# 2014 Communications & new media

# ANNUAL PR RANKINGS ISSUE

# PR FIRMS RANKED BY NET FEES, ANNUAL GROWTH, GEOGRAPHY, SPECIALTY AND MORE.

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★ FINANCE FIRMS REBOUND ★ FROM ROUGH YEAR

★ REPORT: FIRST-QUARTER NUMBERS ★ ARE IN FOR AD CONGLOMS

**★** PROFILES OF TOP INDEPENDENT PR FIRMS ★

PLUS: AAAA

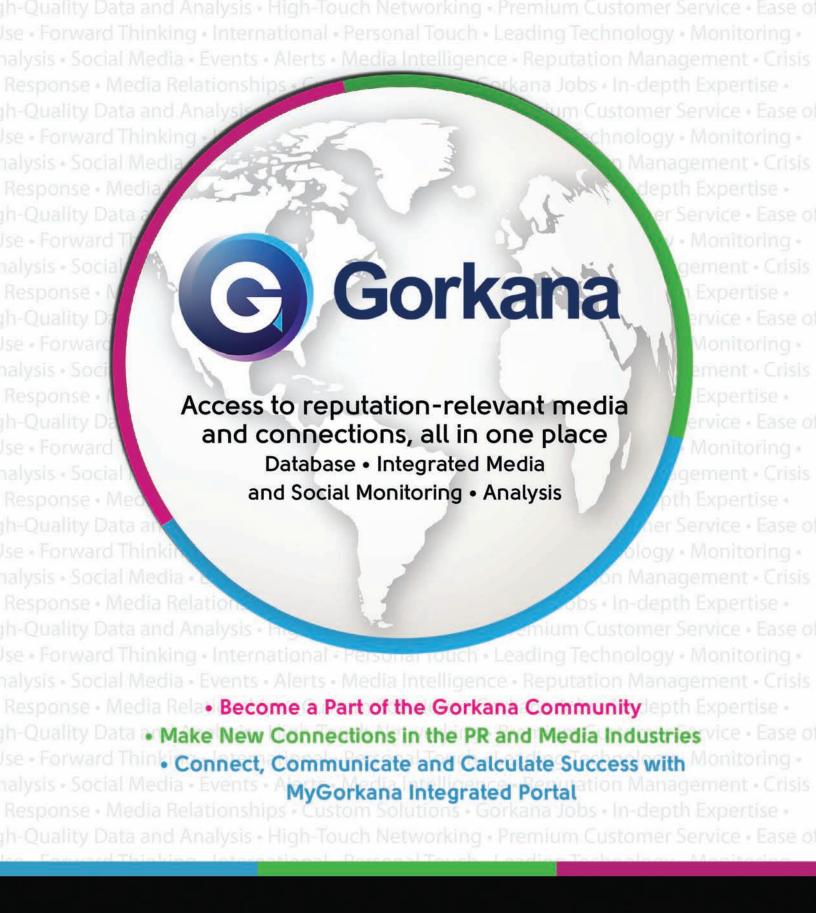
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Nadia Mostafa had a well-established career prior to enrolling in the NYU School of Continuing and Professional Studies (NYU-SCPS) M.S. in Public Relations and Corporate Communication (PR&CC). She had worked in agency, government, and corporate settings, with clients ranging from healthcare to nonprofit, consumer to fashion, and luxury goods to food and beverage. Yet, she knew she needed to pursue a higher level of education to fine-tune her skills and to ensure her future marketability. The PR&CC program appealed to her because of its location in NYC, the media capital of the world. Taught by top industry professionals, she immersed herself in strategic communications, media and investor relations, and crisis management. She interned at Rubenstein Communications, Inc. and won a highly coveted fellowship at Johnson & Johnson, where she has since secured a position developing strategic public relations and marketing communication initiatives designed to enhance the corporate reputation of this industry giant.

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#### **EDITORIAL**

When defending the fringe backfires.

## INTERACTIVE ADS TOP TV REVENUES FOR FIRST TIME

In 2013, interactive ad revenues surpassed annual broadcast television sales for the first time.

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February: Environmental & P.A.

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April: Broadcast & Social Media
May: PR Firm Rankings
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#### On defending the fringe, for your own benefit

f you're going to pick a hero, you might want to do some research first. This April — hereby christened Wing-Nut Appreciation Month — the U.S. media showcased several polarizing personalities whose actions drew ire from the public. Mysteriously, several talking heads raced to defend these loons as a means of bolstering their own agendas, and big surprise, the tactic backfired.

First we have Cliven Bundy, a Nevada rancher who, since 1994, has been parking his cattle on federal land without paying the required grazing fees, and is now engaged in a stand-off with the Bureau of Land Management for refusing to vacate livestock from land he doesn't own. Fox News pundits like Sean Hannity latched onto the Bundy story as *ipso facto* proof of the government's eminent domain overreach, and in the weeks that followed the renegade rancher and his wagon train of wearying frontiersman clichés served as a leitmotif for the network's prefabricated political narrative. Constant coverage of the event was so effective it riled scores of heavily-armed, camouflaged militiamen who convened at the welfare cowboy's ranch, because they somehow believe a potential standoff with federal agents makes them paragons of "patriotism."

Fast-forward a few weeks, when Bundy went on a videotaped tear regarding African Americans, whom he posited may have been "better off as slaves, picking cotton." These remarks put Fox's story line on the skids, and drew wide condemnation from everyone on the conservative spectrum from Glenn Beck and Bill O'Reilly to Rick Perry. Fox host Howard Kurtz blasted his network for foolishly giving Bundy so much airtime. Hannity was now in the embarrassing position of repudiating a man whom he used as a political bullhorn. The lesson: walking back a narrative is a mortifying enterprise. A better idea would have been not to take stock in (obvious) red flags in the first place.

