recommended that the local franchisee reinstate the store manager, and they have agreed."

Though Rohr was offered his job back, he declined the invitation. Still, it was an out-of-the-box and compassionate stroke by Pizza Hut. The message of spending time with family around the holidays is a tune that rarely sounds off key.

## A resignation watched around the world

Marina Shifrin, an employee at Next Media Animation (a Taiwanese animator), claimed she was working long hours and being forced to produce content of questionable quality. Frustrated, she decided in late September to create a video and upload it to YouTube with one simple message for her boss: She Quits! In the video, she dances around her office late at night while describing exactly why she needs to leave her job. The video took off on YouTube (nearly 17 million views as of this writing).

It would have been predictable for Next Media to prepare a statement to handle inquiries and push that out through social media. Instead, it did what it does best. The company made its own video with an announcement: "We're hiring!" A written statement in response to the "I Quit" video might only have reinforced the image of an uptight employer who doesn't care about its workers. The response video didn't just say Marina was off-base in her claims, it tried to show us. It was fun to watch and tried to entice prospective job candidates by showing office perks, including a roof-top pool and dancing. Overall, the response got positive reviews — even if it didn't get nearly as many views on YouTube (more than 4 million).

Both Pizza Hut and Next Media moved swiftly and creatively to stem potentially negative situations from impacting their brands or sales. It's hard to know exactly how Pizza Hut's crisis plan anticipates franchisee activity, but there is no doubt such activities can be identified in advance and planned for. And I guess now, we should all update

our crisis plans to cover employees who air their complaints via video.

For in-house communications pros, convincing the C-suite to spend money on crisis planning can be a tough road, but even taking a few simple steps can make the difference between being caught flat-footed and ready to roll. So, here are some things to consider when peeling back the curtain inside your organization to plan for or manage employee-generated issues:

## Be self-critical.

Take a hard look internally for vulnerabilities to see if there are potential issues. Try and be objective when assessing the corporate culture, leadership style and potential "time bombs" that can be addressed before going public. If your first reaction is "no one will ever find out," you have a problem.

**Treat your employees well.** It's obvious, but happy employees don't take to social media to air their complaints. Every employee has the potential to be a "brand ambassador or to go rogue." How employees are treated makes the difference.

**Be thoughtful in your response.** With personnel matters, there are always legal implications. Try not to let that be the sole driver in crafting a response. Include some compassionate thinking. Audiences will react not just to what you say but how you say it.

**Be creative.** How you package your response can sometimes communicate things that written words alone cannot. Video, music, and animation allow freedom of expression that a CEO letter or media statement do not. And chances are the intended audience will engage with it in more meaningful ways as well.

**Move quickly.** Being thoughtful doesn't mean you have the luxury of time. You don't, especially with social media. Ground is lost for every hour your employee is trending on Twitter or grabbing likes on Facebook.

*Ashley McCown is President of Solomon McCown & Co. ●*



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# Critical planning: before, during, and after a crisis

The key to being successful in weathering any crisis — be it local, national, international or personal in scope — is asking the right questions beforehand, doing the right things in the moment, and analyzing your past actions with a critical eye.

By Terry Hemeyer

**W**hen it comes to crisis management, the before, during and after bear equal importance. However, many communicators are rarely prepared on all three fronts.

Having a plan is the foundation of crisis management. While we won't cover every aspect involved in creating a crisis plan here, I would argue that a vulnerability assessment is the most important element in a crisis.

## Before: ask yourself the tough questions

Understanding your organization's vulnerabilities and gathering intelligence before the crisis is mandatory. You need to make it part of your job. Once you have an awareness of potential areas of concern, you can mitigate them and message them. In the best case, you can address the issue so thoroughly as to remove it from your vulnerabilities list.

When assessing vulnerabilities, remember the human assets. Employees are your biggest asset and your weakest link. In many cases, a crisis in your organization will be caused by employees or managers making bad decisions or acting inappropriately. Ensure that this is considered in your list of vulnerabilities, and over-communicate to employees about their role in the organization, communication procedures and health and safety rules. The intent is to solicit their support.

Ultimately, planning ahead is about much more than a crisis planning document — in many cases, it's all about ensuring that you, as the leader of the communications team, have a "seat at the table."

What amount of confidence, respect and credibility does your management have in you? This is critical to your role when a crisis hits. You don't want to be an order taker. If you're not sure where you stand, ask yourself, "Are my vulnerability assessments acted upon by management?"

If the answer is no, this, unfortunately, will not be an easy fix. It takes months of work to gain the confidence of your executives. Start by doing exactly what

they want, to the best of your ability. Doing things that benefit the company's bottom line will go a long way. Then, once they have confidence in you, you can begin to make communication recommendations about what you perceive to be the best course of action.

## During: make the (right) tough calls

When an employee makes a serious judgment error, or equipment malfunctions with grave results, or a key executive leaves the company, you'll have the chance to put your plans to the test.

In a crisis scenario, remember that silence can be golden. You can never take back statements made in haste during a crisis. The number one rule is to get in, and get out — the best crisis management is quick and anonymous. In the best case scenario, you'll draft well-worded statements that you'll never need to use. But it won't always be that easy, and when media, community groups, shareholders and the public are all demanding answers, a calm, patient exterior will help put your internal team and the public at ease and gain their confidence.

Be truthful and transparent. An untruth repeated often enough can become fact. Set up and manage a "truth squad" to instantly correct inaccurate information. Your truth squad is responsible for monitoring all public information on the issue, and flagging and immediately correcting any inaccuracies. Demand that every decision pass the "60 Minutes" test. What choices would you make if you knew your crisis would be broadcast on "60 Minutes"? If you suspect you're not getting the truth (or the whole truth) from top management, you have to understand your options. You can meet with your general counsel, or a member of the executive team that you have a trusted relationship with, to try and sort out the issue, or you can leave the company — there is not much middle ground in this scenario.

Be smart. Play devil's advocate and put yourself in the shoes of the other side. Anticipate what they perceive and what they might do. Think like them and advise management accordingly. At the

same time, stick to what you know best: communications. Don't get caught up in legal, operational or financial counsel. Advise your management on how their decisions might impact the public perception of your organization.

Be innovative.

Know when to use alternative communications strategies beyond traditional and social media. Consider face-to-face discussions, meetings with key publics, "Google words" advertising, select cable, etc. It's

also a good idea to seek out the advice of a trusted "third party" during a crisis. They are removed enough from the situation to provide valuable objective input. And finally, have the guts to "fail fast" — don't keep going down a wrong road.

## After: analyze your performance

Good crisis management: "They handled the problem well."

Great crisis management: "We didn't know they had a problem."

In the best case scenario, crisis situations are prevented, minimized or fixed before they become a public issue.

After the dust has cleared, take a serious look at the plan vs. the actual. Use the crisis as an opportunity to update your crisis plan and make any adjustments that are needed, whether it be to the members of the crisis team, response procedures, or emergency notification systems. Every crisis is different and you need to treat it that way. Playbooks, plans and drills are guides, but every crisis takes different twists and turns.

And finally, never stop learning. Be well read, keep your team small, stay quick and "live and breathe" the crisis 24 hours a day. Having luck, good timing and the facts on your side are also helpful.

*Terry Hemeyer serves as executive counsel to Pierpont Communications and is on the faculty of Rice University's MBA program teaching crisis management and the University of Texas at Austin teaching PR strategies. ●*



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# Understanding the era of the ‘Long Tail Crisis’

We seem to have entered a new era of crisis, ever since the financial meltdown of 2008. Crises no longer “end” inasmuch as they appear to experience periods of dormancy. They follow the CEO everywhere, seemingly biding their time, waiting for a reason to return. Understanding this new life-cycle, here’s what PR pros can do to attack the crises of the future.

By Montieth M. Illingworth

Of course, there will never be a day when crises become a thing of the past. Consider the on-going travails of JP Morgan Chase, once the darling of Wall Street and even much of Main Street. JPMC is spending its way out of scandal with financial settlements of historic proportions with no end in sight. Multiply that by several other big banks in the U.S. and U.K. It’s been a curious journey for these CEOs, that is, those left standing. And amazing in some regards that Jamie Dimon is still standing. It’s hard to imagine anyone handling an imperfect situation any better on the legal and reputational fronts.

But JPMC’s travails also make the point that since the Great Financial Crisis we have entered an important new phase in the life of corporate America and in the times of its leadership: what I call the era of the “Long Tail Crisis.” In this era the “crisis” for an organization never really ends — it just lurches, or pivots, from one moment, or event, to another and in some Zen-like waking nightmare, wherever the CEO goes, there he is ... in the same place. Or so it can feel that way.

How did we end up here? I’ve been advising clients on crisis issues for decades but I don’t think there’s an easy answer. There isn’t much that I haven’t seen at both the human level and at the commanding heights of the organization in terms of nightmare situations, but this is new. Analytically, what we can do now is begin to analyze what’s changed at three different and related levels:

## Individual empowerment

Greg Smith, Fabrice Tourre, Edward Snowden. It’s a long list: individuals who became the story at the meta-level of significance in terms of societal impact. Smith, who explained why he left Goldman Sachs; Tourre who fought the power and lost; Snowden who fought the power and evaded capture. Add to that a new generation of whistleblower cases that have emerged and employee discrimination matters. The once lone person in corporations big or

small has become empowered and emboldened like never before.

## Government activism

There’s a new sheriff in town. Or rather sheriffs. The SEC will no longer accept “neither admit nor deny” in all cases. The CFTC differentiates between fraud with intent and recklessness. The DOJ wants billions and billions of dollars to settle cases and no Wall Street firm is too big to jail. And it’s not over. You can expect regulators and law enforcement to be far more vigilant going forward. Mind you, the DOJ has yet to indict a single senior executive at a major corporation as a result of the GFC. So the new activism may well spare the C-Suite. Only Judge Jed S. Rakoff, in the District Courts, seems concerned about that (see his New York Review of Books piece) and arguably for good reason.

## The speed of now

The rate at which news travels, stakeholders respond, information goes viral, opinions are shaped, and decisions are made has accelerated dramatically. The notion of the “news cycle” has changed. There are now “cycles within cycles” and they happen across media — print, digital, the written word, the compelling image. There’s no longer a sense of a hierarchy of management over the news process, let alone control. It’s not just happening because of social media. Social media is only enabling deeper changes demanded by you, me, all of us.

The CEO and top management needs to stay up to speed with the world not just around them but inside their organizations. What we will see in the next few years is the Board of Directors becoming far more involved in these issues as well. Outside of their own fiduciary obligations, and therefore legal exposure, Boards are beginning to delve deeper into risk assessment, including reputational risk, and risk management.

This is becoming even more important as asset managers begin to wake up, and step up, to exercise their power in

governance and stewardship. The tipping point for Board involvement in reputational risk management will therefore be when the big institutional investors make them do it.

The core challenge in the era of the Long Tail Crisis is not necessarily dealing with the Greg Smiths of the world. By the time a Greg Smith published his op-ed in *The New York Times* the damage is done. The question is what is happening in the corporate culture that creates those situations and what can management do to prevent them from ever happening?

My good friend and business partner Bart M. Schwartz of Guidepost Partners, whom I consider a leader in corporate compliance, says that typically it is in the far reaches, and quiet corners, of the organization where the ethical and legal infractions occur. Greg Smith did nothing wrong but he pointed to what he thought was unethical. Top management has to find a way to model behaviors that reach deep into the organization and then also a means for internal-self monitoring to be sure everyone, top to bottom, is getting the message.

That begs the question as to whether corporate culture can actually be shaped anymore in any enduring way. I have a theory that the boundaries of the organization are becoming more porous, the life-cycles of companies shorter, faster, and more disruptive, the change at the top more frequent, and patience from shareholders in short supply. The boundary between internal and external culture is eroding. Books will be written about all these shifts in corporate America and perhaps full chapters will focus on what Jamie Dimon did, and did not do, in that regard and how his shareholders felt about it. I’ll certainly be reading them.

Montieth M. Illingworth is President of Montieth & Company. ●



Montieth M. Illingworth

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# Educational leaders should always be prepared for crisis

As we mark the one-year anniversary of the mass shooting that killed 20 first graders and six educators at Sandy Hook Elementary School in Newtown, Connecticut, it has become apparent that the leaders of our educational system currently have one of the toughest communications jobs in America. Here's what we can do to ensure these institutions get a communications plan together before a crisis occurs

By Richard Nicolazzo

From elementary schools, to high schools, to prep schools, to colleges and universities, safety has become the number one priority. And the concern is not just coming from the parents who send their children to these schools. It's everyone who's on campus: students, administrators, teachers, support staff, security guards, visiting alumni, etc.

Instinctively, schools are spending large sums of money upgrading and enhancing a wide range of security systems. Just recently, the University of Massachusetts Amherst announced plans to spend more than \$2 million to beef up dormitory security. In Florida, the School Boards Association proposed spending \$100 million in security measures. While it's difficult to pin down an exact estimate, my sense is that in 2013 more than \$1 billion will be spent on improved hardware and software.

While these enhanced security systems will help prevent unwanted intruders, it's unlikely they will be a panacea to the problem. In conjunction with the anniversary of the Newtown tragedy, NBC News reporters visited school buildings in the New York area and gained easy access. In New York City, a WNBC reporter walked into seven of 10 schools without being challenged. At one school, the reporter was able to bypass a metal detector, roam the hallways, and enter a gym full of students.

## Communications planning lacking

Recently, counselors in Nicolazzo & Associates' Education Group Practice have visited more than 20 prep schools and colleges in New England to meet with school heads and discuss another important facet of preparedness: contingency communications planning. What we've learned is that while schools conduct table-top mock drills and maintain simple "crisis contact lists," few have specific, written contingency crisis communications plans in place.

Why are these plans necessary?

What happened at Penn State is a good example. By burying their heads in the sand and not dealing with the Jerry Sandusky matter, the university suffered a major reputational blow when the news media discovered the former coach was a serial child molester. From that point on, Penn State was forced into a defensive crisis communications mode. No matter what was said, millions of Americans will continue to associate the university with deviant sexual behavior.

While no one can dispute the need to spend money on better hardware and software security systems, I believe it's equally important that institutions get their communications plans together before a crisis occurs. Here's a primer on what schools need to do to ensure that they can effectively manage communications in a crisis:

**Explore institutional vulnerabilities.** Gun violence is one kind of crisis that can put a campus in panic. Sexual harassment, rape, inappropriate student-teacher relationships, lawsuits and cheating scandals are just a few others. School leaders need to assess the worst-case scenarios in their individual situations.

**Establish communications goals and objectives.** No matter what the incident, some goals and objectives are universal. Schools will always need to demonstrate that leadership is responding swiftly and decisively, and protecting the institution's brand and integrity.

**Develop strategies.** People involved in a crisis often confuse goals, objectives and strategies. A goal or objective is the end result you're trying to achieve, while strategies determine how you're going to get there. When schools in crisis don't have a strategy, the crisis manages them. This reactive approach does not usually work out very well.

**Identify key Audiences.** Remember: it's not just the news media. Schools have many internal and external audiences that must be kept informed in a

crisis. Before something happens, leadership needs to decide who will communicate to each specific audience and what the core message will be. Message consistency will be critical.

**Social media considerations.** The unstoppable rise of social media has dramatically diminished response times for managing a crisis. What often took a day or more now requires real-time responses within hours and, depending on the nature of the incident, even minutes. Social media is powerful, but not without risk. Schools need to make sure they have fact-based information before responding or issuing statements via social media.

**Write a plan.** This is essential. I can't count the number of times in my career that I've been called into a crisis to discover no prior plan had been put into place. Starting from the position of ground zero in the middle of a crisis places an unnecessary burden on school leadership. It's also a recipe for making poor decisions and executing inconsistent communications. In most cases, schools need outside help in developing a comprehensive plan. It's a complex process that demands experienced, quality talent.

Regrettably, it does not appear that violence on school campuses will go away. In the future, I predict part of the selection process for sending a child to a school will be that institution's adherence to safety protocols and its ability to communicate in a crisis. Unfortunately, schools that mismanage their communications plan will do so at their own peril.

*Richard E. Nicolazzo is Managing Partner of Nicolazzo & Associates, a strategic communications and crisis management firm headquartered in Boston, Mass. ●*



Richard Nicolazzo



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# Weekend news is up for just about anything

The brains behind some of New York's most popular weekend news outlets met for a December Publicity Club of New York panel to discuss the content that shapes our Saturdays and Sundays.

By Jon Gingerich

**N**ews doesn't take the weekends off. The stories that shape our world continue to unfold and evolve even as most of us decompress from the Monday-to-Friday grind.

Still, there's a noted lack of urgency in the Saturday or Sunday news cycle. Fewer hours are dedicated to the news, and fewer reporters are on the ground. As a result, there's often a dearth of content available at producers' disposal. The December PCNY panel of news pros said this actually bodes well for publicists and PR pros, as producers of weekend shows are often allowed more leeway in terms of content than their weekday counterparts.

"Weekends for us now allow us to cover about six or seven cultural events," said Tom Farkas, Director of Programming, NY1 News. "If you have an event that weekend, and if you can get someone to talk to us that morning, we can cover the event and get people in seats. It can definitely sell tickets."

Unlike the Monday-Friday news cycle, weekend producers aren't necessarily tethered to the confines of hard news. Content varies, and as a result, the weekend news has its own style. It's typically more fun, more laid back, and more diverse than what you'd see during the rest of the week.

"I'm always looking for fun, different things," said Rick Homan, Editor at the *New York Post*. "The Sunday paper, as opposed to our daily, isn't nearly so harshly news-oriented. It's more lighthearted. You can pitch me a story, and if I've got a guy sitting around doing nothing, he can go out and shoot. It's Sunday, so we'll take whatever we can get."

However, because the weekend news specializes in content you may not find during the week, that means it has its own pitching rules. Carolyn Murnick, Senior Editor of NYMag.com, said her readers

want New York news, but seek items they won't find anywhere else. This means publicists should curate content with a twist. For example, everyone looks for Christmas activities this time of year, but Murnick said an original pitch would be to offer a rundown of sober Christmas activities for those who don't drink.

"Things like theater listings and listings for nightlife activities are always very important, but there are ways you can give twists to that sort of content so that it stands out. Like a list of art shows that are about to close, or readings from first time novelists," Murnick said.

Eric Salzman, Executive Producer of

being the first place to introduce someone's name into the dialogue. No one wants to be the show that puts someone on for the first time, except us."

While the weekends are their own beasts, publicists should keep in mind that content needs to abide by standard pitching protocols. Jacquelyn Marrero, Producer at WNBC-TV's "Weekend Today in New York" said that while her program features a smattering of headline news, trivia, and short pieces, an attention to timeliness is always key.

"Always try to pitch something with a timely or significant twist," Marrero said. "If you're pitching me a chef, is it diabetes awareness month? Try to engage us with news tie-ins."

"The pitch should always be tied to the news going on that week, or that weekend, or coming up," said Homan.

Other protocols apply. Marrero said publicists should send emails with concise subject lines that get to the point. Farkas said follow-up calls or email are not only advised, but can convince producers to take your pitch. For extra urgency, Farkas also advised CC-ing someone's boss.

"And know who you're pitching," said Farkas. "I know you've heard this before, but when you pitch the wrong story to the wrong outlet it really annoys the hell out of people."

Finally, running a story in a weekend edition can also get your story's foot in the door for wider exposure elsewhere. For example, because NY1 News is owned by Time Warner

Cable, the channel is seen in a few markets outside the New York metropolitan area, like in Raleigh or Charlotte North Carolina. This means there are newsrooms outside New York that may potentially pick up your story for wider exposure.

"A lot of our stories go wide. In particular, a lot of our tech stories go pretty wide," said Farkas. "We have several newsrooms where we send this stuff out. There are always ways to get your story told." ●



The PCNY weekend news panel (L to R): Tom Farkas, Director of Programming, NY1 News; Carolyn Murnick, Senior Editor, MYMag; Eric Salzman, Executive Producer, MSNBC's "Melissa Harris-Perry"; Jacquelyn Marrero, Producer at WNBC-TV's "Weekend Today in New York"; Rick Homan, Editor, *New York Post*.

Photo by Peter Himler

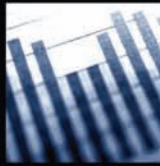
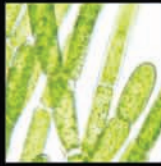
MSNBC's "Melissa Harris-Perry" program, said his show tackles issues that won't be found during the rest of the week, and has a scope that falls outside traditional political TV milieu. For example, while it's common for most TV shows to only feature guests who are proven behind a camera, Salzman said his show routinely uses new voices who have never been on TV before.

"We'll take the risk of putting someone who's never been on TV. We take pride in



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# What it means to be a great employee

**The best employees I've had arrived with a world of potential, but had yet to experience that quintessential transformation, that "light bulb" moment when they realize the importance of developing a strategic approach for the job at hand.**

By John Lonsdorf

I've been running a PR agency for more than 27 years. During that time, I've had a lot of employees — some good, some duds, some mediocre. Thankfully, I've had a lot who have been absolutely terrific and who have driven the success we've enjoyed over those years.

Do you know who the best employees turned out to be? They weren't the ones who arrived and immediately tried to set the world on fire. My best employees — including several who continue to serve our clients' needs in management positions — are those who came in with a world of potential but had yet to experience that transformational moment that all good PR people seem to have: that magical moment when the light bulb turns on, and they realize what it takes to think strategically instead of tactfully.

I remember the exact moment it happened for me: I was a young account service person working at an advertising/PR agency. I had worked my way up from advertising copywriter to what was then a unique hybrid position where I was also servicing accounts. I had written a corporate brochure for one of my clients, a large regional commercial real estate company. It was good (in my humble opinion), and I was proud to present it to the client's CEO, bask in his anticipated adulation.

The CEO liked it too — but, of course, he had some suggestions and changes. So I dutifully took them back to the agency, worked hard to not just make them "work," but also to make them good, and I went back to that CEO with his finished copy. Or so I thought. Suffice to say this process was repeated over, and over, and over again. It got to the point where my boss at

the agency called me in and said that I had to take control of the situation and bring this project across the finish line — you know, so we could finally send that big fat bill.

So I went to the client CEO and, exasperated, said something along the lines of "Why is it that every time I come back to you with this copy, you make changes — some of which contradict changes you made previously?" (This was my very naive and inexperienced attempt at "taking control.")

He looked me in the eye and said, "I was waiting on you to tell me when it was perfect and finished."

What a revelation! My role in this dance was far more significant than I had ever realized or had allowed myself to think. The client trusted me. He trusted that I had his best interests at heart. And he trusted me enough to be in control of the situation and to offer my professional judgment, not to be just a glorified courier service — and I was failing miserably! As if that in itself wasn't enough, it also hit me that my boss at the agency had that same level of trust. And I had been shortchanging both of them — and my career at the same time — by abdicating this professional responsibility. In short, I was being tactical instead of strategic.

That was the moment the light bulb lit above my head, and I began to view my position from a completely different perspective. Instead of simply a cog in the bigger machine, I was the one in charge of the switches and controls — and it was up to me to take charge of the situation and to strategically look ahead and anticipate the steps that might need to be taken two, three, or even more steps ahead in the process. It was a hard but necessary lesson to learn.

In my time owning an agency, I have seen many parallel examples in my great employees, most of whom came to me early in their careers, with a world of potential, but without the realization that the difference between "adequate" and "superior" is almost always in how strategic you are in the way you approach your job and your clients. Good PR people get this — maybe not at first, but shortly into their careers when the light bulb above their head turns on, providing all-important illumination.

*John Lonsdorf is President of R&J Public Relations. ●*



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# A few tips for the emerging PR pro

**Building client trust, knowing their goals and understanding the idea that return on investment is paramount for a campaign are just a few essentials every beginning PR pro must learn.**

By Anastasia Efstratios

I recently had the opportunity to participate in a panel with students at Boston University's College of Communication for their PRLab Program. While the discussion covered a wide range of PR ground, the concept of effective communications became a central topic of the discussion. As we head into 2014, I wanted to elaborate here on some of the ideas we discussed, and offer five key tips for what makes effective PR.

## What is "good" PR?

Good PR is about the right return on investment for that campaign. Did your program achieve the desired goal? The key to this is defining metrics up front so you can measure them. This is a collaborative process and a very critical one. It's no longer just about the clip

count. Other measures can also make a difference, such as quality of coverage, driving visibility in social channels, generating leads, and building community. At the end of the day, PR is designed to achieve change — a change in perceptions so you need to know where you are today and where you'd like to be tomorrow.

## What defines great client service?

This is about understanding your client's goals and doing everything you can to achieve them within their monthly spend — it's about the value you bring to the table to maximize the return on their PR investment. And, the onus is often on you to educate them on what activities make sense to pursue based on their budget and to be transparent about your progress against

these activities. Once the client buys into the go-forward plan, everyone works from the same goals and expectations, which typically makes the PR process smooth and effective.

## How do you build trust with a client?

The fastest way to build trust with a client is to deliver — do what you said you are going to do. If you are working with a new client, have a kick-off meeting to establish your operating procedures and to set universal expectations. Then, track and deliver against your deliverables by the deadlines you established or revise those deadlines together. It's all about the first impression so you need to be keenly focused up front to get off the ground as smoothly as possible.



Anastasia Efstratios

## What happens if a client changes the direction?

You need to ask why. Sometimes, the change is due to strategic corporate shift so you need to change your message and the PR effort supporting it. Other times, the reason for the change isn't as critical, so you may not need to abandon the campaign, you may just need to change some of the activities — the levers — supporting it. So, understanding what's driving the change will help you assess your next course of action so you can make the proper recommendation.

## What do you look for in aspiring PR professionals?

Come in and show us you want to win. Walk us through a positive and challenging situation you have been involved in and how you handled it. We want to know how you think and react to the unexpected. More than specific job-related skills, we also want to understand your DNA: your work ethic, your attitude and your desire. We can teach you the rest.

