

FPA DIGITAL: INTRODUCING OUR NEW INTERACTIVE MEDIA

by Ash Bradford

The FPA is pleased to announce the arrival of **'FPA Digital'**, our new interactive platform with which we cordially encourage you to participate.

FPA Digital will serve as a professional and social platform to bring together the vast community of journalists, bloggers, writers, photographers and filmmakers by engaging and contributing to our new media. Now it's on the enthusiasm of our members who wish to have their presence felt within the community. Access the new outlets via the **FPA Digital** section on our website or follow the links stated below.

Here's how it looks so far:

1) Your New York: 'Your New York' will identify some of the most valued and promising venues and restaurants, along with entertainment and excursions, that attract so many

foreign nationals to New York in order to celebrate the prestige of the most vivacious city in the world. You can see what's burning and what's wet as the website content builds, or become a contributor. Here's the start: <http://foreignpressus.wix.com/your-new-york>

2) FPA Blog: Isn't it odd to think that in New York there is no existing online community where foreign writers, artists, filmmakers and photographers can come together to share ideas and demonstrate or promote their work? Muse in darkness no more; the FPA Blog is a vehicle to connect the entire membership in mind and in spirit- We hereby invite YOU to submit articles, photography and any other forms of art to foreignpress@mail.com for promotion on the blog. When published, your work is appropriately accredited and a link to your personal webpage will be featured so that members who take an interest in you might follow your work more closely.

See: www.foreignpressassociation-us.blogspot.com

3) Facebook & Twitter: Facebook and Twitter are essential elements in linking all of the media outlets together. These mediums facilitate relationships across all sectors of society. 'Like' and 'Follow' to receive FPA notifications and invitations, links to new posts on other FPA outlets and interesting news snippets of the day directly in your news feed. Here: <https://twitter.com/ForeignPressUS>
<http://facebook.com/ForeignPressAssociationUS>

So come along, don't be coy, and *do* get involved. FPA Digital is here to optimize your FPA membership, socially and professionally... And if this email doesn't quite make sense to you, it's about time you tune in and log on! It's all happening without you...

IN MY OPINION

TRAGIC HUMAN CIRCUS IN THE MIDDLE EAST

by Gabriel A. Levicky

Pardon me. I am wrestling with this quintessential question since my parents, the Nazi terror survivors decided to talk about it. Even then, so many years later they were still visibly afraid to take a detour back to their unimaginable catastrophe. Listening to them was like watching a reel of a B-movie casted with bad actors and full of kitschy interiors.

What happened can't be brought back to life, revived. Let's hope for better times and enter a different future. This time without semi-mad leaders and countless bodies, a *memento mori* to our incredible human capacity to do the great things, yet inevitably combined with horrors and sufferings inflicted upon another human being.

So what is happening in Egypt and Syria has a very similar scenario. People are dying for their ideas, for their audacity to kick the geriatric and erratic leaders where they deserve to be kicked. Their usual response is generally bloody; the stench of blood is permeating everywhere – from Tunisia, Libya, Egypt, Syria, Iran. It is a red avalanche and it seems nobody cares and nothing can be done about it.

The recent global geo-political shifting is confusing at best, but what's worse it also confuses so called great powers Russia, China, USA, reflecting their interests and historical aspirations in the region. Joining them in such games are smaller players in action: Turkey, Iran, Hamas, and Hezbollah.

It all boils down to the essential position. Really, who cares about masses and their many times childish demands, manipulated by major puppet operators? Highly charged by theological fervor and free interpretation of faith – it is not enough anymore to offer them reality crumbs when they are after the whole loaf, fresh and crunchy.

Imagine what the lack of democratic ideas, its history and impact, can do to a largely illiterate crowd. When we have "our" dictators in power, at least we know, or think we know, how to control them, how to present them to the world – generally as somewhat eccentric leaders who in the end actually want to improve the lot of many.

History of mankind never lacks messianistic madmen,

either on the right or on the left – promising everything to everybody – only to see monstrous trials, Gulags, re-educational camps, killing fields, famine, intentionally cruel children soldiers from Africa.

I actually tend to believe that after the horrors of WW1 and WW2, the majority of the worldwide population desires peace and stability, tranquility and mainly decent, reasonable leaders who can diffuse violent conflicts right away.

This is supposed to be the UN role, but how effective is it when we can observe daily the tragic human circus all around? Many times we are only helplessly sighing – is this really possible today? **Never again?**

Pardon me, but I can't see this slogan clearly; somehow the tear gas and chemical vapors obscure a clear picture. As an ardent atheist I pray for the victims and their families and for so many times the betrayed dreams of a better life.

Never again has become again and again. What a tragedy and what a shame!

