

PR BUYER'S GUIDE

2019

Products & Services in More Than 50 Categories for the PR Industry

Associations
Awards
Broadcast Monitoring Services
Celebrities
Clipping Services
Executive Search

Media Monitoring
Media Training
Newswires
Public Service Announcements
Radio
Research

Satellite Media Tours
Social Media
TV Production
Video
Webcasting
And more!

**SPECIAL:
CRISIS COMMUNICATIONS**

- #MeToo beyond Hollywood
- Crisis planning for hospitals
- Dealing with online bullies
- Why 2018 was crisis' watershed year
 - PR firms and attorney-client privilege
- Managing leadership changes

IS YOUR ORGANIZATION PREPARED FOR A SOCIETAL CRISIS?

Don't sit around, waiting for a societal crisis to strike.

Peppercomm's StandSmart™ program prepares organizations for all types of societal crises and helps you determine if/when/how to take a stand on a societal issue. In addition, StandSmart provides a tool that acts as an early warning system on any topic of concern. And, our StandSmart Rapid Response program is designed to help any business in the midst of a societal crisis.

StandSmart is tailored specifically for societal crises and leverages your organization's corporate purpose, the reason why employees come to work. No corporate purpose? No problem. You're not alone. We can work with you to create your corporate purpose, which will help guide you in your decision making.

The majority of employees today expect their employer to take a stand on certain issues. But how do you know if you're taking the right stand? What if many of your employees, customers, investors, board directors and other stakeholders disagree?

Contact us and we'll help you to stand smart.



5W GETS PUBLIC RELATIONS.

We Build Brands,
Create Value,
and Get Results
for Our Clients

See what we can do for you at
www.5wpr.com



212.999.5585 | info@5wpr.com

GOLD
STEVIE® WINNER
AMERICAN
BUSINESS AWARDS



THE
SABRE
AWARDS



PRNews'
DIGITAL PR
AWARDS
WINNER

EDITORIAL

Remembering Jack O'Dwyer.

DECLINING AD REVENUE THREATENS JOURNALISM

Global survey says lower ad revs are journalism's top challenge.

STUDY RANKS CRISES THAT UPSET CONSUMERS

Report uncovers the missteps that impact consumer perceptions.

THE PR WORLD IN 2018

Trump, Khashoggi and acquisitions rocked the PR world last year.

#ME TOO BEYOND HOLLYWOOD

MeToo shows that harassment claims can face any industry.

CRISIS PLANNING FOR HOSPITALS

Hospitals remain especially vulnerable to a PR crisis.

DOES ATTORNEY-CLIENT PRIVILEGE PROTECT PR?

Taking steps to ensure that communications remain protected.

2018'S TOP ACQUISITION TAKEAWAYS

Why 2018 was a game-changer in the PR agency acquisition market.

WHEN THE SHIFT HITS THE FAN

Crisis management practices for the digital world.

STUDENT-RUN PR AGENCIES ON THE RISE

Agencies run by students put more high-quality grads in the market.

HOW TO DEAL WITH ONLINE BULLIES

Steps companies can take to protect reputations online.

IN 2018, CRISES BECAME CRITICAL TO COMMS

Societal and political issues are on every brand's radar screen.

6

8

9

10

12

14

16

18

20

22

23

24

26

28

30

32

34

35

36

38

43

46

COLUMNS

44

45

48

CRISIS, THE ULTIMATE TEST

Dealing with a risky world means crisis preparation must evolve.

PUTTING TOGETHER A RADIO CAMPAIGN

Seven ways to a successful, pain-free broadcast campaign.

CRISIS RESPONSE STARTS AT THE TOP

CEOs play a vital role when a crisis hits a company.

MANAGING SUDDEN LEADERSHIP CHANGES

An unexpected C-suite departure need not devolve into a crisis.

WHY THE ART OF CRISIS HAS GOTTEN PERSONAL

A faster news cycle requires personalized management.

DEALING WITH THE UNEXPECTED

What happens when plans are not in place when a crisis hits?

SHAPING UP YOUR CRISIS COMMUNICATIONS

Make a resolution to update your crisis communications plan.

PROFILES OF CRISIS COMMUNICATIONS FIRMS

PEOPLE IN PR

WASHINGTON REPORT

PROFESSIONAL DEVELOPMENT

Fraser Seitel

FINANCIAL MANAGEMENT

Richard Goldstein

2019 PR BUYER'S GUIDE



PR BUYER'S GUIDE

2019

48

WWW.ODWYERPR.COM

Daily, up-to-the-minute PR news



EDITORIAL CALENDAR 2019

January: Crisis Comms. / Buyer's Guide

March: Food & Beverage

May: PR Firm Rankings

July: Travel & Tourism

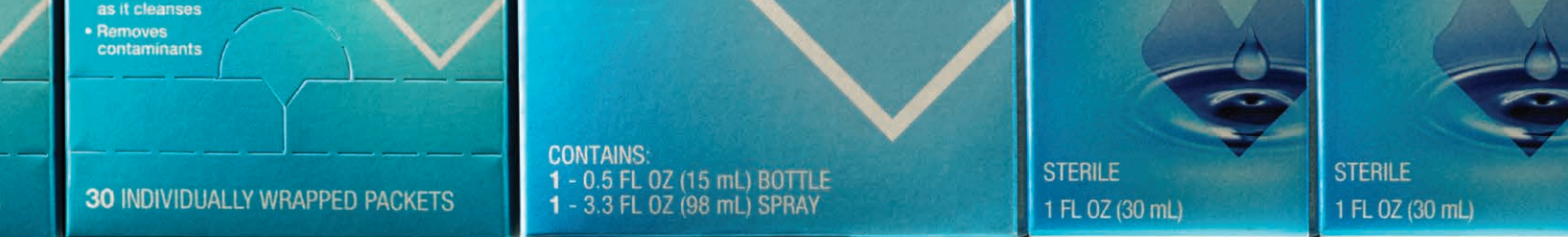
August: Financial/I.R.

October: Healthcare & Medical

November: High-Tech

ADVERTISERS

5W Public Relations.....	3	Omega World Travel	80
BerlinRosen	27	Padilla.....	19
Brunswick Group.....	Back cover	Peppercomm.....	Inside front cover
Edelman	5	Qorvis Communications	21
Fineman PR	7	Sachs Media Group	33
ICR	29	Sitrick and Company.....	37
Infinite Global	13	Solomon McCown & Company	31
Joele Frank, Wilkinson Brimmer Katcher.....	17	Stanton Communications	25
Kekst CNC.....	15	The Stevens Group.....	8



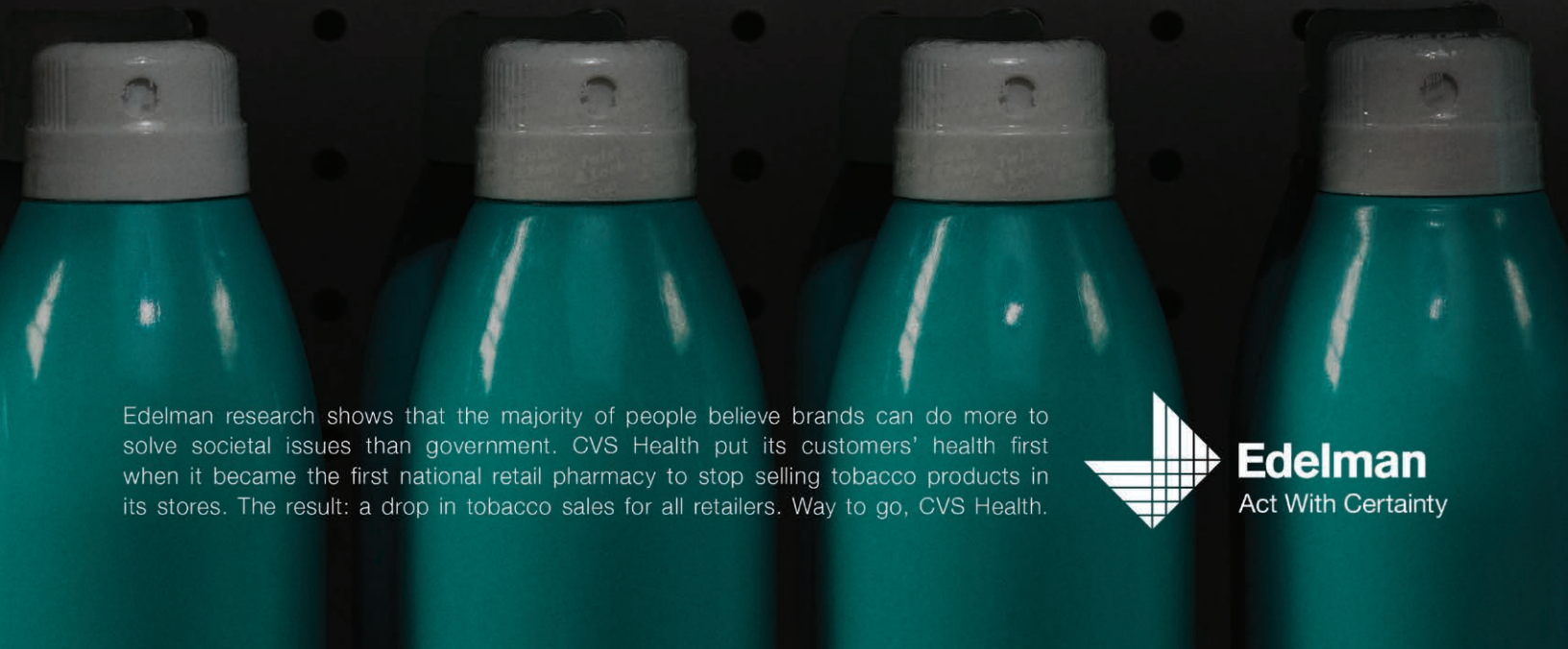
Cigarettes

Out of Stock
Permanently

♥CVSHealth.



Cigarette
017829



Edelman research shows that the majority of people believe brands can do more to solve societal issues than government. CVS Health put its customers' health first when it became the first national retail pharmacy to stop selling tobacco products in its stores. The result: a drop in tobacco sales for all retailers. Way to go, CVS Health.



Edelman
Act With Certainty

Remembering Jack O'Dwyer

Anyone who knew Jack O'Dwyer has a story to tell. The last 13 years have given me a lifetime of them.

I met Jack during a difficult time. I was 29 years old and had moved to New York on a whim. No employment, no permanent place to stay, no prospects. \$850 in the bank. To call it a foolishly impractical venture would be an understatement. Then, three weeks after I'd arrived, the impossible happened: The Topps baseball card company wanted to hire me to oversee their production department. They offered a salary with benefits, from a well-appointed office in lower Manhattan. That quixotic dream of wayward romantics everywhere had fallen into my lap. A respectable and secure workaday career in New York with the chance of upward mobility. Truth be told, that was the very life I'd run away from.

Several minutes after I'd gotten off the phone with the recruiter, this guy who'd seen my résumé phoned me up. I'd met him at his office the day before and thought he was nuts. He'd rambled on about the publishing conglomerates that were trying to put him out of business and this industry group I'd never heard of called PRSA. He liked the fact that I'd written for a daily paper but also had a newspaper production background. He wanted to know: could I cover stories and put them on the web quickly? Could I come up with new design concepts for their printed products? Sure. He asked if I leaned left. I didn't get a chance to respond. "We're Bolsheviks over here!" The red flags came flapping into view, but I was intrigued. "Well, do you want the job or not?"

To this day, I'm not entirely sure why I didn't take the Topps gig, but I have an idea. I gravitate toward eccentrics. For a person like me, there's not a lot of daylight between a corporate job and a prison sentence. I didn't like baseball.

At first, I didn't know what my job was. I went on reporting assignments. I paginated sections of the magazine. I mailed entry forms for our annual directory. In my experience, this just wasn't how publishing worked. It was bare-bones, we wore a lot of hats, and being there made you feel like you were part of some transgressive, underground operation. I liked it. A few months later, Jack gave me the monthly magazine. He wanted me to redesign it from the ground up. This was the moment I'd been waiting for. I didn't sleep much during that time. I worked long hours, late nights and weekends. I developed ulcers. I got the sneaking suspicion that I wasn't very good at my job. I got better at it, but that impostor syndrome that comes with being gifted an undertaking I didn't think I deserved never left. I'm still wrestling with those feelings 13 years later.

We didn't always see eye-to-eye. We argued a lot in the beginning. Truthfully, I said some things that would've gotten me fired anywhere else. I was also one of the few people who was able to walk him back from the ledge on decisions I disagreed with, which, as anyone who knew Jack can attest, was no easy feat. This is something about Jack I don't hear enough. He was a tough nut to crack, but if you were in his corner, you were family. And family knows where the buttons are (boy did we push them). The question soon became not why I picked him, but why he picked me. I'm still trying to figure that out.

Jack was fearless. When I'd get my hands on an RFP announcement that wasn't intended for public consumption, I'd get the predictable litany of angry calls from middle management toadies threatening to sic their lawyers on us. Jack would take the phone away from me, tell them off about the First Amendment and spell out his name so they'd get it right on the cease and desist before hanging up. That's how he was. Old school. He didn't give a shit. It's a quality that most of us don't have.

Jack was a legend. I can't tell you how many people have told me that *Jack O'Dwyer's Newsletter* was where they signed their first client account or landed their first PR job, or how we broke stories the other trades were too scared to touch. His voice was authoritative. He did it first. He was a reporter's reporter, and he understood that doing the job meant saying things you might not personally agree with. He pissed off a lot of people, which is a pretty good sign that you're doing something right.

Jack was crazy. I've got stories to fill a book. The library he wanted to build to commemorate his career chronicling the PR industry. His screeds about PRSA. The Post-It notes paneling the walls, with detailed instructions on everything from how to use the fax machine to reminders to defrost our break room freezer. His conspiracy theories about cell phones. That was part of his charm. It said something about you if you got a kick out of being around him. Guilty as charged.

Jack was a lot of things. An industry watchdog. A fierce advocate of free speech. A stalwart supporter of the press. He changed the communications world and the publishing industry forever. He was my boss. He was my friend.

In July, we celebrated the company's 50th anniversary. Jack made it a half-century, in the same office, with much of the same staff, doing things his way. It's a milestone by any metric, but for an independent, family-owned publisher, it's virtually unheard of. We will continue carrying on his mission, operating under Jack's credo that the truth is all that matters.

All these years later, I've never regretted my decision. And I never got into baseball.

Rest in power, Jack. ○

— Jon Gingerich

O'Dwyers

EDITOR-IN-CHIEF

Kevin McCauley
kevin@odwyerpr.com

PUBLISHER

John O'Dwyer
john@odwyerpr.com

SENIOR EDITOR

Jon Gingerich
jon@odwyerpr.com

ASSOCIATE EDITOR

Steve Barnes
steve@odwyerpr.com

CONTRIBUTING EDITORS

Fraser Seitel
Richard Goldstein

EDITORIAL ASSISTANTS & RESEARCH

Jane Landers
Melissa Webell

Advertising Sales:

John O'Dwyer
john@odwyerpr.com

O'Dwyer's is published monthly for \$60.00 a year (\$7.00 a single issue) by the J.R. O'Dwyer Co., Inc.
271 Madison Ave., #600
New York, NY 10016.
(212) 679-2471 Fax: (212) 683-2750.

© Copyright 2018 J.R. O'Dwyer Co., Inc.

OTHER PUBLICATIONS:

www.odwyerpr.com

Breaking news, commentary, useful databases and more.

O'Dwyer's Newsletter

A four-page weekly with general PR news, media appointments and placement opportunities.

O'Dwyer's Directory of PR Firms

Listings of more than 1,250 PR firms throughout the U.S. and abroad.

O'Dwyer's PR Buyer's Guide

Products and services for the PR industry in 50 categories.

jobs.odwyerpr.com

O'Dwyer's online job center has helped wanted ads and hosts resume postings.



**We Earn Our Good Reputation By
Protecting Yours.**

CRISIS PREPAREDNESS | MANAGEMENT | RECOVERY

Declining ad revenue journalism's greatest threat

Declining ad revenues are the greatest challenge facing the journalism world today, according to key findings from a recent global survey of journalists.

By Jon Gingerich

Declining advertising revenues are the greatest challenge facing the journalism world today, according to key findings from a global survey of journalists conducted by Berlin-based agency Sweet Spot PR.

The survey, which polled the press on the current state of journalism as well as some of the challenges facing the industry, found a majority of respondents worldwide (27 percent) cited declining ad and print revenues as the biggest current threat to the profession today. About one in five (19.5 percent) cited an overabundance of work as a result of staff cuts. The advent of fake news came in third, at 17.3 percent. Other top concerns included social media (11.8 percent) and government crackdowns on the free press (10.7 percent).

In the U.S., fears surrounding ad/print revenue declines were even higher, cited as a top concern among nearly a third of all U.S.-based journalists polled (29.3 percent). Worries about staff cuts were also higher (20.3 percent), as were concerns surround-

ing the threat of social media (13.3 percent).

Respondents were also asked to offer a single word that they believe adequately defines journalism today. The survey discovered that most journalists view the industry negatively, with 69.2 percent using a negative word to describe their work, versus 30.8 percent who used a positive phrase (the top words chosen were "challenged" and "struggling"). This negative characterization was particularly stark in the Middle East, Asia and Africa (12.9 percent positive, versus 87.1 percent negative) but also slanted neg-

ative in North America (65.7 percent negative versus 34.3 percent positive in the U.S.; and 60 percent negative versus 40 percent positive in Canada). The only exception to this involved journalists living in Nordic countries (Denmark, Finland, Iceland, Norway and Sweden), where positive words outweighed negative words (53.3 percent to 46.6 percent, respectively).

Sweet Spot PR's poll, "The Status Quo of Journalists Around the World," surveyed 365 journalists from 52 countries between August and October. ○

Blue chips not prepared for crisis

Blue chips aren't very prepared to handle PR crises stemming from competitive threats or political instability, according to a recent survey.

By Steve Barnes

Fewer than four-in-ten (39 percent) of *Fortune* 1000 executives think their company is very prepared to handle

risks they face from such challenges as unexpected competitors and political instability, according to research conducted by APCO Worldwide.

When it comes to specific challenges that level of confidence drops even further. Just 34 percent of the 520 executives surveyed in the September 2018 study said that they felt very prepared to deal with hurdles put up by the global regulatory environment, and only 23 percent said they felt completely ready to handle consumers' growing expectations for companies to take a stand on social issues.

Coming in even lower on the confidence scale were dealing with a negative event about their company on social media (just 22 percent felt very prepared), recruiting and training talent (18 percent) and responding to geopolitical threats and political uncertainty (14 percent).

Respondents cited a number of problems that need to be addressed to combat this lagging confidence. One executive said that "the ability to innovate to stay competitive" was a particular challenge. Others mentioned such areas of difficulty as "being able to adapt to changing times and technologies" and "new and unknown competitors."

Surprisingly, confidence goes down as execs rise through the ranks. While 42 percent of middle managers on the c-suite track said their companies were very prepared to handle risk and disruption, that number drops to 30 percent for current c-suite leadership. ○



The Stevens Group facilitates mergers and acquisitions in the public relations and digital marketing industries. TSG represents both sellers and buyers. We help build bridges that create true synergy and cultural fit for buyers and sellers that meet the test of time.

THE STEVENS GROUP
When Selling Your PR Firm Is A Growth Strategy

Art Stevens: 732-748-8583 Cell: 917-514-7980 • Rich Jachetti: 914-318-4656
656 Post Lane Somerset, NJ 08873 • www.theartstevensgroup.com

Study ranks crises that offend consumers most

Offensive comments made by a CEO are far less likely to impact consumers' perceptions of a company than any number of other trespasses, according to a report that ranked what public scandals upset consumers most.

By Jon Gingerich

CEOs who take a controversial political stance are practically guaranteed to wind up in the news cycle, but as it turns out, these actions rank far lower on the outrage hierarchy for the average consumer when compared to faulty products, lying to shareholders or deliberately misleading the public, according to a report released by digital politics and policy outlet The Morning Consult.

The report, which sought to gauge the types of brand controversies that offend consumers most, presented respondents with a list of 16 hypothetical brand controversies, and asked them to rank which would result in the most damning view of a company.

Companies that deliberately mislead the public and companies caught falsifying accounting records to boost profits were seen in the worst light. This was followed by companies that lie about how their products work, companies whose products could potentially harm consumers and companies caught lying to shareholders.

Interestingly, even though it's the kind of material that drives today's news cycle, the controversy least likely to upset consumers involved a CEO taking a political stance with which the respondent personally disagrees.

The Morning Consult report also broke down corporate crises into eight different categories, and asked respondents to rank which would most negatively impact their perception of a company.

When it comes to the scandal most likely to polarize consumers, covering up wrongdoing took the number-one spot. This was followed by employee mistreatment, customer mistreatment, major issues with products/services and fraud. Once again, making offensive statements or taking a political stance a consumer happens to personally disagree with rounded out the bottom of the list.

Internal review best response strategy

As it turns out, actions speak a lot louder than words when it comes to regaining consumer trust in the wake of a crisis.

When asked to list the responses most likely to win back their trust, launching an internal investigation and making a public pledge to ensure the same mistake won't happen again topped the list of strategies consumers prefer crisis-stricken companies take.

This was followed by issuing customer refunds. Formal apologies, a staple of the crisis management toolkit, appear to often fall on deaf ears, as it appeared third from last on the list.

Donating money to a relevant charity and firing the CEO was seen as the least effective strategy for handling a crisis.

A strong majority of respondents — 78 percent — also said they're more inclined to view a company in a favorable light when a crisis is followed with the appropriate response.

The report also found that respondents identifying as Democrat were far more like-

ly to abstain from a scandalized company's products or services than those identifying as Republican (55 percent vs. 39 percent, respectively).

Baby Boomer respondents comprised the generation most likely to pay attention to company scandals of a political nature (70 percent), compared to 59 percent of Gen Xers, 58 percent of Millennials and 38 percent of the Gen Z generation.

The Morning Consult's report, "How to Identify and Survive a Brand Crisis," relied on data culled from responses to online interviews with more than 2,200 U.S. adults in October. ○

Cyber breach rated most feared crisis

By Steve Barnes

Cyber breach is the type of crisis that companies are the most concerned about, according to a study conducted by law firm Morrison & Foerster and Ethisphere.

Two-thirds (67 percent) of respondents to the Crisis Management Benchmarking Report said that their company's crisis management plan addresses cyber breaches. Workplace violence or sexual harassment events were the second-most mentioned crisis events, with 56.5 percent of respondents indicating that their crisis management plan took those incidents into account.

The study notes that the appearance of cyber and sexual harassment at the top of the list stems from the fact that "both types of incidents are highly visible and front of mind for corporate executives." Because of that high public profile, those threats pose the greatest risk to a company's reputation.

Other topics that registered somewhat smaller degrees of concern were environmental damage (44.8 percent), government investigations (44.2 percent), intellectual property theft (40.9 percent) and terrorism (36.4 percent). However, almost one in five respondents (19.5 percent) said that their company had no crisis management plan at all.

But even though most companies have some sort of crisis management plan in place, their level of confidence in those plans isn't as high as it could be. Only 34.1 percent of respondents said that they feel "very confident" about how useful their plan would be in the event of an actual cri-

sis. A little over half (56 percent) said that they were "somewhat confident" about their plan being able to handle a real-life crisis, and 9.9 percent said that they were "minimally confident."

For respondents overall, that number is considerably lower, with 19.6 percent saying they benchmark their plans more often than annually, and 50 percent saying they did a yearly review. And while all of the "very confident" organizations said they benchmark their plans in some way, 9.6 percent of the overall sample said they forego the practice. The study found that the most confident companies tended to benchmark their crisis management plans against industry best practices more frequently than their less confident peers did. A majority of "very confident" organizations (61.3 percent) said they benchmarked their plans annually, with 25.8 percent saying they did so even more frequently.

Another area in which more confident companies outrank the pack is in the importance they place on having a formal and documented crisis management team. More than nine in ten (93 percent) of very confident companies said they had such a team, as opposed to 67.2 percent of survey respondents as a whole.

The Crisis Management Benchmarking Report was drawn from 248 responses from senior executives from both public and private companies and non-profits in areas including the U.S., Western Europe, Canada and Australia/New Zealand/Oceania. ○

Review of PR world 2018

2018 was a tumultuous year for PR as Donald Trump once again dominated the media landscape. WPP, Weber Shandwick's win of IBM, Jamal Khashoggi and a string of major acquisitions grabbed PR headlines. The year ended on a sad note with the passing of Jack O'Dwyer.

By Kevin McCauley

Donald Trump once again dominated the media landscape, soaking up many placement opportunities for PR people.

Supplementing his Twitter strategy of 2017, the President staged rallies throughout the US, purportedly to support local Republican Congressional politicians, but they turned out to be PR platforms for Trump and his assault on the media.

The President wrapped up the year with a surprise visit to Iraq to visit US troops. It was his first visit to a combat zone.



Donald Trump

He looks ahead to an uncertain 2019 as the Democrats take control of the House and counsel Robert Mueller wraps up his investigation.

The *Financial Times* ran an editorial on Dec. 27 calling the Trump presidency "a garish spectacle that could just as easily lead to his impeachment in the months ahead — or his resignation in exchange for immunity — as in his re-election in 2020."

Throughout 2018, the *Washington Post* gamely chronicled the burgeoning number of lies and deceptions spewed by Trump, but the reporting made no impact on his base which dismissed the reports as nothing but "fake news."

Highlights, lowlights

SKDKnickerbocker, which is part of Mark Penn's Stagwell Group, joined with Time's Up Legal Defense Fund to represent victims of sexual misconduct, including assault, harassment and abuse. With 42West and Sunshine Sachs, the firm coordinated communications for the Time's Up Umbrella organization that kicked off the year with a "Dear Sisters" letter published Jan. 1.

Joe Lockhart, who was president Clinton's White House press secretary, left his high-profile executive VP-communications post at the National Football League in January after a two-year stint. He re-emerged later in the year as Edelman vice chairman.

Burson-Marsteller merged with Cohn & Wolfe in February as WPP chief Martin Sorrell worked to simplify the British conglomerate's management structure. C&W

chief Donna Imperato assumed the helm of the revamped BCW.

ICR, a top financial communications shop, sold an investment stake to New York-based Investcorp as CEO Tom Ryan grabbed an opportunity to expand the offerings of the shop with about \$65 million in 2017 billings.

WPP, on April 3, announced the hiring of an independent counsel to probe claims of "personal misconduct" by Sorrell, who rejected any allegations that he misused corporate assets. He did recognize the company's right to launch an investigation. On April 14, Sorrell resigned as WPP CEO. With his exit, WPP wrapped up the investigation, "which did not involve amounts that are material." Mark Read, Wunderman CEO, and Andrew Scott, Corporate Development Director, were elevated to COO roles.

Lambert, Edwards & Assocs. of Grand Rapids acquired financial powerhouse Owen Blinksilver PR to move into the New York market.

Michael Nyman exited as Co-Chairman & CEO of PMK*BMC, a top entertainment firm, to launch Acceleration, investment advisory. He unveiled Bragman Nyman Cafarelli in 1991, sold it to Interpublic in 2000 and engineered the merger with PMK in 2009.



Michael Nyman

Fahlgren Mortine merged with Columbus-based SBC Advertising to form Fahlgren Mortine SBC, which began life with annual revenues in the \$35 million range. The transaction followed the acquisition of FM by Eastport Holdings Inc.

Weber Shandwick won global lead PR responsibilities for the \$15 million IBM account following a competitive pitch triggered by the arrival of chief communications officer Ray Day from Ford Motor.

Ketchum and Text100 had the IBM account since 2001. Weber Shandwick spearheads the IBM team that includes SKDKnickerbocker (US strategy, narrative),



Spectrum Science (Watson Health, thought leadership) and Ryan Seacrest's Civic Entertainment Group (influencer relations).

AT&T chief Randall Stephenson admitted that hiring Michael Cohen, president Trump's former lawyer, was a "big mistake." Ma Bell paid \$600,000 to Cohen's Essential Consultants, shell company, for advice on its \$85 billion acquisition of Time Warner, a deal opposed by the president.

Dennis McGrath, former president/CEO of Mona, Meyer McGrath & Gavin, died May 13 at age 81. Weber Shandwick had acquired MMM&G, which became its Minneapolis office.

Mercury Public Affairs, which is part of Omnicom, landed a \$75,000 monthly retainer from China's ZTE Corp, the smartphone company sanctioned by the Trump administration for selling gear to Iran.



Martin Sorrell

Sorrell put his comeback into motion as his S4 Capital acquired corporate shell company, Derriston Capital. He kicked in \$53 million of S4's \$67 million in funding. His strategy is to duplicate the 1980s formula used to build WPP from the corporate shell of Wireless and Plastic Products.

Qatar, which is under an economic and political blockade by its Persian Gulf neighbors, hired Blueprint Advisors to a \$1.2



million contract. Blueprint's leadership has close ties with Rudy Giuliani, president Trump's lawyer. The firm will rebut claims by Saudi Arabia and the United Arab Emirates that Qatar has ties to terrorist groups.

Paul Manafort, president Trump's campaign manager, went to jail in June to await his trial for violating federal lobbying laws, after a judge revoked his bail. He had been under house arrest after posting \$10 million in bail.

Netflix fired Chief Communications Officer Jonathan Friedland for his "descriptive use of the N-word on at least two oc-

casions,” according to a memo from CEO Reed Hastings. On Twitter, Friedland admitted to being “insensitive in speaking with his team about words that offend in comedy.”

Larry Weber returned to the helm of Racepoint Global in July following the surprise resignation of CEO Peter Prodromou. Tech guru Weber, who founded Weber Group, has advised Microsoft, IBM, GE and Verizon Wireless. Prodromou held the top post for about two years and served as president for three years prior to that.

Interpublic shelled out \$2.3 billion for Acxiom Corp.’s data management unit, a transaction designed to help units of the holding company compete against Google and Facebook. Acxiom Marketing Solutions, according to IPG CEO Michael Roth, “offers the deepest set of capabilities for helping companies navigate the complexity of creating personalized brand experiences across every consumer touchpoint.”

Bill Shine, who was a Fox News executive pushed out of his post for his handling of sexual harassment claims against the company, become the fifth communications chief of the White House. He took over for



Bill Shine

Hope Hicks, who quit in March and joined Fox.

Dolphin Entertainment, parent of 42West, acquired The Door for \$11 million, which includes a performance management contingent consideration of \$7 million. The hospitality/lifestyle firm has counseled Rachel Ray, Virgin Ho-

tels, Shake Shack and FAO Schwarz.

Sitrick and Company represented Papa John’s founder and former chairman John Schnatter, who was asked to step down as it launched a probe into his use of the N-word. Schnatter, who now regrets his resignation, said he used the N-word during a diversity training course, not as a racial epithet.

Huntsworth gobbled up a 90 percent stake in Giant Creative Holdings for \$72 million cash from Shamrock Capital Growth Fund. San Francisco-based Giant has 150 staffers involved in biopharmaceutical, media device and diagnostics work

CRC Public Relations promoted the drive to win support for Judge Brett Kavanaugh’s confirmation to the Supreme Court. CRC is the firm of Greg Mueller, who was communications director for Pat Buchanan’s presidential runs in 1992 and 1996.

Avenir Global of Montreal acquired Paddilla. With that addition, Avenir becomes one of the 25 largest PR outfits worldwide with 760 staffers and 21 offices across Can-

ada, Europe and the US.

Burson-Marsteller Washington picked up public policy duties for Hikvision, the Chinese-government affiliate that makes video surveillance systems. Critics of the deal expressed concern that Hikvision cameras could send footage to Chinese security officials. China’s government owns a 41.6 percent stake in Hikvision.

Edelman helped CBS handle the bombshell exit of 15-year CEO Les Moonves amid allegations of sexual harassment, revamp of its board of directors and agreement with majority shareholder Shari Redstone’s National Amusements Inc.

The British government launched an investigation of scandal-rocked Bell Pottinger, which collapsed in 2017 in the aftermath of its racist campaign in South Africa on behalf of Oakbay investment firm of the Gupta family.

Brunswick Group named Nik Deogun CEO of the Americas. The nine-year CNBC veteran served as editor-in-chief and senior VP for business news in charge of content for daily programming, specials and documentaries.

MDC Partners, parent of Allison + Partners, Sloane & Co., Hunter PR and KWT Global, announced a strategic review in September following a flood of red ink, client cutbacks and the exit of CEO Scott Kauffmann.

SeaWorld’s former VP-communications settled a fraud charge for his role in misleading investors about the negative impact of the 2013 film “Blackfish” on the company, according to the Securities and Exchange Commission. The deal with Fred Jacobs was part of the \$5 million fraud settlement with SeaWorld.

Gil Schwartz, long-time CBS chief communications officer, called it quits Nov. 1. In the CCO post since 2000, Schwartz joined CBS in 1996 as senior VP-corporate communications after a 14-year run at Westinghouse Broadcasting before its merger with CBS.

WPP announced the merger of Young & Rubicam and digital marketing shop VML in September. VMLY&R is set to debut in 2019.

Hill+Knowlton Strategies announced it will spin off its SJR content marketing/strategic storytelling shop on Jan. 1 under the leadership of Alex Jutkowitz and Mitch Stoller. SJR is to maintain a “special attachment” to H+K on common clients within the WPP operation.



Shari Redstone

Harbour Group and Gladstone Place Partners were among the first PR firms to sever ties with Saudi Arabia following the torture, murder and dismemberment of Jamal Khashoggi, *Washington Post* contributor. Harbor had an \$80,000 retainer pact with the Saudis, while Gladstone resigned a \$200,000 contract with the Public Investment Fund of Saudi Arabia to promote the construction of the \$500 billion mega-city, Neom.

Facebook announced in October that British politico Nick Clegg would become its global affairs chief. The 51-year-old, who lost his seat in parliament in 2017, will succeed Elliot Schrage.

Gary Ginsberg, most recently executive VP for communications and marketing at Time Warner, joined Japan’s Softbank telecommunication outfit as senior VP-head of corporate communications. A Democratic operative who served in the Clinton White House, Ginsberg also was executive VP at News Corp and counselor to its CEO, Rupert Murdoch.

Finn Partners acquired MFA Marketing and Public Relations, which was formerly known as Missy Farren & Assocs. The move bolsters Finn Partners’ position in food, travel, sports, wellness, crisis and corporate social responsibility.

Facebook cut ties with Definers Public Affairs following a *New York Times* Nov. 14 blockbuster about its effort to smear political opponents.

Amazon hired SKDKnickerbocker to defuse growing opposition to its plan to open a four-million sq. ft. campus in Long Island City, Queens. The New York City Council held a meeting on the facility on Dec. 12 and plans more hearings in 2019.

WPP CEO Mark Read plans to cut 3,500 jobs in his three-year “radical evolution” plan to restore health to the ad/PR conglomerate.

The firm will reposition itself as a “creative technology company” focused on communications (PR, advertising, content, media, PA and healthcare), experience, e-commerce and technology.

Read warned investors “previously announced account losses will create the anticipated headwind” during the first half of 2019.

Jack O’Dwyer, who launched the pioneering *Jack O’Dwyer Newsletter* 50 years ago, died Dec. 19. He was 85. (See obit on pg. 43).

The *Washington Post* remembered O’Dwyer as the “soul and conscience of the PR industry.” ○



Jack O’Dwyer

#MeToo beyond Hollywood

The birth of the #MeToo movement has ensured that press coverage of sexual harassment claims can affect any business, no matter the industry.

By Liz Bard Lindley

#MeToo initially gained momentum in October 2017 with a spotlight on the accusations against Hollywood producer Harvey Weinstein, but as the past year has shown, many industries have been exposed. Women, and men, have revealed #MeToo allegations involving politicians, academics, comedians, the military and coaches; non-disclosure agreements and hush payments have been uncovered; and the names and stories of the victims and the accusers have been made public by media outlets of all types. It can happen in any business, in any industry.

Within the realm of professional services businesses, law firms aren't exempt from facing sexual harassment claims. And while the law firm names and people may not be as instantly recognizable as those in TV (Lauer), food (Batali) or politics (Franken), allegations of sexual harassment merit media attention, no matter what the industry. Attorney and firm names take on a new dynamic — an association with potentially bad behavior — and that impression is difficult for a firm's existing and prospective clients to forget. Moreover, the names and businesses stay in the press long after the initial coverage, as journalists watch for industry trends, tracking the number and type of allegations within an industry with lists and updates, and reminding readers of past incidents.

In the legal industry, media coverage over the past year has been a steady drum, bringing attention to sexual harassment allegations that have the ability to tarnish or ruin individual and corporate reputations. It's not just the actions of the individual harasser that gain coverage — media will also look at the law firm's leaders. What did they do before/during/after the allegations arose? It's the anti-harassment policies that a law firm had, or didn't have, in place that are revealed; the training it did or did not offer its staff regularly that is magnified; the reporting structure and efficacy that are scrutinized; the stories of retaliation fears that come to light.

The discoveries made by the press, in spite of a crisis communications plan or the lack of one, can become reasons for a law firm client to disengage with the firm, not wanting to be associated with bad behavior. In some instances, lawsuits and the resulting

stories have uncovered a corporate practice of mandatory arbitration agreements, forbidding a victim from bringing an allegation public. In today's climate, because prospects and existing clients want to be associated with like-minded companies, the revelation of an anti-victim policy can influence decision makers.

As in other industries, law firms have faced sexual harassment allegations well before the #MeToo movement began: Global law firm Baker McKenzie was sued for allegations against partner Martin Greenstein 25 years ago. A San Francisco jury initially awarded the plaintiff \$7.1 million in punitive damages, finding that the firm knew of the trademark attorney's history of harassing women but failed to do anything to correct it. The California Court of Appeals later reduced the award to \$3.5 million. The verdict was upheld on appeal. Naturally, the story ran in the *New York Times* and *Los Angeles Times*, but the plaintiff's name and the law firm name appear in coverage to this day in articles about harassment, from *USA Today* and *Fortune* to the trade outlets covering the legal industry.

Undoubtedly, the stories about sexual harassment are frequent, but that does not diminish their impact. In March 2018, Latham & Watkins LLP Chairman Bill Voge suddenly resigned while *Law360* was investigating his relationship with a woman with whom he allegedly exchanged sexually explicit messages. The story was covered by the *Wall Street Journal*, legal publications in the US and the UK, Reuters, and *Financial Times*, just to name a few. It may go without saying, but online searches make it easy for anyone to assess the social behavior of a company today, and these archived news stories never go away.

There are many instances where past allegations and settlements are still coming to light. For example, lawyer James Tanenbaum resigned only one week after joining Mayer Brown after the *Wall Street Journal* reported that he'd settled a sexual harassment claim with a female lawyer years ago at a previous firm where he worked. (As reported by law.com, Tanenbaum "forcefully denies" the claims.)

Another very recent story describes allegations of sexual harassment against the law firm K&L Gates for conduct that al-

legedly occurred from the 2000s through the mid-2010s, including a sexual assault.

As for the bench, U.S. Court of Appeals for the Ninth Circuit Judge Alex Kozinski retired at the end of 2017 after nine women, including former clerks on the Ninth Circuit, alleged sexual misconduct. His name and the sexual harassment details, however, were in the news again in December 2018, when it was discovered that he's of counsel to a law firm, and his name's on a brief for a lawsuit in the Ninth Circuit.

Press coverage about sexual harassment claims should now be expected, especially since #MeToo began. The details of any claim can raise significant questions about the company involved. It's critical for PR professionals to be prepared with crisis planning for the predictable and inevitable issues that may arise. The issues that are unanticipated by a company can have the most-damaging effects. Sexual harassment allegations must be viewed as just as possible as crises related to product recalls, fraud or cyber events, and communications plans must not only be written to address these categories, but must be practiced and then updated as needed.

PR professionals can prepare for these crisis scenarios by following a well-established series of steps that are germane to most crisis communications plans. Whether representing a law firm or any other business, preparation is the key to managing a crisis effectively. Companies must be prepared for press questions about anti-harassment policies, reporting paths for victims, anti-retaliation safeguards and training standards. The headlines are here to stay, and communications teams must be mindful of, and learn from, the intense and ongoing media coverage that will follow a #MeToo allegation.

Liz Bard Lindley, Senior Vice President of Jaffe, is a former practicing attorney who counsels professional services firm leaders in all areas of public relations, including crisis communications planning. She can be reached at llindley@jaffepr.com. ○



Liz Bard Lindley



LITIGATION AND CRISIS COMMUNICATIONS

We advise domestic and international clients across sectors, including legal, professional and financial services, real estate and technology. We help clients prepare for and navigate complex reputational risk scenarios, often involving emergent issues, acute crises, active litigation, regulatory pressure and significant public scrutiny.

With offices in New York, San Francisco, Chicago, and London, plus our network of affiliate partners across all major commercial centers globally, we are positioned to handle any matter.

crisis@infiniteglobal.com

Key contacts

Jamie Diaferia CEO in Executive Team, **East Coast**, US
Jamie@infiniteglobal.com
+1 212-838-0220

Zach Olsen President in Executive Team, **West Coast**, US
Zach@infiniteglobal.com
+1 415-732-7802 Ext. 105



INFINITE
GLOBAL

Preventive care: crisis planning for hospitals

Hospitals remain among the institutions most vulnerable to a PR crisis. For this reason, it's paramount to ensure they've anticipated and prepared an action plan before crisis strikes.

By Ashley McCown

There's no other setting quite like a hospital. The heightened vulnerability and emotional state of those who are admitted — sick or injured — can be a volatile mix. That's just one reason these environments demand the highest level of professionalism and ethical behavior from administrators, medical professionals and staff. When those standards aren't upheld, the institution's reputation and ability to fulfill its mission can easily be compromised. From medical errors to data breaches, disease outbreaks and workplace violence, healthcare organizations are among those at greatest risk for a public relations crisis.

Earlier this year, security staff from the University of Maryland Medical Center in Baltimore left a patient, wearing only a hospital gown and socks, at a bus stop in the freezing cold after she'd visited the emergency room. After video of the woman in distress, taken by a doctor who happened to be walking by, was shared widely on social media, UMMC was heavily criticized for failing to provide compassionate care by engaging in a practice widely known as "patient dumping." The investigation by the Centers for Medicare & Medicaid Services cited the hospital for several failures.

In June, El Camino Hospital in California came under fire when a video of patient mistreatment went viral. This one showed an ER doctor mocking a patient having an anxiety attack. In a written statement, the hospital's chief executive called the doctor's demeanor "unprofessional" and "not the standard we require of all who provide care." The doctor was removed from the work schedule pending further investigation, and apologies were offered to the patient.