*Anastasia Efstratios is Vice President of Client Services at Lois Paul and Partners. ●*

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## 2013, THE YEAR IN REVIEW

— Continued from page 13

New York sued Wells Fargo, the nation's biggest mortgage lender for allegedly not complying with a 2012 mortgage-servicing settlement. "Wells Gets Drilled" said headline in the Oct. 3 *New York Post*. "Their communication with customers is terrible," said Attorney General Eric Schneiderman. Wells Fargo PR head Oscar Suris was co-chair of the 2013 PRSA national conference. Rosanna Fiske, 2011 Society Chair, joined Wells as VP-Florida.

One of biggest PR trends of 2013 was the move towards "sponsored" editorial content, also known as "branded" content or "native advertising."

The Custom Content Council says marketing budgets rose 13% in 2013 to an average of more than \$5 million and that branded content made up 37% of that total. It says 80% of marketers see more such spending in 2014. "Content marketing has reached a perfect storm" involving all channels, says Lori Rosen, Executive Director of CCC.

Spurring the shift was the massive die-off of large portions of traditional media. Editorial types fret about the death of such a large part of the independent press and

fear this will impact democracy, which depends on consumers getting the facts about products, services and government itself. Especially worried is Dave Carr of the *New York Times* who says the credibility of the "village common" is being threatened — "that place where we all meet to discuss our problems."

David Cay Johnston, commenting on sponsored content, asks, "How many investigations have you seen of unsavory practices of department stores and grocery chains, two of the biggest print newspaper advertisers?" He is the author of *The Fine Print: How Big Companies Use "Plain English" to Rob You Blind*, and also *Free Lunch* and *Perfectly Legal*.

Some reporters are saying, in effect, "First they starved us half to death and now they want to poison the survivors."

The best route to credible ad content that is indistinguishable from the regular content is to hire one of the publication's own writers or create a special section with the assistance of the publication.

Ad spending patterns of major companies have erased seven PR print publications since 1998 — *Reputation Mgmt. Magazine* and the printed NL of Paul Holmes; *PR Quarterly*; *PR Reporter*; and

the weekly *Ragan Report* and *Ragan's PR Intelligence Report* and quarterly *PR Journal*.

Tight budgets plus the security-conscious publicly-held ad/PR conglomerates (led by some of the highest paid executives in the world) erased almost all of the more than 25 PR groups that thrived in New York in the 1960s and 70s. PR Society: New York (GREG: RUN PIX) gave up the ghost in May after more than 50 years.

Although hundreds of New York PR people attended a combined Holiday party some years ago, and numerous major companies also sponsored such parties, we heard of no New York PR Holiday parties at all this year. PRSA/New York had set one for Dec. 15 at Pier 62 in Chelsea but various elements "did not come together" and it was rescheduled as a "2014 Forward Party" Jan. 15 from 6 to 9 p.m., said 2014 chapter President Henry Feintuch.

In a typical inconsistency for the Society, PRSA's 2014 Chair Joe Cohen said in the December *Tactics* that PR people have been talking about "getting a seat at the table" but that is "no longer enough." It is now about having a "lead seat," said Cohen, who on Oct. 26 let the Assembly give his CEO title to Bill Murray without a peep of protest. ●



### PR news brief

## ATOMIC FOLDED INTO GRAYLING

Atomic PR is being merged into Grayling effective Jan. 1, three years following the British firm's acquisition of the San Francisco-headquartered tech/social media firm.

Atomic co-Founder CEO Andy Getsey takes on the Executive VP title, while fellow founder James Hannon will become Chief Data Strategist. They will co-head Grayling's U.S. technology practice.

Pete Pedersen, CEO of Grayling, believes the merger provides the Huntsworth unit "additional U.S. critical mass" and "significant expertise in the use of data to guide strategy and creative."

Pedersen told *O'Dwyer's* Grayling now has about \$45 million in U.S. fee income and 300 staffers here. He said Grayling plans to expand its U.S. and Asian presence and bolster its digital offerings.

With the addition of Atomic's six U.S. offices, Grayling will have 10 offices in the U.S. in New York, Washington, Tallahassee, Denver, S.F., Sacramento, Los Angeles, Orange County and Silicon Valley.

Grayling consolidated DutkoGrayling PA/government affairs unit in September.

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## Heavyweight Alperowitz lands at H&K

**C**raig Alperowitz, who has more than two decades of PR experience, will join Hill+Knowlton Strategies on Jan. 6 as head of its U.S. marcomms practice.

He'll take over for interim head Gary Goldhammer, who is Chief of H&K's digital strategy in the U.S.

They will work to integrate the respective practices to develop campaigns that "deliver across paid, earned, shared and owned media channels," according to a statement from Goldhammer.

Alperowitz has represented blue-chips such as Nestlé, Procter & Gamble, Hershey Co., Best Buy, Warner Bros. Home Video, and General Mills.

Most recently, he headed the consumer team at W20 Group, working on B2C clients for its WCG and Twist Marketing units.

Alperowitz was Executive VP at Lippe Taylor, Managing Director at DeVries and VP at FitzGerald Communications. ●



Alperowitz

## BP taps AP editor to lead US Comms

**B**P has recruited Associated Press National Political Editor Liz Sidoti to head its U.S. communications.

The hire comes three months after the energy giant reorganized its PR operation under former journalist and Pentagon public affairs staffer Geoff Morrell, who previously held the head of U.S. communications slot for BP.

Sidoti, who joined Dec. 31, exits the AP after 14 years, first as a Cincinnati staffer before moving to Washington as a political correspondent and in 2011 political editor.

The Huffington Post first reported Sidoti's pending exit, quoting an email from Sidoti that said she was "looking for



Sidoti

a new challenge."

David Pace, a Washington news editor for the AP, takes the national political reins on an interim basis.

BP's North American headquarters is in Houston, but Morrell and Sidoti are based in its Washington office. ●

## Horn's O'Keeffe to lead FH San Francisco

**J**im O'Keeffe, GM and Senior Managing Director of tech shop Horn, has moved to FleishmanHillard to serve as San Francisco general manager.

J.J. Carter, GM of San Francisco for the past three years for FH, was elevated to President of the firm's Western region in 2011.

San Francisco is the Omnicom unit's largest West Coast office, trumping Sacramento, Los Angeles, San Diego and Orange County (Irvine).

O'Keeffe, who was at FH earlier in his career, exits Horn after two years. He was a Senior VP at Hill+Knowlton Strategies and earlier did a stint at Ruder Finn before starting out at Horn. ●



O'Keeffe

## Bell sits in B-M's global PA chair

**B**urson-Marsteller has hired Kevin Bell, Executive Chairman of Britain's Maitland Political, to Chair its global PA practice.

He takes over for Jeremy Galbraith, who will remain CEO of EMEA and Global Chief Strategy Officer at the WPP property. Based in London, Bell will report to CEO Don Baer, who praised his "seasoned judgement, relationships and ideas."

In a career spanning more than a quarter century, Bell has supported multinationals such as British Airways, Procter & Gamble, Aviva, Tata Consultancy and BG.

At Maitland, he represented Spire Healthcare, Fleurette Group of Companies and NATS.



Bell

Earlier, Bell was Regional President for U.K, Africa and Middle East at Omnicom's FleishmanHillard unit and Founding Director of Westminster Strategy. ●

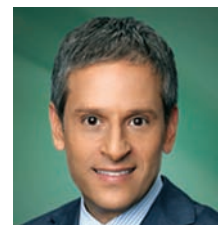
## MSL's Huckman to Pure

**M**ike Huckman, former senior VP/director of media strategy at MSLGroup, has joined Pure Communications, the life sciences PR firm.

He takes the chief strategist role in charge of IR, story development, issues management, crisis PR, client media training and roadshow skills development.

Huckman has 27 years of TV experience including pharmaceutical/medical technology reporter at CBNC.

Pure, which has offices in Cambridge (MA) and Wilmington (NC) has developed PR programs for clients such as Sage Therapeutics, Aveo Oncology, GoodStart Genetics, OpGen and Boston Biotech Conference. ●



Huckman

## Corporate Rx pro moves to WCG

**E**rik Hawkinson, who was VP/Global Head of Marketing for pharmaceutical/diagnostics giant Roche, is now at WCG.

As Managing Editor, he will grow the digital offerings of the San Francisco-based Top 4 independent firm.

Hawkinson, who also worked at Novartis and Bayer, helped establish Roche's initial e-commerce site.

Chris Deri, WCG President, said Hawkinson will "contribute directly to our 'next experience' offerings for clients when they engage patients, providers and payors anywhere in the world."

WCG has offices in New York, Austin, Los Angeles and London. It's part of W20 Group, which was founded by Jim Weiss. ●



Hawkinson



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The Abernathy MacGregor Group is a strategic communications firm that operates in six disciplines: crisis management, corporate restructuring and bankruptcy, investor relations, transaction communications, IPOs and corporate and financial public relations.

The firm's crisis management practice assists clients when unplanned circumstances threaten public perception of their organizations and businesses. We offer support to clients in all phases of crisis planning and response by advocating a crisis preparedness discipline that involves identifying areas of vulnerability, establishing procedures, training spokespeople and agreeing to broad principles of crisis conduct.

The firm's bankruptcy and restructuring practice — which includes restructurings both within and outside of Chapter 11 protection — has advised on some of the largest and most complex restructurings in corporate history. Working with management and external legal and financial advisors, we develop and implement effective communications programs that help stabilize companies during uncertain times. Properly executed, these plans can help maximize the window of time within which management and its advisors can successfully address the issues fundamental to sustained recovery.

The February issue of *O'Dwyer's* will feature a company profiles section on Environmental PR and Public Affairs. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

## BRUNSWICK GROUP

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The Brunswick Group is a corporate relations and communications consultancy. We provide informed advice at a senior level to businesses and other organizations around the world, helping them to address critical communications challenges, including high profile issues, crisis and litigation situations. With specialists in key financial and regulatory centers in the U.S., Europe and Asia, we offer seamless, international support for interacting with global media, investors and regulatory authorities. Brunswick provides strategic communications counsel focused on protecting our clients' valuation, reputation and ability to achieve their goals.

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Carmichael Lynch Spong's crisis and issues management specialty group assists clients in preparing for a crisis and when unforeseen or unplanned events threaten to disrupt the public or internal perception of their business or organization.

At Carmichael Lynch Spong, we advocate a crisis "preparedness" discipline. We also recognize that crisis management requires a collaborative, integrated approach. Carmichael Lynch Spong is widely regarded for its ability to partner with senior executives, legal advisors and other internal and external crisis team members and partners to mitigate crises and minimize the impact on the organization's reputation and business.

With offices in Minneapolis and New York, Carmichael Lynch

Spong's crisis and issues management experience has included: Litigation (e.g., employment matters, business disputes, shareholder lawsuits, class-action litigation, etc.); Negative research outcome management; Labor disputes (e.g., strikes and other labor actions, union organizing campaigns); Product recalls, failure, tampering, etc.; Financial-related issues (e.g., earnings surprises, restatements, bankruptcies, hostile takeover attempts, etc.); Regulatory actions and investigations involving the Securities and Exchange Commission, the Department of Justice, the Federal Trade Commission, the Food and Drug Administration, the U.S. Department of Agriculture, Environmental Protection Agency, among others; Accidents (e.g., workplace, truck and airplane mishaps, etc.); Environmental matters and real-estate site selection; Restructurings, downsizings, management changes and consumer boycotts.

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Cone Communications has been managing sensitive issues for diverse clients nationwide for more than 30 years. Our deep history in issue and crisis management demonstrates that the most effective crisis management comes through preparedness. We offer clients a variety of critical crisis preparedness services, including risk assessments and

scenario planning; issue monitoring, analysis and response support for traditional, online and social media; development of crisis communication plans; desktop crisis drills; spokesperson training; and Internet-based crisis counsel and tools.

When a crisis does strike, Cone is available 24/7 to help clients respond with the speed required in today's online world. We have extensive experience developing communications strategy and positioning for clients navigating crises — always with an eye toward preserving, protecting and enhancing organization and brand reputation.

Cone Communications is flexible in the depth of service we provide crisis clients. For some clients, we serve as the communications arm of their response team. For others, we are an experienced "sounding board," reacting to their response plans and providing critical third party perspective. We're at the ready, whatever the need.

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nized firm.

Coyne PR's teams of PR professionals have extensive experience developing, executing and supporting crisis communication plans for clients in the following categories:

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Davies Defuses Crises. We minimize damage by managing the message and the messenger - on your own team, in the media, and within government agencies. We help you avert a poor response to unexpected events by ensuring you are prepared. When a crisis does occur, we get your story out quickly and effectively, and work to frame the discussion in the direction that best complements the business. We've turned more than 500 crises into non-events — often transforming them into opportunities.

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The members of Dix & Eaton's crisis team have successfully developed and executed communications strategies designed to help management teams protect their organization's reputation and effectively navigate unprecedented corpo-

rate events — from fatal mining accidents to airline crashes and class-action litigation.

Our counsel leverages a wide range of industry best practices, and we have exposure to a full spectrum of industry issues and protocols that we consider when delivering senior crisis counsel or creating customized crisis training programs. Plus, our team is backed by seasoned practitioners in investor relations, media relations, employee communications, public affairs and more to bring to bear as situations require.

Selected services include policy/procedure audits, executive training, manual development, preparedness planning and drills, as well as strategies for dealing with community/interest group activism, labor issues, data or ID theft, litigation, environmental issues, product liability matters, intense media scrutiny, reputation management, government / regulatory hearings and investigations and workplace incidents.

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**Juan Lezama, Director Mosaico PR (Multicultural Division)**

Founded in 1988, San Francisco-based Fineman PR is nationally renowned for its expertise and high profile work in crisis communications.

In 2013, Fineman PR worked extensively to assist in communications for private schools and outdoor adventure camps. Issues ranged from labor litigation to camp fatalities. Fineman PR's food safety practice was also enlisted for a major, national poultry issue.

Historically, Fineman PR's successful, high profile crisis work included addressing the public's perception about Avian Influenza for a West Coast poultry producer; managed consequences from the Santa Barbara "Tea Fire" for a college beset by the firestorm; initiated client community relations after a tragic apartment complex explosion in Truckee, Calif.; provided communications and

the resolution ending violent protests against a Berkeley, Calif., radio station; put a juice company on firm public footing immediately after an E.coli crisis; set the record straight after media slander of packaged salads; developed the messaging and positioning of a California university after the bombing of its researcher's home by an animal rights terror group; helped resolve labor relations for a highly prestigious medical group in Southern California; and for so many others in which client names were kept out of the news.

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**Margaret Dunning, Managing Partner**  
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**Shelly Holmes, Senior Partner**

The evolving communications landscape presents new challenges in crisis management. Finn Partners' crisis capabilities taps into a network of experts from across our eight offices, and has grown with the acquisition of Widmeyer Communications, a United Educators preferred provider of crisis communications counsel.

Our approach to crisis management involves strategic assessment and effective response, as well as a risk management model. We are well versed in how clients should prepare for and navigate difficult situations — local, national or global. Planning for the worst before anything occurs means that a crisis will be more manageable and a positive outcome more likely. We conduct scenario planning and simulation, messaging exercises and media training.

In times of immediate crisis, when we can't plan ahead, we work with our clients to address issues and help them communicate with stakeholders, the media and the public to defend and preserve reputation, restore trust and mitigate concerns about the future.

## GABLE PR

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**Tom Gable, President and CEO**  
**Emily Forgeron, Director of Public Relations**  
**Anna Crowe, Account Supervisor**

Gable PR is a full service public relations, reputation management and crisis PR firm based in San Diego. It was founded in 1976 by Tom Gable, APR and PRSA Fellow, former financial journalist and Pulitzer Prize nominee.

The agency has implemented long-term strategic programs to support important economic, business, cultural, civic and community initiatives, plus complex programs for regional, national and international clients. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a *Fortune* 100 company. It has launched new products, companies and industries; built image and awareness for new developments; helped start-ups gain reputations and grow; promoted breakthroughs in life sciences and technology; generated buzz for new destinations; educated millions about important national issues; built and rebuilt reputations; managed media relations for international organizations; and stopped crises in their tracks. The agency's Guru Program® is registered with the U.S. Patent and Trademark Office as a public relations program that builds images and reputations for clients of any size and type.

Over the past three decades, Gable PR has managed more than 100 crisis, issues management and litigation support programs. Clients have included international corporations and trade associations, publicly traded companies, national fast food and lodging companies, hospitals and hospital chains, manufacturers, utilities, energy producers, chemical companies, pharmaceutical companies, real estate developers and religions. Tom Gable, CEO, has contributed to two international books on crisis PR and the agency has a crisis communication manual and proprietary system that ensure speedy, confidential and successful programs. Agency programs have earned the highest honors in the PR profession.

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Gourvitz, who invented the multiple press tour business, i.e. known as co-op SMT's has also grown by leaps and bounds. The Key at Gourvitz is solid professional talent, such as Elizabeth Werner, Jamie Sorcher, Mark Schlereth, Alison Rhodes, Rudy Maxa, Emily Kaufman, set design, b-roll and every SMT has an ANR included and all guarantee the Daily Buzz.

The SMT biz is still the core of Gourvitz Communications. Food, Beauty, Sports and Tech. Some of the people we have worked with in 2013 are: Sophia Vergara, Allison Williams, Ali Larter, La La Anthony, Kevin and Danielle Jonas, Chris Pratt, Lisa Vanderpump, Erin Andrews, David Koechner, Mario Batali, Tim Love, Tim Gunn, Alex Morgan, Nicole Richie, Jay Bilas, Dwayne Wade, David Cooperfield, Malin Ackerman, Jordan Sparks, David Turtera and Devin Alexander and more.

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**HENNES PAYNTER COMMUNICATIONS**

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**Bruce Hennes, Managing Partner**  
**Barbara Paynter, APR, Partner**  
**Nora Jacobs, APR, Vice President**  
**Howard Fencl, APR, Vice President**

Hennes Paynter Communications is one of the few agencies in the U.S. focused exclusively on crisis communications. Since 1989, the firm has served corporations, educational and health institutions, government agencies and nonprofits "on trial" in the Court of Public Opinion. Services include media training, crisis communication plans, crisis drills and litigation communications.

Bruce Hennes is one of Ohio's best-known crisis specialists and media trainers. He is also an in-demand speaker at law firms, universities, bar and trade associations on the subject of crisis communications, frequently training government, safety and education officials to communicate effectively during extreme crisis situations threatening public safety.

Barbara Paynter has 20+ years experience helping big-name clients resolve crisis and reputational issues. She heads up the firm's SWAT team of battle-tested, seasoned and senior professionals.

Nora Jacobs, a three-time Silver Anvil winner, has decades of experience with consumer and industrial products, healthcare, biotechnology, education, chemicals and plastics.

Howard Fencl also has decades of crisis communications and media training experience, with large firm experience plus five years as assistant news director for WKYC-TV, Cleveland's NBC affiliate.

For four straight years, Hennes Paynter has won the Gold Award from the Public Relations Society of America — Greater Cleveland Chapter for its crisis-related work. In 2009, Hennes Paynter won PRSA's coveted "Best of Show" award for its work with another agency on the national peanut butter recall. In 2012, the firm won the Gold Award for its Crisis Comm & Media Relations E-Newsletter. And in 2013, the firm again won "Best of Show" for its response when a

passenger ferry crashed into a dock in New York City's Financial District injuring more than 60 passengers.

**ICR**

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**Thomas M. Ryan, CEO, Co-Founder**  
**Don Duffy, President**

Established in 1998 and privately-held, ICR partners with companies to develop and execute strategic communications programs that achieve business goals, build credibility, and enhance the value of the enterprise. The firm's pairing of capital markets veterans and senior communications professionals provides a highly-differentiated offering, one that continues to serve as the foundation for significant growth.

Today, ICR has approximately 400 clients across 20 industries and is one of the largest independent agencies in North America maintaining offices in Boston, Connecticut, Los Angeles, New York, San Francisco and Beijing.

In 2013, ICR once again saw double digit revenue growth driven by new client wins including Noodles & Company, Advent Software, Diamond Foods, Container Store, Inc. and AMC Entertainment Holdings. In January of 2013, the ICR XChange, ICR's annual investor conference, celebrated its 15th year with more than 150 private and public company management teams and 2,200 attendees, a record for the event. ICR marked the occasion by ringing NASDAQ's opening bell live from the conference.

**THE INSTITUTE FOR CRISIS MANAGEMENT**

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**Erika Hayes James, PhD, President**

The Institute for Crisis Management is a specialty communications consulting practice helping organizations identify potential business crises and resolve the issue(s) before it becomes public,

or when that is not possible, to prepare the organization to minimize the damage through a carefully crafted internal and external communication program.

Public relations cannot "fix" a broken organization. But management that develops an appropriate and effective operational response can make a significant impact on the organization's recovery by also implementing an appropriate and effective internal and external communication strategy.

ICM has been helping corporate, government and not-for-profit clients for more than 20 years. Our staff of Senior Consultants include specialists in PR/litigation, education, manufacturing, community affairs, public relations, healthcare, religion and not-for-profit organizations, as well as media/spokesperson training and coaching.



**Institute for Crisis Management President Erika Hayes James, PhD.**

**JOELE FRANK, WILKINSON BRIMMER KATCHER**

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**Joele Frank, Managing Partner**

When an unexpected, out-of-the-ordinary event threatens a company's operations or reputation, a fast and intensive response is essential to prevent or mitigate serious damage. We have extensive

— Continued on page 38



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**JOELE FRANK**

— Continued from page 36

experience in delivering unique solutions for unique situations, including earnings surprises; short attacks; accounting irregularities; regulatory actions and government investigations; management changes; facility closures and workforce reductions; labor disputes; facility disasters and workplace violence; data security breaches; consumer boycotts, and product recalls.

We are immediately available to our clients during all phases of crisis planning and response. And when a client is in the spotlight, we help determine how best to control the dialogue, take the initiative, fix what's broken and gather support. We give our clients the training and tools necessary to hit the ground running when a crisis strikes.

**KEKST AND COMPANY**

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**James Fingeroth**, *President and Chief Executive Officer*  
**Lawrence Rand**, *Executive Chairman*

Kekst and Company is one of the world's leading strategic communications consultancies. The firm's professionals are expert in managing all aspects of communications related to investor relations and corporate positioning, and have extraordinary experience in a wide range of special situations including: crisis communications, mergers & acquisitions, bankruptcies and restructurings, litigation support, and corporate governance matters, including shareholder activism. The firm has an important and growing franchise serving private equity and hedge funds. Kekst's crisis communications experience is unmatched. For more than four decades, we have partnered with clients to navigate through challenging and complex matters such as regulatory and government investigations, high profile litigation, financial and accounting irregularities, financial disclosure issues, senior leadership changes, cyber attacks and data breaches, workforce restructurings, plant closings, product recalls and workplace misconduct, labor relations matters, sexual harassment and

workplace abuse for public and private companies as well as not-for-profit educational institutions. In connection with this practice Kekst conducts crisis communications training and crisis simulations for clients' management teams and boards of directors.

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**Francie Israeli**, *Vice President*

Crisis communications and issues management are core strengths of Kellen Communications, a public relations, public affairs and digital agency. We skillfully guide clients through critical issues, from high profile crises that threaten a company or even an entire industry to implementing compelling public affairs campaigns to influence policy makers.

Kellen's strategic approach uses the full range of digital, social and traditional media tactics to communicate with stakeholders, "truth squad" messaging and manage reputations. Our clients include consumer products, corporate entities, not-for-profit organizations, coalitions and trade associations.

We work closely with journalists, bloggers, industry influencers, academia and regulatory agencies. In addition to professionals in communications, government relations, public affairs and digital media, our staff includes regulatory code specialists; PhDs in engineering, microbiology, toxicology, and biological/biomedical science; nutritionists, registered dietitians and food technologists/scientists.

Founded in 1945 as Sumner Rider & Associates, Kellen Communications is a division of Kellen Company, an employee-owned company with offices in New York, Washington D.C., Chicago, Atlanta, Brussels and Beijing.

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**Kim Blazek Dahlborn**, *President and CEO*  
**Gary Goodfriend**, *Executive Vice President*

Crisis communications requires speed, sensitivity and strategy. L.C. Williams & Associates (LCWA) has successfully guided clients — from *Fortune* 500 companies to non-profit organizations — through some of their worst-case scenarios, including product recalls, lawsuits, Chapter 11 bankruptcies, government regulations, restructuring and reorganization initiatives, employee and labor relations issues, workplace accidents, natural disasters, environmental crises and more.

A new area of concern for companies is how and when to respond to extremely negative chatter and vitriol expressed by bloggers and those on social media networks. LCWA counsels clients on how to best minimize the impact of such online criticism.

Our trained crisis communications professionals are available 24/7 to help prepare executives and manage communications to targeted audiences and media. We train appropriate spokespeople to handle a variety of crisis situations. We also work with clients to anticipate potential crises — a practice we call "prefense" planning — and prepare them for media interviews.

**MARX LAYNE & COMPANY**

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**Michael Layne**, *Managing Partner*

Marx Layne professionals have years of experience handling crisis communications issues. We are frequently retained by leading national law firms to help them guide their clients through the media frenzy that often erupts during a company's most trying times.

Critical issues from industrial

accidents, death on the premises, food-borne illness and environmental pollution, to boycotts, strikes and corporate fraud have all been expertly handled by our senior executives.

During crisis events, Marx Layne crisis counselors are on-call 24/7/365. Our team members are experienced in working with legal advisors, police departments and municipalities while keeping company executives apprised at all times of the crisis situation as it unfolds.

We also train company spokespersons in the development of key speaking points and delivery of messaging. Using the latest media technology, our executives tap into the power of social media to monitor sentiment and provide direction on how to protect and manage the client's brand. Additionally, we understand how to leverage social media tools as part of an arsenal to respond rapidly, whether the crisis occurs in Detroit or in any other region of the nation.

From privately held entities to *Fortune* 500 companies, Marx Layne has a twenty-year history of successfully developing proactive, comprehensive crisis communications plans that are in place before, during and after a crisis.

**MEDIA & COMMUNICATIONS STRATEGIES, INC.**

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**Scott Sobel, MA**, *President*

A recent client endorsement tells you everything you need to know about Media & Communications Strategies based in Washington, DC but operating worldwide: "Media & Communications Strategies immediately helped our large association with an internal political and communications crisis. Their team was a catalyst in helping us make bold, thoughtful and effective decisions that got us on the right track, considering all aspects of the problem from legal to emotional. On a personal note, I don't know what I would have done without the team to help me through this crisis." - Cathy Atkins, Deputy Executive

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Continued from page 38

Director, CAMFT.