Then there was the case of Los Angeles Clippers owner Donald Sterling, who, during a recorded argument with his mistress, stated that he doesn't want her "associating with black people" (including basketball luminaries like Magic Johnson) or bringing them to Clippers games. The slumlord cum sports franchise owner was universally condemned for the remarks and publicly disowned by just about everyone: Johnson called for his resignation; a dozen sponsors (including Red Bull, CarMax, Sprint and Corona) pulled their Clippers sponsorships; and even President Obama took the time to blast Sterling's "ignorant" comments. On April 29, NBA Commissioner Adam Silver officially announced that Sterling would be fined \$2.5 million and barred for life from attending NBA games.

Leave it to a few flapping wattles from the wrong side of the turkey farm to take a bad situation and, impossibly, make it about themselves. Donald Trump went on "Fox & Friends" to claim Sterling's mistress — a "very bad girlfriend" — had "set up" the Clippers owner. Conspiracy nut Alex Jones, predictably, saw this as part of a larger conspiracy. Conservative commentator William Kristol went on "This Week" to complain that "everyone goes hysterical over two or three sentences," and that "deeds" take precedence over words.

Finally, we have Edward Snowden, who became a household name — and a hero to many — for leaking tens of thousands of highly classified documents exposing the National Security Agency's surveillance tactics. Months after finding asylum in Russia, it appears the former Booz Allen contractor has now found gainful employment as a lapdog for Vladimir Putin, which should come as a surprise to absolutely no one. Putin used a highly publicized, four-hour April Q-and-A session with Snowden via Russian TV network RT to laud Russia's protocol of citizen data collection as laissez-faire in comparison to the U.S.'s brand of oppressive overreach. Putin even referred to Snowden as "a former agent" and "a spy." In an April 18 *Guardian* editorial defending his softball interview, Snowden congratulated himself for broaching a dialogue with Putin on spying, a claim that probably fell on deaf ears from stateside supporters who have seen their favorite privacy advocate being reduced to peddling Russian agitprop (there's now even an online faction called "Snowden-Putin truthers." who believe the Russian government was behind Snowden the entire time).

In case you're not seeing the pattern here: each of our three April fools have walked, face first, into their own stereotypes. The headlines might have been unexpected, but they were inevitable. Today's media cycle demands that we regularly throw someone into the volcano to appease the outrage gods, but that doesn't mean you have to jump in with them. When someone you don't know seems hell-bent on destroying their reputation, leave them to their own devices. Don't try to pony a ride on their story for a cheap quote, lest you find yourself with Hannity on an apology tour of your own. When defending the loons of the world backfires — and it will — you will have no one to blame but yourself. lacktriangle

— Jon Gingerich



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# Changing Conversations for Over Two Decades We Help Brands Reach New Heights

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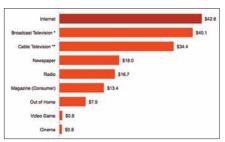
# Interactive ads top TV revenues for first time

Interactive advertising revenues for the first time surpassed annual broadcast television sales in 2013, powered by a 6.7% rise to a record \$42.8 billion, according to the Interactive Advertising Bureau. Broadcasters chalked up \$40.1 billion in revenues during the past year.

By Kevin McCauley

powerful 17% surge during the last quarter of the year, put interactive spending on top.

"The news that interactive has outperformed broadcast television should come as no surprise," said Randall Rothenberg, President and CEO of IAB. "It speaks to the power that digital screens have in



The recent IAB/PwC Internet Ad Revenue report shows the growth of interactive ads in comparison to annual revenues for print and broadcast advertising.

reaching and engaging audiences."

He noted the "staggering growth of mobile is clearly a direct response to how smaller digital screens play an integral role in consumers' lives throughout the day, as well as their critical importance to cross-screen experiences."

Mobile ads jumped 110% for 2013 to hit the \$7.1 billion mark, while digital

video climbed 19% to \$2.8 billion, search advanced nine percent to \$16.9 billion and display rose seven percent to \$12.8 billion.

PwC conducted the survey. Partner David Silverman said the triple-digit surge in ad revenues for mobile shows consumers are viewing information on-the-go. •

# PR pros top targets of cyber attacks

PR people and administrative assistants are top targets of cybercrooks, according to the latest Internet Security Threat Report issued by Symantec, the electronic information protection company in Silicon Valley.

By Kevin McCauley

ybercriminals target those people because they are viewed as stepping-stones toward top business

executives, high-level government officials and Hollywood A-listers, said Kevin Haley, Symantec's director for security response.

Symantec's survey finds that criminals lurk in the shadows for many months before waiting to strike in an effort to pull off a jackpot heist, rather than a series of quick-hit smaller strikes. "One mega breach is worth 50 smaller attacks," noted Haley.

There was a 62% increase in the number of data breaches in 2013 compared to the previous year. Those attacks resulted in more than 550 million identities exposed.

Symantec recommends companies focus data protection measures on information, rather than a device or data center.

Symantec recommends companies educate staffers and implement security infrastructures with data loss prevention, encryption, robust authentication and defense measures including reputation-based technologies.

For consumers, Symantec says unique passwords should be created to each site they visit.

Edelman handles Symantec. •

Film, TV and commercial makers' vocabulary is easier said than done. Except for the last word.

