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O'Dwyer's

Communications & new media

May 2011 | Vol. 25 No. 5

ANNUAL PR FIRMS RANKINGS ISSUE

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1. *Edelman* New York \$521,969,675
2. *APCO Worldwide* Wash., DC \$113,400,000
3. *Waggener Edstrom* Bellevue, WA \$111,910,000
4. *Ruder Finn* New York \$97,059,000
5. *Text 100 Global PR* San Francisco \$46,700,000
6. *WCG* San Francisco \$37,008,000
7. *MWW Group* East Rutherford, NJ \$34,798,000
8. *Qorvis Comms.* Wash., DC \$29,713,320
9. *ICR* Norwalk, CT \$26,514,621
10. *Schwartz Comms.* Waltham, MA \$25,210,803

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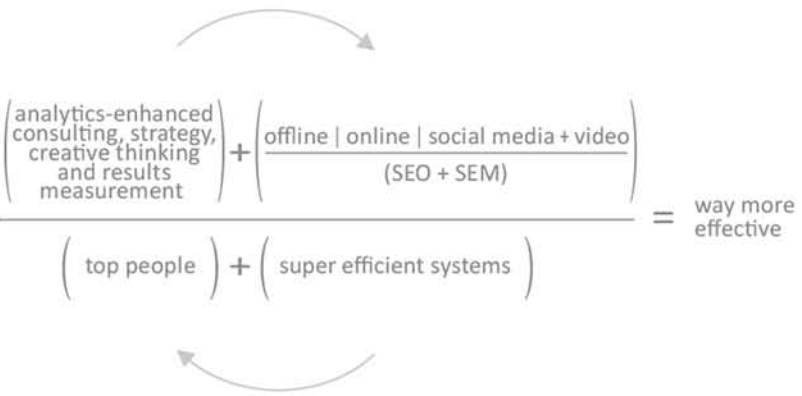
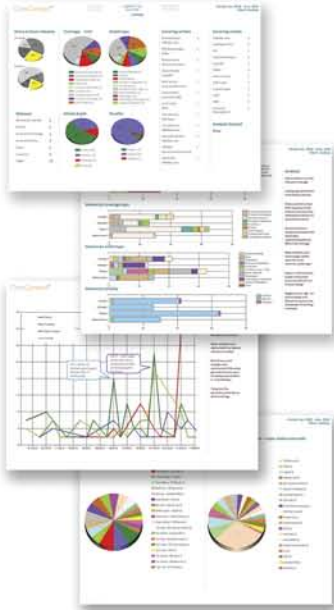
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Alternative PR energy



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What's wrong with reality TV?

It's long been my position that if you think our current standards have reached an all-time low, just wait a few years.

Case in point: In 2001, reality TV accounted for about 20% of prime-time television. Today it accounts for 40%. In the world of cable TV it's actually much higher, with some channels now dedicating as much as 90% of their content to reality programming. The *New York Times* last year reported that 15 of the top 20 highest-rated programs are now reality shows, fetching more viewers in the 18-to-49 bracket than any other form of programming. The latest "Jersey Shore" season finale was the highest-rated yet, shattering records for MTV with 7.6 million viewers as well as a 7.3 rating in the coveted 12-to-34 demographic.

There's little question as to why reality TV has gotten so popular. For one, it's cheap to produce, the broadcast equivalent of outsourced labor. Subjects are the actors, entire scenes, entire plots, entire characters are written in the editing room. It's also nimble; because the medium suggests authenticity, many viewers instantly find them engaging. Shows can be scripted — scenes acted, even — then presented in *vérité* form as documentary, fact. Finally, there's product placement. In case you were unaware, reality shows are televised billboards; their subjects tout more brands than Daytona 500 drivers. They cover cost before the first commercial break.

And then there's us — the dumb saps who watch. This activity paints a dire picture of the human condition, that we're so fevered with self-hatred we're willing to vilify people with faults just like our own, the only exception being they dared to flaunt their shortcomings in a court fit only for our celebrity overlords. The very practice is a tactic admission of our preference of institution over the individual, a public chastisement of those who fail to achieve the lofty ideals set by those institutions. The question shouldn't be whether reality TV showcases anything close to what we call "reality" (it doesn't). The question should instead be how low we will stoop to reiterate our bankrupt mores for the purpose of making ourselves feel better for never achieving those ideals to begin with.

It doesn't matter what kind of reality show it is — whether it's a program featuring everyday people striving to achieve a position of favored status in the community through talent competitions ("American Idol"), or job competitions ("The Apprentice"), or by struggling to overcome addiction or societal rejection ("Hoarders," "Intervention," "Extreme Makeover,"), or if it's a program that captures odd professions ("Dog the Bounty Hunter"), strangers placed in artificial living environments ("Big Brother"), or minor celebrities who make fools of themselves in the course of their day-to-day lives, thereby revealing themselves as the throwaways we've always presumed them to be (*What a relief, they're idiots like us!*) — the goal of all reality TV is the same. Like any good narrative, reality TV survives on fantasy. Ideals are its currency.

Reality TV is the overlapping area where the everyday man/woman briefly transcends into the world of celebrity. In order for this to gain any traction, ideal circumstances must be presented. Failure is almost certain. It's no surprise that the most successful of the genre's offerings are rife with the two things most Americans simply don't get enough of: money and sex. It doesn't matter how the characters/contestants arc on the "Jersey Shore," "America's Next Top Model," or "The Real Housewives of Orange County/New York City/New Jersey/Atlanta." As long as there's a chance of riches or a romp, we're engaged. Semi-successful cable shows like "Deadliest Catch," "Ice Road Truckers," and "Billy the Exterminator" survive on niche appeal. Once you add money and sex to the profession ("LA Ink," "Pregnant in Heels"), a ratings surge follows. It's far from the American reality.

In order for the illusion of these ideal circumstances to be successful, it requires an axis of sameness — a lifetime of viewer failure — to revolve around. Reality TV survives on the absurd fantasy that we are all future celebrities, millionaires in the making, that we're simply waiting for the day that we too are subjected to the graces of a benevolent CEO and his brand tentacles. In the meantime we'll mock those who fall short of societal expectations, those denied the CEO hire, the next top model, the star chef, those who were unable to transcend from individual to brand. We laugh at them for being us.

We'd never make a reality show about real people in real circumstances we created, because it'd firmly place the onus on us to change. We'd never make a show about the jobless and homeless families left by the banks we later bailed out, we'd never create a reality show documenting the families destroyed by the bombs we dropped on Iraq. How about a show highlighting the last factory worker in the U.S.? Doesn't sound so appealing, does it? Our reality remains a convenience. ●

— Jon Gingerich

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FCC's "non-discrimination" policy gets broadcast feedback

A new mandate intended to stop racial discrimination in broadcast advertising has some industry pros emitting frequencies of their own, claiming it limits advertisers' ability to engage in standard targeted marketing practices.

By Jon Gingerich

The Federal Communications Commission in March released a public notice alerting commercial radio and television broadcasters to the commission's new enforcement policies regarding discrimination practices in advertising.

All ad sales contracts from broadcast stations must now include a nondiscrimination clause stating stations can't discriminate on the basis of race or ethnicity. Advertisers also can't use ads for any discriminatory purpose; if a station believes an ad is discriminatory in nature, they must refuse it along with any ad revenues.

This measure would now make it illegal for broadcasters to employ the once-common advertising practice known as "no urban dictates." This is where advertisers and ad agencies intentionally by-

pass stations where they feel its audience falls outside the ad's target market. Advertisers could skip over programs popular in the black or Latino market, if they felt the average listener/viewer didn't fall within the target market for that product.

The FCC specifically states the new requirement is "aimed at advertising contracts that contain 'no urban/no Spanish' dictates." The policy comes in the form of new provisions to broadcast license renewals. Commercial broadcasters must complete a nondiscrimination certification in order to renew their licenses.

In a press release, FCC Chairman Julius Genachowski said the commission will use the new regulations to "vigorously enforce its rules against discrimination in advertising sales contracts."

"Discrimination simply has no place

in broadcasting," Genachowski said.

The problem, some say, is that the new rules do not draw a line between the blurry boundaries where discrimination begins and common practices employed in standard marketing end. Eric Rhoads, Publisher and CEO of radio-industry trade publication Radio Ink and Streamline Publishing, said for this reason the FCC's new policy, while well-intentioned, is problematic.

All marketing involves a degree of informational discrimination. Advertisers know who their prospective customers are, and target members of the pool most likely to purchase their product. The question becomes: when does the practice of picking your market go from a decision based on good business sense to one based on bigotry?

"If an advertiser is targeting a certain market they're going to advertise in places they think will bring them clientele," Rhoads said. "Let's say we have a scenario where market research indicates to an advertiser that a particular market is just not a viable audience for them. I don't want to promote bigotry, but as an advertiser you should have a right to make that selective targeting."

Moreover, because it is the job of the broadcasters to refuse any advertisement they feel is being used in a discriminatory fashion, Rhoads said the new regulation unfairly places the regulatory burden on those who sell the ads. Ad reps — who are usually under pressure to make sales quotas — aren't privy to the nuances of discrimination law, and thus can't be expected to adequately sniff out offenders.

"What ad rep is going to do that?" Rhoads asked.

Finally, Rhoads said that while the FCC claims it will "vigorously enforce" these new rules, it doesn't adequately define when ad targeting is discriminatory and when it isn't. Is it discrimination when a client selling products that primarily targets African Americans decides it doesn't want to broadcast in say, a rural radio market?

"What if someone is advertising a product that appeals mainly to a black audience. Could a predominantly white radio station now claim these advertisers are being bigoted?"

"All of this started for legitimate reasons," Rhoads continued, "but this is not something the FCC should be touching." ●

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Commissioner warns of Internet's corporate takeover

Exiting Federal Communications Commission Commissioner Michael Copps warns that media consolidation is even more dangerous today because the big money crowd is eyeing the world of broadband and Internet.

By Kevin McCauley

Copps told the National Conference for Media Reform on April 9 that the same hedge fund, banking trust and private equity firm gang that nearly brought down the global financial system now have "visions of gated Internet communities" dancing in their heads.

The absentee landlords who put local programming on a "starvation diet and feed us instead monotonous homogenized music and mindless infotainment masquerading as 'news'" are now working to consolidate and 'cable-ize' the Internet under the control of corporate gatekeepers.

The rallying cry of "Don't regulate the Internet" keeps reformers at bay, but what big corporations really mean is "Don't let anyone but us control the Internet," said the Commissioner.

Noting that Secretary of State Hillary Clinton warned that the U.S. is losing the global information war, Copps believes defeat is present on the home front.

In his view, an informed electorate depends on facts, not talking heads hurling opinions at each other. It's the absence of facts, not the presence of opinion — right or left — that hurt us, said Copps.

The speaker recalled Senator Daniel Patrick Moynihan's remark that each is entitled to an opinion, but not to one's own set of facts.

"That's where the problem is — facts that never get dug up, stories that just don't get told. I'm not advocating taking anyone off the air — I want to make room for facts on the air," said Copps.

"What we're dealing with here is a bad case of big media substance abuse — and they just can't break the habit. These folks have no intention, even as the economy improves, of reopening shuttered newsrooms or rehiring laid-off reporters. They might even fire more, just to prove to Wall Street that they understand the bottom line still rules."

The FCC is readying a report that will assess the media landscape. If this report doesn't come filled with strong, hard-hit-

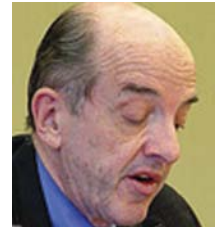
ting, public interest recommendations, it won't be worth the paper it's written on," said Copps.

However, Copps believes the future of media is not an "inside-the-Beltway" issue.

"Winning the battle for America's media future is the single most important thing you and I can do to preserve this democracy of ours," he said.

Copps has served as FCC commissioner since May, 2001. In January, Copps was the sole FCC commissioner to vote against Comcast's purchase of NBC Universal.

Speaking on the merger, Copps said the it is "simply too much, too big, too powerful, too lacking in benefits for American consumers and citizens ... the public interest requires more-much more-than it is receiving. The Comcast-NBCU joint venture opens the door to the cable-ization of the open Internet. The potential for walled gardens, toll booths, content prioritization, access fees to reach end users, and a stake in the heart of independent content production is now very real." ●



Michael Copps

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PR firms attribute recent growth to social media

Only one of the ten biggest firms reporting their numbers to O'Dwyer's experienced a down year in 2010 — a sharp contrast to 2009, when eight of the ten reporting firms showed net fees in the minus column. Nearly all cited a single factor — social media — as a reason for the sudden rebound.

By Jack O'Dwyer and Kevin McCauley

WPP head Martin Sorrell on March 4 told the *Financial Times* that he expects “new media” will make up to 35-40% of WPP's revenues in the coming years. During a speech to the Institute for PR in November 2008, Sorrell similarly said social media is made to order for PR people because they are used to interaction and “nuanced” communication.

WPP, one of the two biggest ad agency holding companies with \$15 billion in revenues, owns many PR firms including Hill & Knowlton and Burson-Marsteller. WPP and the other conglomerates have not allowed any dollar or employee totals to emerge from their PR firms since 2001 because of Sarbanes-Oxley considerations.

Blue chip companies were told last year to approach the web with caution during a press conference held by Vision Critical, which does research for blue chips. Social media is an “expensive and potentially explosive medium” but tends to represent “the bleeding edge of humor, provocativeness, candor or shock value,” the conference was told.

PR industry rebounds with big gains

Of the largest firms reporting their net earnings to O'Dwyer's, 11 of the top 25 and 22 of the top 50 showed double-digit gains, a contrast to 2009 when 32 of the top 50 had downturns.

Seventy-one of 152 firms reporting had double-digit gains vs. only 22 of 135 reporting having such gains in 2009.

● See O'Dwyer's rankings of TOP U.S. PR firms, pg. 26

WCG, formerly WeissComm Group, had the biggest gain in the top ten — up 37.6% to \$37 million, in fifth place behind Waggner Edstrom at \$111.9 million, up 5.9%, and Ruder Finn, at \$97 million, up 8.8%.

Soaring past the half-billion mark was top-ranked Edelman with an \$81.8 million gain to \$521.9 million, a jump of 18.6%.

Richard Edelman, President and CEO of Edelman, said much of the 2010 gain

was from current clients expanding their budgets.

“Clients took advantage of our expanded digital offerings,” he said.

The firm built online “embassies” for Unilever and eBay on Twitter and Facebook, among its digital assignments. “Our global network hit full stride in 2010 as accounts based in New York and London ran campaigns out of overseas offices,” he said. “Especially active” were Shell and liquor marketer Diageo.

International work generated 34% of the fee total, rising 18.2% to \$179 million. The firm operates in 27 markets overseas. China revenues grew 27.7% to \$10.4 million; Brazil up 68% to \$6.8 million; Singapore up 36% to \$6.3 million, and Hong Kong up 21.3% to \$5.3 million.

“Clients are no longer asking ‘just for press’ but for a range of things,” said Edelman. “Clients are now operating from a different runway, they now ask us to tell them what to do.”

Digital, social media drives PR growth

Atomic PR, a tech, consumer and entertainment firm, posted the biggest gain in O'Dwyer's top 50 — up 46% to \$11.1 million.

Atomic PR CEO Andy Getsey, described the “Atomic style” as “lots of re-contextualization, content strategy, media relations, digital and social media, community outreach and video all working together.” He said such techniques were applied when the firm kicked off the year with the re-launch of Polaroid at the Consumer Electronics Show which included the participation of Lady Gaga.

Another major account was the Trust for Public Land. The firm developed a high-profile campaign to “Save the Land” surrounding the iconic “Hollywood” sign that sits on a mountainside. Said Getsey: “This included a huge stunt, public affairs, press conferences, top Los Angeles political leaders, the ‘Governator,’ A-list celebrities and even the Vatican News Service plus a microsite about the Sign and Facebook, Twitter and custom applications.”

Playboy's founder Hugh Hefner gave a \$1 million donation and even Tweeted about it.

Existing clients expanding budgets including Verizon, Intuit/Mint.com, Living Social, Hotwire and RealityTrac. New business wins included Netgear, Citrix Online, Pioneer, LendingClub, PeopleMedia and Shopkick.

The 46% jump in fees to \$11.1 million required the addition of 35 staffers.

Kathy Bloomgarden, co-CEO of Ruder Finn, said: “Social and digital media are now part of almost all of our PR programs. Online channels have changed conversation and engagement with all stakeholder groups.



Richard Edelman, President and CEO of Edelman, said much of the 2010 gain was from current clients expanding their budgets who “took advantage of our expanded digital offerings.”

“Ruder Finn Innovation Studios is a critical partner in helping us to create integrated campaigns with social media expertise deeply embedded in all of our practices. This has created more robust

programs with larger budgets. Activism and market uncertainty have reinforced corporate reputation efforts and issues management plans.”

Bloomgarden said corporate attention is focused on emerging markets such as China. RF campaigns in China for Chinese companies and multinationals have “grown expansively,” she said.

Healthcare, “non-traditional” growth

Healthcare specialist WCG (formerly WeissComm Group) grew 37.6% to \$37 million.

WCG CEO Jim Weiss cited growth in its core healthcare business as well as expansion into consumer and technology categories. “We had great strategic hires in the past year,” he said.

● See O'Dwyer's rankings of top HEALTHCARE PR firms, pg. 30

These included Creative/Interactive and Global Practice Leader Gail Cohen, formerly at Burson-Marsteller; Group Creative Directors Trip Hosmer from Chandler Chicco and Scott Schindler

Continued on next page

from Deutsch; Consumer Practice Director Vicky Lewko from CarryOn PR, and Chief People Officer Laurie Torres from Juniper Networks, he said.

The firm added about 20 staffers to its interactive and social media practice for a total of more than 40 professionals.

Aaron Strout, who is writing the book, "Location Based Marketing for Dummies," joined WCG this month as Social Media Group Director.



Ruder Finn Co-CEO Kathy Bloomgarden said social and digital media are now part of almost all of the firm's PR programs.

Weiss says he's aiming for the \$45 million mark in 2011 which will be the tenth anniversary of the firm he founded.

APCO Worldwide, the second largest independent firm on O'Dwyer's rankings, added

13.1% to its fees for a total of \$113.4 million.

Margery Kraus, CEO of APCO, said the firm's "entire business" grew in all geographic sectors and in many industry categories. She attributed the growth to "the changing global landscape and convergence of stakeholder groups in non-traditional ways, which plays to APCO's unique heritage as a company and our integrated approach to client opportunities and challenges."

New initiatives that drew interest from clients included Global Political Strategies, the firm's executive advisory service; Return on Reputation Indicator, a research-based management tool that takes a "broader, more holistic, 360-degree view" of reputation, and Social EQ, a new model to assess the effectiveness of a company's social media efforts

MWW joins list at no. 7

MWW Group came on the list for the first time since its acquisition by Interpublic, weighing in at \$34.7 million and No. 7. It bought itself back in January.

Michael Kempner, CEO of MWW Group, who engineered a management buyout after a decade of ownership by the ad/PR conglomerate, said he expects the independence will "unleash the talent, creativity and spirit" of the firm which is "returning to its roots as a nimble strategic management consultancy."

The firm has 184 staffers in East Rutherford, N.J., New York City, Trenton, Washington, D.C., Chicago, Dallas, Los Angeles, San Francisco,

Seattle and London.

Another newcomer to the O'Dwyer rankings is Beckerman, handling technology, healthcare, consumer and other practice areas, which has the fifth biggest gain in the top 50 — up 32% to \$6.1 million.

Norwalk, Conn.-based financial specialist ICR spurted 20% to \$26.5 million as it added a net of 63 new clients.

ICR CEO Tom Ryan said that "as companies work through the volatility of the current environment, they are increasingly realizing that financial communications is a major determinant of equity value, and therefore have sought out ICR's expert counsel."

"Revenues rebounded in 2010 (they were down 16% in 2009) and we rationalized expenses in 2009," said Ryan, resulting in last year being a "great year for the firm" and 2011 starting off "very strong."

● See O'Dwyer's rankings of top FINANCIAL PR firms, pg. 29

Text 100, part of the Next Fifteen Communications Group, was the only PR operation in the top ten showing a decline — off 3.9% to \$46.7 million.

CEO Aedhmar Hynes said that revenues are up 20% since last August and more than 40 staffers have been hired.

She sees "lots of growth" in digital communications and social media. "Solid growth," she said, is coming from Asia and North America.

Coyne up 32%

Third biggest gainer in the top 25 was Coyne Public Relations, Parsippany, N.J., up 32% to \$16 million.

CEO Tom Coyne said there was in-house growth as well as new business in its dozen practice areas.

"Star performer," he said, was the pet group which includes Milk-Bone, 9Lives, Snauages, Meow Mix, Arm & Hammer cat litter and Petopia.com. Billings in the group were up 165%.

Gaining 100% in fees was Coyne's sport group, which includes the National Football League, Campbell Soup, U.S. Tennis Assn., Harlem Globetrotters, NASCAR, and U.S. Olympic Committee.

A highlight of the year was the launch of an iTunes app for the Coyne PR Hot Sheet. "It pays tribute to the best in social media and the most thought-provoking stories of the week," he said.

F/W/V takes high-profile accounts

Raleigh-based French/West/Vaughan boosted fees 18% to \$13.6 million partly on its work for two high-profile accounts — the rehabilitation of Philadelphia Eagles quarterback Michael Vick, whose dog-fighting activities earned him time in a fed-

eral prison, and damage control for long-time client Wrangler after Vikings quarterback and company spokesperson Brett Favre was accused of sending improper photographs to a woman.

Expanding accounts included VP Corp., parent of Wrangler, and Dey Pharmaceutical. New business wins included U.S. Polo Assn., Focus Brand's Moe's Southwest Grill restaurant chain, and Swiss energy company ABB.

F/W/V also has offices in New York and Tampa and plans a Los Angeles office in the spring. An office in Dallas was added last year.

Zeno Group, sister company of Edelman, was one of the leading gainers in the top 25 by growing 24% to \$12.4 million.

CEO Barby Siegel attributes growth to "our highly client-centric, collaborative model that delivers insight-driven strategy, unexpected creative, and hands-on involvement from our highly experienced staffers."

Growth has come from both current and new clients in consumer, corporate, healthcare and technology. "Strong and expanding social media capabilities is integral to all we do," she said. Siegel also cited the firm's "top tier, best-in-class talent" that draws clients to the firm.

"There is a real appetite in the marketplace for an agency of our size, scale and approach — big, 'challenger' thinking in a nimble, flexible environment — enabling us to move fast on behalf of our clients," she said.

Alan Soucy, CEO of Sparkpr, San Francisco, which grew 22% to \$8.8 million, said 2010 was the tenth straight year of revenue growth. "Our roots are firmly planted in Silicon Valley," he said.



APCO CEO Margery Kraus attributed her firm's growth in all geographic sectors to "the changing global landscape and convergence of stakeholder groups in non-traditional ways."



ICR CEO Tom Ryan said financial companies have increasingly sought out his firm's expert counsel, as they realize "that financial communications is a major determinant of equity value."

Continued on page 13

Congloms, PR service firms see big Q1 gains

By Greg Hazley and Kevin McCauley

Revenue and profit for the large advertising and PR conglomerates, as well as PR services companies, continued a positive trend in the first quarter of 2011 as a steady recovery that began in earnest in the fourth quarter of 2010 held true and accelerated in some cases.

While emerging markets like India and South America provided the largest percentage increases, U.S. and European operations were surprisingly robust as marketing spending trended upward in Q1.

OMC 1Q net jumps 24%

Omnicom Group on April 19 reported a 23.6% surge in first-quarter net to \$201.9 million, on a 7.9% rise in revenues to \$3.2 billion.

PR operations (Fleishman-Hillard, Ketchum, Porter Novelli and Kream Gavin Anderson) inched ahead by 3.9%, trailing the 7.8% increase of OMC's advertising unit, 8.8% jump in specialty operations and 8.9% advance of the CRM group. Organic PR growth rose 1.9%.

OMC CEO John Wren shelled out \$224 million in acquisitions during the period. Those buys include Voce Communications,

Communispace (consumer research), Clemenger Group (Australia), Fanscape (social media) Saffirio Tortelli Vigoriti (Italy) and EJE (Puerto Rico).

In February, Omnicom reported a 7.4% rise in 2010's fourth-quarter net to \$246.5 million. Full-year 2010 profit rose 4.4% to \$827.7 million on a seven-percent jump in revenues to \$12.5 billion.

Publicis Q1 revenue up 10.7%

Publicis on April 21 reported first quarter revenue rose 10.7% to nearly \$1.8 billion over 2010 on the strength of net new business wins worth \$1.9 billion.

Maurice Levy, CEO of the French ad/PR conglomerate, said momentum in the U.S. and Europe — particularly France and Germany — boosted revenue, as well as the continued trend toward digital.

Levy said the U.S. market is "going better and picking up" as he noted organic growth jumped 8.1% in North America to euro 632 million, including 8.4% in the U.S. on the strength of digital efforts and new business. Levy pointed to Publicis' 6.5% organic growth as "particularly impressive in light of the challenging base effect we are facing."

He said digital and China are key areas of growth for its units.

Havas sees 'upturn' with Q1 revenue

French advertising and PR conglomerate Havas reported a 9.7% increase in first quarter revenue to 361 million euro (about \$536 million) on the strength of its U.S. operations and a "solid recovery" in Europe.

"We are seeing at the moment an upturn right across all our communication businesses," said David Jones CEO of Havas, which counts units like Euro RSCG PR, Abernathy MacGregor Group and ad agency Arnold.

For North America, Havas posted organic growth of 7.2% on the strength of healthcare communication and advertising business there. Revenue for the region hit 125 million euro.

In Europe, Havas posted revenue of 190 million euro and swung to positive organic growth of 3.8%, after declining three percent for the same period of 2010. Latin America (up 24.6%) and Asia Pacific (10.3%) were also strong performers.

PRN revenue up 9%

PR Newswire parent company United Business Media reported on April 19 a 13.7% increase in first quarter revenue to £237.7 million, including a 9.1% rise at PRN as targeting distribution and monitoring business brought in £46.9 million (about \$76 million) during Q1.

UBM said in April that continued growth at PRN's digital/broadcast division MultiVu and Edgar filing service Vintage complemented a "robust performance" in its U.S. newswire.

Its margin decreased on higher IT costs, sales and product investments and other factors. Events are PRN's largest segment at 84.1 million in Q1, a 33% increase on acquisitions and an improved climate.

Vocus revenue up 21%, loss widens

Vocus on April 26 posted a 21% increase in first quarter revenue to \$27 million on a wider net loss of \$1.9 million compared with Q1 of 2010.