MAC Strategies' counsel takes into consideration the client's business and reputation during and after a crisis — we are holistic in our approach and provide Critical Relations™ that gets compelling results for clients. We tell the best and most persuasive story for clients that operate in B2B, B2C and virtually every other business model from Fortune level corporations, to all sizes of law firms to associations and much, much more.

We are a founding member of the Public Relations Boutiques International (prboutiques.com) network, for constant and far-reaching support in the U.S. and internationally. High profile crisis communications is one niche talent, reputation management is our core expertise and client satisfaction is the predictable outcome.

Our long list of PR and journalistic awards are testimony to our excellent performance for clients ... we are, for instance, The Bulldog Crisis Agency of the Year.

**MONTIETH & COMPANY**

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**Montieth M. Illingworth,**  
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Montieth & Company is a special situations communications and management advisory consultancy. The firm's Issues & Crisis Management and Litigation Communications practices are distinguished in the industry as having worked on some of the most complex, high stakes matters facing a broad array of individual and corporate clients. Montieth & Company advises on crisis and litigation strategy and provides the related corporate and financial communications and media relations counsel and services.

Montieth & Company has advised on a range of matters including the Madoff Fraud, the DOJ's insider trading investiga-

tion, and a variety of legal and regulatory issues and events. The firm has also advised on business disputes, EEOC and product liability cases, class action litigation, and shareholder activism, amongst many other types of matters. It works closely with the management and legal teams on integrating communications into the full cycle of litigation. It also advises on corporate governance and stewardship issues.

Montieth & Company is headquartered in New York, NY and maintains an office in London. It operates globally through affiliates in Boston, Washington D.C., Sao Paulo, Berlin, Zurich, Hong Kong, and Seoul.



**Montieth Illingworth, President of Montieth & Company.**

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Morgan&Myers specializes in farm-to-food communications for

clients all along the food chain. With an eye on today's consumers and tomorrow's trends, we translate technical, complex concepts into simple soundbites that resonate. Our unique 360-degree perspective uncovers insights that inspire ideas. Offerings include strategic communications counsel, planning and executing public relations, new media, social media and digital services, advertising, research and integrated marketing communications. Expect fresh ideas and engaging customer experiences that will move your brands forward.

Client list: American Farm Bureau Federation, American Farm Bureau Inc., Case IH, CNH Global, CNH Parts & Service, Foremost Farms USA, General Mills, Illinois Agriculture Coalition, Illinois Corn Growers Assn., Illinois Pork Producers Assn., Illinois Soybean Assn., Kraft Foods, Merck Animal Health, Oscar Mayer, Philip Morris International, Professional Dairy Producers of Wisconsin, Progressive Agriculture Foundation, Rural Health Initiative and Silver Spring Foods.

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**Michael Kempner,** *President and Chief Executive Officer*  
**Carreen Winters,** *Executive Vice President, Corporate Communications*  
**Richard Tauberman,** *Executive Vice President*

When trouble hits, in just hours, or even minutes, reputations are made or broken. During this critical time, a company can protect or even enhance its standing with its customers and stakeholders, or sustain damage that is widespread and long-lasting. MWW's crisis counselors possess an exceptional depth of crisis communications expertise across industries, ensuring that our clients Matter More™ when the stakes are highest. We help clients with vulnerability assessments, crisis plan development, crisis simulation training, communications counsel and on-site support in the midst of incidents. And our team

manages the aftermath of a crisis to restore trust and reputation.

We approach crisis engagements with reputation management best practices, total stakeholder engagement and digital media savvy. Using MWW's proprietary Crisis Action Protocol, we thoroughly and meticulously prepare for any potential crisis, regardless of the magnitude. Our planning carefully considers the impact on all audiences including customers, employees, vendors, shareholders, government officials, NGO's, community leaders, traditional media and social media. Consequently, when a crisis hits, we can react immediately with a multi-channel approach that addresses the diverse needs of each critical constituency.

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Nicolazzo & Associates is a nationally-known, award-winning strategic communications management firm that provides high-level professional counsel and services to a diverse, national, and international client base. A boutique organization founded more than three decades ago by Richard E. Nicolazzo, the firm practices a proprietary counseling model designed to leverage an organization's core strengths to enhance brand and enterprise value. Services include crisis communications management, strategic planning and communications, investor relations, media relations and training, management consulting, merger and acquisitions communications, corporate restructurings, issues management, litigation support, labor/employee rela-





**Richard E. Nicolazzo, Managing Partner of Nicolazzo & Associates.**

tions, community relations, market research, executive speechwriting, and branding.

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**Peter Hirsch, Executive Vice President, Risk & Reputation**

How an organization responds to a crisis is the critical determinant of whether it emerges from that crisis with its reputation enhanced or damaged and research shows that the negative effects of a bungled response are long lasting. Our work is rooted in the philosophy that most of the mistakes organizations make in a crisis are the result of hardwired cognitive bias produced by stress and we apply new learnings from neuroscience to help our clients combat its pernicious effect. We can't change the human response to stress but by understanding its impact we can counteract its power. Within this framework, our end to end approach covers influencer mapping, so we can identify both accelerants and retardants of any particular crisis; a social media toolkit to help our clients reach stakeholders individually with their narrative and get real time feedback; crisis simulations that hone their skills and proven recovery pathways that help them rebuild their reputation. Leading corporations, government agencies,

trade associations and organizations have turned to Ogilvy PR for counsel and 24/7 support in times of crisis to effectively address critical business needs.

**PIERPONT COMMUNICATIONS**

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**Phil Morabito, CEO & President  
Clint Woods, COO**

Pierpont is a nationally-recognized full-service communications firm with extensive experience in the prevention, mitigation and management of crises across a variety of businesses and industries. The firm has worked with clients ranging from large corporations to small companies and community-based non-profits to establish best practices in the event of a crisis as well as react to crisis events.

At Pierpont, it is believed that the most successful outcome of a potential crisis event is minimizing issues before they draw attention of consumer, public and stakeholder audiences. With the experience and expertise to take control of and find solutions for the issues that face an organization, Pierpont has established best practices for almost every scenario that could pose a threat to your business. Crisis management solutions are tailored to support the specific needs of each client's business; effective crisis management does not lend well to a one-size-fits-all approach.

To learn how our experience can best prepare your organization to successfully manage a crisis, call us at 713/627-2223 or visit us online at www.piercom.com.

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**Karen van Bergen, CEO**

No matter how well-established or deeply respected a company's corporate brand is, reputational threats, issues and full-blown crises can crop up at virtually any

moment. With stakeholders demanding increased transparency from business, and with more and more channels available, particularly rapidly growing social channels, an effective, comprehensive response strategy is critically important.

At Porter Novelli, our crisis planning and response teams bring deep, cross-sector knowledge and best practices to bear no matter what types of issues our clients face. We develop comprehensive, custom-tailored issues and crisis management strategies, based on a deep understanding of our clients' business, the risks inherent in the situation and how to mitigate potential damage as quickly as possible.

Our crisis capability is an end-to-end offering that includes everything from (when possible) preemptive communications to ongoing communications strategies that help to restore corporate reputation after an incident. We work with senior client leaders to mobilize for adverse events and move rapidly — within minutes — to manage these events off- and online, using traditional and digital media channels to mitigate the negative impact of an issue. We use our proprietary Porter Novelli Radar service — a made-for-speed hub that tracks broadcast coverage and online conversations — to facilitate issues tracking, strategic counsel and reputation management.

Our experience includes prominent global product recalls and safety issues; environmental disasters; data security breaches; workplace accidents; government investigations; high-visibility litigation; and unexpected executive transitions that may raise concerns in the financial community and other audiences. We pride ourselves on responding 24/7 when the situation calls for that level of intensity, and we are deeply committed to bringing the combined worldwide resources of Porter Novelli to bear on our clients' toughest issues and crisis situations.

**PUBLIC COMMUNICATIONS INC.**

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**Dorothy Oliver Pirovano, CEO  
Jill Allread, President**

Protesters are attracting media crews outside your gates, your board chair has been accused of sexual harassment, a new study trashes your miracle drug. Each situation could be your organization's undoing.

For all of our 52 years, PCI has been helping clients manage crises. The core principles remain the same. Assess the situation. Communicate clearly and honestly. And do it quickly. Those first few hours can make the difference between a crisis that is contained and soon forgotten, and one that becomes part of your media boilerplate. We continuously adapt these tried and true principles to a world in which good news and bad, fact and rumor, travel at lightning speed, disseminated by anyone with a laptop, cell phone, blog or Twitter account.

We are always on call to counsel clients in crisis. And, when it's calm, we help our clients avoid, anticipate and prepare, so that if a crisis does strike, it becomes the type that is soon forgotten.

**REVIVEHEALTH**

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**Brandon Edwards, Founder & CEO  
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Phil Stone, COO**

We are health care crisis specialists. We understand that issues can become crises in the blink of an eye, and when that happens health care organizations can't afford their agency to have a learning curve. ReviveHealth has the deep industry expertise and issues management experience to navigate the complex health care legal, regulatory, and business landscape.

As one of the nation's top 15 firms for health care strategic communication, ReviveHealth has experience in every market and on nearly every issue. Beyond the legion of crisis situations the firm

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**REVIVEHEALTH**

Continued from page 41

has managed across industries, ReviveHealth provides litigation support and issues management expertise for small companies and large organizations alike. We have developed a special expertise in managing “life events” for specialty providers and health systems dealing with union organizing and strikes, mergers & acquisitions, and payor/provider contract issues. With a specialized focus and expertise, ReviveHealth tackles the convergence of health care and wellness by working with clients who provide solutions to the issues that face providers, employers, and consumers.

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**George Sard, Chairman & CEO**  
**Paul Verbinnen, President**

Sard Verbinnen & Co is a leading strategic corporate and financial communications firm with offices in New York, Chicago, San Francisco, Los Angeles, and London. We provide communications counsel and services to clients including multinational corporations, smaller public and private companies, investment firms, financial and professional service firms, and high-profile individuals.

The firm’s highly experienced senior professionals provide sound, objective advice and execution support to clients across a broad spectrum of industries. Our work encompasses corporate positioning, media relations and investor relations, transaction communications, litigation support, crisis communications, special situations, and social media and online communications.

We are regularly cited as one of the top M&A and crisis communications advisors in North America.

Founded in 1992, our firm is recognized for delivering candid and thoughtful strategic advice, excellent written product and tactical execution, and tireless advocacy on behalf of our clients.

Our senior professionals are actively engaged in both counsel and implementation. Their diverse backgrounds and expertise, unpar-

alleled relationships and credibility with the media, and deep understanding of the investment community drive the firm’s ability to help our clients manage complex situations and communicate to multiple constituencies successfully.

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

A hallmark of Schneider Associates’ 33-year history is our ability to counsel companies and individuals during crisis situations. While we hope our clients never face a crisis, we stand ready when a major issue threatens a company’s growth or reputation. SA has been relied upon to handle communications for everything from white collar crime, product recalls, fires, accidental on-the job deaths, securities fraud, sexual harassment, legal issues, social or digital media issues, and other business situations requiring a prompt response. Through the years, we have been successful in averting crises through preparation and creating solid, actionable plans prior to any crisis occurring. Schneider Associates is a full-service public relations and integrated marketing firm specializing in Launch Public Relations®, a proprietary method for launching products, services, companies and communities. Learn more at www.schneiderpr.com

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Sitrick And Company is widely regarded as one of North America’s leading strategic communications firms. While it has substantial practices in corporate, financial, transactional and crisis communications, Sitrick is best known for representing clients facing sensitive issues, including reputation management, complex litigation, problems emanating from short-sellers, mergers and acquisitions and restructurings. *The New York Times* called Sitrick “The City’s Most Prominent Crisis Management Firm.” Sitrick is not a traditional PR firm. *Business Week* said, the “firm is known for going atomic on opponents, using ‘truth squads,’ ‘wheel-of-pain’ tactics and high-profile journalists (who write profiles).” The general counsel of a major publicly-traded company wrote simply in an email, “You saved the company, literally.” Please visit www.sitrick.com for more information on the firm including a list of current and former clients for which its work has been public.

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Our team offered its knowledge and skill during 18 months of coun-

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For more information, contact Susan Tellem, 310/313-3444 x1.

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Weber Shandwick helps clients promote, preserve and protect reputation and brand.

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Our crisis practice has provided counsel to many Fortune 500 companies and we meet their needs with expertise and insight. We have successfully managed crises in a wide number of areas including environmental and safety issues, litigation, activist campaigns, political pressure at the local, regional and state level, regulatory actions, operational crises, and negative press. We have managed acts of terrorism, environmental disasters and product recalls, proxy battles, federal investigations, investigative media reports and board disputes.

In addition to strategic counsel, Weber Shandwick offers tools and training to prepare clients for a potential crisis. FireBell, our proprietary social crisis simulator, creates an authentic, real-time experience of being under attack on social media channels. Additionally, Digital Defense, a proactive approach to protect a company’s reputation online and offline, also provides tools to minimize damage and to promote reputational recovery. ●



**The Vandiver Group Crisis Team: Andy Likes, Amy Crump, Donna Vandiver, Ashley Elder, Joe Bonwich, and George Csolak.**

# Why ‘sponsored content’ is here to stay

By Fraser Seitel

As the curtain descended on 2013, the debate raged on about the “Death of Public Relations” as we know it.



**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*.

In one corner stood the creaking PR oldsters, fighting to preserve the sanctity of media relations and freedom of the press and third-party endorsement. To these traditionalists, the mere thought of coupling advertising and marketing with public relations by paying for news was antithetical to everything for which the century-old profes-

sion stood.

In the other corner, equally certain that they were the new face of the field, stood the wet-behind-the-ears PR young bloods, eager to advance the agenda of 140-character tweets and Facebook friends and a blog on every block.

By year’s end, neither camp was willing to yield much, and 2014 promised to continue the battle. But even as the dust refused to settle, few in this now-burgeoning field could deny that the PR times were-a changin’ and that communications vehicles that once were considered anathema by earned media zealots were now the way of the world.

For example, sponsored content.

Sponsored content — also known as branded content or sponsored journalism or native advertising — is just that; content authored by and paid for by public relations professionals, placed in news columns, shoulder-to-shoulder with real events, to appear to look like the real thing.

In the past, no self-respecting newspaper or magazine would even consider such a blatant attack on the firewall between advertising and news. Indeed, as the Institute for Public Relations recently put it, “For lots of professional journalists, it represents a complete sell out — faux news cloaked in a fish wrapper and the antithesis of true reporting.”

Fair enough. But today, publications (if they still exist!) are more concerned with a new fact of journalistic life — viability. Publications need revenue, and sponsored

content is one way to achieve it.

That’s why the most venerable names in the media — from *The Washington Post* to *The Financial Times* to the Associated Press have joined the less venerable Politico, Business Insider and BuzzFeed as repositories for sponsored content. In fact, in 2013, sponsored content — print and video — was estimated to be a \$1.5 billion industry.

So like it or not, sponsored content is here to stay. Get over it.

The real question is, How should a public relations professional approach this new hybrid vehicle? Here are a few suggestions:

### **Realize this isn’t really “news.”**

Consider sponsored content the advertising supplements and vanity magazine articles of the Internet Age.

Understand that readers know that these articles are “biased” in favor of the sponsoring agency — often to pitch a product or service or underscore a community relations or philanthropic commitment or talk up an industry for a trade association group.

So hyperbole and boastful claims and adjectives that could be questioned should be avoided. Articles should be written straight, heavy on facts and short on superlatives. Let the facts of the program about which you are writing speak for themselves.

### **Place the content in context.**

Since the vast majority of readers (let’s hope) understand that sponsored content isn’t especially objective, public relations writers must take pains to place the subject matter in broader context — to underscore the “significance” of the content being discussed.

For example, CTIA — the Cellular Telecommunications Industry Association — is a regular *Washington Post* sponsored content contributor, which spotlights its wireless communication industry.

In each piece, CTIA’s Public Affairs Director John Wallis places his industry’s role into broad context — for example, the number of mobile health applications available to wireless users (40,000) or the number of U.S. smart phones by 2017 (300 million). In this way, readers might understand the importance of the content, sponsored or not.

### **Emphasize consumerism.**

Much sponsored content — no surprise — concerns products and services for sale. After all, why else would an organization pay a public relations person to ghost editorial copy for a news site?

In sponsored content, the best way to “pitch” products and services is by reinforcing their “value” to society.

For example, the National Dairy Council used a famous chef to narrate a sponsored content video suggesting dairy solutions for lactose intolerant consumers. IBM’s chief health officer authored a piece on how big data can help eradicate cancer.

The point is that such creative, consumer-oriented sponsored content can be a valuable complement to a broader public relations media campaign.

Sure it’s better to convince *The New York Times* to write a piece on your product’s societal contribution. But if the Times ain’t biting, sponsoring the content yourself may draw readers or viewers you otherwise would have missed.

### **Discuss philanthropy.**

Even when people used to read newspapers and magazines, editors were loathe to say nice things about all the good works for which those reviled capitalist giants might be responsible.

A friend of mine remembers when the very same *New York Times* purposely air-brushed out the name of the big bank sponsor of an inner-city festival featured in the paper.

So philanthropy — how big companies, in particular, “give back” to society — is an excellent topic for sponsored content. Why not share your philanthropic efforts with the world through sponsored articles citing how the money you’ve donated has been used to help the less fortunate among us.

### **Avoid the hard sell.**

Finally, hard sell should be avoided at all costs. The most blatant example of over-the-top selling was *The Atlantic*’s disastrous experience with sponsored content from those wonderful folks at the Church of Scientology.

This infamous post, which lauded Scientology leader David Miscavige for creating a “new breed of church, ideal in location, design, quality of religious service and social betterment programs,” lasted about a nanosecond before outraged critics caused a chagrined *Atlantic* to replace the Scientologist’s self-congratulatory content with a circumspect note: “We have temporarily suspended this advertising campaign pending a review of our policies that govern sponsor content and subsequent comment threads.”

To which all those aging public relations purists cooed in unison, “Amen Brother.” ●

# Employing cyber security for smaller PR firms

By Richard Goldstein

**L**arge cases of cyber security breaches — such as the 2012 network infraction at online retailer Zappos that potentially exposed account information on more than 24 million customers — tend to dominate the headlines. But smaller businesses including your PR agency are at risk. In fact, businesses with up to 100 employees made up nearly one-third of the organizations that had been victims of a breach in the preceding year, according to Verizon's 2013 Data Breach Investigations



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

Report. As one can imagine, recovering from such an accident can be costly in terms of actual transgressions as well as damage to your business reputation.

So, what are some of the ways you can protect your agency?

## Address the threat

No matter its size, every business needs to take seriously the risk that its systems might be compromised, and act to reduce the likelihood of a data breach. Some 75% of the security breaks in the Verizon report were considered opportunistic attacks. That is, the perpetrators were able to penetrate an organization's IT network with little difficulty. No matter what size your agency, you need to take seriously the risk that its systems might be compromised.

## Avoidance controls

Develop a plan for managing data. Examine how and why you acquire, use or store data. What data do you need, and how can you obtain it with minimum amount of risk? How is it transmitted and stored? When can it be destroyed?

## Classify your data

It is not possible to protect every record, so focus on the information that's truly sensitive. That requires knowing which records fall within this category. Clients' financial information and patient records are an example of sensitive data. Limit the collection of confidential data to just what is necessary

For example, you may ask for client — or for that matter employee — information in making a client acceptance or hiring

decision. If you do not actually use all the information collected, collecting this information adds no value and exposes you to risk if a violation occurs. When you do acquire sensitive data, keep the number of devices on which it is stored to a minimum, and limit access to only those employees who require it.

If you bank online, dedicate one computer to the task. Make internet browsing, e-mailing or other cyber activities off limits from that computer. This cuts the risk that you will catch attention of cyber criminals. Limit physical access to the computer to just those employees involved in banking functions.

## Educate employees on security policies

More than 75% of respondents to the report Human Factor in Data Protection from the Ponemon Institute, a research firm, said they had experienced a data breach as a result of negligent or malicious employees or other insiders. To combat such behavior, show your employees how to develop a strong password and keep it private. They also should be instructed not to download attachments from unknown sources.

## Protect your network and data

Creating a firewall, for example, can prevent outsiders from gaining access to your network. Intrusion detection tools can monitor system activity, watching for attacks from both outsiders and from within. Also, harness an encryption program that converts data to a format that can't be easily deciphered by individuals who are not supposed to see it.

Destroy data that is no longer needed and that you are not legally required to maintain

Even if information is no longer useful, it may still contain sensitive information that can put your agency at risk if an infraction occurs.

## Clean computers that are no longer used

It is not enough to just delete the files, as the information may remain within the device. A more effective data destruction method is software that overwrites the existing information. Alternatively, you can physically destroy the device.

If your agency engages an outside party to provide data security, request documentation explaining how the company protects your agency's information and systems. Also, consider auditing the firm's data protection plans and systems.

## Preparing for a break in security

No data protection plan can completely eliminate the risk of a breach. Even as you

work to limit the likelihood that your records and systems will be compromised, you also want to outline the steps you will take if a violation occurs.

The first step is to create a team that will respond to the breach. While the makeup of that group will vary by company, typical members will include management, IT, legal, and your marketing group.

It is also critical that your company understand the laws that govern data violation notification in your state. You may be required to notify a client of breaches that could compromise their personal information.

You should act quickly to contain any infraction. This may require powering off a server or going offline for a period of time. In such cases, take steps immediately to recover any information that has been lost. For instance, you may need to restore data from the most recent backup. To limit the negative impact of a break in security, call in your legal, computer, or other outside experts. You may even need to hire another PR firm!

## Reduce your risk

Security breaches can be devastating to your agency. However, you can reduce the risk by securing your network and devices, properly training employees and managing the data they collect. ●

## PR news brief

### BROADWAY FIXTURE HARTMAN GROUP TO CLOSE

Broadway PR fixture The Hartman Group said it will close down on Jan. 5, ending a four-year run representing some of the Great White Way's long-running hits like "Wicked" and "Rock of Ages."

CEO Michael Hartman said he is returning to Texas with his husband to run chain eatery Amy's Ice Creams, started by his Univ. of Texas classmate Amy Simmons.

"It has been a privilege to work in an industry that I love and I owe a debt of gratitude to my clients and colleagues over the past 21 years for an absurdly vibrant life as a Broadway press agent in New York City," he said in a statement. "I am a very lucky man."

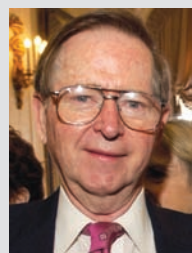
Hartman, 48, co-founded Barlow Hartman PR in 1999 with John Barlow, another veteran Broadway publicist now in entertainment consulting. The two shuttered that firm in 2009 with Hartman forming The Hartman Group, one of only a handful of top Broadway PR shops alongside firms like O+M and Boneau/Bryan-Brown.

Hartman, who started out in PR in 1993, reps upcoming shows "Romeo & Juliet," "Rocky" and "Little Miss Sunshine," and the Chicago run of "Big Fish," among others. His Broadway credits include hits like "The Producers," "A Chorus Line," "The Graduate," and "Little Shop of Horrors," among others.

# Pfizer's 'get old' ads remain on NYC buildings

By Jack O'Dwyer

**P**fizer has ended the advertising portion of its "Get Old" campaign and switched to PR via Edelman although its building at 235 E. 42nd St. (between Second and Third Aves.) is decorated with large-size ads for the campaign.



Jack O'Dwyer

The ad campaign, created by SS&K, asked people how they felt about getting older. More than 1,000 Americans 18 to more than 65 years of age were surveyed.

"We're proud of the campaign we developed with Pfizer and the discussion it has generated about the evolving meaning of getting old," said SS&K Partner Mark Kaminsky, who noted the campaign has moved to "a mostly executional PR phase."

Pfizer announced last January that Edelman had been picked in a competi-

tive review to handle PR for the campaign. Other firms that have worked with Pfizer in recent years include Ruder Finn, Ketchum, Hill+Knowlton Strategies and Cohn & Wolfe. The Jeffrey Group handled Latin America PR.

Pfizer, Merck and other pharmaceutical companies have been in the spotlight in recent weeks following the publication of new guidelines for prescribing statins that could double the sales of them from \$30 billion to \$60 billion.

Seven companies make statins with the largest producers being Pfizer, Merck and Crestor. Atorvastatin, made by Pfizer and others, is generic Lipitor. Simvastatin, made by Merck and others, is about one-third the price.

### Richard Edelman discussed aging

Edelman CEO Richard Edelman, in a blog posted June 5, 2013, discussed aging, emphasizing that he had no intention of retiring and would be active in the business as long as he lived, just like his father, Daniel Edelman.

The senior Edelman died Jan. 17 at the age of 92. Richard Edelman said his father retained a keen interest in the firm



Photo by Sharlene Spingler

and that he spoke with him every day. Family members noted the senior Edelman read three newspapers daily.

"My father died in January with his boots on still perusing monthly financial reports," he wrote.

The blog by Richard described a daily regimen that starts with jogging, push-ups and other exercises. "When I exercise, I sleep at night" he blogged.

He said the firm is working on the "Get Old" program of Pfizer which he described as "supporting candid conversations about aging and living better."

Wrote Edelman: "We want to help inspire people of all ages to redefine what it means to Get Old, to break self-imposed and societal limitations, and discover a better quality of life at every age."

He said aging can lead to the loss of physical abilities and a "gradual narrowing of interests and mental ability."

But Edelman advises people to fight such developments by keeping a healthy lifestyle and going to new places and reading new authors.

"You work hard but you cannot live to work," he concluded. "You live to love, to laugh, to give back and bring up the next generation with strong values."

### Drugs said to be overprescribed

Media including full-length books, are focusing on what is said to be an over-prescription of drugs of many types.

A "20-year marketing campaign" has led the rise of drug sales for attention deficit disorder from \$2 billion in 2002 to nearly \$9 billion last year, according to a front page story in the Dec. 15 *New York Times* that occupied two full inside pages.

