

# O'Dwyer's Profiles of Research Firms

## CISION

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Chicago, IL 60604  
866/639-5087  
Fax: 312/922-3126  
info.us@cision.com  
www.us.cision.com

**Steve Newman, CEO**  
**Joe Bernardo, President & COO**  
**Peter Granat, Executive Vice President**

Cision helps PR and marketing professionals maximize the results of their media relations efforts. As a leading provider of integrated media intelligence services, Cision has developed MediaSource – a single, web-based media management solution where you can: research and contact the media using the industry's most comprehensive and accurate media database, featuring detailed profiles of media outlets and journalists, and updated in-house daily.

Plan your media campaigns by identifying and contacting your targeted media outlets and journalists by beat, and distribute your news quickly and efficiently. Connect with your targeted audience using insights and pitching tips secured by our dedicated research team. Monitor and receive your or your competitors' media coverage directly to your desktop from a variety of media; including print, broadcast, Internet and consumer generated media. Analyze the effectiveness of your campaigns, using a variety of media evaluation attributes. Capitalize on this intelligence to make informed business decisions, fine-tune marketing strategies, and manage your organization's reputation and analyze competitive information.

## FLEISHMAN - HILLARD

200 North Broadway  
St. Louis, MO 63102  
314/982-1700  
www.fleishman.com

**William Stewart, Senior Vice President and Partner**

Fleishman-Hillard has extensive experience using primary and secondary research to help develop, fine-tune, and measure the impact of communications strategies across almost any target audience. Among our core areas of strength are: Brand development, Crisis polling, Employee engagement, Message testing, Publicity polls, Media and blog monitoring, Measurement and ROI models

Our team has conducted award-winning research programs for corporate, non-profit, and government agency clients. A partial listing of recent clients includes: AT&T, Amgen, DaVita, Emerson, Kodak, Centex, Enterprise Rent-A-Car, Papa John's, and Yahoo!

## HARRIS INTERACTIVE

60 Corporate Woods  
Rochester, NY 14623  
877/919-4765  
www.harrisinteractive.com/PR

**Greg Novak, CEO**  
**Laura Light, Senior Director of PR Research**

Harris Interactive, a world-wide market research and consulting firm, blends strategic consulting with innovative and efficient methods of investigation, analysis and application.

The PR Research Practice at Harris Interactive is dedicated to helping PR and communications professionals expertly leverage data to strengthen their programs. Clients can gain from a respected name, Harris Interactive's more than 40 years of experience, credible data, fast turnaround and full-service support.

Through wide-ranging fieldwork, including omnibus services, telephone and online custom studies, and qualitative research, the PR group provides solutions for agencies and communications professionals looking to leverage data to support their objectives.

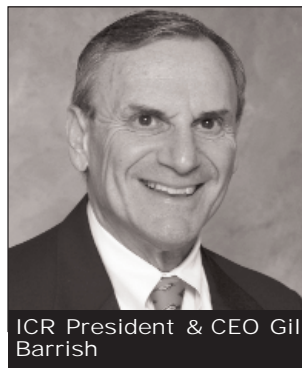
PR clients use Harris for conducting newsmaker studies, awareness building, public advocacy, crisis management,

and message testing and measurement.

## ICR

53 West Baltimore Pike  
Media, PA 19063  
484/840-4300  
www.icrsurvey.com

International Communications Research (ICR) based in Media, Pa., was founded in 1983. Since 1986, it has been a subsidiary of Mount Laurel, N.J.- based AUS Inc., a privately held company. ICR's president and CEO is Gil Barrish.



ICR President & CEO Gil Barrish

ICR is a full-service market research firm specializing in designing customized methodologies to best meet our client's needs. Our in house resources include: three interviewing centers; a state of the art data center and a staff of market research experts. Our Advanced Research Methods group designs and executes solutions to complex business challenges. These include, but are not limited to, market sizing and segmentation, product design and pricing, brand positioning and messaging, advertising effectiveness, usage tracking and customer loyalty and satisfaction. ICR employs such methods as: cluster and factor analysis; a variety of tradeoff techniques; regression and CHAID analysis; as well as extensions to these proven methodologies customized to meet the client's specific needs.

Industries in which ICR has experience include technology,

finance, entertainment, retail, nonprofit, health care, business services, utilities, media, public opinion and social research. ICR also specializes in multi-cultural research and has expertise in researching low-incidence populations.

ICR is a leading provider of omnibus research services, including: ICR EXCEL, a twice-weekly sample of 1,000 adults ages 18 and older; TeenEXCEL, conducted monthly among 500 teens aged 12 to 17; HispanicEXCEL, ICR's monthly omnibus targeting a nationally representative sample of 1,000 Hispanics; ICR CENTRIS, a monthly sample of 4,000 adults, providing an extensive inventory and trend data on the use of technology and entertainment in the home.

ICR has three interviewing facilities – two in PA and one in Nevada - and maintains a dedicated Web portal for Internet studies. The firm has 188 full-time employees and more than 330 part-time employees.

## KRC RESEARCH

700 Thirteenth Street, N.W.  
Washington, D.C. 20005  
202/628-1118  
www.krcresearch.com

**Jennifer Sosin, President**

KRC Research, Weber Shandwick's research partner, is a full-service market research firm that offers the research services needed for effective communications. The firm specializes in market and opinion research to provide a thorough understanding of the environment, profiles of target audiences, effective messaging and a measure of communications effectiveness.

