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Sept. 2010 | Vol. 24 No. 9



THE FASHION ISSUE



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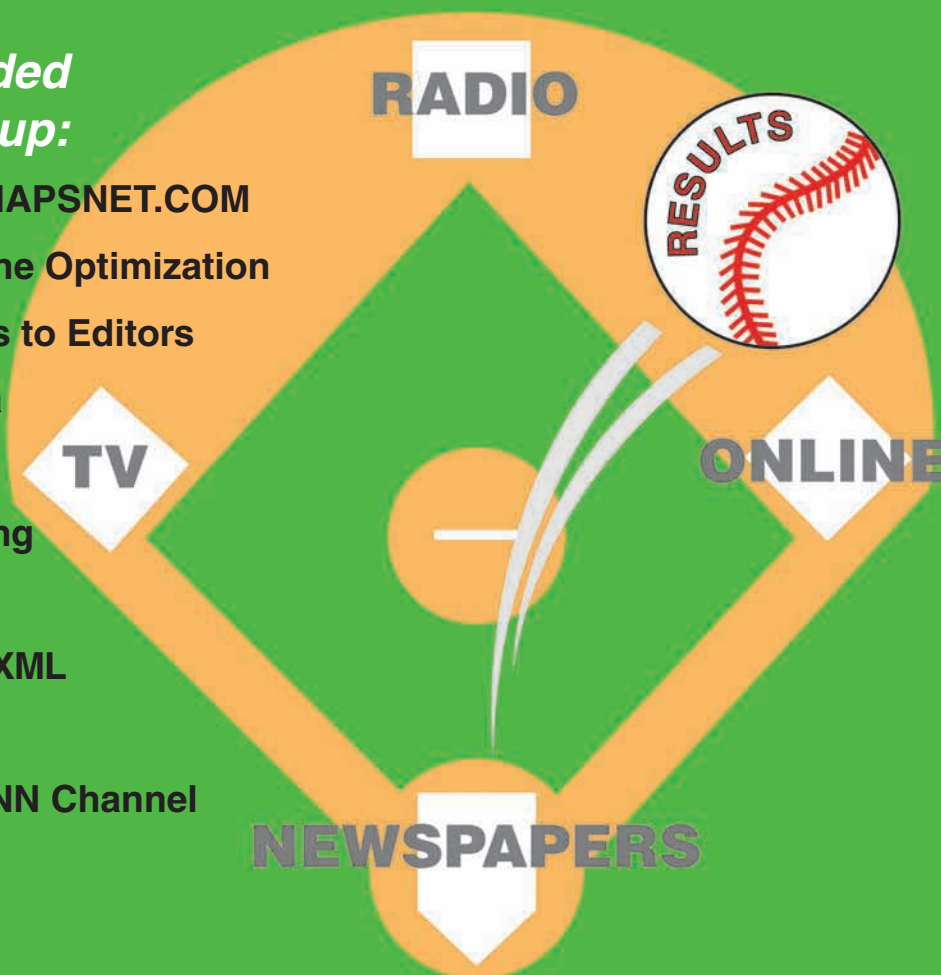
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February: *Environmental & P.A.*
March: *Food & Beverage*
April: *Broadcast & Social Media*
May: *PR Firm Rankings*
June: *Global & Multicultural*
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August: *Financial/I.R.*
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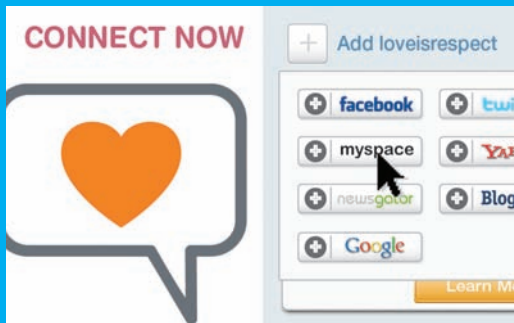
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Politicos using NYC 'mosque' for their own agendas

It's often the dumbest news stories that get the most traction. Runaway bride, shark summer, Monica Lewinsky, SARS — believe me, I could go on all day.

Leave it to the American conversation to hone in on the most inane, milquetoast concern and drive it into the ground. We have a habit of painting the years with trivial, ratings-wary, hot-button topics set in motion by vote-hungry politicians and book-peddling talking heads who fill redeye media tour circuits so they can enlighten a nation of riled rubes and their bloviating, bovine worldviews.

This month's flavor: Park 51, the proposed Islamic cultural center and mosque to be built in New York City's financial district, near the former site of the World Trade Center.

And here I am like an idiot, ready to add to the conversation.

First, contrary to what Fox News will tell you, for many New Yorkers and for the dozens upon dozens of fellow borough residents I've spoken with on this matter in the past month, the proposed mosque remains a relative non-issue. Why? For one, as you probably know, there are already hundreds of mosques everywhere in New York City — in the financial district and beyond — as well as churches, synagogues, cathedrals, chapels and temples. Little known fact: we even have an Arby's.

It irritates me to absolutely no end that politicians living in Tennessee and Alaska continue to use my city as a means to score cheap political talking points in the hopes that their home-state voters will remember them in the coming election, that people who don't live here continuously feel the need to wax on the developmental integrity of our downtown. Please, save your ideas for the next Armchair Architects Guild meeting. We don't need your input.

Second, contrary to what Fox News will tell you, the proposed cultural center and mosque won't be built "in the shadows of the towers." It's located on Park Place, two blocks away, not even facing the building that's facing the building that's facing the site. If you've ever walked past the place — some of the most vocal opposition haven't — you'd know that you don't even pass the damn thing on your way to the World Trade Center. In fact, you'd run a better chance of walking past another mosque on Warren Street, about four blocks away.

Third, contrary to what Fox News will tell you, the people behind the proposed mosque are not the same types of people who were behind 9/11. Fox knows this, of course — but they have this preconceived agenda, you see — and in order to satisfy the requirements of their premise they must resort to *ad hominem* attacks and spread deliberate falsehoods under the pretense of "news." Hey, I'm over it by now. After all, that's what Fox does.

When not attempting to discredit the "moderate" beliefs of mosque Founder and CEO Feisal Abdul Rauf or absurdly positing that funding for the mosque could come from terrorist groups, Sean Hannity has falsely claimed Rauf wants to "shred our Constitution" and make the U.S. "Sharia compliant." Fox News Contributor Dick Morris said the mosque would be a "command center for terrorism." Glenn Beck, among other Fox commentators, even incorrectly stated the Ground Zero mosque would open "on the 10th anniversary" of September 11.

None of this is "news," of course, because a predicate feature of any news, by design, is truth. Invariably, every fear-mongering Fox argument plays on a variation of this beguiling undertone: "9/11 was a terrorist act. The terrorists were Muslims. Therefore, all Muslims are terrorists." Any way you shake it, it's ignorant, it's racist, and it's not very smart.

Others politicians have offered the slightly more moderate position that they'd be fine with the construction of a mosque, as long as it was placed just a little further north of the Trade Center site. Okay, so how far north? Houston Street? 42nd Street? 125th Street? Westchester? There's a reason our zoning laws aren't written with the legal ambiguity of a game of "I spy." There's a similar reason our private property laws aren't simply overturned when someone decides he doesn't like his neighbor. If this is one of your political platforms, please don't run for office in my district.

Here's a question: if Republicans are really the vanguards of "small government" they claim to be, why are so many currently calling on the federal government to stop the private construction of a private center on private property? That ain't America, folks. ●

— Jon Gingerich



EDITOR-IN-CHIEF

Jack O'Dwyer
jack@odwyerpr.com

ASSOCIATE PUBLISHER

Kevin McCauley
kevin@odwyerpr.com

EDITOR

Jon Gingerich
jon@odwyerpr.com

SENIOR EDITOR

Greg Hazley
greg@odwyerpr.com

CONTRIBUTING EDITORS

Fraser Seitel
Richard Goldstein
Christine O'Dwyer

ADVERTISING SALES

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

Jack Fogarty
National Advertising Representative
jfrogarty@odwyerpr.com

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

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Consumers, competitors deride Google / Verizon pact

After weeks of deafening scrutiny from the public and an arresting silence from the accused, Google and Verizon in August finally disclosed the details surrounding their much-speculated partnership in the form of a joint-policy proposal to Congress. Experts say the plan will not only shape how future partnerships occur between content and service providers, but will forever change the face and scope of the Internet as we know it.

By **Jim Grgich**

The proposal's language makes for a cunning PR plan: it's essentially a framework to assuage Net Neutrality supporters, offering rallying cries for an "open" Internet while at the same time establishing a second, price-tiered network where telecom and search giants can charge consumers for content. To put it bluntly, the partnership seeks to cut the web in two: it creates an Internet where one half remains "neutral" for the public while another sells paid, premium content at higher prices, a sort of HBO for cyberspace.

The deal lays out several key principles, including transparency guidelines among ISPs and rules against content favoritism over networks (this strikes down the much-rumored notion that Google's partnership with Verizon would allow the search giant to pay for the privilege of getting content to users faster than competing providers). The pact also calls for an enforcement arm within the Federal Communications Commission to serve as a watchdog for content discrimination.

The most contentious piece of policy however, is their recommendation that the FCC have the authority to regulate "traditional," wired broadband connections differently than wireless networks and other new Internet technologies.

It's for this reason opponents say the Google/Verizon pact is not the "open" Internet compromise it purports to be. Because the proposed guidelines would limit the FCC's authority to wired networks, ISPs in compliance with the above principles would be free to establish new, separate networks unencumbered by rules preventing content prioritization or even outright favoritism.

The news comes as a blow to supporters of Net Neutrality, or the idea that network providers should treat all data that flows on their networks equally. Net Neutrality proponents claim telecom companies like Verizon are essentially left with the default power of Internet "gatekeepers," potentially preferring content with which they have political or monetary affiliation, or slowing

and even blocking user access to websites which they don't. The result could leave deep-pocket providers like Google the lone voice in the web's conversation, while the rest sit in cyberspace's equivalent of the slow lane.

"If this proposal were actually adopted into policy it would be the end of the free and open Internet as we know it," said Craig Aaron, Managing Director of Save the Internet, a pro-Neutrality coalition that fights for equal web treatment policies. "To the consumer, we benefit from competition in the marketplace. The beauty of Net Neutrality, and the beauty of the Internet, means everyone gets the same shot. That's what spurs new innovation. It's not a place where only the biggest guys get to play."

Google takes public 'beating'

Public response to the Google and Verizon announcement hasn't been pretty. Nonprofits like the Free Press and Move On have spoken out against the proposed policy. Hundreds of thousands of consumer petitions have been sent to both companies. *Wired* magazine called Google a "Net Neutrality surrender monkey." The announcement even drew protests outside Google's Mountain View offices.

Ironically, Google had previously been seen as an outspoken vanguard of an "open" Internet, filing pro-Neutrality testimony with the FCC and going as far as to join causes like Save the Internet.

"It's a complete reversal of their position," Aaron said. "They used to be one of the leading companies out there in support of an open Internet, and they admitted they wouldn't even exist without it. Google was the company that said 'don't be evil,' and a lot of people see this as a complete betrayal of what they stood for."

Google and Verizon's proposal that wireless networks be free from FCC regulation also has many content providers up in arms, given more websites are accessed each year on mobile networks. Facebook on August 11 issued a press statement reiterating its support of an "open" Internet. The statement, while avoiding any specific mention

of Google or Verizon, made clear the object of its ire.

"Preserving an open Internet that is accessible to innovators — regardless of their size or wealth — will promote a vibrant and competitive marketplace where consumers have ultimate control," the statement read.

FCC powerless

A Bush-administration restructuring of the FCC redefined the commission's ability to regulate Internet services. In April, several years after the FCC chided Comcast for using data encryption to block user access to file-sharing site BitTorrent, a federal appeals court ruled the FCC had overstepped its boundaries, as the Bush-era rehaul meant the commission did not have the authority to regulate Internet communications to the same degree it regulates service like telephone, radio and television.

Net Neutrality supporters say that by throwing the FCC an authoritative bone to re-regulate wired networks, ISPs that create a wild west of wireless zones (i.e. the very networks where Google and Verizon plan to sow the seeds of their future partnership) remain free to do whatever they want.

"All forms of communications have rules that govern them," Aaron said. "Cable has to make content available for competing providers, and I can't just start broadcasting a radio station. It's the same thing when you're talking about a free and open Internet. You have to ask: what are the rules going to be?"

A series of legislative attempts to introduce Net Neutrality into law have appeared as far back as 2006, though each has failed.

FCC Chairman Julius Genachowski, as well as President Obama, have both publicly voiced their support of Net Neutrality legislation. According to Aaron, the safest way to now ensure the web's safety is if the FCC votes to restore its ability to reclassify broadband. In August, five members of the Committee on Energy and Commerce sent a letter to the FCC asking for their stance on the Google and Verizon pact. So far, a public statement has yet to be made.

"This has become a political hot potato. Because public reaction has been so negative, Congress doesn't want to touch it," Aaron said. "All of Genachowski's statements have been great, but actions speak louder than words. The FCC has the option to treat the Internet the way it was treated before, but they haven't had the political will to make that decision, and their failure to act has caused Google and Verizon to step in and deliver a proposal of their own." ●

Study: tablets could help save the magazine industry

By InGrich

The recent popularity of tablets, e-readers and devices like the iPad could be just what the news industry needs to recoup lost subscribers and vanished advertising revenues, if recent industry reports are any indication.

iPads and their ilk could create as much as \$3 billion in subscriptions and \$1.3 billion in incremental revenue by 2014, according to a new consumer demand survey conducted by Oliver Wyman for Condé Nast's digital publishing arm Next Issue Media.

The study, which charted the periodical reading habits of 1,800 U.S. consumers, finds many place a unique value in the e-reading experience and a surprising amount are willing to pay print subscription prices for access to digital content. Specifically, 9% of device-owning subscribers said they'd be likely to buy subscriptions if their preferred magazine offered an interactive edition at the same price.