Chief makers of such drugs are Shire, which markets Adderall; Ciba-Geigy, which markets Ritalin; and Janssen Pharmaceuticals, which markets Concerta. ●



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# Eat fats, dump carbs and statins, says best seller

## “Grain Brain: The Surprising Truth about Wheat, Carbs, and Sugar – Your Brain’s Silent Killers”

By David Perlmutter, MD

Little, Brown & Co. (September, 2013) • 336 pgs.

**G**rain Brain: *The Surprising Truth about Wheat, Carbs and Sugars – Your Brain’s Silent Killers* is a *New York Times* best seller in the dining category by Dr. David Perlmutter, a neurologist and nutritionist.

Perlmutter says fat is the “brain’s best friend” while its enemies are wheat, sugar and carbohydrates. He says the statins that are being taken by tens of millions of Americans are robbing their brains of much-needed cholesterol while failing to cut down on heart disease.

Perlmutter says “Modern food manufacturing, including bio-engineering and specifically hybridization, have allowed us to grow structurally-modified grains that contain gluten that’s less tolerable than the gluten that’s found in grains cultivated just a few decades ago ... modern gluten-containing grains are more problematic than ever.”

Perlmutter quotes numerous studies showing no cause-and-effect between lower cholesterol and lower rates of heart disease. Women who are on statins are 48% more likely to develop diabetes, he says.

Popular foods such as cold cereals, whole wheat bread, pasta, pizza and fruits with high sugar content are on Perlmutter’s forbidden list.

Perlmutter likes “healthy fat” such as extra-virgin olive oil, sesame oil and coconut oil, low-sugar fruits and vegetables such as avocado, kale and broccoli, and seeds and nuts (except for peanuts which are a legume). He also favors grass fed beef, free range chicken, wild caught fish, leafy greens and lettuces, potatoes, rice and eggs. No-no’s include ketchup, canned baked beans, French fries and ice cream. Cheeses are o.k. except for blue cheeses.

### Eggs are best food

Eggs, a target of anti-cholesterol forces since the 1970s, are called “quite possibly the world’s most perfect food,” containing “all the essential amino acids we need to survive.”

According to Dr. Perlmutter, the brain is 80% “fat” and needs cholesterol in order to function properly.

He quotes from the book, *Lipitor; Thief of Memory* by Dr. Duane Graveline, for-

mer doctor to NASA astronauts, who experienced memory loss after taking Lipitor.

Reducing cholesterol can interfere with brain function and possibly lead to Alzheimer’s and other forms of mental disease, Perlmutter warns. The widespread promotion and acceptance of statins as an unalloyed good is called “the greatest health scam of the century.” Food companies, government agencies and big pharma are blamed.

His and other books could possibly affect the billions currently being spent on statins. Lipitor, which generated as much as \$12 billion for Pfizer several years ago, went generic at the end of 2011 and sales in the first nine months of 2013 were only \$335 million, the company said.

Pfizer said Lipitor, (atorvastatin calcium), is supported by a wealth of clinical and market experience. It has been shown in multiple clinical trials to significantly reduce both the risk of cardio-vascular events in a broad range of patients and the levels of LDL cholesterol, the company said.

### NYT article cast doubt on statins

A *New York Times* article Nov. 12, describing a four-year review of evidence and headlined, “Experts Reshape Treatment Guides for Cholesterol,” cast doubt on the effectiveness of statins. It said specific targets for cholesterol reduction were no longer to be recommended.

Dr. Harlan Krumholz, Yale cardiologist, said, “Now, one in four Americans will be saying, ‘Should I be taking this anymore?’”

Perlmutter says doctors and health groups have been wrong before about diet and disease. The American Diabetes Assn. in 1994 said that people should take 60-70% of their calories from carbs, he noted. That advice resulted in the number of diabetes cases doubling between 1997 and 2007. The number with diabetes more than tripled from 1980-2011.

Dr. Perlmutter’s view of the heart groups is that they are funded by the companies selling statins and many other types of heart medicines. He likens it to rating services such as Fitch, S&P and Moody’s that gave high grades to investments that later proved to be flawed, plunging the U.S. into a steep economic decline in 2008. The funding of the rating services came from companies being rated.

### Others knock grains as well

Although Perlmutter feels that grains are bad for your brain, the grain industry feels the opposite. A battle royal is shaping up between the two schools of nutrition.

Other books on the NYT’s list of best-sellers in the Dining category include *Wheat Belly* by Dr. William Davis, whose theme is “Wheat is ruining your life,” and

*Against All Grain* by Danielle Walker, who advocates grain-free, dairy-free and gluten-free cooking.

*Salt Sugar Fat: How the Food Giants Hooked Us*, by Jeff Dunn, ex-COO of North and South America for Coca-Cola, was the subject of a Feb. 20, 2013 NYT review.

Among those supporting the website [grainsforyourbrain.org](http://grainsforyourbrain.org) are the National Pasta Assn., American Bakers Assn., National Assn. of Wheat Growers, U.S.A. Rice Federation and U.S. Wheat Assocs.

The website says it “arms you with real science so you can make healthy food choices for yourself and your family. It’s time you felt good about what you eat.” Wheat producers say carbohydrates provide glycogen, which is needed for brain function.

Also among those advocating a switch from grains to “healthy fats” is Dr. Frank Lipman of New York who told the NYT Dec. 5 that “gluten and sugar are the devil” and that “junk food is modern-day cigarette: they’re the same thing.”

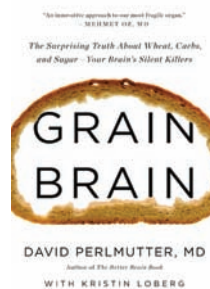
Lipman is against any grains — even those that are “gluten-free.”

Perlmutter also advocates a list of daily over-the-counter vitamin supplements that should be taken for life.

Declaring that most Americans are “Vitamin D deficient,” he advocates taking 5,000 International Units daily. The correct Vitamin D dosage has been a matter of controversy in recent months.

Also on the list is Docosahexaenoic Acid, also known as DHA, an Omega3 fatty acid that is a primary structural component of the brain. 1,000 milligrams are recommended. To be taken up to three times daily are probiotics while resveratrol (100 mg) and tumeric (350 mg) are to be taken twice daily. One teaspoon of coconut-oil is to be taken daily, either straight or used in cooking. ●

— Jack O’Dwyer



## Political PR shops merge

The Strategy Group Company, an Ohio-based political PR shop, is acquiring strategic partner Murphy Linville, the firm of the former DCI Group president Jim Murphy and ex-AT&T VP of public affairs Billy Linville.

The firms entered a partnership five months ago before deciding to merge.

Rex Ellass, a veteran GOP operative, is CEO of TSGC.

Murphy and Linville in a statement said their experience is a “strong strategic match with the corporate and political aspirations of TScG.”

Florida-based Murphy, a former Senior Advisor to Bob Dole’s 1988 and ’96 presidential campaigns, takes a Senior Counselor role at his new home. Linville, based in Atlanta, becomes EVP of corporate and public affairs. He has counseled Gov. Roy Barnes (GA) and Democrats Sens. Mary Landrieu and Zell Miller (LA), among others.

TSGC has offices in Texas and Washington, in addition to its Delaware, Ohio, base. ●

## Ohio marriage equality push recruits PR firm

Why Marriage Matters Ohio, the four-month old campaign by a coalition of civil and human rights groups, has brought on PR counsel and a political strategist to lead its campaign to repeal a state constitutional amendment and legalize same-sex marriage in the Buckeye State.

Paul Werth Associates of Columbus was tapped for strategic communications. Senior VP Kimber Perfect, who was Ohio’s Chief Marketing Officer, leads the account with support from A/S Amanda Wurst, former Press Secretary for ex-Gov. Ted Strickland.



WMMO, backed by the Equality Ohio Education Fund, the American Civil Liberties Union Foundation of Ohio and the Human Rights Campaign Foundation, among others, has also hired strategist Michael Premo to manage the campaign. Premo is fresh off a successful legal campaign for marriage equality in New Jersey.

Sixteen states and the District of Columbia have legalized same-sex marriage, an effort that gained steam in the wake of the Supreme Court’s U.S. v. Windsor decision in June.

Ohio voters in 2004 amended the state constitution to define marriage as between one man and one woman and forbid civil unions and domestic partnerships. The WMMO campaign seeks to repeal the amendment, likely via a ballot initiative in 2014.

Polls have Ohio residents evenly split on the issue. ●

## Politico takes Nielsen post

Karen Kornbluh, has joined Nielsen Holdings as Executive VP-External Affairs based in the Washington office of the information/measurement giant.



She called it quits at yearend after a 30-year career.

Kornbluh assumes oversight for government/PA, corporate social responsibility, multicultural market development and privacy issues.

The former U.S. ambassador to the Organisation for Economic Co-operation and Development (2009-12) worked with ex-Secretary of State Hillary Clinton’s staff on the global Internet Policymaking Principles and launched Gender Initiative and the Middle East-North Africa Women’s Business Forum.

Earlier, she was Policy Director to then-Senator Barack Obama and Treasury Dept. Chief of Staff and Federal Communications Commission legislative and Intergovernmental Affairs Director during the Clinton Administration.

Kornbluh will report to incoming CEO Mitch Barnes, who took over in January from David Calhoun, who exited to Blackstone.

Niesen, which does business in 100 countries, has headquarters in Diemen (Holland) and New York. ●

## Nickles blasts off with SpaceX

The Nickles Group is repping SpaceX, the rocket ship company of Tesla Motors Elon Musk, for a broad range of issues including aerospace, defense, budgetary, intellectual property and science & technology.

Former Oklahoma Senator Don Nickles leads the lobbying team. He’s assisted by Hazen Marshall, former Deputy Chief of Staff to Nickles; Emily Porter, ex-Policy Advisor to House Speaker John Boehner, Don Kent, one-time Advisor to Wisconsin Republican Sen. Ron Johnson and ex-Homeland Security Dept. boss Tom Ridge.

TNG joins Patton Boggs, a \$90,000 quarterly retainer client, on SpaceX’s payroll.

NASA on Dec. 13 picked SpaceX to run its mothballed launch pad 39A at the Kennedy Space Center in Florida for the next five years.

That facility launched the Apollo moon crafts Space shuttle, but was deemed by NASA as too expensive to maintain.

NASA said the deal which allows the use of “this valuable national asset by a private-sector, commercial space partner will ensure its continued use in support of U.S. space activities.”

Space X, which has launched more than 50 rockets from Cape Canaveral Air Station and Vandenberg Air Force Base.

It won rights to pad 39A in a pitch against Blue Origin, the venture of Amazon Founder Jeff Bezos, which plans to launch its first rocket in 2018. ●



## Saudi PR spending rebounds

Saudi Arabia spent \$825,000 at Qorvis Communications during the six-month period that ended Sept. 30, a big jump from the \$390,000 outlays received by the D.C. firm during its earlier Justice Dept. reporting period.

The D.C. firm, which the Kingdom turned to in the days following the 9/11 terror attacks, facilitated media interviews for Saudi ambassador Al-Jubeir with the *New York Times*' Steven Myers, *Washington Post*'s Joby Warrick, *Washington Post*'s Jay Solomon and Reuters' Paul Eckhart and did outreach to the offices of Sen. John McCain and Congressman Ed Royce (R-CA).

Qorvis developed YouTube and Twitter content and arranged think tank meetings for Saudi officials.

Bahrain, the Kingdom's troubled satellite, held spending steady at \$240 million. That outlay covered items such as creation of PR Newswire-distributed releases concerning set-up of an organ donor database and efforts to improve ties with NATO. Bahrain's king asked the Saudis for military assistance in 2011 to squash an uprising by the island state's majority Shite population. ●



## Somaliland seeks US nod

Somaliland, which declared independence from Somalia in 1991, is using Omnicom's Mercury PA to gain U.S. recognition of its sovereignty and territorial integrity. Somalia views it as an illegitimate state.

The former British protectorate split from Somalia during the chaos of its civil war and ensuing disintegration of the country's central government in Mogadishu. Its 3.5 million people are dominantly Islamic.

Mercury has a \$20,000-per-month contract through June. Polling and media/advertising outlays are to be billed separately and must receive prior approval by the Ministry of Foreign Affairs.

The U.S. State Dept. in 2010 modified its relationship with Somalia and announced plans for a deeper engagement with Somaliland.

While open to development and aid projects, the U.S. said then it had no plans to extend formal recognition to Somaliland. ●



### 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.

**Mercury Public Affairs, LLC (dba Mercury/Clark & Weinstock)**, New York, NY, registered December 11, 2013 for Ministry of Foreign Affairs of the Government of Somaliland, to provide strategic consulting and management services in the areas of government relations and issues management to promote trade and investment to U.S. government officials, the business community, and the media.

**Podesta Group, Inc.**, Washington, D.C., registered December 12, 2013 for Embassy of the Socialist Republic of Vietnam, Washington, D.C., to provide strategic counsel on strengthening ties to the U.S. government and institutions as well as assist in communicating priority issues in the U.S.-Vietnam bilateral relationship to relevant U.S. audiences.

### 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).

**Brownstein Hyatt Farber Schreck, LLP**, Washington, D.C., registered December 18, 2013 for National Hookah Alliance, Anaheim, CA, regarding Family Smoking Prevention and Tobacco Control Act.

**Abraham & Roetzel, LLC**, Washington, D.C., registered December 18, 2013 for National Defense Committee, Alexandria, VA, regarding federal policy involving budgeting and veterans.

**Americans for Responsible Solutions**, Washington, D.C., registered December 16, 2013 on behalf of itself regarding background checks; firearms trafficking; intimate partner violence and violence against women, as related to firearms; mental health, as related to firearms; other firearms legislation, regulations and appropriations.

**D.C. Policy Group, LLC**, Arlington, VA, registered December 13, 2013 for Financial Industry Regulatory Authority (FINRA), Washington, D.C., regarding regulation of broker-dealers, securities industry and markets.

**Cassidy & Associates, Inc.**, Washington, D.C., registered December 17, 2013 for Commdex Consulting LLC, Norcross, GA, regarding first responder technology and communication systems.

**Stapleton & Associates, LLC**, Alexandria, VA, registered December 16, 2013 for Science Applications International Corporation, McLean, VA, regarding issues pertaining to the defense authorization and appropriations process.



- 52- Annual Reports/Design/Branding
- 52- Associations
- 54- Awards/Programs
- 55- Broadcast Monitoring Services
- 56- Camera-Ready Releases/Art
- 56- Celebrities
- 56- Clipping Services
- 57- Content Marketing
- 57- Conventions/Conference Planners
- 57- Copywriters
- 57- Corporate Image Consultants
- 57- CPA/Consulting Services
- 57- Crisis Management
- 58- Directories
- 59- Directory Publishers
- 60- Editorial Distribution & Services
- 60- Education
- 61- Electronic Newsfeeds/Satellite Svcs.
- 62- Employment Services
- 62- Executive Search
- 63- Fulfillment
- 63 - Graphic Services
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MurrayHillStudios



## Annual Reports/ Design/Branding

**Bernhardt Fudyma Design Group**, 460 Park Ave. South, 5th fl., New York, NY, 10016. 212/889-9337. [www.bfdg.com](http://www.bfdg.com). Craig Bernhardt, Pres.

**Brand Union, The**, 114 Fifth Ave., 11th fl., New York, NY, 10011. 212/755-4200. [www.thebrandunion.com](http://www.thebrandunion.com). Toby Southgate, CEO.

**Eisenberg & Associates**, 3102 Oak Lawn Ave., LB 104, Ste. 750, Dallas, TX, 75219. 214/528-5990. [www.eisenberginc.com](http://www.eisenberginc.com). Arthur Eisenberg, Pres.

**Galperin Design Inc.**, 2280 Frederick Douglass Blvd., #9D, New York, NY, 10027. 212/873-1121. [peter@galperindesign.com](mailto:peter@galperindesign.com); [www.galperindesign.com](http://www.galperindesign.com). Peter Galperin, Pres.

**INC Design**, 35 West 35th St., New York, NY, 10001. 212/599-2222. [williamf@incdesign.com](mailto:williamf@incdesign.com); [www.incdesign.com](http://www.incdesign.com). Bill Ferguson, Mng. Partner.

**John Kneapler Design**, 151 W. 19th St., #11C, New York, NY, 10011. 212/463-8774. [www.johnkneaplerdesign.com](http://www.johnkneaplerdesign.com). John Kneapler.

**Johnson Strategic Communications, Inc.**, P.O. Box 27227, Overland Park, KS, 66225-7227. 913/649-8885; fax: 913/649-8885. [www.johnsonstrategic.com](http://www.johnsonstrategic.com). Richard Johnson, Pres.

**Lippincott**, 499 Park Ave., New York, NY, 10022. 212/521-0000. [info@lippincott.com](mailto:info@lippincott.com). Rick Wise, CEO.

**Point Five Design**, 118 E. 25th St., 10th fl., New York, NY, 10010. 212/414-4309. [www.point5.com](http://www.point5.com). Alissa Levin, Pinc.

## Associations

**Advertising Club of New York**, 989 Ave. of the Americas, 7th fl., New York, NY, 10018. 212/533-8080. [www.theadvertisingclub.org](http://www.theadvertisingclub.org). Gina Grillo, Pres. & CEO.

**Advertising Specialty Institute**, 4800 Street Rd., Trevose, PA, 19053. 800/546-1350, 212/953-400. [www.asicentral.com](http://www.asicentral.com). Timothy M. Andrews, Pres. & CEO.

**Advertising Women of New York**, 28 W. 44th St., #912, New York, NY, 10036. 212/221-7969; fax: 212/221-8296. [www.awny.org](http://www.awny.org). Lynn Branigan, Exec. Dir.

**Alliance for Women in Media**, 1760 Old Meadow Rd., #500, McLean, VA, 22102. 703/506-3290; fax: 703/506-3266. [www.allwomeninmedia.org](http://www.allwomeninmedia.org). Amy B. Lotz, Exec. VP.

**American Association of Advertising Agencies (4As)**, 1065 Ave. of the Americas, 17th fl., New York, NY, 10018. 212/682-2500; fax: 212/682-8391. [www.aaaa.org](http://www.aaaa.org). Nancy Hill, Pres. & CEO.

**American Association of Political Consultants**, 8400 Westpark Dr., 2nd fl., McLean, VA, 22102. 703/245-8020. [www.theaapc.org](http://www.theaapc.org). Alana Joyce, Exec. Dir.

**American League of Lobbyists**, 300 N. Washington St., #205, Alexandria, VA, 22314. 703/960-3011; 800/712-1357. [www.alldc.org](http://www.alldc.org). Danielle Staudt, Exec. Dir.

**American Marketing Association, The**, 311 South Wacker Dr., #5800, Chicago, IL, 60606. 312/542-9000. [www.marketingpower.com](http://www.marketingpower.com). Dennis Dunlap, CEO.

**Arthur W. Page Society**, 317 Madison Ave., #1607, New York, NY, 10017. 212/400-7959. [www.awpagesociety.com](http://www.awpagesociety.com). Roger Bolton, Pres.

**ASAE & The Center For Assn. Leadership**, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940. [www.asaecenter.org](http://www.asaecenter.org). John H. Graham, Pres. & CEO.

**Association for Conflict Resolution**, 12100 Sunset Hills Rd., #130, Reston, VA, 20190. 703/234-4141; fax: 703/435-4390. Cheryl Jamison, Pres.

**Association for Education in Journalism and Mass Communications**, 234 Outlet Pointe Blvd., Ste. A, Columbia, SC, 29210. 803/798-0271; fax: 803/772-3509. [www.aejmc.org](http://www.aejmc.org). Jennifer McGill, Exec. Dir.

**Association for Women in Communications**, 3337 Duke St., Alexandria, VA, 22314. 703/370-7436. [www.womcom.org](http://www.womcom.org). Pamela Valenzuela, Exec. Dir.

**Association of Strategic Alliance Professionals**, 960 Turnpike St., #3A, Canton, MA, 02021. 781/562-1630. [info@strategic-alliances.org](mailto:info@strategic-alliances.org);

[www.strategic-alliances.org](http://www.strategic-alliances.org). Mike Leonetti, Pres. & CEO.

**British American Business Inc.**, 52 Vanderbilt Ave., 20th fl., New York, NY, 10017. 212/661-4060; fax: 212/661-4074. [www.babinc.org](http://www.babinc.org). Richard Furslan, CEO, Wendy Mendenhall, Managing Director.

**Business Marketing Association**, 1833 Centre Point Circle, #123, Naperville, IL, 60563. 630/544-5054. [www.marketing.org](http://www.marketing.org). Al Maag, Exec. Dir.

**Chief Marketing Officer Council**, 1494 Hamilton Ave., San Jose, CA, 95125. 650/328-5555 x4200. [www.cmocouncil.org](http://www.cmocouncil.org). Donovan Neale-May, Exec. Dir.

**Communication Leadership Exchange, The**, 65 Enterprise, Aliso Viejo, CA, 92656. 866/463-6226; fax: 949/715-6931. [www.thecommunicationexchange.com](http://www.thecommunicationexchange.com). Fred Droz, Exec. Dir.

### COUNCIL of PUBLIC RELATIONS FIRMS

**Council of PR Firms**, 317 Madison Ave., #2320, New York, NY, 10017. 877/773-4767. Kathy Cripps, President.

U.S. trade association with 100+ member agencies. Mission: build the market and firms' value as strategic business partners. See "Find-A-Firm" at [www.prfirms.org](http://www.prfirms.org). Also see RFP Builder (<http://rfp.prfirms.org>).

**CPR, The International Institute For Conflict Prevention and Resolution**, 575 Lexington Ave., 21st fl., New York, NY, 10022. 212/949-8859. [www.cpradr.org](http://www.cpradr.org). Kathleen Bryan, Pres./CEO.

**Direct Marketing Association**, 1120 Ave. of the Americas, 13th fl., New York, NY, 10036. 212/768-7277. [www.the-dma.org](http://www.the-dma.org). Linda Wooley, Pres. & CEO.

**Direct Marketing Club of New York**, 54 Adams St., Garden City, NY, 11530. 516/746-6700; fax: 516/294-8141. [www.dmcny.org](http://www.dmcny.org). Stuart Boysen, Exec. Dir.

**Editorial Freelancers Association**, 71 West 23rd St., 4th fl., New York, NY, 10010. 212/929-5400. [www.the-efa.org](http://www.the-efa.org). J.P. Partland, William P. Keenan Jr., Co-Execs.

**Electronic Retailing Association**, 607 15th St., N.W., #530, Washington, DC, 20005. 800/987-6462; 703/841-175. [www.retailing.org](http://www.retailing.org). Julie Coons, Pres. & CEO.

**Entertainment Publicists Professional Society**, P.O. Box 5841, Beverly Hills, CA, 90209. 888/399-EPPS (3777); fax: 310/452-9005. [www.eppsonline.org](http://www.eppsonline.org). Marilyn Finegold, Admin. Dir.

**Florida PR Association**, 40 Sarasota Ctr. Blvd., #107, Sarasota, FL, 34240. 941/365-2135. [www.fpra.org](http://www.fpra.org). Cheray Keyes-Shima, Co-Exec. Dir., Christopher Carroll, Co-Exec. Dir.

**Healthcare Businesswomen's Association**, 373 Route 46 West, Bldg. E, #215, Fairfield, NJ, 07004. 973/575-0606; fax: 973/575-1445. [www.hbanet.org](http://www.hbanet.org). Carole Davis Grossman, Exec. Dir.

**Hospitality Sales & Marketing Association Int'l.**, 1760 Old Meadow Rd., #500, McLean, VA, 22102. 703/506-3280; fax: 703/506-3266. [www.hsmi.org](http://www.hsmi.org). Robert Gilbert, Pres. & CEO.

**Institute for PR**, Univ. of Florida, P.O. Box 118400, 2096 Weimer Hall, Gainesville, FL, 32611-8400. 352/392-0280. [www.instituteforpr.org](http://www.instituteforpr.org). Frank Ovatt, Pres. & CEO.

**Int'l Women's Media Foundation**, 1625 K St., N.W., #1275, Washington, DC, 20006. 202/496-1992; fax: 202/496-1977. [info@iwmf.org](mailto:info@iwmf.org). Elisa Lees Munoz, Exec. Dir.

**International Association of Business Communicators**, 601 Montgomery St., #1900, San Francisco, CA, 94111. 415/544-4700; fax: 415/544-4747. [www.iabc.com](http://www.iabc.com). Ann Lazarus, Interim Exec. Dir.

**International Association of Business Communicators, Wash., D.C. Chapter**, 10378 Democracy Lane, Ste. A, Fairfax, VA, 22030. 703/267-2322; fax: 703/691-0866. [www.iabdc.org](http://www.iabdc.org). Sherri Core, Dir. of Admin.

**International Association of Speakers Bureaus**, 3933 S. McClintock Dr., #505, Tempe, AZ, 85282. 480/839-1423; fax: 480/603-4141. [www.iasbweb.org](http://www.iasbweb.org). Marie Fredette, Exec. Dir.

**International Digital Enterprise Alliance**, 1600 Duke St., #420, Alexandria, VA, 22314. 703/837-1070. [www.idealliance.org](http://www.idealliance.org). David Steinhardt, Pres. & CEO.

**International PR Assn., IPRA**, PO Box 6945, London, England, W1A 6US, United Kingdom. 44 1903 74 4442. [www.ipra.org](http://www.ipra.org).

**Issue Management Council**, 207 Loudoun St. S.E., Leesburg, VA, 20175. 793/777-8450. [www.issuemanagement.org](http://www.issuemanagement.org). Teresa Yancey Crane, Pres.

**LACP - League of American Communications Professionals**, 999 Vanderbilt Beach Rd., #200, Naples, FL, 34108. 800/709-LACP. [www.lacp.com](http://www.lacp.com). Tyson Heyn, Founder.

**National Association of Broadcasters**, 1771 N St., N.W., Washington, DC, 20036. 202/429-5300. [www.nab.org](http://www.nab.org). Dennis Wharton, Exec. VP, Media Rels.

**National Association of Business Political Action Committees**, 101 Constitution Ave., N.W., #L-110, Washington, DC, 20001. 202/341-3780. [www.nabpac.org](http://www.nabpac.org). Geoffrey Ziebart, Exec. Dir.



