



Marilyn Bergman, Academy Award-winning lyricist and President & Chairman of ASCAP, signs The 'Bill of Rights for Songwriters and Composers.' This advocacy and awareness-building initiative launched by ASCAP with the support of CooperKatz is designed to remind the public, the music industry and Members of Congress of the central role and rights of those who create music. To date, the ASCAP Bill of Rights has garnered support from some of the most prominent members of the music community and has surpassed 10,000 signatures online.

ALLISON & PARTNERS

505 Sansome St., 7th Floor
San Francisco, CA 94111
www.allisonpr.com
scott@allisonpr.com
matth@allisonpr.com

Scott Allison, President & CEO
Matt Harris, Senior Vice President

Allison & Partners helps brands reach consumers by leveraging pop culture, entertainment, sports and events to build brands and increase sales. We know how to use the power of entertainment to build consumer excitement about your brand, and are experts at integrating digital media strategy and public relations with entertainment, lifestyle and pop-culture marketing. Our entertainment group links celebrities, events, film, television and music properties to brands via entertainment-based promotions, sponsorships and online direct response marketing. We identify and secure the right influencers to reach the people who need to

know your brand, generating awareness and excitement through association. Our services include: Celebrity-driven Events / Product Launches, Celebrity Seeding, Charity / Philanthropic Promotions, Entertainment Public Relations, Film/TV Placement, Film and Studio Events & Promotions, Licensing & Merchandising, Music Video Integration, Product Integration and Sponsorships.

BNC MARKETING & PR

8687 Melrose Avenue, 8th Floor
Los Angeles, CA 90069
310/854-4800

Michael Nyman, Chairman & CEO
Chris Robichaud, Pres. & COO

Pioneers in the strategic development and use of non-traditional marketing solutions, BNC is a leading national firm driving awareness and perceptions throughout the lifestyle/pop culture and entertainment arenas. The company represents more than 100 celebrity clients, numerous television campaigns and

entertainment companies and produces and/or publicizes nearly 200 events a year. BNC clients include Cameron Diaz, Amy Poehler, Jimmy Kimmel, Sarah Silverman, CNET, TV.com, Gossip Girl (and the CW Network), Shonda Rhimes ("Grey's Anatomy," "Private Practice"), Endemol, television shows such as "House," "Scrubs," "How I Met Your Mother" and "It's Always Sunny in Philadelphia," Breeder's Cup, Indy Racing League (IRL) Audi, T-Mobile, Samsung and Sony Playstation, among others.

BRENER ZWIKEL & ASSOCIATES

6901 Canby Ave.
Reseda, CA 91335
818/344-6195
www.bzapr.com

1633 Broadway, 16th floor
New York, NY 10019
212/708-1703

Steve Brener & Toby Zwickel, Principals

Brener Zwickel & Assocs. is a PR and marketing firm with more than 60 years of combined experience in the sports journalism and PR fields. BZA has the experience and contacts to maximize client exposure via PR, promotions, event planning, event production and marketing plans.

The firm's network of media contacts at the local, national and international levels facilitates media placements. Its service-oriented philosophy includes strategic plan development, interaction with client contacts, cultivation of media promotions to enhance advertising buys, adherence to timelines, timely progress reports, on-site execution and event results and evaluation.

Clients include the NFL; Showtime Boxing; Speedo; Dew Action Sports Tour; MGM/Mirage Resorts; PGA and LPGA golf tours; MLB; Ginn Club and Resorts; AVP Professional Beach Volleyball; Hollywood Park; Santa Anita; the College Football Awards; the Sports Museum of Los Angeles; NHL; and the PBA.

CATALYST PUBLIC RELATIONS

350 Fifth Avenue, Suite 5801
New York, NY 10118
212/643-1068
Fax: 212/971-9144
www.catalystpublicrelations.com

CHARLOTTE
10150 Mallard Creek Rd., Ste 303
Charlotte, NC 28262
704/409-7700

LOS ANGELES
6300 Wilshire Blvd.
Los Angeles, CA 90048
323/782-9333

Bret Werner, Managing Partner
Bill Holtz, Managing Partner

Catalyst, founded in October 2005, is at the forefront of strategic media relations. The agency uses a proprietary, six-step process grounded in understanding each brand's target audience to reach key consumers through a strategic mix of traditional and emerging media outlets.