Even in healthcare, most crises can be anticipated and planned for so that small situations are managed effectively and do not spiral out of control. Here are our recommendations to ensure a hospital is crisis-ready:

Assess vulnerabilities. News programs including "60 Minutes" have investigated "patient dumping," and yet UMMC was seemingly still engaging in this inexcusable and inhumane practice. The hospital should've had clear procedures for discharging patients with no known address. Communications staff should work with HR and legal to ensure everyone delivering care understands that patient dumping is completely unacceptable and, in that vein, to take an objective look at all areas where

the institution may be vulnerable and at risk including workplace violence, data breaches, sexual harassment/misconduct, regulatory investigations and strikes/union activity. Hospitals need to dedicate senior level attention and resources to sound crisis planning and should make it a priority across the institution.

Proper training. Often, we think crises originate from outside our organizations. It would be easy to blame social media for the two crises discussed earlier. However, both of those incidents were triggered by staff conducting themselves in a way that was inconsistent with the hospitals' mission and standards of care. While the general public, media and regulators are critical stakeholders, patients and employees are the most important audiences. It's not just about having the right protocols in place; clear expectations must be communicated to staff.

Define the crisis team. Identify key roles and assign responsibilities. Make sure each person on the team truly understands their own responsibilities and where those fit within the framework of communications procedures. Ensure every role has a backup in case that person is unavailable when a crisis strikes.

Closely and carefully monitor social media. Hospitals should also have experienced communicators on the team who really know how to listen to and monitor social media and who know what steps to take if accusations start flying. Media often pick up and run with controversial videos before they contact the organization for comment. Both these situations started and blew up on social media. Early detection of damaging videos or social posts means a hospital can more effectively respond before they are shared for hours and hours and picked up by the media without the hospital commenting.

Develop a crisis communications plan. A communications plan should be a living document that can be regularly updated and adjusted as personnel and other factors change. Develop clear communications procedures for crises the organization is most likely to face and map out how to respond — across audiences and platforms including social media.

Draft holding statements in advance. Identifying the range of vulnerabilities a hospital wants to prepare for also means it can have some language at-the-ready to address those situations. As part of the crisis

plans we develop, we regularly draft holding statements for a wide variety of scenarios. These statements are reviewed and approved in advance by legal counsel, so there's a bank of easily adaptable language ready to use. Once a crisis strikes and the clock is ticking, it is very hard to determine the right thing to say to the media, patients, Boards of Trustees and regulators, get it approved by multiple reviewers and distributed. This forward-thinking approach can make the difference between responding to media inquiries within an hour or two as opposed to a day, and after several news cycles have come and gone.

Drill, drill, drill. Recent polls suggest that while 75 percent of organizations have some sort of crisis plan, the same percentage has low confidence in that plan's effectiveness. Having a plan is just the first step. Being able to effectively execute against that framework is paramount. Remember, plans don't work if they are gathering dust on a shelf or have not been exercised. I recall a time when I was participating on a panel about crisis planning and one of my fellow panelists shared that his organization had a crisis plan and defined Crisis Response Team. However, the first time the team ever met and relied on their plan was when a major data breach had occurred. Regular training and table-top exercises ensure your plan is current and crisis ready and so is your response team. Crisis plans should be updated annually and phone trees for the Crisis Respond Team quarterly.

Share best practices. I share the above examples not to point fingers, but to learn from them. Sound crisis planning isn't a one and done exercise. It's a long-term commitment and discipline. Learning from each other and sharing best practices will ensure hospitals are in the best possible position to protect their institutions.

For hospitals and those working in healthcare, it's not a question of "if" but "when." How leadership plans for/responds to a crisis will determine how quickly that organization bounces back and whether it sustains any long-term damage to its hard-earned reputation.

Ashley McCown is President of Solomon McCown & Company. ○



Ashley McCown

Judgment. Empathy. Experience. Results.

In 2019, global companies and institutions will confront unforeseen events that could alter their future, pose unprecedented challenges, and potentially set them on a new course that will redefine their organization and significantly impact their key stakeholders.

With nearly five decades of experience, Kekst CNC is one of the world's leaders in counseling clients on special situations including: corporate and financial communications, mergers & acquisitions, shareholder activism and governance, crisis communications, regulatory investigations/resolutions, litigation support, IPO communications, restructurings, issues and reputation management, as well as change management and employee engagement. In most every instance, our proven experience, sound judgment, and results are supported by data-driven insights, based on proprietary research and analysis capabilities.

That's why more than 600 clients around the world rely on Kekst CNC as their strategic communications partner. With 250 professionals located in 12 offices in key global markets, we create and implement communications strategies to support every aspect of our clients' business objectives to: help them grow organically or through acquisition; help them to undertake transformative initiatives; or help them protect themselves against specific or unforeseen threats and high stakes reputational issues.

Kekst CNC: a Leading Global Strategic Communications Consultancy.

New York, London, Munich, Berlin, Frankfurt, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm (JKL)

PR firms and protecting attorney–client privilege

As several recent cases have demonstrated, some courts will extend attorney–client privilege to PR firms, while others will not. However, there are some steps that can be taken to better ensure that communication remains protected.

By Andrew Goldstein

When a company or an individual is faced with a crisis, such as a scandal, a government investigation or criminal charges, the first call is likely to be to the lawyers, and the next call, either from the lawyers or the company/individual, could be to a public relations firm. However, will communications between the client or the attorneys and the PR firm be protected as confidential by the attorney–client privilege?

In the recent California case of *Stardock Systems Inc. v. Ford et al* (11-30-2018), the plaintiff, Stardock, sued the defendants for infringing its intellectual property for its videogame. The defendants claimed that the plaintiff engaged in a PR war against them, consisting of hundreds of posts to online forums and social media platforms which “blatantly misrepresented the facts and seek to sway public opinion in favor of Stardock and its game while casting a shadow over the defendants and their game thereby forcing them to settle this case.” In response, attorneys for the defendants retained a PR firm, Singer and Reich, to provide communications and PR counseling. The plaintiff alleged that defendants engaged Singer to “orchestrate a social and other media assault on Stardock and in particular its CEO in an effort to influence public opinion and turn it against Stardock by engaging in inflammatory postings and representations that appear to be related to the litigation.” Stardock issued a subpoena to the defendants asking for all documents relating to communications between Singer and defendants.

The court held that communications between defendant and Singer were protected by the attorney–client privilege because the defendants’ counsel, not the defendants themselves, hired the PR firm to provide PR counseling specifically for the purposes of litigation strategy in the pending case. The court noted that the communications with Singer related to the defendants’ counsel’s litigation strategy in dealing with the current lawsuit, and included legal advice in responding to the lawsuit and launching a public or social media-based campaign to favor the defendants in terms of their perception in the current case.

On the other hand, recent cases from California and New York reached a different result. In a California case, *Behunin v. Superior Court* (2017), involved a dispute over a

real estate investment brought by the plaintiff against Charles Schwab and his son, Michael. A PR firm was engaged by the plaintiff’s lawyers to set up a website containing information linking the Schwabs with former Indonesian dictator Suharto and their connections to corruption and other criminal activities. In a subsequent defamation suit against Behunin, the Schwabs demanded communications between the plaintiff, his counsel and the PR firm. Here, the court refused to apply the attorney–client privilege because the plaintiff failed to establish how a website created by a PR firm as part of an overall social media campaign aimed at inducing settlement was reasonably necessary to the plaintiff’s litigation strategy. The court found that the plaintiff’s counsel wasn’t involved with creating the website and was basically just a liaison in hiring the PR firm.

Similarly, in *Gottwald v. Sebert* (2017), a New York court refused to apply the attorney–client privilege to communications between singer/songwriter Kesha, her lawyers, and a PR firm hired by the lawyers, where the PR firm’s involvement was “primarily for the purpose of advancing a public relations strategy” as opposed to “developing or furthering a legal strategy.” The court here distinguished between communications focused on the effects of litigation, such as influencing the public for settlement purposes, which constitute ordinary PR strategies, and communications that are necessary to obtain legal advice. The court found the focus of the communications was to ensure that developments in the case were being given their desired media spin and were “not coordination to facilitate legal advice.”

All of these cases relied on the opinion in a New York case, *In re Grand Jury Subpoenas Dated Mar. 24, 2003*. This case involved the target of a high-profile federal grand jury investigation who hired a PR firm based on fears that “unbalanced and often inaccurate press reports about Target created a clear risk that the prosecutors and regulators conducting the various investigations would feel public pressure to bring some kind of charge.” The court protected the communications with the PR firm under the attorney–client privilege and established the test that “(1) confidential communications (2) between lawyers and public relations consultants (3) hired by the lawyers to assist them in dealing with the media in cases

such as this (4) that are made for the purpose of giving or receiving advice (5) directed at handling the client’s legal problems are protected by the attorney–client privilege.”

As you can see, it’s difficult to predict whether a court will protect communications between a client and/or its lawyers and a PR firm. However, there are steps you can take toward ensuring that such communications are shielded from discovery:

- 1) The PR firm should be hired by the attorneys, not the client, and the attorneys should manage the relationship with the PR firm, i.e., the attorneys should handle the PR firm’s fees and the attorneys should be copied on any communications between the PR firm and the client.

- 2) Consider engaging a special PR firm to handle the case, rather than the client’s general PR firm.

- 3) The PR firm should have a written agreement with the attorneys specifying exactly the services it will provide, emphasizing the facilitating of legal strategy and covering such things as reporting relationships, communications with the law firm and the client, and the sharing of confidential information.

- 4) The client should talk only with the PR firm when the lawyers are present.

- 5) The attorneys should be actively involved with the PR firm and its activities, rather than letting the PR firm operate independently.

- 6) The attorneys should try to ensure that the PR work is focused on the litigation, i.e., trying to influence the relevant decision-makers, such as prosecutors, rather than simply trying to influence public opinion or compelling the other side towards settlement.

Of course, nothing can guarantee that communications between a PR firm and its client or attorneys will be shielded by the attorney–client privilege, but following these steps will help to protect the communications.

Andrew Goldstein is a Partner with Freeborn & Peters LLP in the Corporate Practice Group and a member of the Emerging Technologies Industry Team. He can be reached at agoldstein@freeborn.com. ○



Andrew Goldstein



**Producing results
when it matters most.**

**Take
Control.**

Corporate Communications

Investor Relations

Corporate Governance & Shareholder Engagement

Transaction Communications

Shareholder Activism

Crisis Communications & Special Situations

Litigation Support

Restructuring & Bankruptcy

Private Equity



JOELE FRANK | WILKINSON | BRIMMER | KATCHER

New York | San Francisco | joelefrank.com

2018's top PR agency acquisition takeaways

Why 2018 was a game-changing year for the PR agency acquisition marketplace.

By Art Stevens and Rich Jachetti

It was the best of acquisitions, it was the worst of acquisitions, it was the age of private equity, it was the age of the roll up, it was the epoch of newcomers, it was the epoch of early retirements, it was the season of high margins, it was the season of bolt-ons, it was the spring of hope, it was the winter of despair, we had everything before us...

Our thanks to Charles Dickens for not turning over in his grave as we borrow his hallowed language to describe the game-changing PR agency acquisition marketplace in 2018. The world of PR agency acquisitions took new twists and turns this past year from subordinating the tired old valuation-driven accountancy model of yesterday and transforming it into a multi-layered process replete with new and vibrant acquisition models driven by demands from buyers for PR agencies with 21st century integrated marketing services strategies and capabilities.

We at TSG found ourselves on the front lines of a new PR agency acquisition zeitgeist and there seems to be no turning back. PR agency management is being drawn inexorably into deals comprised of evolving market factors that demand that agency CEOs place their highest priority when making an acquisition, or when selling their agency, on the growth and diversification needed to keep their agencies up to speed — even ahead of — their clients' increasing demands for performance and accountability. This trend has driven even further the transition of the whole idea of what a PR agency is and has sent that question roaring into a new era where the very practice of public relations is being redefined.

For these reasons among others, it was a robust year for PR agency acquisitions, both large and small. There were many new buyers availing themselves of the opportunity to acquire and grow. And with more buyers came a flood of new sellers seeking access to bigger and better growth opportunities.

Another major takeaway of 2018 in the PR agency M&A marketplace was the sheer number and variety of new buyers on the hunt to acquire PR firms. Private equity firms jumped into the acquisition arena more aggressively than ever in 2018. At one point the world of private equity considered the PR agency industry to be too small to consider. But with hundreds of billions of dollars languishing on investment company balance sheets and PE firms hungr-

er than ever to find new markets for their new-found capital to invest, public relations agencies have gotten more glamorous and desirable for these solely money-making focused enterprises as they watch the former step-child of the marketing services landscape become the darling of the C-suite.

We saw more savvy buyers turn their acquisition attention to PR firms with profit margins in excess of 30 percent. And we saw more agencies of all revenue sizes hitting those margins in 2018. We saw buyers preferring management of seller agencies who think and act less like tacticians, publicists, event planners and crisis managers and more like businesswomen and men hell-bent on growing their firms. What's more, we saw a small but growing number of very large independent PR agencies make deals with outside investors in 2018. We saw PE firms take equity positions in these firms and help bankroll acquisitions, oversee and help stimulate growth of their new asset(s) both organically as well as through acquisitions ... where three to five years down the road the new owners sell the now evolved agency assets they acquired to ever larger buyers, including larger PE firms who will continue this same process far into the future ...

All of this means that the stage has been set and many of the independent PR agencies with the foresight to see what's on the horizon, or rather what's already right at their doorstep continue to grow rapidly, and as a result there was consolidation in our industry in 2018. We predict much more to come in the years ahead.

Another fascinating trend we saw last year is the re-emergence of the roll up — the brainchild and province of Peter Gummer and Shandwick. We saw individual entrepreneurs looking to make an impact build their case to wealthy investors and convince them that with a lot of hustle and gallons of elbow grease they could build brand new \$50 million PR holding companies themselves, thus creating a new sellers' paradise for PR agency principals. These new roll ups are amassing a war chest of funds that will make buyers even richer, and give the sellers a second big bite of the apple in the final years of their earn out.

Sellers are motivated because money talks. We saw new, visionary buyers willing to not only meet current purchase price parameters in PR agency acquisitions, but exceed

them. Bottom line: the market determined the valuation of a seller agency, not the other way around. We predict the PR agency community will see many more buyers willing to pay a premium for firms whose culture and service offering meet the demands clients are placing on buyers.

Conversely, an early exit strategy is hardly the reason why most sellers we worked with were anxious to find a strategic buyer for their firms. Most sellers we worked with in 2018 still love what they do, they remain hungry and ambitious. And they want to not only stay on after an acquisition is consummated but play an integral role in the management of the buyers' organizations. What hasn't changed much over the years is the desire of many PR agency CEOs to pass on the back office and administrative responsibilities to the buyer. With the time they saved not having to think about admin headaches, CEOs are using those hours more productively to compete for new business, work with new clients, manage larger units and help grow both the firms they founded as well as contribute to the growth of the buyers' organizations.

This latter trend was a boon to many buyers. They not only inherited coveted accounts and niches, but they inherited talented management teams and account staff, which can only help enhance the continued growth and reputation of buyer's firm.

There's no question that buyers were aggressively on the lookout for firms that are expert in all things digital. Competition among PR agency CEOs to find and acquire digital/interactive talent was intense. Equally vibrant in 2018 was the competition among agency owners to acquire firms in the biggest and most lucrative growth categories such as pharmaceutical/healthcare, public affairs, crisis management, technology, consumer products and financial services.

And, finally, we discovered again in 2018 that almost without exception no PR agency is too small to be acquired. Many smaller



Art Stevens



Rich Jachetti

— Continued on page 23



Never flinch in a pinch.



You've worked hard to build your company's strong brand and a stellar reputation. But if you're not prepared for adversity, it can all be lost in the blink of an eye. Don't wait for the cameras to start rolling to gauge your readiness. See how we build, grow and protect brands and reputations at PadillaCo.com.

24/7 Crisis Hotline 1.877.PR ER 911

padilla
connect with purpose

When the shift hits the fan

Crisis management practices for the digital world.

By Michelle Ubben

We're only human. That is, we're all prone to make mistakes. And by extension, our organizations are just one flawed, human moment away from significant and long-term brand damage, leading to loss of reputation, revenue, customers, and market share. That's nothing new. What has changed in the digital world are the ways a crisis can originate, how quickly the damage can occur and spread and how long it can last.

The fundamental principles of crisis management remain as true today as ever: Get out in front of your crisis and manage it, tell your own story rather than waiting for others to tell it for you, tell the truth and get all the facts out in one big release if possible, and communicate with all of your most important audiences.

Rather than changing the playbook, the digital world has raised the ante, amplified the urgency, and magnified the importance of responding to a crisis quickly and well. Word travels fast in a time of instant notifications and social shares, so brand-keepers must assume that awareness of their crisis will be broad and swift. Mishandling a crisis in the early minutes and days can be devastating: In a recent Sachs Media Group Breakthrough Research survey, 61 percent of respondents said a company's handling of a PR crisis affected their decision whether to do business with that brand. Among the much-courted younger demographic of 18 to 34 year olds, the number was even higher — 67 percent.

So, how is the digital world impacting how a crisis unfolds, and how should brands respond? Some recent crises provide good lessons.

Take decisive and dramatic action

It used to be that a crisis didn't become a crisis until a story broke in the media. Today, many a crisis erupts on social media thanks to a smartphone video, escalates when influencers comment and share, and evolves when other people keep the story alive with new information (not all of it accurate). Traditional media pickup becomes the secondary crisis when reporters chase a story that is trending on a social platform. When a crisis grows "legs," a brand in the crosshairs needs to take responsibility and act swiftly and decisively.

A crisis erupted for Starbucks in April, when a customer posted a video on Twitter of two black men being arrested after they didn't order anything. The video generated heavy social shares and sparked protests. The incident was amplified by influential

social media users such as Young Turks commentator Shaun King, who has a Twitter following of 1 million and retweeted posts about the incident. The crisis then expanded when a second video about a black customer being denied use of the restroom at a Los Angeles Starbucks emerged. Traditional media jockeyed for the story — a competition won by "Good Morning America" when it broadcast the first interview with Rashon Nelson and Donte Robinson, the pair arrested in Philadelphia.

Although it took Starbucks nearly a month and a half to put this crisis to bed, it ultimately succeeded by taking the dramatic step of closing 8,000 of its coffee shops for a half-day of anti-bias training. That bold step conveyed far more credibility than simply announcing a new training program — it showed that the company was willing to forgo four hours of sales to induce a culture change. It also meant the gesture could not be missed and would generate a nationwide buzz, taking negative stories and calls for a boycott and replacing them with positive media coverage and social comments.

Even King circled back with a positive message about the coffee house on Twitter, "I'm proud of Starbucks for this."

People expect information; give it to them

A time-tested principle of crisis management is to keep the media informed with regular, predictable briefings so they will look to the brand as a trusted information source, rather than getting information from wherever they can find it. It's still important to keep the media fed, but in the digital world all audiences expect a steady flow of updated information. Fortunately, brands have never had more tools to communicate directly with customers and other essential audiences. Smart brands use these tools effectively to quell rumors, reduce upset, put a likeable human face on the company, and retain brand loyalty during a period of trial.

When 700 Southwest Airlines flights were grounded in July 2016, after the airline's computer system went down, their customers were inconvenienced and understandably upset. Rather than hiding and dodging, Southwest used all its owned communications platforms to give customers real-time information about the causes of the problem and clear guidance about what to expect and how to rebook flights or get a refund. The airline launched a new online resource, Southwest Community, to post explanations and updates. It leveraged

videos with top Southwest executives that struck the right chords — leading with an apology, then expressing empathy for the plight of their customers, and finally offering clear explanations about how to get help.

Smart brands predict and prepare

The best way to survive a crisis is to anticipate and prepare for it. That means honestly assessing your brand's vulnerabilities and thinking through a course of action to respond. While social media can fuel a crisis, it also provides a powerful window into the minds of customers and other interested audiences, if monitored closely. In 2018, we saw examples of some brands using social monitoring to protect their reputation and forestall the crisis, while other brands missed the signs and endured some unnecessary brand damage.

When Build-A-Bear announced a one-day Pay Your Age promotion to take place, it was a genius marketing and PR move that generated significant positive media coverage and social love. But the unprecedented spike in social media engagement should have been a tip-off to the company that customer response might outpace their fulfillment potential. Instead, eager parents and children stood for hours in long lines outside stores, only to be disappointed. In some locations, lines were cut off, while in others stores were shut down altogether. Build-A-Bear's brand sentiment plunged and its CEO had to go on the "Today Show" to apologize.

Like many crises, this one was self-inflicted and avoidable. Savvy brands can use social media monitoring as a crystal ball to anticipate a crisis, and certainly as a window to observe brand damage as it happens in order to react swiftly.

While it's too soon to say which companies will endure brand-threatening crises in 2019, it's beyond question that there will be some doozies. How does a brand avoid damage in a digital world?

- Assess your brand weaknesses and threats, and put a crisis plan and quick-response guide in place now.

- Make sure your core messaging is fresh and reflects your corporate values. Based on that messaging, create a social media response guide that anticipates most common crisis scenarios.



Michelle Ubben

— Continued on page 32



We believe that if you wait until a crisis hits, it's too late. Our decades of experience dealing with crises from natural disasters like earthquakes and hurricanes to manmade

disasters like terrorism, drug cartel violence, data breach and exploding oil wells in the Gulf of Mexico makes us the perfect partner for anyone facing a crisis.

WE VIEW CRISIS COMMUNICATIONS THROUGH A HOLISTIC 4 STAGE LENS:

PREDICT

COMPREHENSIVE
INVESTIGATIVE
VULNERABILITY
ASSESSMENT

PREPARE

MEDIA TRAINING,
ALLY RECRUITMENT/
ENGAGEMENT,
SIMULATION DRILLS

PUSHBACK

WAR ROOM:
ALWAYS ON
LISTENING/RAPID
RESPONSE

PIVOT

USING THE
CRISIS TO
YOUR
ADVANTAGE

WITH QORVIS,
OWN EACH STAGE

The growing popularity of student-run PR agencies

An explosion of student-run public relations agencies at universities has not only raised the bar for higher education in PR but has put more skilled, qualified graduates in the market.

By Doug Swanson

With each passing year, the ability to work effectively in public relations demands more of PR professionals. As we know, just being able to write a cogent news release or call a press conference won't get anybody a job or allow them to keep it. Today's PR pros need to be brand management experts with a sound grasp of social media analytics, creative skills, multicultural awareness and myriad of other talents that weren't in any PR job description a few years ago.

Many of America's colleges and universities are recognizing the increased expectations and responding with stronger career preparation for PR undergraduates. A key part of that preparation is the student-run PR agency.

The student-run agency is a business that operates within an academic program. The agency replaces the old fashioned "read a book, listen to a lecture and take a test" model of learning with real-world clients and situations, marketplace challenges, fast deadlines and no easy answers. It puts PR students in the driver's seat. The resulting performance and knowledge gain exceeds anything that can be done in a classroom.

A survey of 200 employers by the National Association of Colleges and Employers in 2016 found the five most sought-after skills in all fields were leadership, teamwork, written communication, problem-solving and verbal communication. These are skills university PR agency students develop every day in interactions with marketplace clients.

There were just a handful of student agencies in the 1970s and '80s, and at that time they were somewhat of a novelty. That's no longer the case.

The population of student agencies has exploded in this decade, going from 83 agencies identified in a 2011 search by Elon University professor Lee Bush to 158 student agencies. More new agencies are planned or being launched.

PRactical ADvantage Communications, our agency at Cal State Fullerton, was established in 2011 and has already graduated more than 650 students. Our students transition from campus into the workplace with campaign work for clients such as the Motor Press Guild, Cox Communications, the City of Anaheim and Miracles for Kids as well as for smaller local businesses and nonprofits.

The advance of digital technology has given even student-run agencies equal footing with larger and more seasoned marketplace competitors. With a small team of scrappy digital native students armed with smart phones, it's possible to run circles around marketplace agencies that don't know or can't figure out how technology can solve problems.

In the student agency workplace, the most significant of all the important and potentially long-lasting skills students master is mentoring. Through peer-to-peer mentoring, agency students learn from each other what it takes to be successful in PR. The left-brain strategic planning types sit down with the right-brain creatives, and before you know it, everybody's working together at the same level of expertise.

Agency students also apply reverse mentoring — the process whereby a less experienced and typically younger person teaches new skills to a more senior colleague. Reverse mentoring happens in student agencies when a 20-something PR student engages with a 50-something client, showing the client how to open a pop-up shop or perform social media analytics. Reverse mentoring is cutting-edge, cool stuff that corporate America takes notice of, and it's happening in student agencies every day.

Student agencies also give a lot of attention to business-focused interpersonal skills that may not be attended to anywhere else in a typical undergraduate mass communication curriculum. Agency students learn the importance of written and oral communication skills in a business context so they can communicate effectively and persuasively with work teams on the inside, and vendors and suppliers on the outside.

We know these skills are being developed because student performance in the agency is evaluated at several different levels. Typically, students engage in regular review and critique of each other's individual and collective work. The agency supervisor does this, too. The evaluation that carries perhaps the most weight is that of the client. After all, the student agency is a business and many agencies charge clients for the work performed. Even if the client is taken on pro bono, the work must still be top quality.

Of course, there are still challenges that many of us who oversee student agencies are working on. At the top of the list is

understanding our Generation Z students because, to be honest, it's a whole new ballgame. Many college students today fall into Gen Z, the demographic group of 73 million Americans born between the mid-1990s and early 2000s. Gen Zers are whip smart and culturally astute. They're tech savvy multi-taskers who developed keyboarding skills in preschool and have never known a world without Internet.

At the same time, although Gen Zers can easily tackle subjective tasks, they struggle to identify soft skill learning and recognize its importance. In other words, following a "to do" list is easy. Solving problems with no clear paths to a solution can be frightening. Those of us who oversee student agencies are working hard to get in synch with Gen Z and maximize their smarts and talents in a PR context.



Doug Swanson

There are still many college and university PR programs that don't have student agencies. Admittedly, launching an agency takes a lot of thoughtful planning. Not every faculty member has the skills and experience to balance the multitude of occasionally conflicting responsibilities involved with running a business in an academic unit. Not every program has the resources to dedicate to a complex operation of this type.

But academic programs in PR that don't pursue establishing a student-run agency are really missing out. Educating PR students without providing them with a "real world experience" laboratory is shamefully out of touch with reality. In early 2013, the Higher Education Research Institute reported that 88 percent of incoming university freshmen said they hoped a degree would allow them "to get a better job." How are the PR students who want that job going to be able to land it without an opportunity like a student-run agency to build the better skills that will land them that job? Students who complete a program that doesn't include real-world PR learning are unprepared for marketplace-relevant tasks because they've never faced any.

Perhaps in response to public recognition of graduates' lack of work preparation, recent news stories have described how dozens of postgraduate "boot camps" and "bridge programs" have sprung up. These programs allow recent college graduates to learn the skills they did not master in the

— Continued on next page

How to deal with online bullies

Steps brands can take to fight back against bad actors who sabotage reputations online.

By Lindsey Carnett

Reputations can be destroyed almost instantly online, and with the power of the Internet, widespread attention is easily given to bad reviews, criticism and accusations. With 81 percent of shoppers conducting online research before making a purchase, negative brand reputation can have a devastating effect on profitability and market share.

A customer who feels they've experienced bad service can easily and quickly influence other customers, and with the strength of social media, companies need to identify where their risks lie.

Online reputational management is a timely 24/7 process, and its effective handling will help brands understand their performance and target audience whilst tackling online bullying professionally.

Identifying the bully

As a brand, the faster that identification of the online bully takes place, the better. The bully might be posting anonymously, using the review section of your site to criticize, or use platforms like Twitter to share their distaste on a mass scale. Digital teams should use the data available to identify the individual — taking advantage of location metadata, timestamps, previous posting history and other data to securely detect them.

Is it resonating?

Measuring sentiment and seeing if the bully is having an impact is an important first step in tackling the problem. Look for similar viewpoints and comments from

other users to identify if this is a deliberate attack on your brand's reputation and business. Look for trends on your own platforms and use social media tools like Google Alerts, Hootsuite and ReviewTrackers to help you in this quest.

The financial implications

Financial damage is a serious consequence of the action of an online bully. If their concerns are specific to a product or service, use extra resources to track performance and sales predictions. Measure the impact both short and long term as part of the assessment of any perceived or actual damage.

Seeking professional advice

If the reputational campaign continues, legal counsel should be engaged. This is particularly important if the online bully is engaged in a libelous campaign. Formal steps should be taken to halt reputational and financial damage and cease the online bully from communicating.

Respond publicly vs. deleting posts

Going on the attack isn't helpful to repairing or defending your online reputation. Best practice recommends responding to reviews or comments with openness and a desire to resolve the problem. It shows your willingness to address a problem and a commitment to good customer service and the desire to improve your services. There is, of course, the risk that the online bully may continue the dialogue, and in this instance, you should try to resolve the is-

sue in a private way, such as email or direct message.

The power of brand ambassadors

Engaging brand ambassadors is a strong tactic to use to take on online bullies. Encourage and work with them to create positive content, sharing good experiences and reviews using photos and videos. Ambassadors and social media influencers with a large reach and strong influence can help to minimize bad press and target new audiences.

Building a fortress of positive reputation

Working hand-in-hand with brand ambassadors and happy customers, constructing a digital fortress of positive reputation can help to deter online bullies. Whether through product incentives or rewards for continued hospitality, brands should use the tools at their disposal to promote good customer service and a positive brand experience. Squashing negative reviews enhances the problem, and instead, reach out to incentivize those happy customers who will organically sing your praises through testimonials on social media.

Taking these steps can help brands tackle online bullies head-on, casting the spotlight on positive customer service and focusing on generating digital dialogue that will strengthen positive reputation.

Lindsey Carnett is CEO and President of Marketing Maven. ○



Lindsey Carnett

STUDENT-RUN PR AGENCIES

Continued from page 22

university. PR students who have the opportunity to take advantage of a student-run agency would not be likely to need additional training that adds to their student loan debt and further slows their transition to the workplace.

Now that you know about this valuable, growing segment of higher education in PR, here's what you can do next: Seek out the university student-run agencies in your area. They're hungry to interact with professionals, and most would welcome you to visit, meet their student teams, learn about their clients and critique their projects.

The typical student agency is greatly limited in its growth by the supervising faculty member's time, the number and quality of clients available and the dedicated floor

space the campus can give for agency operations. It's tough to grow the agency because so many variables have to come together to make it happen. So, that's another reason to seek out and be involved in a university student-run agency. Help them find the path to growth so that the agency can expand, student enrollment can increase and more students can benefit.

Last but not least, look to student-run agencies first when you're able to take on an intern or entry-level hire. Just as agencies want your interaction, they also want you to meet and consider hiring their talented students.

Agency students don't need "driver education." They're ready to hit the road right now.

Doug Swanson, Ed.D APR is professor of communications at California State University, Fullerton. He's founder of CSUF's student-run agency, PRactical ADvantage Communications. ○

2018 PR AGENCY TAKEAWAYS

Continued from page 18

agencies bring skills and expertise in particular niches; have a foothold in a particular geographic market; and have savvy management. There's still a premium on talent. We at TSG still marvel at how many PR agencies we identified, or who contacted us last year, who were often under the radar screen and are virtually unknown outside of their specific spheres of influence.

The PR agency world is amazing. There's so much talent out there and it serves as a wellspring for acquisition-minded buyers. As for growth by acquisition in 2018, it was the best of times!

Art Stevens is Managing Partner of The Stevens Group, consultants to the PR agency profession. Rich Jachetti is Senior Partner at The Stevens Group. Details: www.theartstevensgroup.com ○

2018: the year crises became a critical comms factor

For communications professionals, 2018 will be forever remembered as the watershed year that societal and political issues became permanent points on every brand's radar screen.

By Matt Purdue and Steve Goodwin

Crisis communications' watershed year began in 2017, with two tremendously powerful and divisive men — one in the east coast power seat in the White House and another in the west coast power seat at Miramax — spurring one controversy after another. In 2018, this trend morphed into a cultural phenomenon that appears here to stay.

Everywhere we turn, consumers, employees, investors, journalists, analysts and other stakeholders are expecting brands to take a stand on societal and political issues ranging from #MeToo and gun violence to immigration and climate change.

For many communications pros, this new normal may require a new way of assessing, executing and measuring the effectiveness of crisis communications. To remind us all of how disruptive 2018 has been for professional communicators, we took a look back at the most significant societal/political issues to impact organizations in the past year.

As you'll see, the range of incidents varies widely, but the responses — whether proactive or reactive — all point to the need for having a ready and clear-eyed plan in place before an issue erupts.

1. Nike features Colin Kaepernick in "Just Do It" 30th anniversary campaign (September): Negative reaction was predictably swift: people burned Nike products, a college cut ties with the company and President Trump chimed in with a negative tweet.

Outcome: In just three days, Nike products began to fly off shelves, leading to a 31 percent increase in sales.

2. Dick's Sporting Goods curtails gun sales after Parkland massacre (February): In the aftermath of the horrific shooting, Dick's decided to stop selling assault-style rifles and raise the minimum age for gun purchases to 21.

Outcome: Mixed for Dick's. The retailer initially reported stronger-than-expected sales that lifted Dick's stock as much as 27 percent. But in the third-quarter, sales fell 3.9 percent, with the CFO reporting that weak gun sales impacted other products like outdoor equipment because fewer hunters are now patronizing Dick's. The company also said roughly 60 employees — out of approximately 40,000 staff — quit over the retailer's decision.

3. Trump climate report denial spurs

Patagonia donation (November): President Trump denied the dire socio-economic findings of his own government's National Climate Assessment Report.

Outcome: Already previously suing the Administration over public-land issues, Patagonia announced it would donate \$10 million it saved in "last year's irresponsible tax cut" (Patagonia's words) to environmental programs.

4. CBS chief Les Moonves resigns amid sexual misconduct charges (September): In what's becoming an all-too-familiar #MeToo story in the media/entertainment cycle, six women came forward to accuse the powerful CBS honcho of sexual harassment. Others said Moonves created a culture that tolerated sexual misconduct.

Outcome: The CBS board forced Moonves to resign, and CBS stock has significantly underperformed the broader market since this summer.

5. Corporate coalition opposes Trump gender definition plan (October): The Trump Administration released a proposal to change the legal definition of gender to remove any mention of the word "transgender."

Outcome: A coalition of 56 companies including Coca-Cola, Apple, Amazon, Chase and Dow Chemical signed an open letter condemning the proposal.

6. Khashoggi killing prompts backlash against Saudi Arabia: (October): *Washington Post* columnist Jamal Khashoggi was murdered inside the Saudi Arabian consulate in Istanbul, with U.S. intelligence indicating the Saudi crown prince ordered the hit.

Outcome: Executives from a long list of companies — including Uber, Sotheby's, Google, Virgin, Siemens and Softbank — pulled out of Saudi Arabia's "Davos in the Desert" conference in protest.

7. Major brands cut ties with the National Rifle Association (February): In one of the year's most tone-deaf moves, the NRA immediately went on the defensive after the Parkland tragedy.

Outcome: Major national brands raced to end their associations with the group, including Chubb, MetLife, Symantec, Delta, United, Hertz and Symantec.

8. Papa John's founder resigns after racial slur (July): Recordings of a conference call with one of the company's advertising firms revealed founder John Schnatter us-

ing the n-word.

Outcome: One year after removing Schnatter as CEO for his criticism of the NFL over player protests, the Papa John's board voted to slice him out of the company entirely.

9. Networks pull racially charged ad (November): In the run-up to the mid-term elections, the Trump campaign sponsored an anti-immigration ad that interspersed images of the migrant caravan with those of an illegal immigrant cop-killer's courtroom outburst.


Outcome: CNN refused to run the ad, while NBC and Fox pulled it after an audience backlash.

10. Google's internal "Dragonfly" rift goes public (December): The tech giant is creating a search engine (aka "Project Dragonfly") that makes controversial concessions to China's Internet censorship regime.

Outcome: 600-plus Google employees signed a letter opposing the project that was posted on the public Medium platform. Meanwhile, nearly 400 staffers signed a thus-far private letter supporting the project.

What a year. For communications professionals, this list should serve as concrete evidence that public relations is operating under revised rules. No longer can organizations sit on the sidelines while Americans vigorously debate cultural mores, political planks and government policy. Brands of all stripes must determine where they stand on the issues that are most important to their stakeholders and craft repeatable, measurable processes for determining if, when and how they should communicate their POV with various stakeholders.

The paradigm has shifted, and the best communications pros will shift with it to become even more relevant to their organizations and clients.

Matt Purdue is Senior Vice President of Content Strategy at Peppercomm. Steve Goodwin is Principal and Chief Brand Architect at BrandFoundations. 



Matt Purdue



Steve Goodwin

A stylized illustration of a tree where the trunk and branches are composed of numerous colorful arrows pointing upwards. The branches terminate in circular icons depicting various business and organizational concepts, such as teamwork, leadership, strategy, and growth.

That's why Stanton builds comprehensive communications strategies that ensure our clients are fully prepared before, during and after a crisis hits.

520 3rd St
Oakland, CA 94607
510-635-4150

Crisis, the ultimate test

Evolving crisis preparedness is the only practical solution when faced with the prospect of a more dangerous world.

By Chris Nelson

Crisis provide the ultimate challenge for organizations and management teams. Conventional management practices are inadequate to maintain stakeholder confidence, and the pressure of time can overwhelm decision-making. And the world is only getting riskier. Research conducted by Oxford Metrica during the past 25 years showed that major crises were occurring more often than a casual observer might think.

And the frequency and challenge of crises are getting steadily worse for three reasons:

Complexity

In the past 20 years, multinational companies have introduced far more complexity to their business models. Consider what your car can do today that it couldn't just five, 10 or 20 years ago. And now, it could be hacked. We have more complex manufacturing processes, producing more intricate and advanced staples of everyday life. We have more complex chemicals, more sophisticated computing structures and biopharmaceuticals. These advances enable a better world and better lives. Yet, more complexity generally means more opportunities for parts or sub-systems to fail, especially with new technology that cannot yet boast years of real-world user experience.

Interconnectivity

As individuals and as companies, we've become dependent on sprawling support structures that we don't fully understand. Today's international supply chains often have multiple layers of subcontractors with little transparency beyond the prime, and many companies have outsourced their entire IT operation, providing administrator credentials and source code access to vendors. A rogue vendor employee with that access could be devastating.

Furthermore, a crisis in the supply chain can produce knock-on impacts across entire industries. And a crisis in one company could affect a range of industries. With everything connected, the dominos are in place.

Lack of understanding

As technology and business have advanced, most of us no longer know how the things we rely on function — from household gadgets to complex supply chains to telecommunications to cutting edge science and technology operations. Even basic things we rely on are beyond our control and understanding. As a result, crises occurring in that support structure undermine our collective sense of security and

safety. They provide shocking reminders of our personal vulnerability, and they produce outrage.

Moreover, stakeholders lack the expertise to understand the corporate explanation either for what happened or the solution. What may appear simple or straightforward, might actually be very complicated, fraught with technical nuances and the potential for unintended consequences. As a result, stakeholders may evaluate corporate responses incorrectly.

What companies should be doing

The crisis plans companies have relied on no longer provide adequate preparedness. As the world gets riskier, crisis preparedness must become an ongoing discipline that builds, monitors and constantly evolves the organization's overall readiness.

Here are a few things we recommend to clients:

Integrate corporate risk functions

Ensure enterprise risk management, business continuity planning, legal/compliance and crisis management work together to ensure the organization is truly resilient. Each has a critical role in identifying risk, mitigating it and preparing the company to respond to crisis scenarios. Make them work together to produce a dynamic, actionable and ongoing program.

Make it accountable

Boards of directors should be more demanding of crisis preparedness as they protect shareholders' interests. Risk and resiliency reports to the board should include input from all the functions listed above, and the reports should come with evaluations of progress against measurable objectives on a quarterly basis.

Know your stakeholders

Truly understand critical stakeholders and, more specifically, how they might react in a crisis. Market researchers and political pollsters today have protocols to determine how stakeholders will respond in a crisis and how they'll react to various combinations of actions and messages from the company. Rather than guessing whether a message will work, companies should proactively test responses to a crisis and ensure they will get the results they want.

Dynamic risk identification systems

With a thorough understanding of stakeholders, companies can also understand how shifts in public opinion — especially regarding social issues — could affect stakeholders' perceptions. Seeing these shifts is the first step. Applying information on

stakeholder wants, needs and preferences then allows companies to understand why one issue may affect their business more than another, or produce greater outrage in a crisis.

Practice, practice, practice

Crisis management skills are no different than any others: they only stay sharp when used regularly. Companies should conduct tabletop exercises monthly, even if they're smaller in scale and only require an hour of time and minimal preparation. These rehearsals give the crisis management team — and its partners and suppliers — opportunities to regularly think through what they'd do in certain scenarios.

"Red team" your organization

CEOs regularly ask us what vulnerabilities they face. While risk management may have an answer, it may not be specific enough to be actionable. Once a year, major companies should ask their external crisis consultants to produce a "red team" report, detailing scenarios in which the top three risk areas turn into public crises. The narratives "red teaming" produces turn conceptual risk areas into real world problems that executive teams can solve. That makes mitigation strategy and priorities much clearer.

Rehearse major policy decisions

The toughest crises today require complex solutions that take a long time to enact and require substantial cost and effort. This often includes revisiting or changing major company policies, unwinding deeply integrated vendor or supplier relationships, or even shifting the company's business model or cost structure. These decisions can only be fully evaluated in the moment, in the context of a specific crisis scenario, and the surrounding narrative. Companies should do executive simulations on an annual basis, and each one should focus on rehearsing these tough decisions. It's the only way to pressure test the choices management may be forced to make, and it's better to consider these options and think through the decisions before the pressure of a crisis.

As the world becomes steadily more dangerous for companies, corporate resiliency programs need to meet the challenges rather than simply being a tool to satisfy regulatory burdens. And the investment required pales in comparison to what it costs to dig out of a badly handled crisis.

Chris Nelson is Senior Partner and Crisis Lead, Americas, at FleishmanHillard. ○



Chris Nelson



BerlinRosen is an award-winning, full-service strategic communications firm with a **first-class legal affairs and crisis communications practice.**

Our campaign-style approach combines **seasoned strategists and media veterans** with the creativity and speed needed to manage a crisis when you're racing against the clock.

berlin rosen

New York • Washington D.C. • Los Angeles

berlinrosen.com • crisis@berlinrosen.com

Tips for working with clients on a radio campaign

Seven steps PR agencies can take to achieve a successful and pain-free broadcast campaign.

By Shel Lustig

Working with clients doesn't always go as anticipated. You might've had to endure production delays, client approval drama, strategy issues and missed deadlines. These issues can be both frustrating and discouraging.

However, through my experience working with public relations professionals on their radio campaigns for nearly 30 years, I've learned some basics that will make any project proceed more smoothly.

Here are a few of the tips I recommend to anyone working in PR and marketing who's seeking optimum results for their clients.

