

ANNUAL PR FIRMS RANKINGS ISSUE

MORE THAN 120 INDEPENDENT
U.S. PR FIRMS RANKED BY NET
FEES, SPECIALTY, GEOGRAPHY,
ANNUAL GROWTH & MORE

RANKINGS OF SPECIALTY PR
PRACTICES: PG. 32

PR FIRMS RANKED BY
ANNUAL GROWTH: PG. 52

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TOP U.S. INDEPENDENT PR FIRMS
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PLUS:

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WHY FINANCIAL PR IS THRIVING: PG. 26

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**SPECIAL. YOUR GUIDE TO THE TOP U.S.
SECTION INDEPENDENT PR FIRMS PG. 56**

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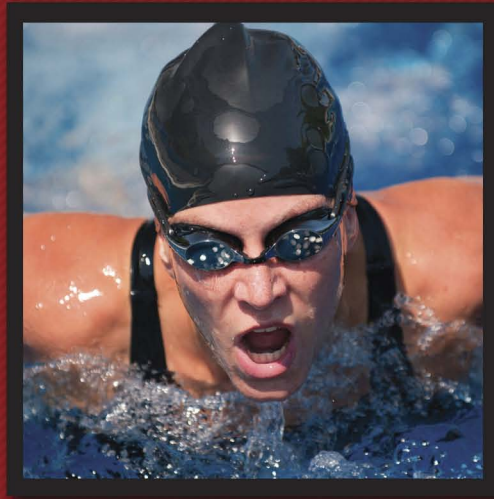
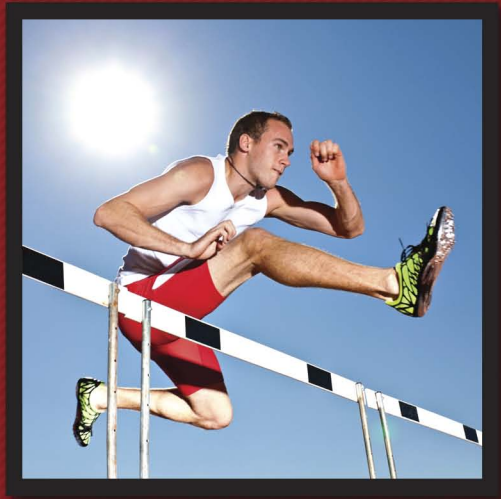
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Openness is right path for PR firms, big or small

The moral of the 2011 O'Dwyer rankings of PR firms is simple: reporting revenues and staff size is good for growth.

Edelman, a firm that has taken part in the rankings since they were started in 1968, reported \$604 million in fees for 2011, which is five times as much as No. 2, APCO Worldwide at \$120 million. Publicizing its overall size for 42 years and then the revenues in 12 special practice areas has no doubt been a factor in the firm's growth. Edelman leads in 11 of the 12 PR specialties that we have tracked since 1990, often by tens of millions of dollars.

PR matures, specialist firms emerge

The development of the specialties shows that PR has matured in the past couple of decades (just as law and medicine developed specialties).

Clients want expertise in certain areas that have become highly defined such as tech, healthcare, financial, food/beverage and beauty/fashion, to name some of them. A group of firms specializing in tech, healthcare, financial and some other areas has emerged in recent years. They are able to compete against the giants such as Edelman, APCO, Waggener Edstrom, Ruder Finn, Text 100 Global PR, WCG, and MWW Group.

Only three from 1969 still rank

The 1969 and second ranking we compiled had 50 names on the list. Only Edelman, Ruder Finn and Hunter PR (formerly known as Dudley-Anderson-Yutzy) are still providing figures to us.

Nineteen of the 25 biggest sold out to ad/PR conglomerates, or merged with another firm, or went out of business. Conglomerate PR firms, after an initial move aimed at taking over the rankings in 2001, disappeared from them in 2002 after the passage of Sarbanes-Oxley, which tightened financial reporting rules.

The conglomerate PR units and nearly 100 other PR firms formed the Council of PR Firms in 1998 and said that the Council would take over the ranking of PR firms. The PR firms were going to rank themselves, a bizarre move for an industry founded on the principle of seeking third-party endorsement.

Self-ranking lasted one year

CPRF sent forms to 5,000 PR firms throughout the U.S. to collect data. Member firms refused to give us any figures so we were forced to use CPRF-collected data that allowed paid ads to be counted among PR revenues.

The ranking in the 2001 ODwyers Directory of PR Firms had this headline: "Council of PR Firms' Top 50 Worldwide and U.S. Ranking for 2000."

But, because of SOX, CPRF's ranking adventure lasted one year. The conglomerates, whose PR firms paid most of the dues of CPRF, said that following CPA rules worldwide was too difficult and left them open to charges of false financial reporting. CPRF then decided not to rank the independent firms either, a bow to the conglomerates bankrolling it.

Edelman stuck with rankings and grew

Edelman was ranked No. 9 in 1976 among the top 25 with \$3,251,773 in net fees, far in back of such firms as Hill & Knowlton at \$17 million and Burson-Marsteller at \$13 million. In 1988 Edelman was No. 8 with \$31 million in fees, still far behind Hill & Knowlton with \$145 million and Burson-Marsteller with \$138 million. As of 2000, Edelman was still No. 6 at \$238 million in back of No. 1 Fleishman-Hillard at \$342 million and Weber Shandwick at \$334 million.

Some major firms bought themselves back from the conglomerates and returned to the rankings including APCO and MWW. ●

— Jack O'Dwyer

O'Dwyer's

EDITOR-IN-CHIEF

Jack O'Dwyer
jack@odwyerpr.com

ASSOCIATE PUBLISHER

Kevin McCauley
kevin@odwyerpr.com

EDITOR

Jon Gingerich
jon@odwyerpr.com

SENIOR EDITOR

Greg Hazley
greg@odwyerpr.com

CONTRIBUTING EDITORS

John O'Dwyer
Fraser Seitel
Richard Goldstein

ADVERTISING SALES

John O'Dwyer
Advertising Sales Manager
john@odwyerpr.com

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PR growth strong in 2012's first quarter

PR units of U.S.-based advertising and marketing conglomerates revealed strong performances during the first quarter of 2012, despite a few noted setbacks.

By Kevin McCauley and Greg Hazley

Interpublic and Omnicom posted solid growth in the first quarter, although combined marketing revenues were sluggish. PR-heavy Next Fifteen Group said robust U.S. consumer business buoyed its results while European-based conglomerates leaned on North America and emerging markets to propel growth.

Omnicom net inches ahead

Omnicom reported in April that Q1 net inched ahead 1.3% to \$204.6 million as revenues increased five percent to \$3.3 billion.

CEO John Wren told investors "2012 is off to a very good start" as "revenues exceeded our internal forecast."

The Fleishman-Hillard, Ketchum, Porter Novelli and Marina Maher PR group registered 6.5% growth to \$306.9 million during the quarter.

In his presentation, Wren noted "our PR businesses showed improvement for the first time in several quarters."

In the "improving but fragile economy," OMC is focused on costs it can control and continues to build its digital infrastructure.

OMC's 4.4% U.S. organic growth rate was spurred by strong results in brand advertising, media, sports and event marketing offset by a decline in the specialty healthcare business.

The ad/PR conglomerate spent \$33.1 million for acquisitions in Q1 for Medical Collective Intelligence (Japanese market researcher), Channel 5 Communications (Australian retail marketing agency) and a controlling stake in Moscow-based Fleishman-Hillard Vanguard

Publicis ticks up 6%

Publicis reported first quarter revenue up 13% to € 1.5 million (\$1.9 billion) with expectations for stronger growth in the second half of 2012.

"We remain confident about this year despite macroeconomic uncertainties that beg caution," said CEO Maurice Levy. "We believe that the second half of the year will see stronger and steadier growth than the first half-year."

Growth at its PR units, which fall under its Specialized Marketing Services division, hit 6% at firms including MSLGroup and Kekst and Company. The SAMS divi-

sion overall was 19% of Q1 revenue, vs. 21% in Q1 of 2011.

Overall organic growth was up 4.1%. Levy called "mature markets" like North America and Europe "reasonably steady" on gains of 3.3% and 3.6%, respectively, while emerging markets and digital growth (15.6%) topped 10%.

Publicis last month bought two experiential marketing shops in Asia to boost its MSLGroup PR unit. It acquired U.S. tech PR giant Schwartz Communications last fall.

Levy said the ad/PR conglomerate paid €644.4 million to buy back 18M Publicis shares from Japan's Dentsu during the quarter.

IPG narrows Q1 loss to \$46 million

Interpublic on April 26 reported a \$45.7 million Q1 loss, down from the \$53.2 million a year ago deficit, on a 2.2% revenue uptick to \$1.5 billion.

CEO Michael Roth said the performance "represents a good start" and the ad/conglom is on "track to deliver our financial targets for the year."

He believes the 2.8% growth in organic growth "demonstrates that our agencies are highly competitive in the marketplace."

IPG's constituency management group, which includes Weber Shandwick, GolinHarris, DeVries PR and various marketing services units, scored a robust 10 percent growth to \$262.9 million. Organic business popped 8.6%.

Roth noted that IPG shaved \$150 million from its debt load during the period. Total debt clocked in at \$1.6 billion.

Cash and cash equivalents dropped from \$2.3 billion at yearend to \$1.6 billion.

Havas grows 3.5%

Havas today said first quarter revenue rose 7.2% to €387 million as organic growth ticked up 3.5% as North American business showed steady growth and France showed a strong performance despite sluggish results in the rest of Europe.

"All disciplines contributed to our performance including a continued acceleration in digital," said Global CEO David Jones.

The Paris-based advertising and marketing conglomerate owns Euro RSCG

Worldwide PR and Abernathy MacGregor Group. Euro RSCG PR wins for the quarter included Haagen Daz (Middle East), Carlsberg (Asia Pacific) and the Miami Ad School. AMG was the No. 4 M&A PR advisor for the first quarter, according to mergermarket, working 18 deals worth \$14.4 billion.

Havas' North American revenue rose 9.1% to 136 million and organic growth was up 3.6%. Jones said all businesses contributed to growth in NA, but he singled out digital, healthcare communication and media.

In Europe, France showed organic growth of 5.1%, but the U.K. and rest of Europe slipped 0.2% and 2.4%, respectively.

Digital, U.S. business bouys Next Fifteen

Next Fifteen Communications Group said today revenues for the six months ended Jan. 31 rose 11% to £45.3 million over the period last year. Profit ticked up 7% to £1.9 million.

Organic growth, adjusted to exclude acquisitions and currency impact, rose 4% while net debt increased from £1.6 million to £4.4 million reflecting payments on acquisitions of firms like Blueshirt Group (2010), M Booth (2009) and Germany-based Trademark PR (2012).

Layouts for those deals during the six-month period totaled £5.4 million.

"We are pleased by the progress made across the group in mixed market conditions for marketing services generally," said Chairman and CEO Tim Dyson, singling out digital and the U.S. consumer sector as strong performers.

Dyson said the increase in revenue reflects strong growth in several agencies but weakness in its U.K. consumer business and in Europe.

Next Fifteen also owns agencies like Bite Communications, Text 100, The Outcast Agency and Lexis (U.K.).

Digital organic growth hit 39% on business wins for Novartis, EMI and Groupon. Dyson said the group's digital business has also buoyed its U.S. consumer work, although a slump in the U.K. in that sector showed an overall 2% decline for the period.

The sluggish U.K. consumer performance has led to a reshuffling of the operation, Dyson said, including a re-branding of the business and a greater emphasis on digital that will cost Next Fifteen £400,000 in the current fiscal year. ●

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” -- Warren Buffett

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'Rank and reap' is message of O'Dwyer's rankings

A history of O'Dwyer's annual rankings of PR firms shows that reporting revenues and growth is good for firm growth.

By Jack O'Dwyer

Edelman, a firm that has taken part in the O'Dwyer rankings since they were started in 1968, reported \$604 million in fees for 2011, which is five times as much as No. 2, APCO Worldwide at \$120 million. Publicizing its overall size for 42 years and then the extent of 12 special practice areas has no doubt been a factor in the firm's growth.

Edelman leads in 11 of the 12 PR specialties that we have tracked since 1990, often by tens of millions of dollars.

The 1969 and second ranking we compiled had 50 names on the list. Only Edelman, Ruder Finn and Hunter PR (formerly known as Dudley-Anderson-Yutzy) are still providing figures to us. Nineteen of the 25 biggest sold out to ad/PR conglomerates, merged with another firm, or went out of business.

Conglomerate PR firms, after an initial move aimed at taking over the rankings, disappeared from them in 2002 after the passage of Sarbanes-Oxley, which tightened financial reporting rules.

The conglomerate PR units and nearly 100 other firms formed the Council of PR Firms in 1998 and announced that henceforth, the Council would do the ranking of PR firms.

Some major firms bought themselves back from the conglomerates however, and returned to the rankings, including APCO and MWW.

Firms decided to rank themselves

CPRF sent forms to 5,000 PR firms throughout the U.S. to collect data. CPRF members refused to give us any figures so we were forced to use CPRF-collected data that allowed paid ads to be counted among PR revenues.

The ranking in the 2001 *O'Dwyer's Directory of PR Firms* had this headline: "Council of PR Firms' Top 50 Worldwide and U.S. Ranking for 2000."

But, because of SOX, CPRF's foray into a role traditionally performed by media lasted only one year.

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Marsteller at \$13 million. In 1988 it was No. 8 with \$31 million in fees, far behind Hill & Knowlton with \$145 million and Burson-Marsteller with \$138 million. As of 2000, Edelman was still No. 6 at \$238 million in back of No. 1 Fleishman-Hillard at \$342 million and Weber Shandwick at \$334 million.

Specialties show maturity

The development of the specialties shows that PR has matured in the past couple of decades (just as law and medicine developed specialties).

Clients want expertise in certain areas that have become highly defined such as tech, healthcare, financial, food/beverage and beauty/fashion, to name some of them.

What has sprung up in recent years is a group of firms in tech, healthcare, financial and some other areas that focus on one of the specialties.

They are thriving and are able to compete against the giants such as Edelman, APCO, Waggner Edstrom, Ruder Finn, Text 100 Global PR, WCG, and MWW Group.

Tech specialists, which are either 100% tech or close to that, include Atomic PR, up 35% in 2011 to \$15 million; Sparkpr, +17% to \$10.3 million; Davies Murphy Group, +36% to \$8.8 million; The Hoffman Agency, +11% to \$9.1 million; Airfoil, +19% to \$8.1 million; Launch Squad, +30% to \$7.5 million; Merritt Group, +15% to \$7.1 million and Borders & Gratehouse, +66% to \$2.9 million.

Healthcare specialists thriving include WCG, +29% to \$47.5 million; Revive, +23% to \$4.6 million; Jones PA, +149% to \$4.2 million; Jarrard Phillips Cate & Hancock, +16% to \$3.8 million, and Dodge Communications, +25% to \$3.6 million.

In the financial arena,

ICR has been neck-and-neck with Edelman at the \$30 million mark. Specialist Intermarket Communications gained 23% to \$4.8 million and the financial practice of Dukas PR jumped 67% to \$2.7 million.

An appealing argument of single-practice firms is that they only care about that one area and are not distracted by any others.

Big department stores attract customers because of the variety of their offerings but specialty stores such as those for shoes and sporting goods can successfully compete against them.

Shift to NY helped Edelman

A major factor in the growth of Edelman was increased emphasis on New York.

That office went from being a branch to co-headquarters with Chicago and the base of operations of CEO Richard Edelman. New York fees and staff passed those of Chicago years ago and now stand at \$118 million in fees and 638 staff vs. \$90 million in fees and 583 staff in Chicago.

Two elements of Edelman's growth — openness and appreciation of what New York has to offer — are missing at the PR Society which has shown marginal growth in the past 14 years although the number of PR people has grown to 270,000+. ●

The 50 Largest U.S. PR Operations, Independent and Ad Agency Affiliated
(Based on data submitted to the Directory)

	1969 Net Fee Income	Domestic Employees	Foreign Employees	Total
1. Hill and Knowlton	\$8,370,000			348
2. Ruder & Finn	\$6,000,000+	271 ¹	57	328
3. Carl Byoir & Assocs.		265	20	285
4. J. Walter Thompson PR*	\$5,575,000	140	195	335
5. Burson-Marsteller*	\$4,400,000	195	65	260
6. Harshbarger & Druck	\$4,000,000+	185		
7. Public/Financial Rel. Board ²	\$2,800,000	137		
8. Selva, Lee and Howard	\$2,500,000	115		
9. Daniel J. Edelman	\$2,000,000+	125	11	136
10. Ketchum, MacLeod & Grove*	\$2,000,000+	85		
11. The Rowland Co.	\$2,250,000	74		
12. Edward Gottlieb & Assocs.	\$2,000,000+	80		
13. Rogers, Cowan & Brenner	\$2,000,000+	70	10	80
14. N. W. Ayer & Son*	\$1,600,000	48		
15. Myers-Infoplan Int'l.*	\$1,520,000	76		
16. Boone and Co.	\$1,500,000+	50+		
17. Bell & Stanton	\$1,300,000	64		
18. Doremus & Co.*	\$1,300,000	60		
19. Farley Manning Assocs.	\$1,250,000	55		
20. Dudley-Anderson-Yutzy	\$1,000,000+	55		

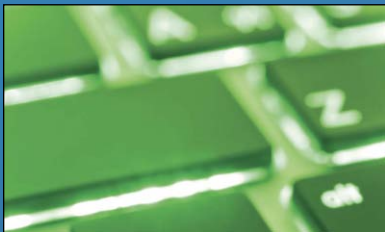
*Ad agency PR dept.

¹excludes 37 design and production people

²FRB bills \$1.8 million PRB bills \$1 million

Some of the top firms ranked for the O'Dwyers Co.'s very first rankings, in 1969. Most of the firms on the list don't exist today.

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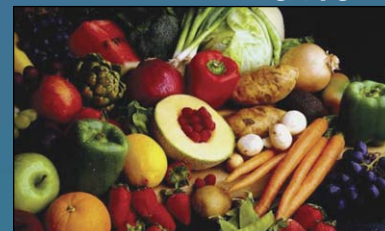
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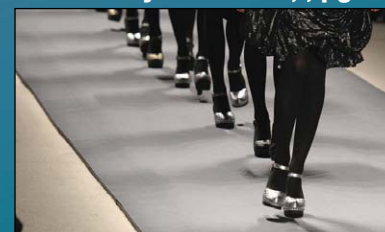
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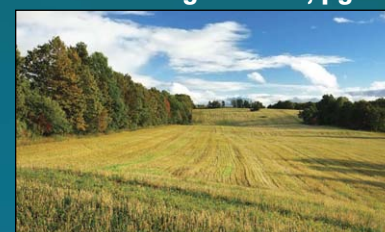
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O'Dwyer's RANKINGS OF SPECIALTY PRACTICE PR FIRMS

BASED ON 2011 FEE INCOME

Many tech firms up 20 percent

PR firms with big tech practices showed major growth in 2011 as technology companies grappled with selling and explaining complicated products to an increasingly diversified audience, according to the O'Dwyer technology rankings.

Technology has transcended IT," said Pete Peterson, global technology chair of Edelman. Edelman, whose overall growth rate in 2011 was +15.9% to \$604 million, had a 24.3% spurt in tech to \$126,752,418.

"It now impacts every facet of our lives and is fundamentally changing nearly every industry," he added. "As a result, tech companies must now engage with an ever growing number of customers and stakeholders. As consultants, our mission is to help clients navigate this complexity in a way that drives positive commercial, reputational and regulatory outcomes."

Text 100 Global PR up 10%

Text 100 CEO Aedhmar Hynes said her firm, which grew 10% to \$50,425,771, has invested heavily in developing integrated marketing and communications services to meet the demand for social media and digital expertise from clients and prospects.

She said Text 100's "core expertise" in tech has been applied to adjacent markets such as energy, automotive, aviation, travel and tourism.

"Digital is now core to everything we do at Text 100," she said. "As a result, we have been able to successfully integrate social media and digital strategy into programs with existing clients and use this expertise to capitalize on new opportunities with a growing range of prospects spanning across multiple industry sectors."

"In addition to the expansion of our service offerings, we have been successful using our core expertise as a technology communications consultancy to extend our reach into adjacent markets such as energy, automotive, aviation, travel and tourism," she said.

Added Hynes: "By expanding beyond the technology sector, we have been able to market our integrated marketing and communications services to a new range of prospects, which has led to significant growth in all major regions — Asia Pacific, Europe, Middle East and Africa and North America."

APCO Worldwide sees global need

Garry Walsh, APCO's Managing Director for Southeast Asia and global lead on the firm's work for Microsoft, said the technology sector worldwide is going

through a "complex period of tremendous change." Other APCO tech clients include eBay and Hewlett Packard.

"We have seen growth and deregulation in some areas coupled with increased scrutiny and regulation in others," he added. "What is clear is that no other industry is as fast-moving as the technology sector. The ability to anticipate new trends in business is especially critical to this sector. We have many years of experience advising some of the world's largest players in this industry and we also work with clients in the start-up and early phases of development."

Atomic achieves 35% overall growth

Andy Getsey, Co-Founder and CEO of Atomic PR, said its 35% growth was propelled by new clients in consumer tech as well as specialized tech.

"These two things led to a string of tech and consumer tech wins by both firms, kicked off by McAfee and Sony early in the year, and a growing number of pure consumer assignments from brands like Bertazzoni and Cabot Creamery going into the end of the year," he said.

Getsey said growth was also due to its "broadening, creative and effective use of analytics," as well as the launch of sister agency H3O Communications.

"It was a hard-working year but we feel fortunate to have had it and we had a lot of fun, too," he said.

Waggener Ed. takes \$60 million in tech

Kimberly Davis, Senior VP and Head of Waggener Edstrom Worldwide's technology practice, said the firm, with 28 years of experience in the technology sector, "is at the forefront of important technological advances that change the world. Our vision — to be the recognized leader in communicating world-changing innovations that influence markets, inspire people and improve lives — guides the work we do with world-leading brands including 3M, GE Healthcare, HIT, MercyCorps, Texas Instruments DLP and T-Mobile USA."

"From GUI to 64-bit computing, aeronautics to photovoltaic, it's all part of our vernacular and skill set. We help standards bodies and trade associations promulgate new standards, align with regulatory agencies and build global markets."

"We've been to Switzerland with the

world Radio Congress to discuss spectrum allocation, involved at foundational levels with hot-button issues such as digital broadcast standards, and helped clients define next-generation solutions that shape how technology is created, deployed and utilized. Technology innovation is truly our heritage and our passion."

Sparkpr shines in tech earnings

Alan Soucy, CEO of Sparkpr, which has specialized in tech since its founding in 1999, said it has handled clients ranging from stealth start-ups to *Fortune* 500 global public companies. "We have supported tech companies through launches, growth, and acquisitions and IPOs and we're known for our expertise in social media programs," he said.

Specialized practice areas focus on consumer tech, digital media & advertising, ecommerce, enterprise & IT, financial services, gaming, green tech, media & entertainment, mobile & wireless, music, social media and venture capital.

Current clients include Barclaycard US, blinkx, Etsy, Good Technology, Greylock Partners, Hootsuite, NEA, Nielsen, Pinnacle Engines, Rdio, Spiceworks, SugarCRM, "The Today Show," Vevo and Virgin Green Fund.

Sparkpr won TechCrunch's 'Crunchie Award' for best overall U.S. technology firm. *Inc* magazine has named it one of the fastest growing privately held companies three years in a row and the *San Francisco Business Times* in 2010 and 2011 recognized it as one of the Bay Area's "Best Places to Work."

Branch offices are located in New York, London and Cape Town.

Davies Murphy Group surges by 40%

"At Davies Murphy Group, tech PR isn't one of our practice areas — it's our only practice area," says Founder Eric Davies.



Text 100 CEO
Aedhmar Hynes



Andy Getsey, Co-Founder and CEO
of Atomic PR



APCO SE Asia
Managing Director
Garry Walsh

Continued on next page

"We work with technology giants like IBM and Comcast, as well as earlier stage companies like Veeam and Brainshark, and we provide a wide range of services including PR (media relations, analyst relations, social media, speaking programs, and awards programs), marketing (lead generation programs, collateral development, event management, messaging and positioning, SEO/SEM), and business strategy (product strategy, market development, M&A strategy)."

The agency was started in 1998 with an exclusive focus on technology because, for the previous decade, Davies (whose roots are in IT and software engineering) had been the client of PR agencies, and felt that most agencies weren't well equipped to represent technology companies.

"In today's media environment, where so much of the emphasis is on content creation, and so much of the coverage depends on being able to tie clients' technologies to industry issues and trends, you really can't staff or operate a tech PR agency the way you would a consumer or general purpose PR agency," says Davies. "You need senior, experienced people who not only understand PR and marketing, but who have a real in-depth understanding of a broad range of technologies."

\$8.7 million in tech for Finn Partners

Practice heads Howard Solomon, Managing Partner, and Alicia Young, Managing Partner, said "Exceeding client expectations is the hallmark of the Finn Partners technology team. It includes the dedicated mobile/telecom group led by industry figure Christine Bock.

"We work with companies — large and lean, storied and start-up — that share a common objective: to build and mold our technological future," said Solomon and Young.

Both are strategic counselors and program execution partners. "Our track record is that we deliver award-winning programs and measurable results that serve client business goals and positively impact their bottom line." Recent clients range from Marvell and IEEE to Logitech, Rovi, AVG, Carbonite and Vonage.



Davies Murphy Group Principals
Eric Davies and Andy Murphy

Solomon and Young say today's environment requires a PR firm that is a true partner, providing not only functional components, but the insights and innovative thinking to guide often complex technology campaigns. "We partner where we can make a difference, with our feet firmly set in the present, but our imaginations focused on the future," they said.

LaunchSquad up 30% in total net fees

Jason Mandell, LaunchSquad Co-Founder and Partner, said specific areas of growth came from the maturation of the firm's in-house video production and content services.

"The PR landscape is changing dramatically, and for obvious reasons technology PR is at the forefront of that. In the face of this change, agencies must be nimble, cutting edge, and innovative in the way we're getting our clients' messages across. We can't just give lip service to it; we need to build our businesses around it," Mandell said.

The firm continues to expand in the content area, unveiling a new firm called "Original9 Media," which is a team of strategists, writers and editors who are building media properties for clients on various digital platforms.

Airfoil PR claims 19% overall growth

Janet Tyler, Co-CEO of Airfoil, said the firm added significant new clients as well as organic growth to obtain a 19% gain in 2011.

"We made substantial investments toward increasing our social and digital capabilities to provide additional value to our clients and reorganized our business to a portfolio model to better manage existing and new accounts," she said.

Significant investments were made in sales and marketing, introducing a dedicated business development executive, conducting extensive brand evaluation, staff training and incentive programs.

"We also finalized plans for improvements to both domestic offices at Southfield, Mich., and Mountain View, Calif., and laid the groundwork for expansion into international markets, work that will be implemented in 2012," she said.

Horn Group takes \$8 million in tech

Sabrina Horn, President and CEO, said the "most exciting development" at the firm is its "transition from a pure PR agency to a fully integrated digital communications firm."

"PR can no longer operate in a silo," she said. "Companies today need communications programs that have a stronger connection to their brand and utilize more, and different, channels at different times. That's why we've been growing our Interactive group and working with each

employee to ensure that they have the advanced social media skills our clients require."

About 75% of client work involves integrated programs that combine PR, social and interactive services, said Horn. Her firm has developed an approach called SENSE that she said helps clients to strategically apply services and tactics into integrated campaigns that achieve business goals.

Said Horn: "We've even gone so far as to weave our Interactive talent into every client engagement, better supporting our clients' larger marketing efforts. The results speak for themselves.

"Our sector focus continues to be in digital media/publishing, enterprise/Software as a Service (SaaS) and consumer e-commerce," she said. Recent clients have included *The New York Times*, ServiceNow and Gannett Corp., along with new additions ParkatmyHouse, Avantgate, Axcient and Savings.com. The firm helps both young and mature companies solve their communications challenges.

MWW makes \$7.6 million for tech

Ephraim Cohen, EVP of MWW Group's technology and digital content, and Eric Villines, senior VP, general manager and deputy head of technology, said MWW approaches content and technology as "two sides of the same problem."

"We understand how technology and content interact with and reinforce each other, and how customers engage with the final product," said Cohen. "We know how to reach the influencers who matter most to the brands that are involved and, more importantly, how to engage them in a meaningful dialogue. We execute this in a context that increases the client's relevance and drives action."

Creative services of MWW are aimed at "driving the big ideas," he said.

"All this is driven by a research-based



Sabrina Horn,
President and
CEO of
Horn Group



LaunchSquad
Co-Founder
Jason Mandell



Airfoil Co-CEO
Janet Tyler

Continued on page 14

approach that combines both analytics expertise and survey data to execute and measure programs against measurable business and reputation goals,” said Cohen.

Merritt Group cites innovation

Merritt Group CEO Ben Merritt said his firm specializes in working with innovative companies in a diverse range of markets, including technology, healthcare, energy and government.

“Our technology practice is focused on creating awareness for companies and organizations providing business-to-business and business-to-government services and products,” he said.

The firm works with a wide range of clients in the technology sector, from early stage, venture-funded startups to established market category leaders. “We understand technology, help our clients make their innovations a reality, create credible and differentiated positions, and continue to establish their market category leadership,” he said. “We work with clients that are committed to the process, have a compelling story to tell, have true substance and sound business models, and view strategic communications as a cornerstone pillar in their marketing mix.”



Merritt Group
CEO Ben Merritt



Scott Signore,
CEO and Principal
of Matter
Communications

The firm offers a range of marketing communications services that drive awareness and influence target audiences and markets.

“Innovations in science and technology are re-shaping the landscape, creating a slew of hot new companies and a robust venture capital market. Established and emerging companies are defining the next generation. Their vision will benefit our entire society across all industries and markets,” said Merritt.

Padilla Speer Beardsley gains \$6 million

Matt Kucharski, Executive VP of Padilla Speer Beardsley, said the firm, which recently celebrated its 50th anniversary, focuses on business-to-business technology, hardware, software and services targeted to a variety of vertical industries, including retail, financial services, healthcare, education, telecom/communications and government.

“We work — from start-ups to well-established *Fortune*-ranked organizations. Our core work with B2B tech companies is helping clients deliver complex messages to the audiences critical to their success. This can include customers and prospects, delivery channels, investors, employees, media, analysts or others.

“We’re increasingly leveraging a broad range of communications channels to reach these audiences — whether through traditional publicity, marketing communications, paid advertising, online/digital and social media.

“When it comes to media relations, Padilla taps into our history of publicity expertise. Since our technology clients play in the B2B space, trade media channels are usually a priority. But, B2B companies still have a business story to tell and when appropriate, we leverage our relationships with business and financial media to place our clients in the national spotlight.”

Matter Comms. up \$5.75 million

Scott Signore, Matter Comms.’ CEO and Principal, said clients range from international, well-established brands to venture-funded start-up companies as well as mid-sized, business-to-business technology hardware, software and service providers.

“There’s no question that each of these kinds of clients has a different set of needs depending on their phase of growth,” he said. “Our account teams are made up of people with industry and business acumen who counsel clients and execute programs that yield the right kind of results for each stage of the technology company’s life cycle. Clients at different stages of maturity concentrate on very different PR strategies, and sometimes very different audiences. Younger companies need to build awareness, increase market share and ‘prove’ their products and services through reviews, use cases and testimonials.”

Matter bases its fee structure on what “works best” in each client case, said Signore. “We work collaboratively with our clients to determine the right budget for the results they need. We don’t adhere to the typical hourly billing rate structure that is the norm in PR agencies, but rather come to a holistic agreement on a retainer fee, that is based on scope of work and goals for results.”

Fahlgren Mortine makes \$5.5 million

Columbus-based Fahlgren Mortine, headed by President and CEO Neil Mortine, serves a range of technology clients, from emerging to *Fortune* 500 companies, specializing in information technology, energy and medical technologies. “We believe in entrenching ourselves

in our clients’ businesses, market spaces and competitive landscapes,” he said.

Working on a fee or project basis, the firm engages with each client by developing a deep understanding of the technology, its market and its value to provide the foundation for more effective strategy, messaging, media relations and content development, said Mortine.

“It’s that command of the details and issues that lets us confidently and credibly build relationships with IT media and industry analysts,” he added. “It also feeds strong content development, which is often at the heart of integrated media campaigns.”

Formula PR’s tech finds \$3.4 million

The firm’s tech practice is managed within two divisions. Formula Senior VP Emily Porter heads business/technology and VP Kelly Baker heads consumer/technology.

Said Porter and Baker: “We develop strategic, integrated marketing programs aimed at elevating brand awareness and establishing or reinforcing a leadership position in the marketplace. This is accomplished through a comprehensive mix of media outreach, thought leadership, expert positioning, social media, co-branding partnerships and promotions, and brand activation. The tech practice offers earnings/financial PR support, industry analyst relations, trade show/industry event support, international trade media relations, corporate responsibility and community relations.”

The 20-year-old firm works with both consumer and B2B brands. It has represented start-ups such as Native Union, Avaak, Legend3D and mophie as well as established, blue-chip brands such as Cymer, Belkin. Recent new clients include Qualcomm Enterprise Services (QES), the telematics and fleet management solutions division of Qualcomm; Victorinox Swiss Army; Ormco Corp., maker of advanced orthodontic technology and services, and Shure Inc., the leading maker of microphones and audio electronics.