### National Association of Government Communicators

**National Association of Government Communicators**, 201 Park Washington Court, Falls Church, VA, 22046. 703/538-1787. [www.nagconline.org](http://www.nagconline.org). Elizabeth Armstrong, Exec. Dir.

The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons.

NAGC's **Blue Pencil & Gold Screen Awards** program honors the creative excellence of government communicators and demonstrates to top executives that the work is high quality, effective and deserving of continued support.

NAGC awards the **Government Communicator of the Year** to one who has helped instill public trust by effectively presenting accurate, timely and meaningful information, sometimes under exceptional circumstances. It is presented at the NAGC Communications School, June 2014 in Washington, DC.

**National Association of Personnel Services**, 6625 Hw. 53 East, Ste. 410-201,

Dawsonville, GA, 30534. 706/531-0060. [www.recruitinglife.com](http://www.recruitinglife.com). John Sacerdote, Pres.

**National Black PR Society**, 14636 Runnymede St., Van Nuys, CA, 91405. 888/976-0005. [www.nbprs.org](http://www.nbprs.org). Deborah K. Hyman, Pres.

**National Foundation for Women Legislators**, 1050 17th St., NW, #800, Washington, DC, 20036. 202/293-3040; fax: 202/293-5430. [www.womenlegislators.org](http://www.womenlegislators.org). Robin Read, Pres. & CEO.

**National Hispanic Media Coalition**, 55 S. Grand Ave., Padadena, CA, 91105. 626/792-6462. [info@nhmc.org](mailto:info@nhmc.org); [info@nhmc.org](mailto:info@nhmc.org). Alex Nogales, Pres. & CEO.

**National Investor Relations Institute**, 225 Reinekers Lane, #560, Alexandria, VA, 22134. 703/562-7700; fax: 703/562-7700. [www.niri.org](http://www.niri.org). Jeffrey D. Morgan, Pres. & CEO.

**National School PR Association**, 15948 Derwood Rd., Rockville, MD, 20855. 301/519-0496; fax: 301/519-0494. [www.nspr.org](http://www.nspr.org). Rich Bagin, Exec. Dir.

**National Writers Association**, 10940 S. Parker Rd., #508, Parker, CO, 80134. 303/841-0246. [www.nationalwriters.com](http://www.nationalwriters.com). Sandy Whelchel, Exec. Dir.

**New England Society for Healthcare Communications**, PO Box 336, Rowley, MA, 01969. 978/948-8600. [www.neshco.org](http://www.neshco.org). Kelly Woodsum, Exec. Dir.

**New York Financial Writers Association**, P.O. Box 338, Ridgewood, NJ, 07451. 201/612-0100. [www.nyfw.org](http://www.nyfw.org).

**New York Market Radio Association**, 125 W. 55th St., 21st fl., New York, NY, 10019. 646/254-4493. [www.nymrad.org](http://www.nymrad.org). Deborah Beagan, Exec. Dir.

**New York Women in Communications**, 355 Lexington Ave., 15th fl., New York, NY, 10017-6603. 212/297-2133; fax: 212/370-9047. [info@nywici.org](mailto:info@nywici.org); [www.nywici.org](http://www.nywici.org). Marie Ungaro, Exec. Dir.

**Online News Association, c/o NPR**, 1111 N. Capitol St., NE, 6th fl., Washington, DC, 20002. 646/290-7900. [director@journalists.org](mailto:director@journalists.org); [www.journalists.org](http://www.journalists.org). Jane McDonnell, Exec. Dir.

**Pennsylvania Association for Government Relations**, PO Box 116, Harrisburg, PA, 17108. 717/939-1900; fax: 717/939-7900. www.pagr.org.

**Philadelphia PR Association**, PO Box 579, Moorestown, NJ, 08057. 215/557-9865. www.ppra.net. Denise Downing, Exec. Dir.

**Professional Marketing Forum**, 422 Salisbury House, London Wall, London, EC2M 5QQ, U.K.. 020 7786 9786; fax: 020 7786 9799. www.pforumglobal.com. Richard Chaplin, Founder & CEO.

**Promotional Products Association Int'l.**, 3125 Skyway Circle North, Irving, TX, 75038-3526. 888/426-7724; 972/252-0404; fax: 972/258-3004. www.ppa.org. Paul Bellantone, Pres. & CEO.

**PRSA/Georgia**, 4971 Staverly Lane, Norcross, GA, 30092. 770/449-6369; fax: 770/449-6589. www.prsageorgia.org. Denise Grant.

**PRSA/National Capital Chapter**, 10378 Democracy Lane, Ste. A, Fairfax, VA, 22030. 703/691-9212. www.prsa-ncc.org. Sherri Core, Chapter Mgr.

**PRSA/New York Chapter**, 41 Madison Ave., New York, NY, 10010. 212/228-7228; fax: 973/575-1445. info@prsany.org; www.prsany.org.

**Public Affairs Council**, 2121 K St., Washington, DC, 20037. 202/787-5950; fax: 202/787-5942. www.pac.org. Douglas Pinkham, Pres.

**Public Relations Society of America (PRSA)**, 33 Maiden Lane, 11th fl., New York, NY, 10038. 212/460-1400. www.prsa.org. Nicole Zerillo, VP, Mktg.

**Publicity Club of Chicago**, P.O. Box 484, Park Ridge, IL, 60068. 773/463-5560; fax: 773/463-5570. office@publicity.org; www.publicity.org. Kim Biederman.

**Publicity Club of New England**, 131 DW Hwy., #521, Nashua, NH, 03060. 603/718-8675. www.pubclub.org. Kristin Allaben, Pres.

**Publicity Club of New York**, P.O. Box 6765, FDR Station, New York, NY, 10150-6765. 212/978-7269. www.publicityclub.org. Peter Himler, Pres.

**Radio Television Digital News Association**, 529 14th St., Washington, DC, 20045. 202/659-6510; fax: 202/223-4007. www.rtnda.org. Mike Cavender, Exec. Dir.

**Society for Healthcare Strategy & Market Development**, 155 N. Wacker Dr., #00, Chicago, IL, 60606. 312/422-3888. www.shsm.org. Diane Weber, Exec. Dir.

**Society of American Business Editors and Writers, Inc.**, Walter Cronkite School of Journalism and Mass Communication, Arizona State Univ., 555 N. Central Ave., #302, Phoenix, AZ, 85004. 602/496-7862. www.sabew.org. Warren Watson, Exec. Dir.

**Society of American Travel Writers (SATW)**, 11950 W. Lake Park Dr., #320, Milwaukee, WI, 53224. 414/359-1625. www.satw.org. Cindy Lemek, Exec. Dir.

**Society of Professional Journalists**, 3909 N. Meridian St., Indianapolis, IN, 46208-4045. 317/927-8000; fax: 317/920-4789. www.spj.org. Joe Skeel, Exec. Dir.

**Software and Information Industry Association**, 1090 Vermont Ave., N.W., 6th fl., Washington, DC, 20005. 202/289-7442; fax: 202/289-7097. www.siiia.net. Ken Wasch, Pres.

**Washington Women in PR**, Washington Square, P.O. Box 65297, Washington, DC, 20035. info@wwpr.org; www.wwpr.org.

**Women in Government Relations**, 8400 Westpark Dr., 2nd fl., McLean, VA, 22102. 703/610-9030; fax: 703/995-0528. www.wgr.org. Emily Bardach, Exec. Dir.

**Word of Mouth Marketing Association**, 65 East Wacker Pl., #500, Chicago, IL, 60601. 312/853-4400. www.womma.org. Susan Fanning, Pres.

## Awards/Programs

**Adrian Awards**, Hospitality Sales & Marketing Association Int'l., 1760 Old Meadow Rd., #500, McLean, VA, 22102. 703/506-3280; fax: 703/506-3266. www.hsmi.org. Robert A. Gilbert, Pres. & CEO.

**Advertising Woman of the Year Award**, Advertising Women of NY, 25 W. 44th St., #912, New York, NY, 10036. 212/221-7969. www.awny.org. Lynn Branigan, Exec. Dir.

**AME - Advertising & Marketing Effectiveness Awards**, 260 W. 39th St., 10th fl., New York, NY, 10018. 212/463-4800. www.AMEawards.com. Alisun Armstrong, Exec. Dir.

**American Hotel & Lodging Association's Stars of the Industry Awards**, 1201 New York Ave., N.W., #600, Washington, DC, 20005. 202/289-3100; fax: 202/289-3199. www.ahla.com. Kathryn Potter, Sr. VP, Mktg. & Comms.

**APEX Awards**, Communications Concepts, Inc., 7481 Huntsman Blvd., #720, Springfield, VA, 22153. 703/643-2200. info@ApexAwards.com; www.ApexAwards.com. John De Lellis, Editor and Publisher, Anne Lopez, Apex Program Manager.

**ARC Awards**, Sponsored by MerComm, 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**Association TRENDS Annual All-Media Contest**, Columbia Books, 4340 East-West Highway, #300, Bethesda, MD, 20814. 202/464-1662. www.associationtrends.com. Colleen Casey.

**Astrid Awards**, Sponsored by MerComm, 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**Audio-Visual Awards (AVA)**, Association of Marketing and Communication Professionals, 2320 Superior Dr., Ste. A, Arlington, TX, 76013. 817/276-9829. www.avaawards.com.

**Bell Ringer Awards**, Publicity Club of New England, 131 DW Hwy., #521, Nashua, NH, 03060. 603/718-8675. www.pubclub.org/bellringer-awards. Susan Vaillancourt, Exec. Director.

**Bronze Anvil Award of PR Society of America**, 33 Maiden Lane, 11th fl., New York, NY, 10038. 212/460-1400. www.prsa.org. Nicole Zerillo, VP, Mktg.

**Bulldog Media Relations Awards**, Bulldog Reporter, 124 Linden St., Oakland, CA, 94607. 510/596-9300; 800/959-105. www.bulldogreporter.com.

**Clarion Awards**, Association for Women in Communications, 3337 Duke St., Alexandria, VA, 22314. 703/370-7436. www.womcom.org. Pamela Valenzuela, Exec. Dir.

**CLIO Awards**, 770 Broadway, 7th fl., New York, NY, 10003. 212/683-4300. www.cliaoawards.com. Nicole Purcell, Exec. Dir.

**CODiE Awards**, Software & Info Industry Association, 1090 Vermont Ave., N.W., 6th fl., Washington, DC, 20005. 202/289-7442. www.siaa.net/codies. Ken Wasch, Pres.

**Excellence in Automotive PR Awards**, Automotive PR Council, 1301 W. Long Lake, #225, Troy, MI, 48098. 248/952-6401. www.autopr.org. Greg Janicki.

**Galaxy Awards**, Sponsored by MerComm Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10582. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**Gold Circle Awards**, ASAE & The Center for Association Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940. www.asaecenter.org. Robert Hay, Assoc. Dir., Public Policy.

**Gold Ink Awards**, North American Publishing Co., 1500 Spring Garden St., 12th fl., Philadelphia, PA, 19130. 215/238-5300. www.goldink.com. Mike Cooper.

**Gold Quill Awards**, Int'l. Association of Business Communicators, 601 Montgomery St., #900, San Francisco, CA, 94111. 415/544-4700. www.iabc.com. Ann Lazarus, Interim Exec. Dir.

**Golden Trumpet Awards**, Publicity Club of Chicago, P.O. Box 484, Park Ridge, IL, 60068. 773/463-5560; fax: 773/463-5570. office@publicity.org; www.publicity.org. Kim Biederman.

**Hermes Creative Awards**, Association of Marketing and Communication Professionals, 2320 Superior Dr., Ste. A, Arlington, TX, 76013. 817/277-4040. www.hermesawards.com.

**iNova Awards**, Sponsored by MerComm Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**Jack Felton Golden Ruler Award**, Institute for PR, University of Florida, P.O. Box 118400, 2096 Weimer Hall, Gainesville, FL, 32611-8400. 352/392-0280. www.instituteforpr.org. Frank E. Ovaitt, Pres. & CEO.

**Magellan Awards**, LACP - League of American Communications Professionals, 999 Vanderbilt Beach Rd., #200, Naples, FL, 34108. 800/709-LACP. www.lacp.com.

**MarCom Awards**, Association of Marketing and Communication

Professionals, 2320 Superior Dr., Ste. A, Arlington, TX, 76013. 817/303-2769. www.marcomawards.com.

**Matrix Awards**, NY WICI, 355 Lexington Ave., 15th fl., New York, NY, 10017. 212/297-2133; fax: 212/370-9047. www.nywici.org. Maria Ungaro, Exec. Dir.

**Mercury Awards**, Sponsored by MerComm Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**National Association of Government Communicators**, 201 Park Washington Court, Falls Church, VA, 22046. 703/538-1787. www.nagconline.org. Elizabeth Armstrong, Exec. Dir.

See full listing under Associations.

**New Jersey Awards**, New Jersey Advertising Club, 199 Prospect Ave., P.O. Box 7250, North Arlington, NJ, 07031. 201/998-5133; fax: 201/998-7839. www.njadclub.org.

**New York Festivals, Int'l Television & Film Awards**, 260 W. 39th St., 10th fl., New York, NY, 10018. 212/643-4800. www.newyorkfestivals.com.

**Outstanding Educator Award of PR Society of America**, 33 Maiden Lane, 11th fl., New York, NY, 10038. 212/460-1400. www.prsa.org. Nicole Zerillo, VP, Mktg.

**Paul M. Lund Public Service Award of PR Society of America**, 33 Maiden Lane, 11th fl., New York, NY, 10038. 212/460-1400. www.prsa.org. Stephanie Cigielski, Assoc. Dir. of PR.

**Power of A Awards**, ASAE & The Center for Association Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940; fax: 202/371-8315. www.asaecenter.org. Robert Hay, Assoc. Dir., Public Policy.

**Questar Awards**, Sponsored by MerComm Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

**ReBrand 100 Global Awards**, 24 Corliss St., #6791, Providence, RI, 02940. 401/277-4877. www.rebrand.com.

**Sigma Delta Chi Awards**, c/o Society of Professional Journalists, Eugene S. Pulliam Nat'l Journalism Center, 3909 N. Meridian St., Indianapolis, IN, 46208-4045. 317/927-8000. www.spj.org. Joe Skeel, Exec. Dir.

**Silver Anvil Awards of PR Society of America**, 33 Maiden Lane, 11th fl., New York, NY, 10038. 212/460-1400. www.prsa.org. Nicole Zerillo, VP, Mktg.

**Silver Apple Awards**, Direct Marketing Club of New York, 54 Adams St., Garden City, NY, 11530. 516/746-6700, ext. 201. www.dmcny.org. Stuart Boysen, Exec. Dir.

**Society for Technical Communication, STC Awards**, 9401 Lee Hwy., #300, Fairfax, VA, 22031. 703/522-4114; fax: 703/522-2075. www.stc.org. Christopher Lyons, Exec. Dir.

**Telly Awards, The**, 22 W. 21st St., 7th fl. North, New York, NY, 10016. 212/675-3555. www.tellyawards.com.

**W. Howard Chase Award**, Issue Management Council, 207 Loudoun St. S.E., Leesburg, VA, 20175. 703/777-8450. www.issuemanagement.org. Teresa Yancey Crane, Pres.

## Broadcast Monitoring Services

**Broadcast Monitors**, P.O. Box 101, Dumont, NJ, 07628. 888/887-1684. robc@broadcastmonitors.net. Rob Carpenter, Owner.



**Critical Mention Inc.**, 521 Fifth Ave., 16th fl., New York, NY, 10175, US. 877/262-5477. www.criticalmention.com.

Critical Mention is a media monitoring service that provides email updates of the latest relevant TV and radio results, based on your queries. You can search, view, edit and share video from the same cloud infrastructure used by 30% of local U.S. TV stations. More than 1,500 brands — from McDonald's and Southwest Airlines to Goodyear and the EPA — access online services dynamically updated with 40 hours of video every minute. It's the world's largest online news video ecosystem, for anyone needing to tell a story with owned or earned media.

**DigiClips, Inc.**, 819 Beauprez Ave., Lafayette, CO, 80026. 303/926-0334. www.digiclipinc.com. Paula Shapiro.

**Keep in Touch**, 30 Lafayette Sq., #118, Vernon, CT, 06066. 860/871-6500. www.drumpbiz.com. Drew Crandall, Pres.



**News Data Service**, 29 Hopkins Rd., Plainfield, NH, 03781, US. 708/949-8407. info@newsdataservice.com; www.newsdataservice.com. Dave Vergin, VP, Sales & Bus. Dev.

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**ShadowTV**, 630 Ninth Ave., Suite 1000, New York, NY, 10036. 212/445-2540. sales@shadowtv.com; info@shadowtv.com; www.shadowtv.com. Kevin Riley.

## Camera-Ready Releases/Art

**Home Improvement Time Inc.**, 7425 Steubenville Pike, P.O. Box 247, Oakdale, PA, 15071-0247. 412/787-2881; fax: 412/787-3233. www.homeimprovementtime.com. Carole Stewart.

## Celebrities



**Cavanaugh & Assocs. Inc.**, 14350 Addison St., #222, Sherman Oaks, CA, 91423. 818/907-5210; fax: 818/907-5217. tim@cavanaughassociates.com; www.cavanaughassociates.com. Tim Cavanaugh.

Cavanaugh & Associates, Inc. provides celebrities in any category for everything from product launches, promotional events, SMTs and full scale endorsements, to personal appearances, speeches and performances. We provide personalized

service in ensuring a perfect celebrity fit for all target demographic needs. With over 20 years experience in the entertainment industry, our celebrity relationships make the difference.



**Celebrity Access, Inc.**, 4247 Kraft Ave., Studio City, CA, 91604. 818/508-1300; fax: 888/367-7574. glenn@celebrityaccessinc.com; www.celebrityaccessinc.com. Glenn Rosenblum.

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**Celebrity Endorsement Network**, 23679 Calabasas Rd., #728, Calabasas, CA, 91302. 818/225-7090. www.celebrityendorsement.com. Noreen Jenney.

**Celebrity Service Int'l Inc.**, 1680 N. Vine St., #904, Los Angeles, CA, 90028. 323/957-0508; fax: 323/957-0559. www.celebrityservice.com. Karen Abouab, Mng. Dir.

**Celebrity Source, The**, 8033 Sunset Blvd., #2500, Los Angeles, CA, 90046. 323/651-3300. info@celebritysource.com; www.celebritysource.com. Rita Tateel, Pres.

**CelebrityFOCUS**, 3357 Commercial Ave., Northbrook, IL, 60062. 847/291-0095. generalinformation@celebrityfocus.com; www.celebrityFOCUS.com. Ric Bachrach, CEO.

**Greater Talent Network**, 437 Fifth Ave., New York, NY, 10016. 212/645-4200; fax: 212/627-1471. www.greatertalent.com. Don R. Epstein.

**Lloyd Kolmer Enterprises**, 65 West 55th St., New York, NY, 10019. 212/582-4735. Lloyd Kolmer, Pres.

**Rx Entertainment Inc.**, 522 N. Plymouth Blvd., Los Angeles, CA, 90004. 323/461-3205; fax: 323/461-3285.

nancy@rxentertainmentinc.com; www.rxentertainmentinc.com. Nancy Caravetta, Pres.

**Speakers On Healthcare**, 10870 NW Laurinda Court, Portland, OR, 97229. 503/345-9164; 800/697-732. info@speakersonhealthcare.com; www.speakersonhealthcare.com.

**Westport Entertainment Associates**, 1700 Post Rd., Ste. C15, Fairfield, CT, 06824. 203/319-4343. www.westportentertainment.com. Mary Lalli, Bill Stankey.

## Clipping Services



**Cision**, 332 S. Michigan Ave., Suite 800, Chicago, IL, 60604. 866/639-5087. info@us.cision.com; us.cision.com.

Cision's media clipping services include news, print, blog, internet and broadcast clips - all delivered through a single platform. See where your placements appeared in newspapers and magazines, and get real-time alerts of your online and social media coverage. Also gain access to the LexisNexis library of content to search an archive of tens of thousands of print publications.

**CustomScoop**, 130 Pembroke Rd., Suite 150, Concord, NH, 03301. 603/410-5000. www.customscoop.com. Chip Griffin, CEO.



**Gorkana Inc.**, 2 Rector Street, Suite 1200, New York, NY 10006. (646) 722-1200. usrequests@gorkana.com; www.gorkana.us. Jeni Chapman, Managing Director.

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**Newz Group**, P.O. Box 873, Columbia, MO, 65205. 800/474-1111; 573/474-100; fax: 573/474-1001. [www.newzgroup.com](http://www.newzgroup.com). Sara Frieling, Dir., Customer Service.

## Content Marketing



**Cision**, 332 S. Michigan Ave., Suite 800, Chicago, IL, 60604. 866/639-5087. [info@us.cision.com](mailto:info@us.cision.com); [us.cision.com](http://us.cision.com).

Cision's Content Marketing Suite gives you all the tools necessary to market your branded content to your target audience. Create and publish your content to your customized social newsroom. Then amplify your content to thousands of publisher sites including Time, CNN and Rolling Stone where your audience is already engaged. Finally, measure your content marketing efforts and see what worked and where there are opportunities for improvement.



**Corey Weiner Marketing Communications Project Management**, 2750 NW 88 Terrace Bldg. A, Floor 3, Coral Springs, FL, 33065. 888/913-1419. [c@b2bmarketingmaterials.com](mailto:c@b2bmarketingmaterials.com); [www.b2bmarketingmaterials.com](http://www.b2bmarketingmaterials.com); [www.twitter.com/weinercorey](http://www.twitter.com/weinercorey).

Content used for lead capture, seminar sign-ups or educational materials to garner visibility among referral sources and verticals.

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## Conventions/ Conference Planners

**American Strategic Management Institute**, 901 New York Ave., Washington, DC, 20001. 877/992-9522. [www.asmiweb.com](http://www.asmiweb.com).

**Conference Board, The**, 845 Third Ave., New York, NY, 10022. 212/759-0900; 12/980-7014. [www.conference-board.org](http://www.conference-board.org). Jonathan Spector, CEO.

**E.J. Krause & Associates Inc.**, 6430 Rockledge Dr., #200, Bethesda, MD, 20817. 301/493-5500; fax: 301/493-5705. [www.ejkrause.com](http://www.ejkrause.com). Ned Krause, Pres. & CEO.

**Karin Bacon Enterprises**, 311 W. 43rd St., New York, NY, 10036. 212/307-9641. [www.kbenyc.com](http://www.kbenyc.com). Karen Bacon, Pres.

## Copywriters

### Market it Write

**Market it Write**, 106 Central Park South, New York, NY, 10019. 212/757-7572. [mistina@marketitwrite.com](mailto:mistina@marketitwrite.com); [www.marketitwrite.com](http://www.marketitwrite.com). Mistina Picciano.

Have an experienced writing team at your disposal, as needed: Blogging, web copy, press releases, bylined articles, white papers, case studies, newsletters.

**ProPRcopy**, 544 East Ogden Ave., 700-120, Milwaukee, WI, 53202. 800/746-3121. [joe.donovan@proprcopy.com](mailto:joe.donovan@proprcopy.com); [www.ProPRcopy.com](http://www.ProPRcopy.com). Joe Donovan.

## Corporate Image Consultants

**Camille Lavington**, 1009 Muirfield Dr., Newport Beach, CA, 92660. 949/706-7846.

**Mary Dawne Arden**, 135 E. 50th St., Ste. 7B, New York, NY, 10022. 212/644-8199. [marden@nyc.rr.com](mailto:marden@nyc.rr.com); [www.marydawnarden.com](http://www.marydawnarden.com).

## CPA/Consulting Svcs.

**Buchbinder Tunick & Company LLP**, One Pennsylvania Plaza, Suite 5335, New York, NY, 10119. 212/695-5003. [www.buchbinder.com](http://www.buchbinder.com). Richard Goldstein, Partner, Marc Niederhoffer, Partner.

**EHM Group LLC**, 630 9th Ave., Suite 412, New York, NY, 10036. 212/397-8357. [www.ehmgroup.com](http://www.ehmgroup.com).

**StevensGouldPincus LLC**, One Penn. Plaza, Suite 5335, New York, NY, 10119. 212/779-2800; cell: 917/783-4500. [rgould@stevensgouldpincus.com](mailto:rgould@stevensgouldpincus.com); [www.stevensgouldpincus.com](http://www.stevensgouldpincus.com). Art Stevens, Mng. Partner, Rick Gould, CPA, J.D., Mng. Partner.

## Crisis Management



**Feintuch Communications**, 245 Park Ave., 39th flr., New York, NY, 10167. 212/808-4901. [info@feintuchpr.com](mailto:info@feintuchpr.com); [www.feintuchcommunications.com](http://www.feintuchcommunications.com). Henry Feintuch, Pres.

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Continued at top of next page

**Feintuch Communications** continued

deep crisis communications counseling experience - having provided support to non-profits, emerging growth companies and the Fortune 500. Our senior team can help to enhance and protect your organization's reputation.

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**Institute for Crisis Management**, 455 S. Fourth St., #1490, Louisville, KY, 40202. 502/587-0329; fax: 502/587-0329. [erika@crisisconsultant.com](mailto:erika@crisisconsultant.com); [www.crisisconsultant.com](http://www.crisisconsultant.com). Erika Hayes James, PhD, Pres.

**JCH Enterprises, Community & Media Relations Consulting**, 116 Nelson Lane, Clayton, NC, 27527. 919/550-8302. [www.judyhoffman.com](http://www.judyhoffman.com). Judy Hoffman, Princ.

**Lukaszewski Group Inc., The**, 550 Main St., #100, New Brighton, MN, 55112. 651/286-6788. [jel@e911.com](mailto:jel@e911.com); [www.e911.com](http://www.e911.com). James E. Lukaszewski, Pres.

**Sachs Media Group**, 114 S. Duval St., Tallahassee, FL, 32301. 850/222-1996. [rsachs@sachsmedia.com](mailto:rsachs@sachsmedia.com); [www.sachsmedia.com](http://www.sachsmedia.com). Ron Sachs, Pres. & CEO.

**Sard Verbinnen & Co.**, 190 S. LaSalle St., #1600, Chicago, IL, 60603. 312/895-4700. [www.sardverb.com](http://www.sardverb.com). Bryan Locke, Mng. Dir.