The Oliver Wyman study didn't pontificate on how digital subscription numbers could affect ad revenues or single copy magazine sales. However, a separate, recent study — conducted by Advertiser Perceptions Inc. — found that 62% of ad executives plan to increase their mobile media ad spending over the next year, and nearly half (46%) have already integrated mobile media into their overall advertising strategy.

Taken together, the numbers could be encouraging news for publishers weighing the idea of making their titles interactive.

Fashion, lifestyle mags flock to iPad

iPad currently leads the number of magazine titles available for e-readers and tablets — with nearly 150 titles — though audience response has varied among titles and the rules of the roost are currently a publishing no-man's land (Time Inc. and Condé Nast, for example, have kept iPad subscription prices close to their print counterparts; Hearst is considering increasing the cost of interactive versions).

So far, especially popular for interactive periodicals — perhaps as a result of consumer demand or preemptively launched as a safe way to test the waters — have been magazine titles that focus on fashion and lifestyle.

Popular titles such as *Men's Health*, *Women's Health* and *Prevention* have recently moved to iPad, and each have

released editions filled with “perks” to entice readers, including audio and video extras as well as special “editor's picks” sections and commentary not available in print editions.

In early August, *Runner's World* made its iPad debut. At \$4.99, the first issue was packed with multimedia enhancements, including a free 26-page extra edition sponsored by Puma. The freebies seem to be commonplace for recent interactive editions, an unspoken rule that publishers offer a new user experience to match new media.

Like many publications, *Glamour's* new iPad edition gives users plenty of extras in the way of blog posts, as well as video and audio content. *Glamour* goes a step further however, and recreates itself as a sort of portal to the marketplace, with an application that offers direct access to online shopping.

Like all Condé Nast publications available for iPad, *Glamour* also comes with a free application where users pick the individual magazine issues they want to buy, thus offering users à la carte alternatives to yesterday's subscription procedures.

Gadget industry responds

More than three million iPads have sold since the device's April debut. These staggering figures have changed not only the mobile industry and the technology sector that designs it, but have invigorated and inspired its very muse: the consumers who use and appropriate mobile communications in their day-to-day-lives.

The result has been a modern day gold rush, enticing developers to create a slew of new iPad apps and inspiring competitors to create copycat versions of the device.

Dozens of competing devices have now flooded the market. Popular tech blog Technogizer in August cited “at least 32” iPad competitors that are making their way to stores this year, including new devices by Cisco, Hewlett-Packard and Notion Ink.

While most experts believe tablets alone won't save the print industry, it's safe to say the software and mobile device market have found a new cash cow.

Ad profits questionable

As tablet mania has ignited a gadget boom, Apple CEO Steve Jobs has argued that ads targeted within applications on devices like the iPad would be more successful than ads targeted on websites or in search engines. The question remains: will advertisers have faith in the mobile market?

The world's largest mobile advertising

service, Google's AdMob, expects sales to double this year. Apple's iAd mobile advertising platform, which allows third-party developers to integrate advertisements in a variety of formats on iPhone, iPod Touch, and iPad devices, is receiving favorable reviews from companies that have used the platform (two of Apple's earliest iAd advertisers, Nissan and Unilever, have reported success).

Overall however, iAd is having a hard time getting off the ground. Few companies have currently signed on, and others have been openly critical of a reported developmental noose Apple has placed around ads' creation process, a common theme for the notoriously secretive company. Others have complained about reported lengthy ad turn-around times (8 to 10 weeks in some instances, according to an August *Wall Street Journal* report).

Some predict mobile ads could rake in about \$220 million next year, but it remains to be seen if many companies will fork over the hefty fees Apple is currently asking to advertise on the device (iAd gives Apple 40% of ad revenues and charges advertisers \$2 each time an interactive ad is clicked).

An August eweek.com report stated that Apple could begin charging up to 10 times the normal amounts for ads running on its iPad and iPhone devices, reaching up to \$1 million for a single ad, compared to \$100,000 on comparable mobile ad platforms. ●

Media Briefs

CONDÉ NAST TO GROUND ZERO

Condé Nast plans to relocate from its swanky corporate headquarters at 4 Times Square to the site of the former World Trade Center.

The publisher of *Vanity Fair*, *Cosmopolitan*, *Esquire*, *Vogue*, *Bon Appetit*, *GQ*, *Details*, *Self*, *Glamour*, *Golf Digest* and *New Yorker* would anchor the \$3.2B building now under construction.

The Port Authority of New York and New Jersey owns the planned 1,776 ft. building that was once dubbed Freedom Tower. It will open as 1 World Trade Center.

Condé Nast sent a memo to employees, saying it is in “active negotiations” concerning the move. A final decision is “months away.”

Condé Nast's corporate shift would be a dramatic boost for the economy of Lower Manhattan, which is struggling to replace jobs lost in the financial sector.

The move also would bring “instant credibility” to the new WTC site, according to developer Carl Weisbrod.

Condé Nast currently occupies 800K sq. ft. It would take up 1M sq. ft. in the 2.6M sq. ft. tower that will be the highest building in New York when it opens in 2013.

PR, media faulted for aiding 'beauty bias'

"How does it feel to be one of the beautiful people?" the Beatles once sung. If you are one of the blessed perceived as attractive, it feels pretty good. If not, it's tough luck.

By **Kevin McCaley**

Baby You're a Rich Man" could be the sound track for "The Beauty Bias," a book written by Stanford law professor Deborah Rhode and published earlier this year by Oxford University Press.

She believes attractive people get hired and earn more than those less looks-blessed, sloppy or overweight. The good-looking are viewed as more intelligent, athletic, sociable and more in control of their lives than the rabble. Women are the biggest victims of appearance bias, though short men face a similar treatment.

Rhode feels discrimination against people on the basis of their looks is just as bad as race and sex bias. Hence the book's subtitle: "The Injustice of Appearance in Life and Law."

The author's point is hardly a new one. "A rose is a rose is a rose," wrote Gertrude Stein. Rhode does break new ground with a clarion call for legal remedies to head off appearance bias.

In a world wrestling with economic distress, war, environmental degradation and poverty, beauty bias may appear trite. Some worry about courts clogged with petty cases involving grooming, weight and appearance while lawmakers waste time drawing up "appearance codes."

Rhode is unfazed, pointing out that Michigan and six cities/counties (San Francisco, Washington, D.C.) already have appearance discrimination laws on the books.

Cases are rare because most suits get settled before trial. Rhode's bigger point: laws deter unjust bias.

PR under attack

PR people working the \$200B beauty business aren't going to be handing out "The Beauty Bias" as holiday gifts this year or any time soon. In the book, media, advertisers and PR come under withering attack.

Rhode takes on the media for endlessly "magnifying the importance of appearance and the pressures to enhance

it." PR people are scolded for promoting appearance-related products cloaked in a "veneer of pseudo-science" promising "effortless perfection."

Madison Avenue is blistered for telling women that as long as a double standard exists, "they might as well do what they need to do and get on with their lives."

Beauty items, diet and cosmetic surgeries are advertised as "be all they can" and "express who they really are." Personal fulfillment is but skin deep, not from within.

Results from the communications onslaught are far from beautiful. Endless exposure to "airbrushed, surgically enhanced fashion models and Hollywood celebrities" reinforces unrealistic standards, according to Rhode.

Since only five percent of American women are in the same weight category as actresses and models, efforts to "replicate their figures often lead to eating disorders and related psychological dysfunctions."

Millions of hard-earned dollars are wasted on diets as 90 percent of dieters fail to keep the pounds off over time.

Rhode points out that sexualized portrayals of prominent women are in everything from athletics to politics. That overemphasis on appearance "deflects attention from their performance and reinforces sex-based double standards."

Hillary Clinton's cleavage, Sarah Palin's beehive and Michelle Obama's upper arms are played up and chuckled about, diverting attention from their accomplishments.

Rhode finds it telling that the highest paid member of Palin's VP campaign was her make-up artist, which "speaks volumes about our misplaced priorities."

She bemoans the absence of attractive older women in the media who actually look their age. Walter Cronkite and Tom

Brokaw retained their influence as they aged and male movie stars play romantic leads in their later years. When in his sixties, Sean Connery was voted "sexiest man alive" by *People* magazine.

Women, by contrast, "are expected to play opposite men thirty years their senior, and to bow out gracefully or have work done when the signs of age become pronounced."

Rhode quotes a *Boston Herald* columnist writing about an overly-made up Katherine Harris, who was in the midst of the Florida recount mess, as "a woman of a certain age trying too hard to hang on." Harris was 43 at that time.

Hardwired at birth

Beauty is said to be in the eye of the beholder, but "aesthetic preferences are to large extent hardwired, based on circuits in the brain shaped by millions of years of sexual selection," wrote Rhode.

Over the eons, "individuals whose genes survive are those who choose mates with characteristics conducive to reproductive success."

Attractiveness is one of those characteristics because it signals health and fertility, particularly in females, according to

Rhode, who has 75 pages worth of footnotes in the 238-page book.

Evolutionary imperatives encouraged parents to favor good-looking children because they have the greatest potential to marry and produce kids. It's a case of survival of the fittest and loveliest.

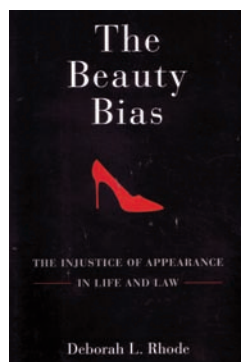
What to do?

Besides advocating for appearance discrimination laws, Rhode believes individuals, business and the media can affect positive change.

For starters, women can get rid of "killer high heels," which are major sources of back and foot problems.

Smart accomplished women are wearing flesh-biting shoes and "ignoring the risk that heels this high will catch in grates, flatten arches, breed blisters and hurt like hell on any extended walk," according to Rhode.

Some women undergo painful and risky foot surgery for the sake of "toe



— Continued on page 19

Magazine closures slow down in 2010, so far

By **Jon Gratch**

U.S. newsstands aren't seeing many new magazine titles, but at least they're not folding like they were in 2009.

While only about 90 new magazines opened during the first half of 2010 — down from the 187 new titles to launch during the same period in 2009 — magazine closures only affected about another 90 titles this year, a big improvement from the 279 magazine titles that closed their pages during the first half of 2009, according to recent data published by MediaFinder.

The study also found that only six major U.S. print magazines restructured their publication to an exclusively online format during the first half of 2010, as opposed to 43 for the same time period in 2009.

According to MediaFinder, leading the gains in new titles were magazines that specialize in food, with 10 new titles appearing during the first half of 2010. By contrast, home improvement magazines were hit hard, losing a total of 10 titles so far this year and gaining five. Business-to-business magazines fared worst, losing 35

titles while gaining only 17.

The slow rebound for magazines may be global. U.K. publishing company United Business Media — which owns PR Newswire — added one magazine to its publication roster and shed four titles this year, which is a vast improvement from the 15 it killed during the first six months of 2009 alone.

First-half revenue for the company was essentially flat, falling 0.2% to £434.3 million (about \$690 million compared with 2009), but revenue at its distribution and monitoring division rose 7.4% during the period to £91.2 million (\$145 million) in 2010. Overall profit at UBM had been down 5.2% over the first half of 2009 to £45.4 million.

The same can't be said for newspapers. U.S. weekday newspaper circulation fell nearly 11% in 2009 and lost another 9% between Oct. '09 and March '10 alone, according to data released by the Audit Bureau of Circulations. According to an annual survey published by the Pew Project for Excellence in Journalism, the U.S. newspaper industry has lost a third of its newsrooms jobs — or \$1.6 billion in reporting editing capacity — since 2000.

Ball State Journalism professor David E. Sumner argues that magazines have a

better chance of survival than newspapers due to their niche targeting and historic ability to adapt during hard times. In his new book, "The Magazine Century: American Magazines Since 1900," which charts decade-by-decade growth of the print periodical industry, Sumner claims that while total circulation of the top 50 leading consumer magazines fell 6% from 2007 to 2009, 32 of them saw circulation gains during the same period. Sumner also claims magazine growth was surprisingly strong during the Great Depression.

"No one can predict the future, and I think there will be more restructuring and maybe even more downsizing, but print magazines have done remarkably well compared to newspapers and will continue to do so," Sumner said. "Magazines are not simply selling content — they have big emotional connections with their readers. It's more of an experience, one that you can't recreate by placing them on a website."

Sumner believes titles specializing in food, lifestyle and fashion — areas which he said have each seen readership increases in recent years — will fare especially well. He believes the "escapist" nature of these periodicals offers a glimpse into why some niches remain popular at newsstands. ●

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Brands tempt female bloggers with 'swag'

Corporations have taken notice of the power of the female blogging community, and for good reason. As a result, a new corporate courtship has evolved, where companies shower bloggers with freebies in exchange for the possibility that these key influencers will say something — anything — about their brands.

By Abby Rose Datto

The sixth annual BlogHer Conference, one of the world's largest conferences for women in social media, took place August 6-7 at the New York Hilton. A who's who for the female blogging community, this year's conference brought more than 2,400 attendees together for a series of workshops on a variety of subjects — from fashion blogging to site monetization to using the Internet to create social change — and the opportunity to connect with online peers in the real world.

At the center of the conference was BlogHer (blogher.com), the leading participatory news, entertainment and information network for women online, which reaches more than 20 million women each month according to Nielsen.

Also making a noted appearance were the 100-plus brands that helped sponsor the event, which included *Fortune* 500

companies such as Walmart, Procter & Gamble and PepsiCo. While the primary focus of the conference is hands-on-learning, discussions, and networking opportunities, the sponsors' presence simply couldn't be ignored.

BlogHer is well known for doling out massive amounts of free "swag" to its members, and this year's conference proved no exception. Bloggers received a tote bag full of freebies upon check-in, were treated to makeovers and giveaways at parties over the weekend, and feasted on complimentary food and drink courtesy of sponsoring companies like Tropicana, McDonald's and Jimmy Dean.

Throughout the two-day conference bloggers were also given the opportunity to stop in at the Expo Hall to meet with representatives from every company, view product demonstrations and receive free samples and coupons. All gifts were provided with a no-strings-attached policy. Of course, there is always that unspoken hope that some of these women might mention or review these products on their respective blogs.