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4 x WHITE = PROCTOR & GAMBLE

by Ash Bradford

As a British chap I'm somewhat confused by this U.S. figment of us lot having some kind of oral deformity. Nonetheless, ever tickled by irony I was quietly amused being singled out to cover P&G's Global Oral Care Briefing to the FPA, which actually turned out to be a rather informative and quite interesting event.

It was in 2005 that P&G acquired Oral-B, a billion \$ brand, which made quite the haul paired with Crest, another billion \$ brand they already owned. Subsequently, P&G began to market the two brands together, not in competition, but as a merge of giants thus creating a doubly ferocious brand- some kind of hybrid 2-headed beast with splintered hoofs and pearly teeth. An Oral-Beast, if you will.

This force was to be completely transformational to the game of oral hygiene. Now P&G generates superior total shareholder returns in comparison

with its competitors and stands as the only company to play all 6 perceived fields of oral care: that would be 'paste', 'brush', 'rinse', 'whitening', 'floss', and 'denture'. Backed by unparalleled technological capabilities- and P&G's ever-penetrating marketing routines- the company hit No.1 status in the North American oral care market. They also carry the top title on the W. European market, and are No.2 in Latin America.

An intermission of trivia: Charlie Pierce, Group President, Global Oral Care & New Business Creation and Innovation- and a very good speaker- informed the press that the nation most obsessed with cleaning their teeth is... **Brazil**. Apparently the average Brazilian scrubs them about 7 times daily and the nation has more dentists per-capita than anywhere else in the world. Charlie says it's just a more '*oral care aware*' country... The Germans like the electric brush more than the rest, and the U.S. uses a much bigger length of floss than any other

country.

The last 5 years have seen P&G's oral division expand into no less than 39 new countries, the latest being Australia. The grand vision: to 'own' the sector entirely...

We were shown a couple of T. V. spots for the launch in Australia. I was intrigued by the point of sale, the tagline "4 x Whiter" features in all advertisements. 4 x whiter than what I wondered? A "normal tooth" I was told. This claim is backed-up by extensive clinical data. I didn't see any illustration of a 'normal tooth' however.

Marketing skepticism aside, I have to admit: a couple weeks after receiving sample Oral-B and Crest products- using their paste, mouthwash, and vibrating brush- my mouth *is* feeling damn fresh. I feel there's no way back to a regular manual brush and all said, I'll put it out there, my teeth are looking pretty fine- for a Brit.

FPA FORUM

One of the main goals of the FPA is to help you build and maintain a good network and be informed about media related events that are relevant to our members.

With this goal in mind, we formed the FPA FORUM, an online forum where members are

invited to post media related information such as press releases and invitations.

If you are not already part of the forum, we would like to invite you to join us.

Once you are part of the forum you are welcome to post anything you think will be of interest to

other members and is media related.

Postings on the forum are NOT endorsed by the FPA. This is only a tool to improve communication among all of us.

If you are interested in joining (must be an FPA member), please e-mail Hadar Harel at h_h_v@yahoo.com

CHRONICLE

by *Suzanne Adams*

Congratulations to our good friend **Ralph Engelman** on the marriage of his lovely daughter. Ralph chairs the Journalism and Communication Studies at Long Island University as well as coordinating the George Polk Awards.

Nancy Kamel was the keynote speaker and moderator at the

First Convocation of the heads of government and first ladies of the member states of the United Nations. What an honor.

It is with profound sorrow that I report the death of Mark Levin, the son of our member and my dearest friend, **Clarice Levin**.

Our sincere condolences to **John Pollock** and **Diane Love** on the passing of John's Father.

I was saddened to learn that Past President, **Jeffrey Blythe** passed away last week. He was an influential British journalist. Condolences are extended to his widow, Myrna.

And on a personal note, my adored brother, Dr. Gene Cantor, passed away after a long and painful illness.

JOURNALISTS DEATHS SPIKE IN 2012 DUE TO SYRIA AND SOMALIA

by *Suzanne Adams*

According to the Committee to Protect Journalists, the number of journalists killed in the line of duty rose sharply in 2012 as the war in Syria, a record number of shootings in Somalia, continued violence in Pakistan and an increase in Brazilian murders contributed to a 42 percent increase in deaths from the previous year.

Internet journalists were hit harder than ever, while the proportion of freelancers was again higher than the historical average.

With 70 journalists killed in direct relation to their work by

December, 2012 is on track to become one of the deadliest years since the CPJ began keeping detailed records. The worst year on record for journalist killings was 2009 when 74 were murdered because of their work.

The numbers reported vary amongst other groups reporting on the deaths. The Press Institute, based in Vienna reported the highest number with 141 deaths. The International Federation of Journalists, based in Brussels listed the death toll at 121.

Committee to Protect Journalists said that they are still in the process of investigating.

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IMPRESSUM

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