Scope of project

Define the scope of the project upfront — it's critical to everyone involved. No one likes "scope creep," so it's best for everyone to understand its exact parameters — what's included and what's not. With all eyes focused on results, a clear direction and a discussion of these expectations will help everyone involved know the requirements for a successful outcome. A good radio broadcast vendor will provide guidance on everything from the messaging to how it might be best pitched, placed or distributed, so walk your client through the scope of the project from the very beginning. Explain what the project includes, the "why" behind each approach and, finally, what is not included.

The timeline

A well-planned production schedule is essential to running a successful broadcast campaign. Because each step is dependent on the next for success, one delay can create a rippling negative effect on subsequent steps.

At the beginning of the project, be sure your vendor creates a project schedule, which I like to walk my clients through, item by item, to ensure each component is clear. It is important to maintain open communication in this phase with your clients. Take them through each step of the project and clarify both your and their expectations. Clients should understand not only their approval deadlines, but when they'll receive their deliverables. The final approval deadline is extremely important. Missing it may mean you won't get on the air when you planned to.

Following a clearly defined schedule not only helps you, but everyone benefits from an efficient process that avoids last-minute runarounds. The result is a happy client.

Content

Choosing the most effective content is obviously important to the success of the campaign. Has your client acquired new data from a survey? Or, are there new discoveries that signify a big breakthrough in the product or service? Your radio partner can help you curate the message before the writing and production stage gets underway.

Depending on the target audience, the content style can be entertainment-focused, feature focused or news-focused. An entertainment-focused piece is best for morning-drive radio personalities. Features don't need hard news but should have consumer interest, and are often used to close a newscast. Hard news is best pitched to news directors or producers. If your message includes new information, relevant statistics or an event that hasn't yet been reported, a station is more likely to include it in its broadcasts.

Maximizing reach via distribution options

If the story is extremely newsworthy or holds high entertainment value, it likely will do well as a pitched story, and is more likely to be shared, on-air and online. However, if it's not highly entertaining, newsworthy or if it's too heavily branded, guaranteed or paid placement is the perfect option for getting your story on the air. This ensures the controlled message will reach a specific, significant guaranteed listenership.

Choosing the right venue

Each client, project and story is unique, so choosing the right venue to communicate the message goes a long way. Consult with your vendor on whether it might work best as an audio news release, a PSA (not-for-profit messages) or a radio media tour. Should it be pitched or placed? Think of the venue as finding the best tool for the job. Your vendor can help you understand your options. We created an infographic on the MediaTracks.com blog that demonstrates the different elements of these choices in an easy-to-understand format.

Ongoing communication

Maintaining communication may be one of the most important tips for a successful outcome. Be open to communicating frequently. In fact, having too much communication is far better than too little. Connecting often is critical to achieving each deadline and milestone. So, immediately share your client's thoughts and feedback

with your vendor. If obstacles arise, share those as well. A good broadcast partner will help you understand your options in any situation, so you can choose the best solution and keep your client up to date.

Supplying clients with a weekly update, even if it's simply a brief email, goes a long way, too. This demonstrates that you're attentive and closely monitoring the progress of the project. Updates help build trust and credibility with clients, and may help you secure a commitment for future business.

Deliver the results

At the completion of the campaign, we always create a comprehensive report of the results, then schedule a call to guide our clients through it, which is a process you should employ as well. Walking clients through results helps them understand audience measurement, the terminology of broadcast outreach and ROI. This step helps them understand the actual value of their investment in broadcast outreach.

Following these steps will improve broadcast project outcomes. When each step of the timeline is completed on schedule, the entire project runs more efficiently and cost-effectively. Avoiding delays reduces stress and saves time, money and headaches. Most importantly, by meeting expectations and delivering outstanding results, you'll have a happy and recurring client.

Rely on your radio partner by leveraging their knowledge and experience. They will help you make good choices within the wide range of broadcast options available.

If you have any questions, please feel free to reach out to me at slustig@mediatracks.com or at 847/299-9500.

Shel Lustig is President and Co-Founder of MediaTracks Communications in Chicago. ○



Shel Lustig

PR brief

Costa Rica DOT calls NJF AOR

The Costa Rica Tourism Board, the government department responsible for overseeing Costa Rica's tourism offerings, has named travel and tourism shop NJF its U.S. PR agency of record.

NJF will create and execute a comprehensive PR program to support ICT's Essential Costa Rica campaign, which aims to position Costa Rica as a leading international tourist destination while promoting its sustainability efforts.

The MMGY unit will promote the Central American country through media relations, press trips, consumer activations and partnerships, as well as providing crisis management services if needed.

YOU CAN GET SERIOUS ABOUT BUILDING VALUE (OR YOU CAN TURN THE PAGE)

Let's talk about building and protecting the value of your company.

Whether you're being punished by short sellers, activists, or the media or you're one move away from elevating your business to the next level, success or failure almost always hinges on perception.

We get it, because we live it every day.

We're ICR: a strategic communications and advisory firm built around senior teams of sector specialized experts; professionals who are as serious about building and protecting value as you are.

And all of our teams bring a highly unique perspective to complex issues given our backgrounds as sell-side analysts, investment bankers, communications agency veterans and members of the media. We understand issues, metrics, peers and perceptions like no other firm.

Ready to finally hire the right firm to maximize your reputation and corporate value? Please visit our website at www.icrinc.com.



Crisis response starts at the top

People look for leadership in times of crisis. CEOs play a vital role when a crisis hits, and can leave their mark when managing an issue by making the call that considers both their key stakeholders and their values.

By Bob McNaney

When working with newly-named chief executive officers, we often hear them wishing for a quiet, clean entry into their new role.

But being challenged right at the onset can be a blessing. In fact, when the first few days, weeks or months include managing a crisis, a CEO can leave his or her mark immediately.

How you manage that crisis will either elevate you as a leader or burden you for the rest of your days at the organization — perhaps for the rest of your career.

Whether you're new to the job or a seasoned veteran — being prepared to guide your organization in times of crisis is critical.

Padilla has created "A CEO's Survival Guide to Crisis Management," a playbook intended to be a quick reference guide of best practices in a crisis.

Your values

We start with values. Over several decades of working in crisis management, our team has come to understand that a company's values are the most important tool in managing an issue.

Your values help you choose the right course of action when your options are few. Actions taken based on them are hard to argue with.

Your values are the glue that holds your organization together during a crisis. When you violate those values, you're diving deeper and deeper into trouble and eroding your core culture, erasing who you really are as both a leader and a company.

Make sure you review and fully understand your company's values when waters are calm. That will help you hold them close when the seas get rough.

Leadership

In times of crisis, people look for leadership. Leaders should be visible to the staff, not hiding behind closed doors.

A good leader in a crisis needs some essential skills. You must be able to tune out the noise and chaos and focus on the core issues at hand.

You often don't have all the details you would like, but a good leader acts based on what they do know — not on what they don't. No action is often the worst action.

You must have a sense of urgency and must not allow yourself to be frozen by analysis.

Trust and listen to your core leadership.

Most importantly, keep running the busi-

ness.

Two courts

We've all heard that there are two courts: the court of law and the court of public opinion. In a crisis, both matter.

The court of law views you as innocent until proven guilty.

Legal counsel tends to focus on the court of law, which often leads to a "say nothing" mindset and a slow process, which can keep your crisis in the public eye for years. Disregard the advice of counsel, and you might face a large fine or even jail time.

The court of public opinion finds you guilty until believed innocent. As such, communication counsel often advises you to take swift action to minimize the damage. Disregard the court of public opinion, and you may stay away from the courthouse but wind up in the dog house according to your customers.

Your job as CEO is to weigh both courts. Consider your key stakeholders while following your values and make the call.

Restoring the brand

Never forget that the crisis isn't over until the brand has been restored. Communication is critical. Define what the damage

is — that means conduct research in the marketplace with your key stakeholders. You may think you know the extent of the damage, but knowing the damage caused by the event is important.

Remember that your personal brand may have been damaged as well. Engage with your internal team. This may help prevent a mass exodus among employees if the issue is severe.

Get outside help. A fresh set of eyes can be very helpful when you are developing your moving-forward plan.

When our team presents at conferences on the topic of crisis, we ask folks to raise their hand if they're perfect. Yes, we sometimes get a handful of brave (albeit misguided) souls who are — or think they are — perfect, but for the rest of us, no organization can make that claim. However, you can be prepared for when a crisis hits.

Bob McNaney is a Senior Vice President of Crisis and Critical Issues at Padilla. ○



Bob McNaney

TV still preferred news source

By Jon Gingerich

Americans still prefer watching the news rather than reading or listening to it, and their viewing loyalties have yet to migrate fully to the digital realm, according to a recent Pew Research Center survey.

The survey, which polled U.S. adults on their news consumption habits, found that about half (47 percent) of Americans still prefer watching the news as opposed to reading or listening to it, while about a third (34 percent) opt to read the news and about one-in-five (19 percent) still prefer listening to it.

And despite the recent outcrop of online news outlets, an overwhelming majority of those who said they prefer watching the news (75 percent) cited television as their preferred medium for doing so, while 20 percent of watchers chose the web.

On the other hand, a majority of those who said they prefer to read their news now primarily use the web to do so (63 percent), while only 17 percent still prefer a print product. More than half of those who prefer listening to the news named radio as their

top choice (52 percent), while 21 percent named television and 20 percent listed the web.

In addition to determining whether Americans preferred watching, listening or reading the news, the study also asked which platform respondents preferred to conduct this activity. About four-in-ten respondents (44 percent) said TV was their top medium, compared to a little more than a third (34 percent) who said they preferred the Internet, 14 percent who preferred radio and seven percent who preferred print.

Of the one-in-five respondents who cited the Internet as their preferred news medium, adults younger than 50 were three times more likely to prefer getting their news online than those ages 50 and older. The study also found that more than three-quarters (76 percent) of those ages 18 to 49 who prefer reading the news favored the web for doing so, compared to 43 percent of those 50 and older.

The Pew Research Center survey polled more than 3,400 U.S. adults between July and August. ○

This won't work in a **crisis.**



SOLOMONmccown&

www.solomonmccown.com

amccown@solomonmccown.com

617-695-9555 @SolomonMcCown

Boston • New York

Managing sudden leadership changes

Why an unexpected departure from the C-suite need not devolve into a crisis.

By Alex Stanton

The arrest of Nissan Chairman Carlos Ghosn last year on allegations of understating his income and misusing Nissan's assets is a wake-up call for communications pros who fail to appreciate the importance of having an effective plan to handle sudden executive changes.

Ghosn's arrest and subsequent ouster has not only disrupted Nissan but also caused a leadership void in the Renault-Nissan-Mitsubishi Alliance because Ghosn reportedly held enormous sway with the business triumvirate.

When corporate reputations ride on one individual or a small group of senior executives and a key person gets into hot water — legal and/or otherwise — the company's reputation could take a severe hit.

It's one thing when a current occupant of the C-suite announces that he or she plans to exit in six-to-12 months and the company has ample time to choose his or her successor and manage what should be a smooth transition (at least on paper).

But, as is in the case of Nissan and so many other companies where senior executives departed following allegations of wrongdoing or under-performance, there's an immediate perception of a leadership vacuum, which stakeholders abhor. And the longer there's a vacancy in the C-suite the greater the odds the media will control the narrative, most likely resulting in a spate of stories questioning the company's future prospects.

The known unknown

While sudden departures from the C-suite ipso facto are unavoidable, there are several steps communicators can take to minimize disruption to the business. By embracing the known unknown — and having a living, breathing communications plan — companies are able to nip reputational damage in the bud.

When you fail to do communications planning around these potential events, you put the organization at a serious disadvantage vis-à-vis competitors. Things are even more challenging in a post-digital age because of the speed with which information moves, the "video witness" reality, and the very real potential that misinformation bubbles up before the real facts are known.

The pace of change and shifting responsibilities in most organizations makes the strongest argument for communications planning around management changes — and for updating your plan and approach consistently. A quarterly brush up on roles

and responsibilities is vastly preferable to "we'll plan something next year."

The challenge for PR executives is how to strategically communicate the news to disparate audiences while making the best use of multiple media channels.

Communicators need to start by building a concise, credible set of messages that address the foremost concerns regarding the management transition and help them look forward to your stronger future. Ideally, these messages will connect to crisis management issues to ensure a logical progression.

Employee communications and engagement is the first line of defense in many of these situations. Employees are getting calls, emails and texts and having social media interactions with customers, partners, reporters and friends as these situations unfold. How are they responding?

Make sure your employees — in particular the influencers in each department and location — have the information and perspective they need to be helpful, not hurtful, concerning a leadership transition. Several companies we have advised in crisis environments have arranged daily calls and/or eBlast updates with key employees so they were equipped to deal with queries from key stakeholders.

Disparate audiences, multiple channels

The media, which will clamor for explanations and back stories following a change in the C-suite, require a different messaging strategy, of course.

For starters, you need to deploy all your social media channels to monitor and manage the reaction to the change. Social media creates a unique challenge and opportunity, but resisting it is a perilous mistake. Align and control your message and be prepared for what critics and advocates will say.

Another way communications executives can mitigate blowback resulting from a sudden departure in the C-suite is to reach out and engage third-parties who can help insert a more balanced perspective into the discussion. The outreach may include specific subject matter experts from universities or think tanks, and knowledgeable bloggers with a legitimate following.

PR pros will do well in crisis situations to reach out to these third-party experts to brief them, maintain an open dialogue about the developments, and help them look smart and informed in their commentary.

While working to mitigate negative attention, when the time is right you should also be filling the pipeline with a consistent and positive flow of communications to your key audiences.

Think about news you can get out, even if not earthshaking. Identify and develop different pitch topics that can be used to pursue coverage that prominently features the company and its other executives. This might include category, trend and feature stories. Another key element post-announcement is distributing thought leadership content and insights via appropriate media outlets to reframe the company dialogue.

You can't rest unless you're confident that the company has mitigated any damage from a changing of the guard. Post-announcement, step up regular internal updates, town hall meetings and video interactions.

No organization is immune from sudden senior executive departures. But when planning is top of mind — and companies take pains to create a robust media and messaging strategy to support this effort — a sudden departure can be effectively managed to avoid the sense of chaos that accompanies a bona fide crisis.

Alex Stanton is CEO of Stanton, a communications firm with offices in New York and California. He can be reached at astanton@stantonpr.com. ○



Alex Stanton

2018 PR AGENCY TAKEAWAYS

Continued from page 20

- Appoint a crisis response team and train your leaders so they are able to deliver your messages effectively, truthfully, and with empathy.
- Inventory your owned platforms and consider how you will use them to get information out to all your important audiences in a crisis.
- Establish social monitoring and look for trends in how your brand is perceived.
- Don't wait for a crisis to do the right thing.

The best defense for any crisis is preparation. Because in today's fast-moving, hyper-connected world, it's a matter of when, not if.

Michelle Ubben is Partner and President at Sachs Media Group. ○

YOUR FIGHT IS OUR FIGHT

Whatever ring of battle you're in, make sure you have the strength, strategy, and stability to be the last one standing. You need the right plan and the best partner to go the distance.

Sachs Media Group — delivering knockout punches to high-stakes challenges since 1996.

Public Relations ■ Public Affairs ■ Crisis
Tallahassee ■ Orlando ■ Boca Raton ■ Washington, D.C.

850.222.1996 ■ sachsmedia.com

SACHSMEDIA
GROUP

THE BREAKTHROUGH > AGENCY™

Why the art of crisis has gotten personal

An accelerated digital news cycle, often short on facts, requires a responsive and attentive crisis management approach that's capable of monitoring and engaging across media channels in seconds as opposed to days or even hours.

By Gil Bashe and Michael Heinley

The state of the art of crisis communications isn't static; it's quickly evolving, morphing as rapidly as media itself. We see it most clearly in the sudden appearance of the vigilante questioner of your integrity and intent, who has many easy to access platforms from which to choose to launch questions, inquiries or attacks against you.

It's an increasingly difficult landscape. Individuals can raise questions that encourage others to join the chorus in doubting your integrity and share those questions to an increasingly wider circle through the ripple effect of social media. In addition, crisis management is exacerbated by the fluid meaning of "truth" itself. What is the truth? In the current era of undermining careful, methodical reporting through innuendo, lies and flat out attacks against the integrity of editorial, does objective truth still exist?

Consider this likely scenario: while you evaluate the nature and extent of your detractor's claims to best formulate your response plan, you come up against issues driven by virality. New questioners — enlisted through passionate social media posts — may or may not have familiarity with your company or a clear idea of the issues they're reacting to and amplify the magnitude of your problem even before you fully understand your problem.

You used to have a 24-hour news cycle to get this right. In the '90s and earlier, we still had news cycles; broadcast was the fastest media and you had a day to address stories. With print media, you had an even larger window of time to investigate, analyze and engage. Certainly, those outlets remain important and can sway and influence audiences, but digital media sped the news cycle up to minutes, not days. Now, we've left that second age of news cycles and if you're going to effectively manage crisis, you need to recognize that shift and deal with what's upon us.

It's the age of Twitter and blogging. Less than a decade ago, the digital news cycle was driven by the news and it included opinion from thought leaders and advocacy groups — not that different from the age of print and broadcast. Fact-checking and accuracy was the gold standard for solid reporting. Now, while there are certainly traditional media outlets and respected digital outlets in the game, social — corroborated

or not — drives the news. Trends must be aggregated, analyzed and acted upon in seconds.

The quotable, memorable zinger puts a pundit on the same level as a creditable reporter. A lone Tweet can — and does — start a firestorm. Perspective is becoming more dominant than news; it's being treated as news and doesn't require fact checking to be widely accepted as fact. Many news networks report perspective every day. Their producers realize it gets more eyeballs than actual, reputable news.

As the standard for fact-based rigor loosens across all forms of media, editors have moved toward including the mud-stirrers in their stories. Print media will fact check and hold until ready, but because the news cycle is so splintered, even the *New York Times* will go with the facts and perspective, though the Times and others clearly label it as such.

This shift in news media leads to them having a more "authentic" voice and perspective. Authenticity comes with a price; many media outlets now have a more compelling voice because they no longer rely on facts for every part of a piece.

Companies need to watch that new norm. They also need to ask themselves in every crisis or potential crisis: Do I pay attention to national perspective? Do powerful pundits and their non-factual perspective need to be taken into account? How do I support factual reporting when it's easy for editors to become overwhelmed by the roiling seas of social conversation?

In recent crises involving trusted and long-established brands, we've seen reputations and customer relationships put on the line. We used to build a crisis plan with a strong position at the center, work with media and thought leaders to convey our point-of-view. However, with citizen media (e.g., Twitter, Blogposts and comments posted to mainstream media) so accessible, crisis management has become infinitely more complex and personal.

Think about the moment when you're bumped from a flight and tweet-out your dissatisfaction. Almost immediately, the airline's social media staff will engage and take the conversation offline. The personal nature of social media means that we need to be more responsive, more attentive, to maintain reputation and relationship — especially in issues management.

You need pattern recognition skills. Social media pundits may cause a reputable company to stand down. Are you prepared to stand strong in the social media swirl? To have the staying power to be kicked in the shins for a day or so until an issue goes away? What will be the impact on your lasting digital footprint or stock valuation — just a blip, or hobbling damage that will hurt you for weeks, months and years to come?

Those are the different realities of crisis communications now, and you need to task knowledgeable experts, able to monitor and engage using the clock and media channels that appeal to Boomers and Millennials alike. That same personal skill that serves customer service professionals well must become part of the crisis management process. And crisis response needs to be a much more thoroughly thought out process. When you look

at the companies undergoing crisis that are using only mass media, you'll understand that social and digital now requires a shift in your approach. If you're not working an issue or crisis from the perspective of an individual impacted — taking it personally — your detractors will.

Gil Bashe is Managing Partner, Global Health at Finn Partners. Michael Heinley is Partner and Deputy NY Health lead at Finn Partners. ○



Gil Bashe



Michael Heinley

PR brief

FIWV acquires stake in AMP3

FrenchWestVaughan is acquiring a 50 percent stake in New York-based fashion, beauty and lifestyle shop AMP3. The two agencies will operate together as AMP3 PR in the New York market.

AMP3 PR co-founders Dion and Alyson Roy will continue to direct the operation of the firm. FWV executive vice president and principal Natalie Best will work to integrate AMP3 into the FWV portfolio of agencies, which includes FWV Fetching; RGAA, its Hispanic market offering; and Prix Productions, the company's long-form feature and documentary film division.

Dealing with the unexpected

In a crisis, plans are nice but often not in place. What then?

By Andrew Friedman

Many companies will face a crisis and most won't have a communications plan in place when it hits. The most successful strategies manage — and even leverage — the unexpected.

Crisis PR experts love to talk about the value of scenario planning exercises, setting aside time and resources to imagine various potential calamities and how best to handle them. But while it's always great to be as prepared, the people and companies faced with a communications crisis are often not the same as those that happened to invest in planning for just such a scenario.

So, when clients reach out for PR help, there aren't existing PowerPoint decks to consult and phone notification chains to kick start.

Culled from our experience with the clients, stakeholders and lawyers we've worked with, as well as years spent working on the journalism side of the game, below are four key learnings from BerlinRosen's Legal Affairs and Crisis Communications practice on what to do when day one of the engagement is also day one — or beyond — of the crisis.

Campaign strategies, not just PR strategies

As the parameters of "crisis communications" expand, crisis PR experts must function as campaign managers, coordinating all facets of a response rather than just flacking. Particularly in high-stress situations, clients need someone who, thinking objectively and even dispassionately, can build and execute a holistic plan very quickly. In addition to media strategy and media relations, strong crisis response strategies account for internal stakeholder (perhaps stockholder) concerns; potential legal, governmental or regulatory problems; validator engagement; digital and social collateral and more.

More than just drafting statements and talking to reporters, crisis strategists should be at the table with clients, offering real-time guidance on how various outcomes will be perceived across audiences, what anticipatory steps clients can take in the moment to stay ahead of a fast-moving story and where the blind spots are.

Find a simple theme, fast

Much like a political campaign, coordination works best when the various workstreams can all stem from a simple message or theme that's digestible for any audience. In most cases, the more succinct, the better; don't use seven words when four will do. Cut the overused buzzwords and, where

possible, avoid legalese. "We're sorry" will be better received than "even though we didn't directly cause this mistake, we deeply and profoundly regret that it occurred."

If you can't convey your message in one or two succinct sentences, how can you expect reporters to do the same to their audiences? Once the team has settled on a central theme, it should guide everything from media relations to internal stakeholder communications to validator statements and background talking points to social collateral.

"Fast" is measured in minutes, not days

The best service you can provide to clients is helping them understand that, today, "rapid" response will almost always need to be faster than they would prefer. It means getting an initial statement into the earliest writeups — and in a prominent place within them — because those are the ones that will proliferate on social media and set the tone. It means getting on conference calls at 10:00 P.M. because that's when the next day's *New York Times* story comes online with new comments from an adversary that may — or may not — merit a response. It means strategists keeping separate Tweetdeck columns open on every possible variation of relevant search terms so you catch stories the moment they pop and push reporters for more balance.

As in much of crisis communications work, the window of opportunity to shape

a story is simultaneously finite and open around-the-clock.

Play a short and long game

The initial phase of a crisis is not the time to be pushing positive news as a counterbalance. You can't answer an inquiry about a client's just-disclosed data breach last month with numbers on how much money that client gave to charity last year.

The goal of an initial crisis response is simply to take the initial punch and not fall down. To all relevant audiences, communicate understanding of the issue, acceptance of responsibility and determination to fix the problem and stop there. In the short term, counsel clients against shoeorning positive — but entirely unrelated — attributes, accomplishments or intentions into a crisis response, both because it will seem awkwardly defensive and because no one will pay attention to it anyway.

Instead, once you've stemmed the bleeding, go dark for a period of time. Give the client's customers or stakeholders time to realize that everything is likely resolved; give the client time to recover from the emotional rollercoaster that a crisis can be; give the press time to shift focus to some other crisis-du-jour. Use the downtime to help a client plan a strategic reemergence that, a month or two down the road, you can help roll out.

Andrew Friedman is SVP of Legal Affairs and Crisis Comms. at BerlinRosen. ○



Andrew Friedman

Investors want progress on social issues

Public companies need to address social issues if they want to win the trust of institutional investors, according to a new survey from Edelman.

The "Edelman Trust Barometer Special Report: Institutional Investors" found that 98 percent of the investors surveyed think public companies are obligated to address one or more social issues. Cybersecurity, income inequality, and workplace diversity were high on the list of issues that respondents cited as priorities.

The importance of trust in determining investment decisions remains high, with 67 percent of respondents in this year's survey calling it "very important."

Investors also feel they should have a role in determining a company's policies. Almost nine out of ten said their firms are more interested in taking an activist approach to investing, and an even larger number (92

percent) indicated that they would support a reputable activist investor if they believe change is necessary at a company in which they invest or recommend investing.

Corporate culture is becoming a major factor as well. Almost two-thirds (65 percent) said that maintaining a healthy company culture and enforcing a corporate code of conduct are key to the level of trust they have in a company.

Overall, 89 percent of respondents said their firms had changed their voting and/or engagement policy to take ESG (environmental, social and governance) risks into consideration, with 63 percent saying that this change has come in the past year.

Nearly all (94 percent) of respondents said they must trust the board of directors before making an investment decision about a company. In addition, 92 percent said that access to the board is important. ○

Getting your crisis communications plan into shape

Here's hoping that one of your resolutions this year will be to update your crisis communications plan.

By Michael Fineman

The start of a New Year is typically a time of introspection. It's time to look back at the past year's challenges and achievements and then set resolutions and goals for the upcoming year. Hopefully that includes an update your crisis communications plan.

Instead of a system overhaul, I recommend pinpointing areas of your plan for updates throughout the year. In my experience, most crisis communications plans can be improved with more realistic scenario plans, robust measurement systems and training.

Realistic scenario plans

Effective crisis communications plans are dynamic. The media landscape is ever-changing, technologies come and go, public attitudes shift, organizations adapt. A crisis communications plan should reflect the zeitgeist.

Are you ready for hot-button issues? Conduct a thorough and honest threat assessment. When you hear about the latest corporate scandal, ask yourself if your organization can find itself in that same situation. If the answer is yes, keep a close eye on the situation as it unfolds and integrate your learnings into a scenario plan.

In 2018, many organizations faced challenges related to sexual harassment and assault, diversity and inclusion and security breaches. These issues can arise in any organization. Do you know your organization's record on these issues? Are your policies current, and can they withstand the glare of the media spotlight?

How quickly can your team mobilize? Most organizations understand, in theory, that they need to respond quickly to crises. But in practice, convening a team, fact-gathering and decision-making can be agonizingly slow. While I advise against knee-jerk responses, I also caution against leaving a void that can be filled by voices not your own. Have a good understanding of how quickly your team can make decisions and plan accordingly. Every minute counts in a crisis.

Robust measurement system

Does your crisis communications team have a system in place to monitor news and social media in real-time? Monitoring news and social media is an active role. It's not enough just to follow coverage. The monitoring team is responsible for flagging inaccuracies in coverage and ensuring corrections are made before misinformation spreads. The monitoring team should work

together with the measurement team to analyze if the messaging strategy is working and determine if adjustments are necessary.

If you're facing a deluge of media coverage and social media posts, an automated measurement system is important. But it's even more crucial to have a team to interpret and dimensionalize the data gathered.

Do you know what to measure? Tracking communications outputs such as volume of news articles, social shares and website hits is helpful. But in order to truly gauge impact, a measurement program needs to go deeper and measure outtakes and outcomes.

Output measures what's been produced. It answers basic questions such as how many news outlets are reporting on the issue, how many times your video has been viewed, how many people visited your microsite.

Outtake measures who was reached and how. It answers questions such as did your communications reach your target audiences? Which communications vehicles are effective? Which messages are resonating with your audiences?

Outcome measures change in behavior and perception. Did your response to the crisis satisfy your stakeholders? Did you retain or recover customers and partners?

Does your measurement system provide perspective? Having perspective helps set realistic expectations. The best-case scenario is for a crisis to be quickly addressed then forgiven and forgotten by an organization's audiences. But depending on an organization's history and the severity of the situation, that may not be achievable in the short-term.

Some questions I ask to help clients gain perspective:

- How did other organizations weather similar situations? Use your measurement system to analyze crises outside of your organization. If you're faced with a similar situation, you can set performance benchmarks for your crisis response.

- How much goodwill have you built among your audiences? Frequent offenses have a compounding effect, and it will be harder to bounce back after each subsequent crisis.

Training

Crisis plans need to be updated, but so do the skills of the people in charge of executing the plan.

Are your spokespeople comfortable speaking with reporters? Speaking with media, especially during a crisis, can test

anyone's mettle. Media training teaches important skills such as staying on-message, steering conversations, avoiding missteps and effective interview techniques. Conduct mock interviews where your spokespeople practice handling tough questions. Study interviews to learn some Do's and Don'ts.

Most importantly, study your team's performance during the mock interviews. Do your spokespeople sound confident? Do they stay calm under pressure? Are they able to deliver messaging effectively?

Put your plan to the test. Don't wait until a real crisis to test your crisis communications plan. Conduct a tabletop drill with your team to identify weaknesses in your plan. Are roles and responsibilities clearly delineated? Are your protocols efficient? Does your team know what information needs to be collected and shared in order to facilitate good decision-making?

Most importantly, a tabletop drill will test your team dynamics. Can your team work together effectively under duress? Can they stay organized and focused in intense situations? Are adjustments needed to your team structure so it's more efficient and functional?

Crisis communications plans often languish in unopened folders on people's hard drives. They're onerous and intimidating. But facing a crisis with an outdated plan can be downright scary and costly.

Michael Fineman is President of Fineman PR. ○



Michael Fineman

PR brief

Adelson rolls dice with Kiwit for NYC casino

Billionaire casino magnate Sheldon Adelson is using Kiwit public affairs shop in his long-shot effort to build a casino in New York City, according to Politico.

The founder/CEO of Las Vegas Sands Corp. is a close ally of President Trump. His \$5 million donation to Trump's inauguration is the biggest ever-made for an inaugural. Trump, in turn, awarded the Presidential Medal of Freedom to Adelson's wife, Miriam.

Kiwit has strong ties with New York's Democratic governor, Andrew Cuomo.

Co-founder Maggie Moran advised then-New York attorney general Cuomo on his successful campaign for governor of the Empire State in 2010. She directed rapid response for president Clinton in 1996 and was New Jersey campaign manager for VP Al Gore in 2000.

Adelson, 85, is worth \$33 billion, according to *Forbes*.

WHEN EVERYTHING IS ON THE LINE WHO DO YOU WANT REPRESENTING YOU?

“The City’s Most Prominent Crisis-Management Firm.” – *New York Times*

“The crew from the television magazine is banging on your door. You can have the security guard throw them out and know they’ll trash you. Or you can sit down with them and figure that out of the hour you give them, they’ll use only 40 seconds on air. And those 40 seconds will make you look very guilty. Better solution, call Mike Sitrick.” – *Forbes Magazine*

“The Winston Wolf of public relations had arrived. Wolf, you will recall, was the fixer in *Pulp Fiction*. Played by Harvey Keitel, he washed away assassins’ splatter and gore. Sitrick cleans up the messes of companies, celebrities and others, and he’s a strategist who isn’t averse to treating PR as combat.”—*Fortune Magazine*

“Now (they) have hired Michael Sitrick, whose Los Angeles (based) public relations firm is known for going atomic on opponents, using “truth squads,” “wheel-of-pain” tactics and high profile journalists (to write profiles...That’s unbelievable (said the head of the PR firm for the opposing entity). This is the heavy artillery.” – *BusinessWeek*

TechCrunch: “When it comes to handling crisis situations in particular, Sitrick is as well regarded as they come.” “We’ve been in a tricky position a number of times and the thinking (in Silicon Valley) has historically been to ignore reporters, says one Bay Area tech founder. “Sitrick takes the opposite approach. You’re made to get into the trenches and engage.”

“You cannot put your firm’s interests ahead of the client’s interests,” **Michael Sitrick as quoted in the *New York Times*.**

SITRICK AND COMPANY

CORPORATE, FINANCIAL, TRANSACTIONAL, REPUTATIONAL AND CRISIS COMMUNICATIONS

WWW.SITRICK.COM

LOS ANGELES • NEW YORK • SAN FRANCISCO • BOSTON • WASHINGTON DC • DENVER

800-288-8809 (24-HOURS/DAY, 7-DAYS/WEEK)

O'Dwyer's guide to: CRISIS COMMUNICATIONS

5W PUBLIC RELATIONS

The Helmsley Building
230 Park Ave., 32nd Flr.
New York, NY 10169
212/999-5585

Ronn Torossian, Founder & CEO

5W Public Relations, a Top 10 Public Relations firm based in New York City, specializes in high profile issues and crisis management for companies and individuals faced with the unanticipated challenges in the marketplace.

5WPR has worked across the spectrum of crisis issues from IPO's to business and personal litigation, from product recalls and trade disputes to environmental problems, warranty and product liability claims, executive related scandals, misinformed publics, sexual harassment and sexual discrimination cases, labor issues, criminal indictments and a variety of sensitive domestic and international political issues.

In addition to traditional crisis communications, we are also skilled at navigating a digital crisis. Leveraging our experience in Online Reputation Management, we can craft a comprehensive SEO rich program to positively impact your reputation to quickly mitigate a negative story's impact on Google search results.

Our crisis clients trust our expert counsel, as well as the confidential way in which we handle their communications.

BERLINROSEN

15 Maiden Lane
Suite 1600
New York, NY 10038
646/452-5637
Fax: 646/200-5333
www.berlinrosen.com

Jonathan Rosen, Partner and Co-Founder
Valerie Berlin, Partner and Co-Founder
Andrew Friedman, Senior Vice President

BerlinRosen is an award-winning, full-service strategic communications firm with top-tier legal affairs and crisis communications practice offering high-level

strategy, external relations (media, regulators, etc.) and internal/stakeholder management, digital strategy and public affairs services for law firms, corporations and institutions. We are currently ranked #1 on *NY Observer's* PR Power 50.

BerlinRosen's Legal Affairs and Crisis Communications practice provides high-level strategy and communications guidance to law firms, companies, nonprofits and high-net-worth individuals. Recently, we have guided an international consumer technology company through a worldwide recall, handled reputation management for a national nonprofit ensnared in a USDOJ investigation into a sitting governor and advised the Board of Directors of a major media company contending with multiple cases of employee harassment. For law firms, we also provide both proactive, case-specific media strategy and firm- and attorney-profile building. Drawing from the firm's political and advocacy roots, BerlinRosen brings a unique campaign-style approach to legal and crisis communications, combining seasoned strategists and media professionals with the creativity, agility and speed needed to manage a crisis.

Our Legal Affairs and Crisis Communications practice is led by Jonathan Rosen, Principal and Co-Founder and Andrew Friedman, Senior Vice President. Friedman was Deputy Communications Director to the New York Attorney General and, before that, was an Emmy-award winning broadcast journalist.

Our areas of crisis expertise include:

- Executive-level strategic guidance
- Message development and materials
- Media strategy and media relations
- Media training and interview prep
- Media monitoring and sentiment tracking (social and traditional)

For plaintiffs' law firms, our expertise includes:

- Case-specific media strategy
- Thought leadership and profile building
- Institutional communications
- Video production (exhibits, etc.)

BOARDROOM COMMUNICATIONS INC.

1776 N. Pine Island Road
Suite 320
Fort Lauderdale, FL 33322
954/370-8999
www.boardroompr.com
donsil@boardroompr.com

Orlando-Tampa-Miami-Fort Lauderdale-West Palm Beach-Aspen

Don Silver, Chief Operating Officer
Todd Templin, Executive Vice President

Crisis Management: Preventing and Preparing for Potential Problems

BoardroomPR is one of Florida's top PR agencies offering statewide coverage. The firm's experienced staff of public relations and crisis management professionals routinely handle high-profile crisis projects and public affairs campaigns each year. Examples include: investigations, hostile takeovers, litigation, product recalls, criminal charges, safety compliance issues, accidental deaths, project approvals, bid objections and legislative campaigns.

Whether you're pre-developing a crisis communications plan or responding to an urgent threat, Boardroom's trusted and respected team will help you evaluate the situation, mitigate the risks and deal with your most important audiences, including media, social media, employees, stakeholders, customers, government and others. We immediately consult with your executives to assess the situation and develop an appropriate strategy and plan. Our team monitors traditional media, blogs and social networking sites and handles all inquiries. Call or email us if you are faced with a situation where a capable, seasoned crisis management team can help guide you to a satisfactory resolution.

BRUNSWICK GROUP

245 Park Avenue
14th Floor
New York, NY 10167
212/333-3810
www.brunswickgroup.com

Nik Deogun, CEO of the Americas and U.S. Senior Partner

Crises are leadership tests. We believe effective leaders draw on experience, rely on data, and constantly prepare for crises to empower appropriate action by their organizations. By supporting that action with a tailored communications strategy, Brunswick helps companies move through a crisis more effectively, telling a clear, evidence-based story to the stakeholders that matter most. Brunswick's unique approach helps clients recognize — and seize — the moment in a crisis when the story can shift and our client can pivot toward restoring their business.

Our global network of advisors have experienced corporate crises of every description and from every possible vantage point. We have learned that preparation pays dividends. We help our clients build crisis-leadership muscle memory in advance of an incident. When a crisis strikes, we understand the importance of gathering the right people in the room. We serve as partners, walking alongside our clients to help them successfully navigate challenges. Brunswick takes pride in the clients we represent and in the trust and responsibility they place in us, particularly during times of crisis.

EDELMAN

250 Hudson St., 16th Flr.
New York, NY 10013
212/768-0550
Fax: 212/704-0117
www.edelman.com

Edelman is a leading global communications marketing firm that partners with many of the world's largest and emerging businesses and organizations, helping them evolve, promote and protect their brands and reputations. Edelman owns specialty firms Edelman Intelligence (research) and United Entertainment Group (entertainment, sports, experiential), a joint venture with United Talent Agency.

FINEMAN PR

530 Bush Street, Ste. 403
San Francisco, CA 94108
415/392-1000
Fax: 415/392-1099

mfineman@finemanpr.com
www.finemanpr.com

Consistently recognized as one of the nation's top public relations firms, Fineman PR — founded in 1988 and headquartered in San Francisco — specializes in crisis communications, brand messaging, community relations and digital and social media marketing.

Fineman PR's high-profile crisis communications work is nationally renowned. In today's fast-paced culture of instant media exposure, online defamation and quick-draw lawsuits, the agency's battle-tested team and strategic resourcefulness guide clients through rough waters. Agency President Michael Fineman is ranked among the nation's top crisis counselors.

Fineman PR works extensively on reputation building, crisis preparedness, crisis communications and reputation recovery with a wide range of organizations, from law firms, schools and government agencies to food companies, *Fortune* 500 corporations and startups.

Fineman PR's successful, high-profile crisis work includes helping our client respond to and recover from a national public health crisis, managing consequences from charges of sexual harassment and discrimination; initiating client-community relations after a tragic fire; putting a juice company on firm public footing immediately after an E. coli crisis; setting the record straight after media slander of packaged salads; addressing labor disputes; and working for so many other clients whose names were successfully kept out of the news.

FLEISHMAN HILLARD

200 N. Broadway
St. Louis, MO 63102
314/982-1700
Chris.Nelson@fleishman.com

Chris Nelson, America's Crisis Lead

FleishmanHillard maintains the world's largest and most geographically diverse crisis management practice. Crisis counselors understand today's paradigm and guide clients through some of their biggest public challenges handling diverse issues, including workplace accidents, data breaches, management-labor disputes, litigation, executive changes, government investigations, product failures and recalls, natural disasters,

workforce reductions and activism.

Crises provide the ultimate test of organizations and management teams, but FleishmanHillard's proprietary crisis management approach — the A.R.C.™ (Assess, Resolve, Control) methodology — guides clients through the high-stakes situations. Through our industry-leading training program, developed with the input of crisis management veterans and educators, FleishmanHillard certifies each member of its global team of senior crisis counselors to use the A.R.C.™ methodology to manage the most challenging situations.

If you'd like to learn more, please contact Chris Nelson, America's crisis lead: Chris.Nelson@fleishman.com.

ICR

685 Third Ave., 2nd Floor
New York, NY 10017
646/277-1200
tom.ryan@icrinc.com
www.icrinc.com

Thomas Ryan, CEO
Don Duffy, President

Established in 1998, ICR partners with companies to develop and execute strategic communications programs and advisory services that achieve business goals, build credibility, and enhance the long-term value of the enterprise. The firm's highly differentiated service model, which pairs capital markets veterans with senior communications professionals, brings deep sector knowledge and relationships to clients in more than 20 industries. Today, ICR is one of the largest and most experienced independent advisory firms in the world maintaining offices in Boston, Connecticut, Los Angeles, New York, San Francisco, Hong Kong and Beijing.

Clients: Boot Barn, Chunghwa Telecom Co. Ltd., Cobalt Int'l Energy, Dave & Busters, FleetCor Technologies, Inc., Fossil, Inc., Freshpet, Genuine Parts Co., Gildan Activewear, Harman, Herbalife Ltd., HubSpot, IAC, Jarden Corp., Lazard Freres & Co. LLC, La Quinta Holdings, Inc., Legg Mason & Co. LLC, lululemon athletica, Mobileye, Michaels, Michael Kors, New Relic, Ocwen Financial Corp., Pandora Media Inc., Paramount Group Inc., Planet Fitness Inc., Red Hat Inc., Shake Shack, Starwood Property Trust, VF Corp., Williams-Sonoma, Inc., Wingstop, Workiva and Zoës Kitchen.

INFINITE GLOBAL

205 E. 42nd St., 14th Floor
New York, NY 10017
212/838-0220
www.infiniteglobal.com
www.linkedin.com/company/infiniteglobal/
twitter.com/igc_us

Additional offices: San Francisco, Chicago, London

Jamie Diaferia, Founder & CEO
Zach Olsen, President

Infinite Global is an award-winning communications agency, providing PR, Branding and Content to the professional services market, with a particular emphasis on the legal sector. Led by seasoned media professionals and top creative directors, we help knowledge-intensive businesses convey their unique expertise and point of view with power, immediacy and precision.

JOELE FRANK, WILKINSON BRIMMER KATCHER

622 Third Avenue, 36th Floor
New York, NY 10017
212/355-4449
info@joelefrank.com
www.joelefrank.com

One Sansome Street, Suite 2800
San Francisco, CA 94104
415/869-3950

Joelle Frank, Managing Partner
Matthew Sherman, President

When an unexpected, out-of-the-ordinary event threatens a company's operations or reputation, a fast and intensive response is essential to prevent or mitigate serious damage.

We have extensive experience in delivering unique solutions for unique situations, including earnings surprises; short attacks; accounting irregularities; regulatory actions and government investigations; management changes; facility closures and workforce reductions; labor disputes; facility disasters and workplace violence; data security breaches; sensitive workplace issues, including accusations of discrimination and sexual misconduct; consumer boycotts; and product recalls.