Why?

Myths and marketing

It's clear that U.S. corporations now recognize the growing influence these women have on the blog-reading community and want to harness that power for their own benefit. There are over 160 million adults on the Internet in the U.S. and women represent the majority of that population. Women make 85% of all consumer purchases and control \$4.3 trillion in U.S. consumer

spending. It's predicted that by 2014 women may control \$15 trillion in global consumer spending. In March, a BlogHer/iVillage study found that women often go to blogs for advice and recommendations about purchasing new products. Among BlogHer Network users, blogs were the second most popular media source for product purchasing information, after online searches.

"We've seen a dramatic shift in consumer purchase behavior that is largely influenced by the proliferation of female bloggers and blog networks like BlogHer. We found through our 2010 Cone Online Influence Trend Tracker that more than 80 percent of consumers go online to verify product or service recommendations that they receive from even their most trusted sources of offline information," said Mike Hollywood, Cone's Director of New Media. "As the Chief Decision Officer of their households, female bloggers have taken a leadership role in voicing their opinions and creating the vast amounts of content on which consumers now rely to make more informed purchase decisions."

"The conversations happening on women's blogs are just as important as the advertising messages companies send out," said Holly Buchanan, marketing to women consultant and Co-Author of "The Soccer Mom Myth — Today's Female Consumer" (marketing-towomenonline.typepad.com). "Smart brands are stimulating and participating in those conversations."

An unmatched influence

It would be an understatement to say that female bloggers are changing the PR and marketing industries. BlogHer co-founder and CEO Lisa Stone has described the female blogger as "one of the most powerful communicators in social media today" and many PR professionals seem to agree.

"There is no doubt that female bloggers have emerged as powerful sources of information," said Jason Winocour, Partner and Social Media Practice Leader of Hunter Public Relations. "Female and 'mom' bloggers develop trusting and lasting relationships with their communities, and as a result, brands want to be known to bloggers because of the consumer influence they wield. Bloggers are partially influential in recommending food/beverages, health/beauty and con-

— Continued on next page



BlogHer's Co-Founders (L to R): Jory Des Jardins, Elisa Camahort Page and Lisa Stone ranked #4 on Katie Couric's list of the "seven most powerful people in media" for *Forbes* last year.

Photo by Tricia Okin, www.papercutny.com

sumer products/services because their opinions are read as unbiased and authentic.”

At this year’s conference, New York-based PR powerhouse Kaplow helped to promote HauteLook (hautelook.com), a leading online retail site offering discounts on items from top apparel, accessories, beauty, kids’, home, food and wine brands, that recently partnered with BlogHer.

“We’ve seen first-hand the power of female bloggers whose influential reach can convert their readers into activated consumers,” said Shannon Eis, Senior Vice President at Kaplow Communications. “Female bloggers are tech savvy, trend-leaders, and dedicate time to researching topics and products they cover — and their authentic points of view have established trust with their followers in ways that brands can’t duplicate alone.”

Like HauteLook, many companies are now eager to engage the blogger community, especially female bloggers.

“Female bloggers are so important because they are a trusted source of credibility,” said Kelley Skoloda, Brand Marketing Practice Director for Ketchum, who served as a bronze sponsor for the conference. “Virtual friends and family have become a top source of credible recommendations for women when making purchase decisions, and bloggers are at the top of that list.”

Attendee registration fees generally cover about a third of the true cost of attending BlogHer, with the other two thirds — among other amenities — provided by sponsors. BlogHer’10 sponsoring companies and brands included Hillshire Farm, Chevrolet, Ubisoft, T-Mobile, Yahoo!, AOL, Microsoft, Mozilla, Hallmark, Nikon, JVC, Audiovox, Bosch, Johnson & Johnson, Bausch & Lomb, Eucerin, Arm & Hammer, Aquaphor, Tempur-Pedic, ECCO, Sears, Stride Rite, Timex, White House Black Market, ASSETS by Sara Blakely, Fisher-Price, Playskool, My Little Pony, Nickelodeon, Huggies, Earth’s Best, Healthy Choice, Pillsbury, Laughing Cow, Filtrete, SOYJOY, Hershey’s, Kraft, Terra Chips, JELL-O, Scotch-Brite, Thermos, 1-800 Flowers, and more.

Disclosure and discretion

In the wake of last year’s revisions to the FTC Guidelines for Endorsements, which require bloggers to disclose any compensation or other “material connection” with a company or product they review or endorse, some bloggers had

voiced concerns prior to the conference about the abundance of free gifts from sponsoring companies.

In response, the conference team made every effort to ensure that free gifts and other sponsorship engagements were optional: Attendees could decline their complimentary tote bags and avoid the Expo Hall; unofficial parties boasting huge giveaways were not allowed on-site. Many companies also provided their own disclosure guidelines for bloggers who wished to review their products and Stacey Ferguson, a representative from the FTC, participated in a panel discussion to clarify misconceptions about the guidelines.

Ferguson suggested a rule of thumb for determining when a disclosure statement is necessary: “When in doubt, disclose.” She also reassured questioners that bloggers would not be fined for violating the guidelines and explained that there is no specific wording that must be used.

Eager to maintain a level of credibility and reader trust, some bloggers have taken the “Blog with Integrity” pledge (blogwithintegrity.com) which was created last summer after a series of polarizing debates about blogger compensation, sponsored posts, product reviews and idea theft within the blogging community. Today many BlogHer members proudly display “Blog with Integrity” badges on their websites and strictly adhere to the FTC guidelines.

Gloria Feldt, activist and Author of “No Excuses: 9 Ways Women Can Change



More than 2,400 bloggers, marketers, journalists and brand representatives attended the sixth annual BlogHer conference.

Photo by Justin Hackworth for BlogHer



From L to R: Alison Stewart (“Need to Know” PBS anchor), Marie Wilson (Founder and President of The White House Project), Gloria Feldt (author and activist), P. Simran Sethi (journalist and environmentalist) speak during BlogHer’s closing keynote address.

Photo by Justin Hackworth for BlogHer

How We Think About Power,” spoke of the potential power that women bloggers hold at the closing keynote address. She mentioned that while many women felt conflicted ethically about receiving free gifts from sponsoring companies, she saw it as a missed opportunity.

“These people who are giving the swag ... they understand that women make 85% of the consumer goods purchases. And if we bloggers decided to, we could define and determine every single consumer product that is sold to us,” she said. “If we wanted healthy food for our chil-

Continued on page 19

The pros (and cons) of freelance fashion PR

By Crosby Noricks

In Fashion/Beauty PR, there are three options when it comes to working in the industry: you can work on multiple client accounts for a fashion PR agency (either your own or for someone else), in-house for a single brand, or go the freelance route, working primarily for yourself and perhaps picking up some extra work as an independent contractor. There are certainly pros and cons to each arrangement. However, if you feel you're ready to embark on a life of coffee shop offices and autonomy, here are some important factors to consider.

Setting up your business

As an independent contractor, you forgo the security of a steady paycheck and health insurance for your freedom: the freedom to set your own hours, to work with the clients you want to work with, and to execute the PR strategy you believe will be most effective. Nothing beats taking a nap when you're feeling uninspired and staying up until 3 a.m. when you are, and you are, of course, now able to subtract things like the square footage of your home office and your Internet bill from your taxes. However, while it can appear quite lucrative at first to be paid, for example, a full \$100 an hour, rather than an annual salary that is less than half what your agency actually charges for your services, remember that those pesky estimated taxes you must now pay quarterly require about 30% of every dollar you make be tucked away.

When you add in additional costs like health insurance, cell phone bill and renting a conference room or workspace, suddenly the image of you rolling in greenbacks kicking up your Louboutin comes back down to reality. Set up an appointment with a financial planner, accountant and your local small business association in order to make sure you are prepared for the proactive financial organization required for freelance work. Also check in with your city, as you may need to register (i.e. pay) in order to be able to legally have your business, even if you're just a talented chica working from home.

Running your business vs. doing your job

There are a lot of things going on behind the scenes at an agency — invoicing, software purchases, following up on payment (this is a biggie in the freelance world), negotiating relationships with vendors, early morning networking meetings and events, human resources, legal, making

sure the kitchen is stocked with coffee and creamer ... one of the most difficult and time consuming parts of the freelance world is that every tiny business detail belongs to you. And learning how to successfully run a business is a very different skill set from convincing an editor that your client is the next big thing, or sweet talking that 4 p.m. deadline at the UPS counter. Plan accordingly, and give yourself one morning a week where it's just business. Your business and not your clients'. Consider taking a few night classes at the business school nearby or even going in for your MBA. If you find yourself overwhelmed by this aspect of work, or find yourself avoiding spreadsheets like the plague, consider hiring a virtual assistant to help out.

Figuring out your services

What are your strengths? Do you have incredible media contacts at all the monthlies or are you every fashion blogger's BFF? Are you handy with html or great at event production? At the start of your freelance career, don't make the mistake of trying to be or do too many things at once. Doing one thing exceptionally can be a key ingredient in building your empire, so put your own gifts and talents through a brand exercise, clearly identify your brand promise, differentiators and yes, even your 30 second elevator speech. Then, consider things from a different angle. What type of client do you want to work for and what is the greatest value you can provide that client?

Build your brand

If you are going to be asking people to give you money to represent their brand, show them you understand the value of a strong company image. What does working with you look like, feel like, even smell like? Are you a relaxing walk down a tranquil beach or a bustling French cafe or the latest downtown club? Don't skimp on the design of your your web site, business cards or blog. Your Internet presence, done correctly, can give off the impression that you, darling of the dailies, are quite a bit larger than life. After all, no one needs to know just how late you stay in your cupcake pajamas, nor do they care, when the media is calling.

Creating referrals and affiliates

Consider joining a local networking or business referral group. Early a.m. schmoozing with bad coffee might not be your favorite way to wake up, but word of mouth is your very best friend, and committing to a group of service professionals can reap huge rewards. Whatever you do,

find strategic partners like a web designer, print shop, videographer, photographer, florist, etc and refer each other business. Expanding your service offerings is great for business and knowing you have several other people out there promoting your services to potential clients in need only helps. Perhaps you can even split costs on a few things or host an event together.

Getting clients

Without clients, the world stops spinning, flowers wilt and fairies die. Even if you aren't transitioning from an agency, send emails out to all the PR shops in town and explain who you are, your background, and what accounts you think you could help out on. You could do the same for event planners. Certainly send out an email to your network letting them know of your new plans and don't neglect Facebook — you never know when your best friend from seventh grade's mom just happens to know someone who knows someone. To pick up some quick work, consider signing up at one of the freelance marketplaces online. Offer your press release skills, your bio writing abilities as well as consulting services to anyone and everyone.

Commit

There is no one that will ever care about the success of your business more than you. This often means working late, going out to events to meet new people when you would rather stay in bed and eat pie, and having to be responsible not only for keeping your clients happy but keeping your business happy, which means time out for invoicing, taxes, and on occasion, running out for printer ink at 2 a.m. The biggest indicator of success is word of mouth and when it comes to clients, you really are only as good as your last hurrah — so push yourself creatively, stylistically, and keep focusing on client goals and satisfaction and you might find the freelance life a pretty fine

Crosby Noricks is Founder and Editor of fashion PR and marketing blog PR Couture. As Senior Social Media Strategist for Red Door Interactive in San Diego, CA, she also works with fashion and consumer clients. She was recently named Blogger of the Year at the Inaugural InfluenceSD Awards. ●



Crosby Noricks

NYC PR principles trump Barcelona's

By Jack ODwyer

Four PR groups in June met in Barcelona, Spain and came up with the lofty “Barcelona Declaration of Measurement Principles.”

They are:

1. Importance of goal setting and measurement.
2. Measuring outcomes is preferred to measuring outputs.
3. Effect on business results can and should be measured.
4. Media measurement requires quantity and quality.
5. Advertising Value Equivalency (AVE) is not the value of PR.
6. Social media can and should be measured.
7. Transparency and replicability are paramount to sound measurement.

It should be noted that the “Barcelona Principles” position PR as marketing when that is only one aspect of PR.

The most telling of the seven “principles” crafted by the participants is No. 5: “Advertising Value Equivalency is not the value of PR.” Participants could only define “PR” in the negative. This begs the question, “What is the value of PR?”

Professor Tim Penning, in the September 2008 issue of PRSA’s *Tactics*, said it is “dialogue, negotiation and mediation.” PR pros, in order to “contribute to informed decision making in a democratic society, must seek opposing views for the good of the public,” he wrote.

What the Barcelona attendees should be studying is how secrecy and information-blocking are affecting the PR industry and the public it is supposed to be serving. Attendees forgot that “public” is the first word in the name of their industry.

Institute for PR was hijacked

Another participant in Barcelona was the Institute for PR, which broke away from the PR Society in 1989 because of demands that all its directors be APR.

The breakaway went too far — all the way to Gainesville, Fla. — where IPR is currently housed at the University of Florida. It is a minor factor in the PR world, a captive of ivory tower-dwelling academic interests.

It should have stayed in New York to serve the huge communications industry there. It could easily afford such a facility now.

IPR, whose staff is headed by Bob

Grupp, says it provides “the science beneath the art of PR.”

IPR’s board is headed by Michael Fernandez of State Farm Insurance, a member of highly secretive PR Seminar and also its offshoot, the Arthur W. Page Society.

Seminarians comprise about two-thirds of Page’s 30-member board.

About 30 of the 45 trustees of IPR are either Page members or both Page and PR Seminar members. Among those belonging to both are Angela Buonocore of ITT; Ray Jordan, Johnson & Johnson; Maril MacDonald, Page president in 2009, and Gary Sheffer, General Electric.

PR Seminar has huge turnover

IPR should be researching the decline in influence of PR which is under heavy pressure from corporate financial, legal and marketing departments.

One result is high PR job turnover and job loss. PR Seminar inducted 43 new members in 2010 after taking on 47 new members in 2009. Fewer than ten new members were inducted yearly in the 1970s and 80s.