Catalyst has the knowledge, experience and insight to navigate today's splintered media landscape. Despite the multiplicity and complexity of information channels, the agency knows what consumers are reading, watching and to whom they are listening. Through the agency's strategic media relations process, Catalyst ensures that brand messages connect with the right audience, at the right time, and in the right place to positively impact consumer behavior and attitudes.

Catalyst specializes in consumer public relations within three key areas: sports, entertainment and active lifestyle. The agency partners with leading brands such as Timex, NASCAR, Subway Restaurants and Vitaminwater to activate sponsorships and special events, launch new products, build emerging brands and revitalize mature ones.

Current Clients include: SUBWAY Restaurants, Ironman, Iron Girl and Iron Kids, Consumer Reports, Versus, Vitaminwater, Powerade, Yellow Tail, Nestle Purina, Timex, NASCAR, ESPN.com, ATP and Callaway.

Profiles of Entertainment & Sports PR Firms

COOPERKATZ & CO., INC.

205 Lexington Avenue, 5th Floor
New York, NY 10016
917/595-3030
www.cooperkatz.com

Andrew Cooper, *Principal*
Ralph Katz, *Principal*

CooperKatz, founded in 1996, offers a full-service marketing/public relations capability to a national client base of consumer, business-to-business and non-profit organizations. The firm has developed a specialization in serving the needs of media/entertainment companies. Expertise includes producing entertainment events as well as promoting entertainment properties.

For seven years, CooperKatz has provided public relations support for the Family Television Awards, an annual network TV event sponsored by members of the Association of National Advertisers. CooperKatz has also produced U.S. and Latin American 'upfront presentations' for Discovery Communications, as well as meetings and special events for Nielsen Media Research, *Reader's Digest*, VNU and Ziff Davis. Other clients utilizing CooperKatz's entertainment expertise include Alticor (parent of Amway and Quixtar), ASCAP, Dole 100% Juice, Piaggio, POWERade, Veet and Virgin Mobile USA.

COYNE PUBLIC RELATIONS

14 Walsh Drive
Parsippany, NJ 07054
973/316-1665
www.coynepr.com

1540 Broadway, Suite 1602
New York, NY 10036
212/938-0166

Thomas F. Coyne, *President & CEO*
John Gogarty, *Senior Vice President, Entertainment*
Lisa Farynyk, *VP, Sports*
Chris Brienza, *VP, Sports*

Coyne PR's Entertainment and Sports teams are specialized groups of public relations professionals who possess the creativity, experience, and passion to impact your business. The Entertainment team works with Hard Rock International, striving to make the brand synonymous with great music events by generating local and glob-

al buzz for the brand, events and the stars. The team has also worked with everyone from Miley Cyrus for the Walt Disney Company to Jewel and Martina McBride for Mary Kay's A Kiss for CountrySM campaign. The Sports team has created winning game plans for industry-leading clients, including Chunky soup and the NFL, the United States Tennis Association, and the Harlem Globetrotters, among others. The key to Coyne's success — and yours — is that we garner coverage for our clients in expected and unexpected places.

EDELMAN

MATTER, Edelman Sports & Entertainment Marketing
1500 Broadway
New York, NY 10036
212/768-0550
www.edelman.com

Andy Marks, *General Manager*
Mary Griswold, *General Manager*
David Freeman, *General Manager*

Previously separate practices, Edelman Sports & Sponsorship and MATTER, an Edelman Entertainment Company, are now combined, with 45+ staff located in New York, Chicago and Los Angeles. MATTER, Edelman Sports & Entertainment Marketing features an experienced team of brand, marketing and communications professionals that offer a full range of sports, entertainment and lifestyle capabilities across multiple communications channels and platforms.

Services include sports and entertainment media relations, as well as sponsorship acquisition and activation, athlete and celebrity services, branded content development, product placement, and event design and management.

Our mission is to help clients transform consumer's emotional investment in sports and entertainment into brand awareness, preference and purchase.

Current client roster includes Wrigley, Brita, AstraZeneca, Empire State Building, FoxSports.com, Canon, Office Depot, GE, Butterball and Shell.

FLEISHMAN - HILLARD

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hollywood@fleishman.com



Vikings running back Adrian Peterson and his mom, Bonita Jackson, weighed in with Chunky soup to help tackle hunger in Minneapolis. The duo sat on a giant spoon-shaped scale, weighted with 384 cans of Chunky soup, as part of the Chunky/NFL Tackling Hunger program to benefit local food banks nationwide. Coyne PR coordinated the event.