## Directories

**All-In-One Media Directory**, Gebbie Press, P.O. Box 1000, New Paltz, NY, 12561. 845/255-7560. [www.gebbiepress.com](http://www.gebbiepress.com). Mark Gebbie, Editor and Publisher.

**AP Books/The Associated Press**, PO Box 415458, Boston, MA, 02241-5458. 212/621-1852. [www.apstylebook.com](http://www.apstylebook.com).

**Cable & TV Station Coverage Atlas**, Warren Communications, 2115 Ward Ct., NW, Washington, DC, 20037. 800/771-9292. [www.warren-news.com](http://www.warren-news.com). Daniel Warren, Pres.



**Cision**, 332 S. Michigan Ave, Suite 800, Chicago, IL, 60604. 866/639-5087. [info@us.cision.com](mailto:info@us.cision.com); [us.cision.com](http://us.cision.com).

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**Congressional Yellow Book**, Leadership Directories, 104 Fifth Ave., New York, NY, 10011. 212/627-4140. [www.leadershipdirectories.com](http://www.leadershipdirectories.com). Imogene

Akins Hutchinson, VP, Washington, DC.

**Consultants and Consulting Organizations Directory**, Gale, Part of Cengage Learning, 27500 Drake Rd., Farmington Hills, MI, 48831. 800/877-4253; 248/699-425. [www.gale.com](http://www.gale.com). Patrick C. Sommers, Pres.

**Directory of Business Information Resources**, Grey House Publishing, 4919 Route 22, P.O. Box 56, Amenia, NY, 12501. 800/562-2139; 518/789-870. [www.greyhouse.com](http://www.greyhouse.com). Leslie Mackenzie, Publisher.

**Directory of Executive Recruiters**, Kennedy Information, 1 Phoenix Mill Lane, 3rd fl., Peterborough, NH, 03458. 800/531-0007; 603/924-100. [www.kennedyinfo.com](http://www.kennedyinfo.com).

**Directory of Major Mailers & What They Mail**, North American Publishing Co., 1500 Spring Garden St., 12th fl., Philadelphia, PA, 19130. 800/777-8074; 215/238-530. [www.majormailers.com](http://www.majormailers.com).

**Editor & Publisher Int'l Yearbook and Editor & Publisher Market Guide**, Editor & Publisher, 17782 Cowan, Ste. A, Irvine, CA, 92614. 949/660-6150; 800/641-203. [www.editorandpublisher.com](http://www.editorandpublisher.com).

**Emergency Public Relations Manual, The**, PASE, 3001 Shallcross Way, Louisville, KY, 40222. 502/394-0822. Alan B. Bernstein, Pres.

**Encyclopedia of Associations: International Organizations**, Gale, Part of Cengage Learning, 2700 Drake Road, Farmington Hills, MI, 48331-3535. 800/877-4253; 248/699-425. [www.gale.com](http://www.gale.com). Patrick C. Sommers, Pres.

**Encyclopedia of Int'l Media and Communications**, Academic Press, Elsevier, Customer Svc. Dept., 3251 Riverport Lane, Maryland Heights, MO, 63043. 800/545-2522; 314/447-801. [www.elsevier.com](http://www.elsevier.com).

**Entertainment Marketing Sourcebook, The**, EPM Communications Inc., 19 W. 21st St., #303, New York, NY, 10010. 212/941-0099; 888/852-946. [www.epmcom.com](http://www.epmcom.com).

**Federal Yellow Book, The**, Leadership Directories, 1667 K St., #801, Washington, DC, 20006. 202/347-7757. [www.leadershipdirectories.com](http://www.leadershipdirectories.com). Imogene Akins Hutchinson, VP, Washington, DC.

**Gale Directory of Publications and Broadcast Media**, Gale, Part of Cengage Learning, 27500 Drake Rd., Farmington Hills, MI, 48331. 248/699-4253; 800/877-425. www.gale.com. Patrick Sommers, Pres.



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**GreenBook Directory of Marketing Research and Focus Group Companies**, New York American Marketing Association, 116 E. 27th St., 6th flr., New York, NY, 10016. 212/687-3280. www.nyama.org. Diane Liebenson, Publisher.

**Headquarters USA 2010**, Omnigraphics, P.O. Box 31-1640, Detroit, MI, 48231. 800/234-1340. info@omnigraphics.com; www.omnigraphics.com.

**Hispanic Americans: A Statistical Sourcebook**, Information Publications, 2995 Woodside Rd., P.O. Box 400-182, Woodside, CA, 94062. 877/544-4636; 650/568-617. www.informationpublications.com.

**Hispanic Market Weekly**, Solemark Media Group, 2332 Galliano St., Coral Cables, FL, 33134. 305/448-5838.

www.hispanicmarketweekly.com. Arturo Villar, Publisher.

**Hudson's Washington News Media Contacts Directory**, Grey House Publishing, 4919 Route 22, Box 56, Amenia, NY, 12501. 800/562-2139; 518/789-870. www.greyhouse.com. Leslie Mackenzie, Publisher.

**IEG Sponsorship Sourcebook**, IEG LLC, 350 North Orleans St., #1200, Chicago, IL, 60654. 312/944-1727. www.sponsorship.com. Bill Chipps, Media Relations.

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**Media Pro (Online Media Directory)**, Infocom Group, 124 Linden St., Oakland, CA, 94607. 510/596-9300; 800/959-105.

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**Television & Cable Factbook**, Warren

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**Veronis Suhler Stevenson Communications Industry Forecast**, Veronis Suhler Stevenson, 55 E. 52nd St., Park Ave. Plaza, 33rd flr., New York, NY, 10055. 212/935-4990. www.vss.com. Jeffrey T. Stevenson, Partner.

**Who's Who in America**, Marquis Who's Who, 300 Connell Dr., #2000, Berkeley Heights, NJ, 07922. 908/673-1000; 800/473-702. www.marquiswhoswho.com.

**World Radio TV Handbook**, WRTH Publications Ltd., 8 King Edward St., Oxford, U.K., OX1 4HL. 44 (0) 1865 514405. sales@wrth.com; www.wrth.com.

**Yearbook of Experts**, Broadcast Interview Source, Inc., 2500 Wilsconsin Ave., N.W., #949, Washington, DC, 20007. 202/333-5000; fax: 202/342-5411. www.expertclick.com. Mitchell P. Davis, Editor & Publisher.

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**Career Press**, 220 W. Parkway, Unit 12, Pompton Plains, NJ, 07444. 201/848-0310. www.careerpress.com.

**Facts on File Publications inc.**, 132 W. 31st St., 17th flr., New York, NY, 10001. 800/322-8755. www.factsonfile.com. Laurie Katz, Publicity Dir.



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**Finger Design Associates**, 330 15th St., Oakland, CA, 94612. 510/465-0505. www.fingerdesign.com. Arlene Finger, Owner.

**John Kneapler Design**, 151 W. 19th St., #11C, New York, NY, 10011. 212/463-9774. www.johnkneaplerdesign.com. John Kneapler.

**Rappy & Co. Inc.**, 405 Lexington Ave., 7th flr., New York, NY, 10174. 212/989-0603; fax: 212/989-0419. www.rappyco.com. Floyd Rappy, Pres. & Creative Dir.



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- Satellite Media Tours (SMT/RMT/IMT)
- Social Media News Releases (SMNRs)
- Internet Press Kits (IPKs)

- Digital Video Distribution (Video Sharing)
- Broadcast B-Roll Packages (B-Roll)
- Public Service Announcements (PSAs)
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**National Press Club**, 529 14th St., N.W., Washington, DC, 20045. 202/662-7587. events@press.org; www.press.org.

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**RepEquity DC**, 1211 Connecticut Ave., N.W., #250, Washington, DC, 20036. 202/654-0800. www.repequity.com. Tripp Donnelly, Founder & CEO.

**Synaptic Digital, a Definition 6 company**, 79 Fifth Ave., New York, NY, 10003. 212/682-8300. learnmore@synapticdigital.com; www.synapticdigital.com.

**Wieck Media Services**, 12700 Park Central Dr., #510, Dallas, TX, 75251. 972/392-0888; fax: 972/934-8848. info@wieck.com; www.wieck.com. Tim Roberts, Pres.

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**AdMedia Partners Inc.**, Three Park Ave., 31st. Flr., New York, NY, 10016. 212/759-

1870; fax: 212/888-4960. info@admediapartners.com; www.admediapartners.com. Gregory Smith, Mng. Dir., Seth Alpert, Mng. Dir.

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**Louw's Management Corp.**, P.O. Box 130, Vail, AZ, 85641. 520/554-1881. toni@louwsmanagement.com; www.louwsmanagement.com. Tony Louw.

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**R3:JLB**, 500 N. Michigan Ave., #300, Chicago, IL, 60611. 312/396-4155. Mary Conrad, Mng. Dir., North America.

**Select Resources Int'l**, 3000 Ocean Park Blvd., #3000, Santa Monica, CA, 90405. 310/450-5777. Catherine Bension, Pres./CEO.

**StevensGouldPincus LLC**, 1 Penn Plaza, Suite 5335, New York, NY, 10119. 212/779-2800; cell: 917/783-4500. rgould@stevensgouldpincus.com; www.stevensgouldpincus.com. Art Stevens, Mng. Partner, Rick Gould, CPA, J.D., Mng. Partner.

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## Media (Speech) Training



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**MediaMiser Ltd.**, 11 Holland Ave., Ottawa, Ontario, K1Y 4S1, Canada. 866/545-3745. info@mediamiser.com; www.mediamiser.com. Chris Morrison.

**Moreover Technologies**, 1902 Campus Commons Dr., Reston, VA, 20191-1563. 937/485-2906; fax: 703/650-1399. salesinfo@moreover.com; www.moreover.com. Paul Farrell, President.

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**News Data Service**, 29 Hopkins Rd., Plainfield, NH, 03781, US. 708/949-8407. info@newsdataservice.com; www.newsdataservice.com. Dave Vergin, VP, Sales & Bus. Dev.

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## Media Tours/ Roadshows

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**Dietrich Nelson & Associates, Inc.**, 7510 Sunset Blvd., #1415, Los Angeles, CA, 90046. 323/845-9608; fax: 323/883-1821. dnelson@dnaep.com. Dietrich Nelson.

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## Mergers & Acquisitions

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## Newsletters

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**Corporate Public Issues**, Issue Action Publications Inc., 207 Loudoun St. SE, Leesburg, VA, 20175. 703/777-8450. www.issueactionpublications.com. Teresa Yancey Crane.

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**Measurement Standard, The**, Saliency Insight, 97 Main St., #3, Berlin, NH, 03570. 214/485-1514. www.saliencyinsight.com. Angela Jeffrey, Director.

**PR News**, Access Intelligence, LLC, 4 Choke Cherry Rd., 2nd fl., Rockville, MD, 20850. 888/707-5814. www.pnews-online.com. Diane Schwartz, Sr. VP & Group Publisher.

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**Camera One**, 62 West 45th St., New York, NY, 10036. 212/827-0500; fax: 212/944-9536. [larry@nycphoto.com](mailto:larry@nycphoto.com); [www.nycphoto.com](http://www.nycphoto.com). Larry Lettera, Pres.

**Can Stock Photo**, 1083 Queen St., #166, Halifax, Nova Scotia, B3H 0B2, Canada. [www.canstockphoto.com](http://www.canstockphoto.com). Duncan.

**Dianne Arndt Photography**, 400 Central Park West, New York, NY, 10025. 212/866-1902. [arndtpix@rcn.com](mailto:arndtpix@rcn.com); [www.diannearndt.com](http://www.diannearndt.com).

**Feature Photo Service Inc.**, 320 W. 37th St., #301, New York, NY, 10018. 212/944-1060; fax: 212/944-7801. [www.featurephoto.com](http://www.featurephoto.com). Oren Hellner, Pres.

**Fotosearch Stock Photography**, 21155 Watertown Rd., Waukesha, WI, 53186. 262/717-0740; 262/717-074. [bg@gograph.com](mailto:bg@gograph.com); [www.gograph.com](http://www.gograph.com). Brian Grow.

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**Newscast US**, 526 West 26th St., Suite 515, New York, NY, 10001. 212/206-0055; 866/734-NEW. [jsulley@newscastus.com](mailto:jsulley@newscastus.com); [www.newscastus.com](http://www.newscastus.com). Jim Sulley, VP.

**Paul Schneck PR Photography**, 4 Stuyvesant Oval, New York, NY, 10009.

212/505-6443. [www.paulschneck.com](http://www.paulschneck.com). Paul Schneck.

**Rich Green Photography**, 128 Windsor Ave., Hopatcong, NJ, 07843. 201/924-2003. [rich@rjgreenphoto.com](mailto:rich@rjgreenphoto.com); [www.rjgreenphoto.com](http://www.rjgreenphoto.com).

**Wagner International Photos**, 62 W. 45th St., New York, NY, 10036. 212/944-7744.

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**24-7 Press Release Newswire**, 203-901 West 3rd St., North Vancouver, BC, V7P 3P9, Canada. 646/417-8294. [www.24-7pressrelease.com](http://www.24-7pressrelease.com). Philip Louie.

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**Multicultural Marketing News**, Multicultural Marketing Resources Inc., 150 W. 28th St., #1501, New York, NY, 10001. 212/242-3351. www.multicultural.com. Lisa Skriloff, Pres. & Founder.

**NewsWare**, Track Data, 1122 Coney Island Ave., Brooklyn, NY, 11230.

**readMedia**, 915 Broadway, Albany, NY, 12207. 800/552-2194; fax: 518/429-2801. sales@readmedia.com; www.readmedia.com. Colin Mathews, Pres. & CEO.

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### National Association of Government

**Communicators**, 201 Park Washington Court, Falls Church, VA, 22046. 703/538-1787. www.nagconline.org. Elizabeth Armstrong, Exec. Dir.

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perran@personapr.com; henry@feintuchpr.com; www.PRWorldAlliance.com. Perran Ersu, Chmn., 212/287-4678; Henry Feintuch, Vice Chmn., 212/808-4901.

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- Social Media News Releases (SMNRs)
- Internet Press Kits (IPKs)
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**RCM Broadcast Comms. Inc.**, 20 West 22nd St., #1510, New York, NY, 10010.

Continued at top of next page

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**zcomm**, 910 17th Street NW, #1190, Washington, DC, 20006. 240/395-0225. rise@zpr.com; www.zpr.com. Rise Birnbaum, CEO.

## Research

**Burke Marketing Research Inc.**, 500 W. 7th St., Cincinnati, OH, 45203. 513/241-5663. www.burke.com. Jeff Miller, CEO.

**Cogent Reports, Market Strategies Int'l**, 125 Cambridge Park Dr., Cambridge, MA, 02140. 617/441-9944. Christy White, Mng. Dir.

**Council of American Survey Research Organizations**, 170 N. Country Rd., Suite 4, Port Jefferson, NY, 11777. 631/928-6954. [casro@casro.org](mailto:casro@casro.org); [www.casro.org](http://www.casro.org). Diane Bowers, Pres.

**Creative Civilizations**, 106 Auditorium Circle, 2nd fl., San Antonio, TX, 78205. 210/227-1999. [www.ccagency.com](http://www.ccagency.com). Gisela Girard, Pres./COO.

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**Futures Company, The**, 1300 Environ Way, Chapel Hill, NC, 27517. 919/932-8858. J. Waker Smith, Ph.D, Exec. Chmn.

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**Millward Brown**, 401 Merritt 7, 3rd fl., Norwalk, CT, 06851. 203/330-5186. [www.millwardbrown.com](http://www.millwardbrown.com). Thierry Anglade.

**M|A|R|C Research**, 7850 North Belt Line Rd., Irving, TX, 75063. 800/884-6272. [www.marcresearch.com](http://www.marcresearch.com). Merrill Dubrow, Pres. & CEO.

**Nielsen Company, The**, 85 Broad St., New York, NY, 10004. 646/654-5000. [www.nielsen.com](http://www.nielsen.com). Mia Scott, Advertising.

**ORC International**, Worldwide Headquarters, 902 Carnegie Center, #220, Princeton, NJ, 08540. 800/444-4672. [www.orcinternational.com](http://www.orcinternational.com). Walter Dempsey, Gen. Mgr., U.S.

**Oxbridge Communications Inc.**, 39 W. 29th St., #301, New York, NY, 10001. 800/955-0231, x202. [www.oxbridge.com](http://www.oxbridge.com). Trish Hagood, Pres.

**Penn, Shoen and Berland Associates**, 230 Park Ave. South, 2nd fl., New York, NY, 10003. 212/534-4000. [ny@ps-b.com](mailto:ny@ps-b.com); [www.psbresearch.com](http://www.psbresearch.com). Laura Ansell, VP & Mng. Dir.

## PRIME RESEARCH

**PRIME Research**, 305 Madison Ave., Suite 1850, New York, NY, 10017. 212/738-9912; fax: 212/738-9923. [weiner@prime-research.com](mailto:weiner@prime-research.com); [www.prime-research.com](http://www.prime-research.com). Mark Weiner, CEO; Brittany Luse, Mktg. Mgr.

**Services of the firm:** Combining talent, tools and technology, PRIME Research delivers award-winning global strategic communications monitoring, measurement, evaluation and analysis across social, digital and traditional media channels; sophisticated ROI statistical modeling; research-based PR consulting; and real-time/fully-integrated advanced analytics.

PRIME's team of consultants and analysts gather, filter, translate and report on media trends across 45 countries. Established in 1987 in Mainz, Germany by Dr. Rainer Mathes—who continues to lead the company—PRIME's client experience spans all of the *Fortune* categories, plus government agencies, NGOs and non-profits.

PRIME combines the speed and consistency of real-time technology with the accuracy and actionable insights available only through human expertise. Based on real-time media trends across all forms of media, including print, broadcast and digital; traditional and social; trade and consumer, PRIME makes a simple promise to deliver a comprehensive and customizable approach to enable better communications and business decisions.

**Proof Advertising**, 114 W. 7th St., #500, Austin, TX, 78701. 512/345-6658. bryan.christian@proof-advertising.com; www.proof-advertising.com. Bryan Christian, Gen. Mgr.

**R.L. Repass & Partners Inc.**, 10101 Alliance Rd., Suite 190, Cincinnati, OH, 45242-4747. 513/772-1600; fax: 513/772-8088. rex@repasspartners.com; www.repasspartners.com. Rex Repass, Pres./CEO.

**Spring Inc.**, 130 N. Presidential Blvd., Bala Cynwyd, PA, 19004. 610/668-9303; fax: 610/668-9395. info@springforsuccess.com; www.springforsuccess.com. Robert Berrier, Pres. & CEO.

**Standard & Poor's Research Reports**, 55 Water St., New York, NY, 10041. 212/438-2000. www.standardandpoors.com. Catherine Mathis, Sr. VP, Mktg. & Comms.

**Toluna**, 21 River Rd., Wilton, CT, 06897. 866/296-3049. www.toluna-group.com. Jim Fredrickson, Group Chief Operations Officer.

## Satellite Media Tours



**AKA Media Inc.**, 142 East Ontario, Suite 1600, Chicago, IL, 60611. 800/996-9432. info@akamediainc.com; www.akamediainc.com. Andrew Krause, Exec. Producer, CEO.

We create content for Video, Radio, Web, TV and Social Media campaigns. Our clients rely on our counseling and experience to produce online video, live broadcasts and webcasts, satellite media tours, and much, much, more.

Follow us on Twitter @AKAMEDAIINC or Facebook/AKAMEDAIINC.

- Video, Radio, Web, TV and Social Media Campaigns
- Web Video Production and Distribution (Online Video)
- Corporate Video Storytelling (Image, Sales, Marketing, Employee)
- Satellite Media Tours (SMT/RMT/IMT)
- Social Media News Releases (SMNRs)
- Internet Press Kits (IPKs)

- Digital Video Distribution (Video Sharing)
- Broadcast B-Roll Packages (B-Roll)
- Public Service Announcements (PSAs)
- Video Editing, Graphics and Effects (Highlights Reels)
- Webcasting (Live Video Streaming)

### Corporate Video Storytelling

Our business clients use online videos to engage, inform, inspire and educate. We produce brand anthems, company culture videos, global corporate responsibility videos, sales and product videos, how-to and training videos, and much, much, more.

### Digital Content

We produce and distribute content for video, radio, web, TV and social media campaigns. Our clients use our Social Media News Releases and Internet Press Kits to launch media campaigns, web campaigns, promote live webcasts and share online video.

### Satellite Media Tours

We produce integrated SMT/RMT/IMTs delivering your message to millions of people. With celebrities, hot trends, premier events and locations, our producers and media relations experts help you pull it all together.



**Auritt Communications Group**, 555 8th Ave., Suite 709, New York, NY, 10018. 212/302-6230. info@auritt.com; www.auritt.com. Joan Auritt, Pres.

ACG is a high-quality, results-oriented multimedia production company specializing in P.R. and marketing services for healthcare, food and consumer, entertainment and hi-tech. Staffed by innovative and relationship-focused experts, our clients receive:

- Creative multimedia production solutions for their complex communication needs.
- Access to top-notch media markets and the highest quality bookings.
- Peace of mind with confidence that all their expectations will be met with our full attention, best strategy and reliable delivery of services.
- The most cost-effective solution to increase their brand awareness and audience reach.

We are producers first. Trust, quality and results have garnered our soaring client retention rates now for more than 20 years.

ACG's many services include:

- Video Production from scripting, shooting and editing to delivery of master
- Media Training
- TV Satellite, Radio and Online Media Tours
- Integrated Media Tours™
- Social Media Campaigns, Blogger Connects and Twitter Parties
- Web Videos, Webcasts and Live-Streamed Interactive Events
- Video, Audio and Multimedia New Releases
- B-roll Packages
- PSAs



**Broadcast Direct Communications Inc.**, 130 Shore Rd., Suite 185, Port Washington, NY, 11050. 516/570-2369. info@broadcastdirectpr.com. Irene Minett, Patricia Ruth Kresner.

Broadcast Direct Communications, Inc. specializes in media relations for:

- Satellite Media Tours
- Radio Media Tours
- In-Market Tours
- The Web

As television, radio and internet professionals, we offer media strategy, creative writing and pitching, strong media relationships and over 30 years of experience in broadcast public relations.

**Communications Plus Digital**, 102 Madison Ave., New York, NY, 10016-7417. 212/686-9570. Franco Fiore, Partner.

**D S Simon Productions**, 229 West 36th St., 9th flr., New York, NY, 10018. 212/736-2727. news@dssimon.com; www.dssimon.com.



**Dietrich Nelson & Associates, Inc.**, 7510 Sunset Blvd., #1415, Los Angeles, CA, 90046. 323/845-9608; fax: 323/883-1821. dnelson@dnaep.com. Dietrich Nelson.

If budgets and deadlines are tight

Continued at top of next page

**Dietrich Nelson & Assocs., Inc.** continued you need experienced pros, call DNA. With over 20 years experience we offer expert advice, strategic planning, quality production and distribution for all your broadcast and Internet PR needs. Our services include satellite media tours, Internet and viral video production and distribution, Internet media tours, webcasts, radio tours, corporate videos and many other services. Call or email for ideas, quotes and testimonials from our satisfied clients.



**Gourvitz Communications Inc.**, 875 Sixth Ave., Suite 1708, New York, NY, 10001. 212/730-4807; fax: 212/730-4811. www.gourvitzcommunications.com. Paul Gourvitz, Pres.

Once again Gourvitz Communications is providing its public relations clients with a new, cost effective and unique way of getting media coverage. It's called an Interactive Media Tour. And what makes it different from what is currently being called an Internet or blogger tour is that it actually includes video and is a digital delivery to only major Internet sites. In just two years, GSH, a division of GCI, has not only set the standard for this service, it is the standard. And the co-op SMT business, created and invented by GCI, is now doing more business than ever before.

The key is using only major talent, booking mainly big markets, and having every co-op available to view live on Ustream.TV. GCI's core business is still SMTs/RMTs. Now more than ever before TV stations, want, need and will do satellite interviews if you give them a good spokesperson, a compelling story, sprinkle in some b-roll, use two cameras and create a set. B-rolls are now being done again with a unique angle to TV station websites, newspaper chains and blogs. There is very little actual TV placement for a b-roll. GCI shoots and edits everything in HD and now has added a fourth edit bay to accommodate its clients' needs for comp, sizzle and in-house video reels. And when GCI says it's 24/7, it means 24/7.

**KEF Media**, 1161 Concord Rd., Smyrna, GA, 30080. 404/605-0009, x303. www.kefmedia.com. Yvonne Goforth-Hanak.

**Liv Davick**



**a Publicity and Production Boutique, Inc.**

**Liv Davick**, 88 South Broadway, Suite #1206, Millbrae, CA, 94030. 650/689-5479; 661/600-2254. liv@livdavick.com; shana@livdavick.com; www.livdavick.com. Liv Davick, Pres., Shana Davick, VP.

Liv Davick, a Publicity and Production Boutique, Inc. specializes in all of your broadcast public relations and social media needs. Our expertise includes satellite media tours, radio media tours, audio news releases, public service announcements (PSAs), Internet media tours (IMTs), Spanish smts/rmts/anrs, integrated marketing, ground tours, aircheck and airings' monitoring services, and video production and distribution.

All pitching, booking, and follow-up is done in-house, and we handle all of your production needs for your satellite and radio media tours. We offer the highest-quality, most personalized servicing with unparalleled organization and a strict attention to every detail. We provide superior results in everything we do, are available to our clients at all times, and work within every budget.



**Live Star Entertainment**, 379 Park Avenue South, 4th fl., New York, NY, 10016. 212/505-7666. Eric Drath.

- Satellite Media Tours
- EPK's
- Press Conferences
- Radio tours
- Product Launches
- Camera crews Beta SP/DV Cam/HD
- In house production and editing
- Duplication DVD/Beta SP/VHS
- Red carpet crews
- Marketing tapes

Entire Staff with major network news experience.

Specializing in newsworthy event production.

Guaranteed results, on any budget.