Since Seminar limits its membership and ousts anyone after one year who loses a job, this means that about 90 members lost their jobs. Declining attendance also means Seminar has to work hard to attract members. Blue chips are clamping down on expensive conferences at plush resorts.

Page members tell us that about 40 members are job-searching and were miffed when the \$200K presidency of Page went last month to a non-member — Julia Hood of *PR Week* — when so many of them were in need of such a job.

Page reportedly looked at 200 resumes and conducted interviews but some members feel Hood was a lock from Day One.

Hostility to media apparent

The Barcelona materials reflect the attitude that media are there for one purpose — to promote client aims.

There is no interest in what is good for the community or democracy, only what is good for the client and often in the short term.

This attitude is one reason for the destruction of large parts of the U.S. press. About half the journalists working in 2001 have lost their jobs because of declining ads and circulation.

This means a smaller news hole for press releases and a deluge of at least 50,000 reporters mostly seeking “PR” jobs. PR has become a very insecure industry in which to work.

Job market needs addressing

Media and PR job shrinkage should be the prime concerns of the PR trade groups, not whether press release pickup sold product or not.

Katie Paine, who is known as “the Queen of Measurement,” has told us that measurers want to find out what is not working so that changes can be made.

How about calling up editors and reporters and asking them how well PR is serving them?

Is there anyone at the end of the release who can answer questions? Is the CEO available for interview or for press conferences?

It is a rare corporate website that lists the names of any PR pros. Mostly, reporters are provided with an e-mail box where they can leave a question and hope for an answer.

Kraft describes its PR department (it calls it “corporate affairs”) as its “secret weapon.” PR is seen as the “war department” and reporters as “the enemy.”

Viacom has a 48-page PDF that sets up its PR unit as corporate “gestapo” ready to pounce on anyone remotely connected with the company who utters a negative word about Viacom. The *Village Voice* described it as “corporate terrorism.”

Organizational PR pros are under the tightest controls ever, their every word and e-mail recorded for study by their superiors. ●

PR news briefs

FD AIDES SKYPE WITH IPO

FD is working with Skype as the digital communications giant plans a \$100 million initial public offering.

Skype is based in Luxembourg and was spun off from eBay, which acquired it for \$2.3 billion and continues to hold a stake. It filed for the IPO on Aug. 9.

The company’s key consumer offering, an Internet phone service, counts 560 million registered users, including more than eight million who pay. First-half profit was \$13.1 million on revenue topping \$406 million.

Brian Maddox, Managing Director of FD’s corporate communications practice, and Leigh Parrish, MD in FD’s retail and consumer sector, are handling the Skype account.

An email to Maddox generated a response noting “this announcement has generated numerous queries” and saying he’ll return the inquiry.

Skype said the number of shares and price range have not yet been determined.

Reuters’ Robert Cyran said a successful Skype IPO could spark interest in a stalled tech environment for public floats. “Investors would presumably clamor for more of the same, increasing valuations on tech firms that earn money on social applications,” said Cyran, who said a runaway success could prod heavyweights like Facebook or Zynga to offer shares, as well.

Shaping content for today's fashion media landscape

By Christy Ferer

Just in case you hadn't noticed, every fashion and beauty brand has essentially become a house of content. It's no longer enough to create a product or even a trend; you now have to meld and distribute messages that translate into the images you want to project.

It seems that tastes — both in the media and the fashion and beauty world — now change about every month. What's more, there's now an increasing appetite for 24/7, on-demand information from a multitude of outlets. So, what strategies work today?

First, recognize the content you have. Content can be the product itself, from the packaging to the delivery. We need to direct everything from the photo session to informal showroom shows, to cosmetic demos at the retail counter, to marketing events, focus groups, news releases on a brand's annual report, to what goes on backstage at a commercial shoot or runway show.

Second, proactively create content that engages the consumer, whether it's a contest, a runway show, a "how to" demo, an event, product giveaways, celebrity and third party endorsements, or customer makeovers. Create an editorial calendar based on seasonal events, launches, events in different cities, store openings, trunk shows, commercial shoots, new talent or experts joining your team.

Next, capture the content you have in video and text. If you don't have it on video, it didn't happen.

Finally, lengthen the life of the content. Create evergreen narratives full of actionable advice that can apply to trends throughout the year. Create a back story that gives attention and focus to the content. This is like a brand's own "reporter" giving their take on how the story went down.

Packaging content for distribution

No content should be created without a distribution strategy. And, existing content is a loss without maximizing it for distribution even if it is repurposed for stockholder reports, corporate website, investor relations materials, or direct marketing email campaigns. But first, you have to package and think through customizing the content for any kind of distribution.

Social media is paramount. When it comes to bloggers, the biggest ones are inundated with product-embedded messages. Keep it fresh, tell them something they don't know. Text works best here, but some bloggers love video, and many have

video players on their sites or link to live video pages.

If you don't keep your page stocked with fresh content every day, renegade sites can divert your traffic. Add daily video or stills from store openings, new arrivals in store, sound bites from your designer or spokesperson that are broken up into 15-second jewels.

Live TV is quickly becoming one of the most popular trends in PR. It's easily controlled: your spokesman is on-message and you know exactly what targeted audience you're getting, whether it's a live satellite media tour with your spokesman or a placement on a morning show. The most effective use of live TV is keeping the message on generic trends and telling the audience something they don't already know. It's also key to supply great B-roll visuals and a good second camera to capture close ups and provide live B-roll.

Likewise, live Websites are now very much in the game of participating in media tours. Inexpensive ones can be done with Skype.

Meanwhile, B-roll continues to be among our most popular tools. It's indispensable for archiving, handing out to all media, packaging into webisodes, as well as creating short videos for guaranteed placements. Don't forget what we call "background sound." This supplies flavor and immediacy.

Shorts (from 30 seconds to a minute in length) are the future. They are serviceable, and actionable, they're perfect for corporate websites, distribution, the web, bloggers, guaranteed placement on broadcast TV or placed-based. Web editors, TV producers, and corporate content creators need turnkey content without getting their hands dirty with editing or scripting. These are stories that hit a trend embedding a client brand or message either with a spokesman's interview laced together or a voice over incorporating that interview. The key is keeping it short and snappy.

The right content for the right outlet

Right now the most successful pitches on everything from healthcare, beauty, food to travel is happening on live TV. Stations are looking for live content that attracts female viewers, especially in the morning. It's critical to leverage established and emerging technology to reach producers:

The TV news business is transient; a hit in Denver or Chicago is now just as likely to come as a result of outreach via Twitter or Facebook, and following producers via social media allows you to maintain rela-

tionships.

The days of TN news stations picking up VNRs like "Drugstore Beauty Buys" are long gone, but stations and networks still take B-roll that has a legitimate news angle. FDA approvals, large events and celebrity vehicles still get grabbed. Pitching has changed; it's more targeted. Remember that one size no longer fits all, and content dictates the stations and shows to approach.

Guaranteed placements remain popular, especially for clients targeting a specific demographic, or clients looking to drive traffic to websites. Guaranteed placements let clients drive home messaging harder than on video designed for editorial spaces.

Radio is still a great way to reach millions without a huge investment. Radio works best for clients that have a more complicated story to tell. Radio producers are looking for pitches and topics that allow for the development of in depth conversations. Topics involving harder news like medical/health, finance and social issues tend to play well with radio stations. Pitches that are more male oriented resonate with producers, particularly for talk radio stations.

When it comes to websites, it all starts with content. Video content needs to appear organic, it needs to speak to the audience of sites/blogs you're trying to reach.

Respect for a website or blog's editorial independence is key in any pitch. Your actual pitch should be short and sweet; the subject line of the email pitch is your door opener, and one that doesn't deliver a punch won't see the light of day. Social media sites like YouTube, Twitter and Facebook get your videos exposure and feedback. Most importantly, they get you search engine visibility.

Measurement of PR tools

In TV, Nielsen still calls the shots. Clients want to know when and where their content aired and how many people saw it. For the web, social media monitoring software like Radian6 or Invisible Technologies is the way to go. These software applications "listen" to the web and follow not only your video but what people are saying about it, on blogs, messages boards, Twitter, on video sharing sites and an host of other social networks. In addition, you want to know where your video ends up and how many people have seen it. That software gives you the answer.

Christy Ferer is CEO and Founder of Vidicom. ●



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Veronis predicts PR rebound in 2011

PR and word-of-mouth marketing, a \$5 billion business in 2009, are poised for modest growth in 2011 after double-digit declines in 2009 will ease this year, according to an analysis and forecast of the communications sector by Veronis Suhler Stevenson.

By Greg Hazley

Spending on PR, promotions and word-of-mouth marketing is expected to fall another 2.7% in 2010 before bouncing back.

John Suhler, President and General Partner of VSS, said the expansion period forecast by his firm will be a “longer and slower” recovery because of the breadth and depth of the recession.

“Advertising and marketing investments, historically the drivers of communications growth during recoveries, are expected to be more muted due to the shift away from traditional media outlets to more targeted media.”

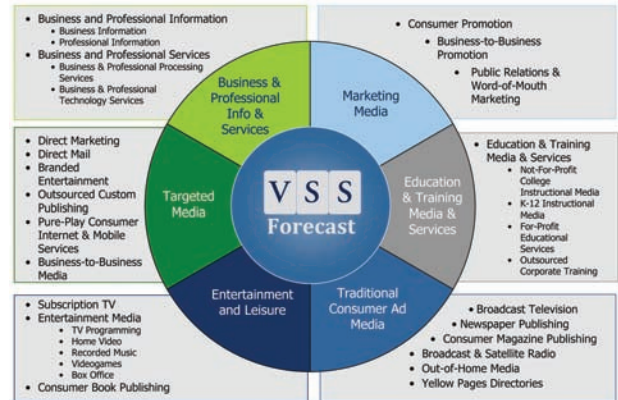
The VSS forecast found that spending on PR, promotions and word-of-mouth fell 10.7% in 2009 to \$70.54 billion.

PR and WOMM, combined, dipped 2.8% last year to \$5.05 billion, VSS noted, amid a downturn in traditional PR offset by a double-digit gain in word-of-

mouth, which has proven to be effective and cost-efficient, the analysis found.

“Public relations, meanwhile, suffered a setback in 2009 as a result of tight budgets and difficulty in correlating PR to sales lift,” said the VSS report. “PR, however, will rebound in 2010 and post accelerating gains during the forecast period, as companies seek to rebuild consumer relationships following the recession.”

For 2011, VSS sees a double-digit decline in B2B promotions offsetting modest growth in consumer promotions, PR and WOMM. B2B is



VSS' breakdown of segments in the communications sector.

expected to bounce back in 2012, but the whole group, which VSS calls “marketing media,” will be the slowest growing and smallest communications sector through the next few years. “Solid gains in public relations and word-of-mouth marketing will be unable to mitigate sluggish growth in traditional marketing segments ...” the report notes.

VSS said PR and WOMM will benefit from an ongoing shift from “traditional” to “alternative marketing vehicles” which are seen to generate better return on investment.

Total communications spending, which includes advertising, media and marketing, is forecast to grow 3.5% in 2010.

Consumer advertising is seen to decline through 2011, while business and professional information and services, including companies like Bloomberg, Thomson Reuters and Nielsen, is expected to be the fastest growing industry sector through 2014.

VSS sees the fastest communications revenue growth in the “institutional end-user space,” which includes TV programming and licensing fees, trade shows, and business and professional services.

The report has been compiled every years since 1986. ●



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BRANDS TEMPT BLOGGERS

Continued from page 13

dren, clothing that's comfortable, whatever, we could make that happen. The marketers understand that. Do we?"

Not all conferences created equal

In strong contrast to the BlogHer Conference was the Affiliate Summit (affiliatesummit.com). The Affiliate Summit East, which took place at the New York Hilton the following week on August 15-17, is a biannual symposium for affiliate marketers, merchants and

PR BLAMED FOR 'BEAUTY' BIAS

Continued from page 10

cleavage" that will fit into fashionable styles." Women account for 80 percent of all foot surgery.

Rhode feels that "resisting cultural pressures for cosmetic surgery or killer shoes makes it safer for others to do so as well."

The author wants parents to raise children with "positive body images, healthy diets and active lifestyles."

Consumers should educate themselves about processed and fast-food products or what critic Michael Pollan calls "edible food-like substances."

People can support organizations like the National Association to Advance Fat Acceptance, Council on Size and Weight Discrimination and International Size Acceptance Organization.

Rhode recommends that women send a year's cosmetic budget to a women's rights group instead.

For their part, the media should promote more diverse, healthy and realistic images of attractiveness. The author applauds authorities in Madrid and Milan for banning underweight models from fashion shows. London's Fashion Week receives raves for requiring models to have a doctor's note indicating their health is not at risk.

Rhode wants greater and more serious coverage of appearance discrimination and more responsible treatment of weight-related issues.

She concluded: "Beauty may be only skin deep, but the costs associated with its pursuit go much deeper. The financial physical and psychological price of appearance demands closer attention and collective action ... That will require treating appearance not only as an aesthetic issue, but as a legal and political one as well."

PR people can certainly enlist in Rhode's effort. It's payback time. ●

vendors. Women only accounted for about 25% of this year's estimated 3,500-plus attendees, which included a heavy presence from vendors, online marketers and brand affiliates as well as bloggers.

The sponsoring companies at the Affiliate Summit clearly considered men to be their primary demographic. Many of the informational materials provided by companies at the event featured scantily clad women. Young women wearing bikinis strutted around the Expo Hall in an attempt to recruit new members to the BikiniBabes Network (bikini-babesnetwork.com), a marketing company that uses slogans like "higher payouts are sexy" and "affiliate marketing ahead of the curves." The "swag" was minimal compared to that at BlogHer; when it was available, freebies typically came in the form of logo-embazoned

candy cigarettes, shot glasses, beer cozies, and bottle openers. Website-building company Atomic Shops (atomicshops.com) even brought a keg of beer to the Expo Hall.

Unlike BlogHer, which offered on-site childcare and a "lactation lounge" for nursing mothers, the Affiliate Summit denied admittance to anyone under 21, including infants and toddlers.