John Graham, *Chairman*
Dave Senay, *Pres. & CEO*
Entertainment Practice Group
Michael Rinaldo, *Managing Director, Global Healthcare Client Relations*
Sean Lashley, **David Stamper**,
Michelle Mikoljak Stevenson, *Leaders*
J.J. Carter, **Jim Woodcock**,
Sports Business Practice Group Leaders

Headquartered in our Hollywood office, Fleishman-Hillard's Entertainment team has a broad base of experience, including work with Amgen and Patrick Dempsey, AT&T and "American Idol," Gatorade and Tiger Woods, G'Day USA and Russell Crowe, and Kylie Minogue. Additionally, FH Entertainment works closely with our best-in-class Omnicom partners.

The services offered by FH Entertainment include: consultation/strategy/ideation/execution; influencer/celebrity seeding; talent negotiation; media relations; sponsorships; media training/message coaching; red carpet event management; events/experiences; product placement / script integration; charity / cause relationships; and digital/interactive programs.

Fleishman-Hillard's sports marketing counselors are experienced in guiding professional teams through the pitfalls of stadium relocation and global expansion, facilitating player advocacy support, providing media training to professional leagues and their athletes, and building executives into industry thought leaders. In recent years, FH has launched iconic partnerships such as the Nike+Ipod Sport Kit and Tiger Woods' landmark partnership with Gatorade. The FH global network has assisted the NBA's expansion into China, and supported international sponsorship activation with

the FIFA World Cup, America's Cup, and Formula 1 racing. From sponsors and athletes to host cities and governing bodies, FH has played a significant role in every Olympic Games for the last two decades and following the Beijing Olympic Games managed a worldwide victory tour of the world's greatest Olympian, Michael Phelps.

FRENCH / WEST / VAUGHAN

112 East Hargett St.
Raleigh, NC 27601
919/832-6300
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Rick French, *President/CEO*
Lauren Taylor, *Exec. VP, Partner*
David Gwyn, *Exec. VP, Partner*
Jack Glasure, *CMO*

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 17th largest independently-owned PR firm. Founded in 1997, the agency is headquartered in Raleigh, N.C. and also has offices in both New York City and Tampa.

An industry leader in sports and entertainment marketing, FWV specializes in creating maximum brand exposure for its clients through strategic partnerships, sponsor relations, event management, mobile and experiential marketing and traditional earned media outreach programs.

FWV's present and past sports and entertainment clients include the Central Intercollegiate Athletic Association (CIAA), AstroTurf, Speedo, TVG

▲ *Continued on page 24*



VJ Singh captures The Barclays in 2008 held at Ridgewood Country Club in Paramus NJ. Singh went on to capture the 2008 PGA/Fed Ex Cup, an event represented by The Hamilton Group.

French/West/Vaughan

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(America's Horseracing Network), the Professional Rodeo Cowboys Association, Xtreme Fighting Championships (XFC), OTB Records, the Carolina Cobras of the Arena Football League, AccuSport International, Premiere Management Group, the Atlantic Coast Conference (ACC), the Aggie-Eagle Classic, Urban Sports and Entertainment Group, North Carolina Amateur Sports and the N.C. State Games.

Additionally, FWV president & CEO Rick French is currently serving a three-year term on the national board of trustees of the Rock and Roll Hall of Fame and Museum. As a member of the board of trustees, French is among a small number of America's most prominent business and music industry leaders who are stewards of the Hall of Fame and Museum and are also asked to repre-

sent the Rock Hall's mission and goals at programs and events around the world.

THE HAMILTON GROUP

53 West 36th Street, 8th Floor
New York, NY 10018
www.thehamiltongroup.net

John H. Frew, President & CEO
Kevin Sniffen, VP, Consumer & Sports Marketing

The Hamilton Group, based in New York City offers entertainment and sports marketing clients a seasoned team of communications experts with more than 50 combined years of experience at the highest levels of sports and entertainment communications.

Since the firm's founding in 2000, we have represented such organizations as the National Hockey League, the Ladies Professional Golf Association (LPGA), Turning Stone Resort and

Spa, Hofstra University Division One sports program and the Black Mesa Golf Resort in Santa Fe New Mexico.

High profile sports events The Hamilton Group currently represents include The Barclays, a major PGA Tour event, which is one of the Fed Ex Cup events, this year won by VJ Singh and The Turning Stone Resort Championship, another PGA Tour event that offers the highest purse among PGA Tour Fall Series events at \$6 million.