The company's net was hit by a \$1.2 million, one-time cost for professional fees and a break-up fee after Vocus terminated a potential "cross-border acquisition" following its investigation, said CFO Steve Vintz. Net loss for Q1 of 2010 was \$579,000.

Revenue rose for Q1 as the PR software provider added 682 net new subscribers, up from about 400 for the same period of 2010.

Quarterly earnings for congloms Interpublic and WPP had not been publicly released as of press time. ●

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PR'S SOCIAL MEDIA GROWTH

Continued from page 11

The firm, he said, has become “a valued partner to the most innovative companies across many sectors.” Sparkpr got involved early in social media and building online communities, he noted.

Despite the recession, he said the firm “experienced unprecedented demand for our services ... I couldn’t be prouder of the team we have assembled, located in San Francisco, New York, London and Cape Town ... they bring a level of commitment, enthusiasm and value to our clients.”

Imre marks fast growth

Imre, founded in 1993 by David Imre, was the fourth fastest growing firm in the top 50, up 33% to \$7.69 million.



Keith Zakheim, President and CEO of Beckerman, said being a smaller agency helps it adapt to new trends in the market.

Imre said Target and Pfizer expanded their relationships with the firm while new clients included Wells Fargo and T. Rowe Price. Long-time client John Deere named the firm for social marketing.

A new unit is Imre Sports which will build on the firm’s experience in promoting corporate relationships with

the NFL, PGA Tour, NASCAR and other such groups for clients including Travelers, Black & Decker, Target and John Deere.

Imre has nearly two decades of experience in home and building, healthcare and financial services.

“Our expertise reaches far beyond marketing and PR,” said Imre. “We provide actionable strategies that produce results.”

Beckerman, based in Hackensack, N.J., posted the fifth largest increase among the top 50 — up 32% to \$6.1 million — said its “effective delivery of value-added services and a proven return on investment” brought growth in spite of the recession.

The firm’s “clean tech practice, poised to become the leading such practice in the nation,” and the acquisition of the Antenna Group, San Francisco, were among factors in the increase, said Keith Zakheim, president and CEO.

Use of social media tools has grown into a profit-generating specialty area over the past year, he added.

“As a smaller agency, we are not beholden to old methods and operations

and we have been successful leveraging the new distribution channels opened up by digital and the new media,” he said.

- See O’Dwyer’s rankings of top TECH PR firms, pg. 32

Zakheim paid tribute to the firm’s “national network of talented and experienced communications professionals.”

Jeff Lambert, managing partner of Lambert-Edwards, & Assocs., Grand Rapids, which gained 14% to \$5.65 million, said “Social media has clearly had a positive impact on our business though it’s still an evolving specialty and most of the time is just one part of a broader program.”

“One of the wins for PR firms relative to social media is the increasing share of the overall marketing mix we’re getting. While overall marketing budgets are increasing, social media is also gaining a larger foothold in the total marketing spend,” he added. “As PR firms take over this business, as they should, it provides growth over and above the industry resurgence.”

Morgan & Myers grows 68%

Tim Oliver, president of Morgan & Myers, Waukesha, Wisc., which soared 68% to \$3.8 million, said main areas of growth were in agriculture and food which is where the firm’s expertise and practice

areas are grounded.

He pointed out the importance of social media as a driver of revenues.

“Our rapid growth is coming from helping current and new clients meet the growing, global demand for food through adoption of more sustainable technologies,” he said.

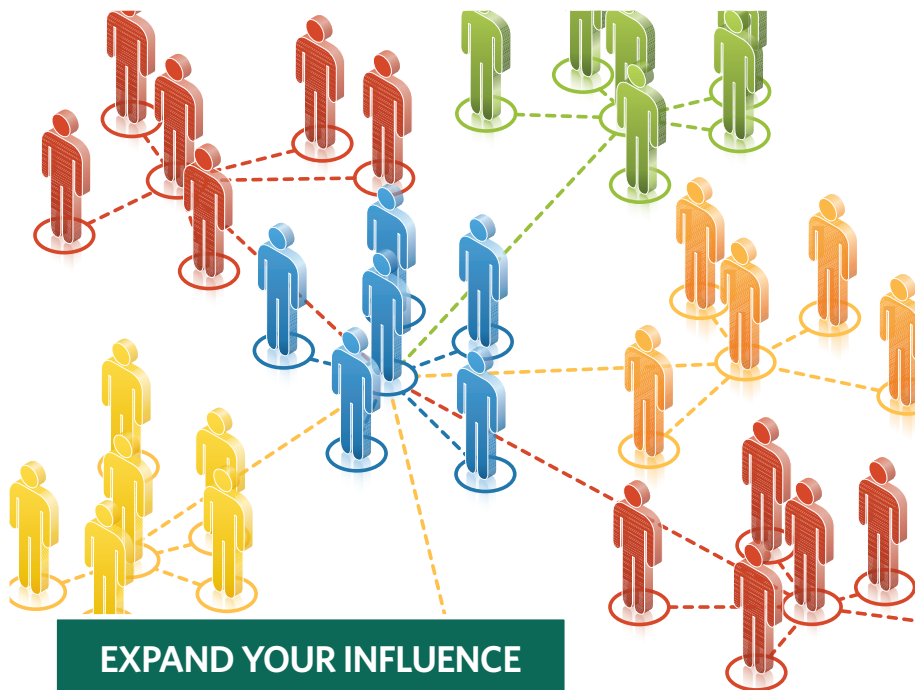
- See O’Dwyer’s rankings of top FOOD/BEV. PR firms, pg. 30

“These practices will help family farmers and ranchers produce more with less impact on the environment. At the same, we’re also using social media to create transparency and to communicate the consumer benefits in all of this.

“Social media allows us to create meaningful, peer experiences and share insights from the key opinion leaders that consumers trust. It’s an exciting time for us to be building brands, relationships and reputations in areas that we’re all very passionate about.” ●



Lambert-Edwards, & Assocs. Managing Partner Jeff Lambert said social media has “clearly had a positive impact” on his firm’s business.



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Has PR lost the fire in its belly?

By Jeremy Pepper

I was recently speaking with an old friend about the industry — and he said “I know that I don’t push back as much as I used to on executives or media — but it’s just not worth the fight.”

That’s bad, isn’t it? I know what the person means. While not everything should be a battle, too much has become a “meh” situation that just isn’t worth fighting.

We’ve become so tired of the good fight we just go with the flow. And, yes, that’s a lot of what is happening in public relations nowadays: the real seasoned communications veterans who wear their battle scars with pride are getting tired of the fight, and the new “senior” people — more like junior staff without the experience to do what is needed and right — are just going along for the ride.

But a few other things that have passed my screen the past few months have made me think about this topic more and more — as well as conversations I’ve had with people.

First, let’s look at the Tim Johnson /

TechCrunch debacle (In case you’re unfamiliar with the incident, PR pro Johnson chided a TechCrunch writer who declined to cover a piece of news regarding a client Johnson represents. Their back-and-forth was posted in February on TechCrunch’s website to wide fare and PR admonishment from the public).

If you’re in public relations, the presumption is you know the issue and likely have an opinion — that is wrong. Yes, I’m friends with Tim and writing about this from that perspective, but even if I wasn’t his friend, my POV wouldn’t change that much.

When did it become wrong to push back on a reporter? Isn’t fighting for our client supposed to be what public relations, in particular media relations, all about? While I don’t fully condone Tim’s tone of voice, I do fully support his doing the right thing for the client (and, yes, this would have been a much better phone conversation than email conversation).

The saddest part of this whole situation? The piled on attacks by junior PR people (or SM people). Those that have been in the industry for less than a handful of years that have been ready to throw

Tim under the bus and condemn him as wrong to dare push back on TechCrunch. Or in the case of the SM people, those that have no clue about PR sure feel good lecturing about PR.

Are these the people we really want working for our agencies, on our accounts, to push forward our story? Is this what we’re teaching the future PR leaders? Don’t fight for what is right, but just take it laying down and rollover for any press? So if there’s a wrong article, should we just sit there and take it because we don’t want to offend anyone?

Second was an April post by Frédéric Filoux on “The Communication Paradox.” In his post, Frédéric noted that high-tech corporations “do such poor communication,” and that PR is employed to stonewall and, to quote, “Most hires are expected to be docile; initiative is strongly discouraged by paranoid upper management layers.”

Oddly, it reminds me of an interview I conducted with Jack O’Dwyer back during the Global PR Blog Week in 2004.

In the interview, Jack noted that: “Right now, there are very bad forces affecting public relations. We are supposed to be a bridge for the press to get to CEOs, not a barrier, but the industry has fallen into the trap of blocking access for the press. There is this tremendous force that is trying to convert public relations into advertising, especially at the conglomerates, and that will be the downfall of public relations.”

With all the ways to get content, the stonewalling seems to be against the grain of what you would want to do — get the story to as many people as possible; as a side note, what’s the most amusing (saddest?) part of this is that the Web 2.0 companies and PR firms that love to smash corporations for having old news rooms, etc are the ones with no newsrooms, no press contact information, no logos or other content for the public. Go look at your favorite Web 2.0 company that doesn’t have senior PR people and try to find information — a press release, a press contact, a logo, past coverage. You rarely will be able to find that information.

When did PR forget that our job was to be that bridge to the public, to the media and turn into stonewalling, Heisman posing professionals? When did we forget to push forward, to be the voice of clients and do the right thing?

For Pete’s sake, I sure hope that’s not

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Continued on next page

the future of public relations, because we might as well just shut it all down.

Now me, personally, I think this change in PR — this loss of its nerve — began in the dotcom era. That's when many agencies stopped being partners to their clients, and became admins. It's when firms became afraid to push back and have the clients do the right thing, because they were afraid of losing the client and the money.

PR firms went from being valued partners for strategy, tactics and counsel to admins doing the grunt work for clients (and surely billing for it) that meant taking orders. We went from valued partners to replaceable admins, not being that distinguishable than others. We went from the ability to manage expectations to just being yes-men without any thought.

All of this reminds me of the lessons my first boss taught me: protect the client. As agency PR people, we're the air-cover for the client, protecting and having the client's back. And that means being the fall-guy at times, but that's what the senior people get paid the big bucks for: to give the smart counsel and strategy to the client, and give air-cover with well-thought out answers and more for clients when they are under fire from press or executives. Is it a fun job?

Well, no, but it's our job.

And that is what seems to be missing.

PR News Briefs

PR MOVES UP AS SECOND MOST 'STRESSFUL' JOB

The career of a PR professional has moved up six places to become the second most stressful career, according to an annual tally by CareerCast.com.

Landing at No. 8 last year, "public relations officer" was named No. 2 on the list for 2011, second only to the career of a commercial pilot.

Per the website, PR has a "Stress Rank" of 198 (out of 200), "Stress Score" of 47.60, "Hiring Outlook Rank" of 111 out of 200, an average work day of nine hours and an average income of \$90,160.00.

According to their description of the profession:

"Public Relations Officers are responsible for creating and maintaining a positive image with the public for many companies and government agencies. They typically are responsible for giving presentations and making speeches, often in front of large crowds. This highly-competitive field and tight deadlines keep stress at high-levels for specialists. Some PR officers, also, are required to interact with potentially hostile members of the media."

According to the annual CareerCast survey, the least stressful jobs list was led by audiologist, dietitian and software engineer.

In fact, that seems to be discouraged — don't stick your neck out or give counsel that might be contrary to what the client claims or thinks they want (no, do what they want, watch it fail miserably, but bill), even if what they want is not the best for the client. And senior staff pushes people to just give counsel that the client wants to hear, not needs to hear. And don't manage expectations, because that's letting the client down if they aren't great results.

Yes, I'm speaking from experience when I write that paragraph: pushing back on the client, then getting slapped down at the office for doing the right thing in protecting the client. For being told just to do what the client wants, not what's best for the client. And that's not right. And that's what gets us from the adult table to the kiddie table — we lose our seat and standing with the C-suite if we just become yes-men.

And we're seeing this more and more with social media (we can talk five years ago and replicate that conversation with blogs or podcasts): we just do what the client wants without counsel that might discourage the activity but replace it with a more custom-approach for the client's space. The reality is that social media isn't a one-size fits all but clients get caught up in the shiny and

it's the agency's job to put on glasses and suss out what's good and bad, getting clients amazing results.

What can public relations do to get its groove back? We need to go back to the past where we are a full partner. If we don't man up, push back and do what's right for the client and, in a way, public relations, we'll be relegated to continued admin work and, yes, we will likely just be the outreach for social media without having a seat at the table to come up with the ideas, the strategies, the smart tactics for our clients and to push forward to integrated communications.

Now, I am not casting a wide brush-stroke against all public relations, but it is something that people need to think about for the future. I know teams at various public relations firms that do the right things for the clients, man up and do the right thing by example.

But the rest of us — where's the fight? Where's the pride? Where's doing the right thing for the client? And, well, manning up and standing up for what's right for our clients? Or do we want to be glorified admins?

Jeremy Pepper is Director of Public Relations and Social Media at Palisade Systems. He authors the blog Pop! PR Jots, at pop-pr.blogspot.com. ●

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Social media still has a long way to go

Should we be putting this much emphasis on social media, or is the medium simply a fad that will later settle as just another public relations tool?

By Debra Caruso

I'm not convinced that the mega buzz in the public relations world — about the need to embark on social media campaigns, sometimes at the expense of what we have done traditionally — is justified. I would bet that major publications — both print and online — and broadcast outlets provide more bang for a client's buck. It's also very clear that clients are more impressed with “real” publications over mentions on the typical, independent blog.

Bretton Holmes, Owner of Holmes World Media in Austin, Texas, emphasized that traditional media still works better.

“No one as of yet has understood the best way to leverage social media. The fact is social will not work unless the traditional is effectively in place,” he said.

Rodger Roeser, Owner of The Eisen Agency, referred to social media as “the new opiate of PR people.”

“It is an activity they can completely control, and indeed, custom content is important, but it's so cluttered and so overhyped that it lacks much impact or credibility. It can be great for leveraging a current ‘hit’ in traditional media, but its overuse is a way many PR people and even firms justify their existence. Doing the work is far different than the work succeeding.”

Many PR reps are delivering social media hits to their clients in lieu of stories and mentions in newspapers and on television where they're generally seen by much larger audiences. Very few Tweepers and Facebookers have the audience that even the smallest metropolitan daily can muster. Some blogs have thousands of followers, but I've yet to see one not attached to a traditional newspaper that has the same impact.

Gabrielle Rattner, a PR pro who owns a retail outlet in Brooklyn with her husband, said social media was enormously helpful in generating buzz and driving traffic to the store when their business first launched.

“I would speculate that the format — short bits, a photo or two — were highly conducive to our [initially] limited inventory and short story,” she said. “However, a year later with our inventory dramatically expanded and our reputation more established, new media generated not one bit of traffic. Furthermore, the same firm we retained proved to have limited contacts in

‘old’ media and little understanding of how to pitch traditional media; the hits we did get — on Web sites and Ezines — were worthless.”

Added Rattner, “At the end of the day, new media may help reach a critical segment of the marketplace, but it is not a replacement for old media. For retail, nothing — nothing — replaces a squib in the *Times*.”

Shirley Skeel, Media Relations Manager at the University of Puget Sound, said, “You just inspired me to look at my Twitter account, and ‘ho hum’ it's still the same. 90% is self-promotion, 9% rather interesting, 1% brilliant. I will keep trying, but one-to-one contact with reporters in the traditional media with good, relevant story ideas is the most productive route I have found.”

Messaging is still key. Brendan Kownacki, Director of Strategic Innovation of Merge Creative Media in Washington, D.C., says our industry colleagues “are putting too little focus on messaging and quality content. What we really need is an integrated approach where people know the value of both media worlds, ‘old’ and ‘new.’”

“Twitter is an exercise to see if you can boil your message down into one short, sweet sentence,” said Kownacki. “The return on both forms of media is vast and powerful and each has the upper hand in different situations, but the meeting point is truly where you find maximum value. Each has value separately, but together they are priceless.”

When Comcast was first buying NBC, it realized both corporate images were at stake. Comcast ramped up efforts to respond to irate cable subscribers that had taken to Twitter to vent about service problems. @comcastcares helped to shape a positive image in a much more human way than any op-ed could have.

Meanwhile, in the pharmaceutical space, companies have tried to tiptoe their way online, but fear of legal entanglement and government oversight has restricted them. The FDA held hearings last year to try to decide on restrictions for online communication among drug companies and medical organizations, but couldn't reach a consensus. Drug companies, fearing negative feedback and liability, have engaged PR

partners to look at online media, but remain in the mainstream press where there is a healthy barrier to feedback.

“I think the two examples show just how a hybrid approach could yield the best results,” said Kownacki. “Patient populations communicate by the hundreds online and so the medical field seems like a great place for a big company to use mainstream press to push out a broad message and engage feedback online, but it's not happening. Since the FDA has so far left it open-ended, the hybrid approach could revolutionize communication in the medical space and the government would regulate around it.”

Gail Sideman, Owner of PUBLISIDE in Milwaukee said PR needs to be a combination of traditional and social media, “much like pieces to a puzzle.”

“By all means, don't put all of your efforts into one and leave the other. Opportunity will be missed,” she said.

Joshua Steinfeld, Director of PR for CodeBaby.com, says the tech world is currently providing the best model.

“In the tech PR space, there is better balance of using both social and traditional media. In tech, often PR builds relationships with press via social then pings them for traditional coverage when there is news. This social engagement makes for trust and offers reporters the opportunity to learn about a brand at their own pace without being beaten up with pitch after pitch.”

For those of us who have been doing this for a while, it seems our tried and true practices are here to stay.

“Traditional PR isn't in any danger of dying out from online media; rather, it will adapt and use new channels offered by such outlets as blogs, pod casts, and RSS feeds,” said Elizabeth Lampert, who runs a public relations firm that bears her name. “Traditional PR services and the value they present to vast numbers of companies competing in the fierce online marketplace are growing increasingly important.”

In the end it is reported that some 40% of consumers get their news online, but most of that news originated from traditional media. Clearly, we ought to be plotting out long-term strategies and learning new methods to distribute our material in tandem with the old methods. But, as has always been the case, messaging is key and playing to the largest possible audiences is what they pay us for.

Debra Caruso is President and Owner of DJC Communications in New York. ●

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Study finds few companies prepared for crisis

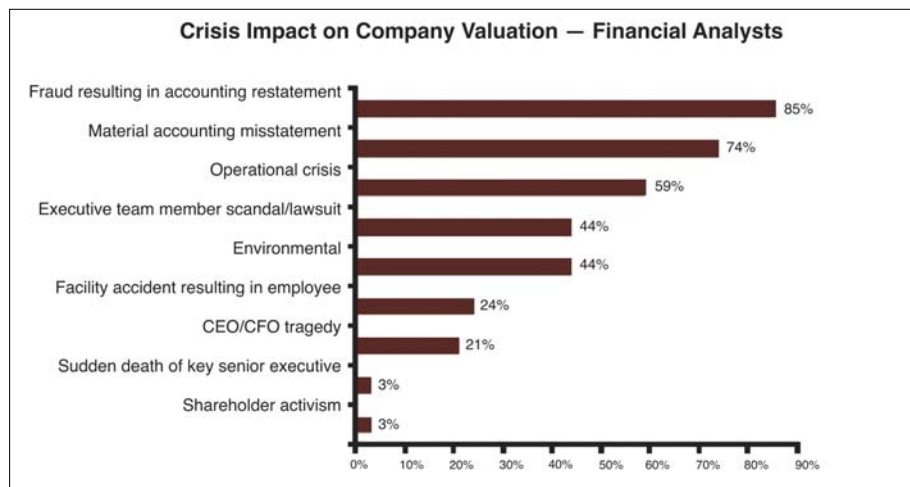
Just a few years out of the financial crisis and with product recalls still reverberating in healthcare, those two sectors would seem ripe for crisis communications planning. But a study by Fleishman-Hillard and the Canadian Investor Relations Institute found just the opposite.

By Greg Hazley

While many companies are mindful of potential crises, few have effective crisis communications plans for such contingencies, especially in healthcare and financial services, according to the survey of U.S. and Canadian analysts and investor relations officers.

The survey also linked crisis situations to negative valuations for companies and found the biggest mistake companies make during a crisis is a lack of communication with stakeholders and employees.

“The survey reveals that a poorly managed crisis clearly has a negative impact on a company’s share valuation, so it is imperative for IROs to be prepared,” according to CIRI President and CEO Tom Enright, who said IR pros need to be more involved in crisis plan-



Source: CIRI/Fleishman-Hillard

ning.

The apparent lack of planning is also surprising as the study found that 85% of analysts said a corporate crisis has the greatest negative impact on a company’s

value.

The gap between what analysts expect and what IROs are prepared for was no more evident than in the survey’s social media findings. Few IROs and analysts said crisis plans incorporate social media like Twitter or Facebook, the survey found.

Notably, 50 percent of analysts said they look to corporate blogs for information in a crisis, but only 17% of IROs said their companies use that channel. Less than half of IROs said they monitor social media during a crisis.

Half of the respondents from financial services and healthcare sectors said they do not follow a crisis communications plan at all, a surprising revelation given those sectors’ doldrums in recent years.

And more than half with crisis plans said such guidelines only apply to operation crises, not a corporate scandal like an account fraud or executive scandal.

Asked how different crises impact company’s valuations, 85% cited fraud resulting in an accounting restatement, while 74% cited an accounting restatement, 59% noted an operational crisis, and 44% said an executive scandal or environmental crisis would have an impact.

Of the companies that have a crisis plan in place, only 29% update it annually and 26% said it gets a look every one to two years, according to the survey. ●

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KKR's McKillop to Edelman

Peter McKillop, who was Director of Global Communications for Kohlberg Kravis Roberts & Co., has joined Edelman as Executive VP/Financial Communications.

At KKR, McKillop handled its high-profile listing on the New York Stock Exchange, branding, corporate, transactional communications and social responsibility matters.

Earlier, he was senior VP of Communications at Bank of America's consumer and small bank operation, in charge of integrated marketing campaigns for checking, credit cards, small business lending and real estate.

McKillop served overseas in J.P. Morgan's Asia-Pacific operation. He spearheaded Marketing and Communications for Japan, Singapore, China, Hong Kong and Australia.

McKillop dealt with PA, crisis and strategic marketing in Japan for Burson-Marsteller. ●



Peter McKillop

Rosenberg exits PN for Euro RSCG

Lisa Rosenberg has left Porter Novelli after two decades for the President slot at Euro RSCG Worldwide PR, one of three key moves at the Havas unit.

Current president Marian Salzman, who worked with Rosenberg at PN, has moved into the new CEO of North American PR slot at Euro RSCG. Also, Katie McSorley, who headed Euro PR's Pittsburgh office, was named president for the Mid-Atlantic region.

Rosenberg was a Senior Partner, Director of Global Brand Marketing and Managing Director of the New York office of PN, part of Omnicom, where she started in 1990 as an Account Executive and rose through the ranks, handling some of the agency's most iconic accounts like M&M's, Uncle Ben's, Kellogg's and Heineken.

"She's a legendary consumer marketer, a focused manager and a hard-driving new business leader—something I know from working closely with her at Porter," Salzman said of Rosenberg.

Rosenberg was previously with Hill &



Lisa Rosenberg

Knowlton and pens a "mommy blog," mommylens.com. ●

NBCU'S diversity officer to exit

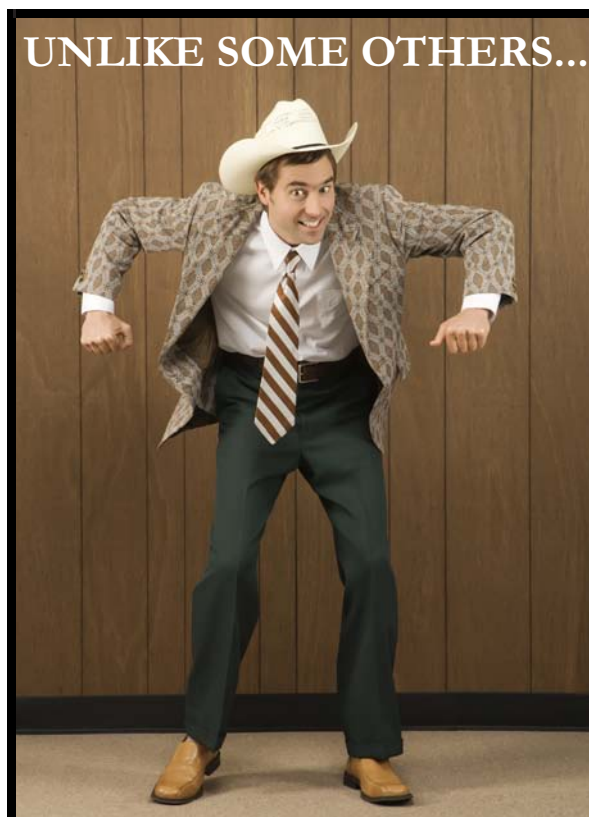
Paula Madison, 58, is stepping down as NBCUniversal's Chief Diversity Officer at the conclusion of the first Comcast/NBCU joint diversity advisory council meeting slated for May 20 in Philadelphia.

She is exiting to manage her family's financial holdings in the Los Angeles Sparks basketball team and the Africa Channel, according to a report in the *Los Angeles Times*.

Former NBCU CEO Jeff Zucker created the diversity spot in 2007 and selected Madison, a former General Manager of KNBC, to fill the spot. The issue of diversity was among concerns of those opposed to the merger of Comcast and NBCU. Comcast agreed to create 10 new minority-owned channels to help win federal approval of the deal. ●



Paula Madison



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U.S. forces in Afghanistan seeks new PR support

By Greg Hazley

The Army has kicked off an RFP review of a multimillion-dollar PR account supporting U.S. forces in Afghanistan.

The RFP, initially expected to be released in early March, covers support for public affairs operations and is open until May 23.

“The information domain is a battlespace, and it is one in which [U.S. forces in Afghanistan, or USFOR-A] must take aggressive actions to win the important battle of perception,” reads a statement of work document from the Army contracting command. “To date, the Insurgents have undermined the credibility of USFOR-A, the International Community, and Government of the Islamic Republic of Afghanistan (GIRoA) through effective use of the information environment, albeit without a commensurate increase in their own credibility.

“This is a critical problem for USFOR-A but the consequences for GIRoA are even greater. GIRoA and the IC need to wrest the information initiative from the INS. The main effort of all communications activities is to maintain and

strengthen the Afghan population’s positive perception of, and support for, GIRoA institutions and the constructive supporting role played by USFOR-A, and the IC.”

The work is described as strategic communications advisement and support services, as well as foreign media analysis for U.S. troops in Afghanistan.