That's not to say the Affiliate Summit overlooked women entirely. Of the 36 educational sessions, one focused solely on marketing to women. The organizers, presenters, and sponsors at the conference likely do understand the significance of women as online consumers, but perhaps are not yet convinced that women are capable of being powerful online influencers, and in turn, online sellers. ●



Bad hair day

U.S. TV network Oxygen in August took over Times Square to kick off the season premier of its newest show, "Hair Battle Spectacular."

The show, which premiered on August 10, follows "fantasy" hair stylists who compete over the course of the season to create outrageous hair styles for a \$100,000 grand prize. It is hosted by former "Baywatch" star and fashion model Brooke Burns.

To build buzz, five of the show's stylists met in Times Square to compete in a hair sculpting competition. Each stylist was given a New York City borough to represent — with hair as their canvas. Once the 'dos were complete, models showed off their new hair on a runway, where a panel of judges crowned the last coiffure standing.

The Times Square battle royal was the brainchild of LeadDog Marketing Group, which worked in conjunction with Oxygen Media to produce, staff, and run all programming for the event, as well as secure needed city permits.

On-site activities for attendees included a photo booth where attendees wore "fantasy wigs" in front of New York City borough backdrops. Oxygen also hosted an on-site Twitter sweepstakes where consumers tweeted their favorite style for a chance to win \$500. Celebrity guest judges included fantasy hair designer Derek J and "Rock of Ages" star Constantine Mouralis.

O'Dwyer's Guide to: BEAUTY AND FASHION PR

■ 9.1 □



Carmichael Lynch Spong and client Sherwin-Williams partnered with fashion designer Cynthia Rowley to launch Concepts in Color — a paint palette featuring 250 high-demand hues. The agency worked closely with Rowley to seamlessly integrate the new colors into her fall show at Fashion Week, including the runway, which was lit with color from above and below.

AIRFOIL PUBLIC RELATIONS

1000 Town Center Drive, #600
Southfield, MI 48075
248/304-1400
Fax: 248/304-1401
info@airfoilpr.com
www.airfoilpr.com

Lisa Vallee-Smith, CEO

Airfoil, with offices in Southfield, Mich. and Mountain View, Calif., is an independent firm specializing in marketing communications and public relations for technology firms and other organizations that

wish to be known for innovation.

Airfoil has cultivated expertise in building high-tech beauty and aesthetic brands. Whether simplifying technical concepts for consumer media or positioning important breakthroughs to technical and trade media, Airfoil has helped industry leaders successfully launch new products and refresh established brands for more than 10 years.

Airfoil delivers Higher Thinking®. With a foundation in research-driven strategy, our Higher Thinking® brings together all the means necessary to raise your brand above the crowd and propel you

beyond the competition.

Airfoil delivers the people, process and performance that take you to a higher level.

ALLISON & PARTNERS

116 East 27th Street, 4th Floor
New York, NY 10016
212/302-5460
anne@allisonpr.com

Anne Colaiacovo, Partner

Allison & Partners brings the reach and resources of a global leader paired with the responsiveness and expertise of a boutique agency to beauty and fashion brands. With years of experience growing some of the world's leading fragrance, cosmetics, apparel and accessories companies, our experts create integrated campaigns with traditional tactics and digital media strategies to shape opinions and establish brand loyalty. Our team leverages longstanding relationships with top consumer lifestyle editorial contacts to create successful positioning, branding and product launches; publicity and media tours; events, sampling and promotions; social networking and emerging media outreach; retail marketing; sponsorships and strategic alliances; corporate social responsibility and cause marketing programs that reach consumer audiences and build market share. Our experience includes philosophy, L'Oréal USA, GoodSkin Labs, Bobbi Brown and more.

CARMICHAEL LYNCH SPONG

110 North Fifth Street
Minneapolis, MN 55403
612/375-8500
www.carmichaellynchspong.com

Douglas K. Spong, APR, President
Curtis Smith, Director of Business Development

Carmichael Lynch Spong is savvy about fashion and beauty public relations and has a breadth of experience with third-party spokespeople, trendsetters and influencers. The firm exceeds clients' expectations in the areas of men's and women's apparel, beauty products, home décor and high-profile events.

Differentiating itself from many of the nation's PR firms, Carmichael Lynch Spong has a unique approach to media relations accompanied by a large media relations team comprised of several former journalists, reporters and editors. The firm has the experience and know-how to garner exceptional results.

Carmichael Lynch Spong has earned a national reputation as the champion of best practices in public relations. With staff in New York, Minneapolis, Chicago, Denver and San Francisco, the firm ignites and sustains momentum for a select, but envied portfolio of big-name clients.

Carmichael Lynch Spong is admired for its creative, award-winning work; being the destination of choice for like-minded achievement-addicts seeking to produce their career-best work; and representing several of the world's best-known brands.

The firm provides unmatched expertise in two primary practice areas: brand marketing and corporate. Carmichael Lynch Spong is a three-time recipient of the PR "Agency of the Year" award by the *Holmes Report* and *PRWeek*.

The October issue of *O'Dwyer's* will focus on healthcare PR, and will feature a company profile section highlighting communications firms that specialize in healthcare and medical technology.

If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com



Casio Timepieces and Coyne PR welcomed "Tik Tok" singer Ke\$ha as the newest watch designer and "Brand Ambassador" for Casio's Baby-G watches on the red carpet before her live performance at the Casio "Shock the World" event.

COYNE PR

14 Walsh Drive
Parsippany, NJ 07054
973/316-1665

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

Tom Coyne, CEO
Rich Lukis, President
Deborah Sierchio, Vice President, Beauty & Fashion

Coyne PR has established itself as one of the leading independent full-service public relations firms in the country representing an impressive collection of international corporations, top national brands, high-profile events and first-class organizations. No agency possesses a better combination of unbridled creativity, limitless enthusiasm, strategic approach, impeccable integrity and client service than our nationally recognized firm. Coyne PR's Beauty & Fashion team implements campaigns for clients including Mary Kay Cosmetics, Solstice Sunglass Boutiques and Casio Timepieces. The team knows that the measure of success is based on the ability to impeccably groom the client's image.

From product launches to special events to social media campaigns, the Beauty & Fashion team thinks bigger and accelerates buzz for its clients, always keeping a finger on the pulse of this fast-paced industry.

FILM FASHION

A Division of Rogers & Cowan
Pacific Design Center
8687 Melrose Ave., G684
Los Angeles, CA 90069
310/854-8195
Fax: 310/854-8138
carla.blizzard@filmfashion.com
www.filmfashion.com

Carla Blizzard, Vice President

Film Fashion, an exclusive division of Rogers & Cowan, specializes in matching fashion and accessory brands with prominent celebrities to provide heightened brand awareness. This specialty PR firm creates customized solutions to match clients and their latest fashions with the "right" celebrities and trendsetters that embody their brand and promote the desired image.

The firm leverages these Hollywood associations into media coverage through the execution of strategic media relations campaigns targeting key fashion, lifestyle, and entertainment press. Media activities for



Jennifer Lopez (pictured above) shines on the red carpet in a Zuhair Murad evening gown at the 2010 MET Gala. Film Fashion Client: Zuhair Murad. Publication: *Life & Style Magazine*.

their roster of fashion designers, fine jewelers, luxury goods, and specialty retailers may include designer profiles, collection launches, and fashion shows. Film Fashion's unique showroom space provides an optimal location to introduce media, stylists and celebrities to our client's brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Jennifer Lopez, Taylor Swift, Penelope Cruz, Halle Berry, Eva Mendes, Carrie

Continued on page 22



Hope-Beckham's client Belk Inc. unveiled the 2010 fall fashions with bold jewelry as a hot item this season. Check out more fashions at www.belk.com.



Hunter PR planned and executed the Carefree® Fresh Start Fund, an integrated brand platform in partnership with the Step up Women's Network. Pictured here is Kelly Rutherford, a Step up Women's Network supporter, congratulating the top recipients of the Carefree® Fresh Start Fund at a New York City event with the organization's members. Ten women received a total of \$25,000 in funding to make a fresh start.

FILM FASHION

Continued from page 21

Underwood, Beyoncé and Katy Perry. Clients include A Pea in the Pod, Catherine Malandrino, Chopard, David Meister, Georges Chakra, Jenny Packham, Pamella Roland, Swarovski, Tadashi Shoji and Zuhair Murad.

HOPE-BECKHAM INC.

17 Executive Park Dr., Suite 600
Atlanta, GA 30329
404/604-2613
dvanvoorhis@hopebeckham.com
www.hopebeckham.com

David C. Van Voorhis, *Director Business Development/Client Relations*

The latest “must have” dress or beauty product, the opening of a brand new retail location ... what do these things have in common?

They lack a voice, a way to effectively communicate with the consumer in a way that raises awareness and influences buying decisions.

Let Hope-Beckham be the voice that speaks to your audience.

Hope-Beckham Inc. excels in public relations and experiential marketing. The agency provides a variety of services to its clients on a local, regional and national level. In 2007, 2008 and 2009, Hope-Beckham was named one of *O'Dwyer's* Top Independent PR Firms in Beauty and Fashion.

Hope-Beckham serves *Fortune* 500 and smaller companies and organizations with the same energy, commitment and solid results.

Why Hope-Beckham?

Hope-Beckham is committed to being the best resource for clients — responding quicker, working faster and smarter and providing the best possible value for its clients.

HUNTER PUBLIC RELATIONS

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

Grace Leong, Jason Winocour, Jonathan Lyon, Claire Burke, Mark Newman, Donetta Allen and Gigi Russo, *Partners*

Hunter Public Relations is a certified woman owned top-ranked marketing communication firm specializing in consumer brands and lifestyle public relations. In business for 21 years, the 75-person, independently owned and operated firm offers strategic marketing PR services including creative brainstorming and facilitation, traditional and social media relations, special event production, product introductions, anniversaries, contests, local market events, spokesperson tours and crisis counseling.

Revitalizing mature brands, creating buzz for new products and building awareness among key influencer groups and celebrities are among the firm's specific areas of expertise.

Clients have included Johnson & Johnson, L'Occitane (Melvita U.S. launch), Dana Classic Fragrances, Alberto-Culver, and Church & Dwight.

JAYNE & COMPANY, LLC

16496 Falmouth Drive
Cleveland, OH 44136
440/846-6022
jayne@jayneandco.com
www.jayneandco.com

Jayne Morehouse, *President*

At Jayne & Company, we build beautiful relationships for new, growing and established brands, products, services and personalities. We share beauty, fashion, wellness, natural and lifestyle brands' stories directly and via targeted traditional and social media to the audiences who matter most to you — from end consumers to your industry, from your distribution partners to your own community to create, build and strengthen awareness, leadership positioning, sales and ongoing connections. Our point of difference comes from a deep and interactive understanding of our clients' businesses, coupled with an indelible passion for the growth of their brands. But most of all, our fun, entertaining and relevant communications process makes your brand memorable.



**Leading the Travel Industry
by Providing Professional
Travel Services Since 1972**

**Gate 4
↓ Arrivals**







London
Madrid
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- Over 200 Offices Worldwide
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- One-on-One Travel Consultation
- Leisure Travel Experts

Locations:

-  North America
-  Middle East
-  Europe
-  Asia

212-563-3500 • OmegaNewYork.com

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



Kaplow has been building brand buzz for the Cosmetic Executive Women Beauty Awards for 15 years. This year's star-studded event hosted beauty authorities, celebrities and influencers including Chairwoman of the CEW Board Jill Scalandre, Kim Kardashian and Allure Editor-in-Chief Linda Wells.

KAPLOW

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

Liz Kaplow, CEO
Evan Jacobs, CFO

Kaplow is an award-winning, independent public relations agency with deep expertise in brand-building, beauty, wellness and fashion communications. Kaplow exists for a singular reason: to emotionally connect our clients' brand stories with consumers who matter.

With unparalleled access to media and unsurpassed connections to influencers, Kaplow reaches beyond traditional public relations to spark conversations and engage consumers. Through our K:drive division, Kaplow extends brand buzz across the social media space where consumers live. K:drive expertise includes viral and social media campaigns, brand audits, blogging and blogger relations, video production and media training.

Liz Kaplow founded the firm 19 years ago after an extensive career in beauty, fashion, wellness and lifestyle communications. Quality, individualization and measurable results are at the center of every client program. As a result, the agency maintains

long-standing client relationships with its best-in-class clients, including Avon mark, Alberto Culver, Cosmetic Executive Women, CVS / pharmacy, Shiseido, Timex and Target.

LOVING + COMPANY

276 Fifth Avenue, Suite 801
New York, NY 10001
212/213-3504
www.lovingandcompany.com

Loving + Company is a full-service public relations firm specializing in building brands that help people feel good, look great and live well. Focusing on consumer-engaging, bottom-line-driving lifestyle PR, the agency works with major personal care, beauty, wellness, home design and fashion brands.

The agency blends classic PR expertise with new media know-how to produce consumer-surrounding brand experiences. Loving + Company builds client programs that change minds, build dialogues, win hearts and move products. Strategic creativity is a hallmark of the firm. With an eye on pop culture and serious style, agency thinking is adventurous, unexpected and engaging.

Specializing in Brand Building, Media Relations, Social Media Marketing, Event Management, Crisis

Communication and Cause-Related Marketing, Loving + Company delivers true life + style marketing.

MALONEY & FOX

89 Fifth Ave., 4th Floor
New York, NY 10003
212/243-2000
Direct: 646/356-8383
Fax: 212/243-5500
info@maloneyfox.com
jlevinthal@maloneyfox.com
www.maloneyfox.com

Julie Levinthal, Fashion Consultant

As a boutique firm that successfully merges small agency creativity and attention with big agency know-how, Maloney & Fox (M&F) continues to see impressive growth in its fashion and luxury goods practice. M&F's savvy and dedicated teams create fresh marketing/PR strategies and campaigns to help clients gain influence, build and increase brand awareness and boost sales.