In addition, our staff has experience directing campaigns for numerous Olympic and World Cup sponsors as well as companies sponsoring professional tennis, motorsports, college athletics, professional soccer, and the National Football League.

HOPE-BECKHAM

13 Corporate Square, #100
Atlanta, GA 30329
404/636-8200
Fax: 404/636-0530
www.hopebeckham.com
info@hopebeckham.com

Hope-Beckham Inc. is a full-service public relations and event marketing firm known for its creative campaigns and programs. Hope-Beckham's clients include national and regional firms, major league sports associations, teams, celebrities and athletes.

Hope-Beckham's strength is its flexible, efficient and well-connected staff. From the Super Bowl to the Final Four, the U.S. Olympic Committee to NASCAR, Hope-Beckham has the relationship.

The firm's sports- and events-related clients are as diverse as the programs offered. A few successful associations are The Coca-Cola Company, Russell Athletic, MLB, NHL, NCAA, Women's Sports Foundation, the new Women's Professional Soccer team in Atlanta, Atlanta Dream, Atlanta Hawks, Atlanta Thrashers, Coors Brewing Company, USA Track and Field, U.S. Figure Skating, LPGA, The Georgia Force, Feld, Ringling Brothers Barnum & Bailey Circus and Disney on Ice.

HUNTER PUBLIC RELATIONS

41 Madison Avenue, 5th Floor
New York, NY 10010
212/679-6600
www.hunterpr.com

Grace Leong, President

Hunter Public Relations, founded in 1989, is an award-winning, marketing public relations firm that develops and executes programs that help brands achieve their marketing and sales objectives.

Utilizing a creative and strategic combination of public relations, publicity and influencer outreach approaches, our firm of 60 practitioners partners with the country's most recognizable brands and companies.

Our expertise in connecting celebrities and influencers with our clients' products, events and services is a hallmark of what we do and enhances our clients' relevance among their target consumers.

From Barefoot Wine teaming up with Cameron Diaz for an auction to raise money to clean America's beaches, to a Johnnie Walker Blue Label Engraving Studio launch with Adrian Grenier (Entourage), to getting film star Josh Duhamel to demonstrate Transformer robots on MTV's Total Request Live, strategic partnerships and seeding play a significant role in getting awareness, buzz and "ink" for the brands we serve.

JS2 COMMUNICATIONS

661 North Harper Ave., Suite 208
Los Angeles, CA 90048
323/866-0880
www.js2comm.com

41 E. 11th St., 11th Floor
New York, NY 10003
212/905-6260

Founded by Jeff Smith and Jill Sandin in 2001, JS2 Communications is an award-winning bi-coastal PR agency dedicated to strategic solutions, candid counsel and tangible results. Media relations is the firm's core competency thanks to a seasoned team that knows the media, understands the news cycle and doesn't stop pitching until the job gets done. With a deep appreciation for its employees and a commitment to fostering collaboration amongst them, JS2 Communications has seen 40% growth each year for the past three years. For more information on JS2 Communications and its newly launched project division, PProject JS2, visit www.js2comm.com.



Josh Lucas, Adrian Grenier, and friends make a toast at Hunter PR's Johnnie Walker Blue Engraving Studio launch event in NYC.



At an event coordinated by rbb Public Relations, Ringling Bros. and Barnum & Bailey elephant Kelly Ann enjoys a traditional morning "cafecito" (Cuban Coffee) with the Miami Chief of Police and State Attorney General.

KEITH SHERMAN & ASSOCIATES

234 West 44th Street
New York, NY 10036
212/764-7900
Fax: 212/764-0344
www.ksa-pr.com

Keith Sherman, President
Brett Oberman, VP
Scott Klein, VP

Keith Sherman & Associates provides strategic public relations counseling and marketing communications services to a diverse roster of entertainment, lifestyles,

sports and corporate clients.

KSA has publicized hundreds of films, network and cable television broadcasts, Broadway, national touring productions and high profile events. Some clients include: Focus Features, Universal Pictures, Tony Awards on CBS for 18 years, Olympic Medalists Brian Boitano, Paul Hamm and Michelle Kwan, Bolshoi Ballet, Forbidden Broadway and Abu Dhabi Music & Arts Festival.

KSA's corporate clients include: Hertz, Sony, The Onion, *Architectural Digest*, Visiting Nurse Service of New York, Columbia University, Memorial Sloan-Kettering Cancer Center,



"No Country for Old Men's" Eduardo Garcia, "7th Heaven's" Elizabeth Nicole and "Donnie Darko's" James Duval star in the movie "Cornered!" with Steve Guttenberg (not pictured). Mayo Communications created buzz for independent movie company MAZEfilms, Inc.