Coyne PR takes \$3 million in tech

Coyne’s technology group, headed by CEO Tom Coyne and VP Norman Booth, Ph.D., handles both international and domestic corporations including major national brands and innovative start-ups across three segments: enterprise technology, consumer technology, and professional services.

Said Booth: “Our unique strategic planning model drives the adoption of an integrated communications model to go

Continued on next page

beyond awareness and focus on activating brand stakeholders to drive measurable and positive outcomes. Digital and social media are integrated as core components of our strategy, ensuring that we provide 360-degree communication to reach and activate constituents on multiple levels.

“Our team has extensive experience representing clients in a variety of sectors including consumer and enterprise tech; business and financial communications; tech infrastructure and applications; professional and consulting services; health-care information tech, and mobility and consumer electronics.”

Makovsky tallies \$3 million in tech

Matt Wolfrom, Executive VP of Makovsky & Co.’s Technology Practice, said the technology sector is “a critical driver of rapid, broad-based and sustainable economic growth and competition in the U.S.”

He said the firm’s tech practice is “a battle-tested team of communications experts, experienced in the entire spectrum of technologies that enable our connected world. Whether it’s enterprise IT or network infrastructure, service providers or content players, we are the ideal partner for anyone delivering new forms of information, communication and entertainment.”

Makovsky has handled tech clients for more than 30 years, helping them to launch new strategies, products and services to improve their competitiveness. “We have worked with some of the biggest

names in enterprise and consumer technology,” he said. “We know the challenges of distinguishing a brand in this competitive space. We have done it countless times.”

New York, said Wolfrom, has overtaken Boston as the second largest hub for technology venture funding because of the large number of media, fashion and communications companies and because it has an ideal ecosystem for tech founders.

Makovsky’s market focus includes consumer technology, enterprise, security,

mobile & telecommunications and digital media and advertising technology.

Borders + Gratehouse see 66% growth

Since its founding in 2008, Borders + Gratehouse, a technology and consumer focused communications firm, has emerged as a leader in high-tech public relations and has been growing rapidly ever since. Last year, Borders + Gratehouse increased its overall revenue by 66 percent with significant momentum in cloud solutions from applications to infrastructure.

The Principals, Emily Borders, Kathleen Gratehouse and Carol Carrubba, attribute the agency’s smart, controlled growth to carefully evaluating each prospect and building partnerships with clients focused on collaboration, creativity and a shared definition of success.

“B+G’s commitment to communications programs that drive business results resonates with emerging leaders in technology, especially where the pace of innovation is taking off,” said Carrubba. “We continue to hone our core competencies in cloud technologies, SaaS for SMBs and consumer green technologies, and look forward to adding new talent and new client partners to the B+G family this year.”

\$2 million in tech for Ruder Finn

Ruder Finn’s technology & innovation practice, led by senior VP/director Jen Long, senior VP Dennis Brown and VP Julie Russo, provides global, national and regional communications services to a variety of enterprise and consumer technology clients.

“Our clients have helped power the cloud, connect people to real-time information and pave the way for entirely new computing models, and our team of passionate storytellers helps these innovative companies to develop and tell their stories through a wide variety of channels,” said Long.

“Regardless of where they are in their company life cycle, we help technology companies effectively communicate through inevitable company transitions. Whether that be re-defining their market value in the face of growing competition, shining a light on technology innovation, messaging after a merger or acquisition, or breaking into new vertical markets, our Technology & Innovation team develops targeted, integrated strategies,” she said.

Long said the company has some of the strongest and highest level media relationships in the industry thanks to its “Media Machine” model of media professionals. Communications capabilities are further enhanced by an in-house team of

technical and creative professionals specializing in design, interactive and broadcast, enabling our programs to live in multiple online and offline environments.

Current and recent clients have included Bosch, Experian, HP, Sun Microsystems, Research in Motion, Motorola Solutions, Microsoft, Infor, PARC and the Institute for Large Scale Innovation (ILSI), among many others, across a wide range of enterprise and consumer technology sectors.

Bateman Group total fees up nearly 30%

Fred Bateman, CEO and Founder of Bateman Group, said agency growth was helped by being “more selective in terms of what new business leads to go after.”

He said the firm is “trying to stay true to our agency core value of ‘never take on a boring client just for the revenue,’ a task not always easy to do.”

The firm “aggressively pursued desired clients” which resulted in a win/lose ratio of nine wins and one undecided during the second half of 2011. That record “increased the firm’s confidence tremendously,” he said.

Bateman benefitted from the tech resurgence in its hometown of San Francisco and its Brooklyn office “feasted” on the burgeoning tech market in New York.

Clients are now looking for services that a few years ago “weren’t even on the rate card,” he said. “Clients turn to their PR firms to run corporate blogs, manage social media channels and create eBooks, viral videos, custom research surveys, info graphics and cartoon series,” he said. “This wasn’t the case just a few years ago when things were more in silos and PR firms were expected to do just PR.”

Catapult PR-IR gains \$1 million in tech

Catapult, headed by Guy Murrell and Terri Douglas, Principals, is a leading tech PR firm in Colorado.

Said Murrell: “We help B2B tech companies to establish market-leading positions through strategic positioning and messaging, aggressive media and industry analyst relations, and social media and community building. That’s why we have the name, ‘Catapult.’”

Murrell and Douglas say the firm believes that relationships still matter and that it is vital for companies of all sizes and types to connect with key influencers on a personal level. “The result is clear and consistent messaging to the market, and an ongoing ‘win-win’ relationship that benefits both parties,” said Douglas.

A key component of the firm’s success is partner-level involvement and strategy, they said. ●



**Borders +
Gratehouse**
Principal
Carol Carrubba



Fred Bateman,
CEO of Bateman
Group

RANKINGS OF PR FIRMS SPECIALIZING IN TECHNOLOGY

FIRM		2011 NET FEES
1. Edelman	New York	\$126,752,418
2. Waggener Edstrom	Bellevue, WA	59,305,000
3. Text 100 Global PR	New York	50,425,771
4. APCO Worldwide	Wash., D.C.	31,080,000
5. Atomic PR	San Francisco	12,006,603
6. Qorvis Communications	Wash., D.C.	10,458,650
7. Sparkpr	San Francisco	10,396,043
8. The Hoffman Agency	San Jose	9,150,000
9. Davies Murphy Group	Burlington, MA	8,883,415
10. Finn Partners	New York	8,700,000
11. Airfoil PR	Detroit	8,127,627
12. Horn Group	San Francisco	7,900,000
13. MWW Group	E. Rutherford, NJ	7,603,000
14. LaunchSquad	San Francisco	7,573,405
15. Merritt Group	Reston, VA	6,573,638
16. Allison+Partners	San Francisco	6,300,000
17. Padilla Speer Beardsley	Minneapolis	6,026,509
18. Matter Communications	Boston	5,750,000
19. Fahlgren Mortine	Columbus	5,527,786
20. Shelton Group	Dallas	3,398,270
21. Formula PR	San Diego	3,395,989
22. Coyne PR	Parsippany, NJ	3,373,000
23. Jackson Spalding	Atlanta	3,250,339
24. Gibbs & Soell	New York	3,125,853
25. Makovsky + Co.	New York	3,000,000
26. Borders + Gratehouse	San Francisco	2,982,627
27. Bateman Group	San Francisco	2,337,557
28. Kaplow	New York	2,100,000
29. Black Twig Communications	St. Louis	2,050,000
30. Ruder Finn	New York	2,044,000
31. WCG	San Francisco	2,001,200
32. CJP Communications	New York	1,886,160
33. Trylon SMR	New York	1,881,321
34. Gregory FCA	Ardmore, PA	1,750,000
35. Levick Strategic Comms.	Wash., D.C.	1,679,969
36. Lambert, Edwards & Assocs.	Grand Rapids, MI	1,250,000
37. Trevelino/Keller Comms.	Atlanta	1,150,000

FIRM		2011 NET FEES
38. CRT/tanaka	Richmond, VA	1,144,460
39. Zeno Group	New York	1,132,920
40. 5W PR	New York	1,100,000
41. Schneider Associates	Boston	1,098,013
42. Catapult PR-IR	Boulder, CO	1,044,924
43. Maloney & Fox	New York	957,500
44. Bender/Helper Impact	Los Angeles	944,635
45. RF Binder Partners	New York	920,000
46. Open Channels Group	Ft. Worth	842,058
47. Nyhus Communications	Seattle	827,104
48. Dye, Van Mol & Lawrence	Nasville	802,267
49. K/F Communications	San Francisco	779,169
50. Hunter PR	New York	776,520
51. Linhart Public Relations	Denver	719,709
52. Guthrie/Mayes & Associates	Louisville	714,211
53. Phillips & Co.	Austin	702,775
54. Feintuch Communications	New York	665,220
55. Moore Consulting Group	Tallahassee	651,027
56. Casey Communications	St. Louis	556,171
57. CooperKatz & Co.	New York	471,185
58. Rasky Baerlein Strategic Comms.	Boston	403,030
59. L.C. Williams & Assocs.	Chicago	349,170
60. Dukas Public Relations	New York	345,000
61. Lane PR	Portland, OR	343,370
62. Seigenthaler PR	Nashville	298,000
63. Beehive PR	St. Paul	234,558
64. Kohnstamm Comms.	St. Paul	232,080
65. French West Vaughan	Raleigh	225,000
66. Public Communications	Chicago	194,583
67. McNeely Pigott & Fox	Nashville	126,266
68. Rosica Comms.	Paramus, NJ	80,937
69. CJ Public Relations	Farmington, CT	61,875
70. Red Sky Public Relations	Boise	58,300
71. O'Malley Hanson Comms.	Chicago	51,000
72. Stuntman PR	New York	41,700
73. Furia Rubel Communications	Doylestown, PA	39,150

Alternative PR energy

$$\frac{\left(\begin{array}{l} \text{analytics-enhanced} \\ \text{consulting, strategy,} \\ \text{creative thinking} \\ \text{and results} \\ \text{measurement} \end{array} \right) + \left(\begin{array}{l} \text{offline | online | social media + video} \\ \text{(search and social optimization)} \end{array} \right)}{\left(\begin{array}{l} \text{top people} \end{array} \right) + \left(\begin{array}{l} \text{super efficient systems} \end{array} \right)} = \text{way more effective}$$

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2011 was a robust year for healthcare PR

O'Dwyer's ranking of PR firms with a healthcare practice revealed a world of dizzying complexity, as firms and their clients grapple with issues surrounding pharmaceuticals, patient care, health technology, legislation and regulation at federal, state and local levels.

Edelman topped the 2011 *O'Dwyer's* healthcare rankings with \$114,588,421 in revenues, up slightly from \$113 million in 2010, while WCG moved into second place to \$43,350,100 as it registered a 21.4% gain.

Others in the top five were Ruder Finn at \$30,401,000; APCO Worldwide at \$22,741,000, and Cooney/Waters Group at \$20,433,000.

Leading gainers among the top 25 firms in the healthcare category included MWW Group, up 323% to \$2,500,000; Jones Public Affairs, +149% to \$4,272,403; Rasky Baerlein +64.4% to \$3,058,884; Coyne PR, +26.6% to \$3,375,000; Dodge Communications +25.3% to \$3,602,980; Revive PR +22.7% to \$4,600,000; Hager Sharp +22.1% to \$4,796,177; Crosby Marketing +20.9% to \$4,440,982, and Makovsky & Co. +13.6% to \$5,000,000.

Cooney/Waters grew 45% to \$20.4M and fifth place in the ranking from No. 13 partly by adding The Corkery Group, which had \$6.3M in fees in the first nine months of 2011. WCG's revenues are 92% in healthcare. Other specialties handled are technology, food/beverages and entertainment/cultural.

PR firm CEOs and heads of the healthcare practices, asked to describe how they are practicing PR and communications, responded with detailed descriptions of their activities.

Edelman, \$114,588,421

Kym White, Global Health Chair of Edelman, said the firm believes that "Health, today, is everyone's business. Companies, institutions, and individuals are shifting their perception of health — from something needing to be fixed to something that needs to be development, maintained and continually improved. They understand that they need to combine resources to foster well-being in the near-term. Increasingly, they take the long-view of their role in human sustainability and the environment in which their organizations operate.

"In this complex, interconnected world, Edelman has the global perspective, resources and people to help our clients thrive in the business of health. Our 500+ health specialists and colleagues stay at the

forefront of medical, scientific, business, policy, and societal issues such as disease prevention and management, the health technology revolution, wellness, control of infectious disease pandemics, biomedical science, and access to healthcare.

"Edelman's Health Practice offering includes specialties in pharmaceuticals, medical devices, health technology, life sciences and biotech, hospitals and providers, consumer health (Wellness360), corporate and institutional affairs, science communications, data visualization, crisis and issues management, public health and social marketing, health alliances, professional relations and education, health policy and public affairs including market access, health media, digital health, clinical development, as well as BioScience Communications, our full-service medical relations, education and publishing company, and DJE Science, a specialty unit partnering with science-intensive businesses and organizations."

WCG, \$43,350,100

CEO Jim Weiss says the firm provides healthcare clients with a comprehensive range of integrated services including analytics and measurement; strategy and planning, product launch support; investor and financial media relations; corporate identity and positioning; internal and change communications; medical and science writing; patient advocacy and medical society relations; thought leader and influencer development; media and presentation training; digital and interactive strategy and design; tradition and social media strategy and engagement; disease awareness education programs; consumer and professional advertising; creative services and sales and marketing collateral; medical education and communications; market access, policy and public affairs support; regulatory and clinical data communications, and clinical trial recruitment.

Gail Cohen, WCG Global Healthcare Practice Leader, says that all aspects of the firm's work, including strategy, content, engagement and policy, is grounded in research and analytics that produce insights to help clients identify the right audiences, understand their language and preferences, develop and syndicate content that resonates with them across platforms, and increases share-of-conversation.

"We believe social media and analytics are essential components in healthcare communications," said Cohen. "We believe our dedicated and experienced professionals have taken a leading role in driving education and behavior change at the government, policy, association, hospital and industry level."

Ruder Finn adds \$30 million in healthcare

Susan Goldstein, Executive VP and Global Head of Ruder Finn Health & Wellness, said the firm is a recognized industry leader in providing global, national and regional communications services to pharmaceutical and biopharmaceutical corporations, media device companies, trade associations and non-profit organizations in the healthcare sector.

"Health & Wellness is a key area of leadership for our firm, a leading independent with more than 65 years of experience," said Goldstein.

More than 400 professionals are employed by RF at offices in New York, Washington, D.C., Boston, San Francisco, London, Paris, Beijing, Hong Kong, Shanghai, Singapore, Guangzhou, New Delhi and Mumbai.

Practice areas include brand positioning, life cycle management, new drug launches, corporate reputation, viral marketing, social networking, media strategy and relations, internal communications, managed markets, hospital marketing, social work, government relations, public policy, and patient advocacy.

"Our philosophy is rooted in hands-on senior management on all accounts teams with relevant specialists engage from all levels across our global network," said Goldstein.

Besides launching, promoting and



WCG CEO
Jim Weiss



Kym White,
Edelman's
Global Health
Chair

Continued on next page

branding “first-in-class” drugs and lifesaving treatments, RF specializes in addressing lifestyle issues and regularly works with associations and clients on partnerships to establish innovative platforms and break new ground in communicating branded and non-branded information.

APCO Worldwide, \$22,741,000

Robert Schooling, Global Head of APCO’s healthcare practice, said the firm had another successful year in 2011 as it continued its work for some of the world’s largest pharmaceutical companies, medical device firms, hospitals and insurance companies.



APCO healthcare practice
Global Head
Robert Schooling

“Significant” new client projects were added around the world, new senior talent was hired, and important new services were developed.

Launched was the “Health Advisory Board,” a specialty group of the firm’s International Advisory Council to provide clients with enhanced expert counsel and executive-level knowledge of the changing healthcare marketing place.



Timothy Bird,
President and
COO of Cooney/
Waters Group

The Health Advisory Board includes former chief medical officers, public health leaders, heads of communications of large pharmaceutical and insurance companies, and former

health policy officials.

Members include Sir Liam Donaldson, former chief medical officer for England and chief medical advisor to the U.K. government; Daniel Glickman, former U.S. secretary of agriculture; Leslie Norwalk, former acting administrator for the Centers for Medicare & Medicaid Services; Kavita Patel, former health policy advisor to the Obama Administration; Kenneth Thorpe, former deputy assistant secretary at the U.S. Dept. of Health and Human Services, and Richard Wade, former senior executive, American Hospital Association.

Launched by APCO were a “prevention and wellness” office that helps clients to define and align wellness efforts with their overall business strategies, and a program focused on market access that gives companies a research-driven approach to anticipate and address multiple audiences’ expectations and needs.

APCO undertook a major reputation-

management study for the pharmaceutical sector using the firm’s proprietary “Return on Reputation” research model. Based on quantitative research from more than 3,000 respondents including healthcare providers, policy-makers and healthcare opinion leaders, the model measures the effect of overall reputation on specific business outcomes including consumer behavior, prescribing behavior, community activism, the policy environment, the crises environment, and financial value.

The results of the study, released in January, indicate that the reputation of pharmaceutical companies has a measurable and direct impact on improving the business environment including increasing sales and market capitalization, says Schooling.

Cooney/Waters Group, \$20,433,000

Timothy Bird, President and COO of Cooney/Waters Group, said the firm continued its capabilities expansion in 2011 with the acquisition of The Corkery Group,” adding expertise in issue-oriented communications.

“Their great strength in analysis and health policy, coupled with our product marketing expertise has benefited both operations and is a powerful offering for clients in the US and Europe,” he said.

The firm launched Cultúr Health, a Hispanic healthcare communications service aimed at the more than 50.5 million Hispanics living in the U.S. It leverages cultural insights and healthcare communications expertise to help drive important healthcare messages to Latinos. For clients such as sanofi-pasteur and UCB, Inc. Cooney/Waters has developed multiple award-winning national, regional and grassroots programs to reach Hispanics who are at greater risk for many treatable diseases, said Bird.

Asked how important social media is in medical PR, he noted that the FDA recently issued long-awaited direction on how pharmaceutical companies can properly use SM.

Said Bird: “Our core business is reaching and engaging relevant audiences where they seek health information. U.S. patients turn to the internet as their primary source of health information. Social media tools and other emerging technologies have made it easier for both patients and health care professionals to quickly seek information about medical conditions and treatment.”

The firm includes three divisions: Cooney/Waters a mid-sized firm that provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises; Alembic Health Communications which

specializes in communications programs in the area of health advocacy; The Corkery Group a full-service public relations firm internationally recognized for its expertise in issue-oriented and product communications for some of the world’s leading health organizations.

GYMR Public Relations, \$5,696,294

Sharon Reis and Patrick McCabe, Partners at GYMR Public Relations, said the firm has handled some of the country’s “largest and most prominent foundations, companies, medical societies, health associations, nonprofit health groups and federal agencies since its founding in 1998.”

Among events coordinated last year was the “Care About Your Care” gathering of nearly two-dozen organizations.

Convened by the Robert Wood Johnson Foundation in partnership with the organizations, it was a national effort to raise Americans’ awareness of how to identify and get better health care and involved a 17-city, multimedia launch. GYMR planned and led the initiative from start to finish with Dr. Oz as national spokesman.

The firm is making increased use of social media in supporting client programs. It developed an integrated social media strategy for the Society for Healthcare Epidemiology of America. A coordinated Twitter strategy currently helps position the organization as a leader of national conversations about prevention, control and treatment of infectious diseases.

Spectrum brings in \$5 million-plus

Spectrum Inc. President John Seng pondered the question of “Why, in a field as diverse as public relations, would a firm focus on serving just one industry?”

Here’s his answer: “For Spectrum, the answer is a genuine interest in the scientific process and how it can improve lives. Our clients are passionate about their work in health, public health and life sciences. We share that passion because we know that their advances make a tremendous impact. We relish the fact that we are able to develop and tell these stories of progress, hope and innovation every day.”

Makovsky + Co., \$5,000,000

Client delight has been the mantra of the Makovsky + Co. healthcare practice and year-to-year growth has been additive to the firm, said Executive VP and Practice Head Gil Bashe. From 2011 to 2012,



John Seng,
President of
Spectrum, Inc.

Continued on page 20

Makovsky Health realized 100% client retention, an improvement on its industry-leading 92% retention rate.

During the past two years, Makovsky Health has added clients from among the biopharma industry's top 10 companies and innovative leaders in the field of rare and specialty illnesses including endocrinology, oncology, neurology and women's health. Bashe said longstanding and new clients have found the Makovsky service teams comprising staff with backgrounds in advocacy, marketing, public-policy, reimbursement, social media, and state-government offer a best practice approach to strong outcomes — anticipating rapid changes in health communications.

The firm has tapped into top health PR industry talent to drive client retention and growth — Kristie Kuhl, JD, SVP, deputy director, is recognized globally for regulatory expertise in small patient populations, Tom Jones, GVP, consumer health marketing and Lee Davies, GVP, advocacy and media relations. Jones and Lee are both pharma industry veterans from Novartis and Schering-Plough and ensure the voice of the client continues to be well represented within the practice.

Hager Sharp up \$4.7 million in healthcare

Garry Curtis, President of Hager Sharp, said the firm provides “a deep reservoir of experience to translate even the most complex issues into clear, actionable communication. Since 1973, we’ve been tackling public health challenges with insightful counsel, creative solutions, and measurable results.

“Our health campaigns cover a wide range

of issues and focus on behavior change through strategic social marketing and informed program implementation. We created ‘Best Bones Forever!’, an award-winning, catchy campaign for the HHS Office on Women's Health that helps girls boost physical activity and calcium and vita-



Revive PR
President
Brandon Edwards

min D consumption to help them build strong bones. We transformed diabetes from a little known, silent killer to a *Time* magazine cover story with our creation and positioning of NIH and CDC's joint National Diabetes Education Program, which we built from the ground up.”

“Our team consists of health experts and PR pros,” Curtis continued, “whose services include: strategic planning and research,

media relations, social marketing, partnership development, multicultural outreach, digital and social media, integrated communications campaigns, event public relations, and materials development

Revive PR shows \$4.6 million

Revive President Brandon Edwards, when asked why his firm only handles healthcare, said specialized practices are common in professional services firms and specializing in healthcare is particularly important in the PR arena.

He notes it is “highly regulated, fragmented, and disintermediated, with more complex business relationships and regulations than any other industry. Only the financial services industry comes close.

“There is a big divide between PR firms that focus on life sciences — pharma and biotech — and those that focus on other health care sectors like health systems, physicians, payors, and medical devices. Traditionally, pharma and biotech have been the big budgets, and firms could leverage their creative departments to grow budgets by handling advertising, digital communications, direct marketing, and PR.

“Of course, these budgets have compressed in recent years as the pharmaceutical industry has consolidated, and struggled with the drug pipeline and competition from generics. PR for life sciences companies has always required a highly leveraged model — big teams, dominated by junior level staff, little ongoing senior level counsel and strategy work. Oddly enough, for all the attention paid to it, pharma/biotech only represents 14-15% of the total health care spend.

“Our ‘sweet spot’ is 60-70% of the healthcare dollar, and it requires deep industry expertise and focus to be successful. The reason Revive has jumped ahead is that we focus in health services and health technology more broadly than some other firms.”

Firms that focus on healthcare are thriving for two reasons, he says. They work in a growing industry with extensive PR needs, and they spend the time necessary to develop industry knowledge and expertise. Other firms that try to enter healthcare through the B2C arena just can't compete with that.

“Revive has grown because we offer insights, strong industry knowledge and expertise, and business knowledge that goes well beyond PR,” he said.

Crosby takes \$4.4 million

Ray Crosby, President, and Denise Aube, VP and Healthcare Practice leader of Crosby Marketing Communications, said the firm has been helping healthcare

clients to “Inspire Actions That Matter” for 35 years.

They described this as “actions that positively impact people's lives and make a difference for individuals, families, communities and society.”

The firm's healthcare practice works with hospitals and health systems, health plans, physician groups, technology and service providers, seniors' housing companies, advocacy groups and government agencies. Services include marketing research and planning, brand development, integrated communications programs, media relations, community outreach, special events, online/search marketing, social media and public service advertising campaigns.

Said Crosby and Aube: “Our work spans the full continuum of healthcare from public education and multicultural outreach programs designed to motivate healthy behavior change, to communications support for chronic care management initiatives, physician outreach, and membership enrollment programs.”

Current clients include Kaiser Permanente, Veterans Health Administration, U.S. Dept. of Health and Human Services, Ameritox, Social Security Administration, St. Joseph Medical Center (a member of Catholic Health Initiatives), Brightview Senior Living and the National Investment Center for the Seniors Housing & Care Industry.

Jones grabs \$4.2 million in healthcare

Carrie Jones, Principal and Managing Director, says: “When it comes to health communications, we believe it's all about the experts — those with the ability to persuade or induce change. Whether our clients want to reach consumers, policy makers or medical professionals, it's critical to leverage ‘influencers’ as ambassadors for their message. That's why our influencer relations model is at the core of every campaign we develop.”

Jarrard Phillips Cate & Hancock up 17%

David Jarrard, Principal and one of the Founders of Jarrard Phillips Cate & Hancock, said the firm's healthcare focus is driving growth.

“It's all we do,” he said, “and our dedicated focus is very attractive to industry leaders during a time when the entire \$2.7 trillion healthcare sector is undergoing massive change.”

“Our niche in the industry is facilitating change in the ‘provider’ sector — the hospitals, clinics and others who directly serve patients. We find again and again that these leadership teams want experts instead of

Continued page 22

14 YEARS

OF ADVANCING HEALTH POLICY AND THE SCIENCE OF HEALTH



GYMR Public Relations specializes in health and health care communications that address the critical issues our nation faces.

We work with many of the country's leading foundations, federal agencies, medical societies, corporations and nonprofit health organizations, and we're committed to quality and measurable results.

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generalists when they need help through a high stakes transition, such as the acquisition, sale or closure of a hospital, for example.”

Jarrard sees a bright future for the firm as “evolution in the hospital industry accelerates. The implementation of national healthcare reform, market consolidations, payer pressures and a still-weak economy are feeding the speed of change.

“Change is happening so fast in every market that there is little time to waste. Like other industries facing a high-energy moment, the leaders want a team with zero learning curve, who know the language, the issues, and pressure points. That’s our bread and butter.”

MCS Healthcare takes \$3.7 million

According to MCS Healthcare CEO Joe Boyd: “If you are going to provide meaningful counsel and recommend meaningful programs to clients, you must be totally immersed in your field and that of your client. Healthcare PR is particularly demanding and requires a dedicated commitment to invest the time needed to keep abreast with not only the science, but healthcare policy, consumer needs and the regulatory environment.

“The advantage in dealing with an agency that focuses exclusively in healthcare accrues over time. In 27 years we have gained experience in almost every part of a very diverse field. That knowledge, whether is it based on meeting the needs of the media, physicians or patients, provides clients with an expertise that is not only broad but deep.

“Our strength is the team we have assembled. They are either eager to learn when they enter this field or they are experienced professionals who are committed to being a leaders in the field. Average tenure is eight years. We have served some clients more than 18 years, underscoring our ability to consistently provide creativity, service and results.”

Dodge Communications up 25%

Brad Dodge, Dodge Communications President and CEO, said: “Healthcare has been our sole focus since we were founded in 2001, so our team offers a wealth of domain expertise that spans provider, payer, vendor, consumer and education segments. This enables us to provide clients with award-winning tactical execution along with the strategic insight needed to understand stakeholder relationships and shifting market dynamics — especially those related to emerging healthcare reform initiatives such as accountable care.”

Dodge said the Alpharetta, Ga.-based firm is at the crossroads of B-to-B technol-

ogy and B-to-B healthcare as both industry sectors experience “seismic change and terrific growth, and innovative companies of all types and sizes are clamoring to get more deeply entrenched to take advantage of opportunities.”

Rasky up \$3 million-plus in healthcare

Rasky Baerlein Strategic Communications Chairman Larry Rasky and President Joe Baerlein said the firm since its founding in 1997 has provided “strategic counsel on both communications and government relations to diverse healthcare organizations operating in all areas of the industry.”

Melissa Monahan, Senior VP and Head of the Healthcare Practice Group at RBSC, said the firm currently handles prominent local and national healthcare clients including hospital systems, specialty care institutions, insurers and nonprofit organizations.

Media and government relations support are provided on an ongoing basis. The firm worked on implementation of the healthcare reform legislated in Massachusetts in 2006. It also works with executives to develop and execute communications strategies that support an organization’s overall business goals.

Capabilities cover all aspects of campaign management, from coordination of internal and external communications activities to outreach to key influencers and advocates including state and federal elected officials, industry leadership, the media, patients and consumers. Digital and social media programs are created to meet specific needs.

Included are campaigns to avert and manage crisis situations such as staff impropriety, medical malfeasance, and the preparation of infectious disease containment plans at hospitals as well as digital grassroots campaigns to raise awareness of industry issues, engage and activate key audiences, and help shape healthcare policy.

LaVoie Group takes \$2.3 million

Donna LaVoie, President and CEO, says the firm has “dedicated talent and experience” that cover the life science, biopharmaceutical and medical device spectrum.

“We provide clients with strategic communications services that span corporate communications, public and investor relations and branding.”

LaVoie feels that social media will continue to evolve in the healthcare sector but that it lags other industries due to regulatory and compliance issues. However, the firm recognizes the importance of digital and social media strategies as part of the overall marketing mix and will

train staff in social media and regulatory compliance from both a branded and unbranded perspective.

“We want to lead the industry in understanding the most effective use of these evolving tools,” says LaVoie. “Our sweet spot is helping our clients with their brand planning, positioning and messaging across key stakeholders and then developing strategic communications programs to support it.”

Corporate and product work includes clients Vertex Pharmaceuticals, Aegerion Pharmaceuticals, Novadaq Technologies, Radius Health, Olympus Biotech and other leading healthcare brands.

Finn Partners gains \$2,205,000

Peter Finn, Finn Partners Founding Partner and Chairman, says the firm has “deep expertise in the health arena, based around the core belief that our work should focus on creating an environment of aspirational care and wellness. We realize the issues we tackle are important not only to our clients but to the general public, and that doing our job well means people live better lives. That’s a responsibility we work hard to earn — and keep — every day.”

Finn Partners works with state and local agencies, hospitals and other health-related organizations on numerous issues.

“We have led significant capital campaigns — creating key messages for potential donors, fashioning them into targeted video and printed materials, and building the most effective media strategies for their distribution,” said Finn.

“We educate and empower consumers about crucial health insurance decisions. We ensure that our clients’ messages influence the largest possible audience.”

The firm uses its cross-agency expertise in consumer, corporate social responsibility, technology and digital/social media to drive awareness and bring measurable results and return-on-investment, said Finn.

Recent campaigns have been conducted



Jarrard Phillips
Cate & Hancock
Principal
David Jarrard



Dodge Comms.
CEO Brad Dodge

Continued on next page

for major hospitals in California, large insurance companies in the Midwest, Hyundai's pediatric cancer program — "Hope on Wheels," and the American Assn. of Orthodontists. Shelly Holmes, senior partner, works on healthcare.

CRT/tanaka, \$2,185,000

CRT/tanaka has expanded its Health Practice by blending its expertise in healthcare, nutrition, food, consumer health, and health education and awareness to serve clients across the lifestyle and healthcare continuum, said Debbie Myers, executive VP and health practice director. The CRT/tanaka Health team includes registered dietitians, fitness experts, specialists in hospitals and health services, and consumer behavior experts.

With the healthcare industry changing and Americans seeking healthier lifestyles, CRT/tanaka's work has evolved, she said. The agency is helping healthcare providers redefine their role in prevention and decode health reform for the average consumer. In addition, as the obesity crisis peaks in the U.S., food and nutrition have become a core focus. By bridging the consumer education gap, the agency has boosted awareness of superfoods, health products and health services.

For instance, CRT/tanaka designed a video health awareness contest for its client Avocados from Mexico, in partnership with East Los Angeles-based White Memorial Medical Center, to help teach children, at-risk of developing diabetes, the benefits of a well-balanced diet and regular exercise.

The agency also joined forces with the Larry King Cardiac Foundation and Dizzy Feet Foundation on "Dance 4 Your Life!," a campaign to raise awareness of the benefits of dance as a way to improve heart health and combat obesity.

Working with The American Physical Therapy Association, CRT/tanaka created "Move Forward," a campaign that uses TweetChats, livestream events, and digital and traditional marketing to educate consumers about the benefits of physical therapy.

Allison+Partners takes \$2 million

Allison+Partners Partner Brian Feldman says that "In a time when healthcare is a leading topic of conversation whether it is diabetes, reform or new technologies, Allison+Partners' healthcare team builds connections, shapes public policy and creates campaigns that make a difference for patients, providers and healthcare companies. From helping those less able make sense of complex medical changes such as Medicare Part D, to leading the fight against the FDA to allowing people to enjoy the sun more safely, our healthcare

team has been at the forefront as an agent of change for over a decade.

"We work directly in the community, running public awareness campaigns designed to let patients know about services and programs that will improve their health. In addition, we're constantly working with providers — physicians and others — who serve as the gatekeepers, letting patients know about programs in which they should enroll.