SHOOTS PUBLICITY WIRE

The Publicity News Publishing Service for the Motion Picture Industries.

Lights

Camera

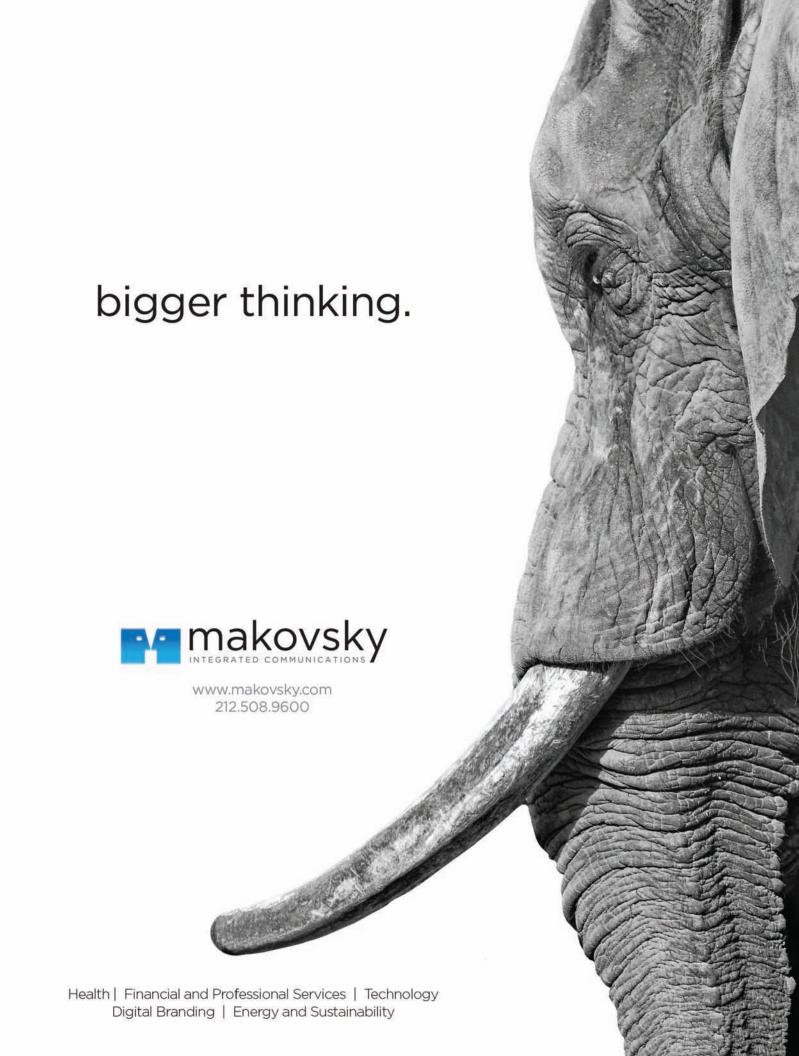
Action

Cut

Music

Sound

In the April 2014 edition of O'Dwyer's, we mistakenly classified KickedUp Media Group as a social media firm. They are a video production company.



# Strong Q1 PR growth at IPG as WPP, OMC inch up

Interpublic's PR operations led by Weber Shandwick outpaced rivals WPP, Omnicom and Publicis, but all the major marketing conglomerates saw first quarter growth continue.

#### By Greg Hazley and Kevin McCauley

#### IPG cuts Q1 losses, shows big gains

IPG slashed its first quarter losses to \$22 million and revealed double-digit gains.

Interpublic in April announced a \$22.4 million first-quarter loss, which was down from the \$58.5 million year ago deficit.

Revenues rose 6.1% to \$1.6 billion as CEO Michael Roth reported "strength" in the U.S. and "significant growth" in Latin America and Asia.

He said IPG's ability to "deliver customized integrated services offerings is increasingly becoming a differentiator for us, as are our digital capabilities."

The ad conglom's constituency management group (Weber Shandwick, GolinHarris, DeVries, Jack Morton, FutureBrand and Octogon) chalked up 6.6% revenue growth to \$321.8 million. Organic sales rose 5.7%.

Weber Shandwick CEO Andy Polansky told O'Dwyer's IPG's PR operation is off to a very strong start, showing double-digit gains in both reported and organic revenues.

He said North America, Asia, Brazil and U.K showed solid gains. Consumer health, technology, corporate and digital media practices showed strong growth during the period.

IPG wrapped up the quarter with \$776.6 million in cash/marketable securities and total debt of \$1.7 billion.

#### Publicis revenue growth improves

Publicis Groupe reported first quarter 2014 revenue climbed 2.2% to around \$2.2 billion, following a rocky fourth quarter.

Chairman and CEO Maurice Levy said Publicis rebounded from the end of 2013 to post organic growth of 3.3% on the strength of digital, its US operations, and as emerging markets and Europe showed signs of life.

Levy said the blockbuster merger with Omnicom is "moving forward even though progress is slower than anticipated." The deal is still expected to close in the third quarter, although antitrust clearance is still under review in China.

North American revenue (half of Publicis' income comes from the US) saw organic growth of 4.3% to just over \$1 bil-

lion on "renewed vigor" of the US economy.

On the PR front, key wins for MSLGroup during Q1 included Brazil accounts Amplificação and Trident. Publicis also acquired Washington-based Qorvis during the period.

Publicis debt is €790 million against €761 million in cash and securities.

Levy said he expects growth topping 4% for the year.