Photo by Debru Petrov.

New York Marriott Marquis, The Broadway League, Times Square Alliance, Bristol-Myers Squibb and *The New York Times*, among others.

Excellence. Results. A fresh point-of-view. Proactive effort.

Intelligent strategic thinking. Experience. High standards.

Integrity. Creativity. Passion. These are some of the elements that distinguish Keith Sherman & Associates.

MAYO COMMUNICATIONS

7248 Bernadine Ave., 2nd Fl
West Hills (Los Angeles), CA
91307
818/340-5300
Fax: 818/340-2550

Aida Mayo, President
George S. McQuade III, VP

Last month, MAYO communications, with offices in LA, San Diego, NY and Bern, Switzerland was named the fastest growing company by the *San Fernando Business Journal*. MAYO, recognized twice for "Best Media Placement" by the Public Relations Society of America, was founded in 1995 by VP George McQuade, a past president and current board member of the Entertainment Publicists Professional Society LA/NY.

In 2008, MAYO recorded more than 250 million media impressions during the three-month-long Writers' Guild Strike (WGA). Just weeks before the American Film Market in Santa Monica, CA, MAYO created a buzz MAZEfilms, Inc.'s (Brussels, Belgium) first American-made movie called CORNERED! The full feature thriller stars Steve Guttenberg: "Cocoon," "Police Academy," "3 Men and a Baby," Eduardo Garcia: "No Country for Old Men," James Duval Duval: "Donnie Darko," "Independence Day," "Gone in 60 Seconds" and Elizabeth Nicole: "7th Heaven."

MAYO clients have been featured in *Hollywood Reporter* cover stories and in *Business Week* magazine. Some MAYO clients include H2O Entertainment, which produces the TV drama, "Whittaker Bay," and Warrior Records with Saints of the Underground (Alice Cooper, Ratt and Warrant band members).

MAYO's slogan: "We don't guarantee media, we just get it!"

PEPPERCOM

470 Park Avenue South
New York, NY 10016
212/931-6100
www.peppercom.com

Steven Cody and Edward Moed, Managing Partners

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for fitness, gaming and entertainment companies as well as helping corporations leverage and maximize their sports sponsorships through Peppercommotions, the firm's special events and sponsorships division.

In addition to PR, Peppercom's services include a positioning program designed to differentiate a client from its competitive set, a crisis management program called CrisisRx, digital initiatives via PepperDigital, "green" initiatives through GreenPepper, thought leadership programs and platforms, crisis management, "win-win" partnerships, special events through our Peppercommotions division, and Pain-Based Selling, to identify the gap between perception and reality of what clients are thinking. Peppercom also conducts executive workshops, such as presentation workshops, for major corporations.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. Clients past and present include Panasonic, Teenage Mutant Ninja Turtles, Major League Baseball, Slipstream (professional cycling), Nautilus, 4 Kids Entertainment, HandsOn Mobile, Netflix and Spout.

RBB PUBLIC RELATIONS

355 Alhambra Circle, Suite 800
Miami, FL 33134
305/448-7450
www.rbbpr.com

Christine Barney, CEO & Managing Partner
Lisa Ross, President
Tina Elmowitz, Executive VP

Based in Miami, rbb Public Relations is a full-service firm specializing in media relations, corporate communications, product introductions/marketing PR, interactive/digital

▲ **Continued on page 28**



L.A. Clipper King Baron Davis endorses Chinese athletic apparel powerhouse Li Ning. Ruder Finn recently planned the shoe's U.S. launch.

rbb Public Relations

Continued from page 26

media and crisis management. With expertise in sports/entertainment, professional services, food/beverage, healthcare, travel/leisure and energy, rbb gives both its *Fortune* 500 clients and entrepreneurial ventures counsel and results on par with the largest national firms, but with the individual attention available only through a boutique agency.

In 2008, rbb was proud to be named *PR Week* magazine's "Agency of the Year," after repeating as winner in the "Small Agency of the Year" category. Additional recognition of

the firm's outstanding achievements in the past year include three Silver Anvils from the Public Relations Society of America and being named as one of 30 national finalists in the *Wall Street Journal's* Winning Workplaces competition. These accolades sit proudly beside the firm's other major industry awards – Platinum PR, SABRE, Bronze Anvil, and more.

rbb's current sports/entertainment roster includes the Florida Marlins, Miami Art Museum, the YMCA, Ringling Bros. and Barnum & Bailey Circus and others. Explore how rbb's employee-driven workplace results in extraordinary client satisfaction and results at www.rbbpr.com.