"In addition to the community-focused activities, we also provide our clients with strategic counsel to get in front of the audiences who matter most — health plans, other players, government agencies,

Members of Congress — and help them execute on those plans. We do this through securing media opportunities, pitching our clients as thought leaders in their industry, identifying social media channels where they can reach influencers, organizing events highlighting their issues, and building coalitions to increase their third-party credibility. Capitol Hill briefings and Capitol Hill fly-ins have been successful venues to get our issues in front of key decision makers."

Clients range from major trade associations to pharmaceutical companies to telehealth solutions to *Fortune* 500 companies. ●

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RANKINGS OF PR FIRMS SPECIALIZING IN HEALTHCARE

FIRM			2011 NET FEES				
1.	Edelman	New York	\$114,588,421	34.	Singer Associates	San Francisco	1,450,387
2.	WCG	San Francisco	43,350,100	35.	Black Twig Communications	St. Louis	1,400,000
3.	Ruder Finn	New York	30,401,000	36.	Levick Strategic Communications	Wash., D.C.	1,308,190
4.	APCO Worldwide	Wash., D.C.	22,741,000	37.	Dye, Van Mol & Lawrence	Nashville	1,239,963
5.	Cooney/Waters Group	New York	20,433,000	38.	Moore Consulting	Tallahassee	1,221,217
6.	Waggener Edstrom	Bellevue, WA	7,935,000	39.	Standing Partnership	St. Louis	1,013,908
7.	GYMR	Wash., D.C.	5,969,294	40.	McNeely Pigott & Fox	Nashville	994,702
8.	Spectrum	Wash., D.C.	5,728,753	41.	Rosica Communications	Paramus, NJ	930,118
9.	Makovsky & Co.	New York	5,000,000	42.	rbb Public Relations	Miami	863,816
10.	Hager Sharp	Wash., D.C.	4,796,177	43.	Seigenthaler PR	Nashville	626,000
11.	Revive Public Relations	Santa Barbara	4,600,000	44.	Merritt Group	Reston, VA	596,000
12.	Crosby Marketing Comms.	Annapolis	4,440,982	45.	BlissPR	New York	550,000
13.	Jones Public Affairs	Wash., D.C.	4,272,403	46.	Davies	Santa Barbara	513,701
14.	Jarrard Phillips Cate & Hancock	Brentwood, TN	3,828,297	47.	Jackson Spalding	Atlanta	513,372
15.	MCS Healthcare PR	Bedminster, NJ	3,771,495	48.	TGI Healthworks	Upper Nyack, NY	472,000
16.	Dodge Communications	Alpharetta, GA	3,602,980	49.	Maccabee	Minneapolis	387,061
17.	Padilla Speer Beardsley	Minneapolis	3,465,430	50.	Regan Communications Group	Boston	328,000
18.	Communications Strategies	Madison, NJ	3,446,709	51.	L.C. Williams & Associates	Chicago	296,326
19.	Coyne PR	Parsippany, NJ	3,375,000	52.	Bridge Global Strategies	New York	273,427
20.	Rasky Baerlein	Boston	3,058,884	53.	Schneider Associates	Boston	255,673
21.	Public Communications Inc.	Chicago	2,897,367	54.	TransMedia Group	Boca Raton	250,000
22.	MWW Group	E. Rutherford, NJ	2,500,000	55.	GodwinGroup	Jackson, MS	228,013
23.	LaVoie Group	Salem, MA	2,385,063	56.	CooperKatz & Co.	New York	217,508
24.	French West Vaughan	Raleigh	2,336,112	57.	Red Sky PR	Boise	212,614
25.	Finn Partners	New York	2,205,000	58.	Open Channels Group	Ft. Worth	203,826
26.	CRT/tanaka	Richmond, VA	2,185,453	59.	Beehive Public Relations	St. Paul	172,912
27.	Allison+Partners	San Francisco	2,100,000	60.	Guthrie/Mayes & Associates	Louisville	129,555
28.	Gibraltar Associates	Wash., D.C.	1,801,500	61.	Trevelino/Keller	Atlanta	120,000
29.	Qorvis Communications	Wash., D.C.	1,800,000	62.	Richmond PR	Seattle	115,716
30.	RF Binder Partners	New York	1,700,000	63.	Phillips & Co.	Austin	85,745
31.	Zeno Group	New York	1,636,938	64.	Furia Rubel Communications	Doylestown, PA	78,300
32.	Lambert, Edwards & Assocs.	Grand Rapids, MI	1,521,000	65.	Lane PR	Portland, OR	43,641
33.	Gregory FCA Communications	Ardmore, PA	1,500,000				

Healthcare Communications Experts

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Healthcare Communications

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Financial PR, investor relations thrived in 2011

Financial PR and IR practices of firms thrived in 2011 with the five biggest practices reporting gains in double figures and only one of the top 15 having a negative year.

Edelman replaced ICR in the No. 1 spot for finance, as the former's financial practice grew 22.8% to \$30,032,105, which was \$81,424 greater than ICR's \$29,950,681, up 19.8%.

In third place was APCO Worldwide, +18% to \$13,396,690.

Ruder Finn, growing by 90% to \$12,828,018, was in fourth place, followed by CJP Communication, +21% to \$8,173,359.

MWW Group was in sixth place, reporting \$5,967,000 in financial PR/IR, an 11.2 percent gain over 2010.

The big jump in Ruder Finn's financial PR category is partly due to its decision to include corporate PR in financial since corporate reputation impacts stock value.

Other standout gains in the top 25 were Intermarket, +23% to \$4,837,425; Atomic PR, +36% to \$3,000,000; Dukas PR, +63% to \$2,784,000; Levick Strategic Communications, +147% to \$2,497,798; Gregory FCA Communications, +9.5% to \$2,300,000, and Rasky Baerlein, +61% to \$1,020,500.

Social media may be the rage in much of PR but financial PR/IR heads are cautious about its use because all investors must have equal access to "material" information about a company, meaning anything that might affect the price of a stock. Answering an individual investor's question can touch off a general news release that must reach "disclosure" media.

Edelman up \$30,032,10

Rich Myers and Jeff Zilka, General Managers of Edelman's financial practice in New York and Chicago, respectively, said the practice is about evenly divided between work for financial services such as mutual funds, hedge funds, insurance companies and investment banks, and the "capital markets," meaning investor relations, initial public offerings, and communications for corporate restructurings such as spin-offs.

They said there is a strong trend for very large companies to split into two or more publicly held entities that allow management to focus better on certain areas and thus increase shareholder value.

Edelman staffers don't take part in presentations to Wall Street firms and other investors but help with their creation, they said.

"We help them to tell their stories in the most effective way," said Myers.

The firm not only works on the financial aspects of clients but their general reputations.

The Edelman Trust Barometer has found that trust in the financial sector is at an all-time low and there is a "need to repair that," said Zilka. The U.S. is the only country covered in the survey where trust declined in all the institutions measured.

The financial practice also gets involved in legislative and regulatory matters not only in the U.S. but abroad, they noted. Edelman operates in 27 foreign countries. The biggest office abroad is in London with \$56 million in revenues in 2011 followed by Canada, \$24 million; Germany, \$16 million; China, \$14 million and Paris and São Paulo, Brazil, \$10 million each.

Specialists are mostly concentrated in cities that are major financial centers such as New York, Chicago, Boston, San Francisco, Hong Kong and London.

Edelman financial specialists can draw on the marketing and product expertise plus the media and social media contacts that the firm has built up in numerous product and service areas.

Edelman's revenues, which totaled \$604 million in 2011, lead 11 of the 12 practice areas tracked by *O'Dwyer's*, usually by very large margins — healthcare, tech, financial, food, beauty/fashion, environmental/PA, entertainment/cultural, home furnishings, professional services, travel/hospitality and agriculture. The lone exception is sports/leisure where Taylor Global leads with \$10,350,000 in fees followed by Catalyst Public Relations with \$5,094,633 and Edelman with \$5,041,504.

ICR wins \$29 million-plus in IR work

Thomas Ryan, ICR CEO and Co-founder, said double-digit growth in 2011 was driven by 37 new client wins. Another 22 new clients have arrived since the first of the year. Clients were added primarily in retail, technology, energy and healthcare, he said. Cited were Kosmos Energy,

Carbonite, Pandora Media, AMC Entertainment, Teavana and LipoScience.

The "Xchange," ICR's annual investor conference, hosted 175 private and public company management teams last year and drew more than 1,500 attendees. Revenues increased "dramatically" over the previous year, said Ryan.

"Most importantly," he said, "we continue to provide strategic IR including IPO-readiness, media relations, crisis management and traditional corporate communications."

ICR, with more than 325 clients served by 100 employees, offers senior counsel in more than 20 industry verticals.

"Our competitive advantage," he said, "comes from senior-level capital-markets experience, deep industry knowledge, and more than a decade of communications experience. Client services stress an integrated approach where teams of former Wall Street and corporate veterans, including senior sell-side analysts, portfolio managers, and investment bankers combine with senior PR, media and corporate communications professionals to provide a unique level of advisory services."

APCO Worldwide up \$13 million for IR

Larry Snoddon and Jeff Zerkowitz, Co-Leaders of APCO's Global Financial Practice, said it advises corporate clients on financial communications, transactions and other material events; works for financial services clients such as major banks and insurance, investment and real-estate firms and associations, and helps clients to navigate financial regulatory and policy issues and crises.

"In 2011," they said, "we won significant new client projects around the world, including advising on some of the most high-profile M&A deals of the year, and expanded several existing accounts."

APCO was appointed by the trustee for the MF Global liquidation (one of the largest bankruptcies in U.S. history) to provide communications strategy and implementation.

It advised major M&A deals in the healthcare, financial, media and energy



ICR CEO
Thomas Ryan

[Continued next page](#)

sectors, including the \$8-billion merger between Exelon and Constellation Energy to create the number-one competitive energy provider and one of the largest electricity and gas utilities in the United States. In Asia, APCO led financial communication for the US\$1.5 billion IPO of CITIC Securities (the largest securities firm by market value in Mainland China) in Hong Kong.

CITIC Securities was the first Chinese firm of its kind to launch an IPO outside the mainland and was one of the few companies successfully listed on schedule during the turbulent market environment in the fall of 2011, said Snoddon and Zerkowicz.

APCO has an integrated offering called the “360°-approach Material Issues & Events” that helps companies and institutions to better manage the stakeholder environment and communications opportunities and threats involved in high-stakes situations such as mergers and acquisitions, management changes, financial crises, investigations, litigation, etc., they said.

The proprietary APCO Predictive Risk & Opportunity, or PRO, model enables companies to develop effective integrated strategies for various stakeholder groups, which the firm then executes using its full range of communications, public affairs, media relations and online and social media capabilities, said Snoddon and Zerkowicz.

Ruder Finn takes \$12 million in fiancée

Rachel Spielman, Global Head of Corporate Communications for Ruder Finn, said the firm’s approach is to “integrate investor oriented activities as a fundamental plank in our overall corporate reputation offering.”

“Corporate reputation has taken on increasing importance for all stakeholder groups,” she said. “As stakeholder groups are increasingly interdependent, they should be strategically linked in programming outreach.”

Most of the firm’s work focuses on the broad range of consumer and business/financial-oriented channels. Targeted activities reach specific segments of both buy-side and sell-side institutional investors and analysts.

The focus is on strategic positioning for clients in the financial arena and particularly on strategic moves, transactions and restructuring, said Spielman.

Digital channels are becoming increasingly important for investors and RF is putting special emphasis on providing real-time information and response as well as shaping content through owned

and shared as well as earned media, she said.

A specialized group at RFI Studios focuses on monitoring and delivering content for these channels.

Asked whether the firm is helping clients to interface with individual investors on social media, Spielman said since financial news and information is a highly regulated area, the firm makes sure that all responses to individual investors on SM channels are “fully transparent and aligned with publicly available information.”

MWW Group wins \$5.9 million

CEO Michael Kempner said MWW Group’s financial communications specialists have shown excellence in advising clients and have established strong relationships in the investment community and media.

This background was especially useful when a global economic crisis hit in 2008, he noted. “Since this was not the first economic downturn our IR specialists have witnessed, they were well equipped to counsel and work with our clients to ensure they not only achieved their business objectives, but continued to build their relationships with their customers, employees and investment community,” he noted.

“With signs of an improving economy in 2011 and the strengthening of our clients businesses, we continue to grow our programs with existing clients and attract new clients,” said Kempner. “We provide value to our clients as a recognized leader in crisis communications, corporate communications, government relations and public affairs, digital/social media, healthcare and nutrition, technology and consumer lifestyle.”

MWW’s financial communications practice represents clients across a broad range of market caps including micro- to large-cap companies, and diverse industries including manufacturing, consumer products and services, food and beverage, REITs, financial services and technology. The firm works closely with clients to develop proactive media programs that reach target audiences. The focus varies, said Kempner, based on the life cycle of a particular programs or the client’s desire for visibility in a particular market or media, and whether it is consumer or Wall Street-oriented.

MWW has helped more than 300 companies go public, a record for a communications firm, said Kempner. “We were extremely pleased to have the return of IPOs in 2011 and the trend is continuing in 2012,” he added.

Social media are being embraced by many MWW clients.

Public companies have to be careful that communications with investors satisfy disclosure rules, he said. Future customers and potential investors are being engaged via Facebook, Twitter, Google+ use, corporate videos, commercials, contests, holiday greetings, product promotions, surveys and other channels.

The improved stock market, now back to its all-time high, means that managements are more receptive to new ideas to support PR and financial communications objectives, said Kempner. “Companies are continuing to file for public listing although we have yet to see many small companies looking to go public,” he said.

He said he looks for the economy to continue to improve with more new home sales and contracts, an improving jobless rate, and increased consumer confidence.

Intermarket up \$4.8 million in finance

Intermarket Communications CEO Martin Mosbacher said the firm’s 23% growth last year brought it to a “high water mark.” The financial crisis that started in 2008 had resulted in a down year for the firm in 2009 for the first time in more than a decade.

Growth came evenly from existing and new clients, he said.

“Our book of business is extremely balanced right now with buy-side and sell-side, institutional and retail, technology and service providers all in the mix,” he added.

A major client is Nestlé, nutrition, health and wellness company. More than 25 clients are on an annual retainer, the most in the firm’s history. No single client accounts for more than 10% of revenues.

For most of its history, Intermarket operated as a consultancy, restricting the number of clients to those that could be handled by the founding partners.

“We have now built a strong and deep management team that has allowed us to shift to an agency model and that has led to our rapid growth,” said Mosbacher.

Dukas PR takes \$ 3,389,000

“We grew rapidly in 2011 because of the strong demand from financial, asset management and professional service firms for ongoing top-tier media relations,” said Richard Dukas, president and



**Intermarket CEO
Martin Mosbacher**

Continued on page 28

CEO of the firm.

"Despite a realignment of the media environment and the explosion of social media, DPR continues to see strong demand from clients that hire a PR firm because they want media coverage in the *Wall Street Journal*, *Barron's*, *New York Times*, *Financial Times*, CNBC and Bloomberg — they want to be out front of the people who make the investing and buying decisions," he said.

He feels DPR is an alternative for companies that don't want to spend \$250K and up yearly for an IR/PR program at one of the larger agencies.

"The explosion of mobile devices, combined with the increase in corporate IT spending, also is creating a strong demand for the services of our tech practice," said Dukas.

BlissPR up \$2.7 million

Donna McSorley and Toddi Gutner, Co-Chairs of BlissPR's Financial Services Group, attribute growth of the practice to client service, patience and understanding during a time of economic concern.

"2011 was a year of stress and change for our financial services clients," said McSorley. "Our job was helping them understand that we are an extension of their internal team, and counseling and

assisting them with projects outside our scope of work."

The Financial Services group added more than \$233,000 worth of new business in 2011. Practice revenues grew by roughly 10%.

"We attribute our success to both organic growth and expanded offerings through digital and content marketing," said Gutner. "At the heart of it all, the ability to draw compelling content from our clients is what helps differentiate them in an already crowded marketplace."

Both McSorley and Gutner also note that the Practice benefited from a few key senior level hires which brought new ways of thinking and creativity to the group. The Financial Services Group represents roughly 40% of revenue across BlissPR's three practice groups.

Levick takes \$2,497,798 in financial fees

Richard Levick, President and CEO of Levick Strategic Communications, said the financial practice at the firm is approximately 70% consumer-financial with 30% geared to buy-side and sell-side specialists.

"There is significant overlap in that our consumer-financial work typically reaches a sophisticated audience that includes the full range of analysts and brokers — rather than a mass retail consumer population —

practice," he added.

LSC last year expanded its Mergers & Acquisitions practice, handling communications related to four transactions, each valued at more than \$1 billion. A priority this year is to expand work on IPOs. Plans are to open a New York office this year.

Asked about how much of the firm's growth is due to the rising stock market, Levick said it has helped since a rising market means more deals, more expansion, and a greater need for communications to support growth.

In a bullish economy, lower market value companies have a strategic need to differentiate themselves, and the only way to do that is through an aggressive communications campaign, he said.

He describes the firm's practice as counter-cyclical. A challenged market leads to diverse crises and Levick's Financial Practice includes prestigious crisis management capabilities, he said. The same dynamic applies to President Obama's re-election prospects. He said that if Obama's re-election engenders onerous new regulatory initiatives, the firm's financial clients will want to manage communications in order to minimize exposure as well as to influence public perceptions during adverse circumstances. If the results in November — whoever wins — inspire new market confidence, the firm will provide communications strategies for the renewed growth that results.

Levick said use of social media is a major firm-wide activity although it's less of a factor for IR because of regulatory and disclosure concerns. He noted there was reluctance to embrace websites for IR in the 1990s for that reason. But firms adapted to the new channels and the same process is occurring now with SM, he said, noting that a reported 83% of brokers, with limited access to institutional research, get their investment ideas from reading articles.

Few financial services clients interface with individual investors via SM channels because of the distrust and disconnection created by the financial collapse and attendant reputational crises, said Levick.

But he feels the current alienation only suggests a greater role for SM in the near future as a tool for effective large-scale reconnection. ●



Richard Dukas,
President and CEO
of Dukas PR

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RANKINGS OF PR FIRMS SPECIALIZING IN FINANCE

FIRM			2011 NET FEES				
1.	Edelman	New York	\$30,032,105	23.	Black Twig Comms.	Wash., D.C.	800,000
2.	ICR	Norwalk, CT	29,950,681	24.	Beehive PR	St. Paul	790,924
3.	APCO Worldwide	Wash., D.C.	13,396,680	25.	CooperKatz & Co.	New York	649,237
4.	Ruder Finn	New York	12,818,018	26.	Seigenthaler PR	Nashville	575,000
5.	CJP Comms.	New York	8,173,359	27.	Jackson Spalding	Atlanta	525,137
6.	MWW Group	E. Rutherford, NJ	5,967,000	28.	Linhart PR	Denver	383,262
7.	Intermarket Comms.	New York	4,837,425	29.	Trevelino/Keller	Atlanta	330,000
8.	Makovsky & Co.	New York	4,000,000	30.	French West Vaughan	Raleigh	301,074
9.	RF Binder Partners	New York	3,800,000	31.	TransMedia Group	Boca Raton	259,750
10.	Atomic Public Relations	San Francisco	3,000,000	32.	McNeely Pigott & Fox	Nashville	223,667
11.	Dukas Public Relations	New York	2,784,000	33.	Casey Comms.	St. Louis	211,874
12.	BlissPR	New York	2,710,000	34.	Allison+Partners	San Francisco	200,000
13.	Levick Strategic Comms.	Wash., D.C.	2,497,798	35.	Schneider Assocs.	Boston	194,600
14.	Gregory FCA	Ardmore, PA	2,300,000	36.	GodwinGroup	Jackson, MS	183,272
15.	Padilla Speer Beardsley	Minneapolis	1,753,724	37.	Maccabee	Minneapolis	151,425
16.	Lambert, Edwards & Assocs.	Grand Rapids, MI	1,350,000	38.	Feintuch Comms.	New York	105,905
17.	Qorvis Comms.	Wash., D.C.	1,300,000	39.	Furia Rubel Comms.	Doylestown, PA	78,000
18.	Regan Comms. Group	Boston	1,072,400	40.	Kohnstamm Comms.	St. Paul	62,726
19.	Finn Partners	New York	1,071,000	41.	Rosica Comms.	Paramus, NJ	35,310
20.	Rasky Baerlein	Boston	1,020,500	42.	Richmond PR	Seattle	32,300
21.	Gibbs & Soell	New York	1,016,146	43.	Bridge Global Strategies	New York	27,566
22.	Lane PR	Portland, OR	872,936	44.	Zeno Group	New York	22,088



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RANKINGS OF PR FIRMS SPECIALIZING IN AGRICULTURE			
1.	Edelman	New York	\$39,843,916
2.	Gibbs & Soell	New York	7,674,914
3.	Morgan & Myers	Jefferson, WI	4,934,650
4.	Padilla Speer Beardsley	Minneapolis	4,008,110
5.	Standing Partnership	St. Louis	703,353
6.	French West Vaughan	Raleigh	212,000
7.	Levick Strategic Comms.	Wash., D.C.	199,366
8.	Guthrie/Mayes & Associates	Louisville	90,687
9.	Feintuch Comms.	New York	34,650

RANKINGS OF PR FIRMS SPECIALIZING IN BEAUTY & FASHION			
1.	Edelman	New York	\$40,204,778
2.	Ruder Finn	New York	4,504,799
3.	Kaplow	New York	4,200,000
4.	M Booth & Assocs.	New York	3,723,290
5.	French West Vaughan	Raleigh	3,138,178
6.	5W Public Relations	New York	2,800,000
7.	Black Twig Comms.	St. Louis	1,350,000
8.	Hunter PR	New York	1,230,436
9.	Coyne PR	Parsippany, NJ	1,154,000
10.	O'Malley Hansen Comms.	Chicago	1,100,000
11.	Finn Partners	New York	771,000
12.	Linhart PR	Denver	618,937
13.	Zeno Group	Chicago	406,390
14.	Allison+Partners	San Francisco	330,000
15.	Rosica Comms.	Paramus, NJ	278,499
16.	Gregory FCA	Ardmore, PA	277,300
17.	TransMedia Group	Boca Raton	250,000
18.	Formula PR	San Diego	172,265
19.	Beehive PR	St. Paul	154,624
20.	Seigenthaler PR	Nashville	150,000
21.	J Public Relations	San Diego	60,704
22.	Maccabee	Minneapolis	55,537
23.	Schneider Associates	Boston	53,500
24.	CJ Public Relations	Farmington, CT	52,040
25.	Luckie Strategic PR	Birmingham, AL	47,200

RANKINGS OF PR FIRMS SPECIALIZING IN ENTERTAINMENT			
1.	Edelman	New York	10,939,284
2.	Finn Partners	New York	5,539,000
3.	MWW Group	New York	4,827,000
4.	Allison+Partners	San Francisco	3,200,000
5.	Taylor	New York	3,145,000
6.	Bender/Helper Impact	Los Angeles	2,725,946
7.	APCO Worldwide	Wash., D.C.	1,589,900
8.	Jackson Spalding	Atlanta	1,494,013
9.	5W Public Relations	New York	1,400,000
10.	Hunter PR	New York	1,377,192
11.	Ruder Finn	New York	\$1,125,679
12.	WCG	San Francisco	1,027,000

Entertainment cont.			
13.	Zeno Group	New York	910,587
14.	Coyne PR	Parsippany, NJ	897,000
15.	Kaplow	New York	850,000
16.	CooperKatz & Co.	New York	609,916
17.	Black Twig Comms.	St. Louis	580,000
18.	Public Comms.	Chicago	426,674
19.	French West Vaughan	Raleigh	425,000
20.	IW Group	W. Hollywood	409,000
21.	Singer Assocs.	San Francisco	341,267
22.	Maloney & Fox	New York	181,000
23.	Blaze	Santa Monica	173,700
24.	rbb Public Relations	Coral Gables	153,000
25.	Levick Strategic Comms.	Wash., D.C.	144,700
26.	Linhart PR	Denver	144,393
27.	Seigenthaler PR	Nashville	127,000
28.	McNeely Pigott & Fox	Nashville	124,586
29.	Gregory FCA	Ardmore, PA	100,000
30.	Padilla Speer Beardsley	Minneapolis	87,436

RANKINGS OF PR FIRMS SPECIALIZING IN SPORTS & LEISURE			
1.	Taylor	New York	\$10,350,000
2.	Catalyst PR	New York	5,094,633
3.	Edelman	New York	5,041,504
4.	French West Vaughan	Raleigh	3,512,446
5.	Coyne PR	Paramus, NJ	2,899,000
6.	Formula PR	San Diego	1,266,872
7.	Regan Communications Group	Boston	1,057,300
8.	Ruder Finn	New York	984,620
9.	Maloney & Fox	New York	493,600
10.	rbb PR	Coral Gables, FL	484,833
11.	CooperKatz & Co.	New York	386,712
12.	Rosica Comms.	Paramus, NJ	334,731
13.	Beehive PR	St. Paul	217,023
14.	Trevelino/Keller Comms.	Atlanta	150,000
15.	Allison+Partners	San Francisco	150,000
16.	Jackson Spalding	Atlanta	138,043
17.	Schneider Assocs.	Boston	127,125
18.	RF Binder Partners	New York	127,000
19.	Richmond PR	Seattle	103,930
20.	Blaze	Santa Monica	90,000
21.	McNeely Pigott & Fox	Nashville	67,774
22.	Guthrie/Mayes & Associates	St. Louis	59,874
23.	Padilla Speer Beardsley	Minneapolis	55,000
24.	Rasky Baerlein	Boston	53,960
25.	Open Channels Group	Ft. Worth	52,000
26.	Maccabee Group	Minneapolis	27,218
27.	Zeno Group	New York	26,053
28.	Finn Partners	New York	20,000

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1.	Edelman	New York	\$39,725,514
2.	Zeno Group	New York	4,968,942
3.	L.C. Williams & Assocs.	Chicago	3,078,632
4.	Gibbs & Soell	New York	2,798,969
5.	Kaplow	New York	1,431,000
6.	Luckie Strategic PR	Birmingham, AL	1,322,417
7.	Hunter PR	New York	1,054,478
8.	Lou Hammond & Assocs.	New York	829,928
9.	CRT/tanaka	Richmond, VA	702,005
10.	Formula PR	San Diego	679,462
11.	Fahlgren Mortine	Columbus	676,210
12.	Finn Partners	New York	246,000
13.	Gregory FCA	Ardmore, PA	195,500
14.	Rosica Comms.	Paramus, NJ	164,682
15.	CJ Public Relations	Farmington, CT	119,378
16.	Schneider Associates	Boston	115,352
17.	Trevelino/Keller	Atlanta	100,000
18.	Shelton Group	Dallas	97,690
19.	Allison+Partners	San Francisco	51,000
20.	Seigenthaler PR	Nashville	17,000

RANKINGS OF PR FIRMS SPECIALIZING IN TRAVEL

1.	Edelman	New York	\$22,288,557
2.	The Zimmerman Agency	Tallahassee	6,950,000
3.	Lou Hammond & Assocs.	New York	5,059,922
4.	MMGY Global	New York	2,924,704
5.	Development Counsellors Int'l	New York	2,910,765
6.	Allison+Partners	San Francisco	2,700,000
7.	Quinn & Co.	New York	2,650,202
8.	Coyne PR	Parsippany, NJ	1,520,000
9.	Finn Partners	New York	1,372,000
10.	Lane PR	Portland, OR	1,258,452
11.	CRT/tanaka	Richmond, VA	1,209,640
12.	J Public Relations	San Diego	1,133,748
13.	Zeno Group	New York	1,070,368
14.	Jackson Spalding	Atlanta	1,021,596
15.	French West Vaughan	Raleigh	1,009,872
16.	Fahlgren Mortine	Columbus	821,934
17.	rbb Public Relations	Coral Gables, FL	802,721
18.	Ruder Finn	New York	746,510
19.	Padilla Speer Beardsley	Minneapolis	735,313
20.	Seigenthaler	Nashville	542,000
21.	Standing Partnership	St. Louis	444,339
22.	Blaze	Los Angeles	390,200
23.	Black Twig Comms.	St. Louis	390,000
24.	MDi media group	Mobile, AL	343,835
25.	Richmond PR	Seattle	341,667
26.	McNeely Piggott & Fox	Nashville	307,390
27.	Formula Public Relations	San Diego	195,881
28.	Linhart Public Relations	Denver	121,871
29.	IW Group	W. Hollywood	112,000

Travel Cont.

30.	Gregory FCA	Ardmore, PA	100,000
31.	Bridge Global Strategies	New York	80,869
32.	Shelton Group	Dallas	66,647
33.	WordHampton	E. Hampton, NY	58,730
34.	Red Sky Public Relations	Boise	51,233
35.	Maccabee	Minneapolis	38,763
36.	Open Channels Group	Ft. Worth	33,750
37.	Guthrie/Mayes & Assocs.	St. Louis	30,136
38.	GodwinGroup	Jackson, MS	22,776

RANKINGS OF PR FIRMS SPECIALIZING IN ENVIRONMENTAL PR & PUBLIC AFFAIRS

1.	Edelman	New York	\$55,391,301
2.	APCO Worldwide	Wash., D.C.	30,360,000
3.	Davies	Santa Barbara	8,253,463
4.	Cerrell Associates	Los Angeles	4,467,127
5.	MWW Group	New York	4,395,000
6.	Levick Strategic Comms.	Wash., D.C.	3,393,489
7.	Rasky Baerlein	Boston	2,944,355
8.	Finn Partners	New York	2,254,000
9.	Singer Assocs.	San Francisco	2,004,948
10.	Moore Consulting Group	Tallahassee	1,560,000
11.	Crosby Marketing Communications	Annapolis	1,444,955
12.	GodwinGroup	Jackson, MS	923,225
13.	Nyhus	New York	909,014
14.	Ruder Finn	New York	905,586
15.	Allison+Partners	San Francisco	750,000
16.	Jackson Spalding	Atlanta	661,078
17.	Butler Assocs.	New York	614,060
18.	rbb Public Relations	Miami	534,711
19.	Gregory FCA Comms.	Ardmore, PA	500,000
20.	McNeely Pigott & Fox	Nashville	475,586
21.	CRT/tanaka	Richmond	420,540
22.	French West Vaughan	Raleigh	399,771
23.	Fahlgren Mortine	Columbus	392,108
24.	Kaplow	New York	375,000
25.	Seigenthaler PR	Nashville	302,000
26.	Guthrie/Mayes & Assocs.	Louisville	219,091
27.	Schneider Assocs.	Boston	194,851
28.	Standing Partnership	St. Louis	181,777
29.	Gibraltar Assocs.	Wash., D.C.	170,000
30.	Trevelino/Keller	Atlanta	140,000
31.	IW Group	W. Hollywood	115,000
32.	Padilla Speer Beardsley	Minneapolis	105,015
33.	Maccabee	Minneapolis	79,042
34.	Formula Public Relations	San Diego	70,100
35.	Rosica Comms.	Paramus, NJ	62,250
36.	Red Sky Public Relations	Boise	59,834
37.	Open Channels Group	Ft. Worth	52,554
38.	Coyne PR	Parsippany, NJ	50,000

RANKINGS OF PR FIRMS SPECIALIZING IN PROFESSIONAL SERVICES

1.	Edelman	New York	\$44,467,185
2.	MWW Group	E. Rutherford, NJ	3,963,000
3.	Hager Sharp	Wash., D.C.	3,834,486
4.	5W Public Relations	New York	2,600,000
5.	CJP Comms.	New York	2,514,880
6.	Allison+Partners	San Francisco	2,500,000
6.	Black Twig Comms.	St. Louis	2,500,000
7.	APCO Worldwide	Wash., D.C.	2,466,000
8.	Quinn & Co.	New York	2,385,701
9.	Rasky Baerlein	Boston	2,273,082
10.	BlissPR	New York	2,218,000
11.	rbb PR	Coral Gables, FL	1,959,665
12.	Gibraltar Associates	Wash., D.C.	1,929,000
13.	CooperKatz & Co.	New York	1,725,500
14.	Levick Strategic Comms.	Wash., D.C.	1,620,629
15.	Gregory FCA	Ardmore, PA	1,300,000
16.	CRT/tanaka	Richmond, VA	1,232,000
17.	Ruder Finn	New York	1,121,331
18.	LVM Group	New York	1,103,000
19.	Maloney & Fox	New York	1,091,900
20.	L.C. Williams & Assocs.	Chicago	848,907
21.	Linhart PR	Denver	630,579
22.	Standing Partnership	St. Louis	596,296
23.	Furia Rubel Communications	Doylestown, PA	548,118
24.	GodwinGroup	Jackson, MS	528,823
25.	French West Vaughan	Raleigh	500,000
26.	Padilla Speer Beardsley	Minneapolis	499,174
27.	Zeno Group	New York	419,350
28.	Schneider Assocs.	Boston	410,894
29.	Casey Comms.	St. Louis	397,265
30.	IW Group	W. Hollywood	385,000
31.	Seigenthaler PR	Nashville	370,000
32.	Maccabee	Minneapolis	363,232
33.	McNeely Pigott & Fox	Nashville	359,063
34.	Formula PR	San Diego	346,750
35.	Kohnstamm Comms.	St. Paul	345,551
36.	Jackson Spalding	Atlanta	340,281
37.	Lane PR	Portland, OR	231,717
38.	Finn Partners	New York	191,000
39.	Bender/Helper Impact	Los Angeles	188,926
40.	Beehive PR	St. Paul	133,737
41.	Intermark Group	Birmingham, AL	103,250
42.	Rosica Comms.	Paramus, NJ	94,115
43.	Richmond PR	Seattle	86,256
44.	O'Malley Hansen Comms.	Chicago	76,000
45.	Open Channels Group	Ft. Worth	70,324
46.	Trevelino/Keller	Atlanta	50,000
47.	Bridge Global Strategies	New York	40,269

RANKINGS OF PR FIRMS SPECIALIZING IN FOOD & BEVERAGE

1.	Edelman	New York	\$75,465,749
2.	APCO Worldwide	Wash., D.C.	10,217,420
3.	Hunter PR	New York	7,593,065
4.	MWW Group	E. Rutherford, NJ	6,179,000
5.	Taylor	New York	5,605,000
6.	Formula Public Relations	San Diego	5,115,780
7.	RF Binder Partners	New York	4,700,000
8.	CRT/tanaka	Richmond, VA	4,627,546
9.	Coyne PR	Parsippany, NJ	4,382,000
10.	Regan Comms. Group	Boston	4,110,000
11.	M Booth & Assocs.	New York	3,945,576
12.	FoodMinds	Chicago	3,515,753
13.	5W Public Relations	New York	3,400,000
14.	Zeno Group	New York	3,332,400
15.	Ruder Finn	New York	2,476,956
16.	Maloney & Fox	New York	2,430,200
17.	Jackson, Spalding	Atlanta	2,208,839
18.	Dye, Van Mol & Lawrence	Nashville	1,875,196
19.	Linhart PR	Denver	1,673,330
20.	O'Malley Hansen	Chicago	1,428,000
21.	Lane PR	Portland, OR	1,395,237
22.	French/West/Vaughan	Raleigh	1,226,950
23.	Levick Strategic Comms.	Wash., D.C.	1,210,640
24.	Finn Partners	New York	1,206,000
25.	Kohnstamm Comms.	St. Paul	1,167,197
26.	Allison+Partners	San Francisco	1,100,000
27.	Black Twig Comms.	St. Louis	1,020,000
28.	WordHampton PR	E. Hampton, NY	920,103
29.	Lambert, Edwards & Assocs.	Grand Rapids	780,000
30.	Fahlgren Mortine	Columbus	723,537
31.	Gibraltar Assocs.	Wash., D.C.	617,676
32.	rbb Public Relations	Miami	608,507
33.	IW Group	W. Hollywood	588,000
34.	J Public Relations	San Diego	520,153
35.	At The Table Public Relations	Tampa	437,639
36.	Catalyst PR	New York	429,347
37.	Lee & Assocs.	Los Angeles	421,811
38.	Padilla Speer Beardsley	Minneapolis	391,265
39.	Blaze	Santa Monica	375,100
40.	Kaplow	New York	350,000
41.	Richmond PR	Seattle	265,155
42.	Trevelino/Keller Comms.	Atlanta	250,000
43.	Rosica Comms.	Parsippany, NJ	240,668
44.	Stuntman PR	New York	184,685
45.	Maccabee Group	Minneapolis	181,066
46.	Quinn & Co	New York	150,403
47.	Seigenthaler PR	Nashville	147,000
48.	CJ Public Relations	Farmington, CT	141,120
49.	Morgan & Myers	Waukesha, WI	113,771
50.	Rasky Baerlein	Boston	107,971
51.	Gregory FCA	Ardmore, PA	100,000
52.	TransMedia Group	Boca Raton	100,000
53.	McNeely Pigott & Fox	Nashville	67,959
54.	Luckie Strategic PR	Birmingham, AL	63,568
55.	Red Sky Public Relations	Boise	56,918
56.	Guthrie/Mayes & Assocs.	Louisville	49,553
57.	Public Comms.	Chicago	43,008
58.	Standing Partnership	St. Louis	33,298

Edelman: business must earn “license to lead”

Business must transition from a traditional “license to operate” model to a “license to lead” approach, said Richard Edelman at an April 20 corporate communications summit at Marquette University.