#### Omnicom PR units tick up 1.2% in Q1

Omnicom reported first quarter 2014 PR revenues grew 1.2% to \$325.4 million on an organic basis, outpaced by advertising (+4.9%, \$1.7 billion) and customer relationship management (+4.2%, \$1.2 billion).

Revenue across all units in Q1 rose 3% to \$3.5 billion, including 4% in the US to nearly \$1.9 billion and 1.9% internationally to \$1.6 billion. Net income was essentially flat — \$205.5 million, compared with \$205.1 million a year earlier.

OMC, which owns PR firms like Ketchum, Porter Novelli and FleishmanHillard, took \$7 million in pretax charges during the period related to its merger with Publicis Groupe.

OMC debt tops \$4 billion against cash/investments of \$2 billion.

Omnicom Group CEO John Wren collected \$18 million in 2013 total compensation, showing a healthy 21.7% rise during the period in which the ad/PR conglom posted flat revenues and net incomes of \$14.6 billion and \$1.1 billion, respectively.

Wren, who earns a \$1 million salary, registered a 19.8% rise to \$10.1 million in cash payments under OMC's non-equity incentive plan bonus scheme.

According to OMC's proxy statement, the committee rewarded Wren for driving "solid financial growth" during the past year.

The CEO "developed the company's acquisition strategy and identified and invested in high-performing businesses, including those in rapidly growing markets; these initiatives will enable the company to meet the future marketing requirements of its global clients more effectively," said the proxy.

Roubos has been an OMC Director since 986.

**PR climbs at WPP** First quarter 2014 PR and public affairs revenue at WPP firms inched up 1.9% to \$352 million on a like-for-like basis as revenue overall at the marketing conglomerate rose 7% to top \$4.2 billion.

That 7% growth led rivals Interpublic (6.6%), Publicis (2.2%) and Omnicom (3%).

WPP said the PR/PA sector continued an improvement seen in the fourth quarter of 2013 with all regions except Latin America and the Middle East growing in Q1. The UK, Asia Pacific and Africa were top performers.

WPP, owner of major PR operations like Ogilvy PR, Burson-Marsteller and Hill+Knowlton Strategies, reported North America, the UK and its advertising and media investment



Omnicom CEO John Wren



Publicis Groupe Chairman & CEO Maurice Levy

management operations showed particularly strong growth during the period.

While PR climbed 1.9%, advertising/media jumped 13% (\$1.8 billion), branding/identity/healthcare rose 5.1% (\$1.2 billion) and data investment 0.9% (\$939.6 billion).

WPP said personnel rose 1.1% to 121,055. Debt is \$4.1 billion against \$1.3 billion in cash.

#### Huntsworth profits slip 10.4%

Huntsworth reported a 10.4% dip in '13 operating profit to \$34.6 million on flat revenues of \$288.5 million, a performance CEO Peter Gummer said reflects stepped up strategic investments and continued softness in the European market.

Flagship Grayling showed a 26.8% drop in profit to \$18.8 million, while Huntsworth Health advanced 3.5% to \$20 million.

Financial unit Citigate and consumeroriented Red enjoyed gains of 11.9% to \$7.4 million and 19.2% to \$5.2 million, respectively. •



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# Building Awareness Managing Perceptions Protecting Reputations

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# Forbes, HuffPost weigh in on digital journalism, PR

Print magazines like *Forbes* don't have a readership problem, they have an advertising problem, Forbes Media Chief Revenue Officer Mark Howard told Gibbs & Soell's annual "Welcome to the Global Street Fight" event in New York on April 11.

**By Greg Hazley** 

eaders are excited as ever to read and consume," he said, "to see what our editors have curated and see what they want readers to know ... People appreciate the finite experience of a magazine with a beginning, middle and end." But technology has introduced hypertargeting and microtargeting to the ad realm,

metrics that don't translate well to print media that have to bridge that divide. "There is value in the messages in advertising that goes with the content. The challenge is providing metrics that you get from the web."

"I still think print has a place in the ecosystem," said Jimmy Soni, managing editor of The Huffington Post who said he reads The New Yorker, GO and The Economist, among print publications. "It's a different reading experience."

Soni said the "journalism is dead" argument amid the rise of digital is answered by out-

lets like Politico, Pro Publica, HuffPost, BuzzFeed and UpWorthy, all founded in the last 10 years. "Many are generating content that wouldn't have otherwise been produced," he said. Asked by G&S President/CEO Luke Lambert about the gripe that most new media get content from "old media," Soni said operations like Politico and HuffPost spend "enormous amounts of money and time creating stuff out of whole cloth."

#### 'Net not a zero-sum game for readers

Soni, who confessed that it's not his job to find a way to monetize the content his publication produces, said social media has provided infinite potential for eyeballs, expanding readership and changing the PR game.

He said the Internet has also made the media ecosystem "less hostile" and more open to collaboration. "Partnerships are now the coin of the realm," he said. "We work with BuzzFeed or UpWorthy as their eyeballs might become ours. It's not a zero sum game on the Internet. ... Most people in this room probably consume around 50 news sources a day."

"The era of the blind pitch is over," he said, noting that he does not read unsolicited email or pitches "unless you split the atom." Soni said there are two key factors to the PR realm right now. First: "Be so good we can't ignore you." He pointed to JPMorgan Chase as an example of a company that has attracted its share of negative headlines, also garnering coverage for



Luke Lambert, President and CEO of Gibbs & Soell; Jimmy Soni, Managing Editor of The Huffington Post; and Mark Howard, Chief Revenue Officer of Forbes Media.

