

Newsletters

The PRWeek Breakfast Briefing The PRWeek Breakfast Briefing provides all the breaking news you need about the world of communications every weekday morning.

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PRWeek BREAKFAST BRIEFING

September 13, 2010

Publicis Groupe plans to [integrate all its social media activities](#) in a new centralized unit in the style of its [VivaKi](#) media division, including social media campaigns undertaken by its PR group MS&L. Social media will continue to be handled by individual agencies, but there will be more cooperation amongst the group.

Vivaki's chief strategy and innovation officer, Rishad Tobaccowala, is leading a review that will be completed in time to implement the new strategy by 2011. He told [AdWeek](#): "It's hard to de-link social or earned media from paid and owned media. It's all related; one feeds on the other."

Also in the news:

- Glenn Beck's favorite gold company [hires Powell Tate](#) for PR.
- [Hollywood Reporter](#) to become a weekly magazine.
- Apple confirms it has ended its [free iPhone 4](#) case offer.

Latest News

Citizenship is a key issue for Latinas interacting online

MIAMI: BodenPR, which specializes in Hispanic PR, launched a series of studies analyzing the Latina market, to discover what issues move and inspire Latinas in the US.

Shift wins Logitech's video business

FREMONT, CA: Logitech hired Shift Communications, following a competitive review, to handle PR and social media for its consumer and b-to-b video divisions.

Bite announces two more senior-level hires

SAN FRANCISCO: Bite Communications named Simon Mathews SVP, head of digital strategies, and Caroline Kawashima VP, focused on corporate communications.

[more »](#)

On the Cycle

UN looks to Angelina Jolie for Pakistan flood effort

The United Nations is hitting up the star power of movie actress Angelina Jolie to raise money for the victims of the recent Pakistan floods.

[more »](#)

Steve Barrett on PR

PR takeover fever set to continue into the fall

Takeover fever has swept the world of PR agencies in the last seven days. As previously discussed, the market is heating up again and there are several predators on the lookout for agencies of all sizes to swallow up.

Advertisement

A steel company wanted to battle a severe drought. So partnering with Ogilvy PR, BlueScope Steel created the "Tank a Day" Challenge.

By teaching Aussie kids about water conservation, BlueScope and Ogilvy help save 90 million liters of water each year.

Tap Ogilvy to create your company's next success story. It starts at [ogilvypr.com](#)

News Briefs

[Nonprofits add CMO positions](#)
[Altec Lansing hires MWW Group](#)
[Ruder Finn hires former employee Zaback](#)

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Featured Job

PRWeek JOBS

Formula PR -
Director of Public Relations -
San Diego, CA

2010 Cause Survey

PRWeek is looking for in-house corporate communications and marketing pros to take the 2010 Cause Survey. For each survey taken, we'll donate \$5 to the charity of your choice. [Click here to take the survey.](#)

PRWeek Awards 2011

Weekly Newsletters

Healthcare Newsletter keeping readers informed of all breaking issues affecting the healthcare and health/wellness market, from the FDA to Big Pharma (7,500 opt-ins)

Technology Newsletter featuring news and analysis on new marketing campaigns and emerging issues in the technology space, as well as technology-focused briefs and blog posts (5,000 opt-ins)

Products & Tools Newsletter providing news and features geared towards the strategies, people, products, and platforms at the forefront of the PR industry including the rapidly developing world of social media (12,000 opt-ins)

Careers Newsletter (deployed monthly) bringing together top industry information and insights from PR and recruitment experts on how to start and build a career in the rewarding profession of communications (15,000 opt-ins)

Exclusive Monthly Sponsorship Includes:

Leaderboard 728 x 90 px

Skyscraper 120 x 600 px

The image shows a screenshot of the PRWeek Careers Newsletter with several advertising spots highlighted by arrows and labels:

- Leaderboard 728 x 90 px:** A banner at the top for NYU SCPS M.S. in Public Relations and Corporate Communication, featuring the NYU logo, the program name, and a "LEARN MORE" button.
- Skyscraper 120 x 600 px:** A vertical sidebar on the right side of the newsletter, also for NYU SCPS M.S. in Public Relations and Corporate Communication, featuring the NYU logo and the program name.
- 60 word text link:** An arrow points to a link in the "Careers Content" section: "LinkedIn to expand internal PR team".

The newsletter content includes:

- PRWeek Careers Newsletter** logo
- Top Jobs of the Month** section with job listings:
 - Director of Events & Planning** - Confidential - New York, New York
 - Public Relations Manager** - Mountain View, California
 - Manager, Media & Communications** - ASPCA-New York, New York
 - PR & Communications Specialist** - HL Group - New York, New York
 - PR Associate** - Sloane & Company - New York, New York
- Advertisement** section:
 - The PRWeek Education Program of the Year 2009 and 2010.**
 - The Master of Science in Public Relations and Corporate Communication** at NYU-SCPS provides unparalleled access to the business, media, and communication resources of the world's leading city. Our faculty includes accomplished PR and corporate communication professionals, whose real-world insight and expertise will prepare you for success in this dynamic field. Visit <http://www.scps.nyu.edu>
- Careers Content** section with a link: "LinkedIn to expand internal PR team"
- PRWeek Career Guide** link
- To post a job on PRWeekJobs.com click here.**

Weekly Online Edition

PRWeek PRWeek's Weekly Online Edition features the latest PR industry news, analysis, campaigns, opinion, video, and *The PRWeek* podcast.
Published every Friday at 12pm EST, available only to PRWeek subscribers.

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Engage now with the free white paper, "PR rising." [ENGAGE NOW >](#)

ENGAGE OPPORTUNITY EVERYWHERE

PR Newswire
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PRWeek

Weekly Online Edition



Rolls-Royce's silence has both pros and cons

Rolls-Royce has taken a very cautious approach to its external relations, after one of its Trent 900 engines disintegrated mid-flight on the world's biggest commercial jetliner.

PRWeek Column



H&K merger shows influence of public affairs

Jaimy Lee
The news that Hill & Knowlton and Public Strategies are merging reflects the increasing demand for senior-level public affairs counsel in the US.

Campaign

Baskin-Robbins gives flavors the "deep-freeze"

For Baskin-Robbins' 65th anniversary, Dunkin' Brands and AOR Schneider Associates created a campaign to celebrate the ice cream brand's history, current relevance, and future.

Podcasts

[Click here](#) to listen to this week's edition of our weekly podcast, *The PR Week*.

This week's topics include: the Hill & Knowlton and Public Strategies merger, the Barneys and Food Network collaboration, and Ogilvy's health information survey.

Opinion

Using the "40 Under 40" in the classroom

Bruce Berger

November 19, 2010

PRWeek's weekly online edition features the latest PR industry news, analysis, campaigns, and information. It is published every Friday at 12 pm EST, available only to PRWeek subscribers.

In This Issue

- News Analysis
- Campaign
- Guest Column
- Op-Ed
- Video
- And more...

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PR professionals, get social media fit! Extreme Social Media Workouts: **SM 10X30** – free from Marketwire. Transform yourself into a social media powerhouse: 10 days, 30 minutes a day. Choose your training track, and follow a new step-by-step workout every day. In two weeks, you'll be stronger and more confident with your social media skills. Don't wait. [Sign up now.](#)

Top News Headlines

Chevy to invest \$40 million in clean energy projects

DETROIT: PR will play a major role in helping General Motors launch a new multi-year environmental sustainability program for Chevrolet.

Dyson hires M Booth as AOR

CHICAGO: UK-based Dyson hired M Booth as its US AOR, following a competitive review that began this summer.

(3) 60 word text links