

MONDAY » MEDIA & MARKETING

PROFILE



Bill Orr finds his business school lectures to be good for business. — Jason Steinberg/Special to The Examiner

Bill Orr: At the top by staying in touch with youths

Bill Orr is always surprised when he sees college students working as hard and as technologically advanced as people in the workforce. That's why he gives guest lectures for the Business School at California State University, East Bay, every other quarter — so he doesn't miss anything that the next generation already knows.

"Everything we're doing at work, they're already doing," said Orr, senior VP and managing director for the San Francisco office of Manning Selvage & Lee, a public relations agency. "I've seen students not just take notes in class but bring out their iPod and record my class to an MP3 file and download it right there. When you're there, you see it and a lot of light bulbs go off and that's why I do it."

Orr graduated from California State University, Long Beach, in the early '90s and started with MSL as an intern out of the Los Angeles office. He was recruited away from the firm for a few years and then came back when he was given the chance to open the San Francisco office in 1998. The office, which started with five employees, now has 30 people working for Orr, who claims to have a "less is more" management style.

"You learn to become a manager by listening," he said. "If you listen really well and you focus on details and you treat people the way you want to be treated, you find that people like to work with people who are just smart and genuine and respectful. And I had several mentors. I have professors who are mentors, managing directors who are mentors, coaches, my parents, my wife."

Orr spends at least half of his time on account work. His office does work for companies such as Cingular Wireless and Dreyers Grand Ice Cream. Orr said he tries to keep track of as many details as he can. He learned the hard way that no detail is too small to monitor years ago when he wrote a press release about a client in Athens, Ga., that was sent to press outlets in Athens, Greece.

— Staff report

America's top 10

BEST-SELLING BOOKS

FOR THE WEEK ENDED JUNE 9
FICTION

Title	Author
1 The Husband	Dean Koontz
2 At Risk	Patricia Cornwell
3 Beach Road	James Patterson
4 The Book of the Dead	D. Preston
5 Dark Side of the Moon	S. Kenyon
6 The Cold Moon	Jeffery Deaver
7 Star Wars, Legacy...	Aaron Allston
8 Dead Watch	John Sandford
9 The Hard Way	Lee Child
10 Killer Dreams	Iris Johansen

NONFICTION

Title	Author
1 Dispatches from the Edge	A. Cooper
2 Wisdom of Our Fathers	Tim Russert
3 Marley and Me	John Grogan
4 Cesar's Way	Cesar Millan
5 Mayflower	N. Philbrick
6 The World Is Flat	T.L. Friedman
7 Lies at the Alter	R. Smith
8 Freakonomics	Steven D. Levitt
9 Myths, Lies...	John Stossel
10 My Life in...	John Daly



"The Sopranos" finale ended up being the highest rated show on cable. — AP

BROADCAST TELEVISION

MAY 28 THROUGH JUNE 4

Title	Network	Rating
1 CSI	CBS	9.2
2 Deal or No Deal — Mon.	NBC	8.4
2 Without a Trace	CBS	8.4
4 CSI: Miami	CBS	8.0
5 NCIS	CBS	7.5
6 Two and Half Men	CBS	7.1
7 Criminal Minds	CBS	6.8
7 Deal or No Deal — Wed.	NBC	6.8
9 48 Hours Mystery	CBS	6.7
10 60 Minutes	CBS	6.5

CABLE TELEVISION

FOR THE WEEK ENDED JUNE 4

Title	Network	Rating
1 The Sopranos	HBO	5.3
2 NBA Playoffs	ESPN	4.5
3 NBA Playoffs	ESPN	4.4
4 NBA Playoffs	TNT	4.2
5 NBA Playoffs	TNT	4.1
6 NBA Playoffs	TNT	3.9
7 Nextel Cup Race	FX	3.7
8 WWE Raw	USA	3.3
9 Comedy Central Movie	CMDY	3.1
10 SpongeBob	Nick	3.0

WEEKEND BOX OFFICE

JUNE 2-4, IN MILLIONS

Title (Weeks)	Week	Total
1 Cars (1)	\$62.8	\$62.8
2 The Break-Up (2)	20.5	74.1
3 X-Men: Last Stand (3)	15.6	201.7
4 The Omen (2)	15.5	35.7
5 Over the Hedge (4)	10.3	130.3
6 Da Vinci Code (4)	10.3	189.0
7 Prairie Home ... (1)	4.7	4.7
8 M:I III (6)	3.0	127.5
9 RV (7)	2.0	65.0
10 Poseidon (5)	1.8	54.9

MUSIC ALBUMS

FOR THE WEEK ENDED JUNE 3

Artist	Title
1 Dixie Chicks	Taking the Long Way
2 Soundtrack	H. S. Musical
3 Soundtrack	American Idol
4 Angels & Airwaves	We Don't Need...
5 Red Hot Chili Peppers	Stadium
6 Rascal Flatts	Me And My Gang
7 Don Omar	King of Kings
8 Soundtrack	WWE: Wreckless Intent
9 Tool	10,000 Days
10 Carrie Underwood	Some Hearts