Photos by Greg Hazley

its work with veterans. And second: "Recognize that you're more in charge of your story than you've ever been." He cited Volkswagen's viral ad featuring actor Jean-Claude Van Damme as an example of company-produced content that garnered wide coverage. Another example was clothing retailer Gap's empathetic response to racist graffiti on one of its ads that sparked a "Thank you, Gap" campaign.

He said a company like Goldman Sachs, "a company we often go after," works with HuffPost on their small business initiatives, through paid content and advertising.

#### Forbes' native ads, digital growth

Howard said the magazine is the "front door to our brand," which also encompasses digital and conference and events. "Who we profile on the cover is very important to the business world," he said. But the foundation for Forbes' road to digital credibility and growth came from separating the magazine from its Internet push.

Howard said in 2000-01 Tim Forbes spun out forbes.com as a separate entity from the then-84-year-old magazine to allow breathing room "to figure it out for ourselves." He cited Forbes' decision to buy the content platform True/Slant in 2010, which compensated writers by both monetary payment and via advertising and sponsorship revenues of their pages. The move coincided with media job cuts that left a lot of writers out of work without a

> platform on which to produce content. Many embraced the True/Slant platform and provided a wide range of professional content to grow the site, which, Howard noted, is not a news site but a forum for opinion and analysis of news and issues.

> Forbes also in 2010 rolled out native ad platform BrandVoice, which affords significant control to advertisers producing editorial for the Forbes site. The posts are clearly marked as BrandVoice content. Howard said advertisers are taught to use Forbes' content management system and publish "just like editorial staffers." Advertisers get a

monthly site license that allows them an unlimited number of posts. The platform is expected to make up to 30% of Forbes' ad revenue by 2014.

#### HuffPost writers know audience data

Soni said the HuffPost's success has come in part because its staffers are as focused on publishing as much as content. "Editors know data patterns, audience development," he said. "You can't bury your head in the sand about where your audience is coming from."

He called the Post "unapologetic" in its approach to journalism, which encompasses news, humor and opinion, among other tenets.

The HuffPost in 2012 became the first digital media outlet to win a Pulitzer Prize for senior military correspondent David Wood's "Beyond the Battlefield" series on wounded veterans and their families. "It sent a wakeup call to the industry that the Internet is not a dirty word," said Soni, "that you can reach a large audience with quality content."

Continued on next page

#### Don't call them "millennials"

The "millennial" demographic coveted by marketers and advertisers is a consumer force that will trump the Baby Boomers, but targeting the generation born since the early 1980s requires a deft, engaging and authentic approach, said Evan Shapiro, President of the cable network Pivot.

Shapiro, former President of IFC TV and Sundance Channel, leads a year-old network owned by Participant Media that specializes in reaching the millennial segment, often with content — entertainment and advertising — that is influenced or generated by its target audience.

Asked by an audience member how marketers can get around complaints from millennials that companies are pandering to them, Shapiro replied with step one: "Get rid of the 'millennial' term. It sounds like marketing. Call them Generation Y."

Pivot, which has a significant web presence and is in more than 45 million households, affiliates with educational nonprofits and has 15 studios on college campuses across the country. When an advertiser like Hyundai, for example, wants to commission content for Pivot from that college network, it issues an RFP through Pivot, which believes the content or advertising (or mix of both) produced fosters deeper ties to viewers because it is sourced through them.

Shapiro said that Cartoon Network's Adult Swim is the top network for Gen Y, noting that ads on that network look like content from Adult Swim, itself. "The Super Bowl kept people watching through a bad game because those ads are just good content," he said of Seattle's February rout of the Denver Broncos.

Shapiro said the younger generation favors a type of altruism over unabashed capitalism and wants to know where companies stand. He noted 90% of Gen Yers like when a brand talks about what they do, and 80% say they would take less money to work for a responsible company. "You have to think about how your brand affects the world," he said. "This generation is going to hold you to it. Nobody is perfect but we all do have to leave the place better or our brands will be punished." But that desire for responsibility in companies should not be confused with purity. He added: "They buy junk food. They buy soda. They're not saints."

The generation's desire for more from the brands they use also applies to the medium of TV itself.

#### TV still most effective

Television remains the "most powerful medium on earth," but it "has gone from mass media to niche media," said Shapiro. He noted a hit show like "All in the Family" used to garner an audience north of 67 million, while today Jimmy Fallon's "Tonight Show" is a success at around 3.3 million viewers per night and "The Colbert Report" is lauded at one

million viewers. "Mad Men" is culturally powerful and widely acclaimed, yet its prethis month logged 2.3 million viewers. While the relatively smaller figures provide more segmentation for marketers, the method of reach has changed as well. "It's not pure reach anymore," he said. "It's about brand engagement and intent to use [a product or service]. They expect more from TV and

wants brands to stand for something."

Robert Fronk, Executive VP of Corporate Image and Strategy at Nielsen, in revealing the latest results of Gibbs & Soell's study said that Gen Y brings an impatience and expectation of inclusion to its view of corporate leadership. "[Gen

Yers] want to become leaders more quickly, but see leadership as collective with a strong natural consensus ... No one is looking for companies to fix the world's problems as their corporate purpose."

Pivot sees engaging the audience in the

content production process is key to that company/brand connection and "opensource" content is the means to that end. "For and Generation Y is a big deal to them," said Shapiro. "A lot of our decisions involve their feedback."