We are immediately available to our clients during all phases of crisis planning and response. And

when a client is in the spotlight, we help determine how best to control the dialogue, take the initiative, fix what's broken and gather support. We give our clients the training and tools necessary to hit the ground running when a crisis strikes.

KEKST CNC

U.S. Headquarters:
437 Madison Avenue, 37th Floor
New York, NY 10022
212/521-4800
www.kekst.com

Jeremy Fielding, Co-Chief Executive Officer
Bernhard Meising, Co-Chief Executive Officer

Many companies or institutions will confront unforeseen events that could alter their future, pose unprecedented challenges, and potentially define their reputation for years to come.

What is required in these circumstances is an expert, experienced strategic communications partner to work with senior management and a Board of Directors to develop and execute the necessary integrated communications strategies to gain the confidence of key stakeholders in this era of accelerated change.

Kekst CNC is ideally equipped to help global business and institutional leaders address these challenges and opportunities. For nearly 50 years, our team of more than 250 experienced professionals, located in 12 offices around the world, has partnered with leading organizations of all sizes to: articulate new business strategies and a vision for success; explain an enterprise-transforming event and its significance; help navigate complex business challenges or crises; build trust and support among key stakeholders; and, work to strengthen credibility, reputation, and brand.

As trusted advisors, Kekst CNC brings high energy and expertise on such high stakes matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations / resolutions, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications — counsel supported by objective insights, based on access to proprietary research, data and analytics capabilities.

MARX LAYNE & COMPANY

31420 Northwestern Hwy., #100
Farmington Hills, MI 48334
248/855-6777 Ext. 105
mlayne@marxlayne.com
www.marxlayne.com

Michael Layne, Managing Partner

Marx Layne professionals have years of experience handling crisis communications issues. We are frequently retained by leading national law firms to help them guide their clients through the media frenzy that often erupts during a company's most trying times.

Critical issues from industrial accidents, death on the premises, food-borne illness and environmental pollution, to boycotts, strikes and corporate fraud have all been expertly handled by our senior executives.

During crisis events, Marx Layne crisis counselors are on call 24/7/365. Our team members are experienced in working with legal advisors, police departments and municipalities while keeping company executives apprised at all times of the crisis situation as it unfolds.

We also train company spokespersons in the development of key speaking points and delivery of messaging. Using the latest media technology, our executives tap into the power of social media to monitor sentiment and provide direction on how to protect and manage the client's brand. Additionally, we understand how to leverage social media tools as part of an arsenal to respond rapidly, whether the crisis occurs in Detroit or in any other region of the nation.

From privately held entities to *Fortune* 500 companies, Marx Layne has a 30-year history of successfully developing proactive, comprehensive crisis communications plans that are in place before, during and after a crisis.

THE MONTGOMERY STRATEGIES GROUP

2001 L St., NW
Sixth Floor
Washington, D.C. 20036
202/255-0737
www.tmsgr.com

Michael W. Robinson, Chairman & CEO
mrobinson@tmsgr.com

The Montgomery Strategies Group is an elite consulting firm with deep expertise at the intersection of crisis communications, public affairs & public policy, the capital markets, and reputation management.

We draw on decades of collective experience as trusted counselors and strategists to global C-Suite executives, Boards of Directors, marketplace executives, private equity investors, and trade association officials — with a team that includes former senior communications leaders from the SEC, The White House, Departments of Justice and Treasury, Federal Reserve, FINRA, NASDAQ, the *Wall Street Journal*, the *New York Times*, CNBC, and a host of *Fortune* 500 companies and global consultancies.

The breadth of our award-winning team includes expertise across all types of criminal and civil litigation, regulatory actions, Congressional investigations, regulatory & legislative approvals for transactions, data breaches, product recalls, executive transitions, proxy contests, and environmental crises. The solutions we put in place are customized to meet the needs of all our client's stakeholders from Wall Street to Capitol Hill to traditional and social media.

We maintain an alliance of consultancies with offices in: New York, Chicago, San Francisco, Austin, Nashville, London, and Zurich.

MONTIETH & COMPANY

155 E 44th Street
New York, NY 10017

1 Fore Street
London, EC2Y 5EJ

Montieth Illingworth, CEO and Global Managing Partner

Montieth & Company is a global specialist communications consultancy dedicated to enabling organizations to seize opportunity and meet their greatest challenges. We operate through six practice groups: Marketing Communications, Corporate and Financial Communications, Litigation Communications, Issues and Crisis Management, Global Content Services, and Public Affairs. We operate through centers of excellence in New York, London, Frankfurt, Paris, and Washington D.C. and are expanding into Hong Kong.

Montieth & Company projects its cross-border solutions across multiple money and media center markets throughout North and South America, Europe, the Middle East, Africa, and Asia Pacific.

PADILLA

1101 West River Parkway
Suite 400 (Headquarters)
Minneapolis, MN 55415
612/455-1700
PadillaCo.com

Brian Ellis, Executive Vice President
Bob McNaney, Senior Vice President

Padilla is an independently operated, globally resourced public relations and communication company with offices across the United States. The agency builds, grows and protects brands and reputations worldwide by creating purposeful connections with the people who matter most through public relations, advertising, digital and social marketing, investor relations and brand strategy. Padilla includes the brand consultancy of Joe Smith, the food and nutrition experts at FoodMinds, and the research authorities at SMS Research Advisors. Padilla is an AVENIR GLOBAL company and a founding member of the Worldcom Public Relations Group, a partnership of 132 independently owned partner offices in 115 cities on six continents.

Crises can come from any direction, and each one represents a moment of truth for your brand and your reputation. Fortunately, the Crisis + Critical Issues Team at Padilla is prepared to shepherd our clients through the storm with a thorough, rapid response protocol and our 24-hour emergency hotline (1.877.PR.ER.911). We help our clients remain clear, coherent and credible, and emerge with their reputations intact.

Measure your level of crisis preparedness with Crisis IQ at Padilla-Co.com/Crisis-Critical-Issues.

PEPPERCOMM

470 Park Ave. South, Fifth floor
New York, NY 10016
212/931-6100
www.peppercomm.com

Steve Cody, CEO and Founder
Ann Barlow, Partner and President, West Coast
Deborah Brown, Partner and Chief Marketing Officer
Jacqueline Kolek, Partner and General Manager, New York Office

Maggie O'Neill, Partner and Chief Client Officer

Peppercomm is an award-winning strategic, integrated communications and marketing agency headquartered in New York City with offices in San Francisco and London. The firm connects brands, messages and people through data-driven insights, cross-channel communications and brilliant customer experience. Employing an omni-channel approach, the company uses customer insights to determine the right mix of tools and platforms to help clients reach, engage and influence customers along their path to purchase.

Founded in 1995, Peppercomm has received numerous accolades, including *The Holmes Report's* North American Corporate/B2B Agency of the Year and *Bulldog Reporter's* Midsized Agency of the Year. The agency has been listed as one of *Fortune's* 10 Best Workplaces in Advertising and Marketing, 100 Best Workplaces for Women, 50 Best Small and Medium Workplaces and 50 Best Workplaces for New College Grads.

Services include Branding, Content Strategy & Development, Creative Services, Crisis Management, Digital Solutions, Experiential, Insights & Strategy, Licensing, Public Relations & Social Media and Research & Measurement.

For more information, visit www.peppercomm.com

PUBLIC COMMUNICATIONS INC.

One East Wacker Drive, 24th Floor
Chicago, IL 60601
312/558-1770
www.pcipr.com

Jill Allread, APR, CEO
Pamela Oettel, CFO & COO
Craig Pugh, President

Protesters are attracting media crews outside your gates, your board chair has been accused of harassment, a new study questions your company's miracle drug, you have been hacked, business is halted due to a cyber security incident. Each situation could be your organization's undoing.

With experienced, senior counsel Public Communications Inc. helps clients manage crises online, in the news, on the air and in the C-suite. The core principles remain the same. Assess the situation. Communicate clearly and honestly. And do it quickly to protect the client's



Michelle Ubben, Sachs Media Group Partner and President; and Ron Sachs, Sachs Media Group Founder and CEO.

reputation. Those first few hours can make the difference between a crisis that is contained and soon forgotten, and one that becomes part of your media boilerplate. Our counselors bring strategies and calm. And we continually adapt crisis management principles to a world in which good news and bad, fact and rumor, travel at lightning speed, disseminated by anyone with a laptop, cell phone, blog or Twitter account.

We are always on call to counsel clients in crisis. And, when things are calm, we help our clients avoid, anticipate and prepare, so that if a crisis does strike, it becomes the type that is soon forgotten. We can help. Let's talk.

QORVIS COMMUNICATIONS

1201 Connecticut Av NW
Suite 1000
Washington, D.C. 20036
202/841-9090
rich.masters@qorvis.com
www.Qorvis.com

Rich Masters, Executive Vice President

Crisis communications is generally thought of as rapid response when a crisis hits. At Qorvis Communications, we believe that if you wait to handle a crisis until after it hits, you are too late. Based in Washington, our crisis experts come from the world of political campaigns in which crisis is a part of everyday life. Successful political campaigns can handle crisis because they have done opposition research and know their opponents' vulnerabilities and potential issues as well as their own. Rarely if ever do major multinational corporations undertake a full-scale vulnerability assessment to predict potential future communications challenges. Because of our extensive political experience, we approach crisis with a holistic, methodical and 4-stage plan; PREDICT potential crises ahead of time, PREPARE to deal with them as they arise, PUSH BACK when the time comes, and then PIVOT seamlessly back to your brand positives. We believe the bottom line is: If you do not predict and then prepare for negative issues and crisis, there is little chance of success at pushing back

and pivoting back to the brand narrative. At Qorvis, we help our clients win at all four stages.

REVIVEHEALTH

Nashville Headquarters
209 10th Avenue South, Suite 214
Nashville, TN 37208
615/742-7242
thinkrevivehealth.com
info@thinkrevivehealth.com

Offices in Minneapolis, Santa Barbara, and Boston

Brandon Edwards, Founder & CEO

Joanne Thornton, Founder & President

Phil Stone, COO

We are a full-service agency focused on the intersection of health-care delivery, finance, and innovation. Recognized by *Black Book* as 2016 and 2017 Crisis Communication Agency of the Year, we have unmatched depth and breadth of capabilities, experience, and knowledge to protect reputations and build brands.

We help brands assess, prioritize, and prepare for vulnerabilities that cause negative impact to a company's brand and business performance. Our team can handle any issue, from data security and litigation support to labor issues and M&A. We also offer the industry's first and only dedicated group focused on payor/provider relations. Our team has worked on complex issues both at a national level and in 48 states, delivering strategic counsel, breakthrough creative, and integrated campaigns that align all communication with business objectives and needs.

SACHS MEDIA GROUP

114 S. Duval St.
Tallahassee, FL 32301
850/222-1996
Fax: 850/224-2882
www.sachsmedia.com

For nearly a quarter-century, Sachs Media Group has helped diverse sectors navigate the treacherous waters of high-profile crises with unwavering guidance, support, and a seasoned crisis management team. The key to weathering any crisis is preparation; that's where Crisis Defense™ comes in. Sachs Media Group's Crisis Defense™ service will help you prepare, train and develop a plan to help ready your organization in advance of a crisis and all through it.

SITRICK AND COMPANY

800/288-8809
www.sitrick.com

Los Angeles: 310/788-2850
New York: 212/573-6100
San Francisco: 415/369-8470
Denver: 720/904-8560
Washington, D.C.: 443/977-7215
Boston: 617/897-0326

Michael S. Sitrick, Chairman and CEO

Sitrick and Company is not a traditional public relations firm. Our practice has a specialized focus. We concentrate in corporate, financial, transactional, litigation and crisis communication. Although best known for our work in sensitive situations, we have an extensive and successful practice in each of the following areas.

Since our firm's founding 30 years ago, we have been consistently ranked among the top crisis and strategic communications firm in the nation. The *New York Times* called us "The City's Most Prominent Crisis Management Firm." Chambers & Partners this year initiated a ranking of litigation support firms. We were one of four chosen to be in the highest-ranked "Band 1" category.

The majority of the firm's senior executives are former editors and reporters from news organizations that include the *Wall Street Journal*, the *New York Times*, Bloomberg, *Los Angeles Times*, *Forbes*, CBS News, ABC News and NBC News. We also have former practicing attorneys and business executives.

Matter with which we have been involved include litigation support of all kinds; intellectual property matters, allegations of stock manipulation, wrongful termination, contract disputes, allegations of fraud and fraudulent inducement, wrongful death claims, allegations of illegal drug use, SEC matters, and a variety of other white-collar crimes. We have also handled criminal and civil cases against companies and their executives for such things as price fixing, insurance fraud, options backdating, antitrust violations, race and sex discrimination, sexual harassment, racism and #MeToo matters. We have a significant mergers and acquisitions and corporate governance practice and have done extensive work combatting short sellers and dealing with data breaches. Other issues include sensitive

— Continued on page 42

SITRICK AND COMPANY

— Continued from page 41

environmental matters, racketeering cases, family disputes, and high-profile divorces.

SLOANE & COMPANY

7 Times Square, 17th flr.
New York, NY 10036
212/486-9500
Fax: 212/486-9094
info@sloanepr.com

Darren Brandt, Whit Clay,
co-CEOs

Sloane & Company is an industry-leading strategic communications firm that provides a range of crisis-focused services around situations including: shareholder activism; litigation; unforeseen management changes; Board issues; employee issues; cybersecurity; natural disasters; product integrity; regulatory and legislative issues; bankruptcies / restructurings; environmental issues; and corporate governance. More broadly, we provide strategic counsel and support around corporate and financial public relations; transactions; strategic insights; messaging, analytics and measurement; public affairs; and investor relations — to public and private companies as well as investors, associations and individuals.

We are experts at assisting clients when unforeseen events threaten to impact their business or damage their reputation. We are known for our intelligence, intensity, creativity and focus on getting results. Whether the situation calls for developing and delivering the right messages to the audiences that matter or advising on high-stakes deals or crises, our goal is the same — to drive winning outcomes for our clients.

We have become a go-to firm when these crises and special situations occur by listening to our clients, understanding the situation, determining the risks to their business and delivering candid advice to management teams, boards, executives and organizations when they need it most. Clients have the benefit of working with senior

executives with decades of experience who offer professional counsel in all phases of crisis planning and response, leading to immediate results.

Beyond specific crisis situations, we develop effective and actionable contingency plans in close coordination with a client's legal, financial, marketing, communications and government relations/lobbying advisors. Our approach provides best-practices and enhances client procedures and appropriate training of personnel before and during a crisis. When the unexpected happens, we actively manage and support implementing the appropriate communications tactics. After the crisis subsides, we help clients restore their credibility and reputation in the marketplace.

SOLOMON MCCOWN & COMPANY INC.

177 Milk Street, Suite 610
Boston, MA 02109
617/695-9555
www.solomonmccown.com
Twitter: @SolomonMcCown

205 Hudson Street
New York, NY 10013
917/336-7427

Helene Solomon, CEO
Ashley McCown, President
amccown@solomonmccown.com

With offices in Boston and New York, Solomon McCown (SM&) supports clients that face complex, mission-critical issues at the intersection of public policy and business. The firm works within education, healthcare and real estate sectors, and with corporations and non-profit organizations to deliver integrated communications strategies that include: messaging, media relations & training, government relations, digital and social campaigns, and development of creative content that helps clients achieve their goals.

We believe that at the core of advancing an organization's mission is protecting it. Crisis planning and management is a defining strength of our organization. Our nationally-recognized senior team of crisis managers comes from journalism and politics. We have developed crisis plans for corporations, institutions, and mission-focused organizations, and have played a key role in many sensitive and complex issues including data breaches, public health issues, labor negotiations and strikes, bankruptcies and

business failures, accusations of sexual harassment and abuse, Title IX complaints, regulatory investigations, workplace violence and natural disasters. We excel at working with both in-house and outside legal and communications teams to devise strategies that dovetail with the legal strategy.

STANTON

880 Third Ave.
New York, NY 10022
212/366-5300
Fax: 212/366-5301
astanton@stantonpr.com
www.stantonpr.com

Alex Stanton, CEO
Tom Faust, Charlyn Lusk, Pat Harden, Managing Directors
George Sopko, Katrin Lieberwirth, Liam Collopy, SVPs

Stanton provides a full range of senior-level counsel to protect corporate reputations before, during and after a crisis hits, when critical issues arise, and through major transitions. Our expertise helps clients prevent crises through thoughtful planning and oversight. In the event a crisis does occur, we help contain the situation by managing media coverage and executing proactive communications to offset reputational damage and repair relationships with key constituents.

Stanton works with senior leadership teams, corporate task forces, outside counsel and other advisors to develop comprehensive communications strategies that ensure our clients are fully prepared. We apply our decades of experience to create the right strategy and put the right support behind it to control the narrative from the start and stay focused on your priorities.

Our experience spans a variety of situations including corporate litigation, executive changes, consumer and special interest boycotts, workplace violence, employee misconduct, financial improprieties, environmental issues, product tampering and many others. Stanton's efforts help clients minimize negative attention and prevent escalation of vulnerabilities during crisis situations. That's why you've never heard of some of our best crisis work.

Clients: 3i, Aberdeen Standard Investments, Albright Capital Management, Allianz Global Corporate & Specialty, Assurant, Bain Capital, Carl Marks Advisors, Conning Asset Management, CSAA, CVC Capital Partners, DFin, Great Hill Partners, FFL Partners, HGGC, Makena Capital, Marin General

Hospital, One Equity Partners, Pine Brook, Sun Capital, Tanenbaum Center for Interreligious Understanding, TD Ameritrade, THL Credit, Ushur, Vertical Bridge and VSS.

WEISS PR, INC.

101 North Haven Street, Suite 301
Baltimore, MD 21224
410/303-5019
info@weisspr.com
www.weisspr.com
@WeissPR

Celebrating 10 years in business, Weiss PR, Inc. helps organizations to reach, engage, and influence the right audiences in order to achieve their communications and business objectives.

In addition to its ongoing work for clients in five key industries — technology, commercial real estate, professional services, healthcare and employee benefits, and non-profits — Weiss PR has extensive experience handling crisis communications for government agencies, major corporations, developers, construction firms, and healthcare organizations, among others.

In crisis situations, Weiss PR applies its full resources to rapid response and management of the communications function. Often working in conjunction with a team of attorneys, corporate officers, risk managers, and human resource professionals, we create and implement a program that enables clients to gain control of the situation, provide key audiences with timely and accurate information, and maintain (or restore) their reputations.

Weiss PR also helps organizations to prepare crisis response communications before problems arise. Through strategic planning, media training, development of response protocols, and crisis scenario building, Weiss PR prepares management and internal communications teams to recognize, assess, and deal swiftly and effectively with a crisis by creating a system of procedures which enables clients to better understand and respond to the special risks and demands a crisis presents.

Regardless of whether it is dealing with a crisis or handling proactive public relations, though, Weiss PR always stays true to its vision to provide clients with ideas built on strategy — not egos — from a team of senior professionals committed to providing exceptional service, great work, and measurable results. ○

View & download profiles of hundreds of PR firms specializing in a dozen industry areas at:
www.odwyerpr.com

Jack O'Dwyer, chronicler of PR, dies

Jack O'Dwyer, who launched his pioneering *Jack O'Dwyer's Newsletter* 50 years ago, died Dec. 19 of a chronic lung issue. He was 85.

Respected and sometimes feared by leaders in the PR business, O'Dwyer took pride in his role as an old-school reporter dedicated to chasing down stories and revealing the good and bad of PR.

The *New York Times* and *Washington Post* lauded *Jack O'Dwyer's Newsletter*, which was printed on distinctive yellow pages, as the "bible of PR."

O'Dwyer was a fierce advocate for transparency in PR. His annual financial rankings, which required the submission of financial proofs, chronicled the growth of the industry.

He believed the rankings contributed to the "professionalism" of PR, which helped the business earn the respect that it so richly deserved.

O'Dwyer was an advocate for the "little guy," and railed against the acquisition wave by conglomerates that not only reduced the number of independents in the business, but robbed it of some of its heart and soul.

He published the annual *O'Dwyer Directory of PR Firms*, which was found in every agency, library and career center throughout the country, and *O'Dwyer's*, a monthly magazine launched 32 years ago.

Jack is survived by his wife, Lucille; son John, publisher of *O'Dwyer's*, and daughter Christine, research editor of *O'Dwyer's*. ○



Jack O'Dwyer

GM marketing chief to step down

Tim Mahoney, longtime Global Chief Marketing Officer of Chevrolet, plans to retire. His departure, which was announced internally on Dec. 13, becomes effective March 1.

Mahoney, who also leads General Motors' global marketing operations, has been with the automaker since 2013. He was previously CMO at Subaru of America, where he spent most of his career. He later served in an Executive Vice President and Chief



Tim Mahoney

Product and Marketing Officer role at Volkswagen of America, Inc. and also held various marketing positions at Porsche Cars North America.

GM confirmed Mahoney's retirement in a statement, though the Detroit car giant didn't name a possible successor. ○

Tesla alum O'Brien drives to Facebook

Sarah O'Brien, who exited Tesla in September as VP-communications, has joined Facebook as VP for executive communications.

She left Tesla following a tumultuous year for CEO Elon Musk, who drew heat from the Securities and Exchange Commission after he tweeted about a \$420 per-share go-private takeover offer.

Tesla and the SEC reached a settlement in September in a securities fraud suit in which Musk stepped down from the chairman position, agreed to appoint independent directors and paid \$40 million in penalties.

O'Brien joined Tesla in 2006 after eight years at Apple, overseeing PR for the iPhone and music PR in the EMEA region.

Facebook CEO Mark Zuckerberg and COO Sheryl Sandberg have had a brutal year on the communications front, capped by the November *New York Times* blockbuster article about spreading disinformation about critics.

Facebook recruited Nick Clegg, former head of Britain's Liberal Party, to head global public affairs. ○



Sarah O'Brien

Miami comms director moves to Kivvit

Eugene Ramirez, the city of Miami's Communications Director, has moved to Kivvit, where he's been named Director of that Chicago-based public affairs shop's Miami office.

Ramirez's post becomes official January 7.

As Miami's Director of Communications, Ramirez managed the city's communications office and served as top spokesperson and communications consultant to the office of the Mayor and City



Eugene Ramirez

Manager, as well as City Commissioners and directors.

He was previously stationed with Miami's WFOR-TV and Tampa's WFLA-TV, where he served as a Morning Anchor. The Miami native also worked as a Media Relations Manager for Macy's, where he lead branding and diversity efforts and served as Spanish-language spokesperson throughout the Southeastern and South Central U.S. and Puerto Rico. ○

Wells Fargo's Stabler heads to ICR

ICR has appointed Peter Stabler head of its Internet investor relations practice.

Stabler comes to ICR from Wells Fargo Securities, where he served as Managing Director, Senior Equity Research Analyst. He previously was with Credit Suisse. Prior to his career on Wall Street, he worked in communications and media planning at Omnicom, Mediaplex and Kirshenbaum, Bond.

In his new post, Stabler will be based in ICR's San Francisco office, working closely with the firm's technology and consumer IR practice groups.

ICR's west coast technology group has expanded in recent months, with the addition of several senior IR and PR hires. ○



Peter Stabler

Edelman's Koffler Joins BCW

Larry Koffler, who spent more than 25 years at Edelman, will join BCW next month as Executive VP in its brand solutions practice in New York.

He had headed the No. 1 independent firm's business + social purpose unit.

During his time at Edelman, Koffler handled integrated communications for consumer packaged goods, financial services, entertainment/sports clients, as well as executive positioning, citizenship counsel and digital programs.

When he comes on board at the WPP unit, Koffler will report to Thomas Bunn, Executive VP/Managing Director, Brand Solutions. ○



Larry Koffler

In 2019, everything is public relations

By Fraser Seitel

In 1968, the late, great Jack O'Dwyer had the prescience to found a newsletter devoted to the budding, uncertain practice of public relations.



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

It was far from a sure thing.

Public relations at the time was a bit of a backwater, little-considered, low-level occupation best known for three things:

1. The field was dominated by men.
2. Most of them existed by agreeing with everything their employers said, whether right or wrong, fair or unfair, right or wrong. Thus, the

term "yes men."

3. The vast majority of public relations men of the time specialized in drinking martinis.

Nonetheless, the intrepid, indefatigable, never-take-no-for-an-answer O'Dwyer plunged headlong into the business of covering — relentlessly and often unforgivingly — the practice of public relations.

And here we stand a half-century later, with Jack sadly now gone, in an age where PR has become not only accepted but respected, even feared for its potential power.

In fact, the year just ahead promises — threatens? — to unleash an era in which public relations is everything.

Consider as Exhibit A, B and C: the (groan) "presidency" of Donald J. Trump.

• Donald Trump's wild ride to the White House depended solely on public relations. Trump himself was largely a creation of the media: a preening, bombastic scion of inherited real estate wealth who dominated print, broadcast and social media with his outrageous bravado, extramarital escapades and ubiquity.

Despite knowing very little about policy or public affairs and lacking the interest to read or learn, Trump was elected President basically because he was well known. In other words, his public relations celebrity.

• Once President, Trump spent his first two years governing by tweet, the short-form communications device that caters to meager thinkers with short attention spans

and large egos.

While his critics deplored such a witless and often-insensitive tactic, Trump's use of Twitter was, at times, pure genius.

As he surmised, the media who despised him nonetheless slavishly covered his every cryptic, misspelled missive, and Trump tweets largely controlled the nation's daily agenda. So much so that future U.S. Presidents, most of whom will publicly condemn the Trump years, will likely adopt some form of the Trump tweeting strategy.

• Today, as we head into the third year of the Trump presidency, the President has clearly lost his PR edge.

His tweets no longer resonate positively. On the contrary, forced to rely on his own suspect public relations instincts, recent tweets — like the clueless rant against Federal Reserve Policy and the more clueless announcement by his Treasury Secretary of checks on bank liquidity — have damaged him considerably in the one area he can't afford to lose — the stock market.

Ironically, the stock market's sudden, precipitous fall had little to do with an

economy that is still chugging along, with wages that have generally improved across the board or profits which continue to perform well.

The market decline is based, pure and simple, on Donald Trump's losing the reins of public relations. As the stock market goes, so goes the Trump Presidency.

So, what can he do to regain the public relations edge?

For one thing, he can announce new, needed regulations on the computer program traders who have disrupted trading by exacerbating market movements. For another, he can tweet that the U.S. and China have agreed on a fair trade policy, negating the need for new tariffs. Both public relations moves could restore the equilibrium of the Trump presidency.

Failing policy moves like these, the Trump presidency will continue to suffer public relations damage. Were that to result, not only will he certainly be impeached by House Democrats but also risks being convicted by Senate Republicans tired of their own loss of credibility. ○

Consumers turned off when brands ask too many questions

By Jon Gingerich

Consumers regularly turn over their personal information to brands in exchange for special offers and personalized experiences, and of course, the data gleaned from these inquiries can produce invaluable material for lead generation, but asking for too much information can quickly drive consumers away, according to a recent survey by data platform Jebbit.

The study, which sought to analyze how much consumers trust the world's most well-known brands, asked respondents to list the types of behaviors that provoke them to distrust a company that asks for their personal information.

As it turns out, many consumers often think that brands sometimes ask too many questions.

About 40 percent of respondents said they distrust a brand when it asks them for too much information.

Nearly a third (28 percent) said they distrust brands that've been involved in public data scandals.

Nearly one-in-five (16 percent) said they distrust brands that've relied on inaccurate information to market them, and 10 percent said they distrust a brand that engages in "creepy" advertising practices.

By contrast, the survey sought to uncover what behaviors could cause brands to be seen in a more positive light. A majority of respondents (33.3 percent) said declining to show ads, offers or messages based on data consumers didn't supply led them to trust brands most, followed by storing and using only personal info that's relevant to the product they buy (33.2 percent) and revealing what info brands have on them (24 percent).

The survey also asked respondents to rank, on a scale of 1 to 10, how much they'd trust a list of 100 brands if those brands offered them offers, goods and services in exchange for data.

The companies taking the top-trusted slots were Amazon, Google, Visa, UPS and Apple. CarMax, Philip Morris, Conoco, DISH Network and Autonation were among the worst-ranked brands.

Jebbit's report, "The State of Consumer Trust" surveyed 1,000 U.S. adult smartphone users in November.

Participants were sourced through Facebook, Twitter, Instagram and Amazon's Mechanical Turk. ○

Tax considerations for 2018 and beyond

By Richard Goldstein

This month I'm discussing tax savings ideas and issues. Next month I'll continue to discuss the concept of managing for prosperity in 2019.



Richard Goldstein is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

Payroll IRA deductions

PR agencies may want to offer employees a way to save for retirement but aren't ready to launch and operate a 401(k) or another employee benefit plan. A payroll deduction IRA can be a solution.

With a payroll deduction IRA, employees' contributions to their IRA are deduct-

ed directly from their paychecks. As an employer, the PR agency acts as a conduit between employees and the financial institution at which the IRA is established. After withholding the payroll deduction amounts, the employees authorize the PR agency to transmit the withholding to their financial institution. This setup shouldn't be considered an employer retirement plan. That means it isn't subject to the federal reporting requirements with which employer plans must comply.

Employees decide how much they'll contribute to their accounts and whether to establish a traditional or Roth IRA. All the tax rules that apply to IRAs apply to this employer assisted plan. So, why bother with this? A payroll deduction IRA enables employers to provide their employees with a tool that can make it easier to save for retirement, with little cost to the business.

New limit on interest expense deductions

The Tax Cuts and Jobs Act introduced a variety of tax benefits for business. At the same time, the TCJA placed limits on several tax breaks, including the amount of interest expense a business may deduct.

If your gross receipts exceed the \$25 million threshold then, beginning in 2018, your annual deduction for business interest is limited to the sum of: 1. Your business interest income, 2. 30 percent of your adjusted taxable income, and 3. Floor-plan financing interest (this won't apply to PR agencies).

Your adjusted taxable income is your taxable income without regard to nonbusiness income; business interest expense on in-

come; the amount of any net operating loss deduction; and depreciation and amortization or depletion. The last item will expire at the end of 2021. Interest that's not allowed may be carried forward indefinitely and deducted in subsequent years, subject to the same limits. Note: if your average annual gross receipts are \$25 million or less for the three previous years, this new rule won't apply to you. Caution: related business businesses must combine gross receipts. This means you can't avoid the limit by splitting a larger agency into separate entities.

Meals and entertainment

PR agencies that entertain prospects and clients won't appreciate the new rule that disallows entertainment expenses. Under the prior law, agencies could deduct 50 percent of reasonable entertainment costs. This is no longer available, but the 50 percent deduction for meals remains.

Something to think about. Suppose an agency VP takes a client to dinner (\$100) to discuss PR matters, then takes the client to see a Broadway show (\$300). Because the Internal Revenue Code requires that each component of the meeting be separately identified, the Broadway show would not be deductible. However, assume, the VP takes his or her client to dinner and a show costing \$400. If, in this case, the receipt just indicates the price for the dinner is \$400, without indicating a show was included, there's a possibility that the IRS would allow the expense to be deducted subject to the 50 percent limitation.

Section 179 expensing

Prior to the TCJA, agencies could elect Section 179 expensing on eligible property of up to \$500,000, phasing out at \$2 million. Starting in 2018, however, the above limits increase to \$1.0 million with a \$2.5 million phase-out not to exceed business income. The amount of the Section 179 expensing amount will be indexed to inflation. So, what does this mean? For most PR agencies, it will not be necessary to depreciate asset acquisitions or keep detail depreciation records.

Net operating loss deduction

In 2017, PR agencies could offset a net operating loss deduction up to 100 percent of business income, with a two-year carry-back and 20-year carry-forward provision. Beginning in 2018, the deduction is reduced to 80 percent, with no carry-back and unlimited carry-forward allowed. (Applies to regular corporations.)

Transportation benefit

The tax break for employer-paid transportation benefits, including parking and mass

transit reimbursement, was repealed. However, if an employer still offers this benefit it will at least be tax-free to employees.

Estate taxes

The estate tax exemption amount has doubled to \$22.36 million for couples and \$11.18 million for individuals. These amounts will be adjusted for inflation each year. It's important to plan your estate now, because these higher amounts are scheduled to revert to the 2017 levels on January 1, 2026, unless Congress acts to prevent it.

Alternative minimum tax

How many of you were caught in the AMT in prior years? I was! The AMT, in theory, was designed to prevent high-income taxpayers from abusing large tax deductions. Truth be told, the AMT snagged taxpayers of more modest means! The TCJA increased the exemption amounts. For example, a married couple filing jointly will see an increase from \$84,500 to \$109,400.

Kiddie tax changes

Families with children having a modest amount of unearned income could be snagged due to changes in the kiddie tax. Previously, this tax was a complex formula involving earned and unearned income. The big change for children under the age of 19 or full-time students under the age of 24 is how unearned income is taxed. You may recall that the unearned income was taxed at your rate. However, the TCJA changed the rates to the higher trust and estate rates. For example, unearned income of \$12,501 or more will now be taxed at 37 percent. **O**

News brief

Facebook ad revenue falls

Facebook's marketing growth has dipped, and now registers about half the revenue gains the social giant exhibited during the first two quarters of the year, according to a new report released by ad data experts Standard Media Index.

SMI's data, which is derived from media-spending sales figures supplied by the largest U.S. ad agency holding groups, shows that Facebook began 2018 with strong year-over-year ad revenue gains of 35 percent in Q1.

The double-digit growth continued in Q2 — albeit slowing to 30 percent — but the social giant's growth rate dropped in half in 2018's third quarter, exhibiting only 16 percent YoY growth.

These figures now show Facebook barely keeping up with the overall digital ad market, which was up 14 percent in Q3 from the same period last year, according to SMI data.

In light of the disappointing quarter, Facebook has still registered a strong year overall, boasting a 25 percent year-to-date uptick in ad revenues from the same January-October period in 2017.

By contrast, however, Facebook exhibited 41 percent year-over-year ad revenue gains during the same time period last year.

E-cig makers wage lobbying war

The country's largest manufacturers of electronic cigarettes have launched a lobbying salvo in response to federal regulators' recent crackdown on flavored e-cigarette and vaping products.

Juul Labs, which surpassed its competitors last year to become the most popular e-cigarette in the U.S., has hired Insight Public Affairs to handle Food & Drug Administration regulatory matters and for a push about the value of vaping products in "harm reduction."

The brand's soaring popularity among teens has made the company a target by the FDA, which recently announced its plan to ban the sale of most flavored e-cigarettes in retail stores and gas stations around the country in a bid to curb its appeal among young people.

The vaping and electronic cigarette market has exploded in recent years, kicking off a contentious debate among industry advocates, health groups, regulators and e-cig makers themselves, which often tout their products as a safer and more socially acceptable alternative to combustible cigarettes.

Juul, which supports effective tobacco control, says use of its products "accelerate cigarette displacement." In light of the public backlash and pending FDA announcement, Juul in November said that it would suspend selling flavored products. Juul also hired Empire Consulting Group in November.

Sales of e-cigarettes in the U.S. were estimated to top \$3.6 billion this year, according to Internet statistics company Statista. Bloomberg Industries predicts e-cigarette sales may overtake traditional cigarette sales within the next two decades.

E-cig giant NJOY has hired lobbying firm Card & Associates to handle consumer safety and protection issues on Capitol Hill as they relate to the e-cigarette industry.

The Scottsdale, AZ-based vaping company has hired C&A to "educate officials on product safety and business practices of NJOY," according to lobbying registration documents filed with Congress in December.

Founded in 2006, NJOY was one of the first companies to manufacture e-cigarettes. Once the world's largest independent manufacturer of e-cigs by retail sales, NJOY filed for Chapter 11 in 2016 but bounced back last year after raising \$35 million in investment capital. It has since launched a refreshed brand identity.

NJOY several weeks later also retained Bob Livingston's (R-LA) lobbying firm The Livingston Group concerning "regulation and legislation related to NJOY products and business interests," according to lobbying registration documents filed with Congress in December. ○

Mercury works GOP hack crisis

Mercury Public Affairs is supporting the National Republican Congressional Committee to handle the crisis connected to news that it was hacked during the 2018 election cycle.

An outside vendor informed GOP officials about the cyber attack in April, but the party decided to remain silent, claiming that going public with the news would hinder its internal probe.

Ian Prior, VP at Mercury, serves as Spokesperson for the NRCC. He confirmed the committee was a "victim of a cyber intrusion by an unknown entity."

He said once the NRCC learned of the attack, it "launched an internal investigation and notified the FBI, which is now investigating the matter."

The NRCC will offer no further comment about the hack to protect the integrity the investigation, according to Prior, who was PA Director at the Justice Dept. and National Press Secretary at the NRCC before joining Omnicom's Mercury unit.

The news of the attack comes at a bad time for NRCC as it seeks



to rebuild following the loss of 40 seats and control of the House in November's election.

The hack also is a cause of embarrassment as President Trump had ridiculed the Democratic National Committee following its hack. ○

GOP operative Bliss heads to FP1 Strategies

Corry Bliss, who ran the Congressional Leadership Fund super PAC and its sister nonprofit American Action Network through the 2018 midterm cycle, is joining FP1 Strategies as a Partner in its political and public affairs practices.

Referred to as "national Republicans' favorite political fixer" by *Time* magazine in 2016, Bliss had been at CLF and AAN since January 2017. While there, he raised and supervised a budget of \$213 million, launching a national field program of 40 offices that was credited with reaching more than 35 million voters.

He previously ran the 2016 campaign for Sen. Rob Portman (R-OH), in which the candidate came back from a nine-point polling deficit to rack up a 21-point win. He also managed Kansas Senator Sam Roberts' successful 2014 campaign for re-election.

At the CLF and AAN, Bliss is being replaced by Dan Conston, President of Conston Communications, who served as Communications Director for Illinois Rep. Peter Roskam during his stint as Chief Deputy whip for the Republicans in the House. ○



Corry Bliss

Haliburton vet Moran joins FTI

Bob Moran, who spent a dozen years at Halliburton directing the energy services giant's PR and government affairs, has joined FTI Consulting as senior managing director and co-head of its government relations offering.

He'll pair with former Alabama Democratic Congressman Bud Cramer in the GR unit, which is part of FTI's strategic communications offering.

Most recently, Moran ran his own consulting firm

Until exiting Halliburton last January, Moran handled energy, environmental, tax, regulatory matters, government oversight and investigations.

Earlier, he was D.C. lobbyist for the American Petroleum Institute and National Ocean Industries Assn.

Based in Washington, Moran and Cramer report to Jackson Dunn, who heads the PA/GR practice for the Americas. ○

China's ZTE taps Trump's law firm, Lieberman

ZTE Corp, the Chinese telecom that President Trump in April sanctioned for selling American technology to Iran and North Korea, has hired his law firm Kasowitz Benson Torres, for legal matters.

Former Connecticut Senator and Democratic VP nominee Joe Lieberman heads KBT's team. He's senior counsel there.

Lieberman is working with his former Senate Chief of Staff Clarine Nardi Riddle to put together an assessment of concerns that Members of Congress, Executive Branch and US businesses "may have about any national security vulnerabilities and risks that ZTE products may pose in the US," according to KBT's federal filing.

Following completion of the assessment, Lieberman's team will submit a report to ZTE about existing concerns and "appropriate measures that may be taken to resolve/or ameliorate them."

Though KTE will not be lobbying for ZTE, it registered the work with the government "in the interest of transparency and caution because we will be talking with Members and other covered officials as part of the assessment." ○

APCO reps China's Huawei

APCO Worldwide represents Huawei, the Chinese telecommunications giant that is at the heart of the US battle with China on the technology and trade fronts.

Canadian officials arrested Meng Wanzhou, CFO and daughter of Huawei Founder Ren Zhengfei, Dec. 1 based on an extradition order from the US.

The arrest triggered a global market sell-off.

Huawei is a long-time client of DC-based APCO. The D.C. firm handles foreign investment and security-related issues and provisions related to US government purchases, according to federal filing records.

Don Bonker, former Democratic Congressman from Washington and executive director at APCO, oversees Huawei.

He's APCO's go-to person on trade and investment issues (including Committee of Foreign Investment in the US) in Russia, Europe and Asia. Bonker specializes in Chinese investments in the US.

Huawei's fees declined from \$30,000 during the first and second quarter to \$10,000 in the third period. ○

Burson supports Singapore digital agency

GovTech Singapore, the government agency responsible for developing Singapore's public digital services and improving the digital infrastructure between government networks, has signed a pact with Burson Cohn & Wolfe for PR support.

The WPP subsidiary will provide GovTech Singapore strategic PR and communications counsel as well as support on media and stakeholder outreach, according to Foreign Agents Registration Act documents filed in December.

BCW will also pitch and secure phone interviews between GovTech and U.S.-based principals. The work will be coordinated between BCW's offices in Singapore and New York.

The pact, which wraps up at the end of December, brings BCW \$13,500 SGD (approx. \$10,000).

Burson-Marsteller and sister WPP unit Cohn & Wolfe were merged earlier this year to form Burson Cohn & Wolfe. The newly combined operation counts 4,000 staffers. ○

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. For a complete list of filings, visit www.fara.gov.

TogoRun LLC, New York, NY, **registered Dec. 6, 2018 for Italian Trade Agency**, Rome, Italy, regarding PR and communications support for a net-working event in connection with 2019 J.P. Morgan Healthcare Conference in San Francisco, CA.

Daniel J. Edelman, Chicago, IL, **registered Dec. 20, 2018 for The Global Covenant of Mayors for Climate & Energy (on behalf of the European Climate Foundation)**, The Hague, Netherlands, to provide communications support, including media, outreach, event participation, social media and newsletter development.

Dreadnaught, LLC, Birmingham, AL, **registered Nov. 30, 2018 for The Democratic Party of Moldova (on behalf of Cornerstone Government Affairs)**, Moldova, MD, regarding counsel on communicating priority issues in the US-Moldovan bilateral relationship to US audiences, including Congress, the executive brand and policy community.

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 www.senate.gov.

Kasowitz Benson Torres LLP, Washington, D.C., **registered Dec. 20, 2018 for ZTE Corporation**, Shenzhen, China, to undertake an independent assessment of concerns that Members of Congress, executive branch and American businesses have about national security vulnerabilities and risks that ZTE products may pose in the US. Former Connecticut Senator Joe Lieberman is senior counsel for KBT.

Rooster LLC, San Francisco, CA, **registered Dec. 27, 2018 for SteelWill, Inc., d/b/a Spot-On**, San Francisco, CA, regarding digital ad disclosure.

Akin Gump Strauss Hauer & Feld, Washington, D.C., **registered Dec. 21, 2018 for CVS Health**, Washington, D.C., regarding corporate taxation.

End Citizens United Action Fund, Washington, D.C., **registered Dec. 21, 2018 on behalf of itself** regarding campaign finance, government ethics and voting rights reform.

GovBiz Advantage, Inc., Chevy Chase, MD, **registered Dec. 19, 2018 for Harley-Davidson**, Washington, D.C., regarding electric motorcycle tax credit.