Richmond Public Relations President Lorne Richmond (far left), VP Wendy Ogunsemore, and Account Executive Kimberly Jones at the Sheraton Seattle Hotel & Towers where RPR worked with Kool & The Gang to celebrate the completion of a \$130 million dollar expansion project.

RICHMOND PUBLIC RELATIONS

1411 4th Ave., Suite 610
Seattle, WA 98101
www.richmondpr.com

Louis B. Richmond, CEO
Lorne S. Richmond, President
Jason Hamilton, Senior Vice President

Richmond Public Relations (RPR), a WorldCom Public Relations Group Partner and award winning public relations firm, has coordinated many successful publicity campaigns for hotel, restaurant and resort openings, cruise lines, travel destinations, healthcare, real estate developers, product launches, as well as developed corporate strategies and branding campaigns for luxury properties throughout the United States and Canada.

RPR is the winner of numerous awards including HSMIAI, the Georgie Award, Soundie Award, Gold Quill, Fastest Growing Company, Best Companies to work for, and the Best Family Owned Business award.

Current entertainment and sport clients are: Seattle Seahawk and recording artist Craig Terrill; Emerald Downs; Suncadia Resort; Tulalip Resort Casino; Jones Soda; MTR Western; Crayons; CHERRish; Cascade Bicycle Club; and ALCiS Sports Cream.

Previous entertainment and sports clients included: Red Bull; NBA all-star Detlef Schrempf and the Detlef Schrempf Foundation; Seattle Seahawk Marcus Trufant and the Trufant Family Foundation; former Seattle Sonics Nick Collison; former NFL MVP Seattle Seahawk Sean Alexander; World Series Champion Philadelphia Phillies Jamie Moyer and The Moyer Foundation; Oki Golf; Seattle Theatre Group; Bodies The Exhibition; Cirque du Soleil; Radio City Rockettes; Cavalia; and Teatro Zinzanni.

ROGERS & COWAN

PACIFIC DESIGN CENTER
8687 Melrose Ave., 7th Floor
Los Angeles, CA 90069
310/854-8117
Fax: 310/854-8101
www.rogersandcowan.com

Tom Tardio, CEO
Heather Krug, EVP

Rogers & Cowan has extensive

expertise in the sports and entertainment industries providing publicity and marketing campaigns, special event support, sponsorship activation, celebrity/influential seeding, promotional tie-ins, product placement and social media strategies for a growing arsenal of clients.

The agency offers a wealth of experience working with celebrities, athletes, cable and network TV, film production and distribution, record labels, video game producers and developers, digital entertainment technologies, sports leagues and one-time or multi-market events. R&C is closely aligned with fellow Interpublic Company, Octagon Worldwide, providing our clients with marketing solutions for sports and entertainment sponsorships.

Recent clients/projects have included Bruce Willis, Jamie Foxx, Hugh Jackman, Beyoncé Knowles, Sandra Bullock, Hayden Panettiere, Lauren Conrad, The Rolling Stones, Juanes, Chris Botti, GRAMMYS, Honda Civic Tour, Animal Planet, TNT's Christmas in Washington, Living with the Wolfman, Word World (PBS), David Beckham, Matt Leinart, Jason Taylor, Dwight Freeney, Anna Kournikova, NASCAR Digital Entertainment, National Hockey League, Major League Baseball, ShoWest, IMAX, MGM, Imagine Entertainment, Edinburgh Film Festival, Gibson Guitar and Activision.

RUDER FINN, INC.

301 East 57th Street
New York, NY 10022
212/593-6400
www.ruderfinn.com

Lisa Novak, U.S. Consumer Practice Leader - Ruder Finn West
Gil Pagovich, RF/PTA Entertainment - New York

Ruder Finn's Consumer Marketing Practice, working in conjunction with the Agency's Planned Television Arts group, aims to connect clients from all industries with authentic spokespeople (both celebrity and non-celebrity) and manages experiential marketing events to reach consumers where they live, work and play.

