



International: Wall Street Journal on verge of hiring PR agency

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Miller/Shandwick is currently agency of record for WSJ.com, and it will lose this business if F-H prevails. The relationship between Shandwick and WSJ.com is not thought to have had any influence on the pitch process for the combined account.

The Journal has previously been reluctant to commit resources to a PR agency. But according to Dick Tofel, vice-president of corporate communications at Dow Jones, the increasingly complicated nature of publishing - especially the internet - prompted the move for external PR advice.

'We are not abandoning our internal PR programmes, just reaching out to the experts,' Tofel said.

Dow Jones initiated its agency search only weeks after the Financial Times hired Porter Novelli to provide the PR component of a pounds 10 million integrated campaign for its internet unit, FT.com.

Edited by Gidon Freeman.