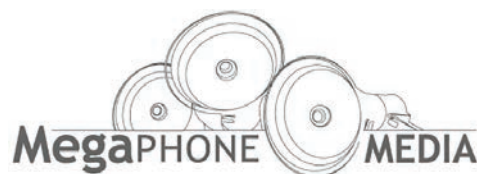


DEFINITION 6

Strategy. Storytelling. Solutions.



- 50 - Annual Reports/Design/Branding
- 50 - Associations
- 52 - Awards
- 54 - Broadcast Monitoring Services
- 54 - Celebrities
- 55 - Clipping Services
- 55 - Content Marketing
- 55 - Conventions/Conference Planners
- 55 - Copywriters
- 55 - Corporate Image Consultants
- 55 - CPA/Consulting Services
- 55 - Crisis Management
- 57 - Directories
- 58 - Directory Publishers
- 58 - Editorial Distribution & Services
- 58 - Education
- 59 - Electronic Newsfeeds/Satellite Svcs.
- 60 - Employment Services
- 60 - Executive Search
- 61 - Fulfillment
- 61 - Graphic Services
- 61 - Integrated Marketing & PR
- 62 - Interactive/Multimedia Services
- 62 - Management Consultants
- 63 - Measurement and Evaluation
- 63 - Media Lists
- 64 - Media Monitoring
- 64 - Media Tours/Roadshows



- Media Training - 64
- Mergers & Acquisitions - 65
- Newsletters - 65
- Newswires/Press Services - 65
- Photo Distribution - 65
- Photographers/Stock Photos - 65
- PR Compensation Analysis - 65
- Press Release Distribution - 66
- Printing - 66
- Promotions - 67
- Public Relations Networks - 67
- Public Service Announcements - 67
- Radio - 68
- Research - 70
- Satellite Media Tours - 71
- Search Engine Optimization (SEO) - 74
- Social Media - 74
- Software - 75
- Speakers Service (Talent) - 75
- Special Events - 76
- Television (TV) Production - 76
- Translation Services - 77
- Video - 78
- Webcasting - 79
- Website Development - 80
- Index to Listed Companies - 80



PREMIERE TV



RADIO • TELEVISION • SOCIAL
Washington, DC • New York • Los Angeles



PRESS RELEASE SERVICES FROM NEOTROPE®



Spring Associates Inc



PR executive recruiting for all seasons



THUNK! MEDIA, INC.



THE STEVIE® AWARDS
The World's Premier Business Award Competitions



Annual Reports/Design/Branding

Bernhardt Fudyma Design Group, 55 East End Ave., #7K, New York, NY, 10028. 212/889-9337. www.bfdg.com. Craig Bernhardt, Pres.

Brand Union, The, 3 Columbus Circle, 11th fl., New York, NY, 10019. 212/336-3200.

Eisenberg & Associates, 1444 Oak Lawn, #105, Dallas, TX, 75207. 214/528-5990. www.eisenberginc.com. Arthur Eisenberg, Founder.

Galperin Design Inc., 2280 Frederick Douglass Blvd., #9D, New York, NY, 10027. 212/873-1121. www.galperindesign.com. Peter Galperin, Pres.

INC Design, 35 West 35th St., New York, NY, 10001. 212/599-2222. www.incdesign.com.

Johnson Strategic Communications, Inc., P.O. Box 27227, Overland Park, KS, 66225-7227. 913/649-8885. www.johnsonstrategic.com. Richard Johnson, Pres.

Lippincott, 499 Park Ave., New York, NY, 10022. 212/521-0000. www.lippincott.com. Richard Wilke, Dir., Global Business Development.

Point Five Design, 118 E. 25th St., 10th fl., New York, NY, 10010. 212/414-4309. www.point5.com. Alissa Levin, Founder & Principal.

Associations

Advertising Club of New York, 989 Ave. of the Americas, 7th fl., New York, NY, 10018. 212/533-8080. www.theadvertisingclub.org. Gina Grillo, Pres. & CEO.

Advertising Specialty Institute, 4800 Street Rd., Trevoise, PA, 19053. 800/546-1350. www.asicentral.com. Timothy M. Andrews, Pres. & CEO.

Alliance for Women in Media, 2365 Harrodsburg Rd., #A325, Lexington, KY, 40504. 202/750-3664. www.allwomeninmedia.org. Becky Brooks, Exec. Director.

American Association of Advertising Agencies (4As), 1065 Ave. of the

Americas, 16th fl., New York, NY, 10018. 212/682-2500. www.aaaa.org. Marla Kaplowitz, Pres. & CEO.

American Association of Political Consultants, 1775 Tysons Blvd., 5th fl., McLean, VA, 22102. 703/245-8020. www.theaapc.org. Alana Joyce, Exec. Dir.

American Marketing Association, The, 130 E. Randolph St., 22nd fl., Chicago, IL, 60601. 312/542-9000. www.ama.org. Russ Klein, CEO.

Arthur W. Page Society, 230 Park Ave., #455, New York, NY, 10169. 212/400-7959. www.awpagesociety.com. Roger Bolton, Pres.

ASAE & The Center For Assn. Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940. www.asaecenter.org. John H. Graham, Pres. & CEO.

Association for Conflict Resolution, 1639 Bradley Park Dr., #500-142, Columbus, GA, 31904. 202/780-5999. www.acrnet.org. Cheryl Jamison, Exec. Dir.

Association for Education in Journalism and Mass Communication, 234 Outlet Pointe Blvd., Ste. A, Columbia, SC, 29210. 803/798-0271; fax: 803/772-3509. www.aejmc.org. Jennifer McGill, Exec. Dir.

Association for Women in Communications, The, 1717 E. Republic Rd., Ste. A, Springfield, MO, 65804. 417/886-8606. www.womcom.org. Jessica Olson, Acct. Mgr.

Association of Marketing and Communications Professionals, 127 Pittsburg St., Dallas, TX, 75027. 214/377-3524. www.amcpros.com.

Association of National Advertisers (ANA), 10 Grand Central, 155 E. 44th St., New York, NY, 10017. 212/697-5950. www.ana.net. John Wolfe, Dir., PR.

Association of Strategic Alliance Professionals, 960 Turnpike St., #3A, Canton, MA, 02021. 781/562-1630. info@strategic-alliances.org; www.strategic-alliances.org. Mike Leonetti, Pres. & CEO.

Automotive PR Council, Original Equipment Suppliers Assn., 25925 Telegraph Rd., #350, Southfield, MI, 48033. 248/952-6401. info@oesa.org; www.oesa.org. Jeff Laskowski, Sr. Mgr., Comms.

British American Business Inc., 52 Vanderbilt Ave., 20th fl., New York, NY, 10017. 212/661-4060; fax: 212/661-4074. www.babinc.org. Nick Guercio, Sr. Mgr. Mktg. & Comms.

Chief Marketing Officer Council, 1494 Hamilton Ave., San Jose, CA, 95125. 408/677-5333. www.cmocouncil.org. Donovan Neale-May, Exec. Dir.

CPR, The International Institute For Conflict Prevention and Resolution, 30 East 33rd St., 6th fl., New York, NY, 10016. 212/949-6490. www.cpradr.org. Noah J. Hanft, Pres. & CEO.

Florida PR Association, 40 Sarasota Ctr. Blvd., #107, Sarasota, FL, 34240. 941/365-2135. www.fpra.org. Cheray Keyes-Shima, Exec. Dir.

Healthcare Businesswomen's Association, 373 Route 46 West, Bldg. E, #215, Fairfield, NJ, 07004. 973/575-0606. www.hbanet.org. Laurie Cooke, CEO.

Hispanic Public Relations Association, P.O. Box 86760, Los Angeles, CA, 90086. info@hpra-usa.org; www.hpra-usa.org. Stephen Chavez, Pres., LA Chapter.

Hospitality Sales & Marketing Association Int'l, 7918 Jones Branch Dr., #300, McLean, VA, 22102. 703/506-3280. www.hsmi.org. Robert A. Gilbert, Pres. & CEO.

Idealliance, 1800 Diagonal Rd., #320, Alexandria, VA, 22314. 703/837-1070. www.idealliance.org. Timothy Baechle, CEO.

Institute for PR, Univ. of Florida, P.O. Box 118400, 2096 Weimer Hall, Gainesville, FL, 32611-8400. 352/392-0280. www.instituteforpr.org. Tina McCorkindale, Pres. & CEO.

International Association of Business Communicators, 649 Mission St., 5th fl., San Francisco, CA, 94105. 415/544-4700; fax: 415/544-4747. www.iabc.com. Stephanie Doute, Exec. Dir.

International Association of Business Communicators, Wash., D.C. Chapter, 200 Little Falls St., #205, Falls Church, VA, 22046. 703/267-2322. www.iabdcmetro.org. Sherri Core, Dir. of Admin.

International Association of Speakers Bureaus, 1850 E. Southern Ave., Tempe, AZ, 85282. 480/839-1423. www.iasbweb.org. Marie Fredette, Exec. VP.

International PR Assn., IPRA, Suite 5879, P.O. Box 6945, London, W1A 6US, U.K. 44 1634 818308. www.ipra.org.

International Women's Media Foundation, 1625 K St., N.W., #1275, Washington, DC, 20006. 202/496-1992. www.iwmf.org. Elisa Lees Munoz, Exec. Dir.

Issue Management Council, 207 Loudoun St. S.E., Leesburg, VA, 20175. 793/777-8450. www.issuemanagement.org. Teresa Yancey Crane, Pres.

LACP - League of American Communications Professionals, 999 Vanderbilt Beach Rd., #200, Naples, FL, 34108. 800/709-LACP. www.lacp.com. Tyson Heyn, Founder.

National Association of Broadcasters, 1771 N St., N.W., Washington, DC, 20036. 202/429-5300. www.nab.org. Dennis Wharton, Exec. VP, Comms.

National Association of Business Political Action Committees, 101 Constitution Ave., N.W., #L-110, Washington, DC, 20001. 202/341-3780. www.nabpac.org. Geoffrey Ziebart, Exec. Dir.

National Association of Government Communicators, 400 S. 4th St., #754E, Minneapolis, MN, 55415. 888/285-8556. www.nagc.com. Isaiah Allen, Exec. Dir.

National Association of Personnel Services, 78 Dawson Village Way, #410-201, Dawsonville, GA, 30534. 844/NAPS-360. www.naps360.org. Trinetta R. Cunningham, Pres.

National Black Public Relations Society, 14636 Runnymede St., Van Nuys, CA, 91405. 888/976-0005. www.nbprs.org.

National Foundation for Women Legislators, 1727 King St., #300, Alexandria, VA, 22314. 703/518-7931. www.womenlegislators.org. Jody Thomas, Exec. Dir.

National Hispanic Media Coalition, 65 S. Grand Ave., #200, Pasadena, CA, 91105. 626/792-6462. info@nhmc.org; www.nhmc.org. Alex Nogales, Pres. & CEO.

National Institute for Lobbying & Ethics, The, 10340 Democracy Lane, #204, Fairfax, VA, 22030. 703/383-1330. www.lobbyinginstitute.com. Paul A. Miller, Pres.

National Investor Relations Institute, 225 Reinekers Lane, #560, Alexandria,

VA, 22314. 703/562-7700; fax: 703/562-7701. www.niri.org. Ted Allen, VP, Comms. and Member Engagement.

National School PR Association, 15948 Derwood Rd., Rockville, MD, 20855. 301/519-0496; fax: 301/519-0494. www.nspra.org. Rich Bagin, Exec. Dir.

National Writers Association, 10940 S. Parker Rd., #508, Parker, CO, 80134. www.nationalwriters.com.

New York Financial Writers' Association, P.O. Box 338, Ridgewood, NJ, 07451. 212/612-0100. contact@nyfwa.org; www.nyfwa.org.

New York Market Radio Association, 125 W. 55th St., 5th flr., New York, NY, 10019. 646/254-4493. www.nymrad.org. Deborah Beagan, Exec. Dir.

New York Women in Communications, 355 Lexington Ave., 15th flr., New York, NY, 10017-6603. 212/297-2133. info@nywici.org; www.nywici.org. Marie Ungaro, Exec. Dir.

Online News Association, c/o NPR, 1111 N. Capitol St., N.E., 2nd flr., Washington, DC, 20002. 202/503-9222. www.journalists.org. Irving Washington, Exec. Dir.

Organization of American Women in Public Relations www.womeninpr.com.

Pennsylvania Association for Government Relations, P.O. Box 116, Harrisburg, PA, 17108. 717/939-1900; fax: 717/939-7900. info@pagr.org; www.pagr.org. Christine Corrigan, Exec. Dir.

Philadelphia PR Association, P.O. Box 579, Moorestown, NJ, 08057. 215/557-9865. www.ppra.net. Nina Scimenes, Pres.



PR Council, 135 W. 41st St., 5th Floor, New York, NY, 10036. 646/992-3557. Katie Doherty, Manager, Member Relations.

Representing over 100 US agencies, the PR Council works to elevate the practice of PR and integrated communications, grow the market, and help our members thrive. See Find-A-Firm at www.PRCouncil.net

Professional Marketing Forum, Suite 422, Salisbury House, London Wall, London, EC2M 5QQ, U.K. 020 7786 9786. www.pmf.co.uk. Richard Chaplin, Founder & Chief Exec.

Promotional Products Association Int'l., 3125 Skyway Circle North, Irving, TX, 75038-3526. 888/426-7724; 972/252-0404. www.ppai.org. Paul Bellantone, Pres. & CEO.

PRSA/Georgia, 4971 Staverly Lane, Norcross, GA, 30092. 770/449-6369. www.prsa-georgia.org. Denise Grant, COO.

PRSA/Los Angeles Chapter, 11271 Ventura Blvd. #376, Studio City, CA, 91604. 818/582-3233. info@prsala.org; www.prsala.org.

PRSA/National Capital Chapter, 200 Little Falls St., #205, Falls Church, VA, 22046. 703/691-9212. www.prsa-ncc.org. Sherri Core, Dir. of Admin.

PRSA/New York Chapter, 555 8th Ave., #1902, New York, NY, 10018. 212/228-7228. www.prsany.org.

Public Affairs Council, 2121 K St., N.W., #900, Washington, DC, 20037. 202/787-5950. www.pac.org. Douglas Pinkham, Pres.

Public Relations Society of America (PRSA), 120 Wall St., 21st flr., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Publicity Club of Chicago, P.O. Box 514, Dundee, IL, 60118. 773/463-5560. www.publicity.org. Donna Lake, Administrator.

Publicity Club of New England, March Comms., 226 Causeway St., 4th flr., Boston, MA, 02114. www.pubclub.org. Pam DeCoste, Executive Administrator.

Publicity Club of New York, 8554 260th St, Floral Park, NY, 11001. info@publicityclub.nyc; www.publicityclub.org. Peter Himler, Pres.

Radio Television Digital News Association, 529 14th St., N.W., #1240, Washington, DC, 20045. 202/662-7257. www.rtdna.org. Dan Shelley, Exec. Dir.

She Runs It (Formerly Advertising Women of NY), 1460 Broadway, New York, NY, 10036. 212/221-7969. www.sherunsit.org. Lynn Branigan, Pres. & CEO.

SIIA, Software & Information Industry Assn., 1090 Vermont Ave., N.W., 6th fl., Washington, DC, 20005. 202/289-7442. jbaranowski@siia.net; www.siia.net. Jennifer Baranowski, Awards Dir.

Society for Advancing Business Editing and Writing (SABEW), Walter Cronkite School of Journalism and Mass Communication, Arizona State Univ., 555 N. Central Ave., Phoenix, AZ, 85004. 602/496-5188. www.sabew.org. Kathleen Graham, Exec. Dir.

Society for Healthcare Strategy & Market Development, 155 N. Wacker Dr., Chicago, IL, 60606. 312/422-3888. www.shsmid.org. Diane Weber, Exec. Dir.

Society for Technical Communication, 9401 Lee Highway, #300, Fairfax, VA, 22031. 703/522-4114. www.stc.org. Liz Pohland, CEO.

Society of American Travel Writers (SATW), One Parkview Plaza, #800, Oakbrook Terrace, IL, 60181. 877/480-4585. www.satw.org. Marla Schrager, Exec. Dir.

Society of Professional Journalists, Eugene S. Pulliam National Journalism Center, 3909 N. Meridian St., Indianapolis, IN, 46208-4045. 317/927-8000; fax: 317/920-4789. www.spj.org. Alison Bethel McKenzie, Exec. Dir.

Washington Women in PR, Washington, DC, 20035. www.wopr.org.

Women in Government Relations, 1420 New York Ave., N.W., #500, Washington, DC, 20005. 202/868-6797. www.wgr.org. Emily Bardach, Exec. Dir.

Awards

Adrian Awards, Hospitality Sales & Marketing Association Int'l., 7918 Jones Branch Drive, #300, McLean, VA, 22102. 703/506-3280. www.hsmi.org. Robert A. Gilbert, Pres. & CEO.

Alexander Hamilton Medal - Institute for PR, University of Florida, P.O. Box 118400, 2096 Weimer Hall, Gainesville, Florida, 32611-8400. 352/392-0280. www.instituteforpr.org. Tina McCorkindale, Pres. & CEO.

AME - Advertising & Marketing Effectiveness Awards, New York Festivals, 260 West 39th St., 10th fl., New York, NY, 10018. 212/643-4800. www.AMEawards.com. Gayle Mandel, Exec. Dir.

American Hotel & Lodging Association's Stars of the Industry Awards, 1250 I St., N.W., #1100, Washington, DC, 20005. 202/289-3100; fax: 202/289-3199. www.ahla.com. Rosanna Maietta, Sr. VP, Comms. & PR.

APEX Awards, Communications Concepts, Inc., 5810 Kingstowne Center Dr., #120-804, Alexandria, VA, 22315. 703/643-2200. info@ApexAwards.com; www.ApexAwards.com. Ken Turtoro, Exec. Dir., Apex Awards.

ARC Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

Association TRENDS Annual All-Media Contest, Columbia Books & Information Services, 4340 East-West Highway, #300, Bethesda, MD, 20814. 202/464-1662. www.associationtrends.com. Rebecca Mann.

Association TRENDS Association Executive of the Year Award, Columbia Books & Information Services, 4340 East-West Highway, #300, Bethesda, MD, 20814. 202/464-1662. www.associationtrends.com. Rebecca Mann.

Astrid Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

AVA Digital Awards, Association of Marketing and Communication Professionals, 127 Pittsburg St., Dallas, TX, 75207. 214/377-3527. www.avaawards.com.

Bell Ringer Awards, Publicity Club of New England, ? March Comms., 226 Causeway St., 4th fl., Boston, MA, 02114. www.pubclub.org. Pam DeCoste, Exec. Administrator.

Big Apple Awards, PRSA/New York Chapter, 555 8th Ave., #1902, New York, NY, 10018. 212/228-7228. www.prsany.org.

Bronze Anvil Awards of PR Society of America, 120 Wall St., 21st fl., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Bulldog Awards, PR Awards, Stars of PR Awards. www.bulldogawards.com.

Clarion Awards, Association for Women in Communications, 1717 E. Republic Rd., Ste. A, Springfield, MO, 65804. 417/886-8606. www.womcom.org. Jessica Olson, Acct. Mgr.

CLIO Awards, 104 W. 27th St., 10th fl., New York, NY, 10001. 212/683-4300. www.clioawards.com. Nicole Purcell, Pres.

CODiE Awards, Software & information Industry Association, 1090 Vermont Ave., N.W., 6th fl., Washington, DC, 20005. 202/289-7442. www.siia.net/codies. Jennifer Baranowski, Awards Program Mgr.

dotCOMM Awards, Association of Marketing and Communications Professionals, 127 Pittsburg St., Dallas, TX, 75207. 214/377-3526. www.dotcommawards.com.

Galaxy Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

Gold Anvil Award of PR Society of America, 120 Wall St., 21st fl., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Gold Circle Awards, ASAE & The Center for Association Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940. www.asaecenter.org. John H. Graham, Pres. & CEO.

Gold Ink Awards, Printing Impressions, NAPCO Media, 1500 Spring Garden St., 12th fl., Philadelphia, PA, 19130. 215/238-5300. www.goldink.com.

Gold Quill Awards, Int'l. Association of Business Communicators, 649 Mission St., 5th fl., San Francisco, CA, 94105. 415/544-4700. www.iabc.com. Stephanie Doute, Exec. Dir.

Golden Trumpet Awards, Publicity Club of Chicago, P.O. Box 514, Dundee, IL, 60118. 773/463-5560. www.publicity.org. Donna Lake, Administrator.

Golden World Awards, Intl. PR Assn., IPRA, Suite 5879, P.O. Box 6945, London, W1A 6US, U.K. 44 1634 818308. www.ipra.org.

Hermes Creative Awards, Association of Marketing and Communication Professionals, 127 Pittsburg St., Dallas, TX, 75207. 214/377-3525. www.hermesawards.com.

iBravo! Awards, Hispanic Public Relations Association, P.O. Box 86760, Los Angeles, CA, 90086. info@hpra-usa.org; www.hpra-usa.org. Stephen Chavez, Pres., LA Chapter.

iNova Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

Internet Advertising Competition (IAC) Awards, Web Marketing Association, P.O. Box 475, South Wellfleet, MA, 02663. comments@advertisingcompetition.org; www.iacaward.org. William Rice, Pres.

Jack Felton Medal for Lifetime Achievement, Institute for PR, University of Florida, P.O. Box 118400, 2096 Weimer Hall, Gainesville, FL, 32611-8400. 352/392-0280. www.instituteforpr.org. Tina McCorkindale, Pres. & CEO.

Jersey Awards, New Jersey Advertising Club, 199 Prospect Ave., #7250, North Arlington, NJ, 07031. 201/998-5133. www.njadclub.org.

MarCom Awards, Association of Marketing and Communication Professionals, 127 Pittsburg St., Dallas, TX, 75207. 214/377-3524. www.marcomawards.com.

Matrix Awards, NY WICI, 355 Lexington Ave., 15th flr., New York, NY, 10017. 212/297-2133; fax: 212/370-9047. www.nywici.org. Maria Ungaro, Exec. Dir.

Mercury Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

NAGC Communicator of the Year Award, National Association of Government Communicators, 400 South 4th St., #754e, Minneapolis, MN, 55415. 888/285-8556. www.nagc.com. Isaiah Allen, Exec. Dir.

New York Festivals, Int'l Television & Film Awards, 260 West 39th St., 10th flr., New York, NY, 10018. 212/643-4800. www.newyorkfestivals.com. Rose Anderson.

Outstanding Educator Award of PR Society of America, 120 Wall St., 21st flr., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Paul M. Lund Public Service Award of PR Society of America, 120 Wall St., 21st flr., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Power of A Awards, ASAE & The Center for Association Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940; fax: 202/371-8315. www.asaecenter.org. John H. Graham, Pres. & CEO.

PR Professional of the Year Award of PR Society of America, 120 Wall St., 21st flr., New York, NY, 10005. 212/643-4800. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Questar Awards, Sponsored by MerComm, Inc., 500 Executive Blvd., Ossining-on-Hudson, NY, 10562. 914/923-9400. www.mercommawards.com. Reni L. Witt, Pres.

Ragan's PR Daily Awards, 316 N. Michigan Ave., #400, Chicago, IL, 60601. 312/960-4100. www.prdaily.com. Justine Figueroa, Awards Program Mgr.

REBRAND 100 Global Awards, 24 Corliss St., #6791, Providence, RI, 02940. 401/785-1412. www.rebrand.com. Anaenzi Modu, Founder & CEO.

Sigma Delta Chi Awards, c/o Society of Professional Journalists, Eugene S. Pulliam Nat'l Journalism Center, 3909 N. Meridian St., Indianapolis, IN, 46208-4045. 317/927-8000. www.spj.org. Alison Bethel McKenzie, Exec. Dir.

Silver Anvil Awards of PR Society of America, 120 Wall St., 21st flr., New York, NY, 10005. 212/460-1400. www.prsa.org. Rod Granger, Dir., Content & Integrated Comms.

Silver Apple Awards, Direct Marketing Club of New York, 288 Park Ave. South, #88658, New York, NY, 10003. 646/741-4771. www.dmcny.org.

Society for Technical Communication, STC Awards, 9401 Lee Hwy., #300, Fairfax, VA, 22031. 703/522-4114. www.stc.org. Liz Pohland, CEO.

Society of American Travel Writers, SATW Foundation Lowell Thomas Travel Journalism Competition, One Parkview Plaza, #800, Oakbrook Terrace, IL, 60181. 877/480-4585. www.satw.org. Marla Schragar, Exec. Dir.

Spotlight Awards, LACP - League of American Communications Professionals, 999 Vanderbilt Beach Rd., #200, Naples, FL, 34108. 800/709-LACP. www.lacp.com. Tyson Heyn, Founder.



THE STEVIE AWARDS
The World's Premier Business Award Competitions

Stevie Awards, 10560 Main St., #519, Fairfax, VA, 22030. 703/547-8389. www.StevieAwards.com. Michael Gallagher, Pres.

The Stevie® Awards, widely regarded as the world's premier business awards, are conferred in eight programs including The American Business Awards®, The International Business Awards®, the Asia-Pacific Stevie Awards, the German Stevie Awards, the Stevie Awards for Great Employers, the Stevie Awards for Sales & Customer Service, the Stevie Awards for Women in Business, and the Stevie Awards for Superior Civil Servants.

Nominations may be submitted in a wide variety of categories honoring achievement in public relations, marketing, management, human resources, customer service, new products, technology, websites, videos, events, and more.

The Stevie Award trophy, designed by the firm that manufactures the Oscar and other leading trophies, is one of the world's most coveted prizes.

Visit www.StevieAwards.com to learn about all of the Stevie Award programs.

Telly Awards, The, 22 W. 21st St., 7th flr. North, New York, NY, 10010. 212/675-3555. www.tellyawards.com. Sabrina Dridje, Mng. Dir.

W. Howard Chase Award, Issue Management Council, 207 Loudoun St. S.E., Leesburg, VA, 20175. 703/777-8450. www.issuemanagement.org. Teresa Yancey Crane, Pres.

WebAward Competition for Website Development, Web Marketing Assn., P.O. Box 475, S Wellfleet, MA, 02663. wrice@webaward.org; www.webaward.org. William Rice, Pres.

Woman of the Year Award, She Runs It (Formerly Advertising Women of NY), 1460 Broadway, New York, NY, 10036. 212/221-7969. www.sherunsit.org. Lynn Branigan, Pres. & CEO.

Broadcast Monitoring Services

Critical Mention Inc., 521 Fifth Ave., 16th flr., New York, NY, 10175, US. 877/262-5477. www.criticalmention.com.

DigiClips, Inc., 819 Beuprez Ave., Lafayette, CO, 80026. 303/926-0334. www.digiclipinc.com. Paula Shapiro.

Keep in Touch, 30 Lafayette Sq., #118, Vernon, CT, 06066. 860/871-6500. www.keeptouch.com. Drew Crandall, Pres.

MediaMax Online, 1845 Flower St., Glendale, CA, 91201. 818/260-8160. info@mediamaxonline.com; www.mediamaxonline.com. John Libby, President.



Metro Monitor, Inc., 612 37th St. South, Birmingham, AL, 35222. 800/861-5255. bryancouncil@metromonitor.com; www.metromonitor.com. Bryan Council.



News Data Service, 29 Hopkins Rd., Plainfield, NH, 03781. 708/949-8407. info@newsdataservice.com; www.newsdataservice.com. Dave Vergin, VP, Sales & Bus. Dev.

News Exposure, 1765 N. Elston Ave., Ste. 207, Chicago, IL, 60642. 312/685-2285. info@NewsExposure.com; www.NewsExposure.com.

ShadowTV, 630 Ninth Ave., New York, NY, 10036. 212/445-2540. sales@shadowtv.com; info@shadowtv.com; www.shadowtv.com.

Universal Information Services, 1700 Farnam St., Suite 1260, Omaha, NE, 68102. 800/408-3178. news@universal-info.com; www.universal-info.com.

Celebrities



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDAIINC
Facebook/AKAMEDAIINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns



Cavanaugh & Assocs. Inc., 14350 Addison St., #222, Sherman Oaks, CA, 91423. 818/907-5210; fax: 818/907-5217. tim@cavanaughassociates.com; www.cavanaughassociates.com. Tim Cavanaugh.

Cavanaugh & Associates, Inc. provides celebrities in any category

for everything from product launches, promotional events, SMTs and full scale endorsements, to personal appearances, celebrity gifting/influencers, speeches and performances. We provide personalized service in ensuring a perfect celebrity fit for all target demographic needs. With over 20 years experience in the entertainment industry, our celebrity relationships make the difference.



Celebrity Access, Inc., 1775 East Palm Canyon Dr., Suite 605-5627, Palm Springs, CA, 92263-7201. 818/508-1300; fax: 888/367-7574. glenn@celebrityaccessinc.com; www.celebrityaccessinc.com. Glenn Rosenblum.

Celebrity Access, Inc. a one-stop shop for corporations seeking the services of a celebrity for almost any occasion. We run the gamut from promotional events to product launches, product endorsements, media tours, direct response marketing and infomercials. No upfront costs, competitive pricing and A to Z personal service.

Celebrity Source, The, 8033 Sunset Blvd., #2500, Los Angeles, CA, 90046. 323/651-3300. info@celebritysource.com; www.thecelebritysource.com. Rita Tateel, Pres.

Greater Talent Network, 437 Fifth Ave., New York, NY, 10016. 212/645-4200. www.greatertalent.com. Don R. Epstein.

Speakers On Healthcare, 10870 NW Laurinda Court, Portland, OR, 97229. 503/345-9164. info@speakersonhealthcare.com; www.speakersonhealthcare.com. Jo Cavender, Pres.

Clipping Services

MediaMax Online, 1845 Flower St., Glendale, CA, 91201. 818/260-8160. info@mediamaxonline.com; www.mediamaxonline.com. John Libby, President.



Metro Monitor, Inc., 612 37th St. South, Birmingham, AL, 35222. 800/861-5255. bryancouncil@metromonitor.com; www.metromonitor.com. Bryan Council



News Data Service, 29 Hopkins Rd., Plainfield, NH, 03781. 708/949-8407. info@newsdataservice.com; www.newsdataservice.com. Dave Vergin, VP, Sales & Bus. Dev.

News Exposure, 1765 N. Elston Ave., Ste. 207, Chicago, IL, 60642. 312/685-2285. info@NewsExposure.com; www.NewsExposure.com.

Newz Group, P.O. Box 873, Columbia, MO, 65205. 800/474-1111; fax: 573/474-1001. www.newzgroup.com. Sara Frieling, Dir., Customer Service.

Universal Information Services, 1700 Farnam St., Suite 1260, Omaha, NE, 68102. 800/408-3178. news@universal-info.com; www.universal-info.com.

Content Marketing

70kft, 325 N. St. Paul St., #3000, Dallas, TX, 75201. 214/653-1600. www.70kft.com.

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org/content-services.

Concepts, Inc., 4800 Hampden Lane, Suite 200, Bethesda, MD, 20814. 240/482-3709. info@conceptscmm.com; www.conceptscmm.com. Karen Herson, President.

Conventions/Conference Planners

Conference Board, The, 845 Third Ave., New York, NY, 10022. 212/759-0900. www.conference-board.org. Steve Odland, Pres. & CEO.

E.J. Krause & Associates Inc., 6430 Rockledge Dr., #200, Bethesda, MD, 20817. 301/493-5500. www.ejkrause.com. Ned Krause, Pres. & CEO.

Copywriters

Edgewise, 5419 Hollywood Blvd., #727, Los Angeles, CA, 90027. 323/469-3397. info@edgecommunicationsinc.com; www.edgecommunicationsinc.com. Ken Greenberg.

ProPRcopy, 544 East Ogden Ave., 700-120, Milwaukee, WI, 53202. 800/746-3121. joe.donovan@proprcopy.com; www.ProPRcopy.com. Joe Donovan.

T. J. Sacks & Associates, 445 Park Ave., 9th fl., New York, NY, 10022. 212/787-0787. info@tjsacks.com; www.tjsacks.com. Temi Sacks.

Corporate Image Consultants



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:
LinkedIn <http://linkedin.com/company/aka-media-inc>

Twitter @AKAMEDIANC
Facebook/AKAMEDIANC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

CPA/Consulting Services



Buchbinder Tunick & Company LLP, One Pennsylvania Plaza., #3500, New York, NY, 10119. 212/695-5003. www.buchbinder.com. Richard Goldstein, Partner, Marc Niederhoffer, Partner.

EHM Group LLC, 630 9th Ave., #412, New York, NY, 10036. 212/397-8357. www.ehmgroup.com.



Gould+Partners LLC, One Penn Plaza, Suite 3500, New York, NY, 10119. 212/896-1909; cell: 917/783-4500. rick@gould-partners.com; www.gould-partners.com. Rick Gould, CPA, J.D., Mng. Partner; Mike Muraszko, Partner; Jack Bergen, Strategic Partner; Jennifer Casani, Partner; Don Bates, Sr. Counselor; James Arnold, Sr. Counselor; Robert Udowitz, Sr. Counselor; Yadi Gomez, Acct. Coord.; Sally Tilleray, Sr. Advisor, London/UK.

Crisis Management

5W Public Relations, The Helmsley Building, 230 Park Ave., 32nd Fl., New York, NY, 10169. 212/999-5585. www.5wpr.com. Ronn Torossian, President & CEO.

Bishoff Communications, 75 Second Ave., Suite 605, Needham, MA, 02494. 617/573-0076. Janey Bishoff, CEO.

Blaine Group, Inc., The, 8665 Wilshire Blvd., #301, Beverly Hills, CA, 90211. 310/360-1499. www.blainegroupinc.com. Devon Blaine, Pres./CEO.

Bliss Integrated Communication, 500 5th Ave., 16th Flr., New York, NY, 10110. 212/840-1661. www.blissintegrated.com. Elizabeth Sosnow, Meg Wildrick, Mng. Partners.

Boardroom Communications Inc., 1776 N. Pine Island Rd., #320, Ft. Lauderdale, FL, 33322. 954/370-8999. www.boardroompr.com. Don Silver, COO, Todd Templin, Exec. VP.

CommCore, Inc., 1660 L St., N.W., Suite 204, Washington, DC, 20036. 202/659-4177. agilman@commcoreconsulting.com; www.commcoreconsulting.com. Andrew Gilman.



Feintuch Communications, 245 Park Ave., 39th flr., New York, NY, 10167. 212/808-4901. info@feintuchpr.com; www.feintuchcommunications.com. Richard Anderson, Senior Mng. Dir.

Feintuch Communications enjoys deep crisis communications counseling experience, having provided support to non-profits, emerging growth companies and the *Fortune* 500. Our senior team can help to enhance and protect your organization's reputation.

We work with your team to develop customized, crisis communications plans; crisis preparation training; and 24/7 crisis counseling and communications support. We are well versed in helping organizations work their way through challenging crises including shareholder and corporate governance issues, employee or community problems, product recalls, litigation and government investigations. The best crisis plan? It's the one developed NOW — before your organization's reputation is under attack.



Fineman PR, 530 Bush St., Suite 403, San Francisco, CA, 94108. 415/392-1000. mfineman@finemanpr.com; www.finemanpr.com.

Consistently recognized as one of the nation's top public relations firms, Fineman PR, founded in 1988 and headquartered in San Francisco, specializes in crisis communications, brand PR, community relations and digital/social communications.

Fineman PR's high-profile crisis communications work is nationally recognized. In today's fast-paced culture of instant media exposure, online defamation and quick-draw lawsuits, its battle-tested experience and strategic resourcefulness guide clients through rough waters. Agency president Michael Fineman is ranked among the nation's top crisis counselors.

Fineman PR works extensively on reputation building, crisis preparedness, crisis communications and reputation recovery with a wide range of organizations, from schools and municipalities to food companies and *Fortune* 500 corporations.

Fineman PR's successful, high-profile crisis work includes helping our client respond to and recover from a national public health crisis, managing consequences from the Santa Barbara "Tea Fire" for a college beset by the firestorm; initiating client-community relations after a tragic apartment complex explosion in Truckee, California; putting a juice company on firm public footing immediately after an E. coli crisis; setting the record straight after media slander of packaged salads; helping resolve labor relations for a highly prestigious medical group in Southern California; and working for so many other clients whose names were successfully kept out of the news.

ICR, 685 Third Ave., 2nd Flr., New York, NY, 10017. 646/277-1200. www.icrinc.com. Thomas Ryan, CEO, Don Duffy, Pres.

Institute for Crisis Management 888/708-8351; 24/7/365. dhileman@crisisconsultant.com; www.crisisconsultant.com. Deborah Hileman, Pres. & CEO.

Joele Frank, Wilkinson Brimmer Katcher, 622 Third Ave., 36th Flr., New York, NY, 10017. 212/355-4449. www.joelefrank.com. Joele Frank, Mng. Partner, Matthew Sherman, Pres.

Kekst, 437 Madison Ave., 37th Flr., New York, NY, 10022. 212/521-4800. www.kekst.com. James Fingerroth, Chmn., Jeremy Fielding, Pres. & CEO.

L.C. Williams & Associates, 150 N. Michigan Ave., #3800, Chicago, IL, 60601. 312/565-3900. www.lcwa.com. Kim Blazek Dahlborn, Pres. and CEO, Gary Goodfriend, Exec. VP.

Montgomery Strategies Group, The, 2001 L St., NW, Washington, DC, 20036. 202/255-0737. mrobinson@tmsg.com; www.tmsg.com. Michael W. Robinson, Chairman & CEO.

Padilla, 1101 West River Pkwy., #400, Minneapolis, MN, 55415. 612/455-1700. padillaco.com. Brian Ellis, Exec. VP, Bob McNaney, Sr. VP.

Peppercomm, Inc., 470 Park Ave. South, New York, NY, 10016. 212/931-6100. www.peppercomm.com. Steve Cody, CEO & Founder.

Public Communications Inc., One East Wacker Dr., 24th Flr., Chicago, IL, 60601. 312/558-1770. www.pcipr.com. Jill Allread, CEO, Pamela Oettel, CFO & COO.

ReviveHealth, 209 10th Ave. South, Suite 214, Nashville, TN, 37203. 615/742-7242. thinkrevivehealth.com. Brandon Edwards, Founder & CEO, Joanne Thornton, Founder & Pres.

Sachs Media Group, 114 S. Duval St., Tallahassee, FL, 32301. 850/222-1996. www.sachsmedia.com. Ron Sachs, Pres. & CEO.

Sard Verbinnen & Co., 630 Third Ave., New York, NY, 10017. 212/687-8080. www.sardverb.com. George Sard, Chmn. & CEO, Paul Verbinnen, Pres.

Sitrick And Company, Los Angeles, New York, San Francisco, Denver, Boston, Washington, D.C. 800/288-8809. www.sitrick.com. Michael S. Sitrick, Chmn. and CEO.

Sloane & Company, 7 Times Square, 17th flr., New York, NY, 10036. 212/486-9500; fax: 212/486-9094. info@sloanep.com. Darren Brandt, Whit Clay, co-CEO's.

Solomon McCown & Company, Inc., 177 Milk St., #610, Boston, MA, 02109. 617/695-9555. www.solomonmccown.com. Helene Solomon, CEO, Ashley McCown, Pres.

Tellem Grody PR, 30745 PCH, Suite 243, Malibu, CA, 90265. 310/313-3444. www.tellemgrodypr.com. Susan Tellem, Partner.



The Brand Advocates, 1951 NW 7th Avenue, Suite 300, Miami, FL, 33136. 305/671-3177, ext. 700; fax: 305/513-5941. tasha@thebrandadvocates.com; www.thebrandadvocates.com. Tasha Cunningham.

The Brand Advocates, Inc. is an award-winning team of communications professionals specializing in public relations, communications campaigns, branding, experiential marketing and civic engagement/public involvement for private and public sector brands including healthcare, transportation and government relations. We are a boutique firm with a vision to create campaigns that generate engagement, build consensus, change conversations and earn media. We are veterans of large PR and advertising agencies and bring national experience and local perspectives to our work.

Weber Shandwick, 909 Third Ave., New York, NY, 10022. 212/445-8000. www.webershandwick.com. Micho Spring, Chair, Global Corporate Practice.

Directories

All-In-One Media Directory, Gebbie Press, P.O. Box 1000, New Paltz, NY, 12561. 845/255-7560. www.gebbiepress.com. Mark Gebbie, Editor and Publisher.

Cable & TV Station Coverage Atlas, Warren Communications, 2115 Ward Ct., N.W., Washington, DC, 20037. 800/771-9202. www.warren-news.com. Daniel Warren, Pres.

Cision, 130 E. Randolph St., Chicago, IL, 60601. 866/639-5087. info@us.cision.com; us.cision.com.

Congressional Yellow Book, Leadership Directories, 1667 K St., N.W., #801, Washington, DC, 20006. 202/347-7757. www.leadershipdirectories.com.

Consultants and Consulting Organizations Directory, Gale, Part of Cengage Learning, 27500 Drake Rd., Farmington Hills, MI, 48331. 800/877-4253; 248/699-4253. www.cengage.com. Paul Gazzolo, Sr. VP, GM.

Directory of Business Information Resources, Grey House Publishing, 4919 Route 22, P.O. Box 56, Amenia, NY, 12501. 800/562-2139; 518/789-8700. www.greyhouse.com. Leslie Mackenzie, Publisher.

Editor & Publisher Newspaper Data Book and Interactive Database, Editor & Publisher, 18475 Bandilier, Fountain Valley, CA, 92708. 949/660-6150. www.editorandpublisher.com. Duncan McIntosh, Publisher.

Encyclopedia of Associations: National Organizations of the U.S., Gale, Part of Cengage Learning, 27500 Drake Road, Farmington Hills, MI, 48331-3535. 800/877-4253; 248/699-4253. www.cengage.com. Paul Gazzolo, Sr. VP, GM.

Federal Yellow Book, The, Leadership Directories, 1667 K St., #801, Washington, DC, 20006. 202/347-7757; fax: 202/628-3430. www.leadershipdirectories.com.

Gale Directory of Publications and Broadcast Media, Gale, Part of Cengage Learning, 27500 Drake Rd., Farmington Hills, MI, 48331. 800/877-4253. www.cengage.com. Paul Gazzolo, Sr. VP, GM.

GreenBook Directory for Marketing Research Companies, New York American Marketing Association, 234 5th Ave., New York, NY, 10001. 212/849-2752. www.greenbook.org.

Headquarters USA Directory, Omnigraphics, 615 Griswold, #901, Detroit, MI, 48226. 800/207-4103. contact@omnigraphics.com; www.omnigraphics.com. Peter Ruffner, Founder.

Hudson's Washington News Media Contacts Directory, Grey House Publishing, 4919 Route 22, P.O. Box 56, Amenia, NY, 12501. 800/562-2139; 518/789-8700. www.greyhouse.com. Leslie Mackenzie, Publisher.