Specifically, the account involves media monitoring, strategic communications advisement and enactment, including social media, and support for events like press conferences, all based in Kabul.

The public affairs operation currently supporting U.S. forces in Afghanistan announced in February plans to review its PR support contract with an open competition.

SOS International is the incumbent and received extensions in October 2010 and late March 2011 earning in total more than \$70 million for its efforts. It won the pact in an open competition in 2006. The Rendon Group and Fulcrum Worldwide



A U.S. Army sergeant on watch in Afghanistan's Kandahar province in February.

Photo: Sadie Bleistein/Army

have also provided military PR support on Afghanistan since the U.S. invasion in 2001.

SOSi, which is based in Reston, Va., and operates out of Kabul in Afghanistan, won the business in its last open review in 2006, a pact initially capped at \$67 million but extended in October for an extra six months.

A one-year contract is expected to be awarded for the upcoming RFP, although a base contract with up to four year-long options was outlined in preliminary descriptions in February. The RFP notes that the effort is “subject to the availability of funds,” notable because of the Obama administration’s timeframe to begin withdrawing troops this summer.

Army contracting will oversee the RFP process. The RFP is available from Army contracting: <https://www.fbo.gov> ●

PR news briefs

STUDY: DOCTORS' PATIENTS SHUN SOCIAL MEDIA

A majority of adults say they would not use social media or instant messaging-type services for medical communication with their doctors, according to a poll by Raleigh-based Capstrat and Public Policy Polling.

Eighty-four percent — or five of six respondents — said they would avoid such digital communications. Only one-fifth (21%) of the coveted millennial bracket of young adults aged 18-29 said they would take advantage of an online health option.

The survey did show an opening for doctors to tape such technology for administrative and non-medical communications with patients, however.

Eighty-nine percent said they would take advantage of email if their doctors offered it — 52% would confer with a doctor via email — and the same percentage said they would welcome online appointment scheduling. More than three-quarters (78%) said they'd pay their doctors' bills online.

Only 11% said they would use social media like Twitter or Facebook to communicate with their doctor with a slighter larger number — 20% — saying they'd chat or use an instant-messaging service.

The survey also took a pulse on how patients view healthcare reform. Asked what they “fear” will be affected the most by reform, one of the largest percentages included 23% who said doctor and provider choice.

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What to do after your speech has been delivered

By David Ritchey

Your speech was a rousing success. The audience applauded, some cheered. Everyone at the podium shook your hand. One told you: "Best speech I've heard in a long time."

Then, like a film in slow-motion, everything faded away and you're alone. What do you do now?

How can you extend that success? How can you make the most of your moments of glory on the stage?

First, be prepared to answer questions immediately following your speech. Many people will want to know more about what you had to say.

Second, some people may want a copy of your speech. You have several options — one, have copies of your speech available to distribute. Be sure your speech manuscript has a title page, including the title, your name and address and contact information.

Or, take the business card of each person who wants a copy of your speech and mail the speech manuscript to each the next day. Be sure to include a personal note about how glad you were to meet

that person. Don't send your speech in an envelope without a personal word of thanks for being part of the great audience.

Third, a rule of thumb is to make use of your speech three times.

Copy the speech on high quality paper and mail it to anyone who might be interested, in addition those who may have asked for a copy. Include a letter on company letterhead that gives the history of the speech: "I hope you will be interested in reading the speech I delivered at the Business Club, June 1, 2011. The topic was the importance of quality public relations to the local economy."

Talk to the op-ed page editor of the biggest, best newspaper in the area. Give them a press release announcing your speech.

Ask if you might submit an article based on your speech. Most op-ed articles are limited to 750 words. However, some editors will take longer articles.

Include a photograph with your press release. If you don't have a good headshot of yourself, hire a good photographer to take a picture. You need copies of this photograph for newspaper stories about your promotion, new job and

awards.

This news story and photograph is one way you can attract the attention of the local executive recruiters. And, you do want the executive recruiters on your side.

Make changes to the manuscript as you shorten the speech for publication, and transition from an oral style to a written style. Don't let the editor cut your work. You know the major points; make sure they survive in the op-ed article.

Reprint a shorter edition of your speech in the company newsletter. Work on the speech, revise it, update it and use it again for a different audience. Consider also the newsletter of the organization you spoke to, and newsletters for organizations in which you hold a membership.

Tips before your speech

If the people who invited you to speak are sensitive to your feelings, they won't serve you a meal just before you speak. I've watched speakers make mountains out of the mashed potatoes, dig gravy/sauce rivers across their plates, and spear tomatoes in order to avoid eating. Many speakers, even some of the most experienced speakers have a good case of nervous energy before they speak.

One of the most positive trends in this country is to ask if the speaker wants to eat a meal after making the presentation. Often, two or three members of the organizing committee will visit with the speaker in an adjoining room. After the audience has finished eating, the speaker will be brought to the podium, fresh, alert, not slowed down by too much food and with no stomach upset from the lethal combination of food and anxiety.

After the presentation, the hosts have two options. Give the speaker a gift certificate to a good restaurant. The speaker, then, may take a guest to dinner that night or at a more convenient time. Or, members of the invitation committee may take the speaker to dinner.

When the word gets out about what a good speaker you are, enjoy your fame and accept other invitations to speak to different groups. Each speech helps your career and brings the name of your company before the public with a human face.

David Ritchey, Ph.D. is a Professor at The University of Akron's School of Communication. ●



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Food industry taps firms for \$50 million PR push

Food industry trade groups the Grocery Manufacturers Association and the Food Marketing Institute have tapped three PR firms to guide a \$50 million industry campaign highlighting new “front of pack” nutrition labeling.

By Greg Hazley

Omnicom’s BBDO New York, along with independent PR firms Edelman and FoodMinds, won a competitive pitch for the year-long campaign to build public awareness of the industry’s effort to put more information about packaged foods in front of the eyes of consumers.

The new labeling has been called Nutrition Keys, a voluntary, industry-standard labeling system to be displayed on the front of food and beverage packages that highlights data like calories, fat, sugars and fiber content, among other information.

Pamela Bailey, President and CEO of



In response to Michelle Obama’s “Let’s Move” campaign, the trade groups that represent U.S. food and beverage manufacturers have devised the “Nutrition Keys” labeling system, a series of black and white icons revealing nutritional content to be displayed on the front of foods and beverages.

GMA, said an “exhaustive selection process” was carried out to hire the three firms.

BBDO will also work with sister firms Integer, PHD and Proximity.

Bailey said the goal of the Keys initiative is “providing consumers — especially busy parents — with the information they need to make informed decisions when they shop.”

Point-of-purchase displays, advertising and PR and digital/social media are all expected to play a part in the effort.

FMI president and CEO Leslie Sarasin added in a statement: “We are committed to improving the health and nutrition of our customers, and have

gathered some of the best minds in the business to help construct a creative and successful consumer education campaign that will reach consumers at the point-of-purchase and help them achieve a healthy diet.”

Inspired in part by First Lady Michelle Obama’s “Let’s Move” campaign, as well as the specter of FDA-imposed guidelines, the food industry said in January that it was implementing a voluntary plan to display nutrition data more prominently on food packages.

The new labels are slated to appear on approximately 70% of food products by next year. ●

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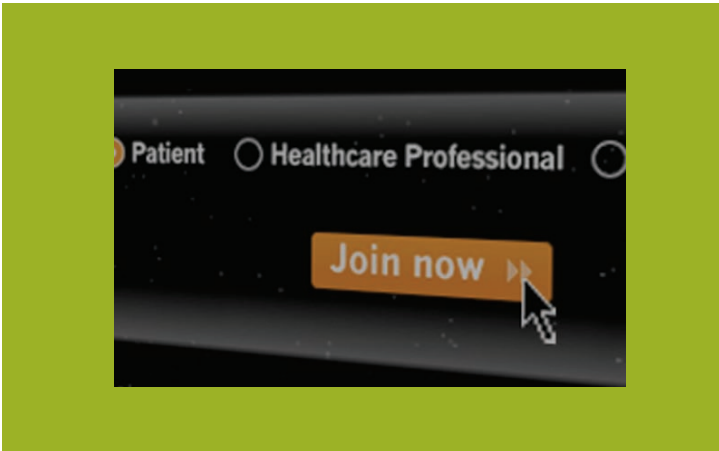
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-  Enterprise Technology
-  Government

 Clean Tech

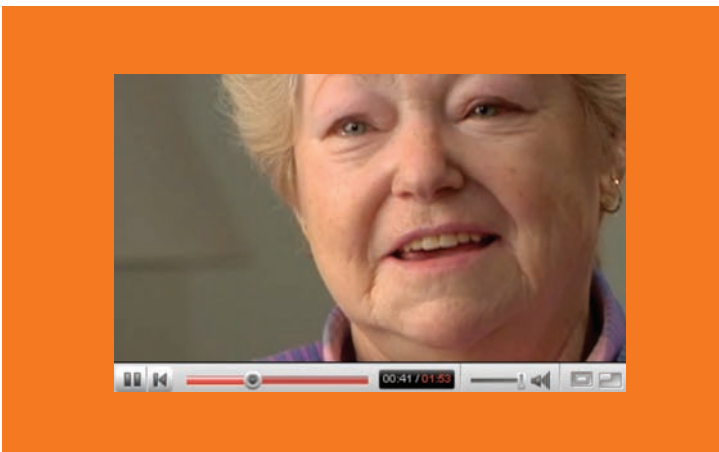
 Healthcare

 Security

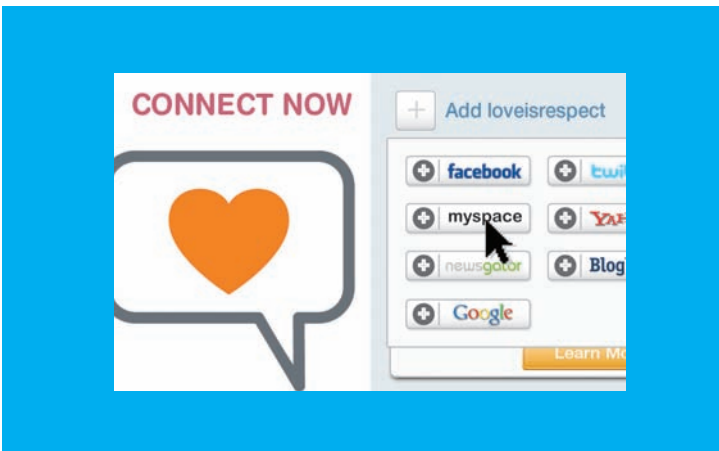
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RANKINGS OF INDEPENDENT PR FIRMS WITH MAJOR U.S. OPERATIONS

FIRM		'10 NET FEES	Employees	% change from '09
1. Edelman	New York	\$521,969,675	3,635	+18.6
2. APCO Worldwide	Wash., D.C.	113,400,000	566	+13.1
3. Waggener Edstrom Worldwide	Bellevue, WA	111,910,000	839	+5.9
4. Ruder Finn	New York	97,059,000	602	+8.8
5. Text 100 Global PR	San Francisco	46,700,000	451	-3.9
6. WCG	San Francisco	37,008,000	179	+37.6
7. MWW Group	E. Rutherford, NJ	34,798,000	184	new
8. Qorvis Communications	Wash., D.C.	29,713,320	98	new
9. ICR	Norwalk, CT	26,514,621	87	+20.0
10. Schwartz Communications	Waltham, MA	25,210,803	179	+1.2
11. Regan Communications Group	Boston	19,462,000	45	+6.0
12. Taylor	New York	19,300,000	100	+1.0
13. Padilla Speer Beardsley	Minneapolis	17,074,827	110	+12.0
14. Coyne Public Relations	Parsippany, NJ	16,051,100	94	+32.0
15. Gibbs & Soell	New York	15,979,927	92	+5.0
16. Allison & Partners	San Francisco	15,509,135	93	+6.0
17. Cooney/Waters Group	New York	14,088,673	47	+14.1
18. French West Vaughan	Raleigh	13,597,663	74	+18.0
19. Zeno Group	New York	12,468,755	76	+24.0
20. RF Binder Partners	New York	12,310,000	75	+6.0
21. Hunter Public Relations	New York	12,005,679	72	+16.5
22. Peppercom	New York	11,825,816	60	-5.6
23. Capstrat	Raleigh	11,800,000	88	+13.0
24. 5W Public Relations	New York	11,393,178	69	+3.0
25. Atomic Public Relations	San Francisco	11,112,250	75	+46.0
26. CRT/tanaka	Richmond, VA	11,082,286	69	+7.0
27. Makovsky + Co.	New York	10,800,000	50	+5.9
28. Widmeyer Communications	Wash., D.C.	10,587,902	50	+8.4
29. CJP Communications	New York	10,077,944	46	+12.0
30. Rasky Baerlein Strategic Communications	Boston	9,577,885	37	+9.0
31. Fahlgren Mortine	Columbus, OH	9,467,627	60	+5.2
32. Kaplow	New York	9,391,061	52	flat
33. The Zimmerman Agency	Tallahassee	9,200,000	37	+7.4
34. Levick Strategic Comms.	Wash., D.C.	9,023,546	40	-1.3
35. Sparkpr	San Francisco	8,861,171	31	+22.0
36. Jackson Spalding	Atlanta	8,451,961	65	+15.0
37. Davies	Santa Barbara	8,359,275	28	+20.0
38. The Hoffman Agency	San Jose, CA	8,200,000	26	+9.3
39. Hager Sharp, Inc.	Wash., D.C.	8,048,546	45	+21.0
40. Black Twig Communications	St. Louis	7,860,000	43	+14.0
41. Imre	Baltimore	7,698,000	66	+33.0
42. Crosby Marketing Communications	Annapolis	7,542,845	44	-12.7
43. Horn Group	San Francisco	7,500,000	45	+23.0
44. Gregory FCA	Ardmore, PA	7,422,480	47	+4.0
45. Airfoil Public Relations	Southfield, MI	6,810,000	52	+7.0
46. Davies Murphy Group	Burlington, MA	6,529,360	51	+21.0
47. The Jeffrey Group	Miami Beach	6,522,876	88	+21.0
48. Linden Alschuler & Kaplan	New York	6,355,000	34	+1.0
49. Merritt Group	Reston, VA	6,196,736	33	+10.6
50. Beckerman	Hackensack, NJ	6,131,666	48	+32.2
51. PAN Communications	Andover, MA	6,116,000	49	+13.0
52. Jasculca/Terman & Associates	Chicago	6,066,569	42	+9.0
53. Lou Hammond & Associates	New York	5,944,317	31	flat
54. Development Counsellors International	New York	5,936,428	43	+11.3
55. McNeely Pigott & Fox Public Relations	Nashville	5,906,421	56	flat
56. LaunchSquad	San Francisco	5,803,313	50	+36.4
57. GYMR	Wash., D.C.	5,758,162	29	+14.0
58. Bender/Helper Impact	Los Angeles	5,742,200	48	-18.3
59. Lambert, Edwards & Associates	Grand Rapids, MI	5,655,600	38	+14.2
60. FoodMinds	Oakbrook Terrace, IL	5,647,086	19	flat
61. Spectrum	Wash., D.C.	5,390,000	22	-21.3
62. The Rogers Group	Los Angeles	5,351,676	22	-13.0
63. Dye, Van Mol & Lawrence Public Relations	Nashville	5,228,376	43	+14.8
64. Catalyst Public Relations	New York	5,134,552	25	+12.3
65. Bliss PR	New York	5,134,000	33	+22.0
66. Public Communications Inc.	Chicago	4,913,153	45	+7.35
67. Quinn & Co.	New York	4,874,043	40	+17.3
68. Matter Communications	Newburyport, MA	4,800,000	48	+17.0
69. Cerrell Associates	Los Angeles	4,789,582	23	-7.8
70. rbb Public Relations	Miami	4,441,206	31	+10.0
71. Pierpont Communications	Houston	4,419,949	26	+1.0
72. L.C. Williams & Associates	Chicago	4,385,887	26	+1.1
73. Linhart Public Relations	Denver	4,147,567	24	+38.0
74. Moore Consulting Group	Tallahassee	4,111,203	17	+32.0
75. Peritus	Louisville	4,053,861	33	+14.0
76. Ron Sachs Communications	Tallahassee	4,012,920	18	+4.0

FIRM		'10 NET FEES	Employees	% change from '09	
77.	Singer Associates	San Francisco	4,002,358	20	-2.5
78.	Gibraltar Associates	Wash., D.C.	3,981,151	14	+10.9
79.	Communications Strategies	Madison, NJ	3,948,888	15	-6.2
80.	Intermarket Communications	New York	3,929,978	17	+8.2
81.	CooperKatz & Co.	New York	3,909,356	27	+13.7
82.	Seigenthaler PR	Nashville	3,902,301	22	+15.0
83.	MCS Healthcare PR	Bedminster, NJ	3,874,213	19	+6.3
84.	Lane PR	Portland, OR	3,867,096	24	+36.6
85.	Morgan & Myers	Waukesha, WI	3,866,266	25	+68.0
86.	Winning Strategies	Wash., D.C. (and Newark, NJ)	3,774,709	20	flat
87.	Revive PR	Santa Barbara	3,750,000	14	+334
88.	The Phelps Group	Santa Monica	3,364,150	19	+2.0
89.	Standing Partnership	St. Louis	3,325,966	22	-2.5
90.	Middleberg Communications	New York	3,300,000	18	+22.0
91.	Jarrard Phillips Cate & Hancock	Brentwood, TN	3,286,129	16	+39.0
92.	Shelton Group	Dallas	3,258,688	30	+10.0
93.	GroundFloor Media	Denver	3,004,145	14	+15.2
94.	Schneider Associates	Boston	2,906,808	22	-6.0
95.	Dodge Communications	Roswell, GA	2,875,240	21	+20.7
96.	Dukas Public Relations	New York	2,791,630	15	flat
97.	RL Public Relations + Marketing	Los Angeles	2,659,828	20	+3.8
98.	Beehive PR	St. Paul, MN	2,587,310	16	+34.9
99.	Affect	New York	2,572,299	11	+49.0
100.	Saxum	Oklahoma City	2,410,326	21	+7.8
101.	O'Malley Hansen Communications	Chicago	2,385,000	13	+23.8
102.	Brandware Public Relations	Atlanta	2,284,864	11	+49.0
103.	IW Group	W. Hollywood, CA	2,043,000	10	-4.0
104.	ETC, Inc.	Cincinnati	1,990,812	19	+1.5
105.	LaVoie Group	Salem, MA	1,983,355	8	+70.7
106.	zcomm	Bethesda, MD	1,933,985	12	-23.0
107.	Rosica	Paramus, NJ	1,917,017	18	+3.0
108.	Trevelino/Keller	Atlanta	1,898,152	12	+26.0
109.	Pierson Grant Public Relations	Ft. Lauderdale	1,800,000	11	7.5
109.	Boardroom Communications	Plantation, FL	1,800,000	12	-2.2
110.	Borders + Gratehouse	San Francisco	1,793,864	10	+110
111.	Trylon SMR	New York	1,723,708	10	+12.0
112.	Jones Public Affairs	Wash., D.C.	1,712,916	13	+46.7
113.	Bateman Group	San Francisco	1,697,033	10	+15.0
114.	Cashman & Katz Integrated Communications	Glastonbury, CT	1,645,000	20	+36.0
115.	Zeppos & Associates	Milwaukee	1,612,303	12	+4.1
116.	Kohnstamm Communications	St. Paul, MN	1,600,000	11	+4.0
117.	Maccabee Group	Minneapolis	1,519,397	7	+22.5
118.	MM2 Public Relations	Dallas	1,456,385	9	+19.0
119.	Michael A. Burns & Associates	Dallas	1,456,274	12	-23.5
120.	Ypartnership	Orlando	1,435,209	8	-25.
121.	BLAZE	Santa Monica	1,361,558	9	+31.0
122.	Perry Communications Group	Sacramento	1,358,202	6	-21.0
123.	Casey Communications	St. Louis	1,322,096	7	flat
124.	Landis Communications	San Francisco	1,259,832	14	+18.4
125.	TGI Healthworks	Upper Nyack, NY	1,238,120	5	+55.7
126.	LVM Group	New York	1,184,081	6	-17.0
127.	Guthrie/Mayes & Associates	Louisville	1,182,133	7	+21.9
128.	VPE Public Relations	S. Pasadena	1,173,095	14	-17.5
129.	Katcher Vaughn & Bailey Public Relations	Nashville	1,152,110	10	-9.9
130.	Richmond PR	Seattle	1,131,185	11	-3.5
131.	J Public Relations	San Diego	1,046,385	14	+45.5
132.	Open Channels Group	Ft. Worth, TX	1,046,092	11	+41.5
133.	TransMedia Group	Boca Raton, FL	1,000,006	10	+18.0
134.	K/F Communications	San Francisco	989,375	5	flat
135.	Red Sky Public Relations	Boise, ID	975,022	11	+63.0
136.	The Kotchen Group	Farmington, CT	921,086	6	-19.3
137.	Dawson + Murray + Teague Communications	Dallas	919,204	4	+8.1
138.	Catapult PR-IR	Boulder, CO	842,748	6	+2.4
139.	Feintuch Communications	New York	827,427	4	+74.0
140.	WordHampton Public Relations	E. Hampton, NY	821,130	8	+3.9
141.	Target 10	New York	820,543	4	+30.7
142.	BizCom Associates	Addison, TX	794,834	4	+5.0
143.	Edge Communications	Encino, CA	715,924	3	-5.0
144.	The Powell Group	Dallas	714,580	3	flat
145.	Lee & Associates	Los Angeles	699,658	2	flat
146.	DuDell & Associates	Oakland, CA	650,000	4	-15.0
147.	Butler Associates	New York	602,042	2	+3.1
148.	Watershed Communications	Portland, OR	586,522	7	+42.0
149.	The Harrell Group	Dallas	523,505	2	+6.7
150.	Bridge Global Strategies	New York	444,560	3	-5.0

FIRM

2010 NET FEES

AGRICULTURAL

1.	Edelman	New York	\$11,191,419
2.	Gibbs & Soell	New York	10,423,710
3.	Charleston Orwig	Hartland, WI	4,501,793
4.	Morgan & Myers	Jefferson, WI	1,923,384
5.	Gibraltar Associates	Wash., D.C.	187,533
6.	Zeppos & Associates	Milwaukee	154,917
7.	Guthrie/Mayes & Associates	Louisville KY	61,117
8.	Rosica	Paramus, NJ	8,560

BEAUTY & FASHION

1.	Edelman	New York	\$32,008,078
2.	Ruder Finn	New York	7,000,000
3.	Kaplow	New York	3,550,000
4.	French West Vaughan	Raleigh	2,854,475
5.	5W Public Relations	New York	2,600,000
6.	Coyne PR	Parsippany, NJ	1,142,000
7.	Hunter PR	New York	869,302
8.	zcomm	Bethesda, MD	602,841
9.	Gregory FCA	Ardmore, PA	425,000
10.	Allison & Partners	San Francisco	320,000
11.	O'Malley Hansen Comms.	Chicago	299,000
12.	TransMedia Group	Boca Raton, FL	250,000
13.	Linhart PR	Denver	232,639
14.	Beehive PR	St. Paul	221,628
15.	Black Twig Comms.	St. Louis	157,200
16.	rbb PR	Miami	131,515
17.	Zeno Group	Chicago	123,835
18.	Seigenthaler PR	Nashville	73,922
19.	Maccabee Group	Minneapolis	73,255
20.	Richmond PR	Seattle	52,074
21.	Trevelino/Keller	Atlanta	52,000
22.	Boardroom Comms.	Plantation, FL	50,000
23.	Luckie Strategic PR	Birmingham, AL	40,500
24.	The Kotchen Group	Farmington, CT	30,643

ENTERTAINMENT

1.	Ruder Finn	New York	\$7,500,000
2.	Edelman	New York	5,066,120
3.	Taylor	New York	3,274,928
4.	Bender/Helper Impact	Los Angeles	2,905,553
5.	Allison & Partners	San Francisco	2,424,000
6.	APCO Worldwide	Wash., D.C.	2,268,000
7.	Qorvis Comms.	Wash., D.C.	2,158,420
8.	Peppercom	New York	1,601,098
9.	5W Public Relations	New York	1,600,000
10.	Hunter PR	New York	1,323,741
11.	Black Twig Comms.	St. Louis	1,257,000
12.	Kaplow	New York	1,130,000
13.	Regan Comms. Group	Boston	981,000
14.	Jackson Spalding	Atlanta	855,268
15.	Coyne PR	Parsippany, NJ	770,100
16.	CooperKatz & Co.	New York	565,886
17.	The Rogers Group	Los Angeles	564,582

RANKING OF PR UNITS OF
ADVERTISING AGENCIES

			Net Fees '10	Empl. from '09	% change
1.	Travers, Collins & Co.	Buffalo, NY	\$2,288,788	13	flat
2.	GodwinGroup	Jackson, MS	2,062,298	20	flat
3.	M/C/C	Dallas	1,400,000	6	-6.0
4.	Luckie Strategic PR	Birmingham, AL	1,311,409	5	+31.7
5.	MDi media group	Mobile, AL	367,556	8	+89.0

LEADING GAINERS AMONG THE
TOP INDEPENDENT PR FIRMS

Firms in the top 25			Net Fees '10	Empl. from '09	% change
1.	Atomic PR	San Francisco	\$11,112,250	75	+46.0
2.	WCG	San Francisco	37,008,000	179	+37.6
3.	Coyne PR	Parsippany, NJ	16,051,100	94	+32.0
4.	Zeno Group	New York	12,468,755	76	+24.0
5.	ICR	Norwalk, CT	26,514,621	87	+20.0
6.	Edelman	New York	521,969,6753	635	+18.6
7.	French West Vaughan	Raleigh	13,597,663	74	+18.0
8.	Hunter PR	New York	12,005,679	72	+16.5
9.	Cooney/Waters Group	New York	14,088,673	47	+14.1
10.	APCO Worldwide	Wash., D.C.	113,400,000	566	+13.1

Firms ranked 26 through 50			Net Fees '10	Empl. from '09	% change
1.	Imre	Baltimore	7,698,000	66	+33.0
2.	Beckerman	Hackensack, NJ	6,131,666	49	+32.2
3.	Horn Group	San Francisco	7,500,000	45	+23.0
4.	Sparkpr	San Francisco	8,861,171	31	+22.0
5.	The Jeffrey Group	Miami Beach	6,522,876	88	+21.0
6.	Hager Sharp, Inc.	Wash., D.C.	8,048,546	45	+21.0
7.	Davies Murphy Group	Burlington, MA	6,529,360	51	+21.0
8.	Davies	Santa Barbara	8,359,275	28	+20.0
9.	Black Twig Comms.	St. Louis	7,860,000	43	+14.0
10.	PAN Communications	Andover, MA	6,116,000	49	+13.0

Firms ranked 51 through 100			Net Fees '10	Empl. from '09	% change
1.	Revive PR	Santa Barbara	\$3,750,000	14	+334
2.	Morgan & Myers	Waukesha, WI	3,866,266	25	+68.0
3.	Affect	New York	2,572,299	11	+49.0
4.	Jarrard Phillips Cate & Hancock	Brentwood, TN	3,286,129	16	+39.0
5.	Linhart Public Relations	Denver	4,147,567	24	+38.0
6.	Lane PR	Portland, OR	3,867,096	24	+36.6
7.	LaunchSquad	San Francisco	5,803,313	50	+36.4
8.	Beehive PR	St. Paul	2,587,310	16	+34.9
9.	Moore Consulting Group	Tallahassee	4,111,203	17	+32.0
10.	O'Malley Hansen Comms.	Chicago	2,385,000	13	+23.8

Firms ranked 100+			Net Fees '10	Empl. from '09	% change
1.	Borders + Gratehouse	San Francisco	\$1,793,864	10	+110
2.	Feintuch Comms.	New York	827,427	4	+74.0
3.	LaVoie Group	Salem, MA	1,983,355	8	+70.7
4.	Red Sky PR	Boise, ID	975,022	11	+63.0
5.	TGI Healthworks	Nyack, NY	1,238,120	5	+55.7
6.	Brandware PR	Atlanta	2,284,864	11	+49.0
7.	Jones Public Affairs	Wash., D.C.	1,712,916	13	+46.7
8.	J Public Relations	San Diego	1,046,385	14	+45.5
9.	Open Channels Group	Ft. Worth, TX	1,046,092	11	+41.5
10.	Cashman & Katz	Glastonbury, CT	1,645,000	20	+36.0

FIRM **2010 NET FEES**

Entertainment cont.

