

O'DWYER'S PR REPORT

May 2007

Jack O'Dwyer's Newsletter

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New York

FD, New York/Phosphagenics Limited, Australia-based biotechnology company, for an integrated financial comms. program targeting the North American investment sector.

Kwittken & Co., New York/Stylesight, trend forecasting and product development tools for creatives in the fashion and style industries, as AOR for PR following a competitive pitch process. The work includes national and trade media relations, event and sponsorship mgmt., and social media outreach.

M. Silver Associates, New York/Furnished Quarters, corporate housing provider, as AOR for marketing comms., PR and promotions.

5W PR, New York/Roy Jones Jr., boxer, for media relations, strategic counsel, and marketing comms. leading up to a July 14 pay-per-view bout vs. Anthony Han-shaw.

Consulting for Strategic Growth, New York/Marketing Worldwide Corp., car customization programs for auto makers, for IR and PR.

East

Widmeyer Communications, Washington, D.C./Northwestern Univ., for an independent admissions market research study.

Jackson Spalding, Atlanta/Fred Gretsch Enterprises, drum and guitar maker, for PR for its 125th anniversary in 2008.

Midwest

MWW Group, Chicago/Council of Great Lakes Governors, non-partisan cooperative between eight U.S. states, Ontario and Quebec to promote environmentally responsible economic growth in the region. MWW is handling public affairs, media relations, economic development, and sustainability work.

Mountain West

Armada Medical Marketing, Denver/Sutter Solano Medical Center, for integrated comms. including physician marketing, advertising and PR.



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GD&A Advertising and PR, Denver/Netlojix, IP telephony, for a direct mail campaign; Impulse Internet Services, business voice and data comms., for adv., direct mktg. and PR, and Ballard Power Systems, hydrogen fuel cell energy, for brand naming.

Southwest

M/C/C, Dallas/Valtech, software development, for marketing comms.

West

Martin Levy PR, Seattle/Zeenami, self-improvement website, as AOR for PR.

Cain Communications, Portland, Ore./Stretch Inc., configurable processor de-velopment, for PR and marketing comms.

Mobility PR, Lake Oswego, Ore./uPlayMe, entertainment-focused social network-ing, as AOR.

The Honig Company, Burbank, Calif./HRE Performance Wheels, custom alloy wheel designer and maker, for PR.

Verse Strategic Communications, Los Angeles/Glimpse.com; Azoooca.com, and Pre-scriptive Music (rxmusicCD.com).

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