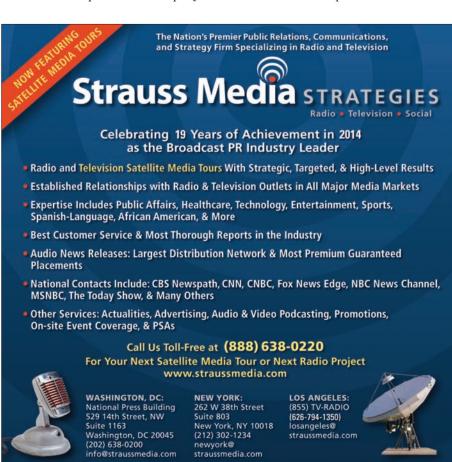
Shapiro, however, stressed the difference between user-generated and open-sourced content. User-generated content is "cats on trampolines," he said,

while open-source still allows for chief decision makers while incorporating ideas of the collective. Where UG content is chaos, OS is collaborative.

He added: "Gen Y doesn't necessarily need to make decisions, but they want to be involved in the process." •



**Pivot President Evan Shapiro.** 



# **Retaining spotlight, digital fuels tech PR gains**

PR's most pervasive sector showed robust growth in 2013 as technology continued to permeate the consumer, media and corporate milieu.

By Greg Hazley

n a year that saw Google Glass, iPhone 5C and iPad Mini, NSA spying, Amazon drones, Apple vs. Samsung, Microsoft's Surface tablet, a shakeup at Yahoo!, as well as the most Internet IPOs since 2000, PR agency acquisitions and soaring revenues fueled work on behalf of digital clients.

In an end-of-the-year wrap-up, Edelman Chief Richard Edelman noted the technology sector is now the top spender on PR, surpassing health and consumer products. "This is true whether you are a large or small firm," he said.

Among the top gainers for tech firms, W20 Group surged 165% to \$14.3 million; MWW doubled its tech revenue over 2012 to \$16.4 million: Zeno Group leapt 82% to \$10.5 million, and Allison+Partners rose 52% to \$14.4 mil-

W20, which includes the healthcare savvv WCG. Twist and W20 Ventures. landed a multimillion-dollar PR account from BMC Software in 2013. Among key hires, WCG brought in social business guru Michael Brito from Edelman in November, and FleishmanHillard Senior VP of Digital and Social Media Adam Cohen in December to bolster its tech practice, based in Boston, and promoted Dave Mihalovic to COO of its digital operations in July. New York-based Twist, meanwhile, expanded to Austin and Atlanta, adding a consumer practice to the tech-savvy operation. W20 also acquired European digital healthcare firm Refreshed Wellbeing in October. WCG worked PR for the troubled DNA kit marketer 23andMe, as well.

#### Lewis sees US strength

Lewis PR, which acquired \$9 million tech firm Davies Murphy Group last year, was up overall by 26.6% and recorded \$42.6 million of its \$44.8 million in 2013 revenue in tech, cracking the top-10 of the O'Dwyer's rankings for the first time. The London-based, employee-owned firm said it is benefitting from investments made during the global recession and expects to break \$60 million by July on the strength of digital and growth in Asia and the US, the latter being the source of 48% of its revenue. New business from McAfee, SAS, VMware and

Spotify bolstered its performance last year. Looking ahead, the firm said it plans to create around 100 new jobs amid expansion. "We're seeing a great deal of movement from established markets to younger, faster-growth ones," said Global Talent Director Sarah Robinson. Lewis says it has a "war chest" of \$30 million for acquisitions this year.

Allison+Partners in August opened an office in Silicon Valley's Mountain View, Calif., to put the firm, as San Franciscobased senior partner Phil Carpenter put it, "at the epicenter of the technology community." Key tech business for A+P includes Dropbox, Samsung, Zynga, Sony, Mozilla and Sprint.



#### MWW doubles tech

MWW picked up business from Hoopla Digital, Booking.com, Armitron, Agent Ace and BACtrack, among others, in 2013 to build on a tech roster that includes Samsung Mobile, NQ Mobile, and Nikon. It added Bite PR's New York chief in September as VP for enterprise and technology. Technology Chair Ephraim Cohen decamped for FleishmanHillard this February, but MWW recruited Edelman Digital's creative director Carl Sorvino and FTI Consulting's Mitzi Emrich to lead social. MWW also acquired London's Parys Communications, a corporate, consumer and B2B firm that works for telecom and Internet giant Level 3.

Zeno, part of Edelman, had a record year overall with 44% growth to \$35.8 million. Its tech operation blossomed to \$10.5 million and includes Webtrends. Wargaming America, Murfie.com. RentSocial and Redbox.

Rounding out the top 10, Edelman's billings in the sector grew 22% to nearly \$266 million; Waggener Edstrom dipped 3.4% to just over \$57 million; APCO inched up 0.3% to top \$32 million; Racepoint Global posted \$19.4 million of \$24 million overall (+1.6%) in tech; and SparkPR \$11.4 million, up 1%.

At Edelman, technology was among a handful of specialties — alongside energy

called upon more in 2013. Wins from 2013 included Pitney Bowes and Facebook UK amid core tech clients like Microsoft, HP and eBav.

Ruder Finn soared 74% to \$11 million. Key tech clients include enterprise software developer Infor, Xerox Park, Palo Alto Research Center, Samsung Research Amerca. Its RFI Studios digital arm expanded to San Francisco and China last year and in March the firm created a health IT operation to leverage its expertise in the healthcare space toward technology markets.