The celebrity services team has access to more than 10,000 sports, film, TV, music, theater and chef authors, experts and A-list who have personal ties to a variety of issues

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Profiles of Entertainment & Sports PR Firms



In 2008, Taylor and client partner Kleenex® brand developed a unique concept in support of the iconic brand's status as Official Supplier of the 2008 U.S. Olympic Team. The Kleenex® brand's "Let it Out®: The Movie" is a 40-minute documentary featuring the back stories of current and legendary Olympic athletes. The movie premiered during the 2008 Olympic Summer Games in Beijing, with an assist from soccer legend and Olympian Julie Foudy (pictured).

Ruder Finn

Continued from page 28

and are carefully trained by the RF team to deliver corporate messaging.

Recent spokespeople include "The Hills" actress Lauren Conrad for Sony's VAIO laptop cover competition, "Gorgeously Green" author

Sophie Uliano for Good Earth organic coffee, Dr. Rovenia Brock for the "Go for the BP Goal" campaign for Novartis, and YouTube e-phenomenon Cory Williams to launch the YouTube feature available on TiVo.

On the client side, RF recently planned the US soft launch of Chinese athletic shoe Li Ning, showcasing the newly signed L.A.



Weber Shandwick brought CSR to life for Fed Ex racing by developing and executing the "Wear Your Heart on Your Helmet" campaign - a partnership with the Make-A-Wish foundation® getting children's hospital patients to design the race helmet of NASCAR driver Denny Hamlin. The program is executed in various markets during the season and the helmets are then auctioned off to raise money.

Clipper's basketball point guard Baron Davis, at the upscale Mr. Chow in Hollywood, and hosted cycling powerhouse Lance Armstrong at the Manhattan launch of his new website, LiveStrong.com. The team also conducts nationwide publicity for online sports ticketer StubHub and has managed year-long sports sponsorships such as Wolf Blass Australian wine's 2008 U.S. Open Series tournament. Ruder Finn also works for the Alvin Ailey American Dance Theater, handles national public relations for "Judge Mathis" on behalf of Warner Bros. Domestic Television and Telepictures Inc.

TAYLOR

The Empire State Building
350 Fifth Avenue, Suite 3800
New York, NY 10118
212/714-1280
www.taylorpr.com

Tony Signore, CEO & Managing Partner

Taylor, named 2008 U.S. Agency of the Year by The Holmes Group, partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to achieve business building goals. Founded in 1984, Taylor has 110 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London.

The agency provides a full array of marketing communications services including proprietary research and consumer insight, program planning and development, strategic media relations, digital and emerging media, event production, spokesperson procurement and training, Hispanic/multicultural marketing communications, and measurement and evaluation.

Over the past 25 years, Taylor has created and implemented more than 1,000 strategic marketing communications programs worldwide, at sporting events such as the FIFA World Cup, the Olympic Games, Super Bowl, World Series, MLB, NBA and NHL All-Star Games, and the Daytona 500.

The agency has also successfully aligned its client partners' business goals with the most recognizable properties in the entertainment industry, such as the Academy Awards, Grammy Awards, Sundance Film Festival and MTV Music Video Awards.

Taylor's portfolio of client partners includes MasterCard, Diageo, Gillette, Microsoft, Allstate, Staples, BRP, Kimberly-Clark,

Coca-Cola, ING, GlaxoSmithKline, and Alltel Wireless.

WEBER SHANDWICK

919 Third Avenue
New York, NY 10022
212/445-8000
www.webershandwick.com

Gail Heimann, Vice Chair
Marc Abel, Executive Vice President, Weber Shandwick St. Louis

Pete Campisi, Senior Vice President/Mgmt. Supervisor, Weber Shandwick New York

Weber Shandwick's Sports and Entertainment Marketing practice designs and implements consumer marketing campaigns that build connections between brands and consumers through entertainment, sports and lifestyle influences and advocates.

The firm creates integrated sports marketing campaigns for companies including FedEx, ExxonMobil, GM, U.S. Army, Kraft, Campbell Soup Co., Polaris, Degree, Mars, got milk?, Sharpie, Crowne Plaza and the NHL. These campaigns have resulted in enhanced brand image, increased product/service awareness, extended audience and market positioning, and heightened consumer recognition and use.

Our experience extends to all of the major worldwide sports leagues and properties including FIFA World Cup, Olympic Games, MLB, NFL, NBA, NCAA, NHL, USTA, WTA, Formula One, NASCAR, IRL, NHRA, X-Games/Extreme Sports, Pro Bull Riders Tour, PGA, LPGA, USGA and various PGA Tournaments.