By Kevin McCauley

The collapse of trust in the private sector combined with the rise of consumers as content creators has put an end to the traditional “license to operate” business model, according to Edelman CEO Richard Edelman, who believes successful companies need to adopt a “license to lead” approach.

“Business must gain the informed consent of constituents, provide value beyond its traditional performance objectives and be held accountable through a new level of transparency,” he said today at Marquette University’s first corporate communications summit.

The CEO of the top independent firm said business should substitute principles-based leadership for rules-based leadership.

“Rather than driving the car next to the guard rail, business needs to operate in the center of the lane—to tune out the high-priced lawyers or brilliant financiers who advise hugging the guard rail to make a bit more money,” said

Edelman. “There’s more to gain from a motivated workforce and confident customer base that far outweighs any benefit derived from operating at the edge.”

Edelman urged business to take the lead on issues that are central to their operation and stakeholders.

He gave the firestorm surrounding fracking as an example where energy companies failed to lead, resulting in dozens of stories about pollution of water supplies and laws banning that technique to extract natural gas.

The Edelman CEO sees the need for



Edelman CEO Richard Edelman speaks at the April 20 Marquette University corporate communications summit.

Photo by Christian Whitman.

companies to embrace “radical transparency” and let the voices of “regular people” be heard.

“Employees in mid-to-lower levels of the organization are more credible than the chief executive — and they are out there communicating already,” he said. “Progressive corporations can serve their own best interests by supporting the process, encouraging informed engagement with Twitter or Facebook because that’s where discussions are taking place.”

The corporate communications officer, to Edelman, is the right person to drive the license to lead model. “Gone are the days when senior communications executives could lean toward their CEOs and whisper advice in their ears, then step aside, assured they’d done their job. The CCO must partner now with CEO on both strategy and execution. It needs to be the closest relationship in the corporation.”

Edelman’s dream is that the best students will forgo the temptations of Wall Street, consulting and tech start-ups for a career in communications.

He said: “CCOs are the future of organizational transformation. We’re the next-generation power brokers.” ●

Anonymous hacking targets Bahrain

The activist group of hackers known as Anonymous has taken credit for disabling the Formula 1 website before the league’s April 20-22 race in Bahrain. In a press release posted online April 19, the group expressed “growing alarm” at the Bahrain government’s crackdown on protests in the Gulf state.

The site was restored April 20.

Auto news site Jalopnik said the group used a distributed denial of service attack to bring down the Formula 1 site. The group posted a statement on the racing site calling the campaign #OpBahrain.

The Bahrain Grand Prix began April 21. Human Rights Watch and other groups lobbied Formula 1 to move the event.

“Formula One is being taken as a PR [event] for the ruling elite,” Nabeel

Rajab, head of the Bahrain Center for Human Rights, said in a press conference April 18.

Crown Prince Salman bin Hamad Al Khalifa told reporters that “cancelling the race just powers extremists. Having it allows us to build bridges and celebrate our nation as an idea that’s positive.” A promotional website for the race uses the tagline “Unified — One Nation in Celebration.”

The Bahraini uprising started last February but gained momentum in March when more than 100,000 took part in a protest march in the country, sparking a violent crackdown by police and government officials.

Bell Pottinger and Qorvis Communications are among firms working PR for the Bahraini government since the uprising last year. ●

O'Dwyer's

RANKINGS OF

TOP U.S.

INDEPENDENT

PR FIRMS



BASED ON 2011 FEE INCOME

Half of PR firms saw more than 10% revenue increases

Thirteen of the top 25 independent PR firms in the 2011 O'Dwyer rankings were up in double figures including six of the top ten. Registering double-digit gains were 24 of the top 50, the same number that achieved that in the 2010 rankings.

Edelman grew 15.9% to \$604.7 million from \$521 million, making it five times as large as the next biggest independent, APCO Worldwide, which grew 6.4% to \$120.7 million.

Edelman's \$83 million in additional business was greater than the annual volume of all but two other firms in the ranking, APCO and Waggener Edstrom. WE grew 3.5% to \$115.8 million.

Standout performers in the top ten also included Text 100, up 10% to \$50.4 million; WCG, up 29% to \$47.5 million; MWW Group, up 11% to \$38.6 million; ICR, up 19.8% to \$29.9 million (making ICR No. 1 in financial PR/investor relations), and DKC, up 12% to \$26.8 million.

Other standouts in the top 50 were Allison+Partners, up 25% to \$19.4 million; Coyne PR, +13.6% to \$18 million; Atomic PR, +35% to \$15 million; Zeno Group, +11.7% to \$13.9 million; CJP Communications, +24.4% to \$12.5 million; 5W PR, +9% to \$12.4 million; Levick Strategic Communications, +38% to \$12.4 million; Makovsky + Co., +11% to \$12 million; Formula PR, +31% to \$11.5 million; Fahlgren Mortine, +11% to \$10.5 million; Jackson Spalding, +17% to \$10.4 million; Sparkpr, +17% to \$10.3 million; Black Twig Communications, +28% to \$10 million; The Hoffman Agency, +11% to \$9.1 million; Airfoil PR, +19% to \$8.1 million; LaunchSquad, +30% to \$7.5 million, and Merritt Group, +15% to \$7.1 million.

Big gainers stand out from the crowd

Biggest gainer in the top 100 was Jones Public Affairs of Washington, D.C., No. 73 in the rankings with a spurt of 149% to \$4.2 million. Staff grew from 12 to 25.

Second biggest gainer in the top 100 was Borders + Gratehouse, +66.3%, followed by Levick Strategic Communications of D.C. at 38%, Davies Murphy Group of Burlington, Mass., at 36%, and Atomic PR of San Francisco at 35%.

Cooney/Waters Group grew 45% to \$20.4 million and No. 13 in the ranking but most of the growth was from the acquisition of The Corkery Group, which

had \$6.3 million in fees in the first nine months of 2011 and employed 25.

Statements obtained by *O'Dwyer's* from more than 30 firms show that what is propelling growth of the firms is the expertise they have developed in major categories such as healthcare, tech, financial, government relations, environment, food/nutrition, sports/leisure, travel/hospitality and others as well as their ability to capitalize on the many new ways of reaching consumers.

Edelman's Cloverleaf

Richard Edelman, President and CEO of Edelman, said his agency is "continuing to redefine the role of a PR firm and its place within the marketing mix," recognizing the increased demand for "conversation-based marketing efforts."

"We began in digital in the late '90s but found our niche the last three or four years in social media, which has led to an increase in market share in the PR counseling industry and other marketing disciplines, specifically advertising and digital. Revenues in our Digital practice grew 55% in 2011, the largest increase of our six global practices, followed by Corporate (+19%), Public Affairs (+16%), Technology (+14%), Consumer (+9%) and Health (+8%)."

"In 2011 we introduced the idea of trans-media storytelling through what we call the Media Cloverleaf (traditional, hybrid, and social), to our staff and clients. The concept has helped produce innovative and award-winning work, including campaigns for Starbucks (re-establishing its global vision and introducing a new brand); Trojan (launching a new line of Trojan Vibrations); Volkswagen (introducing the 2012 Beetle), and Microsoft (orchestrating the global launch of Xbox Kinect). Coupled with our entrepreneurial spirit and flexibility of thinking, the Media Cloverleaf concept has allowed us to stay ahead of the curve and quickly adapt to the changes that are regularly occurring within the marketing landscape.

"We remain proud to be independent and family owned. Over the last two-and-a-half years we have increased our global footprint through partnerships with Rediffusion in India, the acquisitions of AVC in

Vietnam, K Comms in Switzerland, Significa in Brazil and in digital agencies in the U.K. and Berlin. Our investment in intellectual property such as The Edelman Trust Barometer and goodpurpose study continue to solidify our position as the thought leader for the industry," he said.

Edelman, the world's largest PR firm, has 63 offices and more than 4,200 employees worldwide. It also has affiliates in more than 30 cities. It was named *Advertising Age's* top-ranked PR firm of the decade in 2009 and one of its "A-List Agencies" in both 2010 and 2011. It was *Adweek's* "2011 PR Agency of the Year," *PRWeek's* "2011 Large PR Agency of the Year," and *The Holmes Report's* "2011 Global Agency of the Year." It was named one of the

"Best Places to Work" by *AdAge* in 2010 and was among Glassdoor's top five "2011 Best Places to Work." It owns specialty firms Blue (advertising), StrategyOne (research), Ruth (brands + experiences), DJE Science (medical education/publishing and science communications), MATTER (sports, sponsorship, and entertainment), and Edelman Consulting.

Jones PA of D.C. grew 149%

"It's been an exciting year for us," said Carrie Jones, Principal and Managing Director of Jones Public Affairs, which racked up a 149% spurt in 2011 to \$4.2 million, the biggest percentage gain in the top 100.

"A key factor in our growth is increasing client appetite for high-impact approaches," she said. "Our influencer relations model achieves that by leveraging five domains for successful healthcare communications, which work both individually and interdependently. This allows us to craft targeted, data-driven strategies to reach the stakeholders who facilitate change and engage others within their fields."



Edelman
President and CEO
Richard Edelman



Jones Public
Affairs Managing
Director
Carrie Jones

Continued on page 40



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"At the core of JPA's continued success is our commitment to providing the highest quality services to our clients. Not only do we treat every aspect of our clients' business as we do our own, we partner with our clients



MWW CEO
Michael
Kempner

during every stage of a campaign to ensure our work meets their unique needs."

Before founding Jones PA in 2007, Carrie Jones was at Ogilvy PR Worldwide working on an array of pharmaceutical, government and non-profit clients and at Edelman's D.C. office. She developed numerous PA initiatives in the areas of advocacy, consumer education, social marketing, policy, product support and launch, image development and media relations.



DKC President
Sean Cassidy

A native of North Dakota, Jones got a B.A. in mass communication and political science from Moorhead State University. Previous posts were as a legislative aide to Senator Byron Dorgan of N.D. and as a government affairs associate for the American Society



Scott Allison,
President and
CEO of
Allison+Partners

of Consultant Pharmacists.

MWW sees 11% gains

MWW Group, in its first full year following its buyback from the Interpublic Group of Cos., won such global brands as Subaru, Zumba Fitness, Walgreens, Virgin America, Frontier Airlines and the AARP Foundation.

The firm, headed by CEO Michael Kempner, added organic growth in practice areas including digital, consumer lifestyle marketing, and corporate communications.

During the year it built new methodologies and tools including its "NetRelevance" system to measure a brand's trust and relevance among stakeholders.

DKC enters top 10

DKC's growth in 2011 came from a "mix of significant new business wins

across multiple industry sectors for national assignments and from new revenue streams made possible by further expansion of our digital communications and government affairs practices," said Sean Cassidy, President.

He said the firm "conceptualized and produced significant digital content initiatives for Hornitos Tequila, The James Hotel, and Topps. We expanded our government affairs practice across the media, banking, healthcare and sports."

Cassidy also cited the company's new offices in Los Angeles, Chicago, and Washington, D.C. as transforming the company from its New York beginnings 20 years ago into a major national communications company.

Allison+Partners rises 25%

"About 85% of our growth in 2011 can be attributed to new business wins with the rest from existing accounts," said Scott Allison, President and CEO.

"Our New York office experienced significant growth from the addition of the Brand Innovation Group and key client wins within the Technology, Consumer and Corporate practice groups.

"Companywide, our Technology & Digital and Consumer PR & Marketing practice groups made the most significant revenue gains."

New client wins included B&G Foods, ConAgra, Dropbox, DreamWorks Animation, Food Should Taste Good, ING Direct, Medicare Today, Mozilla, National Restaurant Assn., Partnership to Fight Chronic Disease, THQ and TiVo.

Coyne PR up 13%

Coyne PR CEO Tom Coyne said the firm's significant gains in 2011 were due to its "unwavering commitment to staffers and their development. Great people explains the firm's robust performance. We added senior leadership across the board and promoted key staff to create remarkable teams."

Key additions include Brad Buyce, executive VP; Kelly Dencker, senior VP in healthcare; Reggie Dance, VP in the multicultural group, and Marie Baker, director of social media.

Said Coyne: "We remain focused on never losing what made us great — unwavering commitment to being a great place to work which leads to unrivaled client service and creativity. As an agency, we feel like we are only getting started which makes it fun coming to work every day."

Zeno Group up by 12%

Zeno Group CEO Barby Siegel said the firm's growth has been helped by its 42 new business wins in 2011 and through

Feb. 15, 2012.

Said Siegel: "Our strategy is senior level talent working on business and a fearless, unexpected approach to work."

"Our 90 employees in New York, Chicago, Los Angeles, Dallas, Silicon Valley and Toronto include 17 hires at the VP and above level. Our areas of expertise include consumer brands, corporate, health, technology and digital engagement."

"Our collaborative culture brings out the best in our people. Our independence gives us the freedom to operate as one P&L to ensure the best resources are put forth on any given day. We continue to capitalize on our 'Real' franchise of the 'Real Moms of Zeno,' a dedicated focus group that has nearly doubled in size this past year. We also added the 'Real Dads of Zeno' and most recently 'Las Madres of Zeno' for insights from the important and growing Hispanic market."

Recent significant client wins include Dickie's, Bacardi, Lipton, Specific Media, K2M Medical Devices, Virtual Health and Oak Investment Partners.

Levick Strategic Comms. up nearly 40%

President and CEO Richard Levick said 2011's surge is due to the firm's ability to handle complex business problems.

The firm, he said, is especially skilled in handling food and product recalls which have been on the rise. Handling recalls involves expertise in litigation, government regulations, crises, and public affairs, he said.

"We are now making a big push into the financial communications arena including a significant expansion into mergers and acquisitions," he added.

Levick is seeking a broader client base so that no single client represents a substantial portion of the firm's revenues.

"In 2011, our ten largest clients represented just over a third of our revenues. As we broaden our services to *Fortune* 500 companies, we anticipate that client



Zeno Group CEO
Barby Siegel



Coyne PR CEO
Tom Coyne

Continued on page 42

What if the best public relations solution had nothing to do with public relations?

What if the media were as sold on your brand as your customers are?

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diversification will accelerate growth in 2012,” said Levick.

5W Public Relations grows approx. 10%

Ronn Torossian, President & CEO of 5W Public Relations, said “2011 was a very good year for 5W PR, and we are pleased to continue to rank as one of the 25 largest independent PR agencies in the U.S.

“We had significant client growth from existing clients, and made investments in key hires and infrastructure which we

believe will enable us to reach the top 20 in 2012.

“5W PR is dedicated to being the hardest working firm — dedicated to getting positive results for clients; we work in the here and now while continuously keeping our eye on the future.

“We continue to have one of the youngest senior management teams in the industry — and in this era of PR firm consolidation and large holding companies view our independence as a strength and one which our clients and staff value. Onward and upward.”

Makovsky + Co. sees 11% increase

President Kenneth Makovsky said “There is no question that clients are seeking expert counsel in all things digital which is stimulating our business. Our digital practice grew by 130%. Traditional media continues to be a mainstay of our overall media activity.

“Our tagline, ‘The power of Specialized Thinking,’ reflects our depth in key practice areas and is the foundation of our growth. We personify deep specialization in Health, Finance, Technology and Energy. Clients are drawn to and have come to depend on our laser-like focus in these areas.

“Our track record includes closing one-third of all sales leads in the past year. In addition, existing clients increased fees by 30%.

“Clients more than ever are interested in measurement of PR efforts. Different metrics are used for different clients. Sales visibility, legislation passed, and social media metrics are among the

measurement tools used. In our newest Change Management practice, measurements are often via internal surveys.”

Formula PR up 31%

Michael Olguin, President of Formula PR, said the firm, which turns 20 this year, owes its double-digit growth to a diverse integrated marketing offering that includes media relations, blogger/influencer programs, social media, brand activation, and co-branding partnerships.

There was a 48% increase in its business technology division. The newly launched consumer technology practice had a 126% growth as it added such brands as Qualcomm and Victorinox Swiss Army.

Account wins in 2011 included Belkin, Ormco, PERT Plus, Shure and TRYP by Wyndham. Additional project work came from clients including Kashi, DTS and Behr Paint. Formula’s three offices on both coasts will help the firm to continue its growth pattern, said Olguin. He noted the firm has a strong record for client retention.

Black Twig Comms. up nearly 30%

Bruce Kupper, Black Twig Communications Partner of Business Development, said: “Clients today are seeking tangible and measurable results from their public relations efforts. We have developed protocols that measure the relationship between coverage and prospect development, as well as between placements and sales cycle time reductions.

“These types of measurements demonstrate clear return-on-investment values and have convinced clients that their investments are not only working, but are exceeding the rate of success of traditional advertising vehicles.”

DCI see 22% gains

Andy Levine, president and chief creative officer, said key new business wins for 2011 included the North Carolina Office of Tourism (working in partnership with Charlotte-based Luquire, George and Andrews), Scottish Development International, Chattanooga Area Visitors Bureau, Michigan Economic Development Corporation (working on a subcontract basis to Weber Shandwick), Birmingham Business Alliance and the Ontario Ministry of Economic Development and Innovation.

Levine said a number of current clients also opted to expand existing contracts by taking advantage of DCI offerings beyond traditional media relations services. That included digital

media, executive surveys/audits, talent attraction programs, prospect development/qualification services and destination representation within the travel trade are among the expanded offerings.

DCI also acquired Mondotels, a market leader in the so-called MICE marketing sector — meetings, incentives, conventions and exhibitions. Levine said the 31-year-old firm connects and interacts with U.S.-based international buyers selling conventions, congresses, association events, corporate meetings, product launches and incentives for international destinations. Current clients include Scotland, Melbourne, Dubai, Milan, Monaco and Copenhagen.

BlissPR up 17%

John Bliss, founding principal, said strong revenue growth in 2011 came from expansion of traditional PR services to existing clients and delivery of integrated communications services such as strategy, PR, digital, crisis and investor relations to new and existing clients. Growth in traditional PR was strongest in the professional services sector.

New client revenue came from two core areas — healthcare and digital. The firm launched a new specialty healthcare practice in January 2011, BlissHealth which provides communications strategy, key opinion leader programs, media relations, investor/analyst relations, digital media, crisis communication and patient communication to organizations across the healthcare continuum.

Also expanded were digital offerings in



Levick Strategic
Comms. President
and CEO
Richard Levick



Ken Makovsky,
President of
Makovsky + Co.



5W PR President
and CEO
Ronn Torossian



Formula PR
President
Michael Olguin



DCI President
Andy Levine



BlissPR Founding
Principal
John Bliss

Continued on page 44



see what you're missing



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A privately-held global services firm named Bliss as its digital agency-of-record in the first quarter of 2012. Digital services were expanded to the firm's core financial services, accounting, consulting and advisory clients.

By the end of 2011, about 80% of the firm's work was an integrated mix of strategy, traditional PR and digital marketing services.

Morgan & Myers sees 42% gains

Morgan & Myers President Tim Oliver said the firm is "especially good at building consumer trust of food: from pasture to plate. As a result, our growth is coming from both food and agricultural clients. We're helping them make more trust bank deposits with customers in ways that also strengthen their brand assets."



Morgan & Myers
President Tim
Oliver



rbb PR CEO
Christine Barney



O'Malley Hansen
Comms. Principal
Todd Hansen

"We've done a lot of research in this area to better understand consumer food concerns and identify messages and mediums that resonate, especially with moms. Moms are very open to learning about farmers and farming practices but they just don't have a way to connect with farmers."

"So we're building bridges to do that. Right now, we're using social media and experiential marketing to create meaningful experiences for moms. It's all about being transparent, demonstrating that you have nothing to hide and being relevant to the food conversations moms are having today."

"What sets us apart is that our firm is full of people who share a passion for both agriculture and food, so this work is very meaningful to us."

rbb Public Relations up 22%

rbb Public Relations CEO Christine Barney said that more than 75% of the firm's record growth of 22% came from current clients. "Our commitment is to

love the one you're with," she said.

This includes "keeping ideas fresh and staying relevant with existing clients by providing new offerings coupled with the firm's relentless focus on service and obtaining measurable results."

She said rbb has a growing reputation as the "champion of national break-out brands." This helped to score key wins with DHL Express, the American Council on Exercise, Gol TV and Duncan Hines.

rbb launched its "break out" brand positioning as the result of an analysis showing that clients and prospects are "eager to break out from the pack not only in terms of market share but reputation as well," said Barney.

"We help clients to challenge the competition and the status quo," she added.

Gibraltar Assocs. up 25%

Gibraltar Associates CEO and Co-Founder Eric Bovim said the firm registered its fourth straight year of double-digit growth by the addition of retainer-based clients and the acquisition of The Wade Group.

"We fortified Gibraltar's public affairs offering and demonstrated our commitment to adding the right pieces at the right times to support our vision of becoming one of the top agencies in the nation," he said at the time of the Wade acquisition.

Crisis veteran Terry Wade, who became a partner, has more than four decades of experience in media, politics and PR gained from stints at Cohn & Wolfe and Burson-Marsteller, he noted.

Also joining the firm in the COO slot was Kelley McCormick from Qorvis. A 20-year veteran, she had also worked at Weber Shandwick/Powell Tate and Ketchum.

Clients of Gibraltar include ACADEMI, American Gaming Association, Dole Food Company, Inc., Food Allergy Initiative, GeoEye, Gilead Sciences, Hospira, The J.M. Smucker Company and Teva Pharmaceuticals.

Linhart PR grows 11%

Linhart's 11% growth in 2011 was due to "increased responsibilities from existing clients and a few great new additions to our roster," said CEO Sharon Linhart. "We've enjoyed the growing emphasis on social media measurement in addition to employee communications."

Additional work came from clients including Crocs and White Wave Foods. New accounts included Celestial Seasonings.

A formal digital practice was launched to handle online needs of clients.

"We have a collaborative, transparent culture that attracts and retains the best talent, which in turn leads to highly satisfied people and clients," she said.

Schneider Assocs. up 17%

Fueling growth at the firm, said Joan Schneider, President and Creative Director, was the launch of a new company structure facilitated by organizational consultant Marti Smye, Ph.D.

Instead of principals leading the practice areas, the executive team switched jobs, making room to promote from within or recruit new directors and VPs to manage and develop business for public affairs, professional services, home products, food & retail, creative services and digital strategy.

"This new structure was an instant success in expanding the leadership and client base," she said.

"The partners were also energized by changing chairs and expanding the firm's areas of expertise. As a result, SA was able to deliver even more innovative and integrated campaigns by offering enhanced social and digital strategies which are fast becoming a core component of the PR business. SA's thought leadership in 'Launch Public Relations' continues to attract both entrepreneurial and established brands as clients," she added.

O'Malley Hansen gains 23%

Todd Hansen, Principal of O'Malley Hansen Communications, said that while social media are driving agency growth, clients are also seeking creativity in the social media universe.

"This has enabled us to design and execute innovative, large-scale programs that have taken us into new areas of marketing. In addition, the emergence of Facebook as a primary com-



Gibraltar Assocs.
CEO Eric Bovim



Schneider Assocs.
President
Joan Schneider



Linhart PR CEO
Sharon Linhart

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CRISIS MANAGEMENT

MESSAGE DEVELOPMENT

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Richard Rubenstein, President

munications tool between brands and consumers has created a need for specialized communicators who can handle both strategic development and tactical execution.

"Our clients are also emphasizing employee engagement more regularly. Due to the unpredictable business environment, it's becoming more important to communicate priorities more specifically to the employee base so they have an understanding of the company's goals and better direction on how to contribute.

"Finally, we are benefitting from the enthusiasm of small companies, which are driving innovation into their products and want to let the world know about it."

Brandware PR takes 12% lead

"Social and digital media have been key factors in driving fresh opportunities our way," said Elke Martin, Principal of Brandware. "We've added a senior level digital/social media manager position to lead the charge toward the end of 2010.



Open Channels
Group Partner
Tonya Veasey



Red Sky CEO
Jessica Flynn

While the majority of our clients continue to discover Brandware PR via referrals or through our own networks, our investment in promoting the firm is definitely helping to fuel agency awareness and consideration. We think our growth story is really just in Forward phase."

Martin said the firm has just started a marketing program for itself after 22 straight years of almost exclusively organic growth. It is participating for the first time in national rankings and awards programs. "We've been the proverbial cobbler when it comes to telling our own story," she said.

Hodges Partnership gains 21%

Jon Newman, Partner at Hodges Partnership, said the firm's belief is that doing "great work" is the best way to attract clients. The 17-member staff was expanded to include those with fashion, luxury goods and business-to-business backgrounds.

Growth came in social media consulting and digital and this trend will continue, said Newman. "Our business is changing and that intersection of PR, social and dig-

ital is our sweet spot."

The firm, founded in 2002 by Newman and Josh Dare, is named after Brooklyn Dodger great and manager of the 1969 World Series champion New York Mets manager Gil Hodges.

Said Newman: "Josh and I were looking for an intersection of our lives and it is the 1969 Mets. We have lots of Gil memorabilia at the agency and two seats at Shea."

J PR is up 63%

J PR Founding Partner Kim Guyader said the firm is "incredibly proud of its growth in the past 12 months." It registered the second biggest percentage gain among the 100 largest firms in the rankings.

"As a true bi-coastal firm, with offices in New York and Southern California, we are uniquely positioned to provide our travel, hospitality and luxury lifestyle clientele with customized, comprehensive PR campaigns and access to coverage in key media markets.

"We believe our success and growth can be directly attributed to the unbridled passion, enthusiasm and expertise our team brings to each of our client and media relationships, resulting in true collaboration designed to deliver top level results.

"The years we have spent cultivating and nurturing our enviable list of national and international first-class media contacts have provided invaluable return to our clients and serve as a testament to our core agency belief: that relationships, quite simply, are everything.

"Having added several new international travel clients to our roster over the past year, our portfolio continues to expand, solidifying our reputation as one of the top hospitality PR firms in the country."

Open Channels Group up approx. 22%

Open Channels Group Partner Tonya Veasey said OCG's steady growth is fueled by its expertise in healthcare, family entertainment and other areas as well as its niche in multicultural/diversity communications.

"Our reputation is that of a forward-thinking, innovative, growing agency that works hard to exceed client expectations," said Veasey.

The firm is expanding its digital services.

"We place a premium on demonstrating the results of our work, delivering detailed reports and metrics to clients on the impact and reach of communication efforts," she said. "OCG understands that as digital increasingly drives the public dialog, robust social media and interactive communications strategies are vital to accomplishing business objectives of clients."



J PR's Sarah Evans (Managing Partner),
Jamie Lynn Sigler (Partner) and
Kim Guyader (Partner)

Red Sky Public Relations up 23%

Red Sky Public Relations CEO Jessica Flynn said Red Sky, founded in 2008, has grown "by having a nimble team of communicators with various backgrounds: corporate communication, internal communications, social media strategy, marketing communication, event management, media relations, and journalism.

"Industries that once existed in their own silos — advertising, marketing, PR — now have overlapping strategies and tactics," she notes. "That blurring of boundaries enabled Red Sky to stake a position as a true strategic communications show that is tactically-agnostic and focused on designing strategies that address business needs.