Law Firms Yellow Book, Leadership Directories, 1667 K St., NW, #801, Washington, DC, 20006. 202/347-7757; fax: 202/628-3430. www.leadershipdirectories.com.

Licensing Source Book, Plain Language Media LLLP, P.O. Box 509, New London, CT, 06320. 888/729-2315. www.thelicensingletter.com. Randy Cochran.

Major Mailers Online Database, North American Publishing Co., 1500 Spring Garden St., 12th fl., Philadelphia, PA, 19130. 800/777-8074. www.majormailers.com. Kathy Kling, Sr. Acct. Mgr.

Marketing Services Search Database, American Marketing Association, 130 E. Randolph St., 22nd fl., Chicago, IL, 60601. 312/542-9000. www.ama.org.

MediaFinder Online Database, Oxbridge Communications, 388 2nd Ave., #503, New York, NY, 10010. 212/741-0231. www.mediafinder.com. Trish Hagood, Pres.

National Directory of Corporate Public Affairs, Columbia Books & Information Svcs., 4340 East-West Highway, #300, Bethesda, MD, 20814. 888/265-0600. www.columbiabooks.com; www.lobbyists.info. Duncan Bell, Editor.

National Directory of Magazines, Oxbridge Communications, 388 2nd Ave., #503, New York, NY, 10010. 212/741-0231. www.mediafinder.com. Trish Hagood, Pres.

O'Dwyer's Directory of Public Relations Firms, 271 Madison Ave., #600, New York, NY, 10016. 212/679-2471. www.odwyerpr.com. John O'Dwyer, Publisher.

Oxbridge Directory of Newsletters, Oxbridge Communications, 388 2nd Ave., #503, New York, NY, 10010. 212/741-0231. www.mediafinder.com. Trish Hagood, Pres.

Society of American Travel Writers' Directory, One Parkview Plaza, #800, Oakbrook Terrace, IL, 60181. 877/480-4585. www.satw.org. Marla Schrager, Exec. Dir.

Standard Periodical Directory, Oxbridge Communications, 388 2nd Ave., #503, New York, NY, 10010. 212/741-0231. www.mediafinder.com. Trish Hagood, Pres.

Television & Cable Factbook, Warren Communications News, 2115 Ward Ct., NW, Washington, DC, 20037. 800/771-9202. www.warren-news.com. Daniel Warren, Pres. and Editor.

Who's Who in America, Marquis Who's Who, 100 Connell Dr., #2300, Berkeley Heights, NJ, 07922. 908/673-0100. www.marquiswhoswho.com. Fred Marks, CEO.

World Radio TV Handbook, WRTH Publications Ltd., 8 King Edward St., Oxford, U.K., OX1 4HL. 44 (0) 1865 339355. sales@wrth.com; www.wrth.com.

Yearbook of Experts, Broadcast Interview Source, Inc., 2500 Wisconsin Ave., N.W., #949, Washington, DC, 20007. 202/333-5000. www.expertclick.com. Mitchell P. Davis, Editor & Publisher.

Directory Publishers

Career Press, 65 Parker St., Ste. 7, Newburyport, MA, 01950. 978/465-0504. www.careerpress.com.

Columbia Books & Information Services, 4340 East-West Highway, #300, Bethesda, MD, 20814. 888/265-0600. www.columbiabooks.com. Joel Poznansky, CEO.

Facts on File Publications Inc., Infobase Learning, 132 W. 31st St., New York, NY, 10001. 800/322-8755. www.infobase.com. Laurie Katz, Publicity Dir.

Grey House Publishing, 4919 Route 22, P.O. Box 56, Amenia, NY, 12501. 800/562-2139; 518/789-8700. www.grey-house.com. Leslie Mackenzie, Publisher.

Kennedy Information, 24 Railroad St., Keene, NH, 03431. 603/357-8100. www.kennedyinfo.com. Michele McDonald, CFO.

Leadership Directories, 1407 Broadway, #318, New York, NY, 10018. 212/627-4140. www.leadershipdirectories.com.

O'Dwyer's, 271 Madison Ave., #600, New York, NY, 10016. 212/679-2471; fax: 212/683-2750. www.odwyerpr.com. John O'Dwyer, Publisher.

Editorial Distribution & Services

Greenleaf Book Group, Attn: Submissions, P.O. Box 91869, Austin, TX 78709. 512/891-6100. greenleafbook-group.com. Tanya Hall, CEO.

Jenkins Group, 1129 Woodmere Ave., Suite B, Traverse City, MI, 49686. 231/933-0445. www.jenkinsgroupinc.com. Jerrold R. Jenkins, Chmn. & CEO.

Metro Creative Graphics, Inc., 519 Eighth Ave., New York, NY, 10018. 800/223-1600. service@metro-email.com; www.mcg.metrocreativeconnection.com.

Education

American University, School of Communication, 4400 Massachusetts Ave., N.W., Washington, DC, 20016. 202/885-1000; 202/885-2058. www.american.edu. Jeffrey Rutenbeck, Dean.

ASAE & The Center For Assn. Leadership, 1575 I St., N.W., #1100, Washington, DC, 20005. 202/371-0940. www.asaecenter.org. John H. Graham, Pres. & CEO.

Bowling Green University, School of Media and Communication, 306 Kuhlman Center, Bowling Green, OH, 43403. 419/372-8349. www.bgsu.edu. Laura Stafford, Dir.

CCI - Corporate Communication Int'l at Baruch College/CUNY, 55 Lexington Ave., B 8-233, New York, NY, 10010. 646/312-3749. cci@corporatecomm.org; www.corporatecomm.org. Michael B. Goodman, Ph.D., Dir.

Drexel University Online, Master of Science and Doctorate in Communication, Culture & Media, 3001 Market St., Philadelphia, PA, 19104. 877/215-0009; 215/895-2000. www.drexel.edu. Douglas Porpora, Dir.

George Washington University, The, Graduate School of Political Management, College of Professional Studies, Master's in Strategic Public Relations, Offered online or at GW's Alexandria Campus, 805 21st St., N.W., #401, Washington, DC, 20052. 202/994-6000; 888/989-7068. publicrelationsmasters.online.gwu.edu. Larry Parnell, Dir.

Georgetown University, School of Continuing Studies, Master's in Public Relations & Corporate Comms., 640 Massachusetts Ave., N.W., Washington, DC, 20001. 202/687-8700. scs.georgetown.edu. Cylor Spaulding, Faculty Dir.

Gonzaga University, Communication Studies, 502 East Boone Ave., Spokane, WA, 99258. 509/313-6662. www.gonzaga.edu. Jonathan Rossing, Dept. Chair.

Northeastern University College of Professional Studies, M.S., Corporate and Organizational Communication, 50 Nightingale Hall, 360 Huntington Ave., Boston, MA, 02115-9959. 877/668-7727. www.cps.neu.edu. Carl Zangerl, Academic Dir.

NYU School of Professional Studies, M.S. in Public Relations and Corporate Communication, NYU Midtown Center, 11 West 42nd St., New York, NY, 10036. 212/998-7100. scps.nyu.edu/precc.

Purdue University Global, Online Bachelor of Science in Communication, 7009 Nordic Drive, Cedar Falls, IA, 50613. 319/277-0220. www.purdueglobal.edu/degree-programs/social-behavioral-sciences/bachelor-communication/.

Purdue University, Online Master of Science in Communication, 610 Purdue Mall, West Lafayette, IN, 47907. 877/497-5851. online.purdue.edu/comm/masters-in-communication.

Queens University of Charlotte, Online Master of Arts in Communication, 1900 Selwyn Ave., Charlotte, NC, 28274. 866/313-2356. online.queens.edu/online-programs/mscomm. John A. McArthur, Graduate Program Dir.

Quinnipiac University, Master of Science in Public Relations, 275 Mount Carmel Ave., Hamden, CT, 06518. 203/582-8200. www.quinnipiac.edu. Terry Bloom, Assoc. Dean, School of Communications.

Rutgers School of Communication and Information, 4 Huntington St., New Brunswick, NJ, 08901-1071. 732/445-4636; 848/932-7500. www.rutgers.edu. Jonathan Potter, Dean.

Schneider Associates, 2 Oliver St., 4th fl., #402, Boston, MA, 02109. 617/536-3300; fax: 617/536-3180. launch@schneiderpr.com; www.schneiderpr.com. Joan Schneider, CEO, Phil Pennellatore, Pres.

Seton Hall University, Master of Arts in Strategic Communication, M.A., Public Relations, 400 So. Orange Ave., South Orange, NJ, 07079. 973/761-9000. www.shu.edu. Deirdre Yates, Dean.

Simmons College, B.A., Communications, 300 The Fenway, Boston, MA, 02115. 617/521-2000; 617/521-2838. www.simmons.edu.

Syntaxis Inc., 2109 Broadway, #16-159, New York, NY, 10023. 212/799-3000. info@syntaxis.com; www.syntaxis.com. Brandt Johnson, Ellen Jovin, Principals.

Syracuse University, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse, NY, 13244-2100. 315/443-2302. newhouse.syr.edu. Lorraine Branham, Dean.

Tufts University, Gerald J. & Dorothy R. Friedman School of Nutrition Science and Policy, Nutrition Science for Comms. Professionals Online Graduate Certificate Program, 150 Harrison Ave., #325, Boston, MA, 02111. 617/636-3737. www.nutrition.tufts.edu.

University of Denver, University College, Communication Mgmt. Program, College of Prof. & Continuing Studies, 2211 South Josephine St., Denver, CO, 80208. 303/871-2291. www.universitycollege.du.edu. Magdalena Red, Director, Comm. Mgmt. Program.

University of Florida, College of Journalism & Communications, 2096 Weimer Hall, Gainesville, FL, 32611. 352/392-0466. www.jou.ufl.edu. Diane H. McFarlin, Dean.

University of Maryland, College Park, The Dept. of Communication, 2130 Skinner Bldg., College Park, MD, 20742. 301/405-6519. www.comm.umd.edu.

University of Memphis, The, College of Communication and Fine Arts, Dept. of Journalism and Strategic Media, 300 Meeman Journalism Building, Memphis, TN, 38152. 901/678-2402. www.memphis.edu/journalism. David Arant, Chair, Dept. of Journalism.

USC Annenberg School for Communication and Journalism, 3502 Watt Way, Los Angeles, CA, 90089. 213/740-6180. www.annenberg.usc.edu. Willow Bay, Dean.

Electronic Newsfeeds/ Satellite Services



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:
LinkedIn <http://linkedin.com/company/aka-media-inc>
Twitter @AKAMEDIANC
Facebook/AKAMEDIANC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

DNA, DIETRICH NELSON & ASSOCIATES, 200 W. Portland Street, #1213, Phoenix, AZ, 85003. 323/309-3314. dnelson@dnaepr.com.

See full listing under SMTs.



PREMIERE TV

PREMIERETV, 200 Spectrum Center Dr., Suite 300, Irvine, CA, 92618. 310/899-9090. info@premieretv.com; www.premieretv.com. Shayne Fraeke, CEO.

DELIVER YOUR MESSAGE TO THE MASSES.

PREMIERETV specializes in satellite and electronic newsfeeds to harness the full potential of your PR strategy. We pitch the content, provide the tools and resources, and handle all the logistics to engage the widest audience possible.

Additional PREMIERETV specialties include:

- Broadcast & Digital Distribution
- Satellite Media Tours
- Press Junkets
- Digital Media Tours
- Radio Media Tours
- Audio News Releases
- Creative Video Production / "Highlight Reels"
- B-Roll Packages
- ENG Crews
- International Services
- Webcasting

Contact us for references, quotes, or information on an integrated broadcast publicity strategy that accommodates your budget.

PRIME TIME MEDIA

SATELLITE MEDIA TOURS

Prime Time Media, Studios in Los Angeles, New York City, Chicago, San Francisco, Toronto, Vancouver, London. 310/559-0445. info@primetimedmedia.us; www.prime-timedmedia.com. Neisha Cohen, Founder/Owner.

Prime Time Media is one of the most trusted organizations in the industry. We've learned a little

Continued at top of next page

PRIME TIME MEDIA continued

something from our 25 years in the business. We excel at media relations, media distribution, and all forms of broadcast and digital communications. We create strategies and solutions to help brands, agencies, all sectors of entertainment, publishing, sports, health, beauty, lifestyle, garner mass media impressions.

As former network TV producers at the highest rated network morning and late-night programs, **we know how producers think and what they want.**

- Satellite Media Tours, Co-Op Tours
- Internet Tours
- Digital Media Tours
- Radio Tours
- Webcasting
- Satellite Feeds
- In-Studio Media Placement

Along with longstanding relationships with decision-makers in all media we position you for success. We coordinate every project with detail, professionalism, diligence, and creativity. We get you the best media placement for your message and within your budget. Plus, **we target and get the largest audience and amass the most media impressions for you.**

That's our job.



RADIO • TELEVISION • SOCIAL

Washington, DC • New York • Los Angeles

Strauss Media Strategies, Inc., 529 14th St., N.W., #1163, Nat'l Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com. Richard Strauss, Pres.

262 West 38th St., Suite 803, New York, NY 10018. 212/302-1234 newyork@straussmedia.com www.straussmedia.com Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

See full listing under SMTs and Radio.

VISTA Worldlink, 73 SW 12th Ave., #104, Dania Beach, FL, 33004. 954/838-0900. traffic@vistaworldlink.com; www.vistaworldlink.com. Roy Liemer, CEO.

Employment Services

Paladin Staffing Services, 200 S. Michigan Ave., #700, Chicago, IL, 60604-2416. 312/654-2600. chicago@paladinstaff.com; www.paladinstaff.com.

Executive Search

BAP EXECUTIVE SEARCH LLC, P.O. Box 751231, Forest Hills, NY, 11375. 646/709-4118. barry@bapsearch.com; www.bapsearch.com. Barry Piatoff, Pres.

Charet & Associates, P.O. Box 435, Cresskill, NJ, 07626. 201/894-5197. sandy@charet.com; www.charet.com. Sandra Charet, Pres.

CIMSearch, 575 Madison Ave., Suite 1075, New York, NY, 10022. 646/202-9651. www.cimsearch.com. Marie Raperto, Pres.

DHR Int'l., 280 Park Ave., 38th flr. W, New York, NY, 10017. 212/883-6800. www.dhrinternational.com. Frank Spencer, Mng. Partner.

DRG (Development Resource Group), 275 Madison Ave., #1203, New York, NY, 10016. 212/983-1600. www.drgnyc.com. David Hinsley Cheng, Mng. Partner.

Forum Group, The, 260 Madison Ave., #200, New York, NY, 10016. 212/687-4050. www.forumgrp.com. Frank Fusaro, Pres.

Fry Group, The, 425 West End Ave., New York, NY, 10024. 212/557-0011. www.frygroup.com. John M. Fry, Pres.

Gilbert Tweed International, 415 Madison Ave., 20th flr., New York, NY, 10017. 212/758-3000. www.gilbert-tweed.com. Janet Tweed, CEO.



Hechkoff Executive Search Inc., 1350 Ave. of the Americas, 2nd flr., New York, NY, 10019. 212/935-2100. Maria R. Pellicione, Mng. Dir.; mp@hechkoff.com; www.hechkoff.com.

Our strategic communications practice focuses on placing exceptional mid- and senior-level candidates at leading *Fortune* 500 corporations, law firms, Big Four professional

services firms, and communications agencies, across all industry sectors.

Heidrick & Struggles, 1114 Ave. of the Americas, New York, NY, 10036. 212/867-9876; fax: 212/370-9035. www.heidrick.com. Daniel Ryan, Mng. Partner.

Herbert Mines Associates, 600 Lexington Ave., 2nd flr., New York, NY, 10022. 212/355-0909. www.herbert-mines.com. Harold Reiter, Chmn. & CEO.

Heyman Associates Inc., 150 W. 30th St., #200, New York, NY, 10001. 212/784-2717. www.heymanassociates.com. William C. Heyman, Pres. & CEO.

Judith Cushman & Associates, Consulting and Retained Search, Bellevue, WA, 98008. 425/392-8660; fax: upon request. www.jc-a.com; www.jc-a.com/judith-cushman-blog/. Judith Cushman, Pres.

Lloyd Staffing, 445 Broadhollow Rd., #119, Melville, NY, 11747. 631/777-7600. www.lloydstaffing.com. Nancy Schuman, Chief Mktg. & Comms. Officer.

Lynn Hazan & Associates, Inc., 79 W. Monroe, #1308, Chicago, IL, 60603. 312/863-5401. lynn@lhazan.com; www.lhazan.com. Lynn Hazan.

Management Recruiters Int'l of Boston, 607 Boylston St., Boston, MA, 02116. 617/262-5050. www.mri-boston.com. Brian Mohan, COO.

Marshall Consultants, LLC, 2501 Meadow Creek Dr., Medford, OR, 97504. 541/500-8303. marshcons@gmail.com; www.marshallconsultants.com. Larry Marshall, CEO.

Masshire Cape and Islands Career Center, 372 North St., Hyannis, MA, 02601. 508/771-5627. www.masshire-cicc.com.

Moyer, Sherwood Assocs. Inc., 65 High Ridge Rd., #502, Stamford, CT, 06905. 203/622-1074. www.moyersherwood.com. David S. Moyer.

Neil Frank & Co., P.O. Box 3570, Redondo Beach, CA, 90277. 310/292-4946. neil@neilfrank.com. Neil Frank.

Phifer & Company, LLC, 116 W. 23rd St., 5th flr., New York, NY, 10011. 212/242-9009. brian@phifercompany.com; www.phifercompany.com. Brian Phifer, CEO.

Russell Reynolds Associates, 277 Park Ave., 38th flr., New York, NY, 10172. 212/351-2000; fax: 212/370-0896. www.russellreynolds.com. Heather Hammond, Office Manager.

Spencer Stuart & Associates, 277 Park Ave. 32nd flr., New York, NY, 10172. 212/336-0200. www.spencerstuart.com.

Stowe Co., The, 21 West 58th St., New York, NY, 10019. 212/207-8289. beverly@stowecompany.com. Beverly Stowe, Partner.

The Good Search, LLC, 4 Valley Rd., Westport, CT, 06880. 203/539-0847. tgsus.com. Krista Bradford, CEO.

Travaille Executive Search, 12020 Sunrise Valley Dr., #100, Reston, VA, 20191. 703/476-2228. www.travaille.com. Ben Long, Pres.

Ward Group, The, 8 Cedar St., Woburn, MA, 01801. 781/938-4000; fax: 781/938-4100. info@wardgroup.com; www.wardgroup.com. Jim Ward, Pres.

Fulfillment



Zing How Design 888/529-0998. info@zinghowdesign.com; www.zinghowdesign.com.

We are the Custom Excitement Agency. Delivering Creative Services, Influencer Media Customization, Product Innovations, Mailings + Fun-tastic Brand Goods.

ONE STOP SHOP - Unboxing YouTube sensations, creative unveilings, influencer kits, blogger outreach, customized media mailings, creative fulfillment, logistics, sweepstakes, product sampling programs, celebrity gifts, influencer marketing and custom swag.

Zing How Design // Chicago * NYC // Ideate. Design. Build. Wow.

Graphic Services

Addison Design Company, 48 Wall St., New York, NY, 10005. 212/229-5000. www.addison.com.

John Kneapler Design, 130 W. 25th St., #9B, New York, NY, 10001. 212/463-9774. www.johnkneaplerdesign.com. John Kneapler.

SMM Advertising, 811 W. Jericho Turnpike, #109E, Smithtown, NY, 11787. 631/265-5160. www.smmadvertising.com. Judy Bellem, Account Dir.



The Brand Advocates, 1951 NW 7th Avenue, Suite 300, Miami, FL, 33136. 305/671-3177, ext. 700; fax: 305/513-5941. tasha@thebrandadvocates.com; www.thebrandadvocates.com. Tasha Cunningham.

The Brand Advocates, Inc. is an award-winning team of communications professionals specializing in public relations, communications campaigns, branding, experiential marketing and civic engagement/public involvement for private and public sector brands including healthcare, transportation and government relations. We are a boutique firm with a vision to create campaigns that generate engagement, build consensus, change conversations and earn media. We are veterans of large PR and advertising agencies and bring national experience and local perspectives to our work.



Zing How Design 888/529-0998. info@zinghowdesign.com; www.zinghowdesign.com.

We are the Custom Excitement Agency. Delivering Creative Services, Influencer Media Customization, Product Innovations, Mailings +

Fun-tastic Brand Goods.

ONE STOP SHOP - Unboxing YouTube sensations, creative unveilings, influencer kits, blogger outreach, customized media mailings, creative fulfillment, logistics, sweepstakes, product sampling programs, celebrity gifts, influencer marketing and custom swag.

Zing How Design // Chicago * NYC // Ideate. Design. Build. Wow.

Integrated Marketing & PR

Blaine Group, Inc., The, 8665 Wilshire Blvd., #301, Beverly Hills, CA, 90211. 310/360-1499. www.blainegroupinc.com. Devon Blaine, Pres./CEO.

Marketing Maven

Marketing Maven, 2390 C Las Posas Rd., #479, Camarillo, CA, 93010. 310/994-7380. lindsey@marketingmaven.com; www.marketingmaven.com. Lindsey Carnett, Pres.

Marketing Maven is not your typical PR firm. With origins in direct response public relations, Marketing Maven utilizes advanced metrics to measure their clients' marketing reach and provide valuable competitive analysis. Their client campaigns have won national awards for driving revenue upon launching. Social media services include content, promotions and advertising to drive engagement and sales. Blogger and influencer relations are also available services.

Schneider Associates, 2 Oliver St., 4th flr., #402, Boston, MA, 02109. 617/536-3300; fax: 617/536-3180. launch@schneiderpr.com; www.schneiderpr.com. Joan Schneider, CEO, Phil Pennellatore, Pres.

T. J. Sacks & Associates, 445 Park Ave., 9th flr., New York, NY, 10022. 212/787-0787. info@tjsacks.com; www.tjsacks.com. Temi Sacks.

Interactive/ Multimedia Services



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDIANC
Facebook/AKAMEDIANC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Creative Media Design, 37 W. 37th St., 12th flr., New York, NY, 10018. 212/213-9420. info@cmdnyc.com; www.cmdnyc.com.

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7541. sales@press.org; www.press.org/services.

REQ, 1211 Connecticut Ave., N.W., Washington, DC, 20036. 202/654-0800. req.co. Tripp Donnelly, Founder & CEO.



The Brand Advocates, 1951 NW 7th Avenue, Suite 300, Miami, FL, 33136. 305/671-3177, ext. 700; fax: 305/513-5941. tasha@thebrandadvocates.com; www.thebrandadvocates.com. Tasha Cunningham.

The Brand Advocates, Inc. is an award-winning team of communications professionals specializing in public relations, communications campaigns, branding, experiential marketing and civic engagement/public involvement for private and public sector brands including healthcare, transportation and government relations. We are a boutique firm with a vision to create campaigns that generate engagement, build consensus, change conversations and earn media. We are veterans of large PR and advertising agencies and bring national experience and local perspectives to our work.

Wieck Media, 1651 N. Collins Blvd., #100, Richardson, TX, 75080. 972/392-0888. www.wieck.com. Tim Roberts, Pres.

Management Consultants



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDIANC
Facebook/AKAMEDIANC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Booz Allen Hamilton, 283 Greensboro Dr., McLean, VA, 22102. www.boozallen.com. Ralph Shrader, Ph.D., Chmn.



Gould+Partners LLC, One Penn Plaza, Suite 3500, New York, NY, 10119. 212/896-1909; cell: 917/783-4500. rick@gould-partners.com; www.gould-partners.com. Rick Gould, CPA, J.D., Mng. Partner; Mike Muraszko, Partner; Jack Bergen, Strategic Partner; Jennifer Casani, Partner; Don Bates, Sr. Counselor; James Arnold, Sr. Counselor; Robert Udowitz, Sr. Counselor; Yadi Gomez, Acct. Coord.; Sally Tilleray, Sr. Advisor, London/UK.

RFP Associates, Agency Search Consultants, Fairfax, VA, 22031. 703/621-8060. www.rfpassociates.net. Robert Udowitz.

Select Resources Int'l, 10940 Wilshire Blvd., #925, Los Angeles, CA, 90024. 310/824-8999. www.selectresources.com. Catherine Bension, CEO.

Measurement & Evaluation

70kft, 325 N. St. Paul St., #3000, Dallas, TX, 75201. 214/653-1600. www.70kft.com.

Agility PR Solutions, 319 McRae Ave., #500, Ottawa, Ontario, K1Z 0B9, Canada. 866/545-3745. www.agilitypr.com.

Cision, 130 E. Randolph St., Chicago, IL, 60601. 866/639-5087. info@us.cision.com; us.cision.com.

Hypefactors +44 20 3966 1535. info@hypefactors.com; www.hypefactors.com.

isentia, 70 Bendemeer Rd #04-02, Luzerne, Singapore. +65 6593 9888. singapore@isentia.com; www.isentia.com.sg. Garick Kea, General Manager.

Research America Inc, 4555 Lake Forest Dr., Suite 194, Cincinnati, OH, 45242. 513/772-1600. rexr@researchamericainc.com; www.researchamericainc.com. Rex Repass, President.

Universal Information Services, 1700 Farnam St., Suite 1260, Omaha, NE, 68102. 800/408-3178. news@universal-info.com; www.universal-info.com.

Media Lists

Cision, 130 E. Randolph St., Chicago, IL, 60601. 866/639-5087. info@us.cision.com; us.cision.com.

Media Monitoring

Agility PR Solutions, 319 McRae Ave., #500, Ottawa, Ontario, K1Z 0B9, Canada. 866/545-3745. www.agilitypr.com.

Cision, 130 E. Randolph St., Chicago, IL, 60601. 866/639-5087. info@us.cision.com; us.cision.com.

Glean.info 800/461-7353. Bill Comcowich, Founder.

Hypefactors +44 20 3966 1535. info@hypefactors.com; www.hypefactors.com.

LexisNexis, 9443 Springboro Pike, Dayton, OH, 45342. 888/285-3947. www.lexisnexis.com. Mike Walsh, CEO, Legal and Professional, Mark Kelsey, CEO, Risk Solutions.

MediaMax Online, 1845 Flower Street, Glendale, CA, 91201. 818/260-8160. info@mediamaxonline.com; www.mediamaxonline.com. John Libby, President.



Metro Monitor, Inc., 612 37th St. South, Birmingham, AL, 35222. 800/861-5255. bryancouncil@metromonitor.com; www.metromonitor.com. Bryan Council.



News Data Service, 29 Hopkins Rd., Plainfield, NH, 03781. 708/949-8407. info@newsdataservice.com; www.newsdataservice.com. Dave Vergin, VP, Sales & Bus. Dev.

News Exposure, 1765 N. Elston Ave., Ste. 207, Chicago, IL, 60642. 312/685-2285. info@NewsExposure.com; www.NewsExposure.com.

TVEyes, 1150 Post Rd., Fairfield, CT, 06824. 203/254-3600. www.tveyes.com. David Ives, Founder.

Universal Information Services, 1700 Farnam St., Suite 1260, Omaha, NE, 68102. 800/408-3178. news@universal-info.com; www.universal-info.com.

Media Tours/Roadshows



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

**THE VIDEO-FIRST SOLUTION
FOR YOUR COMMUNICATION
NEEDS**

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc/>

Twitter @AKAMEDIAINC

Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

C&J Mediaworks 509/670-8697. candjmediaworks@gmail.com; www.candjmediaworks.com. Kenny Jay.

Celebrities, Plus Inc., 8899 Beverly Blvd., #811, Los Angeles, CA, 90048. 310/860-1955; fax: 310/860-1255. tom@celebritiesplusinc.com; www.celebritiesplusinc.com. Michael Catalano, Tom Cestaro.

Creative Media Design, 37 W. 37th St., 12th fl., New York, NY, 10018. 212/213-9420. info@cmdnyc.com; www.cmdnyc.com.

Megaphone Media, 26 Perry Street, New York, NY, 10014. 646/452-8404. kcarmane@megaphone-media.com; www.megaphone-media.com. Kyle Carmone.

See full listing under Public Service Announcements.



Pitching Monkeys Media, Waldwick, NJ, 07643. 201/214-9611.
mark@pitchingmonkeys.com;
www.pitchingmonkeysmedia.com.
Mark Ganguzza, President.

See full listing under Satellite Media Tours.



Strauss Media Strategies, Inc., 529 14th St., N.W., #1163, Nat'l Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com.
Richard Strauss, Pres.

262 West 38th St., Suite 803, New York, NY 10018. 212/302-1234
newyork@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

See full listing under SMTs and Radio.

Media Training



Auritt Communications Group 212/302-6230. info@auritt.com; www.auritt.com.
Joan Auritt, Pres.

Blaine Group, Inc., The, 8665 Wilshire Blvd., #301, Beverly Hills, CA, 90211. 310/360-1499. www.blainegroupinc.com.
Devon Blaine, Pres./CEO.

Cameron Communications Inc., 55 DuBois St., Darien, CT, 06820. 203/952-5758. jim@mediatrainer.tv; www.mediatrainer.tv. Jim Cameron, Pres.; Amy Fond, Trainer.

CMG Productions, 495 West St., 2nd fl., New York, NY, 10014. 212/691-5611.
www.cmgproductions.com.
Colleen M. Growe, Founder.

CommCore, Inc., 1660 L St., N.W., Suite 204, Washington, DC, 20036. 202/659-4177. agilman@commcoreconsulting.com; www.commcoreconsulting.com.
Andrew Gilman.



Feintuch Communications, 245 Park Ave., 39th fl., New York, NY, 10167. 212/808-4901. info@feintuchpr.com; www.feintuchcommunications.com.
Henry Feintuch, President.

Feintuch Communications takes a holistic approach to media training engagements. Whether conducted on a project basis or as part of a PR campaign, we work with our clients to understand their key business objectives and media targets in order to help prepare their spokespersons to maximize each press encounter.

Our courses are both delivered in-person, with live video camera exercises as well as online for multi-national organizations with spokespeople spread out across time zones. We educate our clients to the nuances of working with the media, getting their messages across, bridging techniques and more. Quotations available upon request.

JL Insight Communications, 48 Wall St., Suite 1100, New York, NY, 10005. 212/918-4563. www.jlinsight.com.
Jean Lavin.

Karen Friedman Enterprises Inc., P.O. Box 224, Blue Bell, PA, 19422. 610/292-9780. karen@karenfriedman.com; www.karenfriedman.com.
Karen Friedman, Pres.

Kundell Communications, 210 West 89th St., New York, NY, 10024. 212/877-2798. publicspeaking4u@aol.com; kundellcommunications@gmail.com; www.publicspeaking4u.com; www.publicspeakingwire.com; kundellcommunications.com; www.twitter.com/speakingsuccess.
Linda Kundell.

Laskin Media Inc., 220 East 23rd St., #411, New York, NY, 10010. 212/777-9092. www.laskinmedia.com.
Barbara Laskin, President.

MediaNet, 305 Madison Ave., New York, NY, 10165. 212/682-2250.
www.medianet-ny.com. Tom Mucciolo, Pres.

Montgomery Strategies Group, The, 2001 L St., NW, Washington, DC, 20036. 202/255-0737. mrobinson@tmsgr.com; www.tmsgr.com. Michael W. Robinson, Chairman & CEO.



Newman Group Inc., The, 220 E. 63rd St., New York, NY, 10065. 212/838-8371. hello@newmangroup.com; www.newmangroup.com.
Richard Newman, Pres.

Where Do the Leaders Go for Business Presentation Training?

The Newman Group is the premier provider of executive media training, business presentation coaching, and crisis communication facilitation in the United States. Over the last 35 years, C-level executives, officials in public office, best-selling authors, sports and entertainment celebrities, and business people from almost every industry have benefited from The Newman Group's personalized, dynamic, and challenging media interview and business presentation training.

Building Business Communication Skills, Professionally

The Newman Group, founded by presentation expert Joyce Newman, is based in New York City. Our team of professional communication coaches regularly trains clients around the globe, from Hong Kong to Los Angeles and from Amsterdam to Dallas.

Reputation Group, 6724 Perimeter Loop Rd., #347, Dublin, OH, 43016. 614/344-1975. www.leaderroom.com.
John Millen, Chief Strategist.

Scudder Training & Consulting, Ken, 312 Potts St., Philadelphia, PA, 19123. 917/226-1681. mail@kenscudder.com; www.kenscudder.com.



For over 20 years, Ken has provided media training, presentation training, crisis communications training and consulting, and writing and editing to business leaders, celebrities, and politicians. Ken has prepared clients for interviews with publications from *The New York Times* to local newspapers, speeches before groups as large as 2,000 and as small as one, and appearances on *60 Minutes*, *The Daily Show*, CNBC, MSNBC, CNN, NPR, 20/20, podcasts, and satellite radio.

"Ensuring the message they take away is what you meant to say."

Mergers & Acquisitions



Gould+Partners LLC, One Penn Plaza, Suite 3500, New York, NY, 10119. 212/896-1909; cell: 917/783-4500. rick@gould-partners.com; www.gould-partners.com. Rick Gould, CPA, J.D., Mng. Partner; Mike Muraszko, Partner; Jack Bergen, Strategic Partner; Jennifer Casani, Partner; Don Bates, Sr. Counselor; James Arnold, Sr. Counselor; Robert Udowitz, Sr. Counselor; Yadi Gomez, Acct. Coord.; Sally Tilleray, Sr. Advisor, London/UK.



Stevens Group, The, 656 Post Ln., Somerset, NJ, 08873. 732/748-8583; mobile: 917/514-7980. art@theartstevensgroup.com; rich@theartstevensgroup.com; www.theartstevensgroup.com. Art Stevens, Rich Jachetti.

Newsletters

Bulldog Reporter www.agilitypr.com.

Corporate Public Issues, Issue Action Publications Inc., 207 Loudoun St. SE, Leesburg, VA, 20175. 703/777-8450. www.issueactionpublications.com. Teresa Yancey Crane.

O'Dwyer's Newsletter, 271 Madison Ave., #600, New York, NY, 10016. 212/679-2471. www.odwyerpr.com. Kevin McCauley, Editor-in-Chief.

PR News, Access Intelligence, LLC, 9211 Corporate Blvd., 4th flr., Rockville, MD, 20850. 888/707-5814.

www.prnewsonline.com.

Diane Schwartz, Sr. VP & Group Publisher.

Ragan's PR Daily, Lawrence Ragan Comms., 316 N. Michigan Ave., #400, Chicago, IL, 60601. 800/878-5331. www.prdaily.com.

T. J. Sacks & Associates, 445 Park Ave., 9th flr., New York, NY, 10022. 212/787-0787. info@tjsacks.com; www.tjsacks.com. Temi Sacks.

Newswires/Press Services

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org/content-services.

Black PR Wire Inc., 152 NE 167th St., #403, Miami, FL, 33162. 877/252-2577. blackprwire.com. Bernadette Morris, Pres. & CEO.

Cision, 130 E. Randolph St., Chicago, IL, 60601. 866/639-5087. info@us.cision.com; us.cision.com.

Creators News Service/Creators Syndicate, 737 Third St., Hermosa Beach, CA, 90254. 310/337-7003. www.creators.com.

Marketwired, now part of West Corp., 100 N. Sepulveda Blvd., #325, El Segundo, CA, 90245. 800/774-9473. www.marketwired.com.

SHOOT Publicity Wire, 256 Post Road East, Suite 206, Westport, CT, 06880. 203/227-1699, x12; fax: 203/227-2787. publicitywire@shootonline.com; http://pr.SHOOTOnline.com.

Thomson Reuters, 3 Times Square, New York, NY, 10036. 646/223-4000. www.thomsonreuters.com. David Girardin, Corporate Affairs.

Photo Distribution

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org/content-services.

Getty Images, 195 Broadway, 10th flr., New York, NY, 10007. 646/613-4000. www.gettyimages.com.

Photographers/ Stock Photos

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org/content-services.

Bruce Wodder Photography, High Bridge, NJ. cell: 908/310-4495. brucefilm@comcast.net; www.brucewodder.com.

Camera One, 1560 Broadway, #11-14, New York, NY, 10036. 212/827-0500; fax: 212/944-9536. larry@nycphoto.com; www.nycphoto.com. Larry Lettera, Pres.

Can Stock Photo, 6139 Quinpool Rd., #33027, Halifax, Nova Scotia, B3L 4T6, Canada. www.canstockphoto.com.

Feature Photo Service Inc., 244 Fifth Ave., #C29, New York, NY, 10001. 212/944-1060; fax: 212/944-7801. www.featurephoto.com. Oren Hellner, Pres.

GoGraph, 21155 Watertown Rd., Waukesha, WI, 53186. 800/810-1617. gograph@gograph.com; www.gograph.com.

Maryanne Russell Photography Inc., P.O. Box 1329, FDR Station, New York, NY, 10150. 212/308-8722. www.maryannerussell.com.

Newscast US, 526 West 26th St., #515, New York, NY, 10001. 212/206-0055. jsulley@newscastus.com; www.newscastus.com. Jim Sulley.

Rich Green Photography, 128 Windsor Ave., Hopatcong, NJ, 07843. 201/924-2003. rich@rjgreenphoto.com; www.rjgreenphoto.com. Rich Green.

PR Compensation Analysis Spring Associates Inc



PR executive recruiting for all seasons
Spring Associates Inc., New York, NY. 212/473-0013.

dspring@springassociates.com;
www.springassociates.com;
www.linkedin.com/in/dennisspring.
Dennis Spring, President.

The Official PR Salary & Bonus Report® - 2019 Edition

Continued at top of next page

SPRING ASSOCIATES INC. continued

Latest salary and bonus ranges for more than 23,000 credentialed corporate and PR agency professionals - plus agency billing rates, consultant hourly fees (new), 100+ benefits and perks (new), listings of standard and equivalent titles, year in review and ahead — all segmented and cross-referenced against 8 specialties, 6 titles, 8 metro areas and 5 regions.

All presented in a clear, easy-to-read format.

Press Release Distribution



24-7 Press Release Newswire, 203-901 West 3rd St., North Vancouver, BC, V7P 3P9, Canada. 646/417-8294. www.24-7pressrelease.com. Philip Louie.

Launched in 2004, 24-7 Press Release Newswire changed the landscape of the press release distribution industry by offering affordable, effective press release distribution to businesses of all sizes looking to increase their online presence and awareness.

24-7 Press Release helps clients disseminate their news to online media, print media, journalists, bloggers and search engines.

24-7 Press Release Newswire supports businesses in building brand awareness, increasing visibility on the web and enhancing exposure through social media.

Today, 24-7 Press Release Newswire has more than 30,000 clients and has distributed more than 300,000 news releases.

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org/content-services.

EIN Presswire, 1025 Connecticut Ave., N.W., Ste. 1000, Washington, DC, 20036. 202/335-3939. www.einpresswire.com.

EurekAlert!, a service of the American Association for the Advancement of Science, 1200 New York Ave., N.W., Washington, DC, 20005. 202/326-6716; fax: 202/898-0391. webmaster@EurekAlert.org; www.EurekAlert.org.

Marketwired, now part of West Corp., 100 N. Sepulveda Blvd., #325, El Segundo, CA, 90245. 800/774-9473. www.marketwired.com.

Multicultural Marketing News, Multicultural Marketing Resources Inc., 150 W. 28th St., #1501, New York, NY, 10001. 212/242-3351. lisa@multicultural.com; www.multicultural.com. Lisa Skriloff, Pres. & Founder.



North American Precise Syndicate, 501 Fifth Ave., 9th flr, New York, NY, 10017. 800/222-5551. info@napsnet.com; dorothy@napsnet.com; www.naprecis.com. Dorothy York, President.

North American Precise Syndicate (NAPS) will get your top story to practically all of America's 10,000+ newspapers including print and online editions and over 15 thousand blogs. The print editions have 200 million in cumulative circulation, of which about 167 million is in weekly community news outlets. Expect about 100 to 400 placements in print and 1,000+ online. Average reach is 50 million+ visitors per month and print readership is from 15 to 25 million+. We send in any format editors and bloggers choose, including all digital formats, email, RSS feeds, XML feeds, social media, blogging and more. We send CD's and hard copy in camera-ready form for those who require or prefer those formats. NAPS also distributes Radio Feature Releases (RFR) and Video Feature Releases (VFR) to 6,500+ radio and 1,000+ TV stations nationwide. Expected results are 300+ on-air placements for each RFR and 100+ on-air placements for each VFR.



PRESS RELEASE SERVICES FROM NEOTROPE®

Send2Press® Newswire, a service of **Neotrope®**, Torrance, CA USA. 310/373-4856. <https://www.send2press.com>. Christopher Simmons, CEO, member PRSA and ASCAP.

Affordable press release distribution services since 1983, including news writing, targeted newswire and Direct-to-Editors™ email distribution, search optimization, social media networks and media opt-in. Exclusive news distribution via Neotrope News Network including California Newswire®. Reach 22,000 newsrooms, 100,000 opt-in journalists, 10,000 websites and 6,000 daily outlets by email. Accredited staff. INC 5000 in 2009. Member BBB.



West, 1350 Broadway, Suite 1501, New York, NY, 10018. bmchodor@west.com; www.westuc.com/en-us/. Ben Chodor, President, Digital Media Solutions.

The Digital Media Solutions group at West offers a suite of public relations solutions: press release distribution, media monitoring, webcasting & streaming, online newsrooms, a media contacts database, and an influencer marketing platform. West's PR solutions help communications professionals reach and engage media, investors, and other key stakeholders, and gain actionable insights from campaigns.

Printing

ABGPrint, 266 W. 37th St., 15th flr., New York, NY, 10018. 212/398-1010. ClientServices@abgprint.com; www.abgprint.com. Michael J. Mulligan, Pres. & CEO, Manny Khemai, Vice President, Sales & Marketing; Daniel Flores, Production Manager.



Zing How Design 888/529-0998.
info@zinghowdesign.com;
www.zinghowdesign.com.

We are the Custom Excitement Agency. Delivering Creative Services, Influencer Media Customization, Product Innovations, Mailings + Fun-tastic Brand Goods.

ONE STOP SHOP - Unboxing YouTube sensations, creative unveilings, influencer kits, blogger outreach, customized media mailings, creative fulfillment, logistics, sweepstakes, product sampling programs, celebrity gifts, influencer marketing and custom swag.

Zing How Design // Chicago * NYC
// Ideate. Design. Build. Wow.

Promotions

Marketing Werks - Mobile & Event Marketing, 130 East Randolph St., #2400, Chicago, IL, 60601. 312/228-0800; fax: 312/228-0801.
www.marketingwerks.com.

New Dimensions in Marketing, Inc., 118 North Bedford Rd., #100, Mt. Kisco, NY, 10549. 914/347-4872.
www.effectivepromos.com.



Zing How Design 888/529-0998.
info@zinghowdesign.com;
www.zinghowdesign.com.

We are the Custom Excitement Agency. Delivering Creative Services, Influencer Media Customization, Product Innovations, Mailings + Fun-tastic Brand Goods.