Contact: Eric at 212-505-7666  
www.livestartv.com  
ericdrath@lsetv.com



**Media Connect**, formerly Planned Television Arts, 301 E. 57th St., New York, NY, 10022. 212/583-2718. brian.feinblum@finnpartners.com; www.media-connect.com. Brian Feinblum, SVP, CMO.

Incredible value provided by the firm that trademarked satellite radio and television tours over 20 years ago! We're proficient at promoting experts, authors, CEOs, non-profits, and topics focused on books, entertainment, health, business, consumer and advocacy.

**Murray Hill Studios**, 248 East 35th St., New York, NY, 10016. 212/889-4200; fax: 212/889-9413. murrayhill@mindspring.com; www.murrayhillstudios.com. Jahaneen Johnsen.

See full listing under Webcasting.

**National Press Club**, 529 14th St., N.W., Washington, DC, 20045. 202/662-7587. events@press.org; www.press.org.

See full listing under Special Events.

**PLUS Media Inc.**, 20 West 23rd St., New York, NY, 10010. Natalie Weissman.



**PremiereTV**, 429 Santa Monica Blvd., Suite 300, Santa Monica, CA, 90401. 310/899-9090. info@premieretv.com; www.premieretv.com. Shayne Fraeke, CEO.

**25+ YEARS OF EXPERIENCE, UNMATCHED EXPERTISE, EXCEPTIONAL CLIENT SERVICE**

PremiereTV delivers outstanding **satellite media tours** to clients across the U.S. and around the globe. Whether your SMT originates from a TV studio, a hotel room, a desert, or any remote location, PremiereTV's media and production teams always deliver with professionalism, diligence, and creativity.

Our media experts are trusted by the top newsroom producers in the industry. We maintain strong relation-

ships with all the national networks and newsfeeds, top market local affiliates, and independent and regional cable outlets.

As a result, you **get the best line-ups for your SMT.**

Additional PremiereTV specialties include:

- Radio Media Tours
- Audio News Releases
- On-Air Radio Promotions
- Online Audio & Video Distribution
- B-Roll Packages
- ENG Crews
- Creative Video Production / "Highlight Reels"

Contact us for references, quotes, or information on an integrated broadcast publicity strategy that accommodates your budget.

**RCM Broadcast Communications Inc.**, 20 West 22nd St., #1510, New York, NY, 10010. 212/924-1006.

russell@rcmbroadcast.com;

www.rcmbroadcast.com. Russell Cheek, Pres.



**Strauss Media Strategies Inc.**, 529 14th St., N.W., #1163, National Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com. Richard Strauss, Pres.

262 W 38th St., Suite 803, New York, NY, 10018. 212/302-1234. newyork@straussmedia.com; www.straussmedia.com.

Los Angeles, CA. 626/794-1350. losangeles@straussmedia.com; www.straussmedia.com.

See full listing under Radio.

**Synaptic Digital, a Definition 6 company**, 79 Fifth Ave., New York, NY, 10003. 212/682-8300. learnmore@synapticdigital.com; www.synapticdigital.com.

**THUNK! MEDIA, INC.**

**THUNK! Media Inc.**, 376 15th Street, Brooklyn, NY, 11215. 917/658-9932. robin@thinkmedia.com; www.thinkmedia.com. Robin DeAngelis.

SPECIALIZING IN CO-OP & EXCLUSIVE SMTs:

Thunk!Media, Inc. delivers your message to the audience you want to target. Thunk!Media clients have achieved impressive results through our innovative and creative co-op media tours. Our boutique service offers a personal touch and provides the highest quality production values and top-market bookings — all delivered by the celebrity spokespeople major news outlets turn to for advice.

**VideoLink Inc.**, 1230 Washington St., Newton, MA, 02465. 800/452-5565. www.videolink.tv.

## Search Engine Optimization



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

Monument Optimization helps organizations achieve their goals online through an analytics-based approach to search engine marketing and online reputation management.



**Schneider Associates**, 2 Oliver St., Suite 901, Boston, MA, 02109. 617/536-3300; fax: 617/536-3180. launch@schneiderpr.com; www.schneiderpr.com. Joan Schneider, CEO, Phil Pennellatore, Pres.

When leading companies, professional services organizations and entrepreneurs seek a trusted communications partner, they turn to Schneider Associates, a full-service public relations and integrated marketing agency. Specializing in Launch Public Relations®, a proprietary method of successfully launching and sustaining visibility for new products, services, companies and communities, or revitalizing existing ones, Schneider Associates represents a wide range of clients in education, professional services, consumer food and retail, and home products/home improvement. CEO Joan Schneider has written two books on launching new products, including *The NEW Launch Plan*, as well as an article for

the Harvard Business Review entitled "Why Most Product Launches Fail."

Agency services include integrated marketing and PR campaigns, messaging, converged media strategy and execution, content marketing for digital and social campaigns, public affairs, influencer programs, special events, crisis communications, spokesperson training, brand development, launch consulting, and creative services. Learn more at www.schneiderpr.com.

## Social Media



**AKA Media Inc.**, 142 East Ontario, Suite 1600, Chicago, IL, 60611. 800/996-9432. info@akamediainc.com; www.akamediainc.com. Andrew Krause, Exec. Producer, CEO.

We create content for Video, Radio, Web, TV and Social Media campaigns. Our clients rely on our counseling and experience to produce online video, live broadcasts and webcasts, satellite media tours, and much, much, more.

Follow us on Twitter @AKAMEDAIINC or Facebook/AKAMEDAIINC.

- Video, Radio, Web, TV and Social Media Campaigns
- Web Video Production and Distribution (Online Video)
- Corporate Video Storytelling (Image, Sales, Marketing, Employee)
- Satellite Media Tours (SMT/RMT/IMT)
- Social Media News Releases (SMNRs)
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- Webcasting (Live Video Streaming)

### Corporate Video Storytelling

Our business clients use online videos to engage, inform, inspire and educate. We produce brand anthems,

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**AKA Media Inc.** continued

company culture videos, global corporate responsibility videos, sales and product videos, how-to and training videos, and much, much, more.

**Digital Content**

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**Satellite Media Tours**

We produce integrated SMT/RMT/IMTs delivering your message to millions of people. With celebrities, hot trends, premier events and locations, our producers and media relations experts help you pull it all together.

**AmericanPOP**, 1207 W. Magnolia Ave., #D, Burbank, CA, 91506. 818/840-1030. info@americanpopdigital.com; www.americandigital.com.

**Big Voice Unlimited**, 20 West 23rd St., 3rd fl., New York, NY, 10010. 212/675-5740; fax: 212/206-8168. vlang@bigvoiceunlimited.com; www.bigvoiceunlimited.com. Victoria Lang.

**Critical Mention Inc.**, 521 Fifth Ave., 16th fl., New York, NY, 10175. 877/262-5477. www.criticalmention.com.



**Digital Park, a division of rbb Public Relations**, 355 Alhambra Circle, Suite 800, Miami, FL, 33134. 305/448-7450. www.rbbpr.com. Christine Barney, CEO & Mng. Partner; Christine de la Huerta, VP, Digital Park; Abdul Muhammad, VP, Digital Development.

rbb's Digital Park provides digital strategy, development and execution for integrated marketing and corporate communication initiatives. Our core strength is integrating traditional PR with digital/social and paid media to deliver experiential marketing campaigns that drive awareness and engagement for our clients. We listen first, and use valuable data gleaned from digital technology to identify targeted communities, influencers and trending content that drive our strategic messaging and digital development.

**Engage121**, 20 Glover Ave., 2nd fl., Norwalk, CT, 06850. 888/607-9101. www.engage121.com. Jon Victor, Pres.



**Feintuch Communications**, 245 Park Ave., 39th fl., New York, NY, 10167. 212/808-4901. info@feintuchpr.com; www.feintuchcommunications.com. Henry Feintuch, Pres.

Chatter about your company is happening across the Web, so why not join the conversation?

Feintuch Communications offers a comprehensive solution for b-to-b companies looking to incorporate or enhance their social media presence in their marketing arsenal. Each program is designed to support the company's business objectives and PR/marketing goals. Programs include an analysis of the current industry landscape and competitors; a calendar of planned updates; content creation; community building and management; and measurement.

Let us help you strategically communicate with clients, prospects, partners, employees, journalists and those impacted by the company.

**Get LinkedIn Help**, 321 Westover Hills Dr., Cary, NC, 27513. 609/306-6205. kristina@getlinkedinhelp.com; www.getlinkedinhelp.com. Kristina Jaramillo.



**Gorkana Inc.**, 2 Rector Street, Suite 1200, New York, NY 10006. (646) 722-1200. usrequests@gorkana.com; www.gorkana.us. Jeni Chapman, Managing Director.

Gorkana offers a more effective way for PR and communications professionals to access customized media intelligence. Our clients become part of our unique community. This connects them to everything from industry experts and the latest news, insights and events, jobs and journalists, not to mention our own essential media intelligence services. It's why PR professionals, as well as journalists, rely on us every day. Whether they're launching a campaign, managing reputations, or

needing around-the-clock response during a crisis, we help clients keep up-to-speed, stay focused, and be connected to experts. Gorkana provides the personal touch and confidence clients need to make clear, informed decisions—and drive their businesses forward.

Follow us at #GorkanaConnects, @GorkanaUS, or visit us at www.gorkana.us.

**Hunter Public Relations**, 41 Madison Ave., 5th fl., New York, NY, 10010-2202. 212/679-6600. smormar@hunterpr.com; www.hunterpr.com. Grace Leong, Mng. Partner; Donetta Allen, Social Media Practice Leader.

**IZEA**, 1000 Legion Place, Orlando, FL, 32801. 877/525-4932. Ryan Schram, Chief Mktg. Officer.

**JB Cumberland Public Relations**, 133 W. 25th St., fl. 9E, New York, NY, 10001. 646/230-6940; fax: 646/230-6935. jcumberland@jbcumberland.com; www.jbcumberlandpr.com. Joanna Cumberland, Digital Strategist, Cristina Vill, Digital Strategist.

**JSH&A Ltd.**, 2 TransAm Plaza Dr., #450, Oakbrook Terrace, IL, 60181. 630/932-4242; fax: 630/932-1418. jonni@jsha.com; www.jsha.com.

**Magnify Digital**, 338 W. Eighth Ave., Suite 208, Vancouver, V5Y 3X2, Canada. 604/879-7770. www.magnifydigital.com. Moyra Rodger, CEO.

**MediaMiser Ltd.**, 11 Holland Ave., Ottawa, Ontario, K1Y 4S1, Canada. 866/545-3745. info@mediamiser.com; www.mediamiser.com. Chris Morrison.

**MyPRGenie**, 475 Park Ave. South, 4th fl., New York, NY, 10016-6901. 212/807-8300, x3. info@myprgenie.com; www.myprgenie.com. Miranda Tan, CEO.

**Ontherecordonline**, P.O. Box 1015, Topanga, CA, 90290. 310/455-4000. www.ontherecordpodcast.com. Eric Schwartzman.

**PitchEngine**, 329 Main St., Lander, WY, 82520. support@pitchengine.com; new.pitchengine.com.

**Quinn & Co. Public Relations**, 520 Eighth Ave., 21st fl., New York, NY, 10018. 212/868-1900; fax: 212/465-0849. fquinn@quinnandco.com; www.quinnandco.com; quinnandco. Florence Quinn.

**SplashLab Social**, Seattle, WA. 206/999-7762. info@splashlabsocial.com; www.splashlabsocial.com. Geoff McDonald, Partner.

## Software Products

**ClickSquared**, 280 Summer St., 6th fl., Boston, MA, 02210. 866/402-5425; 857/246-780. www.clicksquared.com. Sam Zales, CEO, Dan Smith, Sr. VP, Mktg.

**Deltek**, 2291 Wood Oak Dr., Herndon, VA, 20171. 800/456-2009. www.deltek.com. Michael Corkery, Pres. & CEO.

**IGEL Technology America LLC**, 2106 Florence Ave., Cincinnati, OH, 45206. 954/739-9990. info@igelamerica.com; www.igelamerica.com.

**IPR Software**, 16501 Ventura Blvd., #424, Encino, CA, 91436. 800/514-1897. www.iprsoftware.com. JD Bowles, President & CEO.

**Queue Associates**, 420 Lexington Ave., #300, New York, NY, 10170. 212/269-1313. Jeff Goldstein, Mng. Dir.

**TEKgroup Int'l Inc.**, 1451 W. Cypress Creek Rd., #300, Ft. Lauderdale, FL, 33309. 954/351-5554; fax: 954/351-9099. www.tekgroup.com. Eric Benson, Partner/Co-Founder.

**Vocus, Inc.**, 12051 Indian Creek Court, Beltsville, MD, 20705. 301/459-2590; 800/345-557. www.vocus.com.

**Votenet Solutions Inc.**, 1420 K St., N.W., #200, Washington, DC, 20006. 202/737-2277. www.votenet.com.

## Speakers Service (Talent)

**American Program Bureau, Inc.**, 313 Washington St., Ste. 225, Newton, MA, 02458. 800/225-4575; 617/614-1600. www.apbspeakers.com.

**Authors Unlimited**, 31 E. 32nd St., #300, New York, NY, 10016. 212/481-8484. Arlynn Greenbaum, Pres.

**Capitol City Speakers Bureau**, 1620 South 5th St., Springfield, IL 62703, Springfield, IL, 62703. 800/397-3183; fax: 217/544-1496. info@capcityspeakers.com; www.capcityspeakers.com. Mike Klemm.

**Eagles Talent Connection**, 57 West South Orange Ave., South Orange, NJ, 07079. 973/313-9800.

info@eaglestalent.com; www.eaglestalent.com. Esther Eagles, Pres.

**Get Ahead Productions Speakers Bureau**, 36 Back Canaan Rd., Strafford, NH, 03884. 800/943-7747. info@getaheadpro.com; www.getaheadpro.com. Chris Reagan, Pres.

**Greater Talent Network**, 437 Fifth Ave., New York, NY, 10016. 212/645-4200; fax: 212/627-1471. www.greatertalent.com. Don R. Epstein.

**Harry Walker Agency**, 355 Lexington Ave., 21st fl., New York, NY, 10017. 646/227-4900; fax: 646/227-4901. www.harrywalker.com. Don Walker, Pres.

**IMG Speakers**, 304 Park Ave. South, New York, NY, 10010. 212/774-6735. speakers@imgworld.com; www.imgspeakers.com.

**Keppler Speakers**, 3030 Clarendon Blvd., 7th fl., Arlington, VA, 22201. 703/516-4000. info@kepperspeakers.com; www.kepperspeakers.com. Katherine Woods, Office Mgr.

**Keynote Speakers Inc.**, 2686 Middlefield Rd., Ste. F, Redwood City, CA, 94063. 650/325-8711. www.keynotespeakers.com.

**Leading Authorities Inc.**, 1990 M St., N.W., #800, Washington, DC, 20036. 800-SPEAKER. www.leadingauthorities.com.

**Leigh Bureau, The**, 92 E. Main St., #200, Summerville, NJ, 08876. 908/253-8600. info@leighbureau.com; www.leighbureau.com.

**National Speakers Bureau**, 14047 W. Petronella Dr., #102, Libertyville, IL, 60048. 847/295-1122. www.nationalspeakers.com.

**Royce Carlton Inc.**, 866 United Nations Plaza, Suite 587, New York, NY, 10017. 212/355-7700. www.roycecarlton.com. Carlton S. Sedgeley, Pres.

**Speakers On Healthcare**, 10870 N.W. Laurinda Ct., Portland, OR, 97229. 503/345-9164. info@speakersonhealthcare.com; www.speakersonhealthcare.com. Jo Cavender, Karen Kendig, Founders.

**Washington Speakers Bureau**, 1663 Prince St., Alexandria, VA, 22314. 703/684-0555. bswain@washingtonspeakers.com; www.washingtonspeakers.com. Harry Rhoads, Jr., Christine Farrell, Co-CEOs.

**World Class Speakers & Entertainers**, 5200 Kanan Rd., #210, Agoura Hills, CA, 91301. 818/991-5400. wcse@wcSpeakers.com; www.wcSpeakers.com. Joseph I. Kessler, Pres.

## Special Events

**Aspen Marketing Services**, 1240 North Ave. West, Chicago, IL, 60185. 800/848-0212. clang@aspenms.com; www.aspenms.com. Cathy Lang, COO.

**Bravo Productions**, 110 W. Ocean Blvd., #537, Long Beach, CA, 90802. 562/435-0065; fax: 562/435-4421. staff@bravoevents-online.com; www.bravoevents-online.com. Greg Jenkins.

**C. Lewis Shows & Events**, 343 E. Maple Rd., Troy, MI, 48083. 248/619-9696. info@clewis.com; www.clewis.com. Carol Lewis, Pres.

**Company Agenda**, 107 Grand St., #7S, New York, NY, 10013. 212/358-9516. info@companyagenda.com; www.companyagenda.com. John Maroney, Partner.

**Conference Board, The**, 845 Third Ave., New York, NY, 10022. 212/759-0900. www.conference-board.org.

**Corporate Events**, 7431 114th Ave. No. #102, Largo, FL, 33773. 727/548-7200. corporateevents@tampabay.rr.com; www.corporateeventsandexpos.com.

**CW& Co.**, 370 Lexington Ave., #1505, New York, NY, 10017. 212/379-4024. carrie@cwandco.com; www.cwandco.com. Carrie Waible.



**Editor Showcase**, New York, NY, 10036. 619/312-1212. metter@fastforwardevents.com; www.editorshowcase.com. Michelle Metter, Partner, Ken Loyst, Partner.

The Editor Showcase Series brings top-tier media outlets and the hottest lifestyle brands together in the heart of Manhattan for a private brand-to-press networking event. Editor Showcase draws top-tier print media, TV net-  
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**Editor Showcase** continued

works, radio, and online bloggers.  
 2014 Editor Showcase Series:  
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 •Eat This! Hot New Products - April 7, 2014  
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**Very Special Events**, 12182-B Royal Birkdale Row, San Diego, CA, 92128. 858/485-1171; fax: 858/485-0389. nancy@veryspecialevents.com; www.veryspecialevents.com. Nancy Walters, Pres.

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**Crews Control**, 8161 Maple Lawn Blvd., #120, Fulton, MD, 20759. 301/604-1200; 800/545-CREW. [info@crewscontrol.com](mailto:info@crewscontrol.com); [www.crewscontrol.com](http://www.crewscontrol.com). Andrea Keating, Founder/CEO.

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- Video, Radio, Web, TV and Social Media Campaigns
- Web Video Production and Distribution (Online Video)
- Corporate Video Storytelling (Image, Sales, Marketing, Employee)
- Satellite Media Tours (SMT/RMT/IMT)
- Social Media News Releases (SMNRs)
- Internet Press Kits (IPKs)
- Digital Video Distribution (Video

- Sharing)
- Broadcast B-Roll Packages (B-Roll)
- Public Service Announcements (PSAs)
- Video Editing, Graphics and Effects (Highlights Reels)
- Webcasting (Live Video Streaming)

### Corporate Video Storytelling

Our business clients use online videos to engage, inform, inspire and educate. We produce brand anthems, company culture videos, global corporate responsibility videos, sales and product videos, how-to and training videos, and much, much, more.

### Digital Content

We produce and distribute content for video, radio, web, TV and social media campaigns. Our clients use our Social Media News Releases and Internet Press Kits to launch media campaigns, web campaigns, promote live webcasts and share online video.

### Satellite Media Tours

We produce integrated SMT/RMT/IMTs delivering your message to millions of people. With celebrities, hot trends, premier events and locations, our producers and media relations experts help you pull it all together.

**Connex International Inc.**, 50 Federal Rd., Danbury, CT, 06810. 800/426-6639. karen@connexintl.com; www.connexintl.com.

## MurrayHillStudios

**Murray Hill Studios**, 248 East 35th St., New York, NY, 10016. 212/889-4200; fax: 212/889-9413. murrayhill@mindspring.com; www.murrayhillstudios.com. Jahaneen Johnsen.

Murray Hill Studios is a full-service production facility in New York City providing high-end webcasting services and traditional broadcast production services to the Entertainment, PR, Educational, Political, Corporate, Financial, Legal, and Medical industries. These services include interactive webcasting, studio production, live shots with international and domestic broadcast transmission, satellite and internet media tours, and many more. We also have Kitchen sets with a full prep-kitchen available for food/cooking related productions. Please visit us at www.murrayhillstudios.com.

**National Press Club**, 529 14th St., N.W., Washington, DC, 20045. 202/662-7587. events@press.org; www.press.org.

See full listing under Special Events.

**PrecisionIR Group**, 9011 Arboretum Parkway, #295, Richmond, VA, 23236. 804/327-3400. info@precisionir.com; www.precisionir.com.

**Synaptic Digital, a Definition 6 company**, 79 Fifth Ave., New York, NY, 10003. 212/682-8300. learnmore@synapticdigital.com; www.synapticdigital.com.

**VideoLink Inc.**, 1230 Washington St., Newton, MA, 02465. 800/452-5565. www.videolink.tv.

## Website Development



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

At Point provides the services of developing websites and managing the Internet operations of businesses, both small and large, that do not have the experience or the resources in-house to perform these functions. Clients receive personalized and high quality customer service, solutions that fit their budgets, and the assurance of At Point's reliability.

**Corchia Woliner Rhoda**, 130 West 56th St., Penthouse, New York, NY, 10019. 212/977-9778. www.cleverdesign.com. Todd Rhoda, Mng. Partner.

**Data-Scribe**, P.O. Box 15361, Rio Rancho, NM, 87174. 505/333-8546. info@data-scribe.com; www.data-scribe.com. Leila Johnson.

**Kinetic Communications**, 2017 Morris Ave., Birmingham, AL, 35203. 205/324-5858. info@kinetic.com; www.kinetic.com. Jay Brandrup, Pres.

**Meredith Xcelerated Marketing (MXM)**, 800 Corporate Pointe, Culver City, CA 90230. 424/672-9500. www.meredithxceleratedmarketing.com.

### 0-9

24-7 Press Release Newswire: Press Release Distribution

### A

Accent Media: Television (TV) Production  
 Addison Design Company: Graphic Services  
 AdMedia Partners Inc.: Management Consultants  
 Adrian Awards: Awards  
 Advertising Club of New York: Associations  
 Advertising Specialty Institute: Associations  
 Advertising Woman of the Year Award: Awards  
 Advertising Women of New York: Associations  
 Adweek Directories: Directory Publishers  
 AKA Media Inc.: Electronic Newsfeeds/Satellite Services, Interactive/Multimedia Services, Public Service Announcements, Satellite Media Tours, Social Media, Television (TV) Production, Video, Webcasting  
 Alan Weiss Productions: Television (TV) Production, Video  
 All-In-One Media Directory: Directories  
 Allerton, Heneghan & O'Neill: Executive Search  
 Allhealth Public Relations: Promotions  
 Alliance for Women in Media: Associations  
 Allied Vaughn: Video  
 AME - Advertising & Marketing Effectiveness Awards: Awards  
 American Association of Advertising Agencies (4As): Associations  
 American Association of Political Consultants: Associations  
 American Hotel & Lodging Association's Stars of the Industry Awards: Awards  
 American League of Lobbyists: Associations  
 American Marketing Association, The: Associations  
 American Program Bureau, Inc.: Speakers Service (Talent)  
 American Strategic Management Institute: Conventions/Conference Planners  
 American University, School of Communication: Education  
 AmericanPOP: Social Media  
 ANEW Marketing Group: Graphic Services  
 AP Books/The Associated Press: Directories  
 APEX Awards: Awards  
 ARC Awards: Awards  
 Arthur W. Page Society: Associations  
 ASAE & The Center For Assn. Leadership: Associations  
 ASAE & The Center for Assn. Leadership: Education  
 Aspen Marketing Services: Special Events  
 Associated Press, The: Electronic Newsfeeds/Satellite Services, Newswires/Press Services, Photo Distribution, Photographers/Stock Photo, Press Release Distribution, Television (TV) Production  
 Association for Conflict Resolution: Associations

Association for Education in Journalism and Mass Communications: Associations  
 Association for Women in Communications: Associations  
 Association of Strategic Alliance Professionals: Associations  
 Association TRENDS Annual All-Media Contest: Awards  
 Astrid Awards: Awards  
 At (@) Large Films: Video  
 At Point Inc.: Website Development  
 Audio Productions Inc.: Video  
 Audio-Visual Awards (AVA): Awards  
 Auritt Communications Group: Radio, Satellite Media Tours, Video  
 Authors Unlimited: Speakers Service (Talent)

### B

Bader TV News: Video  
 Bell Ringer Awards: Awards  
 Bella PR: Public Relations Networks  
 Ben Asen Photography: Photographers/Stock Photo  
 Benedictine University, Online Degree in Organizational Leadership: Education  
 Bernhardt Fudyma Design Group: Annual Reports/Design/Branding  
 Big Voice Unlimited: Social Media  
 BizBash Media: Newsletters  
 Black PR Wire Inc.: Newswires/Press Services  
 Bloom Gross & Associates: Executive Search  
 Bonnie Ott Promotions: Promotions  
 Boom Broadcast & Media Relations: Video  
 Booz Allen Hamilton: Management Consultants  
 Bowling Green University, School of Media and Communication: Education  
 Brand Union, The: Annual Reports/Design/Branding  
 Bravo Productions: Special Events  
 British American Business Inc.: Associations  
 Broad Street Productions: Video  
 Broadcast Direct Communications Inc.: Satellite Media Tours  
 Broadcast Monitors: Broadcast Monitoring Services  
 Broadcast Productions: Video  
 Bronze Anvil Award of PR Society of America: Awards  
 Brown Brothers: Photographers/Stock Photo  
 Bruce Wodder Photography: Photographers/Stock Photo  
 Buchbinder Tunick & Company LLP: CPA/Consulting Services  
 Buckalew Media Inc.: Video  
 Bulldog Media Relations Awards: Awards  
 Bulldog Reporter: Newsletters  
 Burke Marketing Research Inc.: Research  
 Business Marketing Association: Associations  
 Butler University, Online Degree in Leadership: Education