M&F's Voluptuary Marketing — which plays to and ignites consumers' tactile, sensual, emotional and style prerogatives — has been successful, giving a traditionally static craft a powerful sensory dimension.

Furthermore, M&F has become an agency capable of "Master Pairings." Uniting brands that share visions, yet don't compete with one another, has yielded interesting and fruitful partnerships, promotions, editorial coverage and new customers. VIP and celebrity relationships are also incorporated by the team in both subtle and substantial ways.

Maloney & Fox's luxury goods, beauty and fashion expertise grew out of successful campaigns for premier brands including Wonderbra, Peroni and iSaloni Worldwide, footwear leaders Brooks Sports and Rockport. M&F's exclusive roster currently includes the 263-year-old signature spirit Drambuie; Mercedes-Benz USA; Hendrick's Gin, Glenfiddich and the Balvenie, among other brands from William Grant & Sons; and The Thomas Riley Artisans' Guild. This past year, the agency also added Tupperware's BeautiControl line and leading footwear manufacturer Masai

Barefoot Technology (MBT).

MCENTYRE PUBLIC RELATIONS

305 Madison Avenue, Suite 1028
New York, NY 10165
212/856-9777
Fax: 212/883-1771
info@mcentyrepr.com
www.mcentyrepublicrelations.com

While accounts new to the agency include publishing, cleaning products and home furnishings, beauty and fashion remains the cornerstone of business at McEntyre Public Relations. All clients benefit from the agency's big ideas — creative and ingenious ways the firm uses to get clients noticed fast and favorably. Media placement is key here and the firm, utilizing all media channels, routinely scores national television, print and online hits. Working in tandem with clients' brand managers, the company takes pride in helping to accomplish marketing and sales goals — whether it is for one of the world's largest beauty companies or a new entrant to the beauty/fashion marketplace.

PIERCE MATTIE PUBLIC RELATIONS

62 West 45th Street, 3rd Floor
New York, NY 10036
212/243-1431
joshua@piercemattie.com

Pierce Mattie, CEO & Founder

Pierce Mattie Public Relations remains the industry leader in communications for beauty and fashion brands. Headed by a wellness and lifestyle expert Pierce Mattie, it is the only firm that has a spa, known as the Media Oasis, built into their corporate office in Times Square. At Pierce Mattie Public Relations our team is innovative, client-focused and results-oriented. Collectively our executives are stronger with diversified back-grounds that meet the needs of a broad range of clients.

Pierce Mattie PR has solid relationships with the editorial world of New York and the celebrity world of Hollywood. Pierce Mattie PR has a proven track record of collaborating with its client partners to deliver consistently outstanding

results.

RBB PUBLIC RELATIONS

355 Alhambra Circle, Suite 800
Miami, FL 33134
305/448-7450
www.rbbpr.com

**Christine Barney, Lisa Ross,
Tina Elmowitz**

Miami-based rbb Public Relations is a leading PR firm with a wealth of experience serving beauty and fashion clients from hair care products to international accessories retail. The agency prides itself on delivering award-winning campaigns that use smart communications to persuade, motivate and influence consumer decisions, and has been recognized for best practices in media relations, corporate and crisis communications, product introductions and digital/social media.

rbb's beauty and fashion client experience includes brands such as Bijoux Terrier, a fashion accessories retailer with more than 550 boutiques in 60 countries, and Global Keratin, an international leader in scientifically advanced hair care products. Three-time winner of "PR Agency of the Year," rbb gives its *Fortune* 500 and entrepreneurial clients award-winning counsel and results, and the individual attention available only through a boutique agency. Explore how rbb's employee-driven workplace delivers extraordinary client satisfaction at www.rbbpr.com or call 305-448-7457.

ROGERS & COWAN

919 Third Ave, 18th Floor
New York, NY 10022
212/445-8400
Fax: 212/445-8290
inquiries@rogersandcowan.com
www.rogersandcowan.com

Fran Curtis, Executive Vice President (New York)
Maggie Gallant, Senior Vice President (New York)
Carla Blizzard, Vice President (Los Angeles)

Rogers & Cowan, with offices in New York and Los Angeles, is located in two of the largest fashion capitals in the world. We offer extensive

expertise in the fashion, beauty and luxury categories providing publicity and marketing campaigns, special event support, celebrity/influencer seeding, promotions and product placement. Our commitment is illustrated in the work we do in promoting men's, women's and children's apparel, eyewear, handbags, shoes, jewelry, timepieces, beauty/skincare products, celebrity brands, designers and fashion-related events.

As agency of record for Luxottica Group's Fashion Brand Segment, Rogers & Cowan handles all public relations for brands such as Ray-Ban, Vogue Eyewear, Tory Burch, D&G, DKNY, and Sunglass Hut. Rogers & Cowan works on behalf of Luxottica to implement strategic marketing campaigns that encompass consumer and fashion PR, product launches, celebrity and influential seeding, and entertainment events.

Clients have included Sunglass Hut, Ray-Ban, Clinique, Spa Chakra, Innovative Skincare, Wrinkle Free Eyes, Pastry, David Babaii for WildAid, Sponge Skincare, Dylan's Candy Bar, Whitney Eve, Moody Mamas, ETRO, and Glamour's Reel Moments.

RUDER FINN, INC.

310 East 57th Street
New York, NY 10022
212/593-6400
Direct: 212/593-6387
harrisl@ruderfinn.com
www.ruderfinn.com

**Louise Harris, President,
International, New York**

Ruder Finn offers award-winning brand positioning, media expertise and insider access to traditional press, social media and influencers to communicate a clear message to consumers. With global capabilities in the U.S., Europe and Asia, Ruder Finn's team of lifestyle experts help to develop storylines, shape strategy and deliver measurable business results for luxury, fashion and beauty brands.

Our client roster has included such luxury fashion and beauty brands as Sephora, Hermes, and Cartier.

One of the earliest international agencies strategizing with luxury brands to enter China's

2nd-tier and 3rd-tier cities, Ruder Finn has developed long-standing client relationships that include Canali, Givenchy, Follie Follie, Hennessy, Forevermark (previously DTC / De Beers) and Bang & Olufsen to name a few. As China continues to enjoy remarkable economic growth, wealthy Chinese are catching up with the rest of the world and making a global impact on luxury and fashion brands around the world. China is now the 3rd biggest luxury goods consumer, growing at an annual rate of 20%-30%. The China Luxury Forecast, a yearly in-depth annual analysis by Ruder Finn Asia, examines and charts the trends and influencing factors in the market. This unique knowledge has allowed Ruder Finn China, with offices in Shanghai, Beijing, Guangzhou and Hong Kong, to offer even more communication and positioning services in this key market.

VIDICOM

1775 Broadway, Ste. 401
New York, NY 10019
212/895-8300
www.vidicom.com

Christy Ferer, Founder and CEO

Vidicom has been in business for 28 years now, and we provide the pool camera feed for both the New York and Paris Fashion Weeks. Christy Ferer, our founder and CEO, is a former fashion correspondent for the CBS Early Show and NBC's TODAY Show and writes a regular column on fashion for the Huffington Post. Her efforts to promote Paris Fashion Week, the fashion industry and investment in France in general, helped lead to her being awarded the prestigious French Legion of Honor this year at the French Embassy in New York. Vidicom's coverage of NY Fashion week is featured on the People.com website as well as our NY hotel channel (in over 40,000 hotel rooms) and in-flight on JetBlue. Throughout the year, Vidicom produces a regular feature called "Beauty on the Go" which is seen on CityBuzz hotel TV systems nationwide, on DirecTV, in-flight and on cruise lines. Fashion and beauty brands that work with Vidicom include L'Oreal, Calvin Klein, Christian

Dior, Chanel and many others.

VI NELSON & ASSOCIATES, INC.

1560 N. Sandburg Terrace
Suite 3410
Chicago, IL 60610
312/944-1262
kate@vinelson.com
vi@vinelson.com

**Vi Nelson, President
Kate Cicela, Vice President**

Vi Nelson & Associates, Inc., (VNA) specializes in connecting with and influencing the beauty and spa industry through highly creative and integrated communications. Among the firm's proven strengths are salon/spa industry research, strategic communications, multifaceted marketing programs, strong media relations, educational and promotional material development, cause and relationship marketing. VNA combines PR and marketing expertise with a high level of salon industry understanding.

We are the communications resource for leading associations, events and companies in the beauty industry, including America's Beauty Show, American Association for Esthetics, ColorAmerica, Cosmetologists Chicago, Cosmetólogos Latinos, International Nail Technicians Association (INTA), Independent Cosmetic Manufacturers and Distributors Association (ICMAD), P&G Beauty & Grooming, P&G Salon Professional and Pivot Point International, Inc.

Through professionalism and dedication, VNA is responsive and flexible in our working relationship to fit a client's needs. The agency is celebrating its 20th anniversary in 2010.

WEBER SHANDWICK

919 Third Avenue
New York, NY 10022
212/445-8000
jmurphy@webershandwick.com
lsepulveda@webershandwick.com
www.webershandwick.com

**Lisa Sepulveda, President,
Global Consumer Marketing**
**Jill Murphy, Chief Business
Development Officer**

Weber Shandwick has extensive experience in the beauty and fashion category, with clients

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Risë Birnbaum, Founder & CEO of zcomm.

WEBER SHANDWICK

— Continued from page 25

ranging from mass-market skin and hair care brands to intimate apparel and outerwear.

The beauty and fashion group offers an experienced team of experts who know how to break through the clutter of competitive, fast-paced and dynamic markets. Expertise includes brand building, product launches, event and fashion show planning, grassroots marketing, social media strategy and execution, branded entertainment and celebrity and influencer seeding, retailer support, cause marketing and issues management.

A keen sense of style, coupled with strong relationships with beauty and fashion editors — as well as celebrity stylists, make-up artists and Hollywood A-listers — enable team members to produce award-winning results for clients. From the beauty and fashion pages to national morning shows and entertainment media to the Web's most influential blogs, Weber Shandwick gets client products noticed — by the right audiences, in the right venues and at the right time.

ZCOMM

7830 Old Georgetown Road
Suite 125
Bethesda, MD 20814
www.zpr.com
www.twitter.com/zcommunications

Risë Birnbaum, Founder & CEO

zcomm is a Women's Business Enterprise (WBE) national marketing and communications agency

with a focus on beauty and fashion PR, consumer products, food and beverage, healthcare, and issues and advocacy work.

This award-winning, agile-yet-mighty shop works for clients on behalf of large agencies or directly for associations, companies and other organizations.

Founded by former ABC Network Correspondent Risë Birnbaum, zcomm produces impactful audio and video content that is successfully delivered to target demos via radio, TV, internet and out-of-home venues including airport monitors, fitness club TVs, audio in grocery stores and pharmacies and screens in bars. zcomm creates and executes customized programs that combine best practices with out-of-the-box radio and Internet promotions and social media to reach multiple touch points. Its blend of earned and strategically-placed media enables zcomm to guarantee coverage. And its mix of veteran news and marketing pros knows how to creatively and successfully reach the media, bloggers and other niche audiences.

Among its many services, zcomm provides radio media, satellite media and IM tours, radio & online news releases, podcasts, PSAs, radio and internet promotions, video production and editing, translation services, social marketing and conference coverage, in English and Spanish to tap into the exploding Hispanic market.

In business for 20 years, zcomm is obsessed with client service, innovative services and metrics, which have generated longstanding, loyal clients. zcomm is keenly aware of clients' needs for quick updates and edits, firm budgets and timetables and

O'DWYER'S 2010 RANKINGS OF HOME FURNISHINGS PR FIRMS

-
- 1. Edelman** **\$39,621,535**
New York
 - 2. Gibbs & Soell** **3,121,141**
New York
 - 3. L.C. Williams & Assocs.** **2,916,975**
Chicago
 - 4. Kaplow** **1,800,000**
New York
 - 5. Zeno Group** **1,614,072**
New York
 - 6. Hunter PR** **1,497,328**
New York
 - 7. Lou Hammond & Assocs.** **955,809**
New York
 - 8. The Rogers Group** **548,083**
Los Angeles
 - 9. Luckie Strategic PR** **503,367**
Birmingham, AL
 - 10. Gregory FCA Comms.** **280,000**
Ardmore, PA
 - 11. The Kotchen Group** **257,733**
Hartford, CT
 - 12. RLF Comms.** **211,137**
Greensboro, NC
 - 13. Intermark Group** **170,039**
Birmingham, AL
 - 14. Rosica Public Relations** **72,239**
Paramus, NJ
 - 15. Jackson Spalding** **32,210**
Atlanta
 - 16. Kwitken & Co.** **23,000**
New York
 - 17. Public Comms. Inc.** **22,640**
Chicago

O'DWYER'S 2010 RANKINGS OF BEAUTY & FASHION PR FIRMS

1.	Edelman	New York	\$22,722,032
2.	Kaplow	New York	3,073,000
3.	5W Public Relations	New York	2,011,110
4.	Pierce Mattie Public Relations	New York	1,298,330
5.	zcomm	Bethesda, MD	1,024,118
6.	Coyne PR	Parsippany, NJ	942,000
7.	Hunter PR	New York	755,024
8.	Gregory FCA Comms.	Ardmore, PA	585,000
9.	Allison & Partners	San Francisco	432,777
10.	Airfoil PR	Detroit	376,680
11.	O'Malley Hansen Comms.	Chicago	287,000
12.	Hope-Beckham	Atlanta	258,012
13.	Kwittken & Co.	New York	232,664
14.	rbb PR	Miami	224,485
15.	TransMedia Group	Boca Raton, FL	170,000
16.	Zeno Group	Chicago	168,514
17.	Linhart PR	Denver	155,078
18.	RL PR & Marketing	Los Angeles	145,411
19.	The Kotchen Group	Farmington, CT	130,522
20.	Rosica Public Relations	Paramus, NJ	114,005
21.	Seigenthaler PR	Nashville	95,336
22.	Vollmer	Houston	88,550
23.	Trevelino/Keller	Atlanta	52,000
24.	Boardroom Communications	Plantation, FL	50,000
25.	Kohnstamm Communications	St. Paul, MN	38,860
26.	Winning Strategies PR	Newark, NJ	37,747
27.	Shelton Group	Dallas	37,210
28.	Richmond PR	Seattle	36,566

How to handle 'exclusives'

By Fraser Seitel

"The United States has discovered nearly \$1 trillion in untapped mineral deposits in Afghanistan, far beyond any previously known reserves and enough to fundamentally alter the Afghan economy and perhaps the Afghan war itself, according to senior American government officials."