DVD RENTALS

FOR THE WEEK ENDED JUNE 4 IN MILLIONS

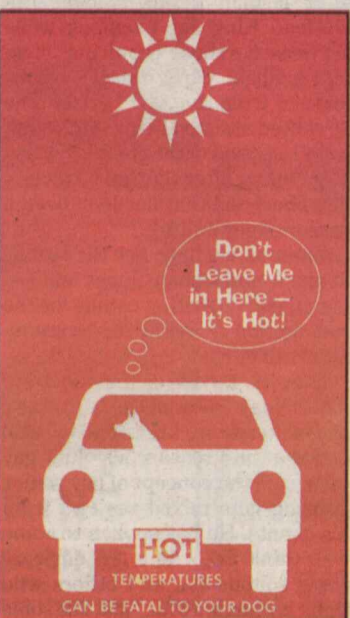
Title (weeks out)	Week	Total
1 Date Movie (1)	\$8.1	\$8.1
2 Cheaper By Dozen 2 (2)	5.5	12.8
3 Freedomland (1)	5.1	5.1
4 Rumor Has It (4)	4.0	20.3
5 The Ringer (3)	3.9	15.0
6 When A Stranger ... (3)	3.6	14.1
7 Big Momma's 2 (4)	3.0	17.9
8 The Family Stone (5)	2.9	23.5
9 Munich (4)	2.8	14.8
10 Last Holiday (5)	2.5	19.5

— AP/Bloomberg

NEW CAMPAIGN EACH WEEK, THE EXAMINER SHOWCASES AN ADVERTISING CAMPAIGN BY A LOCAL COMPANY

Animal Protection Institute

» **Job:** Encourage individuals and companies to join API's "My Dog is Cool" public information initiative to help stop dogs from dying in hot cars
 » **Creative team:** Michelle Thew, CEO; Sharie Lesniak, creative director; Stacy Cachules, program coordinator; Peter Tisa, Web developer, Gil Lamont, Web master; Karen Hirsch, editor
 » **Other campaigns:** Examples of other API initiatives can be found at the Webby-honored www.api4animals.org, as well as www.CompassionateConsumer.com and www.MoreBeautifulWild.com
 » **The plan:** Build a grass-roots initiative that uses media coverage, public service announcements, interactivity, education and corporate partnerships to stop dogs from dying in cars in hot weather.
 » **The theme:** "My Dog is Cool"
 » **The concept:** The campaign features examples of people keeping dogs cool — both literally and figuratively. API wanted to give the public the tools to reach out to media in communities where there had been a tragedy to spread the word through traditional coverage and PSA banner/airtime placement. The Web site invites members of the public to send in pictures of "cool" dogs, type in their ZIP code to see if it's too hot to take their dog along, as well as order or download "Don't leave me in here, it's hot!" educational



flyers. These hot-car fliers are a most unique outreach tool in that it puts the power of saving dogs lives in the hands of everyone. These small, red fliers can be placed on a car where a dog has been left inside on a hot day and, along with temperature and heat-stroke information, urges the dog's guardian to ask the question, "Is it too hot to take my dog along today?"

SHARIE LESNIAK

» **Age:** 40
 » **Position:** Creative director, Animal Protection Institute
 » **Education/background:** BBA, Western Michigan University (advertising & graphic design)
 » **What drove your development of the concept:** Every year we heard of dogs dying in hot cars and thought "these are preventable tragedies." Creating a campaign based on education, outreach and the idea that everyone has the power to take simple steps to save dogs lives, drove the API team to create "My Dog Is Cool."
 » **Working on next:** Continue creating compelling visuals and collateral for campaigns to educate consumers on the abuses inherent in farm animal transport, cosmetics testing and the circus.

Sharie Lesniak and ChiChi

— Courtesy Photo



SHOP TALK

S.F.'s Blanc & Otus wins cFares account

San Francisco public relations firm Blanc & Otus has become the agency of record for cFares, a new online travel market company. Blanc & Otus will try to create brand awareness and drive membership enrollment for the Redwood City firm, which says it will offer exclusive worldwide fares unavailable at other sites.

Double Fusion provides in-game ads for Left Behind

San Francisco in-game advertising firm Double Fusion will be providing the in-game billboard advertising on the New York cityscapes featured in Left Behind: Eternal Forces, a new computer game modeled after the popular books of the same name. The plot of the game focuses on life before and after the Christian Apocalypse. Left Behind Games Inc. (LFBG) is the developer.

PCGCampbell wins PR account of Tesla Motors

San Carlos electric sports-car manufacturer Tesla Motors has hired public relations firm PCGCampbell to do corporate communications, media relations, project launches and support duties, in addition to marketing. The account will be handled through PCGC's Torrance office.

Safeway puts \$250 million ad account up for review

The country's third-largest grocer, Safeway Inc. (SWY), is seeking a new advertising agency for its \$250 million account. Its existing agency won't compete for the business, Safeway said. The account includes creating commercials, strategic planning, broadcast media planning and buying and promotional marketing. The former agency, Dailey & Associates, was responsible for the "successful" "Ingredients for Life," campaign, executives said.

Michigan agency opens Redwood City office

Airfoil Public Relations Inc. established a new office in the Redwood Shores area of Redwood City. The agency, headquartered in Michigan, works with Microsoft Corp. (MSFT), eBay Motors, PayPal, ProStores and other clients. Airfoil President Janet Tyler will be the general manager for the new office. The company is recruiting.

PEOPLE

» Technology public relations firm Blanc & Otus has promoted **Quinn Daly** to general manager of the San Francisco office. Daly replaces President and CEO Greg Spector in these duties, who has been acting as general manager for five years. — Staff reports

Send news of your agency to business@examiner.com