Recent highlights include the successful execution of the FedEx "Wear Your Heart on Your Helmet" program benefiting the Make-A-Wish Foundation; the communications and community outreach coordination for the 2008 U.S. Army All-American Bowl — the Army's single largest outreach event; and an integrated marketing campaign for Crowne Plaza Hotels and Resorts which included hosting open casting calls in various cities to find Phil Mickelson's biggest fans to star in an ad with Lefty himself. The agency has a legacy in developing campaigns for many successful Olympic host city bids such as Beijing, Turin and Sydney and are currently fully supporting the Tokyo 2016 bid. ■

O'DWYER'S RANKINGS

TOP ENTERTAINMENT PR FIRMS

Firm		Net Fees '07	Firm		Net Fees '07
1. Edelman	New York	\$14,054,650	23. Gregory FCA Comms.	Los Angeles	476,548
2. Taylor	New York	5,267,000	24. The Rogers Group	Los Angeles	404,403
3. French West Vaughan	Raleigh, NC	4,800,736	25. rbb Public Relations	Coral Gables, FL	321,687
4. Ruder Finn	New York	4,120,656	26. Forumula	San Diego	284,330
5. Bender/Helper Impact	Los Angeles	3,700,000	27. Jackson Spalding	Atlanta	263,783
6. APCO Worldwide	Wash., D.C.	3,535,649	28. Paine PR	Los Angeles	263,783
7. 5W Public Relations	New York	2,730,000	29. Casey Comms.	St. Louis	255,212
8. Regan Comms. Group	Boston	2,527,000	30. Padilla Speer Beardsley	Minneapolis	230,683
9. DKC/Dan Klores Comms.	New York	2,100,000	31. PRx	San Jose, CA	220,535
10. Hunter PR	New York	1,208,635	32. M/C/C	Dallas	200,000
11. JS2 Comms.	Los Angeles	1,114,123	33. Sawchuk, Brown Assocs.	Albany, NY	191,593
12. Peppercom	New York	1,054,590	34. Marx Layne & Co.	Farm Hills, MI	190,016
13. CRT/tanaka	Richmond, VA	1,011,419	35. McNeely Pigott & Fox	Nashville	181,113
14. Bob Gold & Assocs.	Torrance, CA	989,192	36. CooperKatz & Co.	New York	179,586
15. Shift Comms.	Brighton, MA	874,355	37. Edge Comms.	Encino, CA	118,710
16. Kaplow Comms.	New York	817,000	38. Vollmer PR	Houston, TX	101,242
17. Morris + King Co.	New York	756,088	39. Pierson Grant PR	Ft. Lauderdale, FL	100,000
18. Public Comms.	Chicago	754,569	40. Hope-Beckham	Atlanta	84,945
19. Landis Comms.	San Francisco	596,000	41. Kwitken & Co.	New York	82,381
20. Qorvis Comms.	Wash., D.C.	551,108	42. Zeppos & Assocs.	Milwaukee	80,423
21. Zeno Group	New York	532,692	43. Maccabee Group	Minneapolis	65,007
22. Borshoff Johnson Matthews	Indianapolis	502,235	44. Travers, Collins & Co.	Buffalo	61,434

TOP SPORTS PR FIRMS

Firm		Net Fees '07	Firm		Net Fees '07
1. Taylor	New York	\$11,358,000	13. CooperKatz & Co.	New York	317,517
2. Regan Comms. Group	Boston	4,410,000	14. JMPR	Woodland Hills, CA	317,000
3. Dan Klores Comms.	New York	4,340,000	15. Cushman/Amberg	Chicago	310,000
4. Edelman	New York	2,862,297	16. Hope-Beckham	Atlanta	253,638
5. APCO Worldwide	Wash., D.C.	1,623,156	17. Rasky Baerlein	Boston	251,619
6. Peppercom	New York	1,441,489	18. 5W Public Relations	New York	220,000
7. French West Vaughan	Raleigh, NC	1,410,092	19. rbb	Coral Gables, FL	195,533
8. Bender/Helper Impact	Los Angeles	600,000	20. Richmond PR	Seattle	195,031
9. Formula	San Diego	447,500	21. McNeely, Pigott & Fox	Nashville	130,841
10. PainePR	Los Angeles	440,761	22. v-Fluence Interactive PR	San Diego	120,500
11. Allison & Partners	San Francisco	425,000	23. Qorvis Comms.	Wash., D.C.	109,187
12. Coyne PR	Paramus, NJ	375,109	24. CRT/tanaka	Atlanta	91,074