"We believe in the power of culture and collaboration. While there are various levels of experience within the firm, we operate as a flat, open-book firm with everyone having access to and knowledge of business goals and revenue targets. By empowering everyone to have a role in the agency's success, they are better attuned to opportunities for efficiency, creativity and new business." ●



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

FIRM			2011 NET FEES	Employees	% change from 2010
1.	Edelman	New York	\$604,740,732	4,120	+15.9
2.	APCO Worldwide	Wash., D.C.	\$120,701,000	603	+6.4
3.	Waggener Edstrom	Bellevue, WA	\$115,832,000	878	+3.5
4.	Ruder Finn	New York	\$81,281,000	644	flat
5.	Text 100 Global PR	San Francisco	\$50,425,771	500	+10.0
6.	WCG	San Francisco	\$47,577,000	231	+29.0
7.	MWW Group	E. Rutherford, NJ	\$38,626,000	202	+11.0
8.	ICR	Norwalk, CT	\$32,030,483	92	+21.0
9.	Qorvis Communications	Wash., D.C.	\$29,500,000	102	flat
10.	DKC	New York	\$26,800,000	150	+12.1
11.	Finn Partners	New York	\$23,618,000	196	new
12.	Regan Comms. Group	Boston	\$20,824,340	65	+7.0
13.	Cooney/Waters Group	New York	\$20,433,000	70	+45.0
14.	Allison+Partners	San Francisco	\$19,400,000	120	+25.0
15.	Taylor	New York	\$19,100,000	90	flat
16.	Coyne PR	Parsippany, NJ	\$18,010,000	107	+13.6
17.	Padilla Speer Beardsley	Minneapolis	\$17,834,808	106	+4.0
18.	Atomic PR	San Francisco	\$15,008,254	92	+35.0
19.	Gibbs & Soell	New York	\$14,705,882	95	-8.0
20.	Zeno Group	New York	\$13,926,036	77	+11.7
21.	French West Vaughan	Raleigh	\$13,325,710	72	-2.0
22.	CJP Comms.	New York	\$12,574,399	52	+24.4
23.	Levick Strategic Comms.	Wash., D.C.	\$12,459,523	51	+38.1
24.	5W Public Relations	New York	\$12,455,065	72	+9.0
25.	RF Binder Partners	New York	\$12,450,000	75	+1.5
26.	Hunter PR	New York	\$12,031,691	79	flat
27.	Makovsky + Co.	New York	\$12,000,000	50	+11.0
28.	CRT/tanaka	Richmond, VA	\$11,572,544	71	+4.4
29.	Formula	San Diego	\$11,565,878	102	+31.1
30.	Fahlgren Mortine	Columbus, OH	\$10,532,642	65	+11.3
31.	Jackson Spalding	Atlanta	\$10,465,757	70	+17.0
32.	Sparkpr	San Francisco	\$10,396,043	33	+17.0
33.	Black Twig Communications	St. Louis	\$10,040,000	49	+28.0
34.	Kaplow	New York	\$10,024,000	55	+6.7
35.	Rasky Baerlein Strategic Comms.	Boston	\$9,862,286	39	+3.0
36.	The Zimmerman Agency	Tallahassee	\$9,400,000	38	+2.1
37.	The Hoffman Agency	San Jose	\$9,150,000	26	+11.6
38.	Davies Murphy Group	Burlington, MA	\$8,873,415	59	+36.0
39.	Davies	Santa Barbara	\$8,767,164	16	+5.0
40.	Hager Sharp, Inc.	Wash., D.C.	\$8,630,663	47	+7.0
41.	Airfoil PR	Southfield, MI	\$8,127,627	54	+19.0
42.	Gregory FCA Comms.	Ardmore, PA	\$8,122,836	51	+9.4
43.	Horn Group	San Francisco	\$7,900,000	50	+7.0
44.	LaunchSquad	San Francisco	\$7,573,405	66	+30.0
45.	Crosby Marketing Comms.	Annapolis	\$7,305,583	45	-3.0
46.	Development Counsellors Int'l	New York	\$7,242,953	43	+22.0
47.	Merritt Group	Reston, VA	\$7,169,638	36	+15.7
48.	Linden Alschuler & Kaplan	New York	\$6,392,000	34	flat
49.	Jasculca/Terman & Assocs.	Chicago	\$6,107,628	51	flat
50.	McNeely Pigott & Fox	Nashville	\$5,989,743	57	+1.4
51.	GYMR	Wash., D.C.	\$5,969,294	27	+3.7
52.	BlissPR	New York	\$5,965,000	39	+17.0
53.	Lou Hammond & Associates	New York	\$5,952,850	33	flat
54.	Catalyst Public Relations	New York	\$5,923,329	26	+15.4
55.	Matter Comms.	Newburyport, MA	\$5,750,000	54	+20.0
56.	Bender/Helper Impact	Los Angeles	\$5,742,200	--	--
57.	Spectrum	Wash., D.C.	\$5,728,753	24	+6.3
58.	Morgan & Myers	Waukesha, WI	\$5,497,316	28	+42.0
59.	rbb PR	Miami	\$5,407,254	35	+22.0
60.	Dye, Van Mol & Lawrence	Nashville	\$5,357,245	47	+2.5
61.	Lambert, Edwards & Assocs.	Grand Rapids, MI	\$5,306,000	38	-6.0
62.	Quinn & Co.	New York	\$5,186,306	34	+6.4



GHAI



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Shanghai
Pudong Want Plaza
Room 1001
Shanghai 200041, PRC
Tel: +86-21-6193-7588
Fax: +86-21-6193-7566
shanghai@edelman.com

“As a family-owned company, Edelman has remained constant in its commitment to client service, creativity, and community for sixty years.”

Richard Edelman, President and CEO



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

	FIRM		2011NET FEES	Employees	% change from 2010
63.	Maloney & Fox	New York	\$5,174,400	20	+2.0
64.	Gibraltar Associates	Wash., D.C.	\$4,918,650	19	+25.0
65.	Intermarket Comms.	New York	\$4,837,425	18	+23.1
66.	Public Communications Inc.	Chicago	\$4,788,597	47	-2.4
67.	Revive PR	Santa Barbara	\$4,600,000	17	+23.0
68.	Linhart Public Relations	Denver	\$4,599,067	29	+11.0
69.	Cerrell Associates	Los Angeles	\$4,467,127	22	-6.7
70.	Pierpont Communications	Houston	\$4,428,399	28	flat
71.	L.C. Williams & Associates	Chicago	\$4,387,355	24	flat
72.	Jones Public Affairs	Wash., D.C.	\$4,272,403	25	+149.0
73.	Singer Associates	San Francisco	\$4,265,847	12	+7.0
74.	Lane PR	Portland, OR	\$4,144,943	24	+7.2
75.	CooperKatz & Co.	New York	\$4,060,058	28	+3.9
76.	Jarrard Phillips Cate & Hancock	Brentwood, TN	\$3,828,297	18	+16.5
77.	MCS Healthcare PR	Bedminster, NJ	\$3,771,495	19	2.7
78.	Dodge Communications	Alpharetta, GA	\$3,602,980	26	+25.3
79.	Seigenthaler PR	Nashville	\$3,580,636	26	-6.7
80.	Standing Partnership	St. Louis	\$3,568,886	24	+7.3
81.	The Phelps Group	Santa Monica	\$3,545,693	19	+5.0
82.	FoodMinds	Chicago	\$3,515,753	8	-38.0
83.	Shelton Group	Dallas	\$3,502,354	32	+7.5
84.	Moore Consulting Group	Tallahassee	\$3,432,644	19	-16.0
85.	Schneider Associates	Boston	\$3,394,599	22	+17.0
86.	Dukas Public Relations	New York	\$3,389,000	16	+22.1
87.	Nyhus Communications	Seattle	\$3,321,305	20	+29.0
88.	Borders + Gratehouse	San Francisco	\$2,982,627	14	+66.3
89.	O'Malley Hansen Comms.	Chicago	\$2,950,000	15	+23.7
90.	MMGY Global	New York	\$2,924,704	20	new
91.	GroundFloor Media	Denver	\$2,913,159	13	-3.1
92.	Brandware Public Relations	Atlanta	\$2,569,639	12	+12.4
93.	Bateman Group	San Francisco	\$2,337,557	14	+28.0
94.	Rosica Comms.	Paramus, NJ	\$2,208,755	15	+15.0
95.	The Hodges Partnership	Richmond, VA	\$2,027,553	17	+21.0
96.	Trevelino/Keller Comms.	Atlanta	\$2,010,337	13	+6.0
97.	Kohnstamm Comms.	St. Paul, MN	\$1,811,806	14	+11.7
98.	Trylon SMR	New York	\$1,811,321	8	+5.0
99.	Beehive PR	St. Paul, MN	\$1,732,495	10	-33.0
100.	J Public Relations	San Diego	\$1,714,992	15	+63.8
101.	Cashman & Katz	Glastonbury, CT	\$1,485,000	20	+4.0
102.	Maccabee	Minneapolis	\$1,329,502	10	-12.5
103.	Open Channels	Ft. Worth	\$1,271,243	10	+21.5
104.	Guthrie/Mayes & Assocs.	Louisville, KY	\$1,251,504	7	+5.8
105.	Red Sky PR	Boise, ID	\$1,239,978	13	+23.0
106.	Catapult PR-IR	Boulder, CO	\$1,044,924	6	+24.0
107.	TransMedia Group	Boca Raton, FL	\$1,039,000	10	+4.0
108.	BLAZE	Santa Monica	\$1,029,100	9	-24.0
109.	Richmond PR	Seattle	\$1,006,790	10	-10.0
110.	WordHampton PR	E. Hampton, NY	\$978,833	10	+19.2
111.	Feintuch Communications	New York	\$830,775	4	flat
112.	CJ PR (formerly The Kotchen Group)	Farmington, CT	\$801,636	7	-12.9
113.	Furia Rubel Communications	Doylestown, PA	\$783,025	4	+18.4
114.	K/F Communications	San Francisco	\$779,169	9	-13.3
115.	Phillips & Co.	Austin	\$713,351	8	+15.7
116.	The Harrell Group	Dallas	\$639,767	2	+22.2
117.	Butler Associates	New York	\$614,060	5	+2.0
118.	TGI Healthworks	Upper Nyack, NY	\$472,000	6	-61.0
119.	At The Table Public Relations	Tampa	\$437,639	4	-47.7
120.	Lee & Associates	Los Angeles	\$421,811	4	-40.0
121.	Bridge Global Strategies	New York	\$385,538	3	-13.3
122.	Stuntman Public Relations	New York	\$376,142	2	+203.0

**“THERE AIN'T
NO RULES
AROUND HERE;
WE'RE TRYING
TO ACCOMPLISH
SOMETHING”**

-Thomas Edison



LEADING GAINERS AMONG THE TOP 100 INDEPENDENT PR FIRMS

Firms ranked in the top 25

Firm		2011 Net Fees	Employees	% Change from 2010
1. Cooney/Waters Group	New York	\$20,433,000	70	+45.0
2. Levick Strategic Communications	Wash., D.C.	12,459,523	51	+38.1
3. Atomic Public Relations	San Francisco	15,008,254	92	+35.0
4. WCG	San Francisco	47,577,000	231	+29.0
5. Allison+Partners	San Francisco	19,400,000	120	+25.0
6. CJP Communications	New York	12,574,399	52	+24.4
7. ICR	Norwalk, CT	32,030,483	92	+21.0
8. Edelman	New York	604,740,732	4,120	+15.9
9. Coyne Public Relations	Parsippany, NJ	18,010,000	107	+13.6
10. DKC	New York	12,100,000	150	+12.1

Firms ranked 26-50

1. Davies Murphy Group	Burlington, MA	\$8,873,415	59	+36.0
2. Formula PR	San Diego	11,565,878	102	+31.1
3. LaunchSquad	San Francisco	7,573,405	66	+30.0
4. Black Twig Communications	St. Louis	10,040,000	49	+28.0
5. Development Counsellors Int'l	New York	7,242,953	43	+22.0
6. Airfoil Public Relations	Southfield, MI	8,127,627	54	+19.0
7. Jackson Spalding	Atlanta	10,465,757	70	+17.0
8. SparkPR	San Francisco	10,396,043	33	+17.0
9. Merritt Group	Reston, VA	7,169,638	36	+15.7
10. The Hoffman Agency	San Jose	9,150,000	26	+11.6

Firms ranked 51-100

1. Jones Public Affairs	Wash., D.C.	\$4,272,403	25	+149.0
2. Borders + Gratehouse	San Francisco	2,982,627	14	+66.3
3. Morgan & Myers	Waukesha, WI	5,497,316	28	+42.0
4. Nyhus Communications	Seattle	3,321,305	20	+29.0
5. Bateman Group	San Francisco	2,337,557	14	+28.0
6. Dodge Communications	Alpharetta, GA	3,602,980	26	+25.3
7. Gibraltar Associates	Wash., D.C.	4,918,650	19	+25.0
8. O'Malley Hansen Communications	Chicago	2,950,000	15	+23.7
9. Intermarket Communications	New York	4,837,425	18	+23.1
10. Dukas Public Relations	New York	3,389,000	16	+22.1

Firms ranked 100-122

1. J Public Relations	San Diego	1,714,992	15	+63.8
2. Catapult PR-IR	Boulder, CO	1,044,924	6	+24.0
3. Red Sky PR	Boise	1,239,978	13	+23.0
4. The Harrell Group	Dallas	639,767	2	+22.2
5. WordHampton PR	E. Hampton, NY	978,833	10	+19.2
6. Furia Rubel Communications	Doylestown, PA	783,025	4	+18.4
7. Phillips & Co.	Austin	713,351	8	+15.7
8. Open Channels Group	Ft. Worth	1,271,243	10	+21.5
9. Guthrie/Mayes & Associates	Louisville	1,251,504	7	+5.8
10. Cashman & Katz	Glastonbury, CT	1,485,000	20	+4

RANKING OF PR UNITS OF ADVERTISING AGENCIES

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

Army seeks outside PR help

The U.S. Army's public affairs operation is looking for outside agency help to provide communications support, as well as media monitoring and analysis, on a series of contracts that could stretch for three years.

By Greg Hazley

The Army Office of the Chief of Public Affairs on April 23 released two RFPs for firms to support its mission "to keep the American people and its diverse audiences informed" through communications programs and the training of Army personnel to serve as spokespersons, and a second to handle media monitoring and reporting.

Maj. Gen. Stephen Lanza, who handled political and communications outreach for U.S. Forces in Iraq, is chief of PA for the Army.

While the first RFP notes that U.S. code requires that only uniform personnel or Army civilian employees directly speak for the Army to the public, it is the development of its PR planning before and after implementation that requires outside support.

The work in the first solicitation includes supporting and developing communications programs, research and monitoring, for existing and emerging programs.

Ten work stations will be provided for the contractor at the Pentagon.

The second RFP supports the PA office's communications research, evaluation and assessment efforts supporting its media relations and community relations divisions.

That includes reports on traditional, social and blog media reporting on the Army and areas of interest, as well as analyzing spokespeople and Army messaging.

"The contractor will also act as a brand monitor through buzz monitoring, social media monitoring, and market influence analytics in regard to any and everything in media connected with the term



Major General Stephen Lanza, during a transfer of authority ceremony in 2009 in Iraq.

Photo: Staff Sgt. Peter Ford, PAO.

'Army,'" reads the RFP. Three Pentagon work stations will be provided to support the work, which could also stretch to three years if options are picked up.

Proposals are due May 23. You can view the RFPs at <http://bit.ly/I8k4La> and <http://bit.ly/HZ9PUE>.

L-3 Communications, Alexandria, Va., is an incumbent.

Weber Shandwick, under sister agency McCann Erickson, handles the Army's recruitment marketing PR. SOS International and Fulcrum Worldwide have worked its wartime PR in Iraq and Afghanistan. ●

Wal-Mart's trust issue isn't what you think

Opinion

By Carreen Winters

The world doesn't need another blog about Wal-Mart's Mexico problem. We all know the deal: allegations of bribery pose reputational risk.

So does obstructing and covering up an internal investigation ... offenses that lead to textbook responses: board and executive resignations, the appointment of watchdogs, a re-examination of policies. And as we know, Wal-Mart has had plenty of practice with implementing textbook responses.

For me, the bigger question is: why Wal-Mart continually has these kinds of problems? Discrimination, sustainability, living wage, healthy eating, healthcare — the biggest issues imaginable seem to dog the biggest retailer on the planet.

We already know that Wal-Mart is politically polarizing. Labor unions, environmentalists and employee advocates oppose them at every turn. Now in the wake of the Mexico scandal, some are calling Wal-Mart an international embarrassment. It's only a matter of time before one of these issues — if not the cumulative impact of all of them — destroys the retailer's reputa-

tion for good.

With so much crisis communications experience under their belt, you'd think Wal-Mart would have it figured out by now. But instead, Wal-Mart's reputation problems are precisely because they follow the crisis communications checklist above all else. They create rigorous supply chain policies to serve as a shield against environmental activists.

They create such stringent ethics policies that you can be fired for letting a contractor buy you a soda. They appoint watchdogs for everything that ails them. And then they wear those policies and procedures like a bulletproof vest enabling them to do whatever they need to do to make a buck.

It isn't bulletproof. In fact, the excessive reliance on stringent policies suggests an underlying truth: they don't trust their people, including their own leaders, to act ethically, responsibly and in alignment with their values. And when you expect very little of your people, they rarely disappoint. They extort compliance from their suppliers, then turn around and do something entirely different.

You can't legislate morality or corporate culture. The question of culture is a com-

plicated one — but it's one that is increasingly coming under scrutiny. Corporate citizenship isn't just about eco-responsibility and philanthropy — and it's clear that the behavior and culture of an organization will continue to be front and center.

So, yes, Wal-Mart has a trust issue alright — it doesn't trust its employees, partners or vendors. And they've demonstrated that they shouldn't be trusted either.

To solve this problem, Wal-Mart doesn't need another czar, policy or another initiative. They need another outlook. Maybe even another leadership team. They need to shock their system, or there will be a steady stream of Mexicos down the line.

But the real risk facing Wal-Mart is not Mexico or whatever big issue comes next... it's the danger that people will decide that the high price they pay for low prices isn't worth it, and vote with their wallets. ●



Carreen Winters is Executive VP of Crisis Comms. at MWW Group.

RANKINGS OF PR FIRMS BY CITY / GEOGRAPHY

Firm	2011 Net Fees	Empl.
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CONNECTICUT

1.	ICR	Norwalk	19,444,744	43
2.	Cashman & Katz	Glastonbury	1,485,000	20
3.	CJ Public Relations	Farmington	801,636	7
4.	Regan Comms. Group	Hartford	770,375	N/A

CHICAGO

1.	Edelman		90,366,909	583
2.	Jasculca Terman & Assocs.		6,107,628	42
3.	Zeno Group		5,873,918	31
4.	Public Communications		4,788,597	47
5.	L.C. Williams & Assocs.		4,387,355	24
6.	Gibbs & Soell		3,567,608	10
7.	FoodMinds		3,515,753	8
8.	O'Malley Hansen Comms.		2,950,000	15
9.	APCO Worldwide		2,314,000	9
10.	Finn Partners		2,211,000	15
11.	MWW Group		1,944,000	N/A
12.	Taylor		1,400,000	6
13.	WCG		1,335,000	7

FLORIDA

1.	Zimmerman Agency	Tallahassee	9,400,000	38
2.	rbb Public Relations	Miami	5,407,254	35
3.	Moore Consulting Group	Tallahassee	3,432,644	19
4.	Edelman	Orlando	1,094,039	4
5.	TransMedia Group	Boca Raton	1,039,000	10

LOS ANGELES

1.	Edelman		\$17,129,392	117
2.	Davies	Santa Barbara	8,767,164	28
3.	Formula PR	San Diego	5,132,708	51
4.	Finn Partners		4,884,000	36
5.	Revive PR	Santa Barbara	4,600,000	17
6.	Cerrell Assocs.		4,467,127	22
7.	Zeno Group		4,461,062	14
8.	Formula PR		4,001,700	31
9.	Bender/Helper Impact		3,562,622	42
10.	The Phelps Group	Santa Monica	3,545,693	19
11.	ICR		2,660,716	7
12.	IW Group		2,392,000	15
13.	Allison+Partners		2,300,000	12
14.	MWW Group		2,194,000	15
15.	VPE Public Relations	S. Pasadena	1,381,747	10
16.	J Public Relations	San Diego	1,158,935	N.A.
17.	CRT/tanaka		1,086,000	9
18.	BLAZE		1,029,100	6
19.	Allison+Partners	San Diego	884,424	1
20.	Taylor		600,000	5
21.	Lee & Assocs.	Costa Mesa	421,811	

MASSACHUSETTS

1.	Regan Comms. Group	Boston	17,883,715	40
2.	Rasky Baerlein	Boston	9,862,286	39
3.	Davies Murphy Group	Burlington	8,873,415	59
4.	PAN Comms.	Andover	6,113,000	50
5.	Matter Comms.	Boston	5,750,000	54
6.	Schneider Assocs.	Boston	3,394,599	22
7.	ICR	Boston	2,911,185	11
8.	LaVoie Group	Salem	2,385,063	4
9.	Text 100 Global	Boston	2,162,000	13
10.	RF Binder Partners	Boston	2,075,000	7
11.	LaunchSquad	Boston	695,767	7

Firm	2011 Net Fees	Empl.
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MIDWEST CITIES

1.	Padilla Speer Beardsley	Minneapolis	16,126,764	N/A
2.	Fahlgren Mortine	Columbus	10,532,642	65
3.	Black Twig Comms.	St. Louis	10,040,000	49
4.	Airfoil PR	Detroit	8,127,627	54
5.	Lambert, Edwards & Assocs.	Grand Rapids	5,306,000	38
6.	Standing Partnership	St. Louis	3,568,886	24
7.	Mogan & Myers	Waterloo, IA	3,265,586	5
8.	Morgan & Myers	Waukesha, WA	2,235,796	23
9.	Kohnstamm Comms.	St. Paul	1,811,806	14
10.	Beehive PR	St. Paul	1,732,495	15
11.	Maccabee	Minneapolis	1,329,502	10
12.	Casey Communications	St. Louis	1,324,217	7
13.	Red Sky Public Relations	Boise	1,239,978	13

NEW JERSEY

1.	Coyne PR	Parsippany	15,950,000	60
2.	MCS Healthcare PR	Bedminster	3,771,495	19
3.	Comms. Strategies	Madison	3,446,709	15
4.	Rosica Comms.	Paramus	2,208,755	15

NEW YORK

1.	Edelman		\$118,659,974	638
2.	Ruder Finn		37,790,000	195
3.	MWW Group		25,750,000	146
4.	WCG		22,985,000	117
5.	Cooney/Waters Group		20,433,000	70
6.	M Booth & Assocs.		13,892,873	68
7.	CJP Comms.		12,574,399	52
8.	5W Public Relations		12,455,065	69
9.	Finn Partners		12,347,000	113
10.	Hunter PR		12,031,691	64
11.	Makovsky + Co.		12,000,000	50
12.	Taylor		10,900,000	64
13.	RF Binder Partners		10,375,000	63
14.	Kaplow		10,024,000	55
15.	Text 100 Global PR		8,585,000	46
16.	APCO Worldwide		8,556,000	39
17.	Development Counsellors Int'l		7,242,952	43
18.	ICR		7,013,837	31
19.	Linden Alschuler & Kaplan		6,392,000	34
20.	BlissPR		5,965,000	39
21.	Lou Hammond & Assocs.		5,952,850	33
22.	Catalyst PR		5,923,944	26
23.	Allison+Partners		5,500,000	33
24.	Quinn & Co.		5,186,306	40
25.	Maloney & Fox		5,174,400	N/A
26.	Intermarket Comms.		4,837,425	18
27.	Horn Group		4,700,000	24
28.	Gibbs & Soell		4,332,645	29
29.	CooperKatz & Co.		4,060,058	28
30.	CRT/tanaka		3,919,000	20
31.	Zeno Group		3,432,044	22
32.	Dukas Public Relations		3,389,000	16
33.	MMGY Global		2,924,704	20
34.	Formula PR		2,431,468	20
35.	Text 100 Int'l	Rochester	2,225,000	15
36.	Regan Comms. Group		2,170,250	10
37.	Coyne PR		2,060,000	13
38.	Bender/Helper Impact		1,835,290	N/A

RANKINGS OF PR FIRMS BY CITY / GEOGRAPHY

Firm	2011 Net Fees	Empl.
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New York cont.

39.	Trylon SMR		1,811,321	8
40.	Padilla Speer Beardsley		1,708,044	N/A
41.	LaunchSquad		1,304,052	11
42.	LVM Group, Inc.		1,168,304	6
43.	WordHampton PR	E. Hampton	978,833	10
44.	Feintuch Communications		830,775	4
45.	Butler Assocs.		614,060	5
46.	J Public Relations		603,399	5
47.	TGI Healthworks	Upper Nyack	472,000	5
48.	Bridge Global Strategies		385,538	3
49.	Stuntman PR		376,142	2

PENNSYLVANIA

1.	Gregory FCA	Ardmore	8,122,836	51
2.	Furia Rubel Comms.	Doylestown	783,025	4

SAN FRANCISCO & NORTHERN CALIFORNIA

1.	Edelman	Mountain View	\$24,767,054	129
2.	Atomic PR		15,008,254	92
3.	WCG		13,240,000	68
4.	Sparkpr		10,396,043	33
5.	The Hoffman Agency	San Jose	9,150,000	100
6.	Edelman		8,495,856	97
7.	LaunchSquad		5,573,586	48
8.	Text 100 Global PR		5,224,000	42
9.	Allison+Partners		4,300,000	35
10.	Singer Associates		4,265,847	12
11.	The Horn Group		3,200,000	17
12.	Borders + Gratehouse		2,982,627	14
13.	APCO Worldwide	Sacramento	2,651,700	11
14.	Edelman	Sacramento	2,612,104	12
15.	Bateman Group		2,337,577	10
16.	Finn Partners		1,977,000	13
17.	APCO Worldwide		1,098,500	5
18.	MWW Group		987,000	4
19.	K/F Comms.		779,164	9
20.	Zeno Group		159,012	10

SOUTHEAST

1.	French West Vaughan	Raleigh	13,325,710	74
2.	Edelman	Atlanta	12,309,345	78
3.	Jackson Spalding	Atlanta	10,465,757	70
4.	Taylor	Charlotte	6,200,100	23
5.	Gibbs & Soell	Raleigh	6,077,167	24
6.	McNeely Pigott & Fox	Nashville	5,989,743	57
7.	CRT/tanaka	Richmond	5,898,544	N/A
8.	Dye, Van Mol & Lawrence	Nashville	5,357,245	47
9.	Jarrard Phillips Cate & Hancock	Nashville	3,828,297	18
10.	Dodge Comms.	Alpharetta, GA	3,602,980	26
11.	Seigenthaler PR	Nashville	3,580,636	21
12.	GodwinGroup	Jackson, MS	2,570,952	8
13.	Brandware PR	Atlanta	2,569,689	12
14.	The Hodges Partnership	Richmond	2,027,553	17
15.	Trevelino/Keller	Atlanta	2,010,337	12
16.	Allison+Partners	Atlanta	1,890,000	9
17.	Luckie Strat. PR	Birmingham	1,436,625	5
18.	Guthrie/Mayes	Louisville	1,251,504	7
19.	MDi media group	Mobile	374,622	3

Firm	2011 Net Fees	Empl.
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TEXAS

1.	Edelman	Austin/Dallas/Houston	7,301,551	43
2.	Pierpont Comms.	Austin & Houston	4,428,399	28
3.	Shelton Group	Dallas	3,502,354	32
4.	MWW Group	Dallas	2,267,000	11
5.	Allison+Partners	Dallas	1,300,000	1
6.	Open Channels Group	Ft. Worth	1,271,243	10
7.	Phillips & Co.	Austin	713,351	8
8.	The Harrell Group	Dallas	639,767	2

WASHINGTON, D.C.

1.	Edelman		\$58,229,617	259
2.	APCO Worldwide		55,952,600	229
3.	Qorvis Comms.		29,500,000	102
4.	Levick Strategic Comms.		12,459,523	51
5.	Hager Sharp		8,630,663	47
6.	Crosby Mktg. Comms.	Annapolis	7,305,583	45
7.	Merritt Group	Reston, VA	7,169,638	36
8.	GYMR		5,969,294	27
9.	Spectrum		5,728,753	24
10.	Gibraltar Assocs.		4,918,650	19
11.	MWW Group		4,551,000	15
12.	Jones Public Affairs		4,272,403	25
13.	Finn Partners		1,644,000	12
14.	Allison+Partners		883,567	6
15.	CRT/tanaka	Alexandria, VA	669,000	3

WESTERN CITIES

1.	Edelman	Seattle	30,329,509	106
2.	Edelman	Portland	5,945,445	42
3.	Linhart PR	Denver	4,599,067	29
4.	Lane PR	Portland	4,144,943	24
5.	Nyhus Comms.	Seattle	3,321,305	20
6.	GroundFloor Media	Denver	2,913,159	13
7.	APCO Worldwide	Seattle	2,330,000	11
8.	Allison+Partners	Phoenix	1,500,000	13
9.	Catapult PR/IR	Boulder	1,044,924	6
10.	Richmond PR	Seattle	1,006,790	10
11.	MWW Group	Seattle	933,000	2
12.	Allison+Partners	Seattle	288,956	1

LIST OF MAJOR HOLDING COMPANIES AND THEIR PR SUBSIDIARIES

Havas: Abernathy MacGregor Group; Arnold Worldwide; Euro RSCG Worldwide

Huntsworth: Citigate; Grayling; Huntsworth Health; Red

Interpublic Group of Cos.: Carmichael Lynch Spong; Current; DeVries Public Relations; GolinHarris; IW Group; Mullen; PMK*BNC; Rogers & Cowan; SiboneyUSA; Tierney; Weber Shandwick

MDC Partners: Allison+Partners; Exponent; Kwitken + Co.; Lime PR + Promotion; Sloane & Co.; Veritas Communications

Next Fifteen Communications

Group: 463 Communication; The Blueshirt Group; Bite Communications; Lexis; M Booth; OutCast Communications; Text 100

The Omnicom Group: Brodeur Worldwide; Clark & Weinstock; Cone; Fleishman-Hillard; Ketchum; Kreab Gavin Anderson; Porter Novelli

Publicis Groupe: Kekst and Co.; MSLGroup; Publicis Consultants; Winner & Associates

WPP: Blanc & Otus; Burson-Marsteller; Cohn & Wolfe; Food Group; Hill & Knowlton; Ogilvy PR Worldwide; Prime Policy Group; Public Strategies; Robinson Lerer & Montgomery; Wexler & Walke.

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

■ 5.12

ATOMIC

A Grayling agency
735 Market St., 4th Flr.
San Francisco, CA 94013
415/593-1400
info@atomicpr.com
www.atomicpr.com

Andy Getsey, Co-Founder & CEO
James Hannon, Co-Founder &
Chief Digital Officer

Atomic mixes PR with digital and social media, video and content optimization, enhanced with communications analytics for strategy building, creative planning and detailed program measurement. Many Atomic clients achieve increases of 100% or more across multiple measures of campaign performance compared to pre-Atomic baselines, often on lower budgets than before. Atomic has powered numerous breakthrough campaigns for progressive technology, consumer and entertainment brands from start-ups like Mint.com, LivingSocial and Smule, to growing mid-stage companies such as LinkedIn, Ingres and Lending Club as well as large brands and leading publicly traded companies including Polaroid, Pioneer, Intuit, IMAX, ArcSight and Sony.

Atomic has offices in San Francisco, New York, Los Angeles, Orange County, London and Munich. We're part of Grayling, a leading global agency with more than 40 offices in 32 countries around the world. More information: atomicpr.com. Follow Atomic on Twitter: www.twitter.com/AtomicPR.

AT THE TABLE PUBLIC RELATIONS

2906 W. Bay to Bay Blvd., Suite 100
Tampa, FL 33629
813/251-4242
www.atthetablepr.com

Cheryl A. Miller, CEO
Lynn Kilroy, Vice President

At The Table Public Relations (formerly Sahlman Williams Public Relations & Marketing) has been committed to food-relat-

ed public relations and marketing for nearly 30 years.

Established in 1983, At The Table Public Relations is a full-service boutique agency offering overall strategic planning, social media strategy and implementation, blogger representation, media relations, branding, crisis/issues management, special event services, trade show representation, spokesperson recruitment, product launches, targeted community relations, food photography and recipe/nutritional profile development.

As a food and beverage-focused firm serving retail, food-service, commodity and branded food categories, we counsel clients on effective ways to create, nurture and sustain relationships with key constituencies. Results are what matter to us, so we continually produce fresh ideas and create long-term relationships. In fact, we have served a number of our clients for more than 10 years.

Our people are the centerpiece to success at At The Table Public Relations; they are unique, dedicated individuals with a depth of professional experience in nearly every facet of communications. We offer each client the personal involvement of a customized team of skilled, passionate professionals. Whether your objectives are to increase sales, strengthen consumer loyalty, build your brand or improve public image, we have saved a place for you At The Table.

BEEHIVE PR

1021 Bandana Blvd. E., #226
St. Paul, MN 55108
651/789-2232
www.beehivepr.biz

Lisa Hannum, President & CEO
Nicki Gibbs, Vice President
Ayme Zemke, Vice President

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

where it matters most.

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

BLAZE

225 Santa Monica Blvd., 3rd Flr.
Santa Monica, CA 90401
310/395-5050
mkovacs@blazepr.com
www.blazepr.com

Matt Kovacs, EVP/GM

Blaze is the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win. Blaze develops campaigns that help our clients create relevance in the marketplace. Utilizing comprehensive strategic communications campaigns to differentiate and elevate our clients from their competitors, we are able to exceed our clients' expectations when it comes to positioning them to their audiences, and attracting positive attention from both consumers and the media. Blaze creates and manages interactive communities using Twitter, Facebook, Tumblr, Pinterest and YouTube for clients. Our social media division works hand-in-hand with the PR team to reach targeted media, influencers and consumers to support all PR initiatives. Blaze also offers full public affairs capabilities through its parent company Davies.

Clients: 7-Eleven, Ama Waterways, BrunchButler, Claremont Hotel, Club & Spa, Drupp Coffee, Grill Concepts, Marina del Rey CVB, Natural Ad Campaign, SnöBar Cocktails, Royal Jelly, Snowcreek Resort,

The Bank of Santa Barbara, The Living Christmas Company, The Original Tommy's Burgers, and The Veggie Grill.

BOARDROOM COMMUNICATIONS INC.

1776 No. Pine Island Rd., #320
Ft. Lauderdale, FL 33322
954/370-8999
877/773-4761
Fax: 954/370-8892
donsil@boardroompr.com
www.boardroompr.com

Don Silver, Chief Operating
Officer
Julie Talenfeld, President

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

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

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

This is our 23rd year in business, which has enabled us to develop significant contacts with the media, government and industry associations' leaders throughout Florida. We currently have offices in South Florida, Tampa, Orlando and Jacksonville providing our clients with broad coverage throughout the state.

We regularly monitor traditional media, blogs and social networking sites and handle all inquiries for our clients. Call or email us today if you are looking

to make a big splash with your new product launch, public affairs campaign or are faced with a "Bet-the-Ranch" crisis.