18.	Public Communications	Chicago	491,315
19.	Landis Communications	San Francisco	408,300
20.	French West Vaughan	Raleigh	400,000
21.	Catalyst PR	New York	358,802
22.	Zeppos & Associates	Milwaukee	322,460
23.	Singer Assocs.	San Francisco	320,188
24.	WCG	San Francisco	318,000
25.	Zeno Group	New York	314,305
26.	Target 10	New York	273,506
27.	Gregory FCA Comms.	Ardmore, PA	225,400
28.	Levick Strategic Comms.	Wash., D.C.	197,026
29.	VPE PR	S. Pasadena, CA	196,546
30.	Pierson Grant PR	Ft. Lauderdale	152,800
31.	J Public Relations	San Diego	151,700
32.	Blaze	Los Angeles	136,155
33.	Guthrie/Mayes & Associates	Louisville	122,097
34.	GodwinGroup	Jackson, MS	106,600
35.	RL PR + Marketing	Los Angeles	104,172
36.	Seigenthaler PR	Nashville	100,000
37.	Boardroom Communications	Plantation, FL	94,612
38.	Linhart PR	Denver	93,505
39.	Travers, Collins & Co.	Buffalo, NY	84,945
40.	rbb Public Relations	Coral Gables, FL	67,044
41.	Schneider Associates	Boston	60,000
42.	Padilla Speer Beardsley	Minneapolis	59,053
43.	McNeely Pigott & Fox PR	Nashville	52,075
44.	Watershed Comms.	Portland, OR	40,096
45.	Maccabee Group	Minneapolis	39,173

ENVIRONMENTAL PR & PUBLIC AFFAIRS

1.	Edelman	New York	\$59,638,682
2.	APCO Worldwide	Wash., D.C.	28,350,000
3.	Davies	Santa Barbara	7,539,650
4.	Cerrell Associates	Los Angeles	4,789,582
5.	Rasky Baerlein Strat. Comms.	Boston	4,744,994
6.	Development Counsellors Int'l.	New York	3,429,300
7.	Widmeyer Comms.	Wash., D.C.	3,217,113
8.	MWW Group	E. Rutherford, NJ	3,175,000
9.	Ruder Finn	New York	2,800,000
10.	Peppercom	New York	2,795,741
11.	Levick Strategic Comms.	Wash., D.C.	2,648,625
12.	Beckerman	Hackensack, NJ	2,400,000
13.	Peritus	Louisville	2,272,219
14.	Ron Sachs Comms.	Tallahassee	2,074,065
15.	Moore Consulting Group	Tallahassee	1,904,976
16.	Singer Assocs.	San Francisco	1,321,367
17.	Blue Practice	San Francisco	988,800
18.	GodwinGroup	Jackson, MS	979,351
19.	Lambert, Edwards & Assocs.	Grand Rapids, MI	905,372
20.	Qorvis Comms.	Wash., D.C.	879,560
21.	ETC Inc.	Cincinnati	857,000
22.	IW Group	W. Hollywood, CA	816,000
23.	Allison & Partners	San Francisco	651,000
24.	Public Communications	Chicago	638,710

FIRM **2010 NET FEES**

25.	Jackson Spalding	Atlanta	623,234
26.	Winning Strategies	Newark, NJ	620,956
27.	Butler Assocs.	New York	602,042
28.	CJP Communications	New York	553,000
29.	Gregory FCA Comms.	Ardmore, PA	490,000
30.	Bliss PR	New York	486,000
31.	French West Vaughan	Raleigh	457,000
32.	rbb Public Relations	Miami	440,600
33.	CRT/tanaka	Richmond, VA	400,000
34.	Landis Comms.	San Francisco	356,253
35.	Kaplow	New York	352,000
36.	Standing Partnership	St. Louis	341,113
37.	Seigenthaler PR	Nashville	296,259
38.	The Rogers Group	Los Angeles	284,143
39.	Zeppos & Assocs.	Milwaukee	241,845
40.	Guthrie/Mayes & Assocs.	Louisville	219,978
41.	Gibraltar Assocs.	Wash., D.C.	215,000
42.	McNeely Pigott & Fox PR	Nashville	179,364
43.	BizCom Assocs.	Addison, TX	150,000
44.	Trevelino/Keller	Atlanta	150,000
45.	Schneider Assocs.	Boston	123,327
46.	VPE PR	S. Pasadena, CA	123,090
47.	Travers, Collins & Co.	Buffalo	102,005
48.	Rosica	Paramus, NJ	62,250
49.	Boardroom Comms.	Plantation, FL	50,000
50.	Lane PR	Portland, OR	25,903

FINANCIAL PR & INVESTOR RELATIONS

1.	ICR	Norwalk, CT	\$24,994,066
2.	Edelman	New York	24,465,150
3.	APCO Worldwide	Wash., D.C.	11,340,000
4.	Ruder Finn	New York	6,750,000
5.	CJP Comms.	New York	6,744,428
6.	Intermarket Communications	New York	3,929,978
7.	Makovsky & Co.	New York	3,700,000
8.	RF Binder Partners	New York	3,500,000
9.	Padilla Speer Beardsley	Minneapolis	2,364,207
10.	Bliss PR	New York	2,354,000
11.	Atomic Public Relations	San Francisco	2,200,000
12.	Gregory FCA	Ardmore, PA	2,100,000
13.	Seigenthaler PR	Nashville	1,753,503
14.	Dukas Public Relations	New York	1,700,000
15.	Lambert, Edwards & Assocs.	Grand Rapids, MI	1,671,580
16.	Middleberg Comms.	New York	1,400,000
17.	Qorvis Comms.	Wash., D.C.	1,331,795
18.	Peppercom	New York	1,137,319
19.	Travers, Collins & Co.	Buffalo, NY	1,104,190
20.	Regan Comms. Group	Boston	1,037,400
21.	Black Twig Comms.	Wash., D.C.	1,021,000
22.	Levick Strategic Comms.	Wash., D.C.	1,011,505
23.	Lane PR	Portland, OR	822,858
24.	Rasky Baerlein Strategic Comms.	Boston	631,108
25.	CooperKatz & Co.	New York	553,590
26.	Linhart PR	Denver	423,757

FIRM **2010 NET FEES**

Financial PR & Investor Relations cont.			
27.	Jackson Spalding	Atlanta	414,363
28.	Boardroom Comms.	Plantation, FL	350,000
29.	Maccabee Group	Minneapolis	315,775
30.	Ron Sachs Comms.	Tallahassee	305,595
31.	Trevelino/Keller	Atlanta	300,000
32.	Zeno Group	New York	298,935
33.	Casey Comms.	St. Louis	233,349
34.	GodwinGroup	Jackson, MS	200,670
35.	French West Vaughan	Raleigh	189,221
36.	Landis Comms.	San Francisco	178,096
37.	McNeely Pigott & Fox PR	Nashville	175,011
38.	Saxum	Oklahoma City	167,845
39.	Zeppos & Assocs.	Milwaukee	161,230
40.	TransMedia Group	Boca Raton, FL	150,000
41.	Kohnstamm Comms.	St. Paul	120,540
42.	Standing Partnership	St. Louis	109,517
43.	Rosica	Paramus, NJ	103,506
44.	Allison and Partners	San Francisco	100,000
45.	Feintuch Comms.	New York	82,743
46.	Dawson + Murray + Teague	Dallas	64,847
47.	Schneider Assocs.	Boston	63,900
48.	Public Comms.	Chicago	24,566

FOOD & BEVERAGE

1.	Edelman	New York	\$71,581,749
2.	Hunter PR	New York	8,520,278
3.	APCO Worldwide	Wash., D.C.	7,938,000
4.	MWW Group	E. Rutherford, NJ	5,856,000
5.	FoodMinds	Oakbrook Terrace, IL	5,647,086
6.	Taylor	New York	5,361,015
7.	RF Binder Partners	New York	4,300,000
8.	CRT/tanaka	Richmond, VA	4,200,000
9.	Regan Comms. Group	Boston	3,990,000
10.	Coyne PR	Parsippany	3,626,000
11.	5W PR	New York	3,600,000
12.	Ruder Finn	New York	3,500,000
13.	Zeno Group	New York	3,245,928
14.	RL PR + Marketing	Los Angeles	1,863,484
15.	Linhart PR	Denver	1,819,726
16.	French West Vaughan	Raleigh	1,804,775
17.	O'Malley Hansen Comms.	Chicago	1,746,000
18.	Dye, Van Mol & Lawrence PR	Nashville	1,582,832
19.	Lane PR	Portland	1,299,994
20.	Jackson Spalding	Atlanta	1,211,266
21.	Qorvis Communications	Wash., D.C.	950,360
22.	Allison & Partners	San Francisco	893,000
23.	Kohnstamm Comms.	St. Paul	891,166
24.	zcomm	Bethesda, MA	831,338
25.	Lee & Assocs.	Los Angeles	699,658
26.	Lambert, Edwards & Assocs.	Grand Rapids	601,600
27.	Schneider Assocs.	Boston	573,650
28.	Black Twig Comms.	St. Louis	550,000
29.	Pierson Grant PR	Ft. Lauderdale	536,800
30.	Padilla Speer Beardsley	Minneapolis	529,243

FIRM **2010 NET FEES**

31.	The Rogers Group	Los Angeles	522,594
32.	DuDell & Assocs.	Oakland, CA	520,000
33.	M/C/C	Dallas	500,000
34.	Beckerman	Hackensack, NJ	500,000
35.	VPE PR	S. Pasadena, CA	498,000
36.	Watershed Comms.	Portland, OR	388,906
37.	Catalyst PR	New York	360,000
38.	BizCom Assocs.	Addison, TX	350,000
39.	Public Comms.	Chicago	343,921
40.	Peppercom	New York	320,473
41.	Kaplow	New York	310,000
42.	Levick Strategic Comms.	Wash., D.C.	289,782
43.	Trevelino/Keller	Atlanta	275,000
44.	IW Group	W. Hollywood, CA	253,000
45.	Morgan & Myers	Waukesha, WI	228,782
46.	Seigenthaler PR	Nashville	218,921
47.	Maccabee Group	Minneapolis	187,338
48.	Richmond PR	Seattle	172,699
49.	Red Sky Public Relations	Boise	170,566
50.	Gibraltar Assocs.	Wash., D.C.	168,000
51.	Zeppos & Assocs.	Milwaukee	161,230
52.	Quinn & Co	New York	147,467
53.	Luckie Strategic PR	Birmingham, AL	145,285
54.	Rasky Baerlein Strat. Comms.	Boston	140,468
55.	Rosica	Parsippany, NJ	108,925
56.	The Kotchen Group	Hartford, CT	100,932
57.	Gregory FCA	Ardmore, PA	100,000
58.	TransMedia Group	Boca Raton, FL	100,000
59.	Powell Group	Dallas	96,044
60.	Landis Comms.	San Francisco	82,500
61.	Katcher, Vaughn & Bailey PR	Nashville	54,711
62.	Boardroom Comms.	Plantation, FL	49,950
63.	rbb PR	Miami	48,473
64.	McNeely Pigott & Fox PR	Nashville	45,773
65.	MDi media group	Mobile, AL	34,988
66.	Standing Partnership	St. Louis	22,895

HEALTHCARE

1.	Edelman	New York	\$113,202,498
2.	Ruder Finn	New York	38,000,000
3.	WCG	San Francisco	35,700,000
4.	APCO Worldwide	Wash., D.C.	22,680,000
5.	Cooney/Waters Group	New York	14,088,673
6.	Schwartz Communications	Waltham, MA	10,336,424
7.	GYMR	Wash., D.C.	6,758,162
8.	Waggener Edstrom Worldwide	Bellevue, WA	6,714,600
9.	Spectrum	Wash., D.C.	5,390,000
10.	Makovsky & Co.	New York	4,400,000
11.	Capstrat	Raleigh	4,000,000
12.	Communications Strategies	Madison, NJ	3,948,888
13.	Hager Sharp	Wash., D.C.	3,927,332
14.	MCS Healthcare PR	Bedminster, NJ	3,874,213
15.	Revive Public Relations	Santa Barbara	3,750,000
16.	Crosby Marketing Comms.	Annapolis	3,670,841

FIRM **2010 NET FEES**

Healthcare cont.

17.	Jarrard Phillips Cate & Hancock	Brentwood, TN	3,286,129
18.	Padilla Speer Beardsley	Minneapolis	3,136,685
19.	Public Communications	Chicago	2,898,760
20.	Dodge Communications	Roswell, GA	2,875,240
21.	Coyne PR	Parsippany, NJ	2,666,000
22.	Zeno Group	New York	2,552,387
23.	The Rogers Group	Los Angeles	2,335,625
24.	French West Vaughan	Raleigh	2,214,600
25.	Open Channels Group	Ft. Worth, TX	2,200,000
26.	Winning Strategies	Newark, NJ	2,104,351
27.	CRT/tanaka	Richmond, VA	2,100,000
28.	Allison & Partners	San Francisco	2,087,000
29.	LaVoie Group	Salem, MA	1,983,355
30.	Widmeyer Communications	Wash., D.C.	1,975,094
31.	RF Binder Partners	New York	1,900,000
32.	Gibraltar Associates	Wash., D.C.	1,890,650
33.	Rasky Baerlein Strat. Comms.	Boston	1,876,404
34.	Dye, Van Mol & Lawrence PR	Nashville	1,813,990
35.	Moore Consulting Group	Tallahassee	1,808,868
36.	Qorvis Communications	Wash., D.C.	1,798,257
37.	Jones Public Affairs	Wash., D.C.	1,712,916
38.	Gregory FCA	Ardmore, PA	1,250,000
39.	TGI Healthworks	Upper Nyack, NY	1,238,120
40.	Black Twig Communications	St. Louis	1,100,000
41.	Levick Strategic Communications	Wash., D.C.	1,009,509
42.	McNeely Pigott & Fox PR	Nashville	995,730
43.	Rosica	Paramus, NJ	991,940
44.	Standing Partnership	St. Louis	908,865
45.	Davies	Santa Barbara	820,125
46.	Ron Sachs Communications	Tallahassee	807,165
47.	Katcher Vaughn & Bailey	Nashville	789,360
48.	Singer Assocs.	San Francisco	760,448
49.	Peritus	Louisville	727,079
50.	Jackson Spalding	Atlanta	664,745
51.	The Zimmerman Agency	Tallahassee	660,000
52.	Saxum	Oklahoma City	653,022
53.	PAN Comms.	Andover, MA	611,600
54.	MWW Group	New York	591,000
55.	Seigenthaler PR	Nashville	590,355
56.	rbb Public Relations	Miami	578,393
57.	Target10	New York	484,324
58.	Perry Communications Group	Sacramento	448,206
59.	Maccabee Group	Minneapolis	432,335
60.	zcomm	Bethesda, MD	388,243
61.	Travers, Collins & Co.	Buffalo, NY	386,660
62.	Boardroom PR	Plantation, FL	375,000
63.	BLAZE	Los Angeles	340,389
64.	VPE PR	S. Pasadena, CA	325,547
65.	Regan Communications Group	Boston	315,000
66.	Schneider Associates	Boston	281,750
67.	Bridge Global Strategies	New York	267,253
68.	Bliss PR	New York	237,000
69.	L.C. Williams & Associates	Chicago	227,885
70.	Linhart PR	Denver	212,716

FIRM **2010 NET FEES**

71.	TransMedia Group	Boca Raton, FL	200,000
72.	Lane PR	Portland, OR	188,823
73.	Red Sky PR	Boise	179,674
74.	Peppercom	New York	159,728
75.	Beehive Public Relations	St. Paul	153,045
76.	CooperKatz & Co.	New York	140,936
77.	Pierpont Communications	Houston	140,500
78.	GodwinGroup	Jackson, MS	137,300
79.	DuDell & Assocs.	Oakland, CA	130,000
80.	Guthrie/Mayes & Associates	Louisville	125,551
81.	Richmond PR	Seattle	124,477
82.	Michael A. Burns & Assocs.	Dallas	121,323
83.	Kohnstamm Communications	St. Louis	100,446
84.	The Powell Group	Dallas	87,836
85.	Edge Comms.	Encino, CA	78,340
86.	Feintuch Comms.	New York	66,194
87.	Dawson + Murray+ Teague	Dallas	61,092
88.	IW Group	W. Hollywood	31,000
89.	Shelton Group	Dallas	30,000

HOME FURNISHINGS

1.	Edelman	New York	\$43,624,737
2.	Zeno Group	New York	4,000,242
3.	L.C. Williams & Assocs.	Chicago	3,133,983
4.	Gibbs & Soell	New York	2,476,416
5.	Kaplow	New York	1,250,000
6.	Luckie Strategic PR	Birmingham, AL	997,773
7.	Hunter PR	New York	917,845
8.	Lou Hammond & Assocs.	New York	891,648
9.	CRT/tanaka	Richmond, VA	600,000
10.	The Rogers Group	Los Angeles	512,660
11.	Black Twig Comms.	St. Louis	393,000
12.	Gregory FCA	Ardmore, PA	242,000
13.	O'Malley Hansen Comms.	Chicago	211,000
14.	The Kotchen Group	Hartford, CT	190,150
15.	Intermark Group	Birmingham, AL	170,039
16.	Michael A. Burns & Assocs.	Dallas	150,065
17.	Rosica	Paramus, NJ	117,661
18.	rbb Public Relations	Miami	62,000
19.	Shelton Group	Dallas	60,125
20.	Trevelino/Keller	Atlanta	60,000
21.	Allison & Partners	San Francisco	52,000
22.	Jackson Spalding	Atlanta	34,926

PROFESSIONAL SERVICES

1.	Edelman	New York	\$37,960,905
2.	Qorvis Communications	Wash., D.C.	10,469,820
3.	Widmeyer Communications	Wash., D.C.	5,395,695
4.	APCO Worldwide	Wash., D.C.	4,536,000
5.	MWW Group	E. Rutherford, NJ	4,154,000
6.	Hager Sharp	Wash., D.C.	4,121,214
7.	Schwartz Communications	Waltham, MA	4,033,728
8.	Capstrat	Raleigh	4,000,000
9.	Peppercom	New York	2,847,806
10.	Beckerman	Hackensack, NJ	2,800,000

FIRM **2010 NET FEES**
Professional Services cont.

11.	Ruder Finn	New York	2,500,000
12.	5W Public Relations	New York	2,200,000
13.	Bliss PR	New York	2,057,000
14.	Quinn & Co.	New York	2,041,530
15.	Beehive PR	St. Paul	2,032,370
16.	Regan Communications Group	Boston	1,947,500
17.	Rasky Baerlein Strat. Comms.	Boston	1,866,234
18.	rbb PR	Coral Gables, FL	1,804,627
19.	Levick Strategic Comms.	Wash., D.C.	1,655,629
20.	Allison & Partners	San Francisco	1,552,000
21.	CooperKatz & Co.	New York	1,468,166
22.	ETC	Cincinnati	1,168,000
23.	Lambert, Edwards & Associates	Grand Rapids, MI	1,149,300
24.	LVM Group	New York	1,103,000
25.	Black Twig Comms.	St. Louis	1,100,000
26.	Gibbs & Soell	New York	1,023,708
27.	Gregory FCA	Ardmore, PA	1,000,000
28.	IW Group	W. Hollywood, CA	917,000
29.	Perry Comms. Group	Sacramento	909,995
30.	Makovsky + Co.	New York	900,000
31.	Gibraltar Associates	Wash., D.C.	829,128
32.	Boardroom PR	Plantation, FL	775,000
33.	Padilla Speer Beardsley	Minneapolis	766,282
34.	PAN Comms.	Andover, MA	672,000
35.	L.C. Williams & Assocs.	Chicago	653,921
36.	Standing Partnership	St. Louis	596,296
37.	French West Vaughan	Raleigh	575,669
38.	Affect	New York	524,459
39.	Linhart PR	Denver	524,255
40.	CJP	New York	519,420
41.	Pierson Grant PR	Ft. Lauderdale	509,700
42.	Jackson Spalding	Atlanta	489,636
43.	McNeely Pigott & Fox PR	Nashville	428,810
44.	Dukas Public Relations	New York	425,000
45.	Lane PR	Portland, OR	405,837
46.	Middleberg Comms.	New York	350,800
47.	Seigenthaler PR	Nashville	335,623
48.	Casey Comms.	St. Louis	330,524
49.	Kohnstamm Comms.	St. Paul	296,870
50.	Winning Strategies	Newark, NJ	275,980
51.	Schneider Associates	Boston	254,173
52.	Maccabee Group	Minneapolis	252,817
53.	Zeno Group	New York	187,653
54.	Hope-Beckham	Atlanta	180,760
55.	Zeppos & Associates	Milwaukee	161,230
56.	O'Malley Hansen Comms.	Chicago	119,000
57.	Richmond PR	Seattle	115,045
58.	Intermark Group	Birmingham, AL	103,250
59.	Red Sky PR	Boise	100,000
60.	Ron Sachs Comms.	Tallahassee	96,700
61.	Michael A. Burns & Assocs.	Dallas	95,270
62.	Peritus	Louisville	86,923
63.	Dawson + Murray + Teague	Dallas	77,092
64.	Rosica	Paramus, NJ	76,062

FIRM **2010 NET FEES**

65.	Katcher, Vaughn & Bailey	Nashville	71,900
66.	Edge Comms.	Encino, CA	60,051
67.	The Powell Group	Dallas	46,997
68.	The Rogers Group	Los Angeles	33,841
69.	Mdi media group	Mobile, AL	21,965

SPORTS & LEISURE

1.	Taylor	New York	10,664,057
2.	Catalyst PR	New York	4,415,750
3.	Edelman	New York	4,026,534
4.	French West Vaughan	Raleigh	3,418,800
5.	Regan Communications Group	Boston	1,030,200
6.	Coyne PR	Paramus, NJ	942,000
7.	RF Binder Partners	New York	710,000
8.	CooperKatz & Co.	New York	691,753
9.	rbb PR	Coral Gables, FL	529,801
10.	McNeely Pigott & Fox PR	Nashville	331,432
11.	Qorvis Comms.	Wash., D.C.	327,168
12.	Jackson Spalding	Atlanta	218,696
13.	Peppercom	New York	182,049
14.	Maccabee Group	Minneapolis	162,996
15.	Zeppos & Associates	Milwaukee	161,230
16.	Beehive PR	St. Paul	160,406
17.	Trevelino/Keller	Atlanta	160,000
18.	Zeno Group	New York	159,500
19.	Allison & Partners	San Francisco	113,000
20.	Guthrie/Mayes & Associates	St. Louis	110,321
21.	Ron Sachs Comms.	Tallahassee	85,890
22.	RL PR + Marketing	Los Angeles	58,241
23.	Rosica Public Relations	Paramus, NJ	53,729
24.	Richmond PR	Seattle	50,835
25.	Rasky Baerlein Strat. Comms.	Boston	48,880
26.	Schneider Assocs.	Boston	32,590
27.	Boardroom Communicatons	Plantation, FL	25,000

TECHNOLOGY

1.	Edelman	New York	\$101,936,429
2.	Waggener Edstrom	Bellevue, WA	62,669,600
3.	Text 100 Global PR	New York	46,700,000
4.	APCO Worldwide	Wash., D.C.	24,948,000
5.	Ruder Finn	New York	15,500,000
6.	Schwartz Comms.	Waltham, MA	10,840,645
7.	Qorvis Communications	Wash., D.C.	10,458,650
8.	Atomic PR	San Francisco	8,889,000
9.	The Hoffman Agency	San Jose	8,200,000
10.	Horn Group	San Francisco	7,500,000
11.	PAN Comms.	Andover, MA	6,727,600
12.	MWW Group	E. Rutherford, NJ	6,693,000
13.	Davies Murphy Group	Burlington, MA	6,529,360
14.	Merritt Group	Reston, VA	6,196,736
15.	LaunchSquad	San Francisco	5,803,313
16.	Fahlgren Mortine	Columbus, OH	5,208,776
17.	Allison & Partners	San Francisco	4,841,000

FIRM

2010 NET FEES

Technology cont.

18.	Matter Communications	Boston	4,800,000
19.	Capstrat	Raleigh	3,775,000
20.	Coyne PR	Parsippany, NJ	3,118,000
21.	Jackson Spalding	Atlanta	3,075,553
22.	Shelton Group	Dallas	3,065,153
23.	Airfoil PR	Detroit	3,000,000
24.	Peppercom	New York	2,781,602
25.	Gibbs & Soell	New York	2,312,668
26.	Affect	New York	2,057,839
27.	Kaplow	New York	1,900,000
28.	CRT/tanaka	Richmond, VA	1,900,000
29.	Makovsky + Co.	New York	1,800,000
30.	Borders + Gratehouse	San Francisco	1,793,864
31.	Trylon SMR	New York	1,723,708
32.	Bateman Group	San Francisco	1,679,033
33.	Gregory FCA	Ardmore, PA	1,500,000
34.	Black Twig Communications	St. Louis	1,414,000
35.	Schneider Associates	Boston	1,286,298
36.	Lambert, Edwards & Assocs.	Grand Rapids, MI	1,269,925
37.	Middleberg Communications	New York	1,200,000
38.	RF Binder Partners	New York	1,100,000
39.	Levick Strategic Comms.	Wash., D.C.	1,015,468
40.	Trevelino/Keller	Atlanta	900,000
41.	M/C/C	Dallas	900,000
42.	K/F Comms.	San Francisco	898,375
43.	Catapult PR-IR	Boulder, CO	842,748
44.	Casey Comms.	St. Louis	758,222
45.	Dye, Van Mol & Lawrence PR	Nashville	730,857
46.	CJP Communications	New York	720,362
47.	Dawson + Murray + Teague	Dallas	712,755
48.	Zeno Group	New York	655,724
49.	Feintuch Communications	New York	637,173
50.	Linhart Public Relations	Denver	624,493
51.	Ron Sachs Communications	Tallahassee	589,480
52.	Gibraltar Assocs.	Wash., D.C.	571,000
53.	The Rogers Group	Los Angeles	540,072
54.	Edge Comms.	Encino, CA	538,749
55.	Dukas Public Relations	New York	527,000
56.	CooperKatz & Co.	New York	489,024
57.	Open Channels Group	Ft. Worth, TX	480,000
58.	Winning Strategies PR	Newark	448,468
59.	RL PR + Marketing	Los Angeles	445,821
60.	Michael A. Burns & Assocs.	Dallas	429,656
61.	Guthrie/Mayes & Associates	Louisville	416,372
62.	Moore Consulting Group	Tallahassee	397,395
63.	Hunter PR	New York	374,513
64.	L.C. Williams & Assocs.	Chicago	370,098
65.	Lane PR	Portland, OR	358,415
66.	McNeely Pigott & Fox PR	Nashville	317,385
67.	Rasky Baerlein	Boston	269,797
68.	French West Vaughan	Raleigh	250,007
69.	The Powell Group	Dallas	248,305
70.	Katcher Vaughn & Bailey PR	Nashville	235,000

FIRM

2010 NET FEES

71.	Seigenthaler PR	Nashville	233,702
72.	TransMedia Group	Boca Raton, FL	200,000
73.	Public Communications	Chicago	196,526
74.	Kohnstamm Comms.	St. Paul	175,184
75.	Zeppos & Assocs.	Milwaukee	161,230
76.	The Kotchen Group	W. Hartford, CT	133,080
77.	Maccabee Group	Minneapolis	115,666
78.	Rosica	Paramus, NJ	80,937
79.	Red Sky Public Relations	Boise	58,300
80.	Richmond PR	Seattle	48,873
81.	Bridge Global Strategies	New York	45,000
82.	Boardroom Communications	Plantation, FL	25,000

TRAVEL & TOURISM

1.	Edelman	New York	\$16,288,715
2.	Ruder Finn	New York	10,009,000
3.	The Zimmerman Agency	Tallahassee	6,470,000
4.	Lou Hammond & Associates	New York	5,932,431
5.	Quinn & Co.	New York	2,680,016
6.	Development Counsellors Int'l	New York	2,507,128
7.	Allison & Partners	San Francisco	2,476,000
8.	Ypartnership	Orlando	1,435,209
9.	5W PR	New York	1,400,000
10.	French West Vaughan	Raleigh	1,233,116
11.	Zeno Group	New York	930,246
12.	BLAZE	Los Angeles	885,012
13.	Jackson Spalding	Atlanta	871,612
14.	Standing Partnership	St. Louis	782,458
15.	Lane PR	Portland, OR	765,767
16.	rbb PR	Coral Gables, FL	759,375
17.	CRT/tanaka	Richmond, VA	750,000
18.	Fahlgren Mortine	Columbus, OH	603,064
19.	Coyne PR	Parsippany, NJ	603,000
20.	Richmond PR	Seattle	557,464
21.	Qorvis Communications	Wash., D.C.	489,640
22.	CooperKatz + Co.	New York	489,024
23.	Black Twig Comms.	St. Louis	471,600
24.	J Public Relations	San Diego	426,466
25.	Padilla Speer Beardsley	Minneapolis	378,311
26.	McNeely Pigott & Fox PR	Nashville	331,432
27.	MDi media group	Mobile, AL	316,602
28.	Linhart PR	Denver	215,368
29.	Singer Associates	San Francisco	200,117
30.	Michael A. Burns & Assocs.	Dallas	181,477
31.	Kohnstamm Communications	St. Paul	175,184
32.	Peritus	Louisville	158,116
33.	Watershed Comms.	Portland, OR	139,106
34.	Luckie Strategic PR	Birmingham, AL	120,000
35.	Gregory FCA	Ardmore, PA	100,000
36.	Ron Sachs Communications	Tallahassee	85,890
37.	Bridge Global Strategies	New York	80,869
38.	Shelton Group	Dallas	66,647
39.	Landis Communications	San Francisco	53,700
40.	Red Sky Public Relations	Boise	51,233
41.	Powell Group	Dallas	35,982
42.	Guthrie/Mayes & Associates	St. Louis	30,136
43.	Boardroom Communications	Plantation, FL	25,000
44.	GodwinGroup	Jackson, MS	22,776

RANKINGS OF PR FIRMS BY CITY / GEOGRAPHY

Firm 2010 Net Fees Empl.

CONNECTICUT

1.	ICR	Norwalk	\$16,693,809	25
2.	Cashman & Katz Int. Comms.	Glastonbury	1,645,000	20
3.	The Kotchen Group	Farmington	921,086	6
4.	Regan Comms. Group	Hartford	763,940	N/A

CHICAGO

1.	Edelman		81,772,888	503
2.	Jasculca Terman & Assocs.		6,066,569	42
3.	FoodMinds	Oakbrook Terrace	5,647,086	19
4.	Public Communications		4,913,153	45
5.	L.C. Williams & Assocs.		4,385,887	26
6.	Zeno Group		3,727,672	29
7.	MWW Group		3,356,000	N/A
8.	Gibbs & Soell	Hoffman Estates	3,249,169	26
9.	APCO Worldwide		2,596,000	10
10.	O'Malley Hansen Comms.		2,385,000	13
11.	Ruder Finn		1,950,000	N/A
12.	Taylor		1,468,309	N/A

FLORIDA

1.	The Zimmerman Agency	Tallahassee	9,200,000	47
2.	The Jeffrey Group	Miami	6,522,876	88
3.	rbb Public Relations	Miami	4,441,206	31
4.	Boardroom Comms.	Plantation	4,111,203	17
5.	Ron Sachs Public Relations	Tallahassee	4,012,920	18
6.	Pierson Grant	Ft. Lauderdale	1,800,000	11
7.	Ypartnership	Orlando	1,435,209	8
8.	Edelman	Orlando	1,059,399	6
9.	TransMedia Group	Boca Raton	1,000,000	10

LOS ANGELES

1.	Edelman		\$13,620,035	105
2.	Davies	Santa Barbara	8,359,275	28
3.	The Rogers Group		5,351,676	22
4.	Cerrell Assocs.		4,789,582	23
5.	Zeno Group		4,042,605	20
6.	Bender/Helper Impact		3,789,852	42
7.	Revive PR	Santa Barbara	3,750,000	14
8.	Phelps Group	Santa Monica	3,364,150	19
9.	MWW Group		2,707,000	N/A
10.	RL PR + Marketing		2,659,828	20
11.	Ruder Finn		2,551,000	10
12.	ICR		2,316,876	N/A
13.	IW Group	W. Hollywood	2,043,000	10
14.	Allison & Partners		1,659,696	7
15.	BLAZE	Santa Monica	1,361,558	9
16.	VPE Public Relations	S. Pasadena	1,173,095	14
17.	CRT/tanaka		1,116,442	N/A
18.	J Public Relations	San Diego	1,046,385	14
19.	Edge Comms.	Encino	715,924	3
20.	Lee & Assocs.	Costa Mesa	699,658	5
21.	Taylor		582,365	N/A

MASSACHUSETTS

1.	Regan Comms. Group	Boston	16,741,115	45
2.	Schwartz Comms.	Waltham	14,279,569	130
3.	Rasky Baerlein Strat. Comms.	Boston	9,577,885	37
4.	Davies Murphy Group	Burlington	6,529,360	51
5.	PAN Comms.	Andover	6,116,000	49
6.	Matter Comms.	Boston	4,800,000	48
7.	ICR	Boston	3,056,401	5
8.	Schneider Assocs.	Boston	2,906,808	22
9.	Text 100 Global PR	Boston	2,200,000	12

Firm 2010 Net Fees Empl.

Massachusetts cont.

10.	RF Binder Partners	Boston	2,100,000	7
11.	LaVoie Group	Salem	1,983,355	8

MINNEAPOLIS - ST. PAUL

1.	Padilla Speer Beardsley		14,642,175	N/A
2.	Morgan & Myers	Waukesha, WI	3,866,266	30
3.	Beehive PR		2,587,310	16
4.	Kohnstamm Comms.		1,600,000	11
5.	Maccabee Group		1,519,397	7

MIDWEST CITIES

1.	Fahlgren Mortine	Columbus	9,467,627	60
2.	Black Twig Comms.	St. Louis	7,860,000	43
3.	Airfoil PR	Detroit	6,810,000	52
4.	Lambert, Edwards & Assocs.	Grand Rapids	5,656,600	38
5.	Morgan & Myers	WI and IA	3,866,266	25
6.	Standing Partnership	St. Louis	3,325,966	14
7.	Saxum	Oklahoma City	2,410,326	21
8.	ETC	Cincinnati	1,990,812	21
9.	Zeppos & Assocs.	Milwaukee	1,612,303	12
10.	Casey Communications	St. Louis	1,322,096	7
11.	Red Sky Public Relations	Boise, ID	975,022	11

NEW JERSEY

1.	MWW Group	E. Rutherford	20,913,000	N/A
2.	Coyne PR	Parsippany	13,680,300	60
3.	Beckerman	Hackensack	6,133,666	48
4.	Comms. Strategies	Madison	3,948,888	15
5.	MCS Healthcare	Bedminster	3,874,213	19
6.	Winning Strategies	Newark	3,449,750	20
7.	Rosica	Paramus	1,917,017	18

NEW YORK

1.	Edelman		112,536,873	583
2.	Ruder Finn		70,665,000	295
3.	Cooney/Waters Group		14,088,673	38
4.	Hunter PR		12,005,679	72
5.	5W Public Relations		11,393,178	69
6.	Taylor		10,856,020	N/A
7.	Makovsky + Co.		10,800,000	50
8.	Peppercom		10,470,758	N/A
9.	RF Binder Partners		10,200,000	63
10.	CJP Comms.		10,077,944	46
11.	Kaplow		9,391,061	52
12.	APCO Worldwide		7,427,800	23
13.	Linden Alschuler & Kaplan		6,355,000	34
14.	Lou Hammond & Assocs.		5,944,317	31
15.	Development Counsellors Int'l		5,936,428	43
16.	Text 100 Global PR		5,500,000	40
17.	Catalyst PR		5,134,552	25
18.	Bliss PR		5,134,000	33
19.	Quinn & Co.		4,874,043	40
20.	ICR		4,447,536	24
21.	Gibbs & Soell		4,312,120	29
22.	Intermarket Comms.		3,929,978	17
23.	CooperKatz & Co.		3,909,356	27
24.	The Horn Group		3,690,000	5
25.	Widmeyer Comms.		3,596,617	15
26.	CRT/tanaka		3,482,650	N/A

New York cont. next page

RANKINGS OF PR FIRMS BY CITY / GEOGRAPHY

Firm	2010 Net Fees	Empl.
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Firm	2010 Net Fees	Empl.
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New York cont.

27.	Allison & Partners		\$3,331,000	7
28.	Middleberg Communications		3,300,000	18
29.	Dukas Public Relations		2,791,630	15
30.	Affect		2,572,299	13
31.	Padilla Speer Beardsley		2,432,652	N/A
32.	Coyne PR		2,370,800	13
33.	Zeno Group		2,343,498	18
34.	Travers, Collins & Co.	Buffalo	2,288,788	13
35.	Regan Comms. Group		2,017,245	N/A
36.	Text 100 Global PR	Rochester	2,000,000	13
37.	Bender/Helper Impact		1,952,348	N/A
38.	Trylon SMR		1,723,708	10
39.	TGI Healthworks	Upper Nyack	1,238,120	5
40.	LVM Group, Inc.		1,184,081	6
41.	Feintuch Communications		827,427	4
42.	WordHampton PR	E. Hampton	821,130	8
43.	Target 10		820,543	4
44.	Butler Assocs.		602,042	2
45.	Bridge Global Strategies		444,560	3

PENNSYLVANIA

1.	Gregory FCA	Ardmore	\$7,422,480	47
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SAN FRANCISCO

1.	Sparkpr		8,861,171	31
2.	Schwartz Comms.		8,092,758	50
3.	Edelman		6,965,125	83
4.	Atomic Public Relations		6,474,095	47
5.	Text 100 Global PR		5,000,000	30
6.	Allison & Partners		9,166,410	68
7.	Singer Assocs.		4,002,358	20
8.	The Horn Group		3,850,000	16
9.	Edelman	Sacramento	3,291,026	12
10.	APCO Worldwide	Sacramento	3,134,000	13
11.	Borders + Gratehouse		1,793,864	10
12.	Ruder Finn		1,753,000	13
13.	Bateman Group		1,697,033	10
14.	Perry Comms.	Sacramento	1,358,202	6
15.	Peppercom		1,355,058	N/A
16.	Landis Comms.		1,259,832	14
17.	Blue Practice		988,800	5
18.	K/F Comms.		898,375	5
19.	DuDell & Assocs.	Oakland	650,000	4
20.	MWW Group		553,000	N/A

SILICON VALLEY

1.	Edelman	Mountain View	20,734,964	128
2.	The Hoffman Agency	San Jose	8,200,000	85

SOUTHEAST

1.	French West Vaughan	Raleigh	13,597,663	74
2.	Capstrat	Raleigh	11,800,000	88
3.	Edelman	Atlanta	11,450,491	68
4.	Jackson Spalding	Atlanta	8,451,961	65
5.	Gibbs & Soell	Raleigh	7,712,189	24
6.	Taylor	Charlotte	6,393,306	N/A
7.	McNeely Pigott & Fox PR	Nashville	5,906,421	56
8.	Dye, Van Mol & Lawrence PR	Nashville	5,228,376	43
9.	CRT/tanaka	Richmond	5,051,083	N/A
10.	Peritus	Louisville	4,053,861	33

Southeast cont.

11.	Seigenthaler PR	Nashville	3,902,301	22
12.	Jarrard Phillips Cate	Nashville	3,286,129	12
13.	Dodge Comms.	Roswell, GA	2,875,240	21
14.	Brandware PR	Atlanta	2,284,864	11
15.	Godwingroup	Jackson, MS	2,062,298	8
16.	Trevelino/Keller	Atlanta	1,898,152	12
17.	Luckie & Co.	Birmingham, AL	1,311,409	5
18.	Guthrie / Mayes Assocs.	Louisville	1,182,133	8
19.	Katcher Vaughn & Bailey PR	Nashville	1,152,110	10
20.	MDi media group	Mobile, AL	367,556	3
21.	Intermark Group	Birmingham, AL	305,289	2

TEXAS

1.	Pierpont Comms.	Houston & Austin	4,419,949	26
2.	Edelman	Austin, Dallas, Houston	4,340,251	48
3.	Shelton Group	Dallas	3,258,688	30
4.	MWW Group	Dallas	1,881,000	N/A
5.	MM2 Public Relations	Dallas	1,465,385	9
6.	Michael A. Burns & Assocs.	Dallas	1,456,274	12
7.	M/C/C	Dallas	1,400,000	20
8.	Open Channels Group	Ft. Worth	1,046,092	12
9.	Dawson + Murray + Teague	Dallas	919,704	4
10.	BizCom Assocs.	Addison	794,834	5
11.	The Powell Group	Dallas	714,580	3
12.	The Harrell Group	Dallas	523,505	2

WASHINGTON, DC

1.	APCO Worldwide		59,310,400	210
2.	Edelman		56,648,883	282
3.	Qorvis Comms.		29,713,320	98
4.	Levick Strategic Comms.		9,023,546	40
5.	Hager Sharp		8,048,546	45
6.	Imre	Baltimore	7,698,000	66
7.	Crosby Marketing	Annapolis, MD	7,542,845	44
8.	Widmeyer Comms.		6,991,285	39
9.	Merritt Group	Reston, VA	6,196,736	33
10.	GYMR		5,758,162	29
11.	Spectrum		5,390,000	22
12.	MWW Group		4,314,000	N/A
13.	Gibraltar Assocs.		3,981,151	14
14.	zcomms	Bethesda, MD	1,933,985	12
15.	Jones Public Affairs		1,712,916	13
16.	Zeno Group		1,142,000	9
17.	Ruder Finn		1,142,000	14
18.	Allison & Partners		744,000	6

WESTERN CITIES

1.	Edelman	Seattle	24,716,173	98
2.	Edelman	Portland	5,636,876	36
3.	Linhart PR	Denver	4,147,567	24
4.	Lane PR	Portland	3,867,096	24
5.	GroundFloor Media	Denver	3,004,145	16
6.	APCO Worldwide	Seattle	2,538,900	20
7.	Richmond PR	Seattle	1,131,185	20
8.	MWW Group	Seattle	1,074,000	N/A
9.	Catapult PR-IR	Boulder	842,798	6
10.	Watershed Comms.	Portland	586,522	7
11.	Allison and Partners	Seattle	163,000	N/A

O'Dwyer's Guide to: TOP INDEPENDENT PR FIRMS

■ 5.11



Airfoil Public Relations: Janet Tyler, President and Co-Founder; Lisa Vallee-Smith, CEO & Co-Founder and Tracey Parry, SVP & Partner.

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Established in 2000, Airfoil is a leading independent public relations and marketing communications firm for both emerging and established technology brands. Airfoil's services offerings include; brand and corporate identity strategy, marketing communications and editorial services, digital and social media, market research, media relations, public relations and strategic communications planning.

Airfoil has grown quickly on the basis of its Higher Thinking® brand promise and process orientation. Our expertise drives technology communications for clients in consumer, enterprise, health care, cleantech and industrial segments. The agency's Client Solutions Group, provides services to inform and accelerate clients' marketing communications, digital and social media, and brand strategy programs.

Airfoil has been named Technology Agency of the Year by the *Holmes Report* and recognized as a top firm in numerous industry rankings.

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Scott Allison, CEO & Founder

Looking to boost brand aware-

ness? Ignite Web traffic? Spark sales? Allison & Partners is a national public relations, public affairs and marketing firm that works closely with clients to build smart, strategic communications programs which deliver results.

The agency's collaborative, entrepreneurial culture continually generates fresh ideas and innovative approaches to solving communications challenges, while our deep sector experience provides clients with the insights and relationships which move the needle. Our primary practice areas include consumer marketing, technology, corporate communications, healthcare, public affairs, social impact, and our new Brand Innovation Group (BIG). Allison & Partners teams work together to create customized programs integrating media relations, social media, cause-related marketing, sustainability communications, executive branding, promotional services and more for some of the world's leading brands.

Allison & Partners is headquartered in San Francisco, with offices in Los Angeles, New York, Washington, DC, Atlanta, Phoenix, San Diego and Seattle, with a 50-state grassroots network and relationships with quality firms worldwide through our affiliation with MDC Partners.

ATOMIC PUBLIC RELATIONS

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Andy Getsey, Co-Founder & CEO
James Hannon, Co-Founder & CIO

Atomic PR mixes classical PR with social media, video and search engine optimization, enhanced with the sophisticated use of communications analytics for strategy building, creative planning and detailed program measurement. Many Atomic clients achieve increases of 100%

or more across numerous measures of PR program yield compared to pre-Atomic baselines, often on lower budgets than before. Atomic PR has powered numerous breakthrough campaigns for progressive technology, consumer and entertainment brands from start-ups like LivingSocial, Bebo, Mint.com and Smule, to growing mid-stage companies such as LinkedIn, Ingres and Lending Club as well as large brands and leading publicly traded companies including Polaroid, Pioneer Electronics, Intuit, IMAX, ArcSight and NETGEAR. Atomic has offices in San Francisco, New York, Los Angeles, London and Munich, and is part of Grayling, a leading global agency with 70 offices in 40 countries across the world. More information: atomicpr.com. Follow Atomic on Twitter: www.twitter.com/atomicPR.

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Bill Bourdon, SVP
Tyler L. Perry, VP
Lisa Melsted, Account Dir.
Shannon Hutto, Account Manager

Bateman Group, a California corporation, is a full-service public relations and social media communications firm working primarily with companies in the high technology, consumer services, sustainability/green tech and non-profit sectors. Differentiated by genuine content expertise, exceptional writing skills and a senior-level staffing model, Bateman Group's objective is to make a bigger market impact for a smaller,

more select group of companies. Bateman Group was among the first to deliver a truly integrated service offering, combining best practices in social media marketing and traditional PR to help clients improve customer connectivity, corporate reputation and sales lead generation as well as nurture individual opinions and attitudes about their brands. The firm is headquartered in San Francisco with offices in New York City and additional consultancies based in Boston.

Clients include: Baynote, CoreMedia, EasyAsk, Guardian Analytics, Jericho Forum, Kapow Software, Little Kids Rock, Motista, NatureBridge, The Open Group, OPENLANE, Panda Security, Platform Computing, Protegrity, and Recyclebank.

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Lisa Hannum, President & CEO
Nicki Gibbs, Vice President

Beehive is a strategic PR boutique located in Saint Paul, Minn. We help our clients find creative paths from where they are to where they want to be. Our inspiration comes from listening to what their key audiences need, then engaging them when and where it matters most.

Our team of savvy strategists comes from a wide range of backgrounds — big agencies, non-profits and major corporations. The one thing we all have in common: we pursue our work and our lives with curiosity, dedication and energy. We do our best work for clients who are ready for game-changing thinking and eye-popping results. Beehive has deep expertise in a range of global and niche industries, including consumer and retail, sports marketing, professional services, financial services, technology, manufacturing, med-tech and healthcare.

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Don Silver, Chief Operating Officer

Boardroom Communications is one of Florida's top PR agencies offering state, regional and national coverage. The firm's experienced staff of public relations and integrated marketing professionals routinely handle several high-profile crisis projects, public affairs campaigns and new product/project launches each year.

Our highly experienced team makes full use of the key communications tools including traditional media, social media, blogs, search marketing, websites and landing pages, email marketing, community outreach, special events and traditional advertising to accomplish our clients' objectives.

Boardroom has a diverse clientele including public companies, environmental, retail, real estate, law firms, financial and banking, not-for-profit, healthcare, insurance companies and trade associations.

This is our 22nd year in business, which has enabled us to develop significant contacts with the media, government and industry associations throughout Florida. We currently have offices in South Florida, Tampa and Orlando, providing our clients with broad coverage throughout the state.

We regularly monitor traditional media, blogs and social networking sites and handle all inquiries for our clients. Call or email us today if you are looking to make a big splash with your new product launch, public affairs campaign or are faced with a "Bet-the-Ranch" crisis.

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Elke Martin, President & Founder

Brandware Public Relations is passionate about helping enthusiast brands tell their unique stories across external and internal communication channels, including

digital and social media platforms. Our full-service agency is backed by a world-class market research team, which means every communications strategy and campaign is grounded in analytics and measurement. In addition to the complete range of public relations, media relations, event, marketing communications and market research services, our specialized Social EyeQ practice is based on a complete business system that creates awareness, leads and sales through social media. We specialize in expert content development, be it an opinion piece for a leading trade journal; a well-researched story pitch; creative web copy or an informative white paper. Our clients are category-leading brands in automotive, powersports, health, technology and consumer products categories.

We're equally enthusiastic about helping emerging brands find their B2B or consumer voice. You'll love our work ethic, high energy and — most importantly — our results.

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Thomas P. Butler, President
Stuart E. Miller, Senior Vice President

Butler Associates represents a prestigious roster of clients with issues touching Capitol Hill, Wall Street and Main Street. In 2011, the firm's Environmental and Public Affairs practice was ranked in the Top 30 in the nation by *O'Dwyer's* and among the top 5 in New York.

The firm conceptualizes and manages impactful campaigns on the local, state and national level. With a senior management team possessing over 65 years of industry experience, Butler Associates manages and directs significant media awareness, editorial page, financial relations and educational campaigns, in addition to a range of successful coalition and stakeholder development efforts.



Elke Martin, President and Founder of Brandware Public Relations.

Our clients have benefited significantly from long-term partnerships with the Butler Associates and have achieved numerous accolades and recognition resulting from the award winning campaigns Butler Associates has developed.

CASHMAN + KATZ

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Tony Cashman, President & CEO

Cashman + Katz is a fully integrated communications firm with offices in Connecticut and New York. For over 18 years we serve our diverse clientele with breakthrough consumer, financial, business to business, technology, healthcare, manufacturing, non-profit, travel, tourism, sports, entertainment and issue advocacy campaigns.

C+K works on a senior staffing productivity model focusing on

Continued on page 38



Meet Coyne PR! Our staff is what makes our agency great and enables us to work with clients that we have a great passion for, and who let us run with our creativity. The agency has been recognized with more than 100 industry honors in the last two years.

CASHMAN + KATZ

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media, community, employee and industry relations as well as events, social media, crisis, change, leadership and reputation management.

Cashman + Katz is built on the foundation of research and results. We pride ourselves on delivering measurable results by utilizing the resources of our separately operated sister company, Infocus, that serves as one of the Northeast's largest focus group research facilities.

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Guy Murrel, Terri Douglas, Co-Founders and Principals

Ranked the leading technology PR agency in Colorado, Catapult PR-IR helps B-2-B technology companies establish market-leading positions through strategic positioning and messaging, aggressive media and industry analyst relations, and social media and community building.

Hence the name, Catapult is expert at coordinating and executing high-impact company/product launches. It strongly believes that relationships still matter and that it is vital for companies of all sizes and types to connect with key influencers on a personal level. The result is clear

and consistent messaging to the market, and an ongoing "win-win" relationship that benefits both parties.

Catapult's success stems from its personal and professional service, along with partner-level account involvement and strategy. It is the preferred agency for technology companies looking to establish and build market-leading potions.

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**Jen Prosek, CEO
Mark Kollar, Russell Sherman, Partners**

CJP is a leading mid-sized independent communications consultancy that specializes in financial and corporate communications, serving a world-class group of clients and taking a unique approach to help businesses stand out.

We thrive on telling your company's story in a way that influences your target audiences, enhances your brand and drives growth opportunities. Our proprietary, structured process enables us to truly capture your business' unique value and create compelling messages across a variety of media. And we do it with passion, energy and personality.

CJP's award-winning digital group supports a wide range of clients and has also pioneered the

use of branded entertainment in the corporate world.

With our London office and global network of partners, we can also deliver for you internationally. Combining business acumen, marketing experience and unconventional creativity, we are a "one stop" communications partner for our clients.

COOPERKATZ & COMPANY, INC.

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CooperKatz & Company, Inc. is an independent, full-service marketing/public relations firm with strong strategic, creative and digital credentials.

Founded in 1996 by two senior PR agency executives, CooperKatz is headquartered in New York City and serves a national client base across a broad range of industry sectors. Capabilities are organized under three service areas — Public Relations, Digital and Creative Services — and include brand positioning, communications training, media relations, product introductions, meeting/event production, digital/social media strategy and execution, video production, collateral materials and more.

The firm has won numerous industry awards, including 'Best Agency of the Year' in its size category and 'One of the Best Agencies to Work For' by The *Holmes Report*. CooperKatz is a member of the Public Relations Global Network and the Council of Public Relations Firms.

Visit www.cooperkatz.com for information, team biographies and client case studies.

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Jennifer Kamienski, Kevin Lamb, Brian Murphy, Sue Murphy, Geoffrey Phelps,
Deborah Sierchio, Lisa Wolleon, VPs**

Coyne PR is a leading independent public relations agency, representing some of the world's most well-known brands in categories including Automotive, Beauty & Fashion, Food & Nutrition, Health Care, Pet Products, Retail & Restaurant, Sports, Technology, Toys & Juvenile Products and Travel. We combine strategy and creativity to generate the best possible results for our clients — taking each and every client exactly where they want to be, and beyond.

The agency has been named Midsize Agency of the Year by *PRWeek* and *PR News*, Best Agency to Work For in America and Consumer Agency of the Year by the *Holmes Report*. These awards are a testament to the breadth and depth of our category experience, as well as a reinforcement of our agency philosophy, which is to provide best of class creativity, client service and results in an office environment that is consistently ranked among the best employers in the industry. Coyne PR specializes in media relations, brand building, product launches, events & promotions, CSR, social media, corporate communications, digital creative and crisis management. The agency also boasts a full service, internal design and digital department specializing in digital strategy, social media, design, video production, mobile apps and more.

CROSBY MARKETING COMMUNICATIONS

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Raymond Crosby, President

The Crosby team is passionate about creating communications programs focused on Inspiring Actions That Matter™. These actions help clients positively impact people's lives, while also contributing to the greater good. Crosby helps clients make powerful connections with their customers, constituents and communities by tapping the motivations that shape attitudes and inspire

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Pat Esposito, ETC Principal, President, and CEO.

CROSBY MARKETING COMMS.

Continued from page 38

behavior change. The firm's award-winning campaigns, which integrate paid, earned and social media, have touched the lives of virtually every American.

Crosby has 50 professionals and specialized practices in Healthcare, Government and Social Marketing & Advocacy. The firm ranks among the top agencies in the Mid-Atlantic region, #42 on *O'Dwyer's* list of largest PR firms, and has headquarters in Maryland's State capital of Annapolis and offices in Washington, D.C.

Clients include Kaiser Permanente, U.S. Dept. of Health and Human Services, Brightview Senior Living, U.S. Conference of Catholic Bishops, DuPont, Social Security Administration, USDA and the EPA's ENERGY STAR program.

In the past year alone, Crosby has received more than 25 regional and national PR awards. To review case studies and a creative portfolio, visit crosbymarketing.com.

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Whether it's a controversial natural resource extraction project, an energy facility in a sensitive environment (from wind to coal plants), a real estate development facing tough NIMBY opposition, or a legislative, regulatory, or political challenge, Davies uses authentic grassroots to generate real results.

Davies creates messages that motivate individuals to stand up, speak out, and take action, influencing regulatory, permitting, and political challenges at all levels.

Our unique approach to research, message development and targeted outreach has resulted in a 96% success rate, turning more than 450 controversial public affairs issues into wins for our clients.

Since 1983, Davies has consistently ranked among the top strategic communications firms nationally and received hundreds of industry awards. Davies offers public affairs expertise across multiple industries, with five specialized practice areas in Energy, Mining, Real Estate, Pharma/Biotech, and Crisis Management. Clients include *Fortune* 100 companies and top names in 46 states. To ensure you have the right messages, strategy and tactics to win, we're standing by at DaviesPublicAffairs.com.

PR Specialties: Environmental PR/Public Relations, Healthcare (Pharma), Real Estate Finance and Development, Political Candidates, and Professional Services Select Industry Clients.

Energy: Mirant, Exxon Mobil, GenOn, Horizon Energy, Padoma Wind Energy, Acciona Energy, Aera Energy, Real Estate: Kilroy, Chadmar Group, Sudberry Real Estate, Farrlon Capital, Colony Capital, Snowcreek Resort, Napa Redevelopment Partners. Mining: Ascot Resources, Great Basin Gold, Coal Mountain. Pharma: Endo.

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Dawson + Murray + Teague Communications is a leading marketing communications agency built on more than 20 years of commitment to our clients. Our experienced team of pros are passionate about this business, and deliver innovative thinking and flawless execution that directly supports our clients' business goals. Agency services include: branding, corporate social responsibility, design, employee engagement, events, media relations/media training, national campaigns, strategic partnerships, public affairs, video production and writing.

Current clients include: Baylor Health Care System Foundation, Civitas Capital Management, LLC, The MetroTex Association of Realtors®, Furmanite Worldwide, Inc., National Center for Family Literacy, Parkland Foundation, Retina Foundation of the Southwest, Verizon Communications, Verizon Foundation and Workforce Solutions Greater Dallas.

Learn more about D+M+T at www.dmtcommunications.com.

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Brad Dodge, CEO

Dodge Communications, a fast-growing, award-winning agency serving emerging and established healthcare brands, helps companies build awareness, demonstrate thought leadership and generate demand. By enabling the convergence of public relations, marketing and digital media disciplines, Dodge's integrated communications approach allows clients to navigate an increasingly complex healthcare landscape for sustainable, measurable results. The knowledge, contacts and talent Dodge offers artfully combines effective and powerful positioning with precise message definition, skillful execution and dependable reach to positively influence key decision makers and stakeholders. With a passion for providing excellence in client service, Dodge has an impressive track record for client growth and retention and consistently delivers strategies that engage prospects, optimize

interactions and promote business.

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Founded in 1996, Edge Comms., Inc. is an innovative all-star team of communications professionals, unified by a no-nonsense approach that builds brands, companies and reputations.

Through better thinking and relentless execution, we express our work ethic and our core values of quality and premium, personal service. We're a hybrid organization — virtual for professional services, traditional for administrative support. We think, we write, we pitch — and we use the news media strategically to help our clients grow. Edge consists of 20+ senior PR strategists, media relations experts and writers, each of whom brings a minimum of 15 years' experience and industry segment expertise across a range of communications disciplines. In mid-2011, Edge will roll out an affiliated practice focused exclusively on writing and content services.

Most Edge team members have served with major public relations agencies and/or specialty firms at the VP level or above. Our team is also peppered with senior editorial professionals, alumni of notable business and trade publications. Based in Los Angeles, Edge has a presence in New York, San Francisco, Chicago, Minneapolis and Seattle. Client experience encompasses B2C, B2B and corporate work. Our clients range from emerging companies to members of the *Fortune* 1000, in technology, e-commerce, consumer products, life sciences, professional services, advertising and human resources.

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Environmental Technologies and Communications, Inc. is a

Midwest PR firm that deals exclusively with environmental, health and safety issues.

The firm was founded in 1994 and currently maintains a staff of 25. Clients are primarily public utilities and major manufacturers who turn to ETC for support when they have an emerging EHS issue, or one that has already attracted public attention and concern.

ETC works with industrial clients facing state/federal consent orders for environmental pollution. ETC also provides communication assistance to clients with construction, demolition, and remediation projects that will directly affect neighboring properties. Sometimes, clients seek assistance when government action shines a new light on some aspect of their operations.

Communication plans and strategies are custom-designed to fit the situation, and may include media relations, community outreach, public meetings and involvement, opinion surveys, ad campaigns, and other forms of employee/stakeholder communications. Topics range from buried wastes, contaminated buildings, impacted soils, polluted streams, and contaminated groundwater, safe drinking water, and sewage collection/treatment, to plant odors, toxic emissions, and indoor air.

ETC has been repeatedly recognized for its outstanding work by PRSA, IABC, the International Academy of Communications Arts and Sciences/MarComm, the International Academy of the Visual Arts, and others in national and international PR award competitions since 1996.

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Neil Mortine, President & CEO

Breakthrough results happen because we raise the bar every day. We blend experience, creativity and innovation to get results. And then some. The outcome? A client satisfaction rating twice the national average. Award-winning work with the nation's best brands, 10 of which

are *Fortune* 500 companies. A roster including McDonald's, Kroger, Emerson, Cardinal Health, Elmer's, Balloon Time, Worthington Industries, Kidde, Sherwin-Williams, Ohio Tourism Division, Nationwide Children's Hospital, Leggett & Platt, and more. The ability to reach audiences globally through our involvement with the Council of Public Relations Firms and membership in IPREX. Fahlgren Mortine. A leading, independent firm with a full range of public relations and marketing and communications services under one roof, from heady issues and crisis management counsel to the creative and practical applications of new media — all to tell a compelling story for our clients.

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Henry Feintuch, President

Feintuch Communications is a rapidly growing (74% growth in 2010), boutique strategic relations firm offering senior counseling, experience and hands-on support to a broad range of organizations. We enjoy particular expertise in technology, advertising & media, financial services and clean tech.

We've aligned our in-house talent and external resources around the critical business and marketing challenges faced by businesses today — including strategic public relations, business development, investor relations, capital sourcing, partnership development, advertising and marketing.

We are a partner in ECP Global Communication (ecp-global.com), a global partnership of premier independent communications consultancies and have launched a subsidiary, JumpStart Global Advisors (jumpstartglobal.com) to assist international companies in entering the U.S. market.

In our delivery of sophisticated public relations services, we focus on specific needs — such as media relations, new product launches, corporate identity and



Feintuch Communications president Henry Feintuch (front left) at a recent ECP Global partnership meeting in Geneva.

branding — as well as broader-based initiatives including industry analyst campaigns, trade and consumer outreach, awards and honors programs, speaking platforms and association marketing.

Our goal is to provide the expert service, experienced counsel and hands-on support that our clients need to meet their business objectives. Our commitment is to be a superior business partner and an outstanding strategic relations firm in each and every client engagement.

**FRENCH | WEST |
VAUGHAN**

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Rick French, Chairman & CEO
David Gwyn, President
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French/West/Vaughan, founded in 1997 in Raleigh, North Carolina, is the Southeast's largest independently-owned public relations, public affairs and emerging media agency. With offices in New York City, Dallas, Tampa and now L.A., FWV continues to break new ground as the Southeast's most highly acclaimed agency, having been named *The Holmes Report's* National Consumer Agency of the Year, as well as *Brandweek's* National Marketer of the Year for our work on behalf of a large stable of blue-chip clients including Wrangler, Coca-Cola, the United States Polo Association, Melitta, Dey Pharmaceuticals, Justin Boots and many others.

In addition to our core public relations business, FWV is also a fully integrated advertising agency with in-house design, copywriting, production and media buying team recruited from some of the nation's best-known advertising and digital media firms.



Rick French, Chairman and CEO of French | West | Vaughan.



ICR CEO Thomas M. Ryan.

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Eric Bovim, CEO & Co-Founder

GA is one of the country's leading public relations agencies, representing some of the world's best known companies and brands. Founded in 2007, we practice 21st-century PR by fusing old and new media strategies into breakthrough campaigns for clients.

We help our clients create and capitalize on market opportunities, position their business for growth, manage challenges and crisis situations and advocate their passion and commitment to a cause or issue.

With offices in Washington, D.C., and Los Angeles, GA is led by seasoned, senior practitioners with award-winning experience in communications, politics, media, finance, marketing, policy-making and management.

The hallmark of a GA campaign is our innovative approach to shaping and delivering content to tell our clients stories. Our campaigns and programs build trust, engage stakeholders and rally public sentiment for our clients' brands, their companies and issues that matter to them. Our core value proposition is driving results that can be meas-

ured and monetized against business and policy objectives.

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Cos Mallozzi, CEO
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Celebrating its 40th anniversary in business, Gibbs & Soell, Inc. (G&S) is a leading independent public relations firm with headquarters in New York, full-service offices in Chicago, Raleigh, N.C. and Zurich, Switzerland, and a global presence through its affiliate network.

We apply our strengths in strategic planning and counsel to help clients solve business challenges in key sectors: advanced manufacturing and energy, agribusiness and food, building solutions, consumer lifestyle, greentech and sustainability, professional services, and technology and general science. The G&S service portfolio includes corporate communications, marketing communications, event marketing / management, employee communications, leadership positioning, digital/social media, communications training, and communications research and evaluation.

Partial client roster: American Society of Home Inspectors, BenQ, CraftMaster Manufacturing, Commonfund, Dow Advanced Materials, Dow Chemical Company, Ernst & Young-Midwest Entrepreneur of the Year Award Program, Firestone Building Products, Investment Program Association, HEAD USA, Honeywell, Million Dollar Round Table, Mitsubishi Electric Automation, National Elevator Industry, Inc., Novartis Animal Health, Panasonic Home & Environment Company, Ply Gem, Schindler Elevator, Syngenta, The Sulfur Institute, Unified Hardwood Promotion, United States Tennis Association and Wenger/Swiss Army.

GYMR, LLC (GETTING YOUR MESSAGE RIGHT)

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Susan Levine, Senior Counselor

GYMR is a Washington, D.C. based public relations agency that provides health/healthcare clients with strategic communications that capitalize on the dynamics unique to Washington. GYMR's unique strength is the background of its team — government, advocacy, associations, foundations, corporations and nonprofit organizations — who execute strategies that include image and alliance building, public education campaigns or media relations to harness the formidable forces of Washington and produce successful results for clients. The agency has counseled a wide range of clients, including trade associations, health voluntary organizations, coalitions, foundations, corporations, federal and state agencies and nonprofit groups.

Clients: AdvaMed, American Academy of Family Physicians, American Board of Internal Medicine, American Psychiatric Association, American College of Neuropsychopharmacology, American Society of Nephrology, America's Promise, Atlantic Philanthropies, Avalere Health, Bravewell Collaborative, Bristol Myers Squibb, Campaign For Tobacco-Free Kids, Digestive Disease Week, MacArthur Foundation, Markle Foundation, National Association of Public Hospitals, National Institutes of Health, Pew Foundation, Pfizer, Research!America, Robert Wood Johnson Foundation, Society for Healthcare Epidemiology of America, The Michael J. Fox Foundation for Parkinson's Research, The Vision Council, and University of California at San Diego.

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Garry Curtis, President & CEO

Founded in 1973 and based in Washington, D.C., Hager Sharp is an award-winning, independent, employee-owned firm, with a broad range of experience in education, health, and public safety issues. The firm's strengths include: national public awareness campaigns and social marketing programs that make a difference in people's lives, partnerships that leverage our clients' audience reach and engagement, media relations — from crisis management to targeting messages to just-the right audiences through media placements and multicultural outreach, including partnership development and media relations.

Clients include National Institutes of Health, U.S. Department of Education, U.S. Department of Homeland Security, U.S. Department of Health and Human Services and the Annie E. Casey Foundation.

ICR

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Thomas M. Ryan, CEO, Co-Founder
Don Duffy, President

ICR is a privately owned, 88 employee, strategic communications firm specializing in investor and media relations, corporate communications, crisis management, and digital media. The firm, headquartered in Connecticut with offices in New York, Boston, Los Angeles, San Francisco and Beijing, was ranked by *O'Dwyers* as the largest independent financial communications firm in the nation in 2010.

With approximately 300 clients, ICR offers senior counsel in more than 20 industry verticals, and its competitive advantage comes from senior-level capital-markets experience and deep industry knowledge. Client service stresses

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The J Public Relations staff.

ICR

Continued from page 42

an integrated approach where teams of former Wall Street and corporate veterans, including senior sell-side analysts, portfolio managers, and investment bankers combine with senior PR, media and corporate communications professionals to provide a unique level of advisory.

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Jamie Lynn Sigler, Kim Guyader, Founding Partners
Sarah Evans, Managing Partner

J Public Relations (JPR) is a savvy, connected and proven national public relations firm specializing in high end travel, hospitality and lifestyle clientele. With offices on both coasts, in San Diego and New York City, JPR is committed to delivering high-impact results to our clients through creative, customized campaign strategies and marketing partnerships designed to have personal appeal while maximizing visibility across a broad range of top tier media outlets. We are known for creating a “buzz” among media, influencers and industry insiders. Our clear strat-

egy is based on specific client goals, “wish lists” and revenue-driving markets and verticals.

Our solid and long-standing relationships with top journalists and freelancers nationwide, coupled with our world-class experience, has earned our team a reputation as a trusted resource for national journalists working on consumer, design, food and beverage, trade, business and lifestyle articles, as well as journalists in key regional markets.

We are Publicists, Strategists, Tastemakers, Social Media Mavens, Foodies, Travelers, and above all — PASSIONATE about what we do. We consider ourselves an extension of our clients’ internal marketing teams, providing boutique service and attention to detail in all of the facets of successful PR and marketing campaigns.

Current client list: Ani Villas, Brooklyn Winery, Ember Room, Fairmont Hotels & Resorts, Fairmont Mayakoba, Fluxx, JC Resorts, Ladeki Restaurant Group, Nika Water, Ra Sushi, Rancho Bernardo Inn, Searsucker, Sprinkles Cupcakes (San Diego location), Stingaree, Surf & Sand Resort, Tailgate Beer, The Chanler Hotel, The US GRANT — A Luxury Collection Hotel, Whisknadle Hospitality, White Barn Inn, Willow Stream Spas, Windham Hill Inn, and YCO Yachts.

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Jarrard Phillips Cate & Hancock is a national healthcare public affairs firm that helps leaders of hospitals and healthcare organizations navigate communications and political challenges during times of significant change or extraordinary opportunity.

Our team of communications and political specialists develop and execute campaigns related to reputation and issue management, union and regulatory entanglements, mergers and acquisitions, re-engineering of communications departments, launches of new endeavors and more.

For more than a decade our professionals have delivered the intensity, smarts and discipline of winning political campaigns to the healthcare arena.

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Bill Strong, Managing Partner
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Jasculca Terman and Associates (JT) is a strategic communications firm specializing in public affairs, event management, new media and video. From our base in Chicago, we serve as a strategic communications partner to corporate, not-for-profit and government clients throughout the U.S. and abroad. Since 1981, clients have turned to JT to achieve business and policy goals by engaging and motivating target constituencies through multiple channels of communication. We have the depth and agility to handle complex, multi-dimensional and fast-moving assignments, and the flexibility to handle diverse projects of all sizes. For more information, visit our website at www.jtpr.com

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Kathy Wahlbin, Senior VP
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As one of the fastest growing healthcare communications companies, Jones Public Affairs applies the power of “influencer relations” to reach the stakeholders who drive change. The key to our success is providing our pharmaceutical, non-profit and government clients with tailored account teams, comprised of seasoned communications specialists, to expertly navigate five healthcare domains: media, advocacy, policy, key opinion leaders and digital media.

At JPA, we are passionate about our work, always striving to exceed expectations. One of the ways we do this is by working exclusively in the healthcare arena. Our senior leadership has decades of experience understanding the challenges, protocols, regulations and expectations that inform every aspect of a successful campaign.

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Liz Kaplow, CEO
Evan Jacobs, CFO

Kaplow is an award-winning public relations firm dedicated to cultivating brand identities and reputations that nurture happy, loyal consumers. Kaplow exists for a singular reason: to emotionally connect our clients’ brand stories with consumers who matter.

We create programs that integrate a mix of traditional and social media to reach and influence consumers where they live. Kaplow’s creative digital strategy division, Kdrive, partners with our video creation, production and distribution center, Kstudio, to push PR beyond the edges of traditional media to build word of mouth about brands, fueling conversations where they occur.

Best-in-class clients include: Target, Skype, CVS Corp, Foursquare, Avon mark & Avon Foundation, Timex, Alberto Culver (Nexxus & St. Ives), Carter's & OshKosh, Tumi, Baby Phat, CafePress, Groupe SEB (Rowenta & T-Fal), GSI Commerce, HauteLook, Coupons.com, TheFind, Shiseido and CEW.

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Joshua Kohnstamm, CEO
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Kohnstamm Communications, named U.S. Boutique Agency of the Year 2010 by the *Holmes Report* Sabre Awards, is a Twin Cities-based firm recognized for its success transforming product and organizational brands through public relations. The 13-person agency is known for its accomplishments in business media, corporate social responsibility, and consumer media relations especially in the food and beverage industry. Other sector specialties include: medical devices, higher education, financial services, home, beauty and other CPG brands. The Kohnstamm agency has won kudos for its transparent and collaborative ability to partner with clients, yielding exceptional outcomes.

Rated a "Best Place to Work" agency by the *Holmes Report*, the agency has attracted PR Veterans from Target Corporation, Exponent PR, GolinHarris, Hill & Knowlton and other firms. Half of Kohnstamm's client roster resides outside the Midwest, and consist of companies with revenues exceeding 500 million. The reason: corporate marketing professionals are seeking smaller teams of strategically focused PR veterans who can execute programs reliably. Kohnstamm has built its reputation on generating results.

Clients include: Happy Baby, Herbal Water, Kettle Cuisine, La Tortilla Factory, Malt-O-Meal, McCormick Company's Thai Kitchen/Simply Asia Brand, Nilan Johnson Lewis Law, Soyfoods Assn. of North

America, Traveler's Insurance, Univ. of St. Thomas Opus College of Business, and Westminster College.

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John Bailey, Managing Director, Founder, JB&A

With four Silver Anvils in the last four years, Lambert, Edwards & Associates has earned its spot among the Midwest's leading agencies.

With the 2009 acquisition of John Bailey & Associates, LE&A is a top-60 PR firm and top-20 in financial communications and investor relations nationally. LE&A has posted 11 straight years of growth and boasts a roster of 100 clients in 20 states and five countries.

With offices in Detroit, Lansing and Grand Rapids, Michigan, LE&A has assembled a team of national agency, corporate and Wall Street veterans with proven expertise in delivering tangible, winning results. Our specialties and client roster span consumer products, specialty retail and national chains, food & beverage, health care, business services, manufacturing, technology, and faith-based products and services.

Clients include: Agility Health, American Education Group, Biblica, Blue Cross Blue Shield of Michigan, Broadwind Energy, Denali Flavors/MooseTracks®, DTE Energy, International Automotive Components Group, Inventure Foods (NASDAQ:SNACK), Kidtelligent, Masco Home Services, Mattress Firm, Michigan State University, National Heritage Academies, North American International Auto Show, Old Orchard Brands, Perrigo Company (NASDAQ:PRGO), Produce for Kids, Spartan Motors (NASDAQ:SPAR), Two Men & A Truck International, Wolverine World Wide (NYSE:WWW), and Zondervan.



Happy 20th Anniversary, Kaplow PR! For two decades, Kaplow has continued to create and execute innovative programs for our best-in-class clients while still having fun! Pictured above, members of the Kaplow team celebrate Halloween in style, decked out in costumes from Simon Doonan, a line for Target.

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Nationally recognized LANE PR shapes opinions, drives sales and builds brands from its offices in New York and Portland, Ore. Our passion and our focus: turning buzz into business. Our strengths lie in our strategic, approach, extensive media contacts, deep creative insight and collective expertise in executing communications strategies. We connect clients to the audiences that matter most. Whether engaging in traditional media relations or directing a digital campaign incorporating social media, our expertise delivers meaningful results that further a client's business objectives.

Our team of marketing professionals shares an obsession for driving business and sales success for clients. Since 1990, LANE PR has represented consumer/lifestyle, food and beverage, financial services and technology clients, among others, on a regional, national and international level. Current clients include Consumer Cellular,

Davidson Companies, E&J Gallo, Integra Telecom, Moonstruck Chocolate Co., Redhook, Roundarch, Sexy Hair, Tree Top, Thoma Bravo, Umpqua Bank, Widmer Brothers Brewing and Wines from Spain.

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LaunchSquad helps emerging and fast-growing companies make a name for themselves, grow their businesses and become market leaders. The firm has 50 professionals in San Francisco, New York and Boston, and provides a suite of both traditional and digital PR services, including video and content production. Founded in 2000, LaunchSquad was named the 2009 Boutique PR Agency of the Year and has been listed as a Top

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LAUNCHSQUAD

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Tech Communicator numerous times by PRSourceCode. LaunchSquad works with a wide variety of innovators in software, consumer technology, media, entertainment, mobile and energy tech, including: Brightroll, ClairMail, EcoFactor, Evernote, i365, Marketo, Mochi Media, Personal Capital, Quidsi (parent of Diapers.com and Soap.com), SCVNGR, ShareThis, UsableNet and Village Voice Media.

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Donna L. LaVoie, President & CEO

LaVoie Group partners with clients on strategic communications programs - including strategy and brand positioning, corporate communications, as well as public and investor relations to life science and pharmaceutical clients.

We help our life science/pharmaceutical clients attract capital, reach corporate partners, generate revenue and build their companies through integrated communications programs. Our clients are leading global brands such as Pfizer, Inc., Vertex Pharmaceuticals, Inc., Inveda Holdings Pte. Ltd., and Aegerion Pharmaceuticals, Inc.

We Provide: Strategic, personalized service with a dedicated account team led by senior talent; Targeted, integrated communications programs tailored to a client's business objectives; Global programs geared toward key markets of interest; Deep understanding of developing and executing programs from development through commercialization; Extensive experience in development of brands and integration of brands resulting from M&A transactions or other business issues; Long-term relationships with key stakeholders including media, analysts, investors, bankers, key opinion leaders, advocacy groups and venture firms; Extensive experi-

ence with venture capital, M&A transactions, and IPO's; A partnership approach that you can trust and we are fun to work with.

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L.C. Williams & Associates (LCWA) is a full-service public relations and research agency headquartered in Chicago. Our mid-sized company is made up of experienced, invested and creative individuals whose mission is to provide clients a refreshing agency experience based on trust, flexibility and the delivery of meaningful results on time and on budget.

Our independent agency employs 30 professionals whose specialties include marketing communications, media relations, social media, corporate relations, employee/labor communications, public affairs, crisis communications, special events, community relations, media training and more. The firm offers an in-house, full-service research capability, and an arts and leisure practice.

LCWA serves clients from a wide range of industries and is one of the top agencies specializing in home products. Our national reach is broadened globally by international affiliates through our membership in the Public Relations Global Network.

Among current clients: Ace Hardware, American Association of Endodontists, American Nurses Association, Chicago Children's Theatre, eBay, Electrolux Home Care Products, Eureka, Everest College, Fabricators & Manufacturers Association, First Alert, La-Z-Boy, Matthews International, Monessen Hearth Systems, Munters, Pergo, Snow Joe, Tiffany & Co., Trex, UnitedHealthcare of Illinois,

Winnetka-Northfield Public Library District.

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Howard Pearlstein, Principal

Lee & Associates offers strategic planning, program evaluation, media relations, product launches, consumer education, special events, crisis management and corporate PR services to a wide range of clients. In addition to promoting packaged consumer products, the award-winning agency has been consistently recognized as one of the leading independent food & beverage promotion agencies in the country.

Founded in 1950, its Western Research Kitchens division, features home economists, nutritionists dietitians, chefs and medical doctors.

Lee & Associates recently expanded its "Marketing Blend" Internet Division with a heavy investment in Social Media marketing. This division combines traditional public relations, publicity and promotional activities, with newer online marketing, SEM (Search Engine Media) and Social Media solutions, including brand strategies for facebook and Twitter campaigns, food & lifestyle blogger outreach and online media.

The full-service firm has affiliate offices in key cities throughout the U.S. and is often given projects by east coast and Midwest companies to help with promotion in the Western states or nationally.

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Kelly Janhunen, Account Dir., Ptnr
Kelly Womer, APR, ABC, VP

Linhart PR is a talent magnet which has attracted veterans of respected large firms and "most admired" companies, plus former newsroom pro's and Colorado natives. We offer clients the agility, creativity and attention to detail of an independent PR firm with experience and insights from the big firms. We understand clients because our leadership team has extensive client-side experience.

We've been recognized nationally as one of the top small PR firms by *PRWeek* and *The Holmes Report*. Known for long-term client relationships, we earned a 100 percent Net Promoter Score from clients in 2010. Specialties include restaurants, natural and organic products, financial and professional services, building products, energy and health care.

We deliver business results for clients nationally from our Denver base, and are part of the Worldcom PR Group global network.

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Lou Hammond & Associates is a full-service public relations company specializing in communications and marketing outreach for premium brands in the travel / tourism, design / furnishings, culinary, retail, real estate, beauty/fashion and hospitality industries.

For 26 years, Lou Hammond & Associates (LH&A) has dedicated its resources, energies and talents to serving the lifestyle arena worldwide with results-driven programs for clients who set the standard in their industries. Through strategic communications programs based on best practices from traditional media relations to forward-thinking social media solutions, LH&A has earned the respect of today's most influential media and the long-term partnership of clients who rely upon the agency's service, integrity and unmatched style.

Founded by industry icon,

Lou Hammond, the company takes pride in its departure from business-as-usual, remaining fiercely independent and providing clients with fees based on an agreed-upon plan, not on time sheets. At LH&A expenses are never marked up and clients never run out of allotted time.

Headquartered in New York City with offices in Palm Beach and Charleston, the agency boasts an exceptional roster of clients with an unmatched rate of retention. In fact, many clients have been partners for more than 15 years. Clients find powerful synergistic partnerships within the LH&A community often joining forces on programs and projects that maximize opportunities for all.

With quality as a guiding principle, the Lou Hammond approach has been extremely successful — making the agency one of the most highly-recognized and award-winning in lifestyle communications.

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Ken Makovsky, President & CEO

Makovsky + Company, founded 31 years ago, has become one of the nation's leading independent global public relations, investor relations and branding consultancies by adhering to its original vision: specialization in key areas is the best way to build reputation, sales and fair valuation for the client. Our competitive edge is reflected in our brand energy line: "The Power of Specialized Thinking."

Makovsky's specialties include financial and professional services, health, technology, energy, social media, investor relations, branding, digital, research and measurement.

Headquartered in New York, Makovsky has agency partners

The June issue of *O'Dwyer's* will profile international PR firms, as well as firms with multicultural PR practices. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

in more than 25 countries and in 37 U.S. cities through IPREX, the second largest worldwide corporation of independent agencies, of which it is a founder.

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Scott Signore, Principal & CEO
Patty Barry, Principal

Matter Communications is an award-winning, full-service public relations agency specializing in consumer and high-technology markets, specifically in the photography and digital imaging category. We work with clients across the U.S. and Europe to deliver creative and effective public relations programs that generate business. Matter's results-focused PR services include company/product launches, product reviews, analyst and media relations, social media, crisis communications and thought leadership campaigns.

Matter Communications prides itself on being a results-focused public relations agency. Matter is headquartered north of Boston in historic Newburyport, MA, and operates a growing office in Providence, R.I. Clients include: CVS/pharmacy, Expoimaging, Harris, Lexar and Verizon Wireless. For more information please visit www.matternow.com.

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Creativity: As an independent healthcare public relations agency, MCS is recognized for its strategic focus, creativity and knowledge of issues affecting the pharmaceutical industry. From developing innovative

consumer awareness campaigns to helping effect change in the way medicine is practiced, MCS, over a quarter-century of operations, has gained medical communications experience in virtually every therapeutic category.

Service: Our services include product and corporate communications, issues management and crisis communication; media relations and media training; advocacy relations; business-to-business PR, and social media counsel. MCS also conducts programs and media campaigns in Europe through a network of partner agencies.

Results: While the needs of each client differ, the fundamentals of creative conception, strategic planning, professional execution and results that return the client's investment define every project.

Since its founding in 1985, MCS has worked with the world's leading pharmaceutical and biotechnology companies, as well as medical professional and patient advocacy organizations. Current clients include Merck, Genentech, CSL Behring, MannKind Corporation, Qforma, PDR Network and the Head & Neck Cancer Alliance.

MERRITT GROUP

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Ben Merritt, CEO
Alisa Valudes, Senior Partner, COO

With offices in Reston, Virginia and San Francisco, Merritt Group helps create and move markets for forward thinking companies. Merritt Group determines the right mix of communications channels — PR, marketing, digital, social media, Web — and implements strategic campaigns to make our clients' messages resonate in the marketplace. Bringing innovation and creativity to our client engagements, Merritt Group places a premium on building long-standing relationships with our clients. Our expertise is focused in six practice areas — Enterprise Technology, Security, Communications & Networking, Government, Healthcare, and clean tech. Some of our clients include

Verizon Business, Microsoft Public Sector, Booz Allen Hamilton, PGP, U.S. Pharmacopeia, Abiomed and Teradata.

MORGAN&MYERS, INC.

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Morgan&Myers specializes in building brands, relationships and reputations in the agriculture, food, corporate social responsibility and business-to-business markets. Our deep industry expertise and insight-driven approach to innovative communications creates demand, builds trust and delights our clients and their customers. We provide strategic communications counsel, including planning and executing public relations, new media, social media and digital services, advertising, research and integrated marketing communications programs. Insights inspire our ideas. We serve clients internationally throughout the WorldCom Group.

Clients include: American Farm Bureau Federation, Altria, Case IH, CNH Global, CNH Parts & Service, Foremost Farms USA, GenMills, Illinois Agriculture Coalition, Illinois Soybean Assn., Kraft Foods, McDonald's, Monsanto, National Milk Producers Federation, Pfizer Animal Health, Philip Morris International, Professional Dairy Producers of WI, Progressive Agriculture Foundation, Schering-Plough, Seminis, and Silver Spring.

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Michael W. Kempner, Pres. & CEO
Seth Rosenstein, Exec. VP, CFO

MWW Group is one of the nation's five largest independent public relations firms and is known for its results-driven approach to public relations and "Aim High. Deliver" commitment to client service. MWW Group is a different kind of agency. Passionate, driven, highly experienced professionals with an entrepreneurial attitude, strategic thinking and flawless execution. This results in category re-defining campaigns and the delivery of outstanding results for our clients, exceeding their expectations and business goals.

Most importantly, we're game changers for both the PR industry and our clients. This attitude has led our agency to become one of the top five independent PR firms in the nation and allowed us to work with some of the most innovative brands in the world over the past twenty-five years. We are defining a new approach to PR in a vastly altered media landscape — one that will catalyze our client's among influencers, customers, key stakeholders and employees.

We constantly set higher standards for our industry and for ourselves. Our clients choose us, stay with us and grow with us because we approach their business with the same passion as they do and with the same entrepreneurial spirit upon which this agency was built.

In 2010, MWW Group was named Strategic PR Agency of the Year by *The Holmes Report*, Digital Firm of the Year and Team of the Year by *PR News* and has consistently been named one of the Top Places to Work in PR by *PR News*.

Clients include: 1800 Flowers, American Academy of Pediatric Dentistry, Ball Park Franks, Blackhawk Network, BPAA, Casio, City of Miami Beach, City of Newark, Copart, Inc., GAIN, Gold's Gym Int'l Inc, Grove Medical, Healthways, Hillshire Farm, JetBlue Airways, Jimmy Dean Breakfast Foods, Kinkisharyo International, LA

Community Colleges, Lighting Science Group Corp., Mack-Cali Realty Corp., McDonald's, Memorial Sloan Kettering Cancer Center, Miami Children's Hospital, Ming Wang, Movietickets.com, Network for Teaching Entrepreneurship, Nikon, Inc., Pfizer, Inc., Reckitt Benckiser, Samsung Telecommunications, Sara Lee, Sbarro, Target, Tertis Online, Inc., Travelzoo, Inc., World Health Organization, and Zippo.

OPEN CHANNELS GROUP

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Open Channels Group is a Fort Worth, Texas-based strategic communications and public relations agency. A minority and woman-owned business, Open Channels Group has quickly grown to be a prominent communications agency in Texas, specializing in multicultural communications, public participation, community relations, media relations, message development and social media strategies. In an industry in which reputation is everything, Open Channels Group has experienced success and dramatic growth by living up to its motto: "Exceeding our clients' expectations."

One of Open Channels Group's most significant areas of expertise is in multicultural communications. The agency's principals are experienced at understanding the unique demographic and cultural factors in a client's targeted audience and devising sound communications strategies to reach that audience. Open Channels Group uses this approach consistently for its clients, including in a national media campaign for a *Fortune* 50 company.

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Phil Morabito, CEO

Our business model is simple: We know how to influence the way people think.

Pierpont Communications, Inc. is one of the largest independent communications firms in the Southwest. Established in 1987, we help our diverse roster of clients reach their business objectives with a wide range of public relations, investor relations, public affairs and marketing services. Led by a team of seasoned, nationally recognized experts, Pierpont leverages a unique "integrated practice" approach to develop and implement communications programs that produce real results. Our client base — in both the private and public sectors — of *Fortune* 100 companies, high-growth entrepreneurs, and leading non-profits provides us the deep experience and breadth of skills needed to reach and influence any audience. Pierpont's capabilities range from strategy formulation to crisis communications.

To learn more about how Pierpont can help your business thrive, visit our website at www.piercom.com.

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Maria Pierson, CEO
Jane Grant, President

Pierson Grant is a full-service firm specializing in publicity, media relations, community relations, online strategies, SEO and marketing communications. All services also are offered in Spanish. The agency's High Impact Digital division oversees all online initiatives. Providing highly personalized service, one company principal takes the lead on each account and both Pierson and Grant stay fully involved in all client matters. The firm repre-

sents clients nationwide in the restaurant, hospitality, real estate, arts, education, financial and healthcare industries.

Clients include: American Debt Counseling, Broward Center for the Performing Arts, Dairy Queen, GL Homes, Holy Cross Hospital, Morton's The Steakhouse, National Healing Corp., Olive Garden, Sunbeam Properties, Waste Management, and Yachting Promotions, Inc.

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Quinn & Co. combines strong strategic thinking with our signature creative approach to public relations to develop dynamic and highly effective integrated PR programs. We help clients in our core areas of Food, Wine + Spirits, Real Estate and Travel achieve goals, reach target audiences with key message points and ultimately drive business. Quinn & Co.'s innovative initiatives are recognized globally.

Our unique approach has resulted in a number of industry "firsts" and earned us hundreds of awards; including two, back-to-back HSMIA Best of Show Awards for Best Travel PR Campaign of the Year, Worldwide. We were the U.S. PR firm behind the blockbuster The Best Job in the World campaign (Tourism Queensland). This blockbuster social media campaign became a viral phenomenon that generated \$11 million worth of media exposure. We have many compelling success stories: We invented Martini on the Rock, the \$10,000 martini at The Algonquin Hotel that was covered by more than 400 TV segments, including "Letterman," "Regis & Kelly,"

“Ellen” and “Good Morning America,” and made it into Trivial Pursuit as a question. We created a new niche product, Procreation Vacation, for Starwood Caribbean. We also crafted a Blowout Sale at Hudson Hill Condominium, NYC, the centerpiece of which was an e-video campaign with weekly chats with the developer. This “first” in NYC residential development helped spike sales 25%; each video e-blast sent Web site traffic jumping 50%.

The agency offers a Digital Audit focused on social media, SEO, blogs and Web sites. It identifies opportunities and challenges then generates recommendations to stay ahead of the competition, manage reputation and engage.

**RED SKY
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Headquartered in Idaho’s capital city of Boise, Red Sky is the state’s largest public relations agency with expertise that spans industries, crosses geographic borders and places the team at the forefront of the rapidly evolving communication landscape. Red Sky believes there is a dual nature at the heart of public relations—you need strategic communication minds in times of both crisis and calm to protect and promote your brand. Red Sky’s experience spans practice areas of Corporate, Healthcare, Economic Development, Higher Education, Hospitality, Public Affairs, Retail and Technology. The agency is the sole Intermountain West member of Pinnacle Worldwide, one of the world’s leading organizations of independently-owned public relations firms.

View and download profiles of PR firms from our online database, which now features hundreds of firms listed in 12 different specialty areas, now searchable by Google:

WWW.ODWYERPR.COM

Clients include: Avery Dennison, Albertsons / SUPERVALU, Boise Centre, CradlePoint Technologies, Concordia University School of Law, Epionce, Hill Country Memorial Hospital, Idaho Dietetic Association, Idaho Physical Activity & Nutrition Program, Idaho State Historical Society, JA & Kathryn Albertson Foundation, Kount, Meridian Development Corporation, PacificSource Health Plans, St. Luke’s Health System, and Western States Equipment.

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In an industry as complex as healthcare, successful PR requires honest advice, strategic insight, and flawless execution. Revive translates complexity into simplicity, predicting problems, protecting reputations, and building the truth to craft the right story.

We’ve dealt with nearly every type of business challenge in nearly every sector of health services. We’ve designed and implemented communication strategies for hospital insurance contract negotiations, M&A, wellness initiatives, disease management programs, and clinical integration initiatives. We know how to communicate with employers, brokers, benefits consultants, and others who pay for healthcare and decide what will be covered by insurance.

Named “New Agency of the Year” by The *Holmes Report*, Revive is among the 15 largest healthcare PR firms in the country and was recognized as the fastest growing PR firm in the U.S. for 2010.

Revive’s clients include major hospitals and healthcare systems, academic medical centers, physician organizations, industry associations, healthcare I.T.



Florence Quinn, President of Quinn & Co. PR, on break with Richard David Story, Editor-in-Chief of *Departures*, while shooting *Luxury Manifesto*, an online series of chats with global thought leaders on the meaning of luxury hosted by John Vanderslice, head of Hilton Luxury & Lifestyle, that was conceived and developed by Quinn & Co.

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RLPR has carved out a niche in the Hispanic PR industry for creativity, service, strategy and results. We specialize in helping brands relevantly connect with the diverse Hispanic population in the U.S through creative programs rooted in strategy and insight. As a premiere, independent bicoastal Hispanic PR agency in the U.S., founded in 1996, RLPR has been providing stellar client service and delivering breakthrough PR campaigns for leading companies for 15 years. We believe that creativity — founded on a comprehensive

understanding of the marketplace and solid communication principles — is one of the keys to breakthrough communications plans that are effective and memorable, for such clients as Nike, Got Milk?, Verizon Wireless, Heineken, Fresh & Easy, National Honey Board and Union Bank.

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When leading companies, professional services organizations and entrepreneurs seek a trusted communications partner, they turn to Schneider Associates, a full-service public relations and integrated marketing communications agency. Specializing in Launch Public Relations®, a proprietary method of successfully launching and sustaining visibility for new products, services, companies and communities, or revitalizing existing ones,

Continued on page 50



Schneider Associates executive team: Julie Hall, EVP, Joan Schneider, President and Creative Director, and Phil Pennellatore, COO.

SCHNEIDER ASSOCS.

Continued from page 49

Schneider Associates represents a wide range of clients in professional services, food and retail, consumer technology, health, medical devices, home products, public affairs, and creative services. President Joan Schneider has written two books on launching new products, including 2010's *The NEW Launch Plan*, as well as an article for the *Harvard Business Review* in the April 2011 issue entitled "Why Most Product Launches Fail."

Agency services include PR and integrated marketing campaign strategy, messaging, traditional-digital-social media strategy and execution, special events, crisis communications, spokesperson training, influencer outreach, brand development, launch consulting, and creative services. Learn more at Schneiderpr.com

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Sparkpr has been recognized as a leading independent agency for more than 12 years, with clients ranging from stealth startups to global public companies. Our services are designed to help clients achieve their business goals through strategic communications, media relations, and

social media campaigns. We are known for ground breaking programs with Twitter, blogs, video and the latest social media platforms. Our industry expertise spans consumer goods, social networking, apps, gaming, mobile, green tech, VC and enterprise software.

Sparkpr has been the recipient of numerous awards including the TechCrunch Crunchie for Best PR Firm, *Inc. Magazine's* Top Small Company Workplaces, *Bulldog Reporter's* Boutique Agency of the Year, and *San Francisco Business Times' Best Places to Work*. Clients include divisions of Barclays, Hutchison Whampoa, Virgin, Sony, and Nielsen. Sparkpr is headquartered in San Francisco with offices in London, NY and Cape Town.

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Since 1999, TGI Healthworks has been exclusively focused on national grassroots programs within the healthcare discipline that are designed to build and sustain communities of people with chronic diseases.

Community-based and on-line events are the primary communications vehicles.

Our pre- and post-launch traditional public relations support this outreach. Patient, caregiver, physician, advocacy, and elected official outreach components are tied to hard and soft metrics that include prescribing habits tracking, as well as net promoter scores, online conversation sentiment, blog viral and velocity measurements, and traditional attitude measurements.

Our programs are customized to the disease state, the market and the product, and include OTC, DTC and device indications.

We focus on individuals, and we achieve persistence, compliance and brand loyalty objectives with a 100 percent targeted audience that includes ethnic, cultural and national origin segmentation with in-language programs for patients, caregivers, physicians and national, state and local elected and appointed representatives.

These branded and unbranded, publicity-ready events provide robust material for news path activities that include feature stories, hard news, political and social news, and health and fitness stories. They are applicable to satellite, blog-internet, and conventional media.

TGI Healthworks' Zurich office handles conventional PR-focused grassroots events in Western Europe and former East Bloc countries. South America and Middle East assignments are managed from New York.

TGI Healthworks is the natural evolution from traditional healthcare PR and national television and magazine advertising. We provide a structured, collaborative, turn-key relationship that brings hard-number ROI discipline to clients that have the infrastructure and mission to accept a dominant market position by way of patient, physician, caregiver, elected official and advocacy group focus.

Prior to 1999, TGI management ran the successful Clay Marketing & Public Relations PR agency which was created in

1984 and focused on technology and maritime issues with offices in New York and London.

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Here's a firm as creative as its founder, former #2-ranked executive at NBC Tom Madden, who recently invented *The Knife and Forklift*, shown on "NBC TODAY" and in publications from *LA Times* to *Fitness magazine*. The 1.5-pound utensils shaped like dumbbells allow you to exercise (restraint) while eating. Available at www.knifeandforklift.com, it's been serving the firm tons of new media contacts hungry for good stories.

The award-winning, multilingual firm serves clients worldwide from its global headquarters in the TransMedia Building. Established in 1981, the firm comprises many former top news people who are now publicists at one of the most productive international, full-service PR firms in the country. Madden is the author of "SPIN MAN" and other books.

The firm's president, Glen Calder, was a producer on "Geraldo Rivera Show," "American Journal," and "Inside Edition." The firm is known for its media genic grand openings and product launches from restaurant chain McCormick and Schmick's to Gold Vending Machines.

TransMedia offers an array of complementary services including traditional broadcast/print publicity combined with social media marketing, crisis management, media training, product introductions, events, exemplary health, fitness and financial PR. TransMedia's publicity made many Rexall Sundown nutritional products the #1 sellers in years they were introduced and company founder Carl DeSantis still turns to TransMedia to publicize his latest ventures, including calorie-burning beverage Celsius, whose stock price TransMedia's publicity helped raise from 3 cents to over \$5.

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Travelino/Keller is an Atlanta-based national boutique public relations firm with a presence in Washington, DC and South Carolina, delivering public relations, social marketing and brand communications services. The firm features six practices: Technology, B2Business, GreenWorks, Lifestyle, Franchising and Health. It's a founding member of the Atlas Alliance, a consortium of like-minded boutique firms bringing cultural, geographic and specialized services to its client base, domestically and internationally.

Travelino/Keller founded the Start-Up Council in 2006 as a partnership of professional service firms serving early stage technology, internet and consumer companies. In 2010, Travelino/Keller introduced Wheelhouse, a social marketing platform powered by Travelino/Keller, focused on the next generation social marketing executions — mobile apps, web-tainment, SEO, online communities, web applications, design and interactive. It's PRStarbase portal serves as a social community to support the professional development and job placement of practitioners in public relations, social marketing and brand communications.

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Lloyd P. Trufelman, *President*

Trylon SMR has exclusively served clients in the technology, media and telecom industries since 1990. As one of the earliest PR agencies to represent online industry clients and also

leverage online media for PR campaigns, Trylon SMR has been a digital media relations pioneer. As specialists positioned at the nexus of mainstream public relations and new technology, Trylon SMR delivers tangible results quickly, charges reasonable fees, works without long term contracts and is well-versed in all forms of new, mainstream, digital, social and emerging media.

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WCG is an independent global communications firm offering integrated creative, interactive and marketing communications services to clients in healthcare, consumer products and technology.

WCG is focused on the corporate and product marketing and communications needs of the world's leading companies and serves clients from offices in San Francisco, New York, Chicago, Washington, D.C., Austin and London. WCG will celebrate its 10th year in business in 2011.

WCG offers a full spectrum of integrated communications services geared to accomplish one thing: build visibility and value for our clients, their products or causes. Our seasoned professionals specialize in branding, design, social media, digital and traditional marketing, corporate and product PR, media, investor and advocacy relations, clinical trial recruitment and grassroots direct-to-patient communications campaigns.

We corral the entire sphere of influence impacting client reputation. We follow trends, listen, learn and engage in relevant communities and guide our



The Zeppos & Associates Team.

clients accordingly. Our senior teams take a practical, targeted and fully-integrated approach to maximize results across all key audiences and influencers.

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Zeppos & Associates, Inc. is a full-service public relations and government affairs firm providing strategic counsel, fresh ideas and practical results to clients throughout Wisconsin, the

Midwest and the United States. The firm's award-winning, 12-person team includes former journalists and seasoned public relations practitioners who specialize in strategic communications, publicity, crisis communication, social media, government affairs, issue management, special event planning and media relations. Clients include Briggs & Stratton, Pfizer, Veolia, Cousins Subs, the Wisconsin State Cranberry Growers Association, Quarles & Brady, MillerCoors, National Electrical Manufacturers Association, the Bradley Center Sports & Entertainment Corporation, the Wisconsin Dental Association and other local, national and international organizations. ●

O'Dwyer Rankings Now Open Year-Round

To help clients shop for PR and wind up with legitimate firms, odwyerpr.com is opening its ranking process to PR firms throughout the year.

Public Relations Firms Rankings

Updated March 2011

Firm	2010 Net Fees	Empl.	% Fee Change from 2009
1. Edelman, New York [listing]	\$521,969,675	3,635	+18.6
2. APCO Worldwide, Wash., DC [listing]	\$113,400,000	566	+13.1
3. Waggner Edstrom, Bellevue, WA	\$111,910,000	839	+5.9
4. Ruder Finn, New York [listing]	\$97,059,000	602	+8.8
5. Text 100 Global PR, San Francisco [listing]	\$46,700,000	451	-3.9
6. WCG, San Francisco	\$37,008,000	179	+37.6
7. MWW Group, East Rutherford, NJ [listing]	\$34,798,000	184	new
8. Qorvis Communications, DC [listing]	\$29,713,320	98	new
9. ICR, Norwalk, CT [listing]	\$26,514,621	87	+20.0
10. Schwartz Comms., Waltham, MA [listing]	\$25,210,803	179	+1.2

Turn to page 59 of this magazine to obtain a copy of the O'Dwyer's ranking form, or download a PDF copy from odwyerpr.com

Caution: tweeting may be hazardous to your rep

By Fraser Seitel

If you think Japan is the only radioactive place on the planet, try tweeting. Twitter, the five-year-old, 150-million user, social networking service with the



Fraser P. Seitel has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

prodigious following and the dubious profit potential, is rapidly becoming the quickest way to annihilate your reputation and lose your job, in one 140-character swoop.

Latest to fall victim to “execution by tweet” was Cappie Pondexter, a Rutgers graduate and shooting guard for the New York Liberty of the Women’s National Basketball Association.

Ms. Pondexter, for a reason known only to her, saw the carnage in Japan and tweeted, “What if God was tired of the way they treated their own people in their own country! Idk guys he makes no mistakes.”

A day later, after somebody evidently suggested a Henry Kissinger she was not, Ms. Pondexter tweeted, “I wanna apologize to anyone I may hurt or offended ... the least thing I wanted was to hurt or offend.”

In an instant, because of her nitwit tweet, Ms. Pondexter’s reputation was toasted, not to mention the reputation of Rutgers, which saw fit to award a degree to an apparent illiterate.

Ms. Pondexter’s learned international tweet-mentary, of course, followed a similarly thoughtful tweetise on Japan from erstwhile Aflac spokesman Gilbert Gottfried and another tweet by a Chrysler social media PR consultant that questioned, in most spicy language, the driving competence of Detroiters.

As a result of said tweets, Ms. Pondexter lost her reputation, Mr. Gottfried his Aflac gig, and the PR consultant his job.

And that’s the point.

While Twitter might be great for rallying the populace and bringing down dictators, it can positively destroy you.

Indeed, the reputational risk/reward ratio of tweeting for any individual inter-

ested in earning a living — including celebrities and sports stars and CEOs — is questionable. While a persuasive tweet might marginally assist a marketing effort, an errant tweet can ruin a reputation.

The indisputable fact is that just because you are a Hollywood celebrity or a professional athlete or even the top executive in a major corporation doesn’t mean you’re all that bright or attuned to public sensibilities. And unless you’re Charlie Sheen, 50 Cent or some equivalent multi-millionaire sociopath, you need to think twice before tweeting.

And “thinking twice” in terms of Twitter translates to the following:

Have a reason to tweet.

The top tweeters, based on followers are: Lady Gaga, Justin Bieber and Britney Spears.

The latter is selling a comeback record album, the middle one is selling a documentary film, and the former is selling anything she can get her hands on — music, apparel, electronic equipment, you name it. (In fact, if you want to learn something about modern merchandising, look no further than the brazen bombshell.)

The point is that these people are all “selling” something; they have a reason to tweet.

They’re not doing it on a whim, e.g. defaming Detroit drivers or bashing the Japanese.

Tweet as part of a larger plan.

Twitter absolutely should be an element in a marketing/public relations plan.

Smart companies, like Starbucks coffee or Southwest airlines or Zappos shoes, use Twitter, along with Facebook and other traditional and social media tools, to boost their brands and sell their products.

Similarly, smart celebrities, like Oprah and Shaq and Madonna (and even two-named celebs) use Twitter as part of a larger strategic plan to boost their causes and themselves.

With just 140 characters, Twitter is best used as an “enticer,” a “grabber,” a “catalyst,” not as a marketing or public relations end in and of itself.

Use Twitter to break news.

For big celebrities, Twitter as “news breaker” has become its most potent use.

When Sarah Palin wants to jump into the Arizona gun debate or Lindsay Lohan wants to “apologize” in advance of a

court hearing or Lady Gaga wants to insert herself into the gays-in-the-military debate — they do it on Twitter.

Their PR people then issue releases pointing reporters to the tweet, and bingo, “instant news.”

This, of course, is an admittedly calculated use of this seemingly “scriptless” medium, just as a news release or a speech or a media advisory is used to stimulate coverage.

Which leads to this final suggestion:

Seek help before tweeting.

Of course, this is heresy to every red-blooded social media supporter of spontaneity. To the zealots, “falsifying” tweets is the most egregious violation of Twitterquett. A Twitter “conversation,” they say, should be just that — real, unedited, and unscripted by a paid advisor. Anything less, they argue, destroys credibility.

Oh you poor misguided saps.

Not even Biz Stone (look him up!) is naive enough to think that Bill Gates or Al Gore or Martha Stewart or Shakira or Oprah — Oprah, for goddsakes! — actually have time to author all their own tweets.

Public relations people get paid for advising clients on the strategy and implementation of their communications weaponry — from releases and speeches to memos and presentations. Part of that 21st century arsenal are blogs and podcasts, Facebook postings and tweets. And they, too, should be influenced by counselors expert in the fine art of strategic communication.

Here’s why:

Designer Kenneth Cole was ostracized after tweeting that his new spring collection was inspired by the unrest in the Middle East.

New York University deep-sixed a well-known research Fellow after his insensitive (some would say, “insane”) tweet bad-mouthing a CBS broadcaster sexually assaulted in Cairo.

The Indiana Attorney General was sacked for tweeting that the Wisconsin police should use live ammo to fight union protesters.

And then, of course, there were Gilbert and Chrysler and Cappie.

All would have benefited from wise public relations counsel — not to mention, robust editing — before tweeting their reputations away.

Sorry Twitter nation. ●

Glenn Beck, we hardly knew you

By Kevin Foley

On the same day Glenn Beck announced he was phasing out of his Fox News program, the right wing's favorite conspiracy theorist made some startling pronouncements:



Kevin Foley is president of KEF Media Associates, an Atlanta-based producer and distributor of sponsored news content to television and radio media.

A summer of insurrection is coming tied to Israel's May 15th independence day.

The invisible hand of George Soros has replaced the markets.

Union workers in Wisconsin will rig state supreme court

ballots.

Beck has lately warned his viewers that communists, Islamic terrorists, white supremacists, Marxists, Nazis, progressives and President Obama are all colluding to bring down America. They're led by the aforementioned financier George Soros, the "head of the snake," according to Beck, with the Tides Foundation, AFSCME, environmentalists, ACLU, and healthcare reformers providing the cover.

It's easy to brand Beck a lunatic when you review his body of work as categorized by MediaMatters for America, the liberal media watchdog group.

But I think Beck is crazy like a Fox.

Before he was discovered by Roger Ailes, Beck embarked on a path of self-discovery after drug and alcohol abuse derailed his personal and professional lives. He recovered and found success in Tampa as an afternoon radio talk show host. His program went national before CNN picked Beck up to host a show that took "an unconventional look at the news of the day featuring his often amusing perspective."

In early 2009 Beck jumped to Fox News at the same moment America inaugurated its first African-American president. Within weeks, the Tea Party movement was created by conservative lobbyists as a faux grassroots organization, and Beck fertilized their lawn with mostly baseless attacks on Obama and

his supporters. Each passing day since, Beck's accusations have become more unhinged, more farfetched, and more convoluted.

A rational person might conclude that Beck's TV career would quickly implode. Instead, Beck created a monster brand. Along with his daily radio show, public rallies, books and speaking engagements have generated tens of millions for the former failed shock jock.

"Glenn Beck has managed to monetize virtually everything that comes out of his mouth," cooed *Forbes* last April.

In Obama haters, Beck found legions of conspiracy consumers ready to convict the new president on most any charge, no matter how wild or unfounded. As healthcare reform moved forward, for example, Beck saw an insidious Obama plot to enslave all Americans.

So it was Beck taught us about "death panels" and "Reichstag moments" and mysterious FEMA concentration camps on Long Island — sometimes all in one show.

His TV show's principle prop is a blackboard on which Professor Beck (who has only a high school diploma) links brutal dictators of the past (Stalin) and present (Ahmadinejad) with the future (Harry Reid). Beck put on a puppet show recently to help demonstrate how Soros is pulling Obama's strings just in case the audience was missing his point.

All of this silliness appears to have been too much for Beck's advertisers. They started fleeing the program in droves after Beck called President Obama a "racist." Meantime, Beck's numbers have been falling steadily, perhaps because his audience has finally had its fill of his smarmy disingenuousness and kooky, unfulfilled prognostications.

Beck's on to bigger and better things, anyway. Perhaps there will be Beck conspiracy specials on Fox or even a 24-hour Glenn Beck cable network a la Oprah Winfrey. In any event, the new enterprises, like the old, will perpetuate Beck's true conviction.

"I could give a flying crap about the political process," Beck told *Forbes* last year. "We're an entertainment company." ●

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Academically Adrift: Limited Learning on College Campuses

By Richard Arum and Josipa Roksa
University of Chicago Press, 2011

If you're the parent of a college student (or, God help you, more than one) paying upwards of \$25,000 a year in tuition and fees, you might be wondering if they are learning anything. If you are like most parents, you hand over the money each year and say, "Here, give us some of the higher education, however you define that, and please don't increase tuition next year."

Nevertheless, up it goes, much faster than the rate of inflation, and with each increase people wonder, "Is this really worth it? Are they really learning anything?"

"How much are students learning in contemporary higher education? The answer for many undergraduates, we have concluded, is not much," say Richard Arum and Josipa Roksa, authors of *Academically Adrift: Limited Learning on College Campuses*, published by the University of Chicago Press.

So I guess you can stop worrying. Higher education stopped worrying about it years ago, largely in response to students who demanded easier curricula and fewer requirements to get their tickets punched before entering the job market. They ceased caring about it long ago, so why should you?

As Stanley Katz, Princeton professor and former president of the American Council of Learned Societies, put it: "The public is quite satisfied with what higher education is doing on the whole. This is a market system, and the customers are buying."

But what are they buying? Put simply, a ticket to the good life. The authors, who appear to be deeply skeptical of a "market" system, say: "There is no reason to expect that students and parents as consumers will prioritize undergraduate learning as an outcome. Rather, it is likely that other features of institutions will be focused on, including the quality of student residential and social life, as well as the ability with relatively modest investments of effort to earn a credential that can be subsequently exchanged for labor market — and potentially marriage market — success."

I should caution that this book is for the

truly interested, written by academic sociologists for a professional audience. Their organizing principle is, "critical thinking, complex reasoning and writing skills." Which, they say, "faculty members across subjects overwhelmingly agree ... are key skills to be taught in higher education." They have developed a test, dubbed the Collegiate Learning Assessment, or CLA, which was administered to students across a wide number of majors to assess these skills.

I was interested, so I plowed through the book with a view toward giving an update on what's going on in one of the last, great, unreformed institutions in America — higher education. Each year, unsuspecting parents and students annually hand over billions of dollars to people who couldn't run a moderately busy convenience store but control access to one of the more valuable credentials in American society (although its value is diminishing with each passing year) — the baccalaureate degree.

At the beginning of the 20th century, obtaining a college degree was not an exercise in intellectual rigor. Only a tiny fraction of the population attended college, and those who did were generally the sons of well-to-do families who enrolled to acquire social skills and develop a network of acquaintances with whom they would remain in contact for the rest of their lives after they inherited a family business or went into one of the professions.

The college graduates John O'Hara (who never graduated from college himself) wrote about were clubbable men, good at a variety of sports favored by the equestrian class, not terribly keen in business, perhaps lacking fire in the belly, but endowed with a special glow acquired during their prep school and college years.

Today, we are back where we started at the beginning of the twentieth century, despite the explosion in degree programs and the numbers pursuing postsecondary education. There are more than 18 million students in more than 4,300 degree-granting institutions, with 70% of recent high-school graduates enrolled in either a two-year or a four-year institution. The authors point out that what was once a prerogative of the privileged is now an entitlement, as a "college for all" mentality prevails at most American high schools.

But a large percentage of them aren't learning much:

"Growing numbers of students are sent

to college at increasingly higher costs, but for a large proportion of them the gains in critical thinking, complex reasoning and written communication are either exceedingly small or empirically nonexistent. At least 45 percent of students in our sample did not demonstrate any statistically significant improvement in CLA performance during the first two years of college."

Well, what are they doing, then, since they always seem to be so busy and short of time for things like studying, completing assignments, working on collaborative projects, and the like?

"The college experience is perceived by many students to be, at its core, a social experience. The collegiate culture emphasizes sociability and encourages students to have

fun — to do all the things they have not had a chance to do before, or may not have a chance to do after they enter 'the real world' of the labor market."

The devolution of undergraduate education has been going on for at least 40 years now, so why isn't somebody doing something? The contributors to this book are quite candid and straightforward about it:

"Colleges operate primarily as sorting mechanisms. The education system is viewed as a very complicated sieve, which sifts the good from the bad future citizens, the able from the dull, those fitted for high positions from those unfitted."

That means if you get into a highly selective college and can find a way to pay for it, you are already on a higher plane of existence, regardless of what you learn between entrance and graduation. The authors note that this is a cynical view, but it seems all too real to some people in decision-making positions.

Although parents and some students may be shocked to learn the state of play in higher education, the institutions themselves have little reason for concern:

"Limited learning on college campuses is not a crisis [a term the authors say they consciously avoided] because the institutional actors implicated in the system are receiving the organizational outcomes that they seek, and therefore neither the institutions themselves nor the system as a whole is in any way challenged or threatened."

If I read this book correctly, we can reduce the time for a degree to three



Continued on next page

years, because not much happens up there in the old noggin in the last two years of college anyway.

“Students are likely to learn no more in the last two years than they did in the first two, leaving higher education just slightly more proficient in critical thinking, complex reasoning and writing than when they entered.”

Reducing the time to a degree from its present average of five years is not as far-fetched as it sounds. British universities award degrees in three years, and generally turn out a quality product. Required credits could be cut to 90 instead of the present 120, accompanied by strengthening the core curriculum and limiting the number of elective courses. Majors could be limited to 45 credits (that’s 15 courses, folks), with perhaps an extra 10 credits for certain majors requiring labs, internships, extramural teaching, and the like.

That means parents could cut their tuition costs by 25%, students can graduate when they reach the age of majority/legal drinking age, and go out to work instead of hanging around partying and drinking like a fish for an extra year on their parents’ payroll. Student loan balances would shrink. It might even have the beneficial effect of forcing high schools to prepare students better for college entrance, since the authors cite evidence that “students who come into college with higher levels of academic preparation ... are better positioned to learn more while in college.”

Finally, I have distilled what I believe are some useful guidelines if you want to make sure Johnny not only can read but is also up to scratch on critical thinking, complex reasoning, and effective writing when he leaves college.

Study

“Although 85% of students have achieved a B-minus grade point average or higher, and 55% have achieved a B-plus grade point average or higher, the average student studies less than two hours per day (10.5 hours a week for communication students).

Take challenging courses

“Moreover, half of students have not taken a single course that required more than twenty pages of writing, and more than one-third have not taken any courses that required more than forty pages of reading per week during the prior semester.” The authors note that “The combination of reading and writing in coursework was necessary to improve students’ performance on tasks requiring critical thinking, complex reasoning and writing skills.” Doing one or the other was not enough.

Don’t take an off-campus job

“The amount of time students spend working off campus, however, has a negative relationship to learning: the more hours students spend working off campus, even at modest levels, the lower their improvement [on the CLA]” It’s okay to work on campus up to 10 hours per week, however.

Don’t join a fraternity

“While working off campus can take students away from their peers and thus potentially hinder social integration, an activity that brings students together has negative consequences for learning is participation in fraternities and sororities.” So does studying together.

Don’t major in business

Business majors consistently had the lowest cognitive performance scores of any major considered (communications wasn’t included). They also were the least likely to report that they expect to pursue postgraduate studies, which the authors say may be a factor in their low performance scores. Social science ranked high (surprise!).

According to an article last year by Richard Vedder in the *New York Times* Bureau of Labor statistics show that, “Over 317,000 waiters and waitresses

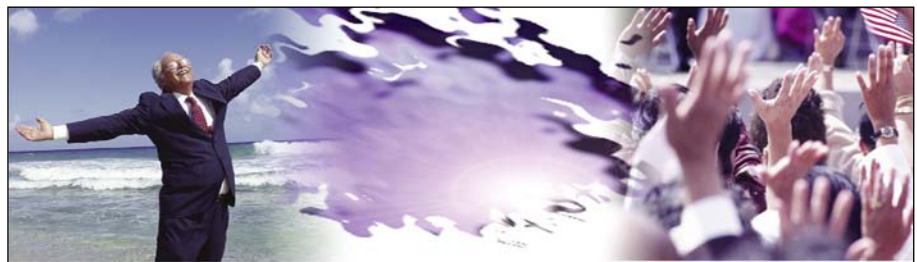
have college degrees (over 8,000 of them have doctoral or professional degrees), along with over 80,000 bartenders, and over 18,000 parking lot attendants. All told, some 17,000,000 Americans with college degrees are doing jobs that the BLS says require less than the skill levels associated with a bachelor’s degree.”

Lots of college kids are getting their tickets punched with a minimum of effort these days. But if that ticket is to hold its value, somebody has to start raising their game and getting them more focused on academic pursuits, which currently occupy only about 25% of their time. Already employers are looking to the graduate schools and foreign graduates to fill demanding technical positions, while assigning holders of American bachelor’s degrees to “routine” positions, the authors say. The corporate equivalent of parking lot attendants, in other words.

Despite its somewhat inaccessible writing and subject matter, *Academically Adrift* is readily accessible (and reasonably priced) as an e-book on Amazon’s Kindle.

Kudos to the authors and the University of Chicago Press for making it so. ●

— Bill Huey



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Harbour works anti-Gadaffi beat

The Harbour Group is working for the Libyan Transitional National Council to achieve official U.S. recognition and control of the assets of Col. Gadaffi's government that are frozen in American financial institutions, according to the agreement between the two parties.

The Council wants to form national political and civic institutions that would lead to free and fair elections. It supports the "inalienable rights" of people to free expression and rejects "racism, intolerance, discrimination and terrorism."

THG will push for U.S. humanitarian assistance to Libya and other goals of the Council via preparation of speeches, social media platforms, outreach to think tanks and conferences.

The firm is working on a pro-bono basis.

THG also represents the United Arab Emirates and its U.S.-Emirates Alliance, work that is pegged in the \$2 million a-year range. ●

Congress pushes to get Fed public documents online

Congressman Steve Israel has re-introduced the Public Online Information Act to require executive branch agencies to post public documents online and make them readily searchable.

Noting that 78 percent of American adults access the 'Net for news and research, the New York Democrat believes the federal government has to play "catch-up" and make its information via available via computer and other devices.

A POIA law would establish an advisory committee to hammer out government-wide publication policies and guidelines. The Office of Management and Budget's e-government administrator and chief information officers at various agencies would hammer out disclosure rules.

Information that is exempt from Freedom of Information Act requests, such as topics concerning national security, personal privacy and trade secrets, also avoids POIA disclosure requirements. Disclosure becomes mandatory three years after the date that the bill becomes law.

Senator Jon Tester (D-Mont.) has introduced a companion bill. ●

Homeland security chief to exit

Sean Smith, who heads public affairs for the U.S. Dept. of Homeland Security, left the agency in late April, according to multiple reports.

Smith was Sen. Joe Lieberman's 2006 Campaign Manager and Spokesman through his primary loss to Ned Lamont and worked communications for the Obama-Biden presidential bid in Pennsylvania in 2008.

He led public affairs, internal communications, media relations and comms. issues for the DHS.

Politico reported April 21 that Smith is returning home to New Haven, Conn., to likely teach or take an agency job in New York.

Fox News Channel on April 20 reported that Smith was the subject of an internal complaint from 2009 at DHS after allegedly sending a threatening email to the DHS' immigration press unit over a suspected leak. The complaint was later dismissed. ●



Bush's top lobbyist to join Citi

Candida "Candi" Wolff joined Citigroup May 2 as Executive VP for Global Government Affairs. She will report to Ed Skyler, Executive VP for Public Affairs.

Wolff was President George W. Bush's top lobbyist from 2005-07, responsible for economic, international and national security issues. She assumes Citi duties of Nick Calio, who also was Bush's top lobbyist. He exited last year to helm the Air Transport Association.

Earlier in her career, Wolff held posts on Capitol Hill including Deputy Staff Director to the Senate Republican Policy Committee, counsel to the Senate Steering Committee and counsel to former Wyoming Senator Malcolm Wallop.

Most recently, she was a Partner at D.C. law firm Hogan Lovells, which represents Japan and Saudi Arabia.

Citi CEO Vik Pandit praised Wolff as a "superb advocate who acts with integrity and offers sound counsel." She will oversee the big bank's relationships with governments in more than 100 countries. ●



Wolff

GMA pro joins APCO

APCO Worldwide has recruited Melissa Musiker, former director of science policy at the Grocery Manufacturers Association, to bolster its food and nutrition expertise.

The practicing dietitian was GMA's spokesperson on regulatory and legislative matters concerning consumer packaged goods and counseled on issues such as labeling, salt reduction, obesity and marketing to children.

Earlier, Musiker was an economist at the Dept. of Agriculture's economic research arm, working on the national school lunch and breakfast program. She also was a pediatric dietitian at Children's National Medical Center, where her practice areas were adolescent medicine and HIV/AIDS medical nutrition therapy and support.

At APCO, Musiker is to advise clients on pre-launch mitigation strategies and post-launch issues management. ●



Musiker

BGR buffs Kazakhstan image

BGR Government Affairs has inked a \$360,000 pact to buff the image of Kazakhstan, both here and across Europe. Its London office coordinates the push.

Kazakhstan is the largest country in central Asia and the second largest oil producer in the former Soviet Union, trailing Russia.

ExxonMobil and Chevron are among foreign energy producers in Kazakhstan. Chevron just announced plans to develop a wind power plant there.

The Washington Post, April 13, reported that Kazakhstan's strongman leader Nursultan Nazarbayev has been able to avoid the revolutions that have swept the Muslim world. The 70-year-old has been in charge since 1989.

Earlier this month, the U.S. State Dept. released a litany of human rights abuses in Kazakhstan, including arbitrary arrests and detention, trafficking in persons and rampant discrimination against gays and people with HIV/AIDS. It also noted widespread corruption and restrictions on the media.



Nursultan Nazarbayev

BGR's contact began April 1 and runs through December. It covers "strategic public affairs and government relations services in the U.S." and outreach to news outlets and individuals as directed by the Kazakhstan's embassy in London.

BGR is the former firm of Mississippi governor and potential Republican presidential candidate Haley Barbour. ●

Burson bags Poland presidency

Burson-Marsteller has picked up a \$1.5M piece of business from Poland as that country is slated to helm the EU presidency in July, according to the EUObserver.com.

The WPP unit is to help Polish officials brush up on media relations skills, arrange press trips, monitor global coverage and organize cultural events.

B-M's offices in Warsaw and Brussels will coordinate the activities. They will focus on logistics and PR "nuts and bolts," rather than promoting the political policies of Poland and its Prime Minister Donald Tusk.

The presidency offers Poland a high-profile platform to counter "anti-Eastern European snobbery" held by Western European members of the EU, such as France.

B-M is to be paid by funds from the EU, which set aside money for the Polish presidency in 2004 when Poland joined the EU.

The \$150M presidency budget will support more than 100 additional staffers for the Polish Embassy to the EU in Brussels. ●

FARA News



NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals.

BGR Government Affairs, LLC, Washington, D.C., registered April 11, 2010 for **BGR Gabara, Ltd. (For the Embassy of Kazakhstan, London)**, London, U.K., regarding providing relevant outreach to government officials, news outlets, and other individuals within the United States as directed by the Embassy of Kazakhstan in London.

The Cedar Group, LLC, Fairbanks, Alaska, registered April 1, 2011 for **Taipei Economic and Cultural Representative Office in the United States**, Washington, D.C., regarding improving and deepening friendly relations between the U.S. and Taiwan and to promote the policy goals of Taiwan.

Daniel J. Edelman, Inc., Chicago, Ill., registered March 24, 2011 for **Economic Development Board of Bahrain**, Manama, Bahrain, regarding positioning Bahrain as a good investment destination for FDI (foreign direct investment) and promote the country as Western-friendly in its business practices.

Lobbying News



NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit <http://sopr.senate.gov>.

Cauthen Forbes & Williams, Washington, D.C., registered April 13, 2011 for **T-Mobile**, Bellevue, Washington, regarding issues related to corporate tax reform, alternative minimum tax, tax incentives, H R 1521, cellular tax moratorium, and digital download taxes.

Constantine Cannon LLP, Washington, D.C., registered April 13, 2011 for **Intel Corporation**, Hillsboro, Ore., regarding FCC proceedings concerning digital video home networking standards.

Cornerstone Government Affairs, LLC, Washington, D.C., registered April 12, 2011 for **Lifelock**, Tempe, Ariz., regarding privacy legislation.

Denison, George, Bethesda, Md., registered April 6, 2011 for **Alternative Fuels Corporation**, Montgomery Village, Md., regarding seeking funds for development of synthetic fuel products from government.

Hughes Hubbard & Reed, Washington, D.C., registered April 4, 2011 for **Sports-Entertainment Alliance**, Las Vegas, Nev., regarding intellectual property issues.

Sandler, Travis & Rosenberg, P.A., Washington, D.C., registered April 11, 2011 for **Oceana**, Washington, D.C., regarding promoting a strong fisheries subsidies agreement in the WTO and Trans-Pacific Partnership.

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Letter from the CPA of the PR firm as follows: *(This form may be photocopied and used by CPA)*

To the Board of Directors of _____ (city, state) _____:

We have performed the procedures enumerated below, which were agreed to by you solely for the purpose of ranking the PR firm named above with O'Dwyer's based on 2010 results. This engagement to apply agreed-upon procedures was performed in accordance with the standards established by the American Institute of Certified Public Accountants. The sufficiency of the procedures is solely the responsibility of the PR firm. We make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or any other purpose. Our procedures were as follows:

A. Net fee income is defined as basically charges for PR counseling and time spent preparing and placing stories in media. Mark-ups for out-of-pocket expenses and mark-ups and/or profits from collateral activities such as graphics, video production, printing, public opinion research, etc., are included as actual amounts. Such amounts do not exceed the limit of 7.5% of total fees. We compared fee income, as defined above, to the appropriate fee billing records and found that for the 12 months ended Dec. 31, 2010:

Net fee income for 2010 was: \$ _____

Net fee income for 2009 was: \$ _____

Percentage gain (loss) was: _____

B. Gross billings for calendar 2010 aggregated _____ (total income plus reimbusables).

C. We determined from the payroll records that _____ employees were employed full-time as of Dec. 31, 2010 (employees who worked at least 35 hours a week and had F.I.C.A. taxes withheld).

D. Wages paid as reported on enclosed form W-3 for 2010 totaled: \$ _____.

E. Enclosed is the first page of the latest Federal income tax return of the PR firm signed and dated by both us (the CPA) and _____ (CEO of PR firm).

F. The PR firm named above is (is not) owned, affiliated or in any way related to an advertising agency or individual owners of an advertising agency or any other company. The name of the parent or affiliated company is _____ (tell what industry the parent company is in).

G. Net fees of the PR firm named above in one or more of 12 PR specialties are given below to rank the firm in that specialty category. We are providing names of accounts to show the firm's expertise in these areas. (fees of specialties cannot exceed total fees of firm.)

H. **List branch office fees/staff on a separate sheet for:** New York, Chicago, Los Angeles, Washington, D.C. area, Boston, Connecticut, Philadelphia, Pittsburgh, Atlanta, Southeast, Florida, Ohio, St. Louis, Minneapolis/St. Paul, Midwest Cities, Austin, Dallas, Houston, Seattle, Western Cities, San Francisco, Sacramento and Silicon Valley.

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We were not engaged to, and did not, perform an audit, the objective of which would be the expression of an opinion on any of the accounts or items referred to above. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you. This report is intended solely for the use of the specified user listed above and should not be used by those who have not agreed to the procedures and taken responsibility for the sufficiency of the procedures for their purposes.

Signed by outside CPA _____ Signed by CEO of PR firm: _____

Agency contact for this form: _____ phone: _____ e-mail: _____

GENERAL RULES UNDER WHICH ENTRIES ARE EDITED:

Only long-term (six months or more) clients should be listed and they should be active in 2011. PR operations which are units of advertising agencies or partly owned by ad agency employees must indicate this. Affiliates or joint ventures of PR firms should not be listed. **A PR professional's name may appear only once. At least one full-time person must be listed at each branch.** Staff listed at h.q. cannot also be listed in branches. Firms billing more than \$1 million should list at least six PR executives or staff. Only firms that list accounts will be considered for the rankings. Firms that participate in the categories must show at least three accounts in the particular specialty.



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