Staffed with market research professionals from the worlds of political campaigns, consumer marketing, journalism and academia, KRC has particular expertise in research among narrow and B2B audiences, managing global multinational studies, and research intended to draw attention to a brand or

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**KRC Research**

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an issue. The firm combines traditional research methodologies, such as telephone surveys, one-on-one interviews and focus groups, with the most recent research technology, including Internet-based surveys.

KRC has offices in Washington, D.C., New York, Boston and London.

**LCWA RESEARCH GROUP**

150 N. Michigan Avenue, Suite 3800  
Chicago, IL 60601  
312/565-3900  
www.lcwa.com

**Louis C. Williams, Jr.**, Chairman  
**Kim Blazek Dahlborn**, President  
**Greg Gordon**, VP, Research & Strategy

The LCWA Research Group is a division of L.C. Williams & Associates, a 30-employee, full-service public relations and research counseling firm founded in 1985.

Research capabilities range from consumer surveys and market research to association member and membership-development studies, employee attitude surveys and communications audits. LCWA researchers have extensive experience designing qualitative and quantitative research projects, conducting and managing data collection, analyzing data and developing responsive recommendations and messages based on findings. The firm's researchers and public relations specialists use research data to develop communication strategies, tactics and messaging.

Clients include national associations, manufacturers, hospitals, financial services organizations and retailers, as well as school districts and municipalities.

**LISTLOGIX**

51 Madison Avenue, 21st Floor  
New York, NY 10011  
212/542-3030  
www.listlogix.com

**Catharine Hancock**, Manager  
*Listlogix*  
**Scott Cassano**, Business Development Manager

Listlogix is a web-based media management tool offering PR

agencies, non profits, corporations, associations and government institutions a cost effective way of streamlining and improving their relationships and communications with journalists, analysts, public officials and other key critical audiences.

Our integrated solution provides communications professionals a proactive, intuitive way to manage the communications and media relations process. The seamless distribution platform delivers media leads and online information to targeted recipients based on localization, media type, beat and preference of receipt. With research centers throughout the United States, Canada and Europe, Listlogix's research and processes provides clients with a worldwide database of up-to-date contacts.

Listlogix's clients include: TDBanknorth, Weyerhaeuser, D-Link, GMAC Commercial Finance, Viking Range and Northeastern University.

**NATIONAL AIRCHECK**

338 S. Edgewood Ave.  
Wood Dale, IL 60191  
888/206-9662  
www.national-aircheck.com

**Robb Wexler**, President  
**Jim Dage**, COO  
**Mary Ann Halvorson**, Sales Manager

The National Aircheck is the country's only national radio monitoring firm and the ONLY monitoring company that can comprehensively search news, talk, business and financial radio by keyword and provide text summaries of each mention.

Recording over 2500 radio stations 24/7, the National Aircheck can provide customers with same day MP3 audio clips from the top radio stations in the country.

With advance notice the National Aircheck can record ANY radio or TV station anywhere in the country. Perfect for satellite media tours.

The National Aircheck is also the only monitoring service that can accurately track your ANR's across the country providing station, city, date and time for each airing.

**OXBRIDGE**

186 Fifth Ave.  
New York, NY 10010  
212/741-0231  
www.mediafinder.com

**Trish Hagood**, President  
**Lou Hagood**, CEO  
**Deborah Striplin**, Editorial Director

Oxbridge Comms. offers the Media Finder database of information on U.S. and Canadian periodicals and catalogs with more than 70,000 titles including 15,000+ magazines, 11,000+ newsletters, 9,000+ newspapers, 11,363 catalogs and 4,000+ college publications.

MediaFinder includes contact information, subscription / advertising / list rental rates, print specs and staff names. Data can be queried and exported.

Print directories include *The Standard Periodical Directory*, *National Directory of Magazines*, *National Directory of Catalogs*, and *Oxbridge Directory of Newsletters*.

MediaFinder provides services to individuals and companies in the printing, advertising, marketing, PR, media, corporate, legal, financial and library fields.

MediaFinder magazine, catalog, and newsletter statistics are regularly quoted in *Mediapost*, *DM News*, *The New York Times*, *USA Today* and other publications.

Customers include the U.S. Census Bureau, the Canadian Post Office, Thomson and Thomson law firm, Cadmus Printers, Burson-Marsteller, JWT, Hill & Knowlton, Ketchum, Goldman Sachs, Ogilvy & Mather, John Wiley and Primedia.

**VMS**

1500 Broadway  
New York, NY 10036  
212/329-5651  
www.vmsinfo.com

**Peter Wengryn**, President & CEO  
**Michael Giovia**, VP, Marketing

VMS is a leader in integrated media intelligence solutions. The company monitors and captures media and advertising content and provides reliable, accurate and actionable analy-

sis based on this content. Combining advanced monitoring technologies with expert human analysis, VMS delivers intelligence across all key media - broadcast, Internet, radio, print and out-of-home.

VMS is a leader in market coverage, the only broadcast monitoring network with digital capture in all 210 U.S. Designated Market Areas. VMS records and monitors thousands of hours of television and radio broadcast news in these markets everyday. VMS also offers its unique, state-of-the-industry QuickView digital news segment viewing service in all 210 DMAs.

VMS' global advertising database contains more than five million television, radio, print, outdoor and Internet ads and provides a resource for clients to stay up-to-date on the latest creative efforts of competitors.

With VMS, clients are able to know more, enabling them to capitalize on opportunities, protect against competitive threats and validate the performance of PR and marketing activities.

The company has 15 full-service offices and three monitoring centers located in major cities throughout the U.S. ■



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