BORDERS + GRATEHOUSE

207 Powell St., 8th Floor
San Francisco, CA 94102
415/963-4174, ext. 2
info@bordersgratehouse.com
www.bordersgratehouse.com
www.bordersgratehouse.com/blog

Emily Borders, Co-Founder & Principal

Kathleen Gratehouse, Co-Founder & Principal
Carol Carrubba, Principal

Borders + Gratehouse is a technology and consumer focused communications firm that offers a unique combination of drive, imagination and experience that only comes from decades of success in PR and journalism. With key practice areas ranging from cloud computing/infrastructure, consumer applications to green tech, Borders + Gratehouse's service offerings include media and influencer relations, social media programs, research and measurement, crisis counsel and issues management, media training, global account management, quantitative market research, infographic development and event support.

Since its founding in 2008, Borders + Gratehouse has emerged as a leader in high-tech public relations and has been growing rapidly ever since. At Borders + Gratehouse, we begin with the end in mind — meeting your business objectives through strategic communications. We transcend the "same old same old" PR strategies with the same zeal you bring to your own business — and we do it with a smart, informed approach that's founded on relevance and insight. We roll up our sleeves and immerse our experts in your business, turning your challenges and goals into greater awareness, growth and sales.

Our client expertise spans consumer and lifestyle brands to mobility and enterprise technologies. Borders + Gratehouse was the second biggest gainer in this year's *O'Dwyer's* Top 100 Independent PR Firms category and the firm was recently named one of Small Business Technologies' Small Business Influencers.

BUTLER ASSOCIATES, LLC

204 East 23rd Street
New York, NY 10010
212/685-4600
Tbutler@butlerassociates.com
www.butlerassociates.com

One Stamford Plaza
263 Tresser Blvd, 9th Floor
Stamford, CT 06901

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

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

The firm conceptualizes and manages impactful campaigns on the local, state and national level. With a senior management team possessing over 75 years of industry experience, Butler Associates manages and directs significant media awareness, editorial page, financial relations and educational campaigns in addition to a range of successful coalition and stakeholder development efforts.

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

CASHMAN + KATZ

76 Eastern Blvd.
Glastonbury, CT 06033
860/652-0300
Fax: 860/652-0308
tonyc@cashman-katz.com
www.cashman-katz.com

125 E. 12th St., Suite 1H
New York, NY 10003

Tony Cashman, President & CEO

Cashman + Katz is a fully integrated communications firm with offices in Connecticut and New York. For over 19 years we serve our diverse clientele with breakthrough consumer, financial, business to business, technology, healthcare, manufacturing, non-profit, travel, tourism, sports, entertainment and issue advocacy

campaigns.

C+K works on a senior staffing productivity model focusing on media, community, employee and industry relations as well as events, social media, crisis, change, leadership and reputation management.

Cashman + Katz is built on the foundation of research, content and results. We pride ourselves on delivering measurable results by utilizing the resources of our separately operated sister companies. Infocus serves as one of the Northeast's largest focus group research facilities and DSign Digital is a video and audio production company with full service HD capabilities: cameras, editing suites and a Green Screen Studio.

CATAPULT PR-IR LLC

6560 Gunpark Dr., Suite C
Boulder, CO 80301
303/581-7760
Fax: 303/581-7762
gmurrel@catapultpr-ir.com
www.catapultpr-ir.com

Ranked the leading technology PR agency in Colorado, Catapult PR-IR helps B-2-B technology companies establish market-leading positions through focused positioning and messaging, market-changing strategies and aggressive media, industry analyst and social media programs.

Catapult's differentiator is its experience, market knowledge and partner-level involvement in all aspects of client success. The PR strategies it develops for clients often transform into business strategies that become a catalyst for true market leadership and accelerated growth. In many cases Catapult clients, regardless of size, become "market driving" forces within their market.

Many Catapult clients are blown away by the value they receive from the firm — its personal, professional service, partner-level account involvement and strategic results-oriented approach.

Clients: Agile Alliance, CollabNet, FreeWave Technologies, Inovonics, JNBridge, SparkFun Electronics, and Tasktop Technologies.

CATALYST PUBLIC RELATIONS

Empire State Building
350 Fifth Ave., Suite 3800
New York, NY 10118
212/714-7900

bholtz@catalystpublicrelations.com
www.catalystpublicrelations.com

10150 Mallard Creek Rd., Suite 303
Charlotte, NC 28262
704/644-6550

7272 Wisconsin Ave., Suite 300
Bethesda, MD 20814
301/941-1911

Bret Werner, Managing Partner
Bill Holtz, Managing Partner
Ted Fragulis, Managing Partner
Rob Bronfeld, Senior Vice President

Joe Flores, Senior Vice President (Charlotte)

Shripal Shah, Senior Vice President (Washington D.C.)

Established in 2005, Catalyst explores consumer's passion for sports, entertainment and active lifestyle using digital strategy and targeted media relations to engage and influence behavior. We partner with leading brands such as POW-ERADE, Subway Restaurants, Timex and Under Armour to reach the hearts and minds of consumers; no matter when, where and what they are reading, listening, watching or downloading.

We are a dedicated group of professionals who are passionate about and proud of the brands we represent and the spirit of true partnership we have with each and every one. We work with a very select client roster, to enable senior leadership and our account teams to be fully immersed in our clients' business. Via a rigorous process grounded in consumer research and insight, we apply our extensive knowledge of all media channels and platforms, especially in the evolving digital landscape, to ensure that our client partners' brand messages are connecting with their target audience at the right time and in the right place.

Catalyst focuses solely on consumer-facing integrated marketing communications campaigns within three core platforms — sports, entertainment and active lifestyle. These reflect our personal and professional passions, giving us the experience, insight and perspective to effectively activate sponsorships and special events, launch new products, build emerging brands and revitalize mature ones.

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



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

CJP COMMUNICATIONS

350 5th Ave., #3901
New York, NY 10118
212/279-3115
Fax: 212/279-3117
jprosek@cjpcom.com
www.cjpcom.com

CJP Communications delivers an unexpected level of passion, creativity and marketing savvy to the financial and business-to-business sectors. Our “Unboxed Communications” approach brings breakthrough ideas to every client engagement. Through our gateway office in London and network of partner agencies, we deliver for clients in major business and financial centers around the world.

CJP Communications is also a rare hybrid; a corporate communications firm with a fully integrated, top-ranked deal shop and a comprehensive investor relations practice inside.

Our business model is similarly distinctive. We are an “Army of Entrepreneurs.”™ At CJP, employees develop an “owner’s mindset,” delighting clients with quality service, fresh ideas and flawless execution. In her book, *Army of Entrepreneurs*, CEO Jennifer Prosek tells the story of how she developed and deployed the Army model at CJP, and provides guidance for other companies seeking to develop their own army. The

book has been praised by deans and professors at Columbia Business School, Yale School of Management, INSEAD and Wharton.

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90 Fifth Avenue, Suite 800
New York, NY 10011
212/886-2200
www.cooneywaters.com
www.alembichealth.com
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Lenore Cooney, CEO
Timothy Bird, Pres./COO

Cooney/Waters Group, ranked among the top health care agencies in the U.S., is a group of companies focused exclusively on health and science across many therapeutic areas and health sectors in North America and internationally. The Group includes three sister companies: Cooney/Waters, a mid-sized firm that provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises; Alembic Health Communications, a firm which specializes in communications programs in the area of health advocacy; and The Corkery Group, a full-service public relations firm internationally recognized for its expertise in issue-oriented and product communications for some of the world’s leading health organizations.

COOPERKATZ & COMPANY, INC.

205 Lexington Avenue., 5th Flr.
New York, NY 10016
917/595-3030
Fax: 917/326-8997
www.cooperkatz.com

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

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

The firm has won numerous industry awards, including ‘Best Agency of the Year’ in its size category and ‘One of the Best Agencies to Work For’ by *The Holmes Report*. CooperKatz is a member of the Public Relations Global Network and the Council of Public Relations Firms. Visit www.cooperkatz.com for information, team biographies and client case studies.

COYNE PUBLIC RELATIONS

5 Wood Hollow Road
Parsippany, NJ 07054
973/588-2000
www.coynepr.com

1065 Avenue of the Americas
28th Floor
New York, NY 10018
212/938-0166

Thomas F. Coyne, CEO
Rich Lukis, President
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Coyne PR is one of the nation’s

leading independent public relations agencies. The agency represents some of the world’s most well-known brands in a range of categories: Automotive, Beauty & Fashion, Entertainment, Food & Nutrition, Health, Media & Publishing, Pet & Animal, Retail, Sports, Technology, Travel & Hospitality, and Toy & Juvenile Products. We combine strategy and creativity to generate the best possible results for our clients — taking each and every client exactly where they want to be, and beyond.

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

DAVIES

808 State Street
Santa Barbara, CA 93101
805/963-5929
jdavies@daviespublicaffairs.com
www.DaviesPublicAffairs.com

Additional Offices:
Los Angeles: 310/395-9510
Washington, D.C.: 202/580-8930

John Davies, CEO
Robb Rice, EVP
Taylor Canfield, EVP
Lisa Palmer, SV
Joshua Boisvert, VP
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Davies is the national public affairs firm of choice for motivated clients who need to win high stakes matters, the toughest crises, and the most difficult regulatory problems.

Davies creates messages that motivate individuals to stand up,

Continued on page 60



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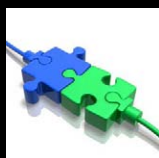
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DAVIES

Continued from page 58

speak out, and take action, influencing regulatory, permitting, and political challenges at all levels. Our track record of helping clients face complicated environmental issues is unsurpassed. With a 96% success rate we've turned more than 500 issues into non-events — often transforming them into opportunities.

From traditional outreach to highly structured online campaigns, Davies builds and implements integrated grassroots programs to gain (or divert) the attention necessary to favorably shape public opinion and build genuine support for their clients' projects. Davies uses authentic programs to win approvals for any controversial project — from natural resources extraction and mining, real estate developments facing tough NIMBY opposition, to permitting energy facilities (from wind to coal plants) in sensitive environments. We believe that nothing is too complicated, too political, too controversial, or too tough.

Since 1983, Davies has consistently ranked among the top strategic communications firms nationally and received hundreds of industry awards. Davies offers public affairs expertise across multiple industries, with five specialized practice areas in Energy, Mining, Real Estate, Pharma/Biotech, and Crisis Management. Clients include Fortune 100 companies and top names in 47 states. To ensure you have the right messages, strategy and tactics to win, we're standing by at DaviesPublicAffairs.com. Energy: Mirant, Exxon Mobil, GenOn, Horizon Energy, Padoma Wind Energy, Acciona Energy, Aera Energy, and AES. Real Estate: Kilroy, Chadmar Group, Sudberry Real Estate, Farrlon

Capital, Colony Capital, Snowcreek Resort, Napa Redevelopment Partners. Mining: Ascot Resources, Rosemont Copper, Wildcat Silver, Comstock Mining, Great Basin Gold, Coal Mountain. Pharma: Endo.

DEVELOPMENT COUNSELLORS INTERNATIONAL (DCI)

215 Park Avenue South, 10th Flr.
New York, NY 10003
212/725-0707
www.aboutdci.com
Twitter: @AboutDCI

Andy Levine, President
(Andy.levine@aboutdci.com)
Julie Curtin, Partner, Economic Development
(Julie.curtin@aboutdci.com)
Karyl Leigh Barnes, Partner, Tourism
(Karyl.barnes@aboutdci.com)

Headquartered in New York City with offices in Denver, Toronto and Los Angeles, DCI specializes in economic development and tourism marketing around the globe. Since 1960, DCI has worked exclusively in "place marketing" to build attraction campaigns for cities, states, regions and countries. Our team of place marketing specialists are pros in overseeing headline-generating public relations campaigns, writing content for high-impact websites, building social and digital media programs, organizing special events and media marketplaces, working with site selection consultants, conducting media training, and creating award winning marketing campaigns designed to attract investors, visitors and meetings/conventions. Known as "The Leader in Marketing Places," DCI has partnered with more than 400+ locations worldwide.

Each one of our 40+ creative and talented staff have a "passion for

places" which creates a culture of collaboration, idea sharing and a deep desire to achieve the investment and visitor attraction objectives of our client communities.

DODGE COMMUNICATIONS

11675 Rainwater Dr., #300
Alpharetta, GA 30009
770/998-0500
Fax: 770/998-0208
www.dodgecommunications.com
dodgecommunications.com/blog
[Twitter.com/dodgecomm](https://twitter.com/dodgecomm)

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

DVL PUBLIC RELATIONS & ADVERTISING

700 12th Avenue South, Suite 400
Nashville, TN 37203
615/244-1818
Ronald.Roberts@dvl.com
www.dvl.com
www.pradical.wordpress.com

Ronald Roberts, President and COO

Established in 1980, DVL Public Relations & Advertising is one of the south's leading full-service, strategic communications firms. DVL is also a founding member of the Public Relations Global Network (PRGN), a consortium of more than 40 independent

member agencies based in the United States, Central and South America, Europe, Canada, Pacific Rim, South Asia and the Caribbean. PRGN member firms all meet stringent selection and performance requirements and are therefore able to offer clients access to high-quality, entrepreneurially led international representation.

DVL's capabilities include the latest in communications technology and alternative solutions while remaining faithful to the tried-and-true principles on which we were built. Just as important, more than 95% of these services are performed with in-house talent.

We support our capabilities with great people on each DVL team. These great people excel at client collaboration, breakthrough thinking, successful strategy, award-winning creative, iconic branding and results-driven campaigns.

When your brand speaks with one voice, consistently across all public relations and advertising platforms — and listens intently, as well — there is a powerful connection with your target audience. That's our mission: To conceive and execute communications strategies that make our clients successful.

Clients include: Jack Daniel's, Bridgestone Americas, Inc., Goodwill Industries, Tractor Supply Co., AmSurg Corp., United Way of Middle Tennessee, Great Southern Wood Preserving ("YellaWood"), Middle Tennessee State University and Logan's Roadhouse.

For more information:
Ronald.Roberts@dvl.com.

EDELMAN

250 Hudson Street
New York, NY 10013
212/768-0550
www.edelman.com
facebook.com/edelman
twitter.com/edelmanpr

Richard Edelman, President and CEO

Matthew Harrington, President and CEO, U.S.

Alan VanderMolen, President and CEO, Global Practices and Diversified Insights Businesses

Edelman is the world's largest public relations agency with 63 offices and more than 4,200 employees worldwide. Daniel J. Edelman founded the agency on October 1, 1952, in Chicago. His



**Finn Partners Founding Partner
Peter Finn.**

values and vision have led the firm, which remains independent and family-owned, through its 60 years of operation. His son Richard Edelman is now President and CEO.

Edelman is comprised of six global practices which make up its core competencies — Consumer Marketing, Corporate, Digital, Health, Public Affairs and Technology — each with related specialty areas of expertise. Edelman also owns specialty firms Blue (advertising), StrategyOne (research), Ruth (brands + experiences), DJE Science (medical education/publishing and science communications), MATTER (sports, sponsorship, and entertainment), and Edelman Consulting.

Edelman recently introduced the idea of transmedia storytelling through what it calls the Media Cloverleaf (traditional, hybrid, social and owned). The concept has produced innovative and award-winning work. Coupled with Edelman's entrepreneurial spirit and flexibility of thinking, the Media Cloverleaf concept has allowed the firm to stay ahead of the curve and quickly adapt to the changes that are regularly occurring within the marketing landscape.

Edelman's intellectual property such as the Edelman Trust Barometer and goodpurpose study continue to solidify the agency's position as the thought leader for the industry.

EDGE COMMUNICATIONS INC.

And EdgeWise
17328 Ventura Blvd., #324
Encino, CA 91316
818/990-5001
Fax: 818/990-5016
info@edgecommunicationsinc.com

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

Through better thinking and relentless execution, we express our work ethic and our core values of quality and premium, personal service. We're a hybrid organization — virtual for professional services, traditional for administrative support. Edge consists of 20+ senior PR strategists, media relations experts and writers, each of whom brings a minimum of 15 years' experience and industry segment expertise (B2B and B2C) across a range of communications disciplines and vertical markets.

In 2012, Edge launched EdgeWise (www.edgewise.us.com), an affiliated practice focused exclusively on writing and content services. EdgeWise services are offered on a sustaining basis or per project, and can augment ongoing public relations and/or internal communications efforts.

Based in Los Angeles, Edge has a presence in New York, San Francisco, Minneapolis and Honolulu.

FAHLGREN MORTINE

4030 Easton Station, Suite 300
Columbus, OH 43219
614/383-1500
Fax: 614/383-1501
neil.mortine@fahlgren.com
www.fahlgrenmortine.com/publicrelations

Neil Mortine, President & CEO

Fahlgren Mortine offers a full range of public relations and marketing and communications services under one roof, from heady issues such as crisis management counsel to the creative and practical application of new media. With 60 public relations professionals and clients based in more than 29 states, Fahlgren Mortine is headquartered



Henry Feintuch, President of Feintuch Communications.

in Columbus, Ohio, with twelve locations in seven states. In addition to our regional offices, we have the ability to reach audiences globally through our involvement with the Council of Public Relations Firms and membership in IPREX. But what matters most to our clients is our way of doing business. We're accountable, approachable and amenable to doing whatever it takes to help our clients succeed. It's enabled us to achieve a Net Promoter Score (NPS) that places us in what the creator of the NPS deems the "world-class" range, and it means our clients enthusiastically recommend us to others.

FEINTUCH COMMUNICATIONS

245 Park Ave., 39th Floor
New York, NY 10167
212/808-4900
Fax: 212-808-4915
info@feintuchpr.com
www.feintuchcommunications.com
www.jumpstartglobal.com

Henry Feintuch, President

Feintuch Communications is a boutique strategic relations firm offering senior counseling, experience and hands-on support to a broad range of organizations. We enjoy particular expertise in technology, advertising & media, financial services and clean tech. We've aligned our in-house talent and external resources around the critical business and marketing challenges faced by businesses today — including strategic public relations, business development, investor relations, capital sourcing, partnership development, advertising and marketing.

We are a partner in ECP Global Communication (ecpglobal.com), a

global partnership of premier independent communications consultancies and our rapidly growing JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary is helping companies to internationalize into new global markets including the U.S., Latin America and Scandinavia.

In our delivery of sophisticated public relations services, we focus on specific needs — such as media relations, new product launches, corporate identity and branding — as well as broader-based initiatives including industry analyst campaigns, trade and consumer outreach, awards and honors programs, speaking platforms and association marketing. Our goal is to provide the expert service, experienced counsel and hands-on support that our clients need to meet their business objectives. Our commitment is to be a superior business partner and an outstanding strategic relations firm in each and every client engagement.

FINN PARTNERS

301 East 57th Street, 4th Floor
New York, NY 10022
212/715-1600
peter@finnpartners.com
www.finnpartners.com

Peter Finn, Founding Partner

Finn Partners is a new company within Ruder Finn. With a heritage that dates back to 1948, we provide a full spectrum of services, including digital and social media, for leading arts, consumer, technology, travel, and corporate organizations. We are headquartered in New York City, with offices in Chicago, Los Angeles, San Francisco, Washington D.C.

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FINN PARTNERS

Continued from page 61

and Israel.

Our specialties include full marketing services ranging from product launches to event management; corporate leadership; global issues and corporate social responsibility; multicultural programs; economic development; and public affairs. We help our client-partners conceive and execute campaigns that build their brands and enhance their reputations; we initiate programs that increase their visibility and enlarge their global footprint.

Our partnering philosophy extends across our global capabilities. As part of the Ruder Finn Group, we partner with our established offices in London, Beijing, Shanghai, Hong Kong, Guangzhou, Singapore, and New Delhi. To ensure our global clients have 100 percent support, we are also part of The Network One, an independent group of affiliates in every major market throughout North America, South America, Europe and the Middle East.

Our clients include Bosch Home Appliances, Dole Packaged Foods, Hyundai & Hope on Wheels, the Jamaica Tourist Board, Liz Claiborne Inc., Logitech, Shumei International, Silver Spring Networks, The Jim Henson Company, The North Face, Robert Wood Johnson Foundation, Rosetta Stone, StubHub, TomTom, Treasury Wine Estates, and Vonage.

Welcome to the partnership.

FOODMINDS, LLC

328 S. Jefferson Street, #420
Chicago, IL 60661
312/258-9500
Fax: 312/258-9501
lcubillos@foodminds.com
spitman@foodminds.com
blayden@foodminds.com
www.foodminds.com

Laura Cubillos, RD, Bill Layden, Sue Pitman, MA, RD, Partners

FoodMinds is a food and nutrition consulting and communications company specializing in food, nutrition, health and wellness. We harness communications, science and public affairs to establish unique selling propositions and produce novel food and nutrition programs. We create pathways for new opportunities and

growth that transform perceptions and influence decisions and actions. In short, we don't just tell your story better — we help you tell a better story that makes a difference.

Clients Include: American Heart Association, American Pulse Association, Anschutz Health & Wellness Center, Applegate Farms, Clemmy's Ice Cream, Dairy Management, Inc., Dairy Research Institute, Earthbound Farm, Grocery Manufacturers Association and Food Marketing Institute, Hass Avocado Board, Kashi, Kellogg's, McCormick, McNeil Nutritionals, Midwest Dairy Association, National Cattlemen's Beef Association, National Confectioners Association, National Potato Council, Noodles & Company, Nutrient Rich Foods Coalition, National Pork Board, Texas Beef Council, United States Dairy Export Council and Welch's.

FORMULA

580 Broadway, Suite 407
New York, NY 10012
212/219-0321

810 Parkview Drive N
El Segundo, CA 90245
310/578-7050

1215 Cushman Ave.
San Diego, CA 92110
619/234-0345

info@formulapr.com
www.formulapr.com
Facebook: FormulaPR,
Formula Street Inc.
Twitter: @FormulaPR,
@FormulaStreet, @formulatin

Michael Olguin, President & Founder

Formula is an award-winning national public relations boutique agency with offices in New York, Los Angeles and San Diego. Heralded as a progressive firm committed to providing brands with creative marketing solutions that yield bottom-line results, Formula's professional services include media relations, blogger outreach, social media, influencer programs, marketing promotions, and co-branding. The signature part of Formula's process is storytelling. By creating compelling brand stories, the agency provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. The agency's core practice areas

include consumer, lifestyle, consumer technology, business/technology, sports, entertainment and travel representing clients such as Kashi, Pinkberry, Newcastle Brown Ale, Swiss Army Victorinox, BehrPro, ESPN and Wyndham. Formula's broad capabilities are further expanded through its brand activation division, Formula Street, executing programs for Heineken USA, Qualcomm and Toyota, and Hispanic PR sister agency FORMULATIN, including clients such as Tecate, Herradura tequila and Siempre Mujer, among others.

FRENCH | WEST | VAUGHAN

112 East Hargett Street
Raleigh, NC 27601
919/832-6300
www.fwv-us.com

Rick French, Chairman & CEO
David Gwyn, President / Principal
Natalie Best, Executive Vice President / Director of Client Services

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 70 public relations, advertising and digital marketing experts. Headquartered in Raleigh, N.C., FWV also has offices in New York City, Tampa, and Los Angeles.

The first and only N.C.-based PR firm to capture a coveted "Agency of the Year" award (*The Holmes Report*), as well as the first N.C.-based firm to top the list of the world's fastest-growing agencies as measured by year-over-year percentage growth (*PR Week*), FWV's national and international clients include Wrangler, Justin Boot Company, the International Gemological Institute, RBC Bank, Saft, Arena USA, and Moe's Southwest Grill restaurants.

In addition to its core public relations business, FWV is home to one of the nation's fastest emerging and groundbreaking digital services practices. A leader in launching head-turning, results-driven marketing campaigns, FWV executes multifaceted digital and social media initiatives to stimulate product trials, awareness and purchase on behalf of some of

the world's foremost companies and brands, including Wrangler, SAS, Melitta Coffee, the United States Polo Association, and Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky).

GIBBS & SOELL, INC.

60 East 42nd Street, 44th Floor
New York, NY 10165
212/697-2600
Fax: 212/697-2646
www.gibbs-soell.com

Chicago: 312/648-6700
Raleigh 919/870-5718
Zurich +41 44 205-5565

Luke Lambert, President & CEO
Jeff Altheide, Executive Vice President

Founded in 1971, Gibbs & Soell, Inc. (G&S) is an independent business communications firm with headquarters in New York; offices in Chicago, Raleigh, N.C. and Zurich, Switzerland; and a global presence in nearly 40 countries through its membership in Public Relations Organisation International (PROI).

G&S is a trusted adviser to top-tier corporations, organizations and brands that seek to engage meaningfully with consumer and professional audiences along the entire value chain. We offer strategic communications expertise in business consulting, consumer marketing, employee engagement and sustainability consulting for the advanced manufacturing, agribusiness and food, home and building, and professional services markets. Our clients benefit from results-driven custom programs and solutions within a portfolio of media, content, creative, digital and event services.

Partial client roster: American Hardwoods Promotion, American Society of Home Inspectors, CraftMaster Manufacturing, Commonfund, Dow Advanced Materials, Dow Chemical Company, Investment Program Association, Hafele, HEAD USA, Honeywell, LORD Corporation, Million Dollar Round Table, Mitsubishi Electric Automation, National Elevator Industry, Inc., Panasonic Home & Environment Company, Ply Gem, Rexel, Schindler Elevator, Siemens, Syngenta, The Sulfur Institute, Wenger/Swiss Army.



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Locations:



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Asia

212-563-3500 • OmegaNewYork.com

World Headquarters • 3102 Omega Office Park • Fairfax, VA 22031 • 703-359-0200



GYMR Partners Patrick McCabe and Sharon Reis.

GYMR, LLC (GETTING YOUR MESSAGE RIGHT)

1825 Connecticut Ave., N.W.
Suite 300
Washington, DC 20009-5708
202/745-5100
Fax: 202/234-6159
www.gymr.com

Patrick J. McCabe, Partner
Sharon M. Reis, Partner
Karen Waller, SVP
Becky Watt Knight, SVP
Leslie Brenowitz, SVP
Virginia Bader, VP
Michael Warner, VP
Susan Levine, Senior Counselor

GYMR is a Washington, D.C. based public relations agency that provides health/healthcare clients with strategic communications that capitalize on the dynamics unique to Washington.

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

Partial Client List: AdvaMed, American Academy of Family Physicians, American Board of Internal Medicine, American Psychiatric Association, American College of Neuropsychopharmacology, American Society of Nephrology, America's Promise, Atlantic



Hunter PR worked with Maxwell House and "Modern Family's" Julie Bowen to kick-off an award-winning program that brought a helping hand to community centers in need around the country. Here, Julie Bowen helps renovate the Adamsville Recreation Center in Atlanta, Ga. To date, the program has generated more than 215 million media impressions and 1,000 placements.

Philanthropies, Avalere Health, Banner Alzheimer's Institute, Bravewell Collaborative, Bristol Myers Squibb, Campaign For Tobacco-Free Kids, Digestive Disease Week, MacArthur Foundation, Markle Foundation, National Association of Public Hospitals, National Institutes of Health, Pew Foundation, Pfizer, Research!America, Robert Wood Johnson Foundation, Society for Healthcare Epidemiology of America, The Michael J. Fox Foundation for Parkinson's Research, The Vision Council, and the University of California at San Diego.

HUNTER PUBLIC RELATIONS

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

Grace Leong, Managing Partner
Jonathan Lyon, Senior Partner
Jason Winocour, Senior Partner
Claire Burke, Senior Partner
Mark Newman, Partner
Donetta Allen, Partner
Gigi Russo, Partner

Combine limitless creativity and enthusiasm with strategic counsel, outstanding traditional media relations and social media savvy and you have Hunter Public Relations, one of the most recognized mid-sized firms in marketing communications.

Founded in 1989, practice areas in consumer products and services include food/beverage, wine/spirits, home and lifestyle, health/beauty, consumer technology, and toys/games.

Hunter PR's long-term clients include some of the most respected consumer packaged goods companies in America. Revitalizing mature brands, creating buzz around new products and building awareness among key influencer groups are among the firm's specific areas of expertise. Specialized research, social media, Hispanic, entertainment, cause marketing, digital and graphic design services round out the agency's insight based, 360-degree approach.

Named as both a "Best Digital PR Firm" and a "Best Place to Work," Hunter Public Relations is proud to be a communications firm where the best brand teams and companies keep their business and the best talent in the business wants to work.

ICR

761 Main Avenue
Norwalk, CT 06851
Fax: 203/682-8201
www.icrinc.com

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

ICR is a privately owned, 100 employee, strategic communications firm specializing in investor and media relations, corporate communications, crisis management, and digital media.

The firm, headquartered in Connecticut with offices in New York, Boston, Los Angeles, San Francisco and Beijing saw another year of double digit revenue growth driven by 37 new client wins. Across the 20 industry groups at the firm, clients were added primarily in retail, technology, energy and healthcare and examples include Kosmos Energy, Carbonite, Pandora Media, AMC Entertainment, Teavana, and LipoScience, Inc. Additionally, the Xchange, ICR's annual investor conference, which in 2011 hosted 175 private and public company management teams and more than 1,500 attendees, saw revenues increase dramatically year-over-year. Most importantly, ICR continued to provide strategic investor relations including IPO-readiness, media relations, crisis management and traditional corporate communications to new and existing clients.

With approximately 325 clients and growing, ICR offers senior counsel in more than 20 industry verticals, and its competitive advantage comes from senior-level capital-markets experience, deep industry knowledge, and more than a decade of communications experience. Client services stress an integrated approach where teams of former Wall Street and corporate veterans, including senior sell-side analysts, portfolio managers, and investment bankers combine with senior PR, media and corporate communications professionals to provide a unique level of advisory.

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

J PUBLIC RELATIONS

131 Varick Street, #909
New York, NY 10013
212/924-3600
Fax: 212/898-1361
www.jpublicrelations.com

1620 Fifth Avenue, 700
San Diego, CA 92101
619/255-7069
Fax: 619/255-1364

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

J Public Relations (JPR) is a savvy, connected and proven bi-coastal public relations firm specializing in high end travel, hospitality and lifestyle clientele. With offices on both coasts, in New York City and San Diego, JPR is committed to delivering strategic media relations campaigns designed to have personal appeal while, maximizing brand visibility and media coverage across a broad range of top tier media outlets. We are known for creating a "buzz" among media, influencers and industry insiders. Our clear strategy is based on specific client goals, "wish lists" and revenue-driving markets and verticals.

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

We are publicists, strategists, tastemakers, social media mavens, foodies, travelers, and above all — passionate. We consider ourselves an extension of our clients' internal sales and marketing teams, providing a personalized and customized approach to clients, as well as the media campaigns. Further, having added several new international travel clients to our roster over the past year, our portfolio continues to expand, solidifying our reputation as one of the top hospitality public relations firms in the country.

A sampling of our current client list includes: Fairmont Hotels & Resorts, Fairmont Mayakoba, The Surrey, Rancho Valencia Resort, Washington School House, Lake

Placid Lodge, The Regent Palms Turks & Caicos, Vanderbilt Grace, THE US GRANT, L'Auberge de Sedona, Willow Stream Spas, JC Resorts, The Chanler Hotel, YCO Yachts, Sprinkles Cupcakes, Enlightened Hospitality Group, RMD Group.

JARRARD PHILLIPS CATE & HANCOCK

The Horse Barn at Maryland Farms
219 Ward Circle, Suite 3
Brentwood, TN 37027
615/254-0575
Fax: 615/843-8431
eserck@jarrardinc.com
www.jarrardinc.com/blog

Jarrard Phillips Cate & Hancock, Inc. is a national healthcare public affairs firm singularly focused on helping the leaders of today's healthcare organizations use the tools of politics and communications to win their strategic goals during times of challenge or change.

With offices in Nashville and Chicago, our team of former political operatives, journalists and healthcare marketers develops and manages successful campaigns for hospitals and health systems throughout the United States. We help them navigate the communications aspects of high stakes issues, including: organizational restructuring; mergers and acquisitions; crisis management; reputation management; re-engineering of communications & marketing departments; and re-positioning of companies, hospitals and service lines in new and existing markets.

We understand the complex pressures that drive the industry, and bring the intensity, intelligence and discipline — the cornerstones of every good political campaign — to the healthcare arena. For more information, visit www.jarrardinc.com.

JASCULCA TERMAN AND ASSOCIATES

730 N. Franklin St., Suite 510
Chicago, IL 60654
312/337-7400
Fax: 312/337-8189
info@jtpr.com
www.jtpr.com

Rick Jasculca, Chairman & CEO
Jim Terman, President & CFO



The J Public Relations staff.

Bill Strong, Managing Partner
Mary Patrick, Managing Partner

Jasculca Terman and Associates, Inc. (JT) is an independent strategic communications firm that delivers strategies, messages and tactics to advance business and policy agendas and manage crisis situations. JT serves as strategic communications partner to corporate, institutional, not-for-profit and public-sector clients.

Whether it's an issue, crisis or event, clients turn to JT for its expert senior strategic counsel and active, hands-on implementation. We have the depth, agility and flexibility to handle diverse assignments, from multi-dimensional projects to more tightly focused strategic counseling situations. Our approach is rooted in rigorous analysis, challenging of conventional assumptions, message discipline and a relentless focus on results and accountability.