— *The New York Times*



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*.

"Snooki, Pauly D and Mike 'The Situation' Sorrentino have launched their own PSA – The "GUI-DO" campaign – to help solve the world's problems."

— popeater.com

"Through key intelligence sources in Afghanistan and Pakistan, I have just learned that reclusive Taliban leader and top

Osama bin Laden ally, Mullah Omar has been taken into custody."

— Andrew Breitbart, biggovernment.com

Reporters live for scoops. They get rewarded by their organizations and lauded by their colleagues if they are the "first on the block to break a story." In journalism, it has been forever thus. And today, with non-stop blogs constantly battling for recognition, the exclusive is even more coveted.

It matters little that the scoop may be exaggerated (*The New York Times* Afghanistan story) or non-sensical (Popeater Snooki story) or just plain, flat-out wrong (Andrew Breitbart [surprise!!] story).

What matters most today is that you and your blog or newspaper or cable news program or radio talk show were the first to break the story. Every journalist wants to be first. And they will bargain to secure that distinction.

Consequently, for PR people, the exclusive is an important tool in securing publicity for one's client or organization. And your leverage even with the most influential media in society — *New York Times*, *Wall Street Journal*, *Washington Post* — increases with the presumed import of what it is you are pitching.

The most recent and powerful example was the selection by anti-establishment, whistle blower Web site, WikiLeaks, of

three international publications to publish 90,000 pages of federal intelligence reports on the Afghanistan war.

WikiLeaks wacky Aussie founder Julian Assange not only leaked the secret reports to the three publications, but literally forbade them from printing the material for two weeks. Assange called the shots, and the powerful newspapers and magazine obeyed.

Such is the potential power to an organization of favoring a particular reporter or reporters with an exclusive. So the point is, exclusives work. But in dispensing them, public relations professionals must be careful. Here are rules to remember.

1. Best to offer the exclusive to only one outlet.

As the word suggests, the best exclusives are those offered to only one, privileged organization.

If you agree, for example, to let the *Wall Street Journal* announce the story, you have given your word that no competitor organization will beat the *Journal* to the punch. The benefit of such an approach is that you can take the time to work with the reporter to help frame the story, without worrying about others interpreting it differently.

In securing the *Journal* to write the story, your publicity transforms itself into bona fide news, thus attracting follow up coverage.

2. If awarding more than one exclusive, admit it.

Infrequently in the case of really big news — such as the WikiLeaks leaks — more than one exclusive might be called for.

Most frequently, this would apply to awarding an exclusive to a news daily and a magazine or blog that covers your industry. In no case, should an exclusive be given to media which compete head-to-head, say like the *New York Times* and *Washington Post*. Competition in journalism — while greatly diminished in the fallout of daily newspapers — nonetheless still exists. And public relations people should be respectful of it.

Most important, if you do plan to award more than one exclusive, you should acknowledge as such to all recipients. With the consolidation of the

media and the popularity of Web-based dailies, the most powerful organizations — like the *Times* and the *Journal* — often refuse to carry an exclusive unless they are the only outlet allowed to break the story.

When this happens, a public relations person must decide whether to honor the demand or take the story elsewhere.

3. Make the reporter a colleague.

Awarding an exclusive allows a public relations professional to adopt a role with a journalist, different than the traditional "adversarial" one.

On exclusives, a public relations professional becomes more a colleague than an adversary, working with the reporter to identify newsworthy angles or underlying significance of the announcement being made.

This unique relationship increases the possibility that the eventual story will reflect more closely the goals and intent of the sponsoring organization.

4. Time the release to coincide with exclusive.

In terms of timing, the public relations person should be accommodative to the journalist.

Occasionally, a reporter will need more time to research the story fully, conduct interviews with key spokespeople, and prepare a comprehensive article. In such cases, the public relations professional should adjust the timing of the formal announcement.

Most typically, a formal release on a paid wire would appear coincident with the story appearing exclusively in the chosen publication. Stated another way, at the moment the story breaks in print or on the web, the organization should formally make its announcement.

5. Share the wealth.

No question that exclusives work. But they are also dangerous.

Nothing infuriates competitive journalists more than knowing they were beaten to a story. The quickest way to alienate a reporter is to give competitors repeated exclusives.

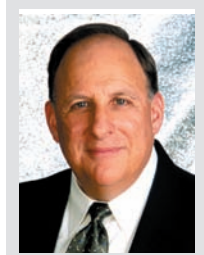
The answer is to reward different exclusives to different news organizations. Reporters are big boys and girls. They understand that some organizations outrank them in terms of audience and clout. But as long as they are treated fairly, they will understand.

And fairness in terms of exclusives ultimately means sharing the wealth. ●

Financial analysis: A tool for agency growth

By Richard Goldstein

Financial statement analysis is an important tool in managing your agency. If you monitor the ratios of your agency on a regular basis, you will gain insight into how effectively you are managing the agency. For example, the balance sheet is more than a listing of assets, liabilities and owner's equity. Buried in the captions and numbers is a wealth of information for those who know the password to unlock the financial information.



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

Ratios are among the best known and most widely used tools of financial analysis.

A ratio expresses the mathematical relationship between one quantity and another. Ratios, however, are just indicators to help you better understand your agency and should serve as just one of the many tools in your managerial arsenal.

Beginning with this column, I will explain some ratios specific to the PR industry, including industry benchmarks. At the end of the series, readers should have a listing of all industry specific financial ratios, including an explanation of the ratio and action steps to help improve their agencies.

Solvency ratios

Solvency or short-term liquidity of a PR agency is measured by the degree to convert assets into cash or to obtain cash. One widely used measure of liquidity is working capital. The concept of working capital is simple: the excess of current assets over current liabilities. It shows the margin of safety present to cover any possible reduction of current assets. Expressed as a ratio, it is current assets divided by current liabilities. The higher the ratio, the greater the liquidity. A low or negative ratio indicates a lack of liquidity and a potential problem in meeting maturing obligations. A ratio of 1:1 means the agency has \$1.00 in current assets to cover each \$1.00 of current liabilities. Look for a ratio of above 1:1 and as close to 2:1 as possible.

A second liquidity ratio is the Quick

Ratio. Its formula is cash plus accounts receivable divided by current liabilities. This ratio is very similar to the working capital ratio and in some cases may be exactly the same. The ratio is often used by creditors to determine the ability of the agency to repay loans. Again, a good ratio is 1:1.

To improve your ratios consider the following:

- Review your billing and collection policies.
- Manage rebillables (do not pay vendors until you are paid).
- Consider long term debt rather than short term debt.
- Make sure all professionals record their time and bill timely. Keep over servicing to a minimum!
- Add a markup for administrative services or have vendors bill clients directly.
- Consider leasing instead of purchasing equipment.
- Don't use short term debt to purchase assets having a useful life over one year.
- Negotiate with vendors for your business, both as to price and payment terms. If your clients tend to pay you in 60 or 90 days, your vendors should be paid using the same terms.
- Offer a discount; say 5%, to get paid sooner.

Current liabilities to net worth

This ratio contrasts funds that creditors are temporally risking with funds invested by the agency owners. The smaller the ratio the more secure the creditors. The larger the ratio relative to industry norms, the less security there is for creditors. The industry ratio ranges from 75 percent 66 percent for smaller agencies. (The ratios indicated reflect median measurers for the PR industry. Median ratios are often used to smooth out distortions which would be caused by unusually large firms in the analysis pool.)

Total liabilities to net worth

This ratio is the most comprehensive ratio that measures the relationship between total debt to total net worth. It expresses the degree of protection provided the creditors by the owners. The higher this ratio, the higher the risk to the creditors.

A cousin to this ratio is "long-term debt to net worth." This ratio is better known as the "debt to equity" ratio. A ratio in excess of 1:1 indicates higher long-term debt participation by creditors as compared to net

worth by agency owners. Another way of understanding this is total liabilities to net worth reflects the extent of liabilities used to finance assets while long-term-debt to net worth reflects the extent non equity capital is used to finance assets.

The approximate industry average for total liabilities to net worth for smaller agencies is 66% to 99% industry wide. This seems to indicate the industry is financed more by debt than owner's equity.

Fixed assets to net worth

This ratio shows to what extent owner's equity has been invested in fixed assets. Higher ratio relative to the industry norm can indicate low working capital (current assets minus current liabilities) or higher debt levels. The ratio for smaller agencies approximates 25 percent and 24 percent for the industry.

To improve your ratios consider the following:

1. Consider leasing excess space to other agencies or companies.
2. If you are paying above market for your office space, consider asking the landlord to renegotiate. This may be possible if there is give and take on both sides; for example, extending the term of the lease.
3. Consider leasing equipment rather than buying.
4. Try to sell furniture and equipment no longer being used. There is a market for used furniture.
5. Review the leasehold improvement general ledger account to see if any of these items can be reclassified and depreciated using shorter lives. The increased tax deduction will reduce taxes and increase cash flow.
6. Consider negotiating extended payment terms with key suppliers for older accounts payable and offer discounts to customers for paying sooner. Also consider changing 30 day payment terms to 60 or 90 days.
7. Consider outsourcing to other agencies in house expertise or facilities. For example, if you have an in house graphic designer, consider offering this service to other companies who may otherwise use a more expensive alternative.
8. Consider refinancing long-term debt. Bankers may just compete for your business.

Next month efficiency ratios will be discussed. ●

'Abundance of caution' in crisis PR

By Tony Jaques

When organizations are facing a crisis or a serious issue, this is exactly the time for accurate, unambiguous language, not meaningless corporate messaging.

But recent over-use of the foolish phrase "an abundance of caution" seems to be nothing more than a smokescreen to obscure clear communication.



Tony Jaques is managing director of the Melbourne-based Issue Outcomes P/L which specializes in issue/crisis management and risk communication.

McDonald's in June recalled 13 million Shrek-themed souvenir glasses after the discovery of toxic cadmium in paint used to decorate the glasses. The level of cadmium was within all federal and

state legal safety limits, but McDonald's announced the voluntary recall was done "in an abundance of caution."

Given that most authorities agreed there was no real risk to users, the phrase just might have been acceptable in this case. But that argument would be hard to sustain two weeks later when Campbell's Soup announced it would recall nearly 15 million pounds of canned spaghetti and meatballs because of "possible

under-processing" (which presumably means it wasn't cooked properly).

Even though the U.S. Agriculture Department said it had not yet received any reports of illnesses from consumption of the products, Campbell's announced a voluntary recall "in an abundance of caution." But did they really have any choice? And even if they did, why not state the facts openly. Maybe: "We don't believe there is any real risk from this product, but we believe this is the right decision to remove any possible doubt for our customers. Public safety is our highest priority." Wouldn't that be preferable?

Shortly afterwards, the phrase was shorn of any last vestiges of meaning after maggots were found in the overhead locker of a U.S Airways aircraft in North Carolina. Airline spokesman Todd Lehmacher told a highly startled public the overhead bin was cleaned, and the aircraft was later taken out of service and fumigated out of "an abundance of caution."

With respect, Mr Lehmacher, no it wasn't. It was fumigated to remove the slightest doubt about the cleanliness of the aircraft in order to protect the brand and your passengers. Why not say so? We are intelligent human beings. We

would understand. Did some smart lawyer tell you it was a clever phrase?

It is not quite clear who started using and mis-using this phrase, though it appears to have gained momentum during the so-called War on Terror, when American government officials started using it to justify measures such as x-raying shoes at airports.

But it gained the highest endorsement in January 2009 when White House senior counsel Greg Craig explained that the newly-inaugurated President Obama would retake his oath of office in "an abundance of caution." Perhaps it was a complicated way of explaining how someone in a very senior position appeared to have made a simple mistake.

However, that all changed at the end of 2009 when Unilever tried to blame "an abundance of caution" for recalling potentially contaminated Slimfast products. Use of the term then began to spread faster than a food-poisoning scare.

No-one would question for a moment the need for caution, especially when dealing with public health and safety. But communicators and public relations professionals need to focus on clear and unambiguous communication and dump this abundance of caution. ●

Media Briefs

NEWS CORP. HALVES EXEC. PAY

News Corporation has cut the salary of Chase Carey in half to \$4M and increased the amount of bonus comp tied to performance available to the president/deputy chairman of the media combine.

Under the revamped bonus scheme, two-thirds of executive bonuses are to be based on the company's financial and operating performance. Bonus targets were formerly budgeted.

Carey has the opportunity to haul in a maximum \$20M in bonus comp for fiscal '11, according to News Corp.'s 8-K filed Aug. 2 with the Securities and Exchange Commission.

In the event that Carey is terminated prior to June 30 '11, he will receive a lump sum payment of \$21.2M. Carey returned to News Corp in June 2009 to succeed Peter Chernin. He had been running DirectTV.

News Corp. CEO Rupert Murdoch is eligible to receive a maximum bonus of \$25M. His son, James, eyes a potential \$12M windfall. The younger Murdoch heads European and Asian operations.

PSB invests in online news site

Minneapolis-based Padilla Speer Beardsley and The Dolan Co. are investing \$1M in BringMeTheNews.com, which was founded by former news anchor Rick Kupchella.

PSB CEO Lynn Casey and Jim Dolan will join BMTN's board of directors. The PR firm's involvement in the venture is to get an "insiders' view into new and emerging ways to deliver news content to consumers," according to the release announcing the investment.

Casey says the BMTN model "showcases reporting from respected sources, credits and links the reader back to those sources and relies on sponsored content instead of traditional advertising to generate rev-

enues."

BMTN "fits within Padilla's mission of helping organizations communicate with the people who are important to their success."

