

MONDAY » MEDIA & MARKETING

ON THE MOVE

» **Sutherland Asbill & Brennan LLP** announced that **Valerie A. Jackson** will join the firm as director of diversity. Previously, Jackson served as an assistant director for the Public Company Accounting Oversight Board's Office of International Affairs. Sutherland Asbill & Brennan LLP has offices in Washington.

» The law firm **Brownstein Hyatt Farber Schreck** has hired **Carmencita Whonder** as policy director. Whonder will work on the government relations team in the firm's Washington office. Previously Whonder served as the staff director for the Senate Banking, Housing and Urban Affairs Housing, Transportation and Community Development subcommittee on Housing and Transportation and as the principal adviser for the full committee. During the 109th Congress, she was minority staff director for the committee's economic policy subcommittee.

» **Jennifer Wayman**, senior vice president and co-group director at Ogilvy Public Relations Worldwide, was named "Washington PR Woman of the Year" by the **Washington Women in Public Relations**. Wayman has been with Ogilvy PR since 1991.

Also, Ogilvy Public Relations Worldwide has added two executives to its Washington office. **Andrew Schacht** has been hired as senior vice president and director of operations for the Creative Studio. Schacht most recently was the senior vice president and general manager at BatesNeimand Inc., a social marketing firm. **Angie Montes** joins Ogilvy PR as a vice president in the health policy group. Most recently, she led the federal lobbying group at the American Diabetes Association.

» Fairfax public relations firm **Welz & Weisel Communications** appointed **Jayna Kliner** as vice president. Most recently, Kliner has been providing consulting services to some of the Washington area's technology brands. Prior to consulting, she was senior communications manager at AOL. She has served as a director of marketing and public relations at Windward Consulting Group and has worked with LCI Communications (which merged with Qwest Communications).

» Baltimore business advisory firm **FTI Consulting** has named **Jorge Celaya** the executive vice president and chief financial officer following the retirement of Theodore Pincus as co-chief financial officer. Additionally, **Catherine Freeman** was appointed senior vice president, controller and chief accounting officer. She succeeds Charles Borynace, who is retiring as vice president and controller. Freeman had worked for the company as vice president and corporate controller, and most recently worked at AES Corp. as vice president and deputy chief financial officer. Also, **Jeffrey Gabriel** was named FTI's vice president of tax, and **Ronald Reno** was named vice president and treasurer.

— Compiled by Whitney Blake
Someone get promoted at your firm? Drop a note to onthemove@dexaminer.com

America's top 10

BEST-SELLING BOOKS

FOR THE WEEK ENDED NOV. 16
FICTION

Title	Author
1 Stone Cold	David Baldacci
2 Creation in Death	J.D. Robb
3 Book of the Dead	Patricia Cornwell
4 Home to Holly Springs	Jan Karon
5 Rhett Butler's People	Donald McCaig
6 Protect and Defend: A Thriller	Flynn
7 Playing for Pizza	John Grisham
8 The Chase	Clive Cussler
9 Thousand Splendid Suns	Hosseini
10 World Without End	Ken Follett

NONFICTION

Title	Author
1 You: Staying Young: ...	Roizen, Oz
2 I Am America	Stephen Colbert
3 Deceptively Delicious	Seinfeld
4 Become a Better You: ...	Osteen
5 Clapton: The Autobiography	Clapton
6 The Secret	Rhonda Byrne
7 Daring Book for Girls	Buchanan
8 Boom!: Voices of the Sixties ...	Brokaw
9 You: On a Diet: ...	Roizen, Oz
10 Dangerous Book for Boys	Iggulden

BOX OFFICE

NOV. 16-18, IN MILLIONS (ESTIMATED)

Title	Total
1 Beowulf	\$28.1
2 Bee Movie	14.3
3 American Gangster	13.2
4 Fred Claus	12.0
5 Wonder Emporium	10.0
6 Dan in Real Life	4.5
7 No Country for Old Men	3.0
8 Lions for Lambs	3.0
9 Saw IV	2.3
10 Love in the Time of Cholera	1.9



"Ratatouille" was No. 1 in movie sales in its first week out. - Courtesy photo

RADIO AIRPLAY

FOR THE WEEK ENDED NOV. 16

Artist, Title	Last Week
1 Chris Brown, Kiss Kiss	1
2 Timbaland, Apologize	2
3 Alicia Keys, No One	4
4 Soulja Boy Tell'em, Crank That	3
5 Colbie Caillat, Bubbly	5
6 Kanye West, Stronger	6
7 Baby Bash, Cyclone	8
8 Kayne West, Good Life	7
9 Rihanna, Hate That I Love You	9
10 Timbaland, The Way I Are	10

ALBUM SALES

FOR THE WEEK ENDED NOV. 16

Artist	Title
1 Jay-Z	American Gangster
2 Eagles	Long Road Out Of Eden
3 Garth Brooks	The Ultimate Hits
4 Chris Brown	Exclusive
5 Carrie Underwood	Carnival Ride
6 Josh Groban	Noel
7 Britney Spears	Blackout
8 Taylor Swift	Taylor Swift
9 Angels and Airwaves	I-Empire
10 Cassidy	B.A.R.S. The Barry Adrian ...