JONES PUBLIC AFFAIRS

1420 K Street, N.W., Suite 1050
Washington, DC 20005
202/591-4000
Fax: 202/591-4020
carrie@jpa.com
www.jpa.com
@JPAHealthcare
www.facebook.com/JPAHealthcare

Carrie Jones, Principal & Managing Director
Valerie Carter, Sr. Vice President
Ken Deutsch, Sr. Vice President
Berna Diehl, Sr. Vice President

JPA is an award-winning healthcare communications firm known for crafting targeted, high-impact communications programs for nonprofit, pharmaceutical and government clients. By applying the influencer relations model, JPA identifies and

engages key stakeholders that can be leveraged to most effectively deliver our clients' messages and drive change within their field.

JPA has cultivated a seasoned team of medical and science communication experts who have a proven track record of achieving measurable results. As one of the fastest-growing healthcare communications companies, our commitment to providing the highest quality services to our clients is at the core of JPA's continued success. Not only do we treat every aspect of our clients' business as we do our own, we partner with our clients during every stage of a campaign to ensure our work meets their unique needs.

Clients: Bristol-Myers Squibb, Lamaze International, Melanoma Research Foundation, National Association of Children's Hospital, National Pharmaceutical Council, NIH's National Center for Complementary and Alternative Medicine, and Sanofi.

KAPLOW

19 West 44th St., 6th Flr.
New York, NY 10036
212/221-1713
liz@kaplowpr.com
www.kaplowpr.com

Liz Kaplow, Pres. and CEO

As an award-winning, holistic communications agency dedicated to cultivating brand identities, Kaplow partners with our clients to exceed their objectives. For more than 20 years, Kaplow has helped consumers fall in love with brands. We ensure our brands are front and center with the media, events, and people that most influence the audience they

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KAPLOW

Continued from page 65

need to reach. With our in-house digital services division, Kdrive, social media is an integral component of the signature holistic PR strategy Kaplow develops and executes for our clients. Kdrive weaves consumer engagement at the grassroots level throughout the entire communications campaign, providing a 360 degree storytelling experience for brands. A new business unit, Knext, focuses on the strategic communications challenges of entrepreneurial companies primed to become significant consumer brands. Kaplow offers traditional PR and social media, trans-media planning, content strategies, video production, and analytics support all under one roof.

Agency clients include: Avon Foundation, Case-mate, Cosmetic Executive Women (CEW), CVS/Pharmacy, GSI Commerce, Gurwitch (Laura Mercier and RéVive), Hautelook, Kellwood Brands, mark, Microsoft (Skype), Shiseido, Target, TheFind, Timex, Tumi, Unilever (Nexus and St. Ives), Enterproid, Fanatics, Kynetic, and NY Angels.

K/F COMMUNICATIONS

601 Fourth St., #204
San Francisco, CA 94107
415/255-6510
Fax: 415/503-0744
newbiz@kfcomm.com
www.kfcomm.com
Twitter: @Kfcomm

Julie Karbo, Dave Fonkalsrud,
Partners

Established in 2001, K/F Communications works with game changing business to business and consumer focused technology companies. K/F has a long track record of establishing market leadership for our partners. Whether you are a start up in stealth mode getting ready for your launch or an established company that is seeking to accelerate growth, K/F will help you achieve your business goals. Our strategic counsel and programs effectively influence prospective customers, users, employees, partners and other stakeholders, increasing a company's sales, valuation and market

stature. In fact, everything we do directly connects to our clients' business objectives, ensuring that PR initiatives are strategic, focused and effective.

In addition to the current clients listed below, client experience includes Digg, Chomp, Equinix, Composite Software, TwitVid, Peribit, Cisco, Oracle, Apple, Flock, Juniper Networks, Xerox, SimpleGeo, Orbital Data, Net6/Citrix, Paramount/Viacom, and Novell. K/F differs from other tech PR agencies because senior PR practitioners personally lead each client's day-to-day efforts. Clients receive experienced, trusted counsel for everything from strategic planning and positioning to daily pitching and writing. K/F provides clients with counsel based on a long history of work in technology and in the marketing trenches. The success of our clients demonstrates that experience, expertise, creativity and aggressive execution are the cornerstones of K/F's brand and market success.

We begin our relationship by immediately developing a strategic messaging platform that can be used for all external communications. We then develop a roadmap for leadership via a detailed strategic PR plan. From the beginning of the relationship, we hit the ground running. Programs are quickly developed and execution begins. We're located in the hub of technology innovation in San Francisco's SOMA area, home to companies such as Twitter, Zynga, and Yelp, and media outlets including TechCrunch, *Wired* magazine, and Ziff Davis Media.

Clients include: ACD Systems, Alacritech, Amtel Chomp (acquired by Apple), Covia Labs, Edgewater, Networks Intel, Talari Networks, and TechBargains.com.

KOHNSTAMM COMMUNICATIONS

400 N. Robert Street, Suite 1450
St. Paul, MN 55101
651/228-9141
Fax: 651/298-0628
www.kohnstamm.com

Joshua Kohnstamm, CEO
Katie Heinze, Managing Director

Kohnstamm Communications, named U.S. Boutique Agency of the Year 2010 by *The Holmes Report* Sabre Awards, is a Twin Cities-based firm recognized for its success transforming product and organizational brands through pub-

lic relations. The 16-person agency is known for its accomplishments in business media, corporate social responsibility, and consumer media relations especially in the food and beverage industry. Other sector specialties include: medical devices, higher education, financial services, home, beauty and other CPG brands. The Kohnstamm agency has won kudos for its transparent and collaborative ability to partner with clients, yielding exceptional outcomes.

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

Clients include: MOM Brands, 3M Food Safety Division, La Tortilla Factory, McCormick Company's Thai Kitchen/Simply Asia Brand, Nilan Johnson Lewis Law, Soyfoods Association of North America, Travelers Insurance, Univ. of St. Thomas Opus College of Business, and FieldSolutions, a technology services outsourcing company.

L.C. WILLIAMS & ASSOCIATES

150 N. Michigan Ave., Suite 3800
Chicago, IL 60601
312/565-3900
Fax: 312/565-1770
info@lcwa.com
www.lcwa.com

Kim Blazek Dahlborn, President & CEO
Gary Goodfriend, Executive VP
Allison Kurtz, Executive VP
Greg Gordon, Senior VP
Mary Mosier, Senior VP
Shannon Quinn Sherrill, Senior VP
Jay Kelly, Vice President

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

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

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

Among current clients: Ace Hardware, Admiral at the Lake, American Association of Endodontists, American Nurses Association, Chicago Children's Theatre, eBay, Electrolux Home Care Products, Eureka, Everest College, First Alert, Magic Number, MAXIMUS, Monessen Hearth Systems, Paramount Theatre, Pergo, Polygon, Riex, Sawyer Products, Service Corporation International, Snow Joe, Tiffany & Co., Trex, UnitedHealthcare of Illinois.

LINHART PUBLIC RELATIONS

1514 Curtis Street, Suite 200
Denver, CO 80202
303/620-9044
www.linhartpr.com

Sharon Linhart, APR, Founder and Managing Partner
Paul Raab, APR, Senior Vice President, Partner
Carri Clemens, CFO, Partner
Dawn Doty, APR, VP, Partner
Kelly Janhunen, Account Director, Partner
Kelly Womer, APR, ABC, Vice President, Partner

Linhart Public Relations, a national public relations and corporate communications counseling firm based in Colorado, helps clients build and defend strong, engaging brands and reputations. Our key practice areas include consumer marketing, corporate communications, digital media, financial services, healthcare communications and employee engagement. We deliver business results for about 30 global, national and regional clients.

We're also recognized as an award-winning firm for our client work, business results and work-

place practices. Linhart PR was named *PRWeek's* 2012 Boutique Agency of the Year and 2011 Small Firm of the Year from PR News. We also won the national 2011 Top Small Company Workplaces award from *Inc.* magazine and Winning Workplaces, received the 2011 Top Places To Work in PR award from *PR News*, and are ranked on the national Best Places To Work in Public Relations list from *The Holmes Report*. Linhart PR is a member firm in Worldcom Public Relations Group, giving us global reach for our clients.

MAKOVSKY+ COMPANY

16 East 34th Street
New York, NY 10016
212/508-9600
info@makovsky.com
www.makovsky.com

Ken Makovsky, President & CEO

Makovsky + Company, founded 32 years ago, has become one of the nation's leading independent global public relations, investor relations and branding consultancies by adhering to its original vision: specialization in key areas is the best way to build reputation, sales and fair valuation for the client. Our competitive edge is reflected in our brand energy line: "The Power of Specialized Thinking."

Makovsky's specialties include financial and professional services, health, technology and energy. Key services include digital and branding, change management, investor relations and research.

Headquartered in New York, Makovsky has agency partners in more than 25 countries and in 37 U.S. cities through IPREX, the second largest worldwide corporation of independent agencies, of which it is a founder.

MATTER COMMUNICATIONS

50 Water Street
Mill #3, The Tannery
Newburyport, MA 01950
978/499-9250
www.matternow.com

Scott Signore, Principal & CEO
Patty Barry, Principal

Headquartered north of Boston



The Merritt Group staff getting ready for a fun Potomac River Cruise company outing.

in Newburyport, Massachusetts, with offices in Providence, Rhode Island and New York, New York, Matter Communications executes creative, results-driven public relations programs on behalf of clients across the U.S. and Europe. Matter maintains a broad portfolio of clients in high-technology, consumer-technology and consumer markets — including, among many others, Harris Corporation, Lexar Media and Verizon Wireless. Founded in 2003, Matter's PR services include company and product launches, product reviews, analyst and media relations, content creation, social media campaigns, crisis communications and thought leadership programs. For more information, please go to www.matternow.com

MCS HEALTHCARE PUBLIC RELATIONS

1420 State Highway 206
Bedminster, NJ 07921
908/234-9900
jeffh@mcspr.com
www.mcspr.com

Joe Boyd, CEO
Jeff Hoyak, President
Todd Forte, Executive VP
Brian Thompson, Senior VP

For more than 25 years, MCS Healthcare Public Relations has focused solely on healthcare. Because our industry is always evolving, we're constantly adapting. From communicating the in-depth science behind groundbreaking therapies, to supporting advocacy groups and other organizations making a difference, we are in step with the issues and trends that impact the practice and delivery of medicine throughout the world.

MCS, through a well-established network of independent public relations agencies, oper-

ates in Canada, most Western and Eastern European countries, and Asia. With experience in virtually every therapeutic category, we provide our clients with a multitude of services, including product and corporate communications, issues management and crisis communication, media relations and media training, advocacy relations, business-to-business PR, and social media counsel.

Current clients include Merck, Genentech (Roche), CSL Behring, MannKind Corporation, Qforma, PDR Network, Pernix Therapeutics, ParaPRO, LLC and the Head & Neck Cancer Alliance. For more information visit www.mcspr.com.

MERRITT GROUP

11600 Sunrise Valley Dr., Suite 320
Reston, VA 20191
703/390-1500
Fax: 703/860-2080
info@merrittgrp.com
www.merrittgrp.com

Merritt Group helps create and move markets for forward-thinking companies in the market areas of technology, healthcare, government and energy. Our focus is on designing and executing strategic marketing communications strategies for our global clients.

Merritt Group's philosophy starts with understanding its clients' customers/audiences and markets and developing powerful messages and creative programs that create awareness for their innovations. The pillars in our methodology include: Research; PR, Social Media and Digital/Traditional Marketing Strategies; Execution; and Measurement.

Our innovative programs range from messaging and positioning/branding to customer relations, media outreach programs, speaking and awards programs, online ad campaigns, blog rela-

tions, video development and other social media initiatives.

The outcome has been consistent, high-impact attention for our clients — whether it's a feature story in a target media outlet, a customer event that drives sales opportunities or a new microsite or interactive collateral focused on a major industry trend.

MWW GROUP

One Meadowlands Plaza
East Rutherford, NJ 07073
201/507-9500
Fax: 201/507-0092
www.mww.com

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

MWW Group is one of the nation's top mid-sized public relations firms and one of the ten largest independent global agencies. We are industry-recognized for our work in consumer lifestyle marketing, digital marketing and social media, corporate communications, public affairs and government relations, consumer technology, healthcare, sustainability, and visual branding. MWW Group is a different kind of agency. Passionate, driven, highly experienced professionals with an entrepreneurial attitude, strategic thinking and flawless execution. We create category re-defining campaigns and deliver outstanding results for our clients, exceeding their expectations and business goals.

We're game changers for both the PR industry and our clients. This attitude has allowed us to work with some of the most innovative brands in the world over the past twenty-six years. We are defining a new approach to PR in a vastly altered media landscape — helping our clients to be relevant, matter more and drive action among influencers, cus-

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MWW GROUP

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tomers, key stakeholders and employees. Our clients choose us, stay with us and grow with us because we approach their business with the same passion as they do and with the same entrepreneurial spirit upon which this agency was built.

In 2011, MWW was named Midsize Agency of the Year by *The Holmes Report*, International Business Awards, *PR News*, and the Bulldog Stars of PR Awards, as well as *PR News*' 2011 Digital Team of the Year and 2011 Digital Firm of the Year by *Bulldog Reporter*.

Clients include: 1800 Flowers, AARP Foundation, Altec Lansing LLC, AMC Theaters, American Academy of Pediatric Dentistry, Atkins Nutritionals, Inc., Avis/Budget Car Rental, Blackhawk Network, BPAA, CarbonLITE, City of Miami Beach, Coinstar, Inc., Deckers Outdoor Corporation (Sanuk), Friendly's Ice Cream Corporation, Frontier Airlines, Gold's Gym Int'l Inc, Healthways, Hillshire Farm, IN-N-OUT Burger, JetBlue Airways, Jimmy Dean Breakfast Foods, Kinkisharyo International, LA Community Colleges, Lighting Science Group Corp., Mack-Cali Realty Corp., Marriot Vacation Club International, McDonald's, Miami Children's Hospital, Network for Teaching Entrepreneurship, Nikon, Inc., Reckitt Benckiser, Samsung Telecommunications, Sara Lee, Sbarro, Scottrade, Inc, Subaru of America, Inc, Tertis Online, Inc., The Museum of Mathematics, United Air Lines, Inc, Vimeo, LLC, Virgin America Inc, Walgreen Co and Zumba Fitness, LLC.

OPEN CHANNELS GROUP

101 Summit Ave., Suite 208
Fort Worth, TX 76102
817/332-0404
www.openchannelsgroup.com
Twitter.com/OpenChannelsPR
Facebook.com/OpenChannelsGroup

Open Channels Group is a Fort Worth, Texas-based full-service public relations agency. A minority and woman-owned business, Open Channels Group has quickly grown to be a prominent communications agency in Texas, specializing in public relations, multicultural com-

munications, public participation, and digital. In an industry in which reputation is everything, Open Channels Group has experienced success and dramatic growth by living up to its motto: "Exceeding our clients' expectations."

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

PADILLA SPEER BEARDSLEY

Founding Partner of Worldcom
Public Relations Group
1101 West River Pkwy.
Minneapolis, MN 55415
612/455-1700
Fax: 612/455-1060
www.padillaspeer.com

950 Third Ave., #1600
New York, NY 10022
212/752-8338
Fax: 212/752-6082

Gregory Tarmin, Sr. VP & Mng. Director
Lynn Casey, CEO
Marian Briggs, Tom Jollie,
Kathy Burnham, Matt
Kucharski, Gregory Tarmin,
Dean Huff, Dave Schad, Sr. VPs
Al Galgano, Janet Stacey, VPs
Tim Briggs, CFO
Curtis Smith, Director of Business Development

Padilla Speer Beardsley is an integrated communications firm with expertise in B2B and consumer marketing communications, investor relations, communications research, media relations, social media, creative and interactive, and crisis and critical- issues management. We're experienced in a broad range of sectors, including consumer products, agribusiness, manufacturing, technology, health care, environmental, retail, financial services and non-profits. Clients range from *Fortune* 500 companies to emerging growth organizations. Clients include: 3M, Allianz Life, American Express, Arctic Cat, BASF, Best Buy, Coppertone, Cub Foods, General Mills, H.B. Fuller, Imation, Land O'Lakes, Metropolitan Airports Commission, Memorex, Miralax, Oshkosh Corp., Pentair, Rockwell

Automation, Transamerica Retirement Management, Tyco Retail Systems, UnitedHealth Group, University of Minnesota, US Bancorp, Valspar, and Vital Images.

THE PHELPS GROUP

901 Wilshire Blvd.
Santa Monica, CA 90401
310/752-4400
www.thephelpsgroup.com
FB: thehelpsgroup
Twitter: @thephelpsgroup
YouTube: thehelpsgroup
blog.thephelpsgroup.com

Joe Phelps, CEO & Founder
Judy Lynes, VP & PR Coach

Looking for a great PR and social media team that will understand your brand, get you valuable media coverage and increase market share? The Phelps Group is the only marketing communications agency ranked in the top 20 for both public relations and advertising agencies by the *Los Angeles Business Journal*. Our skilled public relations professionals know how to get news coverage, maximize critical third-party endorsement and amplify your message via social media. Whether your story is consumer-focused or needs to be told to business and trade communities, we deliver results. We have executed award-winning campaigns with industry leaders such as Whole Foods Market, Panera Bread, zPizza, Tahiti Tourisme, Monrovia Nursery and Dunn-Edwards Paints, to name a few. In partnership with Phelps Total Market LLC, a women-and minority-owned entity we are positioned to deliver comprehensive marketing communications that reaches ethnic groups within the general market.

PHILLIPS & CO.

900 South Capital of Texas Highway
Suite 100
Austin, TX 78746
512/402-5857
Toll free: 800/864-1231
grow@phillipscompany.com
www.phillipscompany.com

Richard Phillips, President
Sarah Marshall Russ, Senior VP

Phillips & Company is a communications consulting firm that helps companies and organizations achieve sustainable growth. With a

focus on space technology, homeland security, mobile computing, telecommunications, healthcare, education and green technology, Phillips & Company helps organizations own the issues driving their respective markets through public relations, integrated marketing, business development, brand positioning and public affairs. We work with companies as an extension of their senior leadership team helping them focus on the strategies that deliver greater market leverage. We position our clients as leaders in the dynamic technology markets that are changing the way we live and work. At Phillips & Company, we strive to become a trusted partner to our clients and enable them to achieve their growth objectives through the transformation of their business practices. We know that revenue growth can only be sustained when all the cylinders are working together to move the company forward. Ultimately, we help our clients create greater demand for their products and services by broadening and reinforcing the trust customers, partners and investors have in their company.

PIERSON GRANT PUBLIC RELATIONS

6301 NW 5th Way, Suite 2600
Ft. Lauderdale, FL 33309
954/776-1999
Fax: 954/776-0290
info@piersongrant.com
piersongrant.com

P.O. Box 99625
Raleigh, NC 27624-9625
919/376-1737

Maria Pierson, CEO
Jane Grant, President

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

Clients include: American Debt Counseling, Broward Center for the Performing Arts, Dairy Queen, GL Homes, Holy Cross Hospital, Morton's The Steakhouse, National Healing Corp., Olive Garden,

Sunbeam Properties, Waste Management, and Yachting Promotions, Inc.

PUBLIC COMMUNICATIONS INC.

Partner in the Worldcom Public Relations Group
One East Wacker Drive, #2450
Chicago, IL 60601
312/558-1770
Fax: 312/558-5425
ideas@pcipr.com
www.pcipr.com

Dorothy Oliver Pirovano, CEO
Jill Allread, President
Ruth A. Mugalian, EVP
Kathleen Boylan, Leigh Wagner,
Mary Erangey, Remi Gonzalez,
SVPs; Pam Morris, Beth
Schlesinger, Wendi Koziol, VPs

Public Communications Inc. provides thoughtful, strategic counsel to our clients, whether we're dealing with the most serious and complex crisis, a national campaign or the splashiest of events — and we've been doing so for 50 years.

Our job is to guard reputations and to find the right way for clients to communicate what they have to say so it is heard and influences their audiences. We are an integrated communications firm, large enough to provide all the communications services a client might require but small enough that the firm's officers are directly involved, hands-on, in each client's program.

We have a strong concentration of business in healthcare, conservation/environment, education, entertainment/culture/sports and a special category we call "everything Chicago," which includes a diverse group of clients from tech to non-profits, entrepreneurs to advocacy groups that want to make their presence known in the metropolitan area and region.

Our clients trust us and stay with us; our business has grown primarily through referrals and word of mouth. More than half of our clients have been with us 10 years or more; 15 and 20+ year relationships are common (and valued). Our size and the depth of our staff enable us to manage the most sophisticated assignments while allowing us to move quickly, be flexible and change course when it makes sense.

Select clients: Accreditation Association for Ambulatory Health Care, AIDS Foundation of Chicago, Alliance of Marine Mammal Parks and Aquariums,

American Academy of Dermatology, American Board of Medical Specialties, American College of Asthma, Allergy and Immunology, America's Blood Centers, Americas' SAP Users Group, BloodSource, Brookfield Zoo (Chicago Zoological Society), Certification Commission for Health Information Technology, Education Services of America, Glenwood School for Boys and Girls, Gonnella Baking Co., HL7 International, Infectious Diseases Society of America, John G. Shedd Aquarium, Legoland Discovery Center, Museum of Science and Industry, National Hellenic Museum, National Lung Cancer Partnership, National Society of Genetic Counselors, Oncall Interactive, ProCure Treatment Centers, Inc., Radiological Society of North America, Rhodia, Riverain Medical, Society of Thoracic Surgeons, and University of North Carolina Health System.

QUINN & CO. PUBLIC RELATIONS

520 Eighth Ave., Suite 2102
New York, NY 10018
212/868-1900
Fax: 212/465-0849
www.quinnandco.com
www.quinnandco.com/blog
Facebook.com/quinnandco
Twitter.com/quinnandco
LinkedIn/company/219984

Florence Quinn, President
Suzanne Billet Rosnowski,
Partner, Real Estate
John Frazier, Executive Vice
President, Travel

Q&C combines strong strategic thinking with our signature creativity to develop highly effective integrated PR programs that help our clients in Food, Wine + Spirits, Real Estate and Travel achieve their goals. Recognized globally, our unique approach has resulted in numerous industry "firsts" and accolades.

We were the U.S. PR firm behind the blockbuster The Best Job in the World campaign (Tourism Queensland) which became a viral phenomenon that generated \$11 million of media and 6 million website visitors.

We invented Martini on the Rock, the \$10,000 martini at The Algonquin Hotel that was covered by more than 400 TV segments, including Letterman, Ellen and Good Morning America, and made it into Trivial Pursuit.

We created AKA'S outdoor bedroom and helped develop Affinia Hotels's TLC (Tender Living



Quinn & Co.'s Morgan Painvin and Kristie Deptula created a media swarm at The Waldorf=Astoria. Outlets such as New York Daily News, Wall Street Journal and CNN covered the news as 45,000 bees made their way to a new installation of six beehives on a 20th floor rooftop space for harvested honey.

Comfort) Movement.

We crafted Saks Fifth Avenue's first partnership with a residential building that helped make The Sheffield one of the best-selling NYC condos. We increased Facebook "likes" for another NYC condo by 200% in three months, turning the fan page into a go-to insider's guide.

To position Waldorf Astoria Hotels & Resorts at the forefront of the luxury conversation, we created Luxury Manifesto featuring video interviews between the brand leader and luxury pundits. Our CyberMonday social-media sale produced 172 bookings.

We developed Occidental's social-media and reputation-management strategy, training 40 executives and staff from 13 properties.

To underscore JW Marriott Resorts' wellness positioning, we invented the farm-to-treatment concept for its spas.

We educate and challenge ourselves to be better and produce better work in an atmosphere of collaboration.

RASKY BAERLEIN STRATEGIC COMMUNICATIONS

70 Franklin St., 3rd Floor
Boston, MA 02110
617/443-9933
Fax: 617/443-9944
www.rasky.com

601 13th Street NW
Suite 360 North
Washington, D.C. 20005

Larry Rasky, Chmn.

Joe Baerlein, Pres.
Ann Carter, CEO
George Cronin, Justine Griffin,
Principals

Rasky Baerlein Strategic Communications is a nationally recognized communications and government relations firm with over two decades of experience providing exceptional client service to organizations that operate at the intersection of business, politics and media.

With offices in Boston and Washington, D.C., the firm offers a comprehensive range of services, including public relations, corporate communications, government relations, lobbying, crisis and reputation management, social media and digital campaigns, grassroots organizing, ballot initiative management, community relations, investor relations, media training, litigation support, and public sector business development.

Our staff of seasoned strategists is drawn from a variety of fields — business, government, journalism, law and media, giving us a broad understanding of the economic, social and political dynamics that influence important constituencies.

The firm was recognized as Public Affairs Agency of the Year by *The Holmes Report*, and services clients including Boston Medical Center, Citizens Financial Group, Inc., Eli Lilly & Co., First Wind, Lasell College, Museum of Science, Boston, Steward Health Care System, and Veolia Energy NA.

RBB PUBLIC RELATIONS

355 Alhambra Plaza, #800
Miami, FL, 33134
305/448-7450
lisa.ross@rbbpr.com
www.rbbpr.com
blog: www.rbbdigitalpark.com

Christine M. Barney, CEO
Lisa Ross, President
Tina Elmowitz, Executive VP

rbb is a national marketing public relations firm that champions breakout brands and has a reputation for delivering award-winning results and best practices to clients who appreciate the individual attention only a boutique agency can provide. Through strategic communications, creativity and smart partnerships, we drive business results for market leaders and emerging industry leaders that want to break out from traditional marketing techniques to embrace fresh thinking and opportunities that the new media world offers.

A three time "PR Agency of the Year" award winner, rbb has a bilingual staff that excels in integrated marketing/public relations, community relations, corporate communications, merger/employee communications, product introductions, digital/social media and creative services. Firm practice areas include B2B, financial & professional services, consumer products, real estate, travel & leisure, health & fitness, sports & entertainment, food & beverage and crisis management.

A sample of rbb's client roster includes American Council on Exercise, American Airlines Arena, DHL Express, Dreams Resorts & Spas, Duncan Hines, Feld Entertainment, Florida Blue, Florida International University, Florida Power & Light, Homewood Suites by Hilton, GoTV, Kaplan University, Miami Marlins, Johnson & Wales University, Orange Bowl Committee, PriceTravel, Secrets Resorts & Spas, Swire Properties, and Vlasic

REGAN COMMUNICATIONS GROUP

106 Union Wharf
Boston, MA 02109
617/488-2800
Fax: 617/488-2830
info@regancomm.com
www.regancomm.com

Regan Communications Group is the largest privately-held public relations firm in New England and the 12th largest privately-owned public relations firm in the country. Founded in 1984, Regan is a full service public relations and integrated marketing firm with offices in Boston, New York, Providence, Cape Cod, Hartford and West Palm Beach.

We offer our clients a full range of public relations, marketing, social media, advertising and video production services. Our staff comes from diverse backgrounds in media, public relations, marketing, government and the corporate world, which provides us with a well-rounded perspective in understanding your business, achieving your communications objectives and delivering the exposure you want.

Are you looking for a feature story in a national publication? A regional publicity blitz? A social media campaign that has your product, organization or service the talk of Facebook and Twitter? How about a creative video that tells your story with wit and style? Regan Communications is singular in our ability to provide all of these integrated services for you — and more.

RED SKY PUBLIC RELATIONS

404 South 8th St., Suite 400
Boise, ID 83702
208/287-2199
Fax: 208/287-2198
jessicaflynn@redskypr.com
www.redskypr.com

Jessica Flynn, CEO
Stephanie Worrell, CSO
Tracy Bresina, COO

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

Clients: Avery Dennison, Albertsons/SUPERVALU, Boise Valley Economic Partnership, College of Western Idaho, ESPN, FitWrapz, Guerdon Enterprises, Hill Country Memorial Hospital, Idaho Physical Activity & Nutrition Program, Idaho State Historical Society, Idaho Wine Commission, IDEAL, Idaho's College Savings Program, Kount, Lactalis American Group, Micron Technology, PacificSource Health Plans, St. Luke's Health System, and Western States Equipment.

REVIVE

915 Saint Vincent Avenue
Santa Barbara, CA 93101
805/617-2832
Fax: 805/617-2850
learnmore@revivepr.com
www.revivepr.com

209 10th Ave. South, Suite 404
Nashville, TN 37203
615/742-7242

Brandon Edwards, Founder & President
Joanne Thornton, Founder & EVP
Kriste Goad, SVP
Mirena Bagur, National Practice Leader, Health Technology
Nicole Mraz, Founder and VP
Jeff Speer, VP

We know healthcare. It's all we do. We've led hundreds of engagements for Health Services, Health Technology and Healthy Living clients, and dealt with nearly every type of business challenge. Through our experience, we've learned that in an industry as complex as health care, successful strategic communication requires deep industry expertise coupled with honest advice, strategic insight, and flawless execution. Revive translates health care's complexity into simplicity, predicting problems, protecting reputations, and building the truth to craft the right story.

We've designed and executed strategic communication engagements for clients across Health Services, Health Technology, and Healthy Living — hospitals and health systems, physician organizations, specialty providers, wellness companies, disease management efforts, clinical integration initiatives, health technology start-ups, and enterprise technology implementation. Our client successes cover the spectrum, from repositioning mature products to revitalizing sales to launching new health technology

products and companies using innovative marketing and PR strategies that drive sales, build reputation, and grow market share. And when it comes to communicating with some of health care's most essential decision makers — employers, brokers and benefits consultants — our national research fuels our best-in-breed results with this critical audience.

Named "New Agency of the Year" by *The Holmes Report*, Revive is now the country's 11th largest health care PR firm and in 2010 was recognized as the nation's fastest growing PR firm.

RFIBINDER PARTNERS, INC.

950 Third Ave., 7th Fl.
New York, NY 10022
212/994-7600
info@rfibinder.com
www.rfibinder.com

RF|Binder is a New York-based integrated public relations and marketing communications agency. Our overriding mission is to create a different kind of agency — one that combines the resources of a large agency with the advantages of a sophisticated, boutique consultancy. We are committed to giving clients greater senior management involvement, a more responsive working relationship, and better value in both results and costs. This model produces world-class work and enables us to attract the best talent and the best clients.

RF|Binder helps clients manage corporate and brand reputation by focusing on issues most important to the organization, the industry, and those influencers who impact key stakeholders.

We know how to prioritize these audiences and how to tap the most effective communications channels to reach them. We aggressively use research, intelligence and measurement to drive business results for our clients.

While the tools and technologies will constantly evolve, the keys for successful communications in the digital age remain clear: knowing where your audiences are, listening to what they are saying, participating in an honest, ongoing dialogue and telling your story creatively through content that informs, influences and inspires.

Our highly disciplined creative process results in the kind of breakthrough thinking that separates good work from great work.

ROSICA COMMUNICATIONS / INTERACT MARKETING

95 Route 17 South, #202
Paramus, NJ 07652
866/843-5600
Fax: 201/843-5680
pr@rosica.com
www.rosica.com

Chris Rosica, President

Rosica and its partner agency Interact Marketing promote and protect companies, brands, and people. Founded in 1980, the Rosica agency fuses online and traditional public relations and marketing disciplines in a creative style that accelerates results. Our writers and corporate communications professionals create content while our tenacious PR team places stories with traditional and online media channels. Then, our Internet marketing team syndicates these stories to promote and protect our partners. Rosica crafts compelling, authentic stories; disseminates its clients' good news; elevates visibility and sales; builds customer loyalty; and tenaciously protects the image of its clientele. Agency principals serve as "thinking partners," infusing creativity and proactive execution, and focusing on your organizational goals. Agency services include: traditional and online media relations, blogger outreach campaigns, social media marketing, cause marketing, online reputation management, corporate communications, search engine optimization, media training, tradeshow support/strategies, and new product introductions.

RUDER FINN. INC.

Member of the Ruder Finn Group
301 East 57th Street
New York, NY 10022
212/593-6400
Fax: 212/593-6397
inquiries@ruderfinn.com
www.ruderfinn.com

David Finn, Chairman
Kathy Bloomgarden, CEO
Michael Schubert, Chief Innovation Officer
Louise Harris, Chief Global Strategist
Rachel Spielman, Global Head of Corporate Communications
Scott Schneider, Chief Digital Officer

Our business is focused around four core pillars —

Corporate & Public Trust, Health & Wellness, Technology & Innovation and Consumer Connections — where we have industry-leading experience and can be true knowledge partners with our clients. By aligning deep insight and understanding with expert implementation across traditional and social media channels, we help clients manage their most pressing challenges, from marketing products and services to managing reputation. Our expertise spans: reputation and media counsel; innovation; building trust and strong brands; financial communications, M&A, internal change and governance; crisis and issues management; growing communities and consumer loyalty in the digital space; stakeholder and employee engagement; implications of new technologies and transformation of industry segments; energy and the environment.

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2 Oliver Street, Ste. 901
Boston, MA 02109
617/536-3300
Fax: 617/536-3180
launch@schneiderpr.com
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Nashville, TN 37212
615/327-7999
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Seigenthaler Public Relations (SPR) has helped clients connect with their audiences and succeed in their industries for 40 years. Headquartered in Nashville with offices in New York and Chicago, SPR is a full-service corporate communications and marketing agency. We enter into strategic partnerships with diverse clients and have cultivated extensive expertise in a wide range of industries, particularly science and healthcare, financial services, the environment, education, technology, transportation, and consumer products and services. Across industries and around the world, SPR has earned a reputation for producing results by creating strategic plans, distinctive brands and focused messages unique to each client's specific goals. We excel in interpreting and simplifying complex issues for myriad audiences — whether launching new products, developing corporate identities or managing crises.