Launch Squad, headquartered San Francisco, saw a 20% increase in tech revenues to \$10.3 million. Its roster includes Tibco Software, Coursera, Wine.com, and the TV streaming service Aereo, which is currently before the Supreme Court. LS, led by Jason

Mandell, was head of the game in forming a content operation, Original9, in 2012.

Miami-based tech firm Max Borges Agency saw 21% growth in 2013 to surpass \$9 million in billings. The firm, which counts Voxx International, Swann Security. Korg and Marshall Headphones among its clients, specializes in consumer tech.

CEO Max Borges said the firm has benefitted from building its existing clientele, in addition to pitching new business. "We pride our success in not only exhibiting what we can do for prospects but by providing new and exciting opportunities for existing clientele," he said. •

and financial services — where PR was



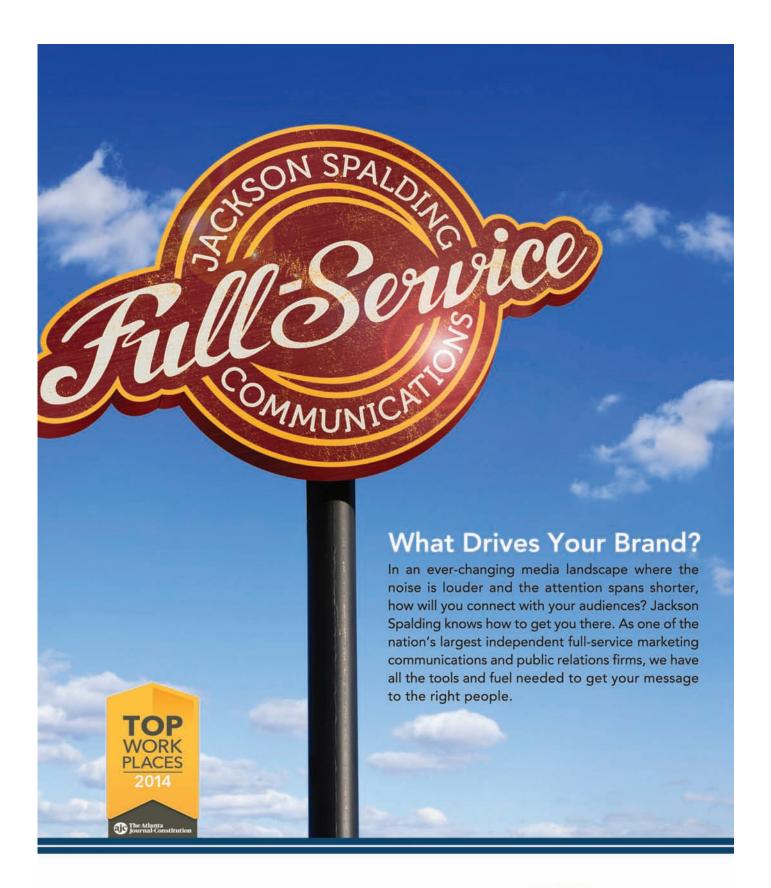
Richard Edelman, President and CEO of Edelman