MOVE SALES

FOR THE WEEK ENDED NOV. 11

Title	Price
1 Ratatouille	\$29.99
2 Chuck & Larry	29.98
3 Spider-Man 3	28.97
4 Transformers	29.99
5 Deck the Halls	29.99
6 Meet the Robinsons	29.99
7 Seinfeld: Season 9	49.95
8 License To Wed	28.98
9 Sicko	29.95
10 The Jungle Book	29.99

DVD RENTALS

FOR THE WEEK ENDED NOV. 11

Title (Weeks out)	Last Week
1 Chuck & Larry (1)	New
2 Ratatouille (1)	New
3 Spider-Man 3 (2)	1
4 Deck the Halls (1)	New
5 License To Wed (2)	2
6 Mr. Brooks (3)	3
7 Transformers (4)	4
8 Evan Almighty (5)	5
9 Meet the Robinsons (3)	6
10 Knocked Up (7)	7

— AP/Bloomberg

AROUND THE NATION

EarthLink's Wi-Fi network in Philadelphia hits delays, snags

PHILADELPHIA - Alfred Zaccaria was finally going to leave the world of dial-up for high-speed access to the Internet without having to pay a lot more for service. Or so he thought.

A 63-year-old landlord in northeast Philadelphia, he signed up for EarthLink's Wi-Fi Internet service in June for \$6.95 a month, a rate that would rise to the regular price of \$19.95 after six months. Five months later, he still can't get it to work despite moving his wireless modem from room to room and closer to windows to get a better signal.

"I'm paying them and they're not giving me the service," said Zaccaria, who's stuck with a one-year contract and a \$70 modem whose return date has passed.

Three years after Mayor John Street announced Philadelphia would be the first major U.S. city to have its own network for wireless Internet access, the project is nearly a year behind schedule and beset by cost overruns. - AP

Yahoo newspaper group adds 17 publications to Web line

NEW YORK - Yahoo Inc. has added 17 more newspapers to its group of online publishing partners, giving the group added heft as it approaches its one-year anniversary.

Yahoo executives told The Associated Press that The Columbus Dispatch and 16 regional newspapers owned by The New York Times Co. have joined the consortium, bringing its total number to about 415 dailies and another 140 weeklies. The New York Times itself, however, hasn't joined.

Lem Lloyd, who runs the consortium for Yahoo, said the partnership has already been bearing fruit both for newspaper publishers as well as Yahoo, but he declined to provide specific dollar figures. - AP

Despite strike, laughs remain for 'SNL' and '30 Rock'

NEW YORK - With their regular programs halted by a writers' strike, cast members of NBC's "Saturday Night Live" and "30 Rock" planned to stage a pair of live performances at a Manhattan improv theater.

The shows, held at the 150-seat Upright Citizens Brigade Theatre co-founded by "SNL's" Amy Poehler, will benefit the behind-the-scenes staffers who have lost work because of the shutdowns caused by the two-week strike by the Writers Guild of America.

"The Upright Citizens Brigade Theater is a second home to a lot of these performers and writers," Poehler said in a statement. "We are doing this to raise spirits, raise awareness and raise money for our hard-working production crews who will be having a hard holiday season if this strike continues."

Saturday night's sold-out 11:30 p.m. performance, billed on the Brigade's Web site as "Saturday Night Live — On Strike!" was reportedly to include skits, musical guest Yo La Tengo and "Superbad" star Michael Cera as guest host. - AP

NEW CAMPAIGN

Catching tourists in Baltimore's Web

Client: Baltimore Area Convention and Visitors Association

Job: To help raise the visibility of Baltimore as a tourist destination and to attract visitors to the city.

Agency: Web Adv.antage, based in Havre de Grace, Md.

The Concept: From Virginia Beach northward to New England, the East Coast is saturated with tourist destinations. To compete, the Greater Baltimore area needed a marketing campaign that would remind people about its attractions and position the city as a great drivable destination for visitors from D.C. and Philadelphia, and an affordable vacation option for national travelers.

Plan: Web Adv.antage created a Web marketing campaign for the organization's Baltimore.org Web site and its social networking site, visitmybaltimore.com, on which locals can post videos of their favorite Baltimore experiences. The company focused on optimizing search engine results so that the sites would show up when someone searched for things such as "mid-Atlantic tourism destinations," placed pay-per-click ads alongside search results and reached out to area bloggers to recruit them to mention the sites on their blogs.

Web Adv.antage is also doing the Web media buying for the organiza-



Web Adv.antage, based in Havre de Grace, Md., helping to raise the visibility of Baltimore as a tourist destination and to attract visitors to the city. - Courtesy Graphic

tion, placing banner ads or text links on geo-targeted newspaper sites, including The Washington Post, and national travel newsletters, highlighting specific upcoming events and attractions.

Creative team: Web Adv.antage, Baltimore Area Convention and Visitors Association, and the organization's ad agency, Carton Donofrio Partners, based in Baltimore.

Background: Web Adv.antage is a nine-year-old company that specializes in search engine marketing, on-

line media planning and buying, social media outreach, and Internet strategy and consulting. The Small Business Association named CEO Hollis Thomases the 2007 Maryland Small Business Person of the Year.

Working on Next: The company is running the Web marketing for the holiday campaign of the International Fund for Animal Welfare, which urges people who are scrambling for holiday gift ideas to consider sponsoring a threatened animal in someone's name. - Taryn Luntz