ONE STOP SHOP - Unboxing YouTube sensations, creative unveilings, influencer kits, blogger outreach, customized media mailings, creative fulfillment, logistics, sweepstakes,

product sampling programs, celebrity gifts, influencer marketing and custom swag.

Zing How Design // Chicago * NYC
// Ideate. Design. Build. Wow.

Public Relations Networks

International PR Assn., IPRA, Suite 5879, P.O. Box 6945, London, W1A 6US, U.K. 44 1634 818308. www.ipra.org.

International Public Relations Network 34 629 507 253. www.iprn.com. Luis Gonzalez, General Secretary.

IPREX www.iprex.com. Carla Walker.

KEF Media, 1161 Concord Rd., Smyrna, GA, 30080. 404/605-0009. yhanak@kefmedia.com; www.kefmedia.com. Kevin Foley, Yvonne Hanak.

See full listing under SMTs.

Lippe Taylor, 215 Park Ave South, 16th flr., New York, NY, 10003. 212/598-4400. ntaylor@lippetaylor.com; www.lippetaylor.com. Nick Taylor, Innovation Officer.



PR World Alliance, 11 rue du Marché, Saint-Honore, Paris, 75001, France. www.prworldalliance.com. Catherine Kable, Chmn., catherine.kable@kable-communication.com, +33 (1) 4450 5475; Christian Josephi, board, c.josephi@panama-pr.de, +49 (711) 6647-5970; Anna Krajewska, board, akrajewska@nbs.com.pl, +48 22 826 74 18; Marianne van Barneveld, board, marianne@marcommit.nl, +31 653 372-153; Henry Feintuch, CFO, henry@feintuchpr.com, +1-212-808-4901.

PR World Alliance is an international network of premier independent communication consultancies. Partners are carefully selected and represent established, respected and accomplished firms with a solid reputation for producing superior results for clients.

The global network encompasses public relations companies and offices in North America, Europe and Asia. The network continues to seek new members in strategic locations.

PROI Worldwide avv@proi.com; www.proi.com.

Public Relations Boutiques Int'l www.prboutiques.com.

Public Relations Global Network (PRGN) www.prgn.com.

Worldcom Public Relations Group, 500 Fifth Ave., #1640, New York, NY, 10110. 800/955-9675; 212/286-9550. toddlynch@worldcomgroup.com; www.worldcomgroup.com. Todd M. Lynch, Managing Dir.

Public Service Announcements



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc/>
Twitter @AKAMEDAIINC
Facebook/AKAMEDAIINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos

Continued at top of next page

AKA MEDIA INC. continued

- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

DNA, DIETRICH NELSON & ASSOCIATES, 200 W. Portland Street, #1213, Phoenix, AZ, 85003. 323/309-3314. dnelson@dnaepr.com.

See full listing under SMTs.



MegaPhone Media, 26 Perry Street, New York, NY 10014. 646/452-8404. kcarnone@megaphone-media.com; www.megaphone-media.com. Kyle Carmone.

We Take Your Message And Make It Louder!

Megaphone Media is a leader in Broadcast Public Relations. Combining award winning production, expert strategy and robust media relations produce unparalleled results.

Megaphone's Solutions for Your Broadcast Needs:

- All types of production for TV, Radio, Social, and Web, in any language.
- Television/Radio PSAs, Production & Distribution
- Satellite/Radio Media Tours
- B-Roll Production & Distribution
- Audio News Releases

Strauss Media Strategies, Inc., 529 14th St., N.W., #1163, Nat'l Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com. Richard Strauss, Pres.

262 West 38th St., Suite 803, New York, NY 10018. 212/302-1234. newyork@straussmedia.com; www.straussmedia.com. Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

See full listing under SMTs and Radio.



TV Access, division of FilmComm. 800/944-9134. Keith Hempel, President.

Experienced Corporation With 30+ Years In Television And Radio Distribution. Specializing In Production And Distribution Of PSAs. Leading Distributor Of PSAs (Over 100 TV And Radio PSAs Released Per Year). Comprehensive Services For TV, Radio, Print, Out-Of-Home, Social Media And Internet. Customized Services Tailored To Your Needs. Internet Reporting Available. Chapter Placement And Coordination Services Available.

Radio

4media Group 888-890-8066. 4media-group.com.

4media Group is a strategic, full-service market research and communications group offering specialist expertise within a united collective including broadcast PR, digital PR and market research. We provide you with a targeted plan that will connect your brand with your target audience. The wealth of experience and media contacts allows us to deliver meaningful results over all forms of media.

One of 4media Group's specialties is Radio Media Tours (RMTs), a broadcast PR tactic utilized to efficiently share key messages through a series of back-to-back radio interviews within a given time window in a single timeframe. Radio Media Tours (RMTs) remain an effective tactic to reach target audiences with conversations and key messages. Minimal logistical constraints (only need a conference line and phone) allow a quick turnaround for quality impressions.

4media Group also specializes in:

- Satellite Media Tours
- Internet Media Tours
- B-roll & Bites

- Video Content
- Market Research
- PR Surveys

Are you planning a Spanish Radio Media Tour? We can help with that too!

Contact Us!



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc/>
Twitter @AKAMEDAIINC
Facebook/AKAMEDAIINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns



Auritt Communications Group 212/302-6230. info@auritt.com; www.auritt.com. Joan Auritt, Pres.

C&J Mediaworks 509/670-8697. candjmediaworks@gmail.com; www.candjmediaworks.com. Kenny Jay.

Caplan Communications LLC, 1700 Rockville Pike, Suite 400, Rockville, MD, 20852. 301/998-6592. ccinfo@caplancommunications.com; www.caplancommunications.com. Aric Caplan, Pres.

Hedquist Productions, P.O. Box 1475, Fairfield, IA, 52556. 641/472-6708. jeffrey@hedquist.com; www.hedquist.com. Jeffrey Hedquist, Pres.



MEDIA TRACKS COMMUNICATIONS

MediaTracks Communications, Inc., 2250 E. Devon Ave., Suite 150, Des Plaines, IL, 60018. 847/299-9500; fax: 847/299-9501. info@mediatracks.com; www.mediatracks.com. Shel Lustig, Pres.

Radio's Resurgence is Getting Noticed

Here's How We Get Your Content Noticed

•**Audio News Releases** - Guaranteed placement on-air and online via the syndicated **Radio Health Journal** and **Viewpoints** programs. Reach 900 stations and major markets, along with online streaming and multiple digital sites.

•**Radio Media Tours** - Benefit from our contacts at major stations, networks and syndicated programs.

•**Custom Feed Radio News Releases** - Pitched news and feature stories to national, regional and local market outlets. Hispanic and African American targeting.

•**La Red Conectado** - Guaranteed placement Spanish language ANRs.

•**Urban Reach** - Guaranteed placement ANRs targeted to African American listeners.

•**PSAs** - We produce and distribute

your radio public service message locally, regionally or nationally.

•**Podcasts** - Writing, hosting, production and distribution of audio podcasts.

Megaphone Media, 26 Perry Street, New York, NY, 10014. 646/452-8404. kcarnone@megaphone-media.com; www.megaphone-media.com. Kyle Carmone.

See full listing under Public Service Announcements.

News & Experts, 3748 Turman Loop, #101, Wesley Chapel, FL, 33544. 800/881-7342. www.newsandexperts.com. Marsha Friedman, Pres.



Pitching Monkeys Media, Waldwick, NJ, 07643. 201/214-9611. mark@pitchingmonkeys.com; www.pitchingmonkeysmedia.com. Mark Ganguzza, President.

See full listing under Satellite Media Tours.

PLUS Media Inc., P.O. Box 681, Gracie Station, New York, NY, 10028. 646/342-4500. www.plusmedia.com. Natalie Weissman, Sales Dir.



PREMIERE TV

PREMIERETV, 200 Spectrum Center Dr., Suite 300, Irvine, CA, 92618. 310/899-9090. info@premieretv.com; www.premieretv.com. Shayne Fraeke, CEO.

WE KNOW HOW TO MAKE RADIO WORK FOR YOU.

With 25+ years of experience, **PREMIERETV** delivers **Radio Media Tours** that engage a massive audience. We'll send your spokesperson over the airwaves, on a tour of nationally syndicated radio outlets and top-rated local radio shows.

Our **Radio Promotions** put your products into consumers' hands while

providing endorsements from radio personalities. And, our **Audio News Releases** are guaranteed to reach tens of millions of listeners.

Additional **PREMIERETV** specialties include:

- Satellite Media Tours
- Press Junkets
- Digital Media Tours
- Radio Media Tours
- Audio News Releases
- On-Air Radio Promotions
- Online Audio & Video Distribution
- B-Roll Packages
- ENG Crews
- Creative Video Production / "Highlight Reels"

Contact us for references, quotes, or information on an integrated broadcast publicity strategy that accommodates your budget.

PRIME TIME MEDIA
SATELLITE MEDIA TOURS

Prime Time Media, Studios in Los Angeles, New York City, Chicago, San Francisco, Toronto, Vancouver, London. 310/559-0445. info@primetimedmedia.us; www.prime-timedmedia.com. Neisha Cohen, Founder/Owner.

Prime Time Media is one of the most trusted organizations in the industry. We've learned a little something from our 25 years in the business. We excel at media relations, media distribution, and all forms of broadcast and digital communications. We create strategies and solutions to help brands, agencies, all sectors of entertainment, publishing, sports, health, beauty, lifestyle, garner mass media impressions.

As former network TV producers at the highest rated network morning and late-night programs, **we know how producers think and what they want.**

- Satellite Media Tours, Co-Op Tours
- Internet Tours
- Digital Media Tours
- Radio Tours
- Webcasting
- Satellite Feeds
- In-Studio Media Placement

Along with longstanding relationships with decision-makers in all media we position you for success. We coordinate every project with detail, professionalism, diligence, and creativity. We get you the best media placement

Continued at top of next page

PRIME TIME MEDIA continued

for your message and within your budget. Plus, **we target and get the largest audience and amass the most media impressions for you.**

That's our job.



Strauss Media Strategies, Inc., 529 14th St., N.W., #1163, Nat'l Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com. Richard Strauss, Pres.

262 West 38th St., Suite 803, New York, NY 10018. 212/302-1234 newyork@straussmedia.com www.straussmedia.com Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

Celebrating our 23rd anniversary in 2019, Strauss Media Strategies, Inc., **is the nation's premier public relations, communications, and strategy firm specializing in television and radio.** Not just another "crank it out booking service," Strauss Media Strategies works closely with its clients to develop campaign-specific strategies and tactics that get results. Collectively, our staff brings more than 270 years of broadcast experience and judgment to our clients, and has booked tens of thousands of interviews throughout our company history with a strong commitment to quality.

Strauss Media specializes in booking **television satellite media tours** with local stations, national broadcast and cable networks, network feeder services, and syndicated programs. We expertly manage your SMT and provide a complete solution including the booking of all of the interviews, studio rental and equipment, satellite uplink, make-up and catering services, and all of the technical and production needs to make your SMT the most successful it can be.

We also specialize in booking **radio tours** with national news networks, nationally syndicated shows, statewide, regional, and local radio outlets in each of the nation's nearly 300 radio markets. **Strauss Media also conducts radio and television ground tours.**

Moreover, we script, produce, and distribute targeted audio news releases to the nation's largest radio networks with the best "guaranteed-placement" in the industry. In addition, Strauss Media provides:

- Audio Actuality Pitching and Placement Systems
- Radio Promotions
- Public Service Announcements
- Audio and Video Podcasts
- Radio Advertising Production and Placement
- Live Remote Broadcasts
- Customized Broadcast E-mailing (with our database of 12,000+ radio and television outlets, stations and show contacts)
- Satellite Uplinks and Downlinks
- Media Training

Among the hundreds of clients we have worked with, we routinely work with political groups such as the DNC; advocacy groups like the Sierra Club; award-winning PR firms like Burson-Marsteller, Edelman, Porter Novelli, MSLGroup, Hager Sharp and Apco; non-profit clients like Safe Kids Worldwide, the American Jewish Committee (AJC) and the National Safety Council; government agencies like the Dept. of Veterans Affairs; associations such as the US Conference of Mayors, National Law Enforcement Officers Memorial Fund (NLEOMF) and No Labels; large-scale events such as the Clinton Global Initiative and the major auto shows; major companies like Uber, Facebook, and General Motors; and we have worked on dozens of local, state and federal political campaigns. The company is also proud to be on the official GSA Schedule.

When your campaign calls for television and radio, **Strauss Media Strategies delivers the absolute best results in the industry.** You'll enjoy working with our friendly staff of experienced public relations media professionals. **Contact us today to discuss a customized solution for your next broadcast outreach campaign!**

Tobin Communications Inc., P.O. Box 199, Port Tobacco, MD, 20677. 301/661-0900. mt@tobincommunications.com; www.tobincommunications.com. Maury Tobin, Pres.

Research



4media Group 888-890-8066.
4media-group.com.

4media Group is a strategic, full-service market research and communications group offering specialist expertise within a united collective including a quantitative division, Atomik Research, and qualitative division, Intrinsic Insight.

Atomik Research is a creative market research agency delivering insightful quantitative research results that gets the best results and provide vital news hooks for strong editorial features.

Atomik Research specializes in:

- **PR Surveys**
- **Tracking Surveys**
- **Public Affairs Polls**
- **International Surveys**
- **Infographics**

Intrinsic Insight is a research agency that gets you closer to the truth of the relationships that matter between your customers and your brands by exploring consumer behavior from in-depth qualitative perspectives.

Intrinsic Insight Research specializes in:

- **Focus Groups**
- **New Product Development**
- **Product Testing**
- **In-depth Interviews**
- **Ethnography**
- **Employee Value Propositions**
- **Case Studies**
- **Observation**
- **Semiotics**

4media-group.com | 888.890.8066

Burke Marketing Research Inc., 500 W. 7th St., Cincinnati, OH, 45203. 513/241-5663. www.burke.com. Jeff Miller, CEO.

Creative Civilizations, 1100 NW Loop 410, San Antonio, TX, 78213. 210/227-1999. www.creativecivilization.com. Gisela Girard, Pres./COO.

DEFINITION6

Strategy. Storytelling. Solutions.

DEFINITION 6, 420 Plasters Avenue, Atlanta, GA, 30324. 404/870-0323. beau.dannemiller@definition6.com; www.definition6.com. Beau Dannemiller.

DEFINITION 6 is a unique force of cross-disciplined talents pioneering new forms of strategy and storytelling in all forms for the past 20 years.

DEFINITION 6 offers a strategic PR research service via online surveys. With a quick turnaround process at a great price, the DEFINITION 6 research team will generate results that uncover media hooks and consumer insights.

DEFINITION 6 research provides:

- Consultation
- Creative survey scripting
- Programming
- Raw data delivery
- Executive Summary with recommendations

Gallup Inc., The Gallup Bldg., 901 F St., N.W., Washington, DC, 20004. 202/715-3030. www.gallup.com. Jim Clifton, Chmn. & CEO.

Google, 1600 Amphitheatre Pkwy., Mountain View, CA, 94043. www.google.com. Larry Page and Sergey Brin, Co-Founders.

History Associates, 300 North Stonestreet Ave., Rockville, MD, 20850. 301/279-9697. www.historyassociates.com. Anne Strong, Mktg. Dir.

MaritzCX, 3451 North Triumph Blvd., 6th flr., Lehi, UT, 84043. 385/695-2800. www.maritzcx.com. Michael Sinoway, Pres. & CEO.

Market Strategies Int'l, 17430 College Parkway, Livonia, MI, 48152. 734/542-7600. www.marketstrategies.com.

M|A|R|C Research, 1425 Greenway Drive, #300, Irving, TX, 75038. 800/884-6272. www.marcresearch.com. Merrill Dubrow, Pres. & CEO.

News Exposure, 1765 N. Elston Ave., Ste. 207, Chicago, IL, 60642. 312/685-2285. info@NewsExposure.com; www.NewsExposure.com.

Nielsen, 85 Broad St., New York, NY, 10004. 646/654-5000. www.nielsen.com.

ORC International, Worldwide Headquarters, 902 Carnegie Center, #220, Princeton, NJ, 08540. 800/444-4672. www.orcinternational.com. Stacy Lee, Global Chief Acct. Officer.

PRIME Research, 275 Seventh Ave., #706, New York, NY, 10001. newyork@prime-research.com; www.prime-research.com. Mark Weiner, CEO, Americas.

Proof Advertising, 114 W. 7th St., #500, Austin, TX, 78701. 512/345-6658. bryan.christian@proof-advertising.com; www.proof-advertising.com. Bryan Christian, Pres.

Research America Inc., 4555 Lake Forest Dr., Suite 194, Cincinnati, OH, 45242. 513/772-1600. rexr@researchamericainc.com; www.researchamericainc.com. Rex Repass, President.

SSRS, 1 Braxton Way, #125, Glen Mills, PA, 19342. 484/840-4300. www.ssrs.com. Melissa Herrmann, Pres.

Standard & Poor's Global Ratings, 55 Water St., New York, NY, 10041. 212/438-2000. www.standardandpoors.com.

Satellite Media Tours



4media Group 888-890-8066. 4media-group.com.

4media Group is a strategic, full-service market research and communications group offering specialist expertise within a united collective including broadcast PR, digital PR and market research. We provide you with a targeted plan that will connect your brand with your target audience. The wealth of experience and media contacts allows us to deliver meaningful results over all forms of media.

One of 4media Group's specialties is Satellite Media Tours (SMTs), a

broadcast PR tactic utilized to efficiently share key messages through a series of back-to-back interviews via satellite within a given time window in a single morning or day. Our focus is on maximizing earned placement in target markets. This will allow you to maximize outreach for the brand and efficiently use your spokesperson's valuable time.

4media Group also specializes in:

- Radio Media Tours
- Internet Media Tours
- B-roll & Bites Distribution
- Video Content
- Market Research
- PR Surveys

Once hired, we start with a kick-off call with all stakeholders. This ensures alignment of goals and messaging. Then, we draft media materials and when they are approved, media pitching and booking begins. Booking updates are issued daily or weekly until the day of the tour. A full project report is given post-tour. From media training your spokesperson to set design, we can handle all the details in between.

Are you planning a Spanish Satellite Media Tour?

We can help with that too!

Contact Us!

A-1 Broadcast, 2030 Powers Ferry Rd., SE, Suite 400, Atlanta, GA, 30339. 770/790-3690. www.A-1Broadcast.com. Beverly Brunston, Pres. of Sales.



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful

Continued at top of next page

AKA MEDIA INC. continued
brands.

Follow us:
LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDIAINC
Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Artisan Production House, 110 East 25th St., Floor 2, New York, NY, 10010. 347/351-4804.
erin@artisanproductionhouse.com;
kara@artisanproductionhouse.com;
www.artisanproductionhouse.com.
Erin Lahey Schwitter, Producer/Partner;
Kara Leibowitz, Producer/Partner.



Auritt Communications Group 212/302-6230. info@auritt.com; www.auritt.com.
Joan Auritt, Pres.



Broadcast Direct Communications Inc., 130 Shore Rd., Suite 185, Port Washington, NY, 11050. iminett@broadcastdirectpr.com;
pattikresner@broadcastdirectpr.com.
Irene Minett, 516/570-2369, Patti Kresner, 631/757-9630.

Broadcast Direct Communications, Inc. specializes in media relations for:

- Satellite Media Tours
- Radio Media Tours
- In-Market Tours

As television, radio and internet professionals, we offer media strategy, creative writing and pitching, strong media relationships and over 30 years of experience in broadcast public relations.



D S Simon Media, 229 West 36th St., 9th fl., New York, NY, 10018. 212/736-2727.
dougs@dssimonmedia.com;
www.dssimon.com. Doug Simon, CEO.

D S Simon Media provides video for journalists and for social media on behalf of brands and non-profits. Our most popular offerings include Satellite Media Tours (SMTs) and Social Media LIVE™.

Both our media tours and social broadcasts are produced from our New York studio or from client's preferred location. Our media tours include 25+ bookings and guaranteed audience reach. Our live social video service features multiple broadcast quality social video streams to more than 25 channels expanding the reach of your live social broadcast.



DNA, DIETRICH NELSON & ASSOCIATES, 200 W. Portland Street, #1213, Phoenix, AZ, 85003. 323/309-3314.
dnelson@dnaepr.com.

DNA has over 30 years of experience and offers expert advice, strategic planning, quality production and distribution for all your traditional broadcast, online and social media. Please call or email for quotes.

Gourvitz Communications Inc., 142 W. 57th St., 11th fl., New York, NY, 10019. 212/730-4807.
www.gourvitzcommunications.com.
Paul Gourvitz, Pres.



KEF Media, 1161 Concord Rd., Smyrna, GA, 30080. 404/605-0009. yhanak@kefmedia.com; www.kefmedia.com.
Kevin Foley, Yvonne Hanak.

For more than three decades KEF Media has been the leader in custom broadcast public relations tactics like Satellite Media Tours and Radio Media Tours. KEF Media acquired and trademarked The Daily Buzz television program and its digital platforms. The Daily Buzz airs on CBS-owned POP TV in every television market in the U.S., complementing digital platforms and offering paid integrations to PR professionals.

KEF Media specializes in:

- Satellite media tours
- B-Roll & sound bites
- Big Game event video
- Audio news releases
- Radio media tours
- Internet media tours
- In-market media tours

Live Star Entertainment, 379 Park Avenue South, 4th fl., New York, NY, 10016. 212/505-7666.
www.livestar-entertainment.com.
Eric Drath.

Lyons PR, 10410 N. Kensington Pkwy., Suite 305, Kensington, MD, 20895. 301/942-1306. www.lyonspr.com.
Dan Lyons, Pres.

Media Connect, formerly Planned Television Arts, 301 E. 57th St., 4th fl., New York, NY, 10022. 212/715-1600.
www.media-connect.com.
David Hahn, Mng. Dir.

Megaphone Media, 26 Perry Street, New York, NY, 10014. 646/452-8404.
kcarmon@megaphone-media.com;
www.megaphone-media.com.
Kyle Carmone.

See full listing under Public Service Announcements.

Moldow Communications LLC, 22 Knollwood Terrace, Caldwell, NJ, 07006. 201/519-3075.
jmoldow@MoldowCommunications.com;
www.moldowcommunications.com.
Jim Moldow, President.

Murray Hill Studios, 248 East 35th St.,
New York, NY, 10016. 212/889-4200;
fax: 212/889-9413.
Ourteam@murrayhillstudios.com;
www.murrayhillstudios.com.
Contact: Jahaneen Johnsen.

See full listing under Television (TV)
Production.

National Press Club, 529 14th St., N.W.,
Washington, DC, 20045. 202/662-7541.
sales@press.org; www.press.org/services.



Next Millennium Productions, 31
Howard St., Suite 5A, New York, NY,
10013. 212/226-2274; fax: 917/237-1663.
info@nmpfilms.com; www.nmpfilms.com.
Aubrey Carp.

Next Millennium Productions is an
M/WBE-certified production company
housed in a zen-inspired, 7,500
square foot facility in Soho, offering:

- Studios (Soundproofed, fully air-conditioned)
- Two Wall Cyc studio
- Live Shot Studio
- Fiber & LTN Connectivity
- Avid, Final Cut, & Premiere Editing
- Pro Tools with Voiceover Booth
- Television, Commercial, & Corporate Video Production
- Webcasts, SMTs, Green Screen, White Cyc, Field Production



Pitching Monkeys Media, Waldwick, NJ,
07643. 201/214-9611.
mark@pitchingmonkeys.com;
www.pitchingmonkeysmedia.com.
Mark Ganguzza, President.

- Satellite Media Tours (SMT)
- Radio Media Tours (RMT)
- Internet Media Tours (IMT)
- Audio News Releases (ANR)
- Full Production Services
- In-Studio Interviews
- B-Roll
- English and Spanish
- Ground Media Tours

- Public Service Announcements (PSA)
- Print Interviews

"no monkey business, just media results"



PREMIERE TV

PREMIERETV, 200 Spectrum Center
Dr., Suite 300, Irvine, CA, 92618.
310/899-9090. info@premieretv.com;
www.premieretv.com. Shayne Fraeke, CEO.

25+ YEARS OF EXPERIENCE, UNMATCHED EXPERTISE, EXCEP- TIONAL CLIENT SERVICE

PREMIERETV delivers outstanding
Satellite Media Tours to clients
across the U.S. and around the globe.
Whether your SMT originates from a
TV studio, a hotel room, a desert, or
any remote location, **PREMIERETV's**
media and production teams always
deliver with professionalism, diligence,
and creativity.

Our media experts are trusted by
the top newsroom producers in the
industry. We maintain strong relation-
ships with all the national networks
and newsfeeds, top market local
affiliates, and independent and regional
cable outlets.

As a result, you **get the best
line-ups for your SMT.**

Additional **PREMIERETV** specialties
include:

- Satellite Media Tours
- Press Junkets
- Digital Media Tours
- Radio Media Tours
- Audio News Releases
- Creative Video Production / "Highlight Reels"
- Broadcast & Digital Distribution
- B-Roll Packages
- ENG Crews
- On-Air Radio Promotions
- International Services
- Webcasting

Contact us for references, quotes,
or information on an integrated
broadcast publicity strategy that
accommodates your budget.

PRIME TIME MEDIA

SATELLITE MEDIA TOURS

Prime Time Media, Studios in Los
Angeles, New York City, Chicago, San
Francisco, Toronto, Vancouver, London.
310/559-0445. info@primetimedmedia.us;
www.prime-timedmedia.com.
Neisha Cohen, Founder/Owner.

**Prime Time Media is one of the
most trusted organizations in the
industry. We've learned a little
something from our 25 years in the
business.** We excel at media
relations, media distribution, and all
forms of broadcast and digital com-
munications. We create strategies
and solutions to help brands, agencies,
all sectors of entertainment, publishing,
sports, health, beauty, lifestyle, garner
mass media impressions.

As former network TV producers at
the highest rated network morning
and late-night programs, **we know
how producers think and what
they want.**

- Satellite Media Tours, Co-Op Tours
- Internet Tours
- Digital Media Tours
- Radio Tours
- Webcasting
- Satellite Feeds
- In-Studio Media Placement

Along with longstanding relation-
ships with decision-makers in all
media we position you for success.
We coordinate every project with
detail, professionalism, diligence, and
creativity. We get you the best media
placement for your message and
within your budget. Plus, **we target and
get the largest audience and amass
the most media impressions for you.**

That's our job.

Strauss Media

STRATEGIES

RADIO • TELEVISION • SOCIAL

Washington, DC • New York • Los Angeles

Strauss Media Strategies, Inc., 529 14th
St., N.W., #1163, Nat'l Press Bldg.,
Washington, DC, 20045. 202/638-0200;
fax: 202/638-0400. info@straussmedia.com;
www.straussmedia.com.
Richard Strauss, Pres.

262 West 38th St., Suite 803, New York,
NY 10018. 212/302-1234
newyork@straussmedia.com

Continued at top of next page

STRAUSS MEDIA STRATEGIES continued

www.straussmedia.com
Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

Celebrating our 23rd anniversary in 2019, Strauss Media Strategies, Inc., is the nation's premier public relations, communications, and strategy firm specializing in television and radio. Not just another "crank it out booking service," Strauss Media Strategies works closely with its clients to develop campaign-specific strategies and tactics that get results. Collectively, our staff brings more than 270 years of broadcast experience and judgment to our clients, and has booked tens of thousands of interviews throughout our company history with a strong commitment to quality.

Strauss Media specializes in booking **television satellite media tours** with local stations, national broadcast and cable networks, network feeder services, and syndicated programs. We expertly manage your SMT and provide a complete solution including the booking of all of the interviews, studio rental and equipment, satellite uplink, make-up and catering services, and all of the technical and production needs to make your SMT the most successful it can be.

We also specialize in booking **radio tours** with national news networks, nationally syndicated shows, statewide, regional, and local radio outlets in each of the nation's nearly 300 radio markets. **Strauss Media also conducts radio and television ground tours.**

Moreover, we script, produce, and distribute targeted audio news releases to the nation's largest radio networks with the best "guaranteed-placement" in the industry. In addition, Strauss Media provides:

- Audio Actuality Pitching and Placement Systems
- Radio Promotions
- Public Service Announcements
- Audio and Video Podcasts
- Radio Advertising Production and Placement
- Live Remote Broadcasts
- Customized Broadcast E-mailing

(with our database of 12,000+ radio and television outlets, stations and show contacts)
•Satellite Uplinks and Downlinks
•Media Training

Among the hundreds of clients we have worked with, we routinely work with political groups such as the DNC; advocacy groups like the Sierra Club; award-winning PR firms like Burson-Marsteller, Edelman, Porter Novelli, MSLGroup, Hager Sharp and Apco; non-profit clients like Safe Kids Worldwide, the American Jewish Committee (AJC) and the National Safety Council; government agencies like the Dept. of Veterans Affairs; associations such as the US Conference of Mayors, National Law Enforcement Officers Memorial Fund (NLEOMF) and No Labels; large-scale events such as the Clinton Global Initiative and the major auto shows; major companies like Uber, Facebook, and General Motors; and we have worked on dozens of local, state and federal political campaigns. The company is also proud to be on the official GSA Schedule.

When your campaign calls for television and radio, **Strauss Media Strategies delivers the absolute best results in the industry.** You'll enjoy working with our friendly staff of experienced public relations media professionals. **Contact us today to discuss a customized solution for your next broadcast outreach campaign!**

THUNK! MEDIA, INC.

THUNK! Media, Inc., 380 15th St.,
Brooklyn, NY, 11215. 718/499-9068.
www.thunkmedia.com.

SPECIALIZING IN CO-OP & STANDALONE SMTs:

Thunk!Media, Inc. delivers your message to the audience you want to target. Thunk!Media clients have achieved impressive results through our innovative and creative co-op media tours. Our boutique service offers a personal touch and provides the highest quality production values and top-market bookings — all delivered by the celebrity spokespeople major news outlets turn to for advice.

VideoLink Inc., 1230 Washington St.,
West Newton, MA, 02465. 800/452-5565.
www.videolinktv.com.

Search Engine Optimization

Alan Morgan Group, 17304 Preston Rd,
#800A, Dallas, TX, 75252. 866/805-3494.
jonathan@alanmorgangroup.com;
www.alanmorgangroup.com. Jonathan
Smith, Mng. Partner.



MONUMENT OPTIMIZATION

Monument Optimization, Washington,
DC. 202/904-5763.
john@monumentoptimization.com;
www.monumentoptimization.com.
John Stewart, Pres.

Monument Optimization helps organizations achieve their goals online through an analytics-based approach to search engine marketing and online reputation management.

Straight North, 211 W Wacker Dr. Suite
#1800, Chicago, IL, 60606. 312/724-
5220. www.straightnorth.com. David
Duerr, Chmn. & CEO.

Social Media

Agility PR Solutions, 319 McRae Ave.,
#500, Ottawa, Ontario, K1Z 0B9, Canada.
866/545-3745. www.agilitypr.com.



AKA MEDIA INC., 171 North Aberdeen,
Suite 500, Chicago, IL, 60607. 800/996-
9432. jvargas@akamediainc.com;
www.akamediainc.com.
Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in

production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDIAINC
Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Chraft PR, 515 S. Flower St., 36th flr., Los Angeles, CA, 90071. 213/236-3613. mina@chraftpr.com; www.chraftpr.com. Mina Trujillo.

Engage121, 20 Glover Ave., 2nd flr., Norwalk, CT, 06850. 888/607-9101. www.engage121.com.

Facebook, 1 Hacker Way, Menlo Park, CA, 94025. www.facebook.com. Mark Zuckerberg, Founder & Chmn.



Feintuch Communications, 245 Park Ave., 39th flr., New York, NY, 10167. 212/808-4901. info@feintuchpr.com; www.feintuchcommunications.com. Henry Feintuch, President.

Chatter about your company is happening across the web, so why not join the conversation?

Feintuch Communications offers a comprehensive solution for b-to-b companies looking to incorporate or enhance their social media presence in their marketing arsenal. Each program is designed to support the company's business objectives and PR/marketing goals. Programs include an analysis of the current

industry landscape and competitors; a calendar of planned updates; content creation; community building and management; and measurement.

Let us help you strategically communicate with clients, prospects, partners, employees, journalists and those impacted by the company.

Google+, 1600 Amphitheatre Parkway, Mountain View, CA, 94043. www.plus.google.com. Larry Page and Sergey Brin, Co-Founders.

Hunter Public Relations, 41 Madison Ave., 5th flr., New York, NY, 10010. 212/679-6600. www.hunterpr.com. Grace Leong, Mng. Partner.

Instagram, 1 Hacker Way, Menlo Park, CA, 94025. www.instagram.com.

LinkedIn, 1000 West Maude Ave., Sunnyvale, CA, 94085. www.linkedin.com. Jeff Weiner, CEO.

Lippe Taylor, 215 Park Ave South, 16th flr., New York, NY, 10003. 212/598-4400. ntaylor@lippetaylor.com; www.lippetaylor.com. Nick Taylor, Innovation Officer.

Magnify Digital, 680 B Leg-In-Boot Square, Vancouver, BC, V5Z 4B4, Canada. 604/879-7770. www.magnifydigital.com. Moyra Rodger, CEO.



Marketing Maven

Marketing Maven, 2390 C Las Posas Rd., #479, Camarillo, CA, 93010. 310/994-7380. lindsey@marketingmaven.com; www.marketingmaven.com. Lindsey Carnett, Pres.

Marketing Maven is not your typical PR firm. With origins in direct response public relations, Marketing Maven utilizes advanced metrics to measure their clients' marketing reach and provide valuable competitive analysis. Their client campaigns have won national awards for driving revenue upon launching. Social media services include content, promotions and advertising to drive engagement and sales. Blogger and influencer relations are also available services.

Pinterest, 651 Brannan St., San Francisco, CA, 94103. www.pinterest.com.

Quinn & Co. Public Relations, 48 W. 38th St., Penthouse, New York, NY, 10018. 212/868-1900. www.quinn.pr. Florence Quinn.

Twitter, 1355 Market St., San Francisco, CA, 94103. www.twitter.com. Jack Dorsey, CEO.

Software

ClickTime, 282 2nd St., 4th flr., San Francisco, CA, 94105. 415/684-1180. info@clicktime.com; www.clicktime.com/pr. David Klein.

Delteck, 2291 Wood Oak Dr., Herndon, VA, 20171. 800/456-2009. www.deltek.com. Michael Corkery, Pres. & CEO.

Hypefactors +44 20 3966 1535. info@hypefactors.com; www.hypefactors.com.

IPR Software, 16501 Ventura Blvd., #424, Encino, CA, 91436. 800/514-1897. www.iprsoftware.com. JD Bowles, President & CEO.

LoginRadius, 500-1281 West Georgia Street, Vancouver, BC, Canada, V6E 3J7. 844/625-8889. www.loginradius.com. Rakesh Soni, CEO.

Queue Associates, 420 Lexington Ave., #300, New York, NY, 10170. 212/269-1313. www.queueassoc.com. Jeff Goldstein, Mng. Dir.

TEKGROUPEnt'l Inc., 1451 W. Cypress Creek Rd., #300, Ft. Lauderdale, FL, 33309. 954/351-5554; fax: 954/351-9099. www.tekgroup.com. Steve Momorella, Founder.

Speakers Service (Talent)

American Program Bureau, Inc., One Gateway Center, #751, Newton, MA, 02458. 617/614-1600. www.apbspeakers.com. Robert P. Walker, Pres. & CEO.

Capitol City Speakers Bureau, 1620 South 5th St., Springfield, IL, 62703. 800/397-3183; fax: 217/544-1496. info@capcityspeakers.com; www.capcityspeakers.com; www.speakersfornurses.com; www.speakingofsports.com. Mike Klemm, Pres.

Eagles Talent Connection, 57 West South Orange Ave., South Orange, NJ, 07079. 973/313-9800. info@eaglestalent.com; www.eaglestalent.com. Esther Eagles, Pres.

Greater Talent Network, 437 Fifth Ave., New York, NY, 10016. 212/645-4200. www.greatertalent.com. Don R. Epstein, CEO.

Harry Walker Agency, 355 Lexington Ave., 21st flr., New York, NY, 10017. 646/227-4900; fax: 646/227-4901. www.harrywalker.com. Don Walker, Pres.

Keppler Speakers, 3030 Clarendon Blvd., 7th flr., Arlington, VA, 22201. 703/516-4000. info@kepperspeakers.com; www.kepperspeakers.com. Jim Keppler, Pres.

Leading Authorities Inc., 1725 I St., NW, #200, Washington, DC, 20006. 800-SPEAKER. www.leadingauthorities.com.

National Speakers Bureau, 14047 W. Petronella Dr., #102, Libertyville, IL, 60048. 847/295-1122. www.nationalspeakers.com. Brian Palmer, Pres.

Royce Carlton Inc., 866 United Nations Plaza, Suite 587, New York, NY, 10017-1880. 212/355-7700. www.roycecarlton.com. Carlton S. Sedgeley, Pres.

Speakers On Healthcare, 10870 N.W. Laurinda Ct., Portland, OR, 97229. 503/345-9164. info@speakersonhealthcare.com; www.speakersonhealthcare.com. Jo Cavender, Pres.

Washington Speakers Bureau, 1663 Prince St., Alexandria, VA, 22314. 703/838-9385. www.washingtonspeakers.com. Harry Rhoads, Jr., Christine Farrell, Co-CEOs.

World Class Speakers & Entertainers, 5158 Clareton Drive, Ste. 1034, Agoura Hills, CA, 91376. 818/991-5400. www.wcspeakers.com. Joseph I. Kessler, Pres.

Special Events

ARTHOUSE.NYC, 3008, 79-81 White St., New York, NY, 10012. 800/420-5590. events@arthouse.nyc; www.arthouse.nyc. Susannah Perlman.

August Jackson, Campaign Launch Events, Conferences, 1501 S. Clinton St., #100, Baltimore, MD, 21224. 410/727-5575. www.augustjackson.com.

Conference Board, The, 845 Third Ave., New York, NY, 10022. 212/759-0900. www.conference-board.org.

Steve Odland, Pres. & CEO.

Corporate Events, 7431 114th Ave. No. #102, Largo, FL, 33773. 727/548-7200. corporateevents@tampabay.rr.com; www.corporateeventsandexpos.com.

CW& Co., 152 Madison Ave., #906, New York, NY, 10016. 212/379-4024. carrie@cwandco.com; www.cwandco.com. Carrie Waible.

Editor Showcase, New York, NY, 10036. 619/312-1212. metter@fastforwardevents.com; www.editorshowcase.com. Michelle Metter.

Event Planners Plus!, 99 Wall St., Suite 720, New York, NY, 10005. 212/571-6559. www.eventplannersplus.com. Debert Cook, Pres./CEO.

Eventage, 18 South Orange Ave., 3rd flr., South Orange, NJ, 07079. 973/530-3900. www.eventage.net. Matt Glass, Partner.

IEG LLC, 350 North Orleans St, #1200, Chicago, IL, 60654. 312/725-5100. info@sponsorship.com; www.sponsorship.com.

MVP Collaborative, 1751 E. Lincoln Ave., Madison Heights, MI, 48071. 248/591-5100. www.mvpcollaborative.com.

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7587. events@press.org; www.press.org/services.

nVision, 102 Madison Ave., 8th flr., New York, NY, 10016. 212/947-9095. www.nvision-ny.com. Michael Magnani, Pres. & CEO.

Paulette Wolf Events & Entertainment, 1165 N. Clark St., #613, Chicago, IL, 60610. 312/981-2600. www.pwe-e.com. Adam Lombardo, Pres.

Regatta Inc., 33 Irving Place, 3rd flr., New York, NY, 10003. 212/475-1290. www.regattanyc.com. Sam Kaufman, Founder.

Very Special Events, 12182-B Royal Birkdale Row, San Diego, CA, 92128. 858/485-1171; fax: 858/485-0389. www.verspecialevents.com. Nancy Walters, Pres.

VISTA Worldlink, 73 SW 12th Ave., #104, Dania Beach, FL, 33004. 954/838-0900. www.vistaworldlink.com. Roy Liemer, CEO.

Television (TV) Production

5K Productions, 11111 Biscayne Blvd., #2104, Miami, FL, 33181. 786/519-1880. www.5kproductions.com.



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc>

Twitter @AKAMEDIAINC

Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org.

Cover Edge Television News Service, 4325 Dean Martin Dr., #375, Las Vegas, NV, 89103. 800/822-6397. bookings@coveredge.com; www.coveredge.com. Rich Travis, Pres.



KEF Media, 1161 Concord Rd., Smyrna, GA, 30080. 404/605-0009. yhanak@kefmedia.com; www.kefmedia.com.
Kevin Foley, Yvonne Hanak.

See full listing under SMTs.



Megaphone Media, 26 Perry Street, New York, NY, 10014. 646/452-8404. kcarbone@megaphone-media.com; www.megaphone-media.com.
Kyle Carmone.

See full listing under Public Service Announcements.



Murray Hill Studios, 248 East 35th St., New York, NY, 10016. 212/889-4200; fax: 212/889-9413.
Ourteam@murrayhillstudios.com; www.murrayhillstudios.com.
Contact: Jahaneen Johnsen.

Murray Hill Studios is a full-service production facility in New York City providing high-end webcasting services and traditional broadcast production services to the Entertainment, PR, Educational, Political, Corporate, Financial, Legal, Retail and Medical industries. These services include interactive webcasting, video podcasts, studio production, live shots with international and domestic broadcast transmission, satellite and internet media tours, professional development and training videos and many more. Kitchen sets with a full prep-kitchen available for food/cooking related productions.

Please visit www.murrayhillstudios.com or on social media at:

- [instagram.com/murrayhillstudios/](https://www.instagram.com/murrayhillstudios/)
- twitter.com/murhillstudios
- www.facebook.com/murrayhillstudiosnyc



Next Millennium Productions, 31 Howard St., Suite 5A, New York, NY, 10013. 212/226-2274; fax: 917/237-1663. info@nmpfilms.com; www.nmpfilms.com.
Aubrey Carp.

Next Millennium Productions is an M/WBE-certified production company housed in a zen-inspired, 7,500 square foot facility in Soho, offering:

- Studios (Soundproofed, fully air-conditioned)
- Two Wall Cyc studio
- Live Shot Studio
- Fiber & LTN Connectivity
- Avid, Final Cut, & Premiere Editing
- Pro Tools with Voiceover Booth
- Television, Commercial, & Corporate Video Production
- Webcasts, SMTs, Green Screen, White Cyc, Field Production

Parallax Productions Inc., 119 Braintree St., Boston, MA, 02134. 617/787-1415. www.parallaxproductions.com.



PREMIERE TV

PREMIERETV, 200 Spectrum Center Dr., Suite 300, Irvine, CA, 92618. 310/899-9090. info@premieretv.com; www.premieretv.com. Shayne Fraeke, CEO.