### C

C. Lewis Shows & Events: Special Events  
 Cable & TV Station Coverage Atlas: Directories

Cambridge Information Group: Directory Publishers  
 Camera One: Photographers/Stock Photo  
 Cameron Communications Inc.: Media (Speech) Training  
 Camille Lavington: Corporate Image Consultants  
 Can Stock Photo: Photographers/Stock Photo  
 Cantor Integrated Marketing Search: Executive Search  
 Capitol City Speakers Bureau: Speakers Service (Talent)  
 Caplan Communications LLC: Radio  
 Cardwell Enterprises: Executive Search  
 Career Press: Directory Publishers  
 Carma International: Measurement & Evaluation  
 Cavanaugh & Assocs. Inc.: Celebrities  
 CCI - Corporate Communication International at Baruch College/CUNY: Education  
 Celebrities, Plus Inc.: Media Tours/Roadshows  
 Celebrity Access, Inc.: Celebrities  
 Celebrity Endorsement Network: Celebrities  
 Celebrity Service Int'l Inc.: Celebrities  
 Celebrity Source, The: Celebrities  
 CelebrityFOCUS: Celebrities  
 Center City Film & Video: Video  
 Charet & Associates: Executive Search  
 Chief Marketing Officer Council: Associations  
 Cision: Clipping Services, Content Marketing, Directories, Measurement & Evaluation, Media Lists, Media Monitoring, Newswires/Press Services  
 Clarion Awards: Awards  
 Clarity Media Group: Media (Speech) Training  
 ClickSquared: Software  
 CLIO Awards: Awards  
 CMG Productions: Media (Speech) Training  
 Coastal Media Group: Video  
 CODiE Awards: Awards  
 Cogent Reports, Market Strategies Int'l: Research  
 CommCore, Inc.: Media (Speech) Training, Media (Speech) Training  
 Communication Leadership Exchange, The: Associations  
 Communications Plus Digital: Satellite Media Tours, Video  
 Company Agenda: Special Events  
 Competitive Edge Newsletter: Newsletters  
 Conch Republic Media Group: Video  
 Concordia University, Online Master in Human Services Leadership: Education  
 Conference Board, The: Conventions/Conference Planners, Special Events  
 Congressional Yellow Book: Directories  
 Connex International Inc.: Webcasting  
 Consultants and Consulting Organizations Directory: Directories  
 Conus Archive, The: Video  
 Corchia Woliner Rhoda: Website Development  
 Corey Weiner Marketing Communications

Project Management: Content Marketing  
 Corporate Events: Special Events  
 Corporate Public Issues: Newsletters  
 Council of American Survey Research Organizations: Research  
 Council of PR Firms: Associations  
 Cover Edge Television News Service: Television (TV) Production  
 CPR, The International Institute For Conflict Prevention and Resolution: Associations  
 Creative Civilizations: Research  
 Creative Communications & Training, Inc.: Speechwriting  
 Creators News Service/Creators Syndicate: Newswires/Press Services  
 Creighton University, Online Doctorate in Educational Leadership: Education  
 Crews Control: Video  
 Critical Mention Inc.: Broadcast Monitoring Services, Media Monitoring, Social Media  
 Custom Medical Stock Photo Inc.: Photo Distribution  
 CustomScoop: Clipping Services  
 CW& Co.: Special Events

## D

D S Simon Productions: Satellite Media Tours  
 D.K. Shifflet & Assocs.: Research  
 Data-Scribe: Website Development  
 Deltek: Software  
 DHR Int'l.: Executive Search  
 Dianne Arndt Photography: Photographers/Stock Photo  
 Dietrich Nelson & Associates, Inc.: Electronic Newsfeeds/Satellite Services, Media Tours/Roadshows, Public Service Announcements, Satellite Media Tours, Video  
 DigiClips, Inc.: Broadcast Monitoring Services  
 Digital Park, a division of rbb Public Relations: Social Media  
 Direct Marketing Association: Associations  
 Direct Marketing Club of New York: Associations  
 Directory of Business Information Resources: Directories  
 Directory of Executive Recruiters: Directories  
 Directory of Major Mailers & What They Mail: Directories  
 Dominion Productions: Video  
 Double R Productions: Video  
 DRG (Development Resource Group): Executive Search

## E

E.J. Krause & Associates Inc.: Conventions/Conference Planners  
 Eagles Talent Connection: Speakers Service (Talent)  
 Edelman Berland: Research  
 Edgewise: Editorial Distribution & Services  
 Editor & Publisher Int'l Yearbook and Editor & Publisher Market Guide: Directories  
 Editor Showcase: Special Events

Editorial Freelancers Association: Associations  
 EFX Media: Video  
 EHM Group LLC: CPA/Consulting Services  
 Eisenberg & Associates: Annual Reports/Design/Branding  
 Electronic Retailing Association: Associations  
 Elion Associates: Executive Search  
 Emergency Public Relations Manual, The: Directories  
 EMSI: Radio  
 Encyclopedia of Associations: International Organizations: Directories  
 Encyclopedia of Int'l Media and Communications: Directories  
 Engage121: Social Media  
 Engel Entertainment Inc.: Television (TV) Production  
 Entertainment Marketing Sourcebook, The: Directories  
 Entertainment Publicists Professional Society: Associations  
 EurekAlert!: Press Release Distribution  
 Event Planners Plus!: Special Events  
 Eventage: Special Events  
 evolve 24: Research  
 Excellence in Automotive PR Awards: Awards

## F

Facts on File Publications inc.: Directory Publishers  
 Fast Forward Event Productions: Special Events  
 FastSigns Int'l. Inc.: Graphic Services  
 Feats Inc.: Special Events  
 Feature Photo Service Inc.: Photo Distribution, Photographers/Stock Photo, Video  
 Federal Yellow Book, The: Directories  
 Feintuch Communications: Crisis Management, Media (Speech) Training, Social Media  
 Financial Times: Editorial Distribution & Services  
 Finger Design Associates: Graphic Services  
 First Draft: Newsletters  
 Flesher & Associates: Executive Search  
 Florida PR Association: Associations  
 Formula PR: Special Events  
 Forum Group, The: Executive Search  
 Fotosearch Stock Photography: Photographers/Stock Photo  
 Fred Woolf List Co. Inc.: Media Lists  
 French Into English: Translation Services  
 Fry Group, The: Executive Search  
 Fusia Communications: Special Events  
 Futures Company, The: Research

## G

Galaxy Awards: Awards  
 Gale Directory of Publications and Broadcast Media: Directories  
 Gallup Inc.: Research  
 Galperin Design Inc.: Annual Reports/Design/Branding

George P. Johnson Co.: Special Events  
 George Washington University, The: Education  
 Get Ahead Productions Speakers Bureau: Speakers Service (Talent)  
 Get LinkedIn Help: Social Media  
 Getty Images: Photo Distribution  
 GfK: Research  
 Gilbert Tweed Associates: Executive Search  
 Go Graph Stock Photos: Photographers/Stock Photo  
 Gold Circle Awards: Awards  
 Gold Ink Awards: Awards  
 Gold Quill Awards: Awards  
 Golden Trumpet Awards: Awards  
 Goldstein Communications: Special Events  
 Gonzaga University, Communication Studies: Education  
 Google: Research  
 Gorkana Inc.: Clipping Services, Content Marketing, Crisis Management, Directories, Directory Publishers, Measurement & Evaluation, Media Lists, Media Monitoring, Newswires/Press Services, Press Release Distribution, Public Relations Networks, Social Media, Special Events  
 Gourvitz Communications Inc.: Satellite Media Tours  
 Greater Talent Network: Celebrities, Speakers Service (Talent)  
 GreenBook Directory of Marketing Research and Focus Group Companies: Directories  
 GRS Systems Inc.: Video

**H**

Hampton Group, The: Media (Speech) Training  
 Hansen Comms.: Editorial Distribution & Services  
 Harris Interactive: Research  
 Harry Walker Agency: Speakers Service (Talent)  
 Headquarters USA 2010: Directories  
 Healthcare Businesswomen's Association: Associations  
 Heckhoff Executive Search Inc.: Executive Search  
 Hedquist Productions: Radio  
 Heidrick & Struggles: Executive Search  
 Helping Hands Network Inc.: Special Events  
 Henninger Media Services: Video  
 Herbert Mines Associates: Executive Search  
 Hermes Creative Awards: Awards  
 Heyman Associates Inc.: Executive Search  
 Hispanic Americans: A Statistical Sourcebook: Directories  
 Hispanic Market Weekly: Directories  
 History Associates: Research  
 Home Improvement Time Inc.: Camera-Ready Releases  
 Hospitality Sales & Marketing Association Int'l.: Associations  
 Howard-Sloan-Koller Group, The: Executive Search  
 Hudson's Washington News Media Contacts Directory: Directories

Hunter Public Relations: Social Media

**I**

IEG LLC: Special Events  
 IEG Sponsorship Sourcebook: Directories  
 IGEL Technology America LLC: Software  
 IMG Speakers: Speakers Service (Talent)  
 Impact Communications: Media (Speech) Training  
 INC Design: Annual Reports/Design/Branding  
 Infoition News Services Inc.: Media Monitoring  
 iNova Awards: Awards  
 Institute for Crisis Management: Crisis Management  
 Institute for PR: Associations  
 Int'l Women's Media Foundation: Associations  
 Int'l. Communications Research: Research  
 Int'l. PR Network: Public Relations Networks  
 Integrity Search: Executive Search  
 Interface Media Group: Video  
 International Association of Business Communicators: Associations  
 International Association of Business Communicators, Wash., D.C. Chapter: Associations  
 International Association of Speakers Bureaus: Associations  
 International Digital Enterprise Alliance: Associations  
 International PR Assn., IPRA: Associations  
 Intersource Recruiting: Executive Search  
 IPR Software: Software  
 IPREX, Global Communication Network: Public Relations Networks  
 Issue Management Council: Associations  
 Ivanhoe Broadcast News Inc.: Video  
 Iverson Language Assocs. Inc.: Translation Services  
 IZEA: Social Media

**J**

J Tech: Executive Search  
 J.D. Power & Associates: Research  
 Jack Felton Golden Ruler Award: Awards  
 Janet Charles: Photographers/Stock Photo  
 JB Cumberland Public Relations: Social Media  
 JCH Enterprises, Community & Media Relations Consulting: Crisis Management  
 Jenkins Group: Editorial Distribution & Services  
 JL Insight Communications: Media (Speech) Training  
 John Kneapler Design: Annual Reports/Design/Branding, Graphic Services  
 Johnson Strategic Communications, Inc.: Annual Reports/Design/Branding  
 Joy Reed Belt Search Consultants: Executive Search  
 JSH&A Ltd.: Social Media  
 Judith Cushman & Associates: Executive Search

**K**

Karen Friedman Enterprises Inc.: Media (Speech) Training  
 Karin Bacon Enterprises: Conventions/Conference Planners  
 Keep in Touch: Broadcast Monitoring Services  
 KEF Media: Satellite Media Tours  
 Keppler Speakers: Speakers Service (Talent)  
 Keynote Speakers Inc.: Speakers Service (Talent)  
 Kinetic Communications: Website Development  
 Korn-Ferry Int'l.: Executive Search  
 KRM Information Services: Research  
 Kundell Communications: Media (Speech) Training

**L**

LACP - League of American Communications Professionals: Associations  
 Lagrant Communications: Promotions  
 Language Bank: Translation Services  
 Laskin Media Inc.: Media (Speech) Training  
 Laurie Mitchell & Company, Inc. Marketing & Comms. Executive Search: Executive Search  
 Law Firms Yellow Book: Directories  
 LCWA Research: Research  
 Leadership Directories: Directory Publishers  
 Leading Authorities Inc.: Speakers Service (Talent)  
 Lee Hecht Harrison: Executive Search  
 Leigh Bureau, The: Speakers Service (Talent)  
 LexisNexis: Research  
 Lippincott: Annual Reports/Design/Branding  
 Liv Davick: Radio, Satellite Media Tours  
 Live Star Entertainment: Satellite Media Tours  
 Lloyd Kolmer Enterprises: Celebrities  
 Lloyd Staffing: Executive Search  
 London Mishner PR: Special Events  
 Louw's Management Corp.: Management Consultants  
 Lovett Stories + Strategies: Video  
 Lubbock Christian Univeristy, Online Degree in Organizational Leadership: Education  
 Lukaszewski Group Inc., The: Crisis Management  
 Lynn Hazan & Associates inc.: Executive Search

**M**

M Guide Services Directory (Marketing Services Directory): Directories  
 Magellan Awards: Awards  
 Magnify Digital: Social Media  
 Management Recruiters Int'l of Boston: Executive Search  
 Manning Digital: Video  
 MarCom Awards: Awards  
 Maritz Research: Research  
 Market it Write: Copywriters

Marketing Werks - Mobile & Event Marketing: Promotions  
 MarketWired: Newswires/Press Services, Press Release Distribution  
 Marshall Consultants, LLC: Executive Search  
 Mary Dawne Arden: Corporate Image Consultants, Media (Speech) Training  
 Maryanne Russell Photography Inc.: Photographers/Stock Photo  
 Matrix Awards: Awards  
 Measurement Standard, The: Newsletters  
 Media Connect: Satellite Media Tours  
 Media Pro (Online Media Directory): Directories  
 Media Vantage: Media Monitoring  
 MediaMiser Ltd.: Measurement & Evaluation, Media Monitoring, Social Media  
 MEDIAmobz: Video  
 Medianet: Media (Speech) Training  
 MediaPrep: Media (Speech) Training  
 MediaTracks Communications, Inc.: Radio  
 MediaWorks Resource Group: Media (Speech) Training  
 Mercury Awards: Awards  
 Mercury Labs: Video  
 Meredith Xcelerated Marketing (MXM): Website Development  
 Merri Makers Catering: Special Events  
 Metro Editorial Services: Editorial Distribution & Services  
 MHP/Mark Haefeli Productions: Interactive/Multimedia Services  
 Microspace Communications Corp.: Electronic Newsfeeds/Satellite Services  
 Millward Brown: Research  
 Monument Optimization: Search Engine Optimization  
 Moreover Technologies: Media Monitoring  
 Moyer, Sherwood Assocs. Inc.: Executive Search  
 Multicultural Marketing News: Press Release Distribution  
 MultiLingual Solutions: Translation Services  
 Murray Hill Studios: Satellite Media Tours, Television (TV) Production, Video, Webcasting  
 MVP Collaborative: Special Events  
 MyMediaInfo: Media Lists  
 MyPRGenie: Social Media  
 M|A|R|C Research: Research

## N

National Aircheck: Media Monitoring, Radio  
 National Association of Broadcasters: Associations  
 National Association of Business Political Action Committees: Associations  
 National Association of Government Communicators: Associations, Awards, Public Relations Networks  
 National Association of Personnel Services: Associations  
 National Black PR Society: Associations  
 National Directory of Corporate Public

Affairs: Directories  
 National Directory of Magazines: Directories  
 National Foundation for Women Legislators: Associations  
 National Hispanic Media Coalition: Associations  
 National Investor Relations Institute: Associations  
 National Press Club: Interactive/Multimedia Services, Satellite Media Tours, Special Events, Video, Webcasting  
 National School PR Association: Associations  
 National Speakers Bureau: Speakers Service (Talent)  
 National Writers Association: Associations  
 Neil Frank & Co.: Executive Search  
 New England Society for Healthcare Communications: Associations  
 New Jersey Awards: Awards  
 New York Festivals, Int'l Television & Film Awards: Awards  
 New York Financial Writers Association: Associations  
 New York Market Radio Association: Associations  
 New York Women in Communications: Associations  
 Newman Group Inc., The: Media (Speech) Training  
 News Analysis Institute: Media Lists  
 News Box/Connectus: Media Lists  
 News Data Service: Broadcast Monitoring, Media Monitoring  
 Newscast US: Photographers/Stock Photo, Video  
 NewsWare: Press Release Distribution  
 NewsWatch: Video  
 Newz Group: Clipping Services  
 Nielsen Company, The: Research  
 Nikki Richardson: Media (Speech) Training  
 Northeastern University College of Professional Studies: Education  
 nVision: Special Events

## O

O'Sullivan Comms.: Translation Services  
 Online News Association, c/o NPR: Associations  
 Ontherecordonline: Social Media  
 ORC International: Research  
 Osprey Communications: Video  
 Our Lady of The Lake University, Online Master in Organizational Leadership: Education  
 Outstanding Educator Award of PR Society of America: Awards  
 Oxbridge Communications Inc.: Research  
 Oxbridge Directory of Newsletters: Directories

## P

Paladin Staffing Services: Employment Services  
 Parallax Productions Inc.: Television (TV)

Production, Video  
 Park Avenue Post Inc.: Video  
 Paul M. Lund Public Service Award of PR Society of America: Awards  
 Paul Schneck PR Photography: Photographers/Stock Photo  
 Paulette Wolf Events & Entertainment: Special Events  
 Penn, Shoen and Berland Associates: Research  
 Pennsylvania Association for Government Relations: Associations  
 Peter Bell & Assocs., LLC: Executive Search  
 Philadelphia PR Association: Associations  
 Pile & Co.: Executive Search, Management Consultants  
 PitchEngine: Editorial Distribution & Services, Social Media  
 PLUS Media inc.: Radio  
 PLUS Media Inc.: Satellite Media Tours  
 PMTV: Special Events  
 Point Five Design: Annual Reports/Design/Branding  
 Power of A Awards: Awards  
 PR News: Newsletters  
 PR World Alliance: Public Relations Networks  
 PrecisionIR Group: Webcasting  
 PremiereTV: Electronic Newsfeeds/Satellite Services, Radio, Satellite Media Tours, Television (TV) Production  
 PRIME Research: Research  
 Production Masters Inc.: Video  
 Professional Marketing Forum: Associations  
 Promotional Products Association Int'l.: Associations  
 Proof Advertising: Research  
 ProPRcopy: Copywriters  
 PRSA/Georgia: Associations  
 PRSA/National Capital Chapter: Associations  
 PRSA/New York Chapter: Associations  
 Public Affairs Council: Associations  
 Public Relations Boutiques Int'l.: Public Relations Networks  
 Public Relations Global Network (PRGN): Public Relations Networks  
 Public Relations Society of America (PRSA): Associations  
 Publicity Club of Chicago: Associations  
 Publicity Club of New England: Associations  
 Publicity Club of New York: Associations  
 PublicRelay: Measurement & Evaluation

## Q

Queens University, Online Masters in Communication: Education  
 Questar Awards: Awards  
 Queue Associates: Software  
 Quinn & Co. Public Relations: Social Media  
 Quinipiac University: Education

## R

R.L. Repass & Partners Inc.: Measurement



& Evaluation, Research  
 R3:JLB: Management Consultants  
 Radio Television Digital News Association:  
 Associations  
 Ragan Report, The: Newsletters  
 Rappy & Co. Inc.: Graphic Services  
 Rasmussen College, Organizational  
 Leadership Degree: Education  
 RCM Broadcast Comms. Inc.: Public  
 Service Announcements  
 RCM Broadcast Communications Inc.:  
 Satellite Media Tours, Video  
 readMedia: Press Release Distribution  
 ReBrand 100 Global Awards: Awards  
 Regatta Inc.: Special Events  
 Rene Plessner Associates: Executive Search  
 RepEquity DC: Interactive/Multimedia  
 Services  
 Reputation Group: Media (Speech) Training  
 Rich Green Photography:  
 Photographers/Stock Photo  
 Robin Lewin Productions: Video  
 Royce Carlton Inc.: Speakers Service  
 (Talent)  
 RPM Media Inc.: Television (TV)  
 Production  
 RushPR Newswire: Press Release  
 Distribution  
 Russell Reynolds Associates: Executive  
 Search  
 Rutgers School of Communications and  
 Information: Education  
 Rx Entertainment Inc.: Celebrities

## S

Sachs Media Group: Crisis Management  
 Sadler Productions: Video  
 Saint Joseph's University, Online Masters  
 Degree in Leadership: Education  
 Sard Verbinnen & Co.: Crisis Management  
 Schneider Associates: Search Engine  
 Optimization  
 Schwartz PR: Special Events  
 Select Resources Int'l: Management  
 Consultants  
 Send2Press: Newswire, a service of  
 Neotrope: Press Release Distribution  
 Seton Hall University, Master of Arts in  
 Strategic Comm.: Education  
 ShadowTV: Broadcast Monitoring Services,  
 Media Monitoring  
 SHOOT Publicity Wire: Newswires/Press  
 Services  
 Sigma Delta Chi Awards: Awards  
 Silver Anvil Awards of PR Society of  
 America: Awards  
 Silver Apple Awards: Awards  
 Simmons College, Masters Degree in  
 Communications Management: Education  
 Society for Healthcare Strategy & Market  
 Development: Associations  
 Society for Technical Communication, STC  
 Awards: Awards  
 Society of American Business Editors and  
 Writers, Inc.: Associations  
 Society of American Travel Writers

(SATW): Associations  
 Society of American Travel Writers'  
 Directory: Directories  
 Society of Professional Journalists:  
 Associations  
 Software and Information Industry  
 Association: Associations  
 Sorkins Directory of Business &  
 Government: Directories  
 Speakers On Healthcare: Celebrities,  
 Speakers Service (Talent)  
 Spencer Stuart & Associates: Executive  
 Search  
 SplashLab Social: Social Media  
 Spring Inc.: Research  
 Standard & Poor's Research Reports:  
 Research  
 Standard Periodical Directory: Directories  
 StevensGouldPincus LLC: CPA/Consulting  
 Services, Management Consultants,  
 Mergers & Acquisitions  
 Stowe Co., The: Executive Search  
 Strauss Media Strategies Inc.: Electronic  
 Newsfeeds/Satellite Services, Electronic  
 Newsfeeds/Satellite Services, Media  
 Tours/Roadshows, Media  
 Tours/Roadshows, Media  
 Tours/Roadshows, Public Service  
 Announcements, Public Service  
 Announcements, Public Service  
 Announcements, Radio, Radio, Radio,  
 Satellite Media Tours, Satellite Media  
 Tours, Satellite Media Tours  
 StreetSpeak Inc.: Media (Speech) Training  
 Synaptic Digital, a Definition 6 company:  
 Interactive/Multimedia Services, Radio,  
 Satellite Media Tours, Video, Webcasting  
 Syntaxis Inc.: Education  
 Syracuse University, S.I. Newhouse School  
 of Public Communications: Education

## T

Take One Productions: Video  
 Talent U Seek: Executive Search  
 TANE Digital Video: Video  
 TBA Global Events: Special Events  
 TED-TV Productions: Video  
 Teen Kids News LLC: Television (TV)  
 Production  
 TEKgroup Int'l Inc.: Software  
 Television & Cable Factbook: Directories  
 Telly Awards, The: Awards  
 Tesar-Reynolds Inc.: Executive Search  
 Thomson Reuters: Newswires/Press Services  
 THUNK! Media, Inc.: Satellite Media Tours  
 Tobin Communications Inc.: Radio  
 Toby Clark Associates Inc.: Executive  
 Search  
 Toluna: Research  
 Travaille Executive Search: Executive  
 Search  
 Tufts University, Gerald J. & Dorothy R.  
 Friedman School of Nutrition Science:  
 Education  
 TV Access: Public Service Announcements

TV Eyes: Media Monitoring  
 TVA Media Group: Video

## U

University of Denver, University College:  
 Education  
 University of Florida: Education  
 University of Maryland, College Park:  
 Education  
 University of Memphis, The: Education  
 USC Annenberg School for Communication  
 and Journalism: Education

## V

Ventana Productions: Video  
 Veronis Suhler Stevenson Communications  
 Industry Forecast: Directories  
 Very Special Events: Special Events  
 Video Image Productions: Video  
 VideoLink Inc.: Satellite Media Tours,  
 Television (TV) Production, Video,  
 Webcasting  
 Vidicom Inc.: Video  
 Visible Technologies: Media Monitoring  
 VISTA Satellite Communications: Electronic  
 Newsfeeds/Satellite Services, Special  
 Events  
 VNR-1 Communications, Inc.: Video  
 Vocus, Inc.: Software  
 Votenet Solutions Inc.: Software

## W

W. Howard Chase Award: Awards  
 Wagner International Photos:  
 Photographers/Stock Photo  
 Ward Group, The: Executive Search  
 Washington Independent Productions: Video  
 Washington Speakers Bureau: Speakers  
 Service (Talent)  
 Washington Women in PR: Associations  
 Westport Entertainment Associates:  
 Celebrities  
 Who's Who in America: Directories  
 Wieck Media Services:  
 Interactive/Multimedia Services  
 Willis Consulting Associates Inc.: Executive  
 Search  
 Women in Government Relations:  
 Associations  
 Word of Mouth Marketing Association:  
 Associations  
 World Class Speakers & Entertainers:  
 Speakers Service (Talent)  
 World Radio TV Handbook: Directories  
 Worldcom Public Relations Group: Public  
 Relations Networks

## Y

Yearbook of Experts: Directories  
 zcomm: Radio

## Z

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(Use separate sheet if necessary)

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|------------------------------------|---------------------------------|------------------------------|----------------------------------|
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| Assns./Clubs/Societies             | Electronic Newsfeeds/Sat. Svcs. | Media Tours/Roadshows        | Satellite Media Tours            |
| Awards/Programs                    | Executive Search                | Newsletters                  | Search Engine Optimization (SEO) |
| Broadcast Monitoring               | Fax Services                    | Newswires/Press Services     | Social Media                     |
| Camera Ready Releases              | Fulfillment                     | Photo Distribution           | Software Products                |
| Celebrities                        | Graphic Services                | Photographers & Stock Photo  | Speakers Service (Talent)        |
| Clipping Services                  | Interactive/Multimedia Services | Press Release Distribution   | Special Events                   |
| Copywriters                        | Mailing Services                | Printing                     | Speechwriting                    |
| CPA/Consulting Services            | Mgmt. Consultants               | Promotions                   | Translation Services             |
| Crisis Management                  | Measurement & Evaluation        | PR Networks                  | TV Production                    |
| Directories & Directory Publishers | Media Lists                     | Public Service Announcements | Video                            |
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Logo for the printed guide can be no larger than 2.25 x 1 inches. Send a high-res (300 dpi), CMYK JPG, TIF or EPS file to john@odwyerpr.com.

Listing approved by \_\_\_\_\_

Signature \_\_\_\_\_

Phone or E-mail \_\_\_\_\_

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