BMTN has a dozen staffers who gather local news and distribute it via online and social media sites. It produces radio broadcasts that are aired on Clear Channel stations in Minneapolis/St. Paul, St. Cloud, Brainerd, Marchall and Warroad.

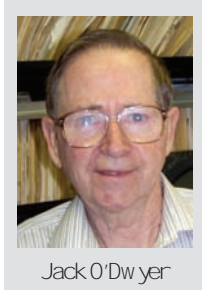
Kupchella spent 20 years as investigative reporter and anchor at KARE-11 in the Twin Cities.

Dolan was executive VP of the Jordan Group, a New York investment banker focused on the media. He also held positions at Kummerfeld Assocs, mergers and acquisitions, and began his career as a reporter. ●

'Mad Men,' new book focus on industry sexism

By Jack O'Dwyer

A central theme of "Mad Men," the AMC series about Madison Avenue ad execs in the 1960s, is the degrading treatment of women by word, deed and pay that went on in the industry.



Jack O'Dwyer

The Aug. 1 show included themes that secretaries were considered fair game for ad execs, sometimes paid around \$100 for

their sexual favors and forced to run personal errands such as buying Christmas presents for execs' families.

The show has been getting plenty of ink lately, including two pages in the July 25 *New York Post* and the top story in the Aug. 1 Styles section of the *New York Times*, written by author Katie Roiphe.

Roiphe said the nation is "again transfixed" by a show that is a "phenomenal success." She is the daughter of feminist Anne Roiphe and author of "The Morning After: Fear, Sex and Feminism." She teaches in the journalism department of New York University.

Roiphe, although noted for writing on feminist topics, did not discuss them much in her Aug. 1 piece.

She should read the chapter about the plight of women at JWT written by its first female Creative Director, Anne Wallach, who appears in "Women of True Grit," a compilation of 40 essays by women telling of their struggles for equality with male employees.

Women were "making \$40 to the man's \$80," Wallach writes. They were treated like a "different species" who would have "the vapors" at a certain time in the month and required their own floor where a nurse tucked them under a blanket for naps that lasted an hour or two.

No "girl" ever started higher than a secretary and those who advanced to copywriter or art director then donned hats to "distinguish ourselves from the secretaries and maids who brought lunches on trays to us."

Ad side stayed out of battle

We couldn't help thinking what a great witness Wallach would have been for Betty Lehan Harragan, PR pro at JWT who hauled the agency before the New York

State Division of Human Rights in 1971 on charges of discrimination against women.

Harragan, waging the battle on her own, obtained records showing that in 1971 JWT males averaged \$20,458 in pay while women got \$13,979.

She felt she had a good case and so did the state Human Rights Division which in Aug. 1971 found "probable cause" to believe her charges. The battle raged for three years and resulted in 2,100 pages of testimony and documents.

She testified she was given no more work after she filed her complaint on July 12, 1971. She was fired in February 1972.

Commissioner Jack Sable ruled against her in July 1974, saying he believed JWT's contention that she filed the suit to delay her expected firing (after eight years with JWT).

Harragan called that a "flat lie" and also disputed many of the 47 "findings of fact" in the case. She had been called "a superior writer and planner" in an evaluation in 1969 by PR Dept. head Wallace Clayton and went on to write in 1977 "Games Mother Never Taught You: Corporate Gamesmanship for Women," which was made into a TV film starring Loretta Swit and Sam Waterston. It was broadcast by CBS in 1982.

Oddly, the *New York Times* obit for Harragan, who died in 1998, did not mention the epic battle she waged.

This reporter covered the public hearings in detail but there was no coverage by the NYT. Ad columnist Phil Dougherty told us he "didn't have time to cover hearings."

Coverage by other press was light (*Advertising Age* reporter Don Grant and an AP reporter were present for one day each). Only one or two people were in the audience.

Harragan used division lawyer

Harragan was represented by Division lawyer Sam Singer while JWT had a three-member team from the law firm of Breed, Abbott & Morgan led by Stephen Lang.

The team brought in witnesses from the JWT staff and executives of the National Association of Home Builders, the account on which she worked.

Frances Smith, retired PR account supervisor, along with Joseph Honick and Michael Lenzi of the NAHB called

Harragan "uncooperative ... critical of associates and JWT ... prone to "long rambling conversations that didn't get to the point" ... "radiated the idea that she had all the answers to everything" and had trouble "working as part of a team."

Singer tried to bring up reported sex discrimination practices on the ad side but this was rejected by Sable.

Singer had obtained a statement from JWT executive VP John Devine but Sable would not let him read it. "I will subpoena Devine as a witness," said Singer. Lang rose to say, "And I will go to the Supreme Court tomorrow and get it quashed."

Wallach 'worked within the rules'

Wallach was aware of discrimination against women and the treatment of them in a patronizing way (men would say "good morning" to each other but compliment Wallach with phrases such as "don't you look pretty this morning").

But she says she "worked within the rules because I couldn't work without them."

She writes: "There was no machinery for complaining and you got into a multitude of trouble if you did. The prevailing attitude was 'women were lucky to have a job in this wonderful place. Don't make waves. Nice women don't make waves.'"

She tells of her long battle to be a VP ("the worst thing that ever happened to me").

She was the only woman among 16 copy group heads and felt she had the same duties of travel, handling billing and working with big clients. "It took me an amazingly long time to get the title and I knew they would never do anything for me again," she writes.

Wallach worked on a pro bono National Organization of Women account in the 1970s, although she did not get along well with its executive committee ("five ladies with big hats, big handbags and stern expressions" who included "two of the most vicious people I have ever met...who did their very best to undermine me like mad").

She and copywriter Shirley Kalunda rejected their initial ideas but NOW and Wallach's team eventually produced ads that "caused a lot of talk and wound up in the Schlesinger Library's collection of women's history."

Wallach said women are still paid only 80% of what men make for the same work. ●

Ogilvy to revamp Capitol site

Ogilvy PR Worldwide won a competitive process for a mid-six-figure pact to revamp the web presence of the Architect of the Capitol, the caretaker for the U.S. Capitol complex, from the eponymous building and Congressional offices to the U.S. Botanic Garden.

Ogilvy picked up the \$476K award — to stretch to October 2011 with the Office of Congressional and External Relations — to guide the overhaul of AOC.gov following an RFP process started in April.

Ellen Birek, Manager of External Relations for Ogilvy in D.C., confirmed that the WPP-owned agency has been awarded the assignment but declined further comment until the contract is signed.

The AOC has overseen the Capitol complex for more than 200 years and wanted its history leveraged in the re-design.

The website gets more than 3M visitors a year and is working on developing panoramic images, videos and 3-D models to add to the AOC's online presence. ●



AOC.gov

Siemens taps Obama aide

Camille Johnston, Director of Communications for Michelle Obama, stepped down for the VP/corporate affairs slot at Siemens Corp. as the U.S. subsidiary of the German electronics giant moves its base of operations from New York to D.C.

Johnston, who is also a Special Assistant to President Obama, is the former Senior VP of Communications for the Los Angeles Dodgers and VP of corporate communications for Rodale.

She took up the Siemens post on Sept. 7.

She was Communications Director for Tipper Gore during and after the 2000 presidential campaign after working on the two successful Clinton-Gore presidential bids. She later held similar posts for Labor Secretary Robert Reich and Education Secretary Richard Riley.

Eric Spiegel, Siemens' CEO, said in a statement that the company's technologies "can move the national agenda forward" in noting the move to D.C. and the hire of Johnston "to help us position Siemens more broadly in this country." ●



Camille Johnston



Salahis allegedly stiff B-W-F

Brotman-Winter-Fried Communications says Tareq and Michaela Salahis, the couple that burst upon the U.S. scene when they allegedly gate-crashed a White House dinner last year, owe the firm \$15,000.

The Falls Church, Va.-based firm says the Salahis hired it to promote their America's Polo Cup, a D.C. event that matches a U.S. team with an international partner each year. America squares off against Costa Rica in '11 and sponsorships abound.

B-W-F president Steve Winter claims the Salahis "skipped out on the tab." An affidavit for "debtors' interrogatory" was served Aug. 5 at the unsanctioned premiere party for "Real Housewives of D.C." Michaela is a member of Housewives cast.

Winter told *Us Weekly* the affidavit "means they have to appear in court to discuss their financial means — how they are capable of paying off the debt." ●

DI adds Shell, Hill vets

Rodney Ferguson, who founded Lipman Hearne's public affairs practice in Washington, moved to Brunswick Group in the capital as a Partner. Ferguson will focus on public affairs issues and communications strategy, Brunswick said.

At LH, where he left as a Managing Director and Principal, he counseled The Brookings Institution, American Enterprise Institute, U.S. Dept. of Education and RAND, among others. He also advised the American Council on Education on crisis communications.

He shifted into the PR sector after three years in journalism led to a management consulting role at PricewaterhouseCoopers. As a scribe, he wrote for the *Wall Street Journal* and *Cleveland Plain Dealer* out of D.C. DI and B-M are part of WPP. ●

Pentagon orders 'eyes off' WikiLeaks

The Pentagon ordered soldiers, sailors, Marines and airmen not to access the WikiLeaks website that contains the 77,000 documents that were leaked to the *New York Times*, *The Guardian* and *Der Spiegel*.

An e-mail message from the Navy's Judge Advocate General Corps warned sailors not to "access the WikiLeaks website to view or download the publicized classified information." ●

Euro no longer engaged with Jean campaign

Euro RSCG Worldwide PR, which helped announce singer Wyclef Jean's presidential bid earlier this month and has worked with his charity, said it remains close to the singer but is not actively engaged on the account.

"Right now there is no formal campaign," Marian Salzman, President of the firm, told *O'Dwyer's*, noting she last spoke with Jean several times on August 17. "Stay tuned."

Jean, the three-time Grammy Award winner who also serves as ambassador-at-large for Haiti, is waiting to hear whether he is eligible to run for the presidency of the earthquake-ravaged country.

He would run against his uncle, Raymond Joseph.

Jean recently stepped down as chairman of Yele Haiti, the non-profit group that he founded in 2005 to improve living conditions in Haiti. Jean and Yele have come under scrutiny for their work in

the aftermath of January's earthquake that left 300K dead.

Yele Haiti has raised more than \$9M in emergency funds to help Haiti recover from the earthquake.

The *New York Times* on August 17 and *London's Guardian* reported that the firm announced that it had resigned without explanation from all PR work for the charity, Yele Haiti, and Jean's campaign.

Euro had been hired during the Haitian earthquake crisis to manage brand communications for Yele Haiti. The firm blogged in March: "We knew we were doing something right when someone asked us if he was planning on running for president of Haiti in the near future." ●



Wyclef Jean

OMC takes new overseas role Weber pitches Canada

Omnicom has created a new corporate communications position for Asia-Pacific, Africa and the Middle East as the advertising and PR conglomerate seeks to bolster its profile and eyes those regions for growth.

The company has tapped Clara So, Director and head of Corporate Comms., Asia-Pacific, for Lufthansa for the new director-level position. She started Aug. 2 and is based in Singapore.

So was with Lufthansa for 15 years after working on the agency side at The PR Company Ltd. in Hong Kong.

OMC does not break out revenue by country but lumps the APIMA regions into an "other" category separate from its U.S., European and U.K. revenue. For the second quarter, revenue for those areas was \$555.4M, representing the largest increase in organic growth for the quarter by region at OMC at 8.4%. ●

Weber Shandwick is gearing up a media campaign to bolster Canadian tourism as the federal government revamps the Canadian Tourism Commission following a drop-off in visitors.

CTC's Global Tourism Watch released last month shows China as the sole targeted market to send more people to Canada last year. Tourism from the U.S. was down nine percent in 2009.

The CTC has used up its \$26M "special funding" for the Vancouver Olympics staged earlier this year, and Ottawa has decided to pare \$6M from CTC's budget to around \$70M next year, according to a July 17 report in *The Globe and Mail*. That cut will reduce CTC's headcount by 25 percent.

As CTC scales back consumer advertising and trade development activities in the U.S., Weber Shandwick is to use PR to promote Canada's brand and increase the desire to visit there. ●

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.

Akin Gump Strauss Hauer & Feld, LLP, Washington, D.C., registered August 2, 2010 for **Embassy of the Republic of Korea**, Washington, D.C., regarding providing counsel and outreach related to the Korean-US Free Trade Agreement.

Brown Lloyd James, New York, N.Y., registered August 3, 2010 for **China-United States Exchange Foundation**, Hong Kong, regarding organizing person-to-person exchanges and disseminating information to better increase understanding between the nations.

Gephardt Group Government Affairs, LLC, Washington, D.C., registered August 3, 2010 for **Government of El Salvador**, San Salvador, El Salvador, regarding providing lobbying and government relations services.



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 <http://sopr.senate.gov>.

Baker & Hostetler LLP, Washington, D.C., registered August 2, 2010 for **Thomson Reuters**, New York, N.Y., regarding legislative and regulatory issues affecting the interests of Thomson Reuters, and the Dodd-Frank Wall Street Reform and Consumer Protection Act.

C2 Group, LLC, Washington, D.C., registered August 3, 2010 for **JCPenney**, Plano, Texas, regarding issues relating to and affecting retail department stores.

Patton Boggs LLP, Washington, D.C., registered August 16, 2010 for **Publix Super Markets, Inc.**, Lakeland, Fla., regarding healthcare reform and private health insurance issues.

Russell & Barron, Inc., Arlington, Va., registered August 3, 2010 for **Land O'Lakes, Inc.**, St. Paul, Minn., regarding issues related to federal regulation of biotechnology.

VIDEO



EXTEND YOUR REACH TO MILLIONS
OF ADDITIONAL READERS

North American Precis Syndicate, Inc.,
Empire State Bldg., 350 Fifth Ave., 65th fl.,
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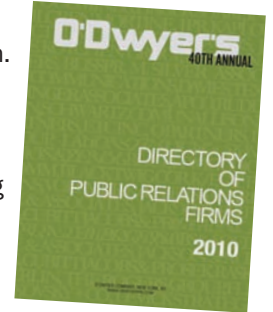
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