OUTSTANDING PRODUCTION FOR TV, FILM, BROADCAST, AND THE INTERNET.

PREMIERETV's talented team of production experts can deliver a full range of services, from B-roll shoots and EPKs to press conferences, remotes, and highlight reels. With over 25 years of experience, PREMIERETV coordinates every detail of TV production with professionalism, diligence, and creativity.

Additional PREMIERETV specialties include:

- Satellite Media Tours
- Press Junkets
- Digital Media Tours
- Radio Media Tours
- Audio News Releases

- Creative Video Production / "Highlight Reels"
- Broadcast & Digital Distribution
- B-Roll Packages
- ENG Crews
- On-Air Radio Promotions
- International Services
- Webcasting

Contact us for references, quotes, or information on how our production experts can maximize your PR ROI!



RADIO • TELEVISION • SOCIAL

Washington, DC • New York • Los Angeles

Strauss Media Strategies, Inc., 529 14th St., N.W., #1163, Nat'l Press Bldg., Washington, DC, 20045. 202/638-0200; fax: 202/638-0400. info@straussmedia.com; www.straussmedia.com.
Richard Strauss, Pres.

262 West 38th St., Suite 803, New York, NY 10018. 212/302-1234
newyork@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

Los Angeles, CA
626/794-1350
losangeles@straussmedia.com
www.straussmedia.com
Richard Strauss, Pres.

See full listing under SMTs and Radio.

Translation Services

Iverson Language Assocs. Inc., Div. of TransPerfect, 111 W. Pleasant St., #102, Milwaukee, WI, 53212. 414/271-1144. www.iversonlang.com. Leroy Pederson, Division Mgr.

Language Bank, 2S950 Wagner Rd., Batavia, IL, 60510. 630/406-1277; fax: 630/406-0917. info@language-bank.com; www.language-bank.com. Dennis Merritt, Pres & CEO.

O'Sullivan Comms., 1 Fairfield Crescent, West Caldwell, NJ, 07006. 973/227-5112. info@oneworlondonestop.com; www.oneworlondonestop.com.

Video



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc->
Twitter @AKAMEDIAINC
Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Artisan Production House, 110 East 25th St., Floor 2, New York, NY, 10010. 347/351-4804. erin@artisanproductionhouse.com; kara@artisanproductionhouse.com; www.artisanproductionhouse.com. Erin Lahey Schwitter, Producer/Partner; Kara Leibowitz, Producer/Partner.

Associated Press, The, 200 Liberty St., New York, NY, 10281. 212/621-1500. info@ap.org; www.ap.org.

Audio Productions Inc., 914 18th Ave South, Nashville, TN, 37212. 615/321-3612. info@audioproductions.com; www.audioproductions.com. Jim Reyland, Pres.

Bader TV News, 25 W. 52nd St., 16th fl., New York, NY, 10019. 212/744-5380. mike@badertv.com; www.badertv.com. Mike Leventhal, Sr. Exec. VP & Mng. Editor.

Boom Broadcast & Media Relations, 4 Hill Spruce, Littleton, CO, 80127. 303/904-2100. info@boombroadcast.com; www.boombroadcast.com. Barbara Gutjahr, Joan Winkler, Founding Partners.

Broad Street Productions, 242 W. 30 St., 2nd fl., New York, NY, 10001. 212/780-5700. newyork@broadstreet.com; www.broadstreet.com. Mark Baltazar, CEO & Mng. Partner.

Broadcast Productions, 44 Beechwood Dr., Robbinsville, NJ, 08691. 609/443-1199. Dick Cunningham, Pres.

Center City Film & Video, 1501 - 1503 Walnut St., Philadelphia, PA, 19102. 215/568-4134. info@ccfv.com; www.ccfv.com. Jordan Schwartz, CEO.

Conus Archive, The, 3415 University Ave., St. Paul, MN, 55114. 651/642-4576. cbridson@conus.com; www.conus.com. Chris Bridson, Sr. A/E.

Cresta Creative, 1050 N State St., Chicago, IL, 60610. 312/944-4700. www.crestacreative.com. Debby Winans.

Crews Control, 11820 West Market Pl., Ste. L, Fulton, MD, 20759. 301/604-1200; 800/545-CREW. info@crewscontrol.com; www.crewscontrol.com. Andrea Keating, Founder/CEO.

DNA, DIETRICH NELSON & ASSOCIATES, 200 W. Portland Street, #1213, Phoenix, AZ, 85003. 323/309-3314. dnelson@dnaep.com.

See full listing under SMTs.

Double R Productions, 1621 Connecticut Ave., N.W., Ste. 400, Washington, DC, 20009. 202/797-7777. info@doublerproductions.com; www.doublerproductions.com. Rosemary Reed, Pres.

GRS Systems Inc., 216 E. 45th St., New York, NY, 10017. 212/286-0299. mg@grsv.com; www.grsv.com. Mitch Gak.

Henninger Media Services, 1320 N. Courthouse Rd., Suite 130, Arlington, VA, 22201. 703/243-3444. info@henninger.com; www.henninger.com. Rob Henninger, Pres./CEO.

Interface Media Group, 1233 20th St., N.W., Washington, DC, 20036. 202/861-0500. info@interfacemedia.com; www.interfacemedia.com. Jeff Weingarten, Pres.

Ivanhoe Broadcast News Inc., 2211 Lee Rd., Suite 107, Winter Park, FL, 32789. 407/740-0789. webdoctor@ivanhoe.com; www.ivanhoe.com. Marjorie B. Thomas, Pres.

Lovett Stories + Strategies, 17 Vandam St., Ground Floor, New York, NY, 10013. 212/242-8999. info@lovettproductions.com; www.lovettproductions.com. Joseph F. Lovett, Pres.

Megaphone Media, 26 Perry Street, New York, NY, 10014. 646/452-8404. kcarmane@megaphone-media.com; www.megaphone-media.com. Kyle Carmone.

See full listing under Public Service Announcements.

Mercury Labs, 3141 Locust St., St. Louis, MO, 63103. 314/645-4244. mercury-labs.com. Angie Lawing, CEO.

Murray Hill Studios, 248 East 35th St., New York, NY, 10016. 212/889-4200; fax: 212/889-9413. Ourteam@murrayhillstudios.com; www.murrayhillstudios.com. Contact: Jahaneen Johnsen.

See full listing under Television (TV) Production.

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7541. sales@press.org; www.press.org/services.

Newscast US, 526 West 26th St., Suite 515, New York, NY, 10001. 212/206-0055. contact@newscastus.com; www.newscastus.com. Jim Sulley, Director.

NewsWatch, 2611 Jefferson Davis Highway, Suite 902, Arlington, VA, 22202. 703/662-8180. info@newswatchtv.com; www.newswatchtv.com. Ed Tropeano, Pres.

**NEXT
MILLENNIUM
PRODUCTIONS**



Next Millennium Productions, 31 Howard St., Suite 5A, New York, NY, 10013. 212/226-2274; fax: 917/237-1663. info@nmpfilms.com; www.nmpfilms.com. Aubrey Carp.

Next Millennium Productions is an M/WBE-certified production company housed in a zen-inspired, 7,500 square foot facility in Soho, offering:

- Studios (Soundproofed, fully air-conditioned)
- Two Wall Cyc studio
- Live Shot Studio
- Fiber & LTN Connectivity
- Avid, Final Cut, & Premiere Editing
- Pro Tools with Voiceover Booth
- Television, Commercial, & Corporate Video Production
- Webcasts, SMTs, Green Screen, White Cyc, Field Production

Parallax Productions Inc., 60 Pond St., Jamaica Plain, MA, 02130. 617/787-1415. www.parallaxproductions.com.

Park Avenue Post Inc., 419 Park Ave. South, #600, New York, NY, 10016. 212/689-7678. nigel@parkavenuepost.com; www.parkavenuepost.com. Nigel Kettle, Pres.



PREMIERE TV

PREMIERE TV, 200 Spectrum Center Dr., Suite 300, Irvine, CA, 92618. 310/899-9090. info@premieretv.com; www.premieretv.com. Shayne Fraeke, CEO.

OUTSTANDING PRODUCTION FOR TV, FILM, BROADCAST, AND THE INTERNET.

PREMIERE TV's talented production team offers full-service creative solutions for your video production needs. With over 50+ years of collective video production experience, from concept to delivery, PREMIERE TV is capable of handling every aspect of your video. Our producers and production teams have vast experiences in television, film, documentaries, commercials, music videos, and

digital advertising.

Additional PREMIERE TV specialties include:

- Satellite Media Tours
- Press Junkets
- Digital Media Tours
- Radio Media Tours
- Audio News Releases
- Creative Video Production / "Highlight Reels"
- Broadcast & Digital Distribution
- B-Roll Packages
- ENG Crews
- On-Air Radio Promotions
- International Services
- Webcasting

Contact us for references, quotes, or information on how we can create your next video!

Production Masters, Inc., The Buhl Bldg., 204 Fifth Ave., Pittsburgh, PA, 15222. 412/281-8500. info@pmi.tv; www.pmi.tv. David Case, Pres./CEO.

Sadler Productions, 1170 Barksdale Blvd., Bossier City, LA, 71111. 318/221-8909. info2@sadlervideo.com; www.sadlervideo.com. Bill Sadler, Pres.

Shining Starlet Entertainment, LLC, 3314 Yellow Flower Rd., Laurel, MD, 20724. 240/547-9774. info@shiningstarlet.com; www.shiningstarlet.com. Alikia Reaves, Founder.

Studio 120, 2155 Niagara Lane North, Plymouth, MN, 55447. 800/759-0992. www.studio120.com.

Take One Productions, 3002 Dow Ave., #406, Tustin, CA, 92780. 877/825-3146. info@takeonedigital.com; www.takeonedigital.com. Troy Witt, Pres.

TANE Digital Video, 256 West 36th St., 6th fl., New York, NY, 10018. 212/295-1770. hello@tanedv.com; tanedv.com. Brian Tane, Pres.

TVA Media Group, 3950 Vantage Ave., Studio City, CA, 91604. 888/322-4296. info@tvamediagroup.com; www.tvamediagroup.com. Jeffery Goddard, CEO/Exec. Producer.

Ventana Productions, 1819 L St., N.W., #100, Washington, DC, 20036. 202/785-5112. www.ventanadc.com. Armando Almanza, Pres.

Video Image Productions, 51 Quail Close, Irvington, NY, 10533. 212/979-7433. vuptv@vip-tv.com; www.vip-tv.com. Wayne Ferguson, Pres.

VideoLink Inc., 1230 Washington St., Newton, MA, 02465. 800/452-5565. www.videolinktv.com.

VNR1 Communications, Inc., 16415 Addison Rd., #500, Addison, TX, 75001. 800/937-8671. sales@vnr1.com; vnr1.com. Jack Trammell, Pres.

Washington Independent Productions, 5028 Wisconsin Ave., N.W., #100, Washington, DC, 20016. 202/638-3400. sue@washingtonindependentproductions.com; www.washingtonindependentproductions.com. Susan Stolov, CEO.

Webcasting



AKA MEDIA INC., 171 North Aberdeen, Suite 500, Chicago, IL, 60607. 800/996-9432. jvargas@akamediainc.com; www.akamediainc.com. Jason Vargas, Managing Partner.

THE VIDEO-FIRST SOLUTION FOR YOUR COMMUNICATION NEEDS

AKA is an award-winning branded video agency. We deliver creative, all-in production, intelligent distribution, and complete program management for many of the world's most successful brands.

Follow us:

LinkedIn <http://linkedin.com/company/aka-media-inc>

Twitter @AKAMEDIAINC

Facebook/AKAMEDIAINC

- Video Content Strategy, Production and Distribution
- Live Video Streaming Events (Global CEO Town Halls)
- Integrated Satellite Media Tours (SMT/RMT/IMT)
- Brand Journalism and Video Storytelling
- Internet Media Tours, Radio Media Tours and ANRs
- Guaranteed Impressions
- Highlights Reels, Sizzle Reels, Award-Entry Videos
- Video Editing, Audio, Graphics and Effects (Sizzle Reels)
- Content for Video, Radio, Web, TV and Social Media Campaigns

Connex International Inc., 46 Federal Rd., Ste. F, Danbury, CT, 06810. 800/426-6639. karen@connexintl.com; www.connexintl.com.

Murray Hill Studios, 248 East 35th St., New York, NY, 10016. 212/889-4200; fax: 212/889-9413. Ourteam@murrayhillstudios.com; www.murrayhillstudios.com. Contact: Jahaneen Johnsen.

See full listing under TV Production.

National Press Club, 529 14th St., N.W., Washington, DC, 20045. 202/662-7541. sales@press.org; www.press.org/services.



Next Millennium Productions, 31 Howard St., Suite 5A, New York, NY, 10013. 212/226-2274; fax: 917/237-1663. info@nmpfilms.com; www.nmpfilms.com. Aubrey Carp.

Next Millennium Productions is an M/WBE-certified production company housed in a zen-inspired, 7,500 square foot facility in Soho, offering:

- Studios (Soundproofed, fully air-conditioned)
- Two Wall Cyc studio
- Live Shot Studio
- Fiber & LTN Connectivity
- Avid, Final Cut, & Premiere Editing
- Pro Tools with Voiceover Booth
- Television, Commercial, & Corporate Video Production
- Webcasts, SMTs, Green Screen, White Cyc, Field Production

PNVWebcasts, 185 E. 85th St., Suite 28-H, New York, NY, 10028. 212/534-3052; fax: 646/607-7610. pahaesy@pnventerprises.com; pnventerprises.com/pnvwebcasts. Patricia Ahaesy, Pres.

Website Development



At Point Inc., P.O. Box 361, Roseland, NJ, 07068. 973/324-0866; fax: 973/324-0778. info@atpoint.com; www.atpoint.com. Mick Gyure.

0-9

24-7 Press Release Newswire: Press Release Distribution
4media Group: Radio, Research, Satellite Media Tours
5K Productions: Television (TV) Production
5W Public Relations: Crisis Management
70kft: Content Marketing, Measurement & Evaluation

A

A-1 Broadcast: Satellite Media Tours
ABGPrint: Printing
Addison Design Company: Graphic Services
Adrian Awards: Awards
Advertising Club of New York: Associations
Advertising Specialty Institute: Associations
Agility PR Solutions: Measurement & Evaluation, Media Monitoring, Social Media
AKA MEDIA INC.: Celebrities, Corporate Image Consultants, Electronic Newsfeeds/Satellite Services, Interactive/Multimedia Services, Management Consultants, Media Tours/Roadshows, Public Service Announcements, Radio, Satellite Media Tours, Social Media, Television (TV) Production, Video, Webcasting
Alan Morgan Group: Search Engine Optimization
Alexander Hamilton Medal - Institute for PR: Awards
All-In-One Media Directory: Directories
Alliance for Women in Media: Associations
AME - Advertising & Marketing Effectiveness Awards, New York Festivals: Awards
American Association of Advertising Agencies (4As): Associations
American Association of Political Consultants: Associations
American Hotel & Lodging Association's Stars of the Industry Awards: Awards
American Marketing Association, The: Associations
American Program Bureau, Inc.:

Speakers Service (Talent)
American University, School of Communication: Education
APEX Awards: Awards
ARC Awards: Awards
ARTHOUSE.NYC: Special Events
Arthur W. Page Society: Associations
Artisan Production House: Satellite Media Tours, Video
ASAE & The Center For Assn. Leadership: Associations, Education
Associated Press, The: Content Marketing, Newswires/Press Services, Photo Distribution, Photographers/Stock Photo, Press Release Distribution, Television (TV) Production, Video
Association for Conflict Resolution: Associations
Association for Education in Journalism and Mass Communication: Associations
Association for Women in Communications, The: Associations
Association of Marketing and Communications Professionals: Associations
Association of National Advertisers (ANA): Associations
Association of Strategic Alliance Professionals: Associations
Association TRENDS Annual All-Media Contest: Awards
Association TRENDS Association Executive of the Year Award: Awards
Astrid Awards: Awards
At Point Inc.: Website Development
Audio Productions Inc.: Video
August Jackson: Special Events
Auritt Communications Group: Media Training, Radio, Satellite Media Tours
Automotive PR Council, Original Equipment Suppliers Assn.: Associations
AVA Digital Awards: Awards

B

Bader TV News: Video
BAP EXECUTIVE SEARCH LLC: Executive Search
Bell Ringer Awards: Awards
Bernhardt Fudyma Design Group: Annual Reports/Design/Branding



WOMEN
OWNED

NYC's Premier Travel Management Company

Omega World Travel is a full service customized travel provider for businesses of all sizes. We provide you with comprehensive cost analysis, data tracking and innovative technology solutions to help you with all your logistical travel needs.

Business Travel Management
Meeting and Event Planning
Leisure Travel Experts | Cruise.com
Travel Technology Solutions | TravTech

WINDSTAR
CRUISES

7 Days Mediterranean-West

Sailing July 23 • Wind Surf

fr. \$2499 pp

8 Days Scandinavia & Fjords

Sailing July 29 • Star Breeze

fr. \$3599 pp

12 Days Alaska

Sailing August 18 • Star Legend

fr. \$3999 pp

Rates based on pp/dbl, & subj. to change. Gov't taxes not incl.



Gloria Bohan Founder & CEO Omega World Travel & Godmother of Windstar's Star Legend
and John Delaney, President of Windstar Cruises

Photo by Chris Owen for Windstar Cruises.

Omega World Travel

1501 Broadway, 12th Floor
New York, NY 10036 • 800-545-1003

TRAVTECH
TRAVEL TECHNOLOGY

OMEGA M.I.C.E.
Meetings • Incentives • Conferences • Events

CRUISE.COM

Big Apple Awards: Awards
 Bishoff Communications: Crisis Management
 Black PR Wire Inc.: Newswires/Press Services
 Blaine Group, Inc., The: Crisis Management, Integrated Marketing & PR, Media Training
 Bliss Integrated Communication: Crisis Management
 Boardroom Communications Inc.: Crisis Management
 Boom Broadcast & Media Relations: Video
 Booz Allen Hamilton: Management Consultants
 Bowling Green University, School of Media and Communication: Education
 Brand Union, The: Annual Reports/Design/Branding
 British American Business Inc.: Associations
 Broad Street Productions: Video
 Broadcast Direct Communications Inc.: Satellite Media Tours
 Broadcast Productions: Video
 Bronze Anvil Awards of PR Society of America: Awards
 Bruce Wodder Photography: Photographers/Stock Photo
 Buchbinder Tunick & Company LLP: CPA/Consulting Services
 Bulldog Awards: Awards
 Bulldog Reporter: Newsletters
 Burke Marketing Research Inc.: Research

C

C&J Mediaworks: Media Tours/Roadshows, Radio
 Cable & TV Station Coverage Atlas: Directories
 Camera One: Photographers/Stock Photo
 Cameron Communications Inc.: Media Training
 Can Stock Photo: Photographers/Stock Photo
 Capitol City Speakers Bureau: Speakers Service (Talent)
 Caplan Communications LLC: Radio
 Career Press: Directory Publishers
 Cavanaugh & Assocs. Inc.: Celebrities

CCI - Corporate Communication Int'l at Baruch College/CUNY: Education
 Celebrities, Plus Inc.: Media Tours/Roadshows
 Celebrity Access, Inc.: Celebrities
 Celebrity Source, The: Celebrities
 Center City Film & Video: Video
 Charet & Associates: Executive Search
 Chief Marketing Officer Council: Associations
 Chraft PR: Social Media
 CIMSearch: Executive Search
 Cision: Directories, Measurement & Evaluation, Media Lists, Media Monitoring, Newswires/Press Services
 Clarion Awards: Awards
 ClickTime: Software
 CLIO Awards: Awards
 CMG Productions: Media Training
 CODiE Awards: Awards
 Columbia Books & Information Services: Directory Publishers
 CommCore, Inc.: Crisis Management, Media Training
 Concepts, Inc.: Content Marketing
 Conference Board, The: Conventions/Conference Planners, Special Events
 Congressional Yellow Book: Directories
 Connex International Inc.: Webcasting
 Consultants and Consulting Organizations Directory: Directories
 Conus Archive, The: Video
 Corporate Events: Special Events
 Corporate Public Issues: Newsletters
 Cover Edge Television News Service: Television (TV) Production
 CPR, The International Institute For Conflict Prevention and Resolution: Associations
 Creative Civilizations: Research
 Creative Media Design: Interactive/Multimedia Services, Media Tours/Roadshows
 Creators News Service/Creators Syndicate: Newswires/Press Services
 Cresta Creative: Video
 Crews Control: Video
 Critical Mention Inc.: Broadcast Monitoring Services
 CW& Co.: Special Events

D

D S Simon Media: Satellite Media Tours

DEFINITION 6: Research
 Deltek: Software
 DHR Int'l.: Executive Search
 DigiClips, Inc.: Broadcast Monitoring Services
 Directory of Business Information Resources: Directories
 DNA, DIETRICH NELSON & ASSOCIATES: Electronic Newsfeeds/Satellite Services, Public Service Announcements, Satellite Media Tours, Video
 dotCOMM Awards: Awards
 Double R Productions: Video
 Drexel University Online, Master of Science and Doctorate in Communication, Culture & Media: Education
 DRG (Development Resource Group): Executive Search

E

E.J. Krause & Associates Inc.: Conventions/Conference Planners
 Eagles Talent Connection: Speakers Service (Talent)
 Edgewise: Copywriters
 Editor & Publisher Newspaper Data Book and Interactive Database: Directories
 Editor Showcase: Special Events
 EHM Group LLC: CPA/Consulting Services
 EIN Presswire: Press Release Distribution
 Eisenberg & Associates: Annual Reports/Design/Branding
 Encyclopedia of Associations: National Organizations of the U.S.: Directories
 Engage121: Social Media
 EurekAlert!: Press Release Distribution
 Event Planners Plus!: Special Events
 Eventage: Special Events

F

Facebook: Social Media
 Facts on File Publications Inc.: Directory Publishers
 Feature Photo Service Inc.: Photographers/Stock Photo
 Federal Yellow Book, The: Directories
 Feintuch Communications: Crisis

Management, Media Training, Social Media

Fineman PR: Crisis Management

Florida PR Association: Associations

Forum Group, The: Executive Search

Fry Group, The: Executive Search

G

Galaxy Awards: Awards

Gale Directory of Publications and

Broadcast Media: Directories

Gallup Inc.: Research

Galperin Design Inc.: Annual

Reports/Design/Branding

George Washington University, The,

Graduate School of Political

Management, College of Professional

Studies, Master's in Strategic Public

Relations: Education

Georgetown University, School of

Continuing Studies, Master's in Public

Relations & Corporate Comms.: Education

Getty Images: Photo Distribution

GfK: Research

Gilbert Tweed International: Executive Search

Glean.info: Media Monitoring

GoGraph: Photographers/Stock Photo

Gold Anvil Award of PR Society of America: Awards

Gold Circle Awards: Awards

Gold Ink Awards: Awards

Gold Quill Awards: Awards

Golden Trumpet Awards: Awards

Golden World Awards: Awards

Gonzaga University, Communication Studies: Education

Google: Research

Google+: Social Media

Gould+Partners LLC: CPA/Consulting Services, Management Consultants, Mergers & Acquisitions

Gourvitz Communications Inc.: Satellite Media Tours

Greater Talent Network: Celebrities, Speakers Service (Talent)

GreenBook Directory for Marketing Research Companies: Directories

Greenleaf Book Group: Editorial Distribution & Services

Grey House Publishing: Directory Publishers

GRS Systems Inc.: Video

H

Harry Walker Agency: Speakers Service (Talent)

Headquarters USA Directory: Directories

Healthcare Businesswomen's Association: Associations

Hechkoff Executive Search Inc.: Executive Search

Hedquist Productions: Radio

Heidrick & Struggles: Executive Search

Henninger Media Services: Video

Herbert Mines Associates: Executive Search

Hermes Creative Awards: Awards

Heyman Associates Inc.: Executive Search

Hispanic Public Relations Association: Associations

History Associates: Research

Hospitality Sales & Marketing Association Int'l.: Associations

Hudson's Washington News Media

Contacts Directory: Directories

Hunter Public Relations: Social Media

Hypefactors: Measurement & Evaluation, Media Monitoring, Software

I

iBravo! Awards: Awards

ICR: Crisis Management

Idealliance: Associations

IEG LLC: Special Events

INC Design: Annual Reports/Design/Branding

iNova Awards: Awards

Instagram: Social Media

Institute for Crisis Management: Crisis Management

Institute for PR: Associations

Interface Media Group: Video

International Association of Business Communicators: Associations

International Association of Business Communicators, Wash., D.C. Chapter: Associations

International Association of Speakers Bureaus: Associations

International PR Assn., IPRA: Associations, Public Relations Networks

International Public Relations Network:

Public Relations Networks

International Women's Media

Foundation: Associations

Internet Advertising Competition (IAC)

Awards: Awards

IPR Software: Software

IPREX: Public Relations Networks

isentia: Measurement & Evaluation

Issue Management Council: Associations

Ivanhoe Broadcast News Inc.: Video

Iverson Language Assocs. Inc., Div. of TransPerfect: Translation Services

J

Jack Felton Medal for Lifetime Achievement: Awards

Jenkins Group: Editorial Distribution & Services

Jersey Awards: Awards

JL Insight Communications: Media Training

Joele Frank, Wilkinson Brimmer

Katcher: Crisis Management

John Kneapler Design: Graphic Services

Johnson Strategic Communications, Inc.: Annual Reports/Design/Branding

Judith Cushman & Associates, Consulting and Retained Search: Executive Search

K

Karen Friedman Enterprises Inc.: Media Training

Keep in Touch: Broadcast Monitoring Services

KEF Media: Public Relations Networks, Satellite Media Tours, Television (TV) Production

Kekst: Crisis Management

Kennedy Information: Directory Publishers

Keppler Speakers: Speakers Service (Talent)

Kundell Communications: Media Training

L

L.C. Williams & Associates: Crisis Management

LACP - League of American Communications Professionals: Associations
 Language Bank: Translation Services
 Laskin Media Inc.: Media Training
 Law Firms Yellow Book: Directories
 Leadership Directories: Directory Publishers
 Leading Authorities Inc.: Speakers Service (Talent)
 LexisNexis: Media Monitoring
 Licensing Source Book: Directories
 LinkedIn: Social Media
 Lippe Taylor: Public Relations Networks, Social Media
 Lippincott: Annual Reports/Design/Branding
 Live Star Entertainment: Satellite Media Tours
 Lloyd Staffing: Executive Search
 LoginRadius: Software
 Lovett Stories + Strategies: Video
 Lynn Hazan & Associates, Inc.: Executive Search
 Lyons PR: Satellite Media Tours

M

Magnify Digital: Social Media
 Major Mailers Online Database: Directories
 Management Recruiters Int'l of Boston: Executive Search
 MarCom Awards: Awards
 MaritzCX: Research
 Market Strategies Int'l: Research
 Marketing Maven: Integrated Marketing & PR, Social Media
 Marketing Services Search Database: Directories
 Marketing Werks - Mobile & Event Marketing: Promotions
 Marketwired: Newswires/Press Services, Press Release Distribution
 Marshall Consultants, LLC: Executive Search
 Maryanne Russell Photography Inc.: Photographers/Stock Photo
 Masshire Cape and Islands Career Center: Executive Search
 Matrix Awards: Awards
 Media Connect: Satellite Media Tours
 MediaFinder Online Database: Directories

MediaMax Online: Broadcast Monitoring Services, Clipping Services, Media Monitoring
 MediaNet: Media Training
 MediaTracks Communications, Inc.: Radio
 Megaphone Media: Media Tours/Roadshows, Public Service Announcements, Radio, Satellite Media Tours, Television (TV) Production, Video
 Mercury Awards: Awards
 Mercury Labs: Video
 Metro Creative Graphics, Inc.: Editorial Distribution & Services
 Metro Monitor, Inc.: Broadcast Monitoring Services, Clipping Services, Media Monitoring
 Moldow Communications LLC: Satellite Media Tours
 Montgomery Strategies Group, The: Crisis Management, Media Training
 Monument Optimization: Search Engine Optimization
 Moyer, Sherwood Assocs. Inc.: Executive Search
 Multicultural Marketing News: Press Release Distribution
 Murray Hill Studios: Satellite Media Tours, Television (TV) Production, Video, Webcasting
 MVP Collaborative: Special Events
 M|A|R|C Research: Research

N

NAGC Communicator of the Year Award: Awards
 National Association of Broadcasters: Associations
 National Association of Business Political Action Committees: Associations
 National Association of Government Communicators: Associations
 National Association of Personnel Services: Associations
 National Black Public Relations Society: Associations
 National Directory of Corporate Public Affairs: Directories
 National Directory of Magazines: Directories
 National Foundation for Women

Legislators: Associations
 National Hispanic Media Coalition: Associations
 National Institute for Lobbying & Ethics, The: Associations
 National Investor Relations Institute: Associations
 National Press Club: Interactive/Multimedia Services, Satellite Media Tours, Special Events, Video, Webcasting
 National School PR Association: Associations
 National Speakers Bureau: Speakers Service (Talent)
 National Writers Association: Associations
 Neil Frank & Co.: Executive Search
 New Dimensions in Marketing, Inc.: Promotions
 New York Festivals, Int'l Television & Film Awards: Awards
 New York Financial Writers' Association: Associations
 New York Market Radio Association: Associations
 New York Women in Communications: Associations
 Newman Group Inc., The: Media Training
 News & Experts: Radio
 News Data Service: Broadcast Monitoring Services, Clipping Services, Media Monitoring
 News Exposure: Broadcast Monitoring Services, Clipping Services, Media Monitoring, Radio, Research
 Newscast US: Photographers/Stock Photo, Video
 NewsWatch: Video
 Newz Group: Clipping Services
 Next Millennium Productions: Satellite Media Tours, Television (TV) Production, Video, Webcasting
 Nielsen: Research
 North American Precise Syndicate: Press Release Distribution
 Northeastern University College of Professional Studies, M.S., Corporate and Organizational Communication: Education
 nVision: Special Events
 NYU School of Professional Studies, M.S. in Public Relations and Corporate Communication: Education

O

O'Dwyer's: Directory Publishers
 O'Dwyer's Directory of Public Relations Firms: Directories
 O'Dwyer's Newsletter: Newsletters
 O'Sullivan Comms.: Translation Services
 Online News Association, c/o NPR: Associations
 ORC International: Research
 Organization of American Women in Public Relations: Associations
 Outstanding Educator Award of PR Society of America: Awards
 Oxbridge Directory of Newsletters: Directories

P

Padilla: Crisis Management
 Paladin Staffing Services: Employment Services
 Parallax Productions Inc.: Television (TV) Production, Video
 Park Avenue Post Inc.: Video
 Paul M. Lund Public Service Award of PR Society of America: Awards
 Paulette Wolf Events & Entertainment: Special Events
 Pennsylvania Association for Government Relations: Associations
 Peppercomm, Inc.: Crisis Management
 Phifer & Company, LLC: Executive Search
 Philadelphia PR Association: Associations
 Pinterest: Social Media
 Pitching Monkeys Media: Media Tours/Roadshows, Radio, Satellite Media Tours
 PLUS Media Inc.: Radio
 PNVWebcasts: Webcasting
 Point Five Design: Annual Reports/Design/Branding
 Power of A Awards: Awards
 PR Council: Associations
 PR News: Newsletters
 PR Professional of the Year Award of PR Society of America: Awards
 PR World Alliance: Public Relations Networks
 PREMIERETV: Electronic Newsfeeds/Satellite Services, Radio, Satellite Media Tours, Television (TV)

Production, Video
 PRIME Research: Research
 Prime Time Media: Electronic Newsfeeds/Satellite Services, Radio, Satellite Media Tours
 Production Masters, Inc.: Video
 Professional Marketing Forum: Associations
 PROI Worldwide: Public Relations Networks
 Promotional Products Association Int'l.: Associations
 Proof Advertising: Research
 ProPRcopy: Copywriters
 PRSA/Georgia: Associations
 PRSA/Los Angeles Chapter: Associations
 PRSA/National Capital Chapter: Associations
 PRSA/New York Chapter: Associations
 Public Affairs Council: Associations
 Public Communications Inc.: Crisis Management
 Public Relations Boutiques Int'l: Public Relations Networks
 Public Relations Global Network (PRGN): Public Relations Networks
 Public Relations Society of America (PRSA): Associations
 Publicity Club of Chicago: Associations
 Publicity Club of New England: Associations
 Publicity Club of New York: Associations
 Purdue University Global, Online Bachelor of Science in Communication: Education
 Purdue University, Online Master of Science in Communication: Education

Q

Queens University of Charlotte, Online Master of Arts in Communication: Education
 Questar Awards: Awards
 Queue Associates: Software
 Quinn & Co. Public Relations: Social Media
 Quinnipiac University, Master of Science in Public Relations: Education

R

Radio Television Digital News Association: Associations

Ragan's PR Daily: Newsletters
 Ragan's PR Daily Awards: Awards
 REBRAND 100 Global Awards: Awards
 Regatta Inc.: Special Events
 Reputation Group: Media Training
 REQ: Interactive/Multimedia Services
 Research America Inc: Measurement & Evaluation
 Research America Inc.: Research
 ReviveHealth: Crisis Management
 RFP Associates, Agency Search Consultants: Management Consultants
 Rich Green Photography: Photographers/Stock Photo
 Royce Carlton Inc.: Speakers Service (Talent)
 Russell Reynolds Associates: Executive Search
 Rutgers School of Communication and Information: Education

S

Sachs Media Group: Crisis Management
 Sadler Productions: Video
 Sard Verbinen & Co.: Crisis Management
 Schneider Associates: Education, Integrated Marketing & PR
 Scudder Training & Consulting, Ken: Media Training
 Select Resources Int'l: Management Consultants
 Send2Press™ Newswire, a service of Neotrope™: Press Release Distribution
 Seton Hall University, Master of Arts in Strategic Communication, M.A., Public Relations: Education
 ShadowTV: Broadcast Monitoring Services
 She Runs It (Formerly Advertising Women of NY): Associations
 Shining Starlet Entertainment, LLC: Video
 SHOOT Publicity Wire: Newswires/Press Services
 Sigma Delta Chi Awards: Awards
 SIIA, Software & Information Industry Assn.: Associations
 Silver Anvil Awards of PR Society of America: Awards
 Silver Apple Awards: Awards
 Simmons College, B.A., Communications: Education

Sitrick And Company: Crisis Management

Sloane & Company: Crisis Management

SMM Advertising: Graphic Services

Society for Advancing Business Editing and Writing (SABEW): Associations

Society for Healthcare Strategy & Market Development: Associations

Society for Technical Communication: Associations

Society for Technical Communication, STC Awards: Awards

Society of American Travel Writers: Awards

Society of American Travel Writers (SATW): Associations

Society of American Travel Writers' Directory: Directories

Society of Professional Journalists: Associations

Solomon McCown & Company, Inc.: Crisis Management

Speakers On Healthcare: Celebrities, Speakers Service (Talent)

Spencer Stuart & Associates: Executive Search

Spotlight Awards: Awards

Spring Associates Inc.: PR Compensation Analysis

SSRS: Research

Standard & Poor's Global Ratings: Research

Standard Periodical Directory: Directories

Stevens Group, The: Mergers & Acquisitions

Stevie Awards: Awards

Stowe Co., The: Executive Search

Straight North: Search Engine Optimization

Strauss Media Strategies, Inc.: Electronic Newsfeeds/Satellite Services, Media Tours/Roadshows, Public Service Announcements, Radio, Satellite Media Tours, Television (TV) Production

Studio 120: Video

Syntaxis Inc.: Education

Syracuse University, S.I. Newhouse School of Public Communications: Education

T

T. J. Sacks & Associates: Copywriters, Integrated Marketing & PR, Newsletters

Take One Productions: Video

TANE Digital Video: Video

TEKGROUP Int'l Inc.: Software

Television & Cable Factbook: Directories

Tellem Grody PR: Crisis Management

Telly Awards, The: Awards

The Brand Advocates: Crisis Management, Graphic Services, Interactive/Multimedia Services

The Good Search, LLC: Executive Search

Thomson Reuters: Newswires/Press Services

THUNK! Media, Inc.: Satellite Media Tours

Tobin Communications Inc.: Radio

Travaille Executive Search: Executive Search

Tufts University, Gerald J. & Dorothy R. Friedman School of Nutrition Science and Policy, Nutrition Science for Comms. Professionals Online Graduate Certificate Program: Education

TV Access: Public Service Announcements

TVA Media Group: Video

TVeyes: Media Monitoring

Twitter: Social Media

U

Universal Information Services: Broadcast Monitoring Services, Clipping Services, Measurement & Evaluation, Media Monitoring

University of Denver, University College, Communication Mgmt. Program: Education

University of Florida, College of Journalism & Communications: Education

University of Maryland, College Park, The Dept. of Communication: Education

University of Memphis, The, College of

Communication and Fine Arts, Dept. of Journalism and Strategic Media: Education

USC Annenberg School for Communication and Journalism: Education

V

Ventana Productions: Video

Very Special Events: Special Events

Video Image Productions: Video

VideoLink Inc.: Satellite Media Tours, Video

VISTA Worldlink: Electronic Newsfeeds/Satellite Services, Special Events

VNR1 Communications, Inc.: Video

W

W. Howard Chase Award: Awards

Ward Group, The: Executive Search

Washington Independent Productions: Video

Washington Speakers Bureau: Speakers Service (Talent)

Washington Women in PR: Associations

WebAward Competition for Website Development, Web Marketing Assn.: Awards

Weber Shandwick: Crisis Management

West: Press Release Distribution

Who's Who in America: Directories

Wieck Media: Interactive/Multimedia Services

Woman of the Year Award: Awards

Women in Government Relations: Associations

World Class Speakers & Entertainers: Speakers Service (Talent)

World Radio TV Handbook: Directories

Worldcom Public Relations Group: Public Relations Networks

X,Y,Z

Yearbook of Experts: Directories

Zing How Design: Fulfillment, Graphic Services, Printing, Promotions

O'Dwyer's CAREER CENTER at jobs.odwyerpr.com

**JOB SEEKERS,
YOUR NEXT
PUBLIC RELATIONS
CAREER OPPORTUNITY
COULD BE CLOSER
THAN YOU THINK.**



Job Seeker Benefits

- **Access** to high quality, relevant job postings. No more wading through postings that aren't applicable to your expertise.
- **Personalized job alerts** notify you of relevant job opportunities.
- **Career management** – you have complete control over your passive or active job search. Upload multiple resumes and cover letters, add notes on employers and communicate anonymously with employers.
- **Anonymous resume bank** protects your confidential information. Your resume will be displayed for employers to view EXCEPT your identity and contact information which will remain confidential until you are ready to reveal it.
- **Value-added benefits** of career coaching, resume services, education/training, articles and advice, resume critique, resume writing and career assessment test services.

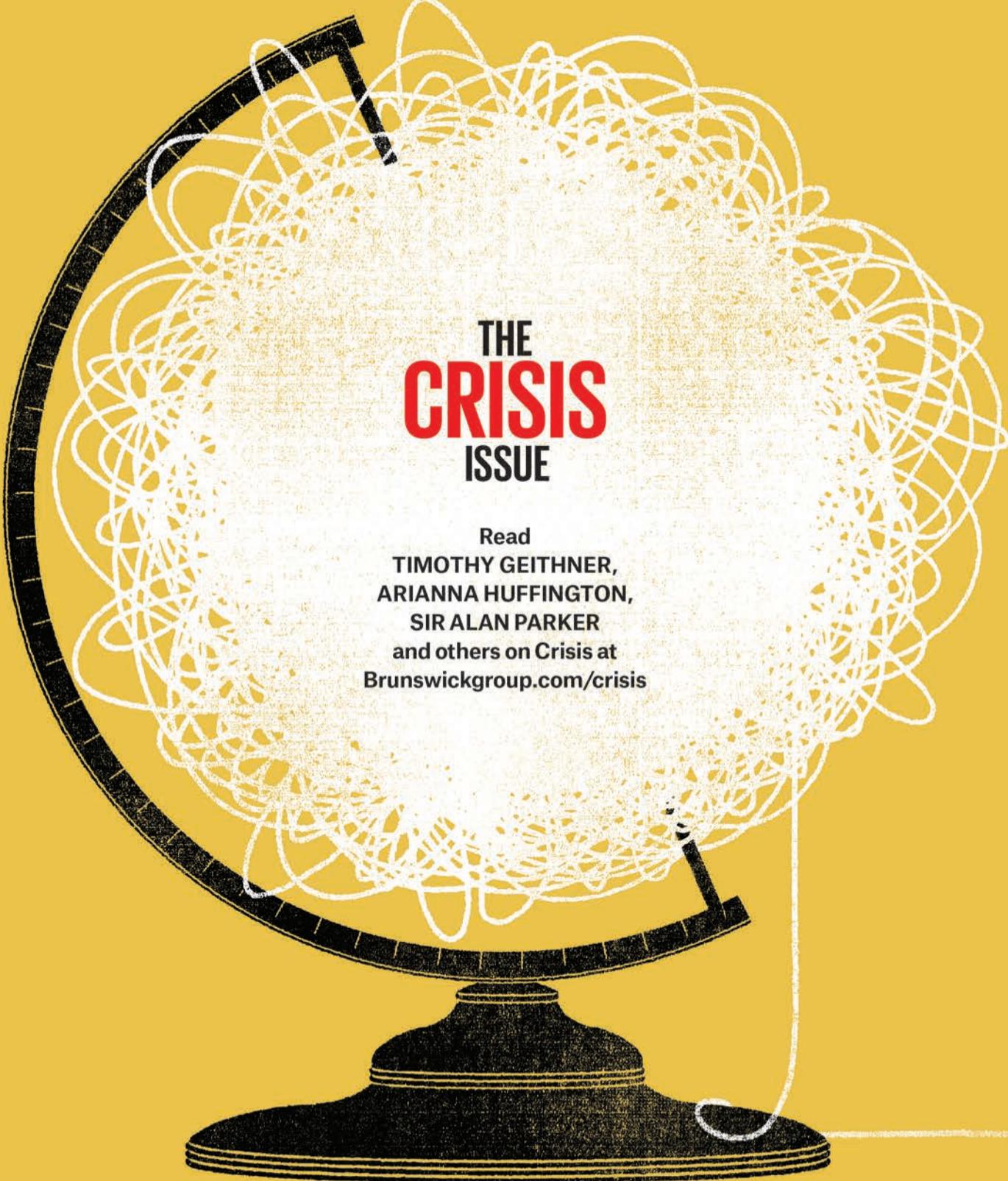
O'Dwyer's

jobs.odwyerpr.com

Phone: 866/395-7710

jobs.odwyerpr.com

BRUNSWICK REVIEW



THE
CRISIS
ISSUE

Read
TIMOTHY GEITHNER,
ARIANNA HUFFINGTON,
SIR ALAN PARKER
and others on Crisis at
Brunswickgroup.com/crisis