Max Borges, CEO of Max Borges Agency



Sarah Robinson, Global Talent Director of Lewis PR



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# RANKINGS OF PR FIRMS SPECIALIZING IN TECHNOLOGY

Firm		2013 Net Fees	Firm	20	13 Net Fees
1. Edelman	New York	\$265,931,298	<b>40.</b> Trylon SMR	New York	\$1,496,894
2. Waggener Edstrom	Bellevue, WA	57,008,000	<b>41.</b> North 6th Agency (N6A)	New York	1,484,000
3. Lewis PR	San Francisco	42,560,000	<b>42.</b> Dye, Van Mol & Lawrence	Nashville	1,451,751
<b>4.</b> APCO Worldwide	Wash., D.C.	32,133,169	<b>43.</b> Lambert, Edwards + Associates	Grand Rapids	1,417,331
<b>5.</b> Racepoint Global	Boston	19,428,370	<b>44.</b> Makovsky	New York	1,400,000
<b>6.</b> MWW	New York	16,354,000	<b>45.</b> Idea Grove	Dallas	1,263,337
7. Allison+Partners	San Francisco	14,393,000	<b>46.</b> Catapult PR-IR	Boulder	1,095,785
8. W2O Group	San Francisco	14,282,000	<b>47.</b> Moore Communications Group	Tallahassee	1,033,825
9. SparkPR	San Francisco	11,360,750	<b>48.</b> Linhart Public Relations	Denver	1,016,122
<b>10.</b> Ruder Finn	New York	10,958,000	<b>49.</b> Hunter PR	New York	993,098
11. Zeno Group	New York	10,465,800	<b>50.</b> Rasky Baerlein Strategic Comms	Boston	963,049
12. LaunchSquad	San Francisco	10,251,182	<b>51.</b> K/F Communications	San Francisco	921,034
<b>13.</b> Finn Partners	New York	9,308,094	<b>52.</b> Singer Associates	San Francisco	842,550
<b>14.</b> The Hoffman Agency	San Jose	9,150,000	<b>53.</b> Wise Public Relations	New York	586,000
<b>15.</b> Max Borges Agency	Miami	9,116,390	<b>54.</b> Seigenthaler Public Relations	Nashville	554,329
<b>16.</b> Horn Group	San Francisco	8,000,000	<b>55.</b> Lane	Portland, OR	488,673
17. PadillaCRT	Minneapolis	7,771,100	<b>56.</b> Feintuch Communications	New York	479,166
<b>18.</b> Airfoil	Southfield, MI	7,382,549	<b>57.</b> rbb Public Relations	Miami	434,011
<b>19.</b> Fahlgren Mortine	Columbus	6,960,614	<b>58.</b> Standing Partnership	St. Louis	406,419
<b>20.</b> Inkhouse Media + Marketing	Waltham, MA	5,929,950	<b>59.</b> French   West   Vaughan	Raleigh	402,000
<b>21.</b> Highwire PR	San Francisco	5,679,255	<b>60.</b> Pulp-PR	Los Angeles	374,886
<b>22.</b> SS PR	Northfield, IL	4,850,000	<b>61.</b> Kohnstamm Communications	St. Paul, MN	354,923
<b>23.</b> Coyne PR	Parsippany, NJ	4,654,000	<b>62.</b> CooperKatz & Co.	New York	320,356
<b>24.</b> Bateman Group	San Francisco	4,233,039	<b>63.</b> IW Group	W. Hollywood	261,000
<b>25.</b> PAN Communications	Boston	3,965,280	<b>64.</b> Public Communications Inc.	Chicago	254,864
<b>26.</b> Formula PR	New York	3,866,446	<b>65.</b> Beehive PR	St. Paul, MN	247,748
<b>27.</b> Jackson Spalding	Atlanta	3,727,450	<b>66.</b> TransMedia Group	Boca Raton, F	225,000
<b>28.</b> Gibbs & Soell	New York	3,365,280	<b>67.</b> Schneider Associates	Boston	215,500
<b>29.</b> Walker Sands Comms.	Chicago	3,069,256	<b>68.</b> Marketing Maven PR	Camarillo, CA	178,179
<b>30.</b> LEVICK	Wash., D.C	2,968,410	<b>69.</b> RF   Binder Partners	New York	193,727
<b>31.</b> March Communications	Boston	2,623,750	<b>70.</b> Red Sky PR	Boise	178,153
<b>32.</b> J Public Relations	San Diego	2,432,570	<b>71.</b> OCG PR	Ft. Worth, TX	178,094
<b>33.</b> Kaplow	New York	2,230,000	<b>72.</b> VPE Public Relations	S. Pasadena	165,959
<b>34.</b> Prosek Partners	New York	2,192,350	<b>73.</b> O'Malley Hansen Comms.	Chicago	156,000
<b>35.</b> Peppercomm	New York	2,094,314	<b>74.</b> McNeely Pigott & Fox PR	Nashville	111,137
<b>36.</b> 5W Public Relations	New York	2,000,000	<b>75.</b> Landis Communications	San Francisco	100,000
<b>37.</b> Gregory FCA	Ardmore, PA	1,900,000	<b>76.</b> Hope-Beckham	Atlanta	88,869
<b>38.</b> Hotwire	New York	1,815,599	<b>77.</b> Rosica	Paramus, NJ	86,500
<b>39.</b> Trevelino/Keller	Atlanta	1,540,000	<b>78.</b> Maccabee	Minneapolis	65,751

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## **Healthcare PR transitions from sickness to wellness**

Healthcare PR firms are positioning for the "healthcare for the sick model" to a "well-being society," offering a menus of approaches and behaviors for hospital systems, health management entities, technologies and food & fitness, according to experts.

By Kevin McCauley

oming off a nearly 60 percent surge (59.6 percent) in healthcare PR fee income, New Jersey-based MWW Group is poised for growth from clients such as N.J. Council of Teaching Hospitals, Emergency Medical Assn. of N.J. Rite Aid, Centene Corp, Dukan Diet and Swisse Wellness.

MWW Group CEO Michael Kempner says his firm, a top-20 PR healthcare operation with fees of \$3.4 million, is keeping close tabs on what other existing "well-being societies" are doing.

In late 2013, MWW acquired Parys Communications in London, to keep abreast of developments in the U.K.

The deal added Four Seasons Healthcare Ltd., BBC Worldwide, News UK and Three UK to MWW's line-up. MWW made waves here forrepresenting Australia's Swisse Wellness, a top vitamin company Down Under.

In crafting a plan emphasizing Swisse Wellness' premium ingredients and culture-driven service, MWW organized launch events in Hollywood that caught the eye of the *Los Angeles Times*, *People* and CNN.

The firm built on that momentum by leveraging exclusives of celebrity and brand interaction with E!, Radar Online, Extra and *US Weekly*.

Kempner believes health and wellness clients in the US and overseas share the common denominator of dealing with more proactive consumers.

"Coordination and collaboration, combined with cost-effective go-to market initiatives that are informed by data and increased consumer engagement, will increase the odds for success for everyone," said the MWW chief.

#### **Edelman powers ahead**

Edelman, which is the number-one healthcare outfit, enjoyed a 12.7 percent rise in fees to \$114.4 million, and earned massive publicity for client CVS Caremark's decision to drop the sale of tobacco products from its stores coast-to-coast.

Edelman coordinated the media blitz via its "CVS Quits" promotional push

to herald the landmark decision that will result in an estimated \$2 billion in lost revenues, but priceless PR.

The firm also worked high-profile campaigns such as the American Heart Assn.'s signature "Go Red" campaign focused on women and heart disease and initiatives from the American Lung Assn., Carolinas Healthcare, Qwest Diagnostics, Dannon and Healthways.

Kym White, Edelman's Global Health Practice Chair, says a 2014 priority is to focus on corporate health, digital, market access and crisis management.



The practice also is looking to leverage partnerships, such as Edelman's collaboration with TEDMED, to further demonstrate healthcare innovation and to provide new communications