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12400 Coit Road, Suite 650
Dallas, TX 75251
972/239-5119
Fax: 972/239-2292
PR@sheltongroup.com
www.sheltongroup.com

Jodi Shelton, *President & CEO*
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Shelton Group is a full-service, strategic PR and IR agency providing customized programs and services to public and privately held companies across multiple industries. Shelton offers a team of professionals with diverse backgrounds that uniquely blend business acumen with creativity to deliver the highest quality of service. Applying an integrated approach to corporate communications, Shelton Group delivers a company's unified story to all targeted audiences. Through a dedication to value-added service and a national network of key strategic relationships, Shelton Group has built a trusted reputation with the media, industry experts and the financial community that produces immediate results for emerging and established companies. The company has offices in Texas, California and Taiwan. For more information visit www.sheltongroup.com.

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2 Bryant Street
San Francisco, CA 94105
415/962-8200
info@sparkpr.com
www.sparkpr.com

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New York, NY 10010

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Sparkpr is one of the world's largest independent technology public relations agencies. The firm is headquartered in San Francisco with offices in London, Cape Town, Los Angeles and New York to accommodate continued growth.

Sparkpr has represented technology and consumer clients ranging from stealth start-ups to *Fortune* 500 global companies. It has supported tech companies through launches, growth, acquisitions and IPOs and is known for its expertise in social media programs.

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Current clients include Barclaycard US, blinkx, Etsy, Good Technology, Greylock Partners, Hootsuite, NEA, Nielsen, Pinnacle Engines, Rdio, Spiceworks, SugarCRM, The Today Show, Vevo and Virgin Green Fund.

The agency has won numerous awards, including the TechCrunch 'Crunchie Award' for best overall technology public relations agency in the US. In 2011, Sparkpr was ranked by *PRWeek* as one of the Top 50 PR agencies. In addition, the agency was honored as one of the fastest growing privately held companies for the third year in a row by *Inc.* magazine and was also recognized as one of the Bay Area's "Best Places to Work" by the *San Francisco Business Times* (2010 and 2011).

SPECTRUM, INC.

2000 K. St., N.W., 2nd Flr.
Washington, DC 20006
202/955-6222
Fax: 202/955-0044
info@spectrumscience.com
www.spectrumscience.com

John J. Seng, *Pres.*
Juliet Glassroth, *Sr. VP*
Lisette Capati, *Pam Lippincott*, *Amanda Sellers*, *VPs*
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350 Fifth Avenue, Suite 3800
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Since its founding in 1984, Taylor has forged a reputation of excellence in public relations by partnering with the world's most admired consumer brands, utilizing their sports, lifestyle, and entertainment assets to drive consumer engagement. The agency's roots are firmly planted in the world of sports and its legacy of developing and activating award-winning campaigns for leading marketers in support of U.S. and global sports sponsorships is unparalleled. In 2004, Taylor introduced a bold new vision that aligned the company exclusively with a select roster of category leading consumer brands. That vision helped drive the transformation of Taylor from a niche publicity firm to a brand counselor and public relations partner for Allstate, Capital One, Coca-Cola, Diageo, MasterCard, NASCAR, Nestle, Taco Bell, and Procter & Gamble, among others. To fully immerse itself in the business of its client partners, Taylor expanded its footprint beyond New York, establishing offices in Charlotte, Los Angeles, Chicago and London. In 2010, *The Holmes Report* selected Taylor as "Consumer Agency of the Decade."

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New York, NY 10003
212/905-6060
www.trylonSMR.com

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Trylon SMR has exclusively served clients in the technology,

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San Francisco, CA 94133
415/362-5018
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www.wcgworld.com

Diane Weiser, *Chief Client Partner, Healthcare*
Gail Cohen, *Practice Leader, Global and Acting Practice Leader, Interactive*
Leslie Wheeler, *Practice Leader, Healthcare*
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WCG is an independent global communications firm offering integrated creative, interactive and marketing communications services to clients in healthcare, consumer products, technology and entertainment. WCG is focused on the corporate and product marketing and communications needs of the world's leading companies and serves clients from offices in San Francisco, New York, Chicago, Austin, Los Angeles, and London.

WCG offers a full spectrum of integrated communications services geared to accomplish one thing: build visibility and value for our clients, their products or causes. Our seasoned professionals specialize in branding, design, digital, interactive, social and traditional marketing, location based marketing, corporate and product PR, media, investor and advocacy relations, clinical trial recruitment and grassroots direct-to-patient communications campaigns. We corral the entire sphere of influence impacting client reputation. We follow trends, listen, learn and engage in relevant communities and guide our clients accordingly. Our senior teams take a practical, targeted and fully-integrated approach to maximize results across all key audiences and influencers.

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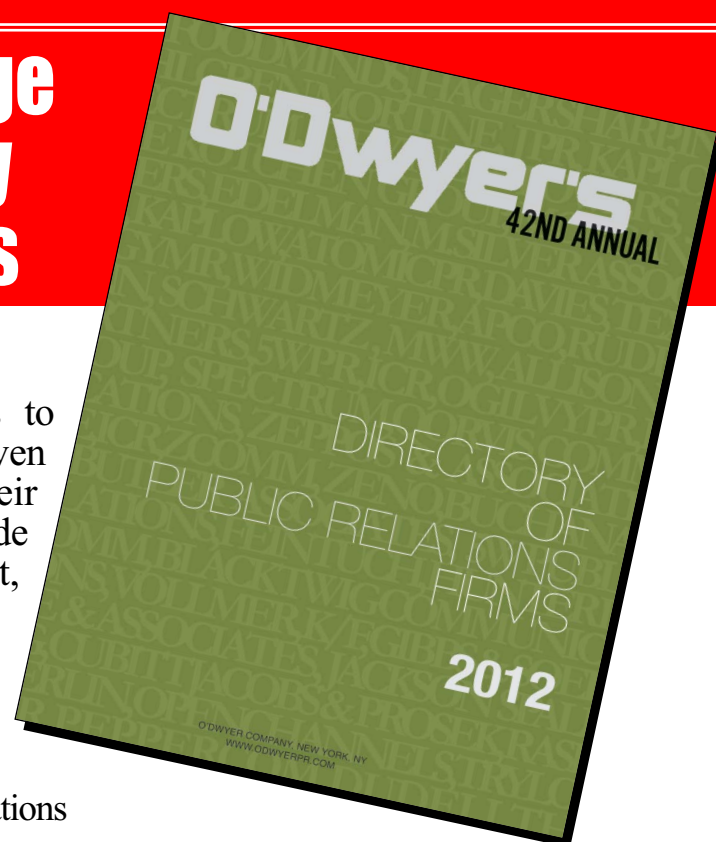
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Taking the “low road” to PR success

By Fraser Seitel

Investigators in March ruled that the cause of Whitney Houston’s death was definitively identified as “accidental drowning.”



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

The Los Angeles Police Dept.’s conclusion wasn’t unexpected; investigators had been saying the 48-year-old singer’s death was an accident, since she was found in her hotel bathtub on February 11. None of this, of course, will likely affect the view — or career trajectory — of Nancy Grace, the other-worldly HLN anchor, who openly (and loudly) speculated after Houston’s death that someone might have “pushed” the singer underwater; in other words, murdered her.

Grace’s wild-eyed speculation was so off-the-wall that even fellow broadcasters recoiled in her clear attempt to grab attention, despite the facts of the case and the damage her baseless remarks might cause with Houston’s family.

The Grace Phenomenon, where someone becomes successful by earning publicity through the repetition of controversial statements that fly in the face of facts, is an example of how in the 21st century, taking the public relations “low road” can result in fame and fortune.

For anyone with a conscience, sense of morality or belief in a higher purpose — beyond making money or grabbing power — taking the public relations “high road” is always preferable. Nine times out of 10, the best public relations advice is to tell the truth and suffer the consequences. Indeed, no self-respecting public relations counselor would ever instruct his or her client to lie.

But on the other hand in this age of an increasingly one-sided and unchallenging media and declining societal standards, where millions take at face value what they read on an undocumented Internet blog and opinionated loudmouths inspire legions of lemmings who believe every word — public relations professionals should recognize that taking the “low road,” alas, can pay off for the right kind of characterless character.

Here are the three most prominent examples of successful violators of the public relations axiom to always “do the right thing.”

Graceless Nancy Grace

As a former Georgia prosecutor, graceless Nancy Grace was once described by an appeals court as playing “fast and loose” with the facts. In the intervening years, Grace has used that very “attribute” to become a 21st century TV star.

Grace’s rabid, devil-eye style, first on the fledgling Court TV, then on more rational CNN, and finally on the over-the-top HLN (“Headline News”) has made mincemeat of America’s time-honored “guilty until proven innocent” standard. Grace’s one-woman judge and jury routine has, among other travesties of justice:

1) Claimed unequivocally that a drifter suspected in the Utah kidnapping of a teenager in 2002, “was guilty.” The drifter died in custody and later was posthumously exonerated, when two other individuals confessed to the crime.

2) Accused members of the 2006 Duke lacrosse team of “gang raping” a stripper. The more it became clear that the young men were innocent, the more she used her bully TV pulpit to persecute them.

3) Badgered unmercifully the mother of a missing two-year-old. The day the interview was scheduled to air, the woman killed herself. Relatives blamed her death on Grace’s over-the-top interview and sued. Grace settled with the woman’s estate.

4) Most recently, of course, there was the accusation of foul play in the Whitney Houston matter, which caused fellow broadcaster Dan Abrams to ask on “Good Morning America,” “But Nancy can’t you just say that ‘I was wildly speculating, and I’m sorry. I shouldn’t have said it. It wasn’t appropriate.’”

Activist Al Sharpton

Unlike former prosecutor Grace, Al Sharpton gained his notoriety on the other side of the defense table. Sharpton’s prominence as a civil rights activist came primarily from his orchestrated campaign of race-baiting rabble-rousing in and around New York City that landed him regularly on the front page of the city’s tabloids and just as often in the slammer.

But Sharpton’s low-road tactics of blatant publicity-seeking, regardless of the truth, parlay him into the national spotlight. Sharpton’s most infamous abrogation of decency was his non-stop verbalizing in the case of a troubled 15-year-old African American girl, Tawana Brawley, who

claimed in 1987 that she had been assaulted and raped by six white men. Sharpton vilified the prosecutor in the case and accused him not only of racism but of being one of the girl’s attackers. Sharpton was found guilty of slandering the prosecutor and sentenced to pay a fine. Rev. Al went silent and refused to ante up, leaving the fine to be paid by supporters.

Now you would think that this kind of deadbeat, law breaker would have a difficult time earning credibility. Whoo boy, would you be wrong. Rev. Al today, of course, is a multi-media dynamo, with his own radio show and MSNBC television program.

Darling Donald Trump

Perhaps the greatest example of how pursuing the low road can result in 21st century fame and fortune is the saga of Donald Trump. “The Donald” — although you’d never know it from hearing the real estate baron’s self-aggrandizing claims — is the quintessential “born on third base” American success story. Trump’s father Fred was a cagey real estate developer, who owned city blocks full of multistory, debt-free apartment buildings, populated by 27,000 able-bodied, rent-paying residents.

Capitalizing on what his father had left him, Donald Trump’s own business successes, in fairness, were notable. But just as notable — although Trump didn’t like to acknowledge them — were a series of business clunkers. At the height of New York’s real estate recession in the 1990s, when both his Trump Plaza Hotel and Taj Mahal casino went bust, Trump was brought to the brink of personal bankruptcy. The death of Donald’s father allowed the son to pay back his own debts and reinforce his status as a legend in his own mind.

And today the Donald is a darling of a 21st century media, more interested in style than substance. Indeed, few were more successful than Trump in converting his many marriages, quick-trigger lawsuits (directed especially at those who questioned his success and net worth), frequent bullying, and constant bragging into book deals, TV shows, and recurring flirtations with running for President on the Republican side.

The point is that, in the 21st century, as these three egotistical, singularly-focused individuals have illustrated, the heretofore contemptible course of building a reputation through pursuing the “low road” can no longer be dismissed. On the contrary, taking the low road may sometimes be the only road to escape reputational ruin. ●

LaPierre: shoot the messenger

By Kevin Foley

The media spotlight on Trayvon Martin's killing seems to be getting a little too intense for National Rifle Association Executive Vice President Wayne LaPierre.



Kevin Foley owns KEF Media Associates, Inc., an Atlanta-based producer and distributor of electronic publicity.

His organization, in an effort to help sell more guns, cooked up the "Stand Your Ground" legislation signed into law in Florida and other states. It permits those who feel threatened to shoot their assailant and not risk prosecution.

Critics of the bill call it "Kill at Will."

The media coverage of Martin's shooting at the hands of a vigilante has drawn considerable attention to the NRA's role behind law.

NRA board member and former president Marion Hammer drafted the Florida bill in 2005. It became the model for legislation the American Legislative Exchange Council flogged in other states.

LaPierre no doubt likes to keep the NRA's bill writing activities and association with ALEC on the down low, which explains why he's so mad at the "media." "You reporters ... manufacture controversy for ratings," declared LaPierre at the recent NRA convention in St. Louis. "You don't care about the truth, and the truth is the national news media in this country is a national disgrace, and you all know it."

Actually, the truth is the NRA is all about putting guns and ammo in the hands of as many Americans as possible and letting them wield their weapons wherever they go including churches and schools. That helps explain why America has one of the highest firearm homicide rates in the world and Stand Your Ground is sure to add to the body count.

Ironically, LaPierre wants to know where the "outrage" is, why the media is focused on Trayvon Martin and not the hundreds of other Americans who've been gunned down.

"Everyday victims aren't celebrities. They don't draw ratings, don't draw

sponsors. But sensational reporting from Florida does."

Except Trayvon Martin wasn't a celebrity. He was an anonymous teenager as late as February 25. On February 26 he was shot and killed by George Zimmerman, according to Florida Attorney Angela Corey, who charged Zimmerman with second degree murder.

But the local police didn't arrest or charge Zimmerman. It took intense pressure by civil rights leaders and media figures, a special prosecutor, and 45 days to finally get both.

That's a news story, although it's understandable why the NRA doesn't want it told.

"...it's getting worse every single day," scolded LaPierre, "and your dishonesty, duplicity, and moral irresponsibility is directly contributing to the collapse of American freedom in our country."

Patriotism is the last refuge of a scoundrel, so LaPierre is always quick to wrap the NRA in the American flag when he feels it's threatened.

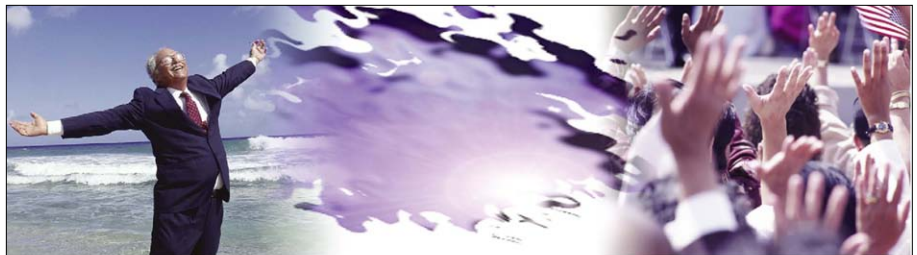
After the horrific Columbine High

School massacre in 1999 and the ensuing national debate over easy access to guns, it will be remembered, the NRA shamelessly went ahead with its national convention in nearby Denver just ten days after the slaughter left 13 dead and 21 wounded.

And LaPierre grouches about the media's "moral irresponsibility"?

The late Charlton Heston, who served as NRA president ("From my cold, dead hands!") from 1998 to 2003, beat LaPierre to the draw on media-hating at the Denver convention when he said, "The dirty secret of this day and age is that political gain and media ratings all too often bloom on fresh graves. Simply being silent is so often the right thing to do."

Yes, silence would certainly suit Mr. LaPierre where Stand Your Ground is concerned, but it may be too late. A campaign called "Second Chance on Shoot First," launched by New York City Mayor Michael Bloomberg and supported by the NAACP, the National Urban League and other organizations, seeks to repeal or reform Stand Your Ground laws in the states like Florida where they've been enacted. ●



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Romney enlists national security spokesman

Richard Grenell, who led communications and public diplomacy for the Bush administration at the United Nations, has joined Mitt Romney's presidential campaign as its national security and foreign policy spokesman.

He has been a partner with PR shop Capitol Media Partners in Los Angeles since 2009.

The campaign hire comes as Romney trails President Barack Obama on national security issues, according to recent polls. The *New York Times* reported in April that Romney will likely face closer scrutiny on his Afghan war stance, among other issues, as the campaign ramps up.

Grenell was director of communications and public diplomacy at the U.N., leading a staff of 14 for both terms of President George W. Bush through four ambassadors and including the run-up to the Iraq invasion which centered on the institution.

He worked on the corporate site leading communications for kidney care giant DaVita and set up Capitol Media Partners in 2009, later adding former DaVita PR colleague Brad Chase, a Hill & Knowlton and Fleishman-Hillard vet. CMP last year was tapped for crisis PR help by the Thoroughbred Retirement Foundation after the group faced media scrutiny and an investigation of the treatment of former racehorses.

Grenell, who is openly gay, earned his political stripes as a spokesman for San Diego Mayor Susan Golding, New York Gov. George Pataki and ex-Rep. (and ousted governor) Mark Sanford (R-S.C.).

Former CIA spokeswoman and analyst Marie Harf is associate policy director for national security for the Obama campaign. ●



Richard Grenell



Senate confirms diplomacy czar

Tara Sonenshine, a former National Security Council communications advisor to the Clinton administration, was confirmed by the Senate March 29 as Under Secretary of State for Public Diplomacy, the top post charged with burnishing the U.S. image abroad.

Sonenshine takes over for Judith McHale, the former Discovery Communications CEO who traveled extensively in her two years in the post as part of a broader Obama administration push to restore the country's image overseas.

Former Ambassador to South Korea Kathleen Stephens had filled the role on an interim basis since Feb. 6.

Sonenshine was nominated by President Barack Obama in November and one of dozens of confirmations passed by the Senate last night.

She has been serving as executive VP of the non-partisan federal research entity the U.S. Institute of Peace, which led the 2006 Iraq Study Group examining the U.S.-led invasion of Iraq. Sonenshine earlier was a producer for ABC News and held various communications roles during the Clinton administration. ●

Obama admin hires Planned Parenthood PR staffer

Tait Sye, who led media relations for Planned Parenthood for four years, has joined the Obama administration as deputy assistant secretary for public affairs at the Dept. of Health and Human Services.

Sye's appointment comes after the latest round of Planned Parenthood as a political football. Sye most recently handled press as the organization faced a barrage of attacks in the Republican primary contest and bids to cut federal funding for its health services.

At HHS, Sye handles PA for the Food and Drug Administration, the National Institutes of Health, and the Centers for Disease Control.

Politico first reported the move, noting Sye's move to government "was greeted with outrage by anti-abortion groups."

Dori Salcido took over HHS public affairs as acting secretary in late February after President Obama's recess appointment for the slot, Richard Soriano, was forced to step down after two years because the Senate would not confirm him. ●

Beer biz gets new D.C. voice

The Washington trade group for beer brewers has brought in former Senate communications staffer Chris Thorne as VP of communications, a new post.

The 44-year-old Thorne will handle the Beer Institute's communications strategy for policymakers, the alcoholic beverage industry, media and other stakeholders.

Chlopak, Leonard Shechter & Associates handles PR for the group, which said it made the Thorne hire as it faces issues like the sluggish economy, impending tax and regulatory issues, and threats to the three-tier system of distribution.

Beer sales topped \$98 billion in 2011 and the sector claims to impact 1.8 million American jobs, but U.S. volume dropped in 2011 for the third straight year. The Institute points out that states often look to raise liquor taxes when revenues are tight. Thorne recently directed public affairs for ethanol producer trade group Growth Energy and earlier was chief media and political strategist for Sen. Kent Conrad (D-N.D.).

Thorne worked for Conrad's communications operation for seven years, moving to the Hill after reporting for the Associated Press. ●

H+K takes 2014 Asian Games

Hill + Knowlton Strategies has picked up the 2014 Asian Games, slated to occur in Incheon, South Korea. The firm will organize road shows in Singapore, Tokyo, New Delhi, Dubai, Guangzhou and Almay to promote the pan-Asian event of 19 countries.

The Games' "Cheer Asia" theme is targeted at influencers in sports, culture, tourism and media sectors.

The Incheon Asian Games Organizing Committee also sees the opportunity to use PR to showcase Korean contemporary culture.

James Heimowitz is president of H+K's Asian operations.

The WPP unit represented the 2008 Beijing Olympic Games and is doing this year's Summer Olympics slated for London. ●

Mexico gives R&R G20 duties

Mexico has hired R&R Partners to handle PR and media relations for the run-up to and aftermath of the G20 Summit slated for Las Cabos in June.

The Las Vegas shop is to promote the political and economic agenda of President Felipe Calderon as well as the general proceedings of Latin America's first summit of the world's richest economies.

Calderon's priorities include economic stabilization, improving the financial architecture in the interconnected world, food security/commodity pricing and global climate change, according to R&R's "earned media plan."

The R&R document calls Calderon the "perfect spokesman at this time in history" because development issues to be dealt with at Las Cabos are the "very same policies that turned around the

Mexican economy from the depth of recession in the mid 1990s."

The Mexico "success story" in the areas of public education, infrastructure, healthcare, manufacturing and social responsibility is to be pitched.

R&R's international target cities include Beijing, Paris, Berlin, Tokyo, London, Washington and New York.

The firm, which commenced G20 work on Feb. 15, does not have a written contract, but estimates its fees for the five-month program is \$500,000, plus expenses. ●

Podesta takes Hong Kong work

Podesta Group is working for the Hong Kong Trade Development Council under a \$300,000 one-year agreement that began April 1.

The Washington-based firm is to further HKTDC's interests via contact with members of Congress, White House and non-governmental organizations.

It will monitor activities "to determine the potential for positive initiatives as well as threats to the interests of Hong Kong," according to the pact.

Those issues cover trade/economic matters as well as "environmental protection, labor and human rights, public health and food safety."

The contract will immediately be terminated in the event that well-connected Democrat Tony Podesta can no longer personally handle the account.

In February, the HKTD hired Akin Gump Strauss Hauer & Feld for a four-month government relations pact at \$36,000 a-month.

Similarly, that pact becomes null and void if either former Congressmen Vic Fazio (D-Cal.) or Tom Loeffler (R-Tex.) walks away from the account. ●

FARA News



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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.

Whitaker Group, Inc., Washington, D.C., **registered April 5, 2012** **Government of the Republic of Malawi**, to facilitate visits to the U.S., meetings with stakeholders including U.S. civil society organizations and the U.S. Government, and to help to build partnerships in key development-oriented sectors.

Potomac Square Group, Washington, D.C., **registered April 11, 2012** **for International Counsel Bureau**, Kuwait, through WMA Group, to provide strategic communications counsel and services associated with the International Counsel Bureau.

R&R Partners, Las Vegas, NV, **registered March 22, 2012** **for Gobierno Federal de Mexico**, to assist the Mexican government with the promotion of President Calderon's objectives for the G20 as well as the progress of the meetings leading up to and during the summit through consultation services for earned media outside of Mexico, social media and the G20 website.

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.

Akin Gump Strauss Hauer & Feld LLP, Washington, D.C., **registered April 18, 2012** **for Volvo Group North America, LLC**, Washington, D.C., regarding implementation of the U.S.-Colombia and U.S.-Panama Free Trade Agreements

Hart Health Strategies, Washington, D.C., **registered April 19, 2012** **for National Viral Hepatitis Roundtable**, Washington, D.C., regarding monitoring health care regulations and legislation.

Food Directions LLC, Shady Side, MD, **registered April 19, 2012** **for National Restaurant Association**, Washington, D.C., regarding menu labeling.

Patton Boggs LLP, Washington, D.C., **registered April 17, 2012** **for Cool Smiles**, Marietta, GA, regarding Medicaid multi-state dental practices.

CAMERA-READY RELEASES



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North American Precise Syndicate, Inc., 415
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GET 100 to 400+ placements from
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Complete satisfaction with the results
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NAPS is used by most Fortune 500
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MEDIA & SPEAKER TRAINING



Impact Communications, 11 Bristol Place,
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your next news interview your
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of news media/training expertise.**

SPECIAL EVENTS

THE NATIONAL PRESS CLUB

National Press Club, 529 14th St., N.W.,
Washington, DC, 20045. 202/662-7580.
www.press.org. Joshua Funk, Dir., Bus. Dev.

The National Press Club, a private
club for journalists and communicators,
has been "Where News Happens" for
more than a century. Each year, the
Club hosts over 250,000 visitors at
more than 2,000 events that are
conveyed to global audiences in print,
television and online. Our journalist
members work with the NPC staff to
create an ideal facility for news
coverage – from a full service broad-
cast operation, to fiber and wireless
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PR JOBS - <http://jobs.odwyerpr.com>

Contact O'Dwyer's: 271 Madison Ave., #600, New York, NY 10016; Tel: 212/679-2471 or Toll Free: 866/395-7710



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have resulted in business for the firm. The O'Dwyer listing has paid off for us."
Henry Feintuch, Feintuch Comms., N.Y.

Inside News of Public Relations & Marketing Communications

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Child's Play Communications

Public Relations Consultant

Hopkinton, MA

EMC

Public Relations Account Supervisor

Houston, TX

Lopez Negrete Communications

Public Relations Vice President

DC

Confidential

Director of Media and Public Relations

Washington, DC

National Multi Housing Council

Director of Public Relations

DC

National Multi Housing Council

Director of Public Relations

DC

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Browse by State

- New York (9)
- Dist. Columbia (9)
- Connecticut (4)
- Virginia (3)
- Texas (2)
- North Carolina (2)
- New Jersey (2)
- Missouri (2)
- Michigan (2)
- Massachusetts (2)
- Illinois (2)
- California (2)

Browse by Job Function

- Public Relations (25)
- Communications (4)
- Other (3)
- Assistant Professor (3)
- Marketing/Advertising (2)

PR Manager

**BlogFrog is a social activation platform that
partners brands and digital influencers to
power and amplify online conversations.** The
company's technology platform lets brands engage
social influencers according to niche topics and tar-
get demographics, create advocate-driven content
and conversations, and measure performance with
in-depth tracking and analytics. Bloggers use
BlogFrog to increase readership and traffic, create
interaction with readers and followers, and increase
revenue through participation in brand programs.

BlogFrog is a private company headquartered in
Boulder, Colorado.

The Public Relations Manager will report directly to
the Director of Marketing and indirectly to the VP of
Marketing. This person will be in a highly involved
role with direct access to and strong support from
our Co-Founders.

The Public Relations Manager will create, source,
manage and execute BlogFrog's public relations
efforts. The ideal candidate will be well versed at
developing and executing winning communication
strategies including but not limited to traditional
press, blogs, social media, conference panels and
speaking engagements. Such efforts will focus on a
wide array of innovative topics that are core to
BlogFrog's marketplace such as brand advertising,
marketing, social media, and enterprise B2B tech-
nology solutions.

Send your resume and a compelling cover letter
highlighting your superstar qualities and past
achievements to jobs@theblogfrog.com. Please
put the job position title in the subject of your email.

Get O'Dwyer's Newsletter, Magazine & 2012 Directory of PR Firms plus a year's access to all the content on odwyerpr.com for \$295/year



The Inside News of PR and Marketing Communications
Jack O'Dwyer, Editor-in-Chief

NEWS CORP CALLS IN EDELMAN
Insulting News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its British operation.
The No. 1 independent PR firm is providing communications and PA counsel to News International's management and standards committee handling the internal inquiry into the hacking of a murdered 13-year-old girl's voicemail, allegations of concealing the calls of family members of soldiers killed in Afghanistan/Iraq and victims of the London terror attacks.
Alex Bigg, Edelman's managing director for corporate affairs, and James Lunde, managing director for PA, handle the account.
They report to Will Lewis, general manager of News International, which is responsible for Rupert Murdoch's British papers.
(More on the News Corp. crisis on page 3)

THEME PARK OPERATORS SEEK PROPOSALS
The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.
The International Association of Amusement Parks and Attractions represents the interests of 4,000 individual members from entities like zoos, theme and amusement parks, museums and aquariums.
The Alexandria-based group, led by new CEO Chip Clardy, is looking for media relations support with experience in crisis communications and the travel/tourism PR sector as it proactively engages consumers through the media and reacts to situations ranging from financial, legislative and operational issues. The IAAP wants two on-site staffers to assist in press team and one team member versed in crisis support.
Colleen Mangione, manager of media relations, is taking pitches with in-person meetings slated for mid-August in Virginia for potential key account personnel. Work is expected to begin in early December.
Download the RFP at odwyerpr.com/rfp.

APCO Worldwide has recruited Colin Mackay, former communications and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of its healthcare practice in Brussels. Mackay is a 20-year veteran of the healthcare scene, holding posts at Weber Shandwick, Aventis and Organ Laboratories.
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271 Madison Ave., New York, NY 10016
212/679-2471, Fax: 212/683-2760
www.odwyerpr.com; jobs.odwyerpr.com

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F-H SHUFFLES MANAGEMENT DECK
Friedman-Hillman named Jack Modzelewski to the newly created president of the Americas post to coordinate activity of the unit chief of regions in the U.S., Canada and Latin America.
The founding general manager of F-H Chicago also served as COO for Europe and South Africa. Modzelewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategic planning.
F-H CEO Dave Senor also tapped J.J. Carter, GM/San Francisco, to the U.S. western president. Nancy Seliger, executive VP and former eastern president assumes global client relations duties. Bob Winslow, managing director for global technology, is now in charge of F-H's more than 30 practice groups and new product development.

CHIME RINGS UP HEALTHCARE DEAL
Chime Communications has acquired healthcare specialist Reynolds-Mackenzie for an initial payment of \$2M, a package of \$2.5M cash and stock. R-M says it generated \$2.4M in revenues last year and earned an operating profit of \$1.2M.
It's the firm of Allison Mackenzie and Eva Reynolds. The duo counsels clients such as Pfizer, Amgen, Bristol-Myers Squibb, Roche and Medtronic. R-M will be part of Chime's OPEN Health group that was formed in January.
The acquisition could cost Chime up to \$11M based on R-M's performance. Lord Bell's operation retains the right to pay up to a quarter of that contingent comp in newly issued shares.
Chime is parent of Bell Pottinger.

DISCOVERY BAY DISCOVERS MWV
Discovery Bay Games, the Seattle-based company that produces game apps and accessories for Apple's iPad, has selected MWV Group as agency of record. DBG is developer of Dan, the first integrated device for iPad. Dan makes it possible for multi-person games such as "Smithsonian Artifact or Fiction." MWV is to position the client as the top brand of gaming "apocryphal" for the Apple client.
Craig Olson, CEO of DBG, said it hired MWV for its "proven record of crafting communications programs that directly influence the bottom line."
DBG is coming out of MWV's consumer tech practice with Sumner, Nikom and Celestion, among others.

You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.

Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, odwyerpr.com, which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.



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MICHAEL WALSH, WALSH ASSOCIATES, N.Y.

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List your PR firm with O'Dwyer's & pick up new business
"We have received many calls as a result of our listing on odwyerpr.com. We have signed up a number of clients that way."
LISA HANFORD, LISA HANFORD & ASSOCIATES, N.Y.

CONTACT US FOR PR SERVICES



Integrated thinking.

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ISRAEL DRAFTS TOURISM RFP
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Jewish state.

FED FINANCE ENTITY SEEKS PR
The Finance Institution used by the U.S. government to push private funds toward global projects that benefit U.S. foreign policy is conducting a PR search with an RFP process open through late August.

THE O'DWYER PR FIRM
The O'Dwyer PR Firm, an "independent" entity of the federal government, based in Washington, D.C., recently completed a "messaging and branding exercise" and is now looking for agency help for work like website writing and development, social media training, media relations and media training.

AN RFP ISSUED IN JULY SERVED AS AUG. 28 DEADLINE, ACCORDING TO ITS INITIAL JULY 29 DUE DATE.

CLICK TO DOWNLOAD RFP: <http://odwyerpr.com/rfp>

NODDAG GETS PR HELP IN TAKEOVER DEFENSE
Noddag, the imaging giant announced in a long turnaround push, is working with Steve Frank, Wisconsin filmmaker, to help it shape up.

To view the account, agencies must have at least

Clear, concise, compelling communications

August 12, 2011
Send RFPs to prg@odwyerpr.com for listing. Note: RFPs are subject to changes and additions, so contact the client for any updates. "Send" RFPs close to business opening.

RFPs and Other Solicitations for PR Services

Category	State	Expiration Date	Source	Amount	Blind	Open	Sealed	Notes
Public Services	IL	8/10/11	8/10/11	100,000	Open	Open	Open	See
Healthcare	DC	8/10/11	8/10/11	100,000	Open	Open	Open	See
Aviation	DC	8/10/11	8/10/11	100,000	Open	Open	Open	See
Transportation	DC	8/10/11	8/10/11	100,000	Open	Open	Open	See
Food	DC	8/10/11	8/10/11	100,000	Open	Open	Open	See
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Healthcare	DC	8/10/11	8/10/11	100,000	Open	Open	Open	See
Transportation	DC	8/10/11						

Creative Edge.

It transcends geographies.

It drives innovation.

**It has a singular impact on
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**It optimizes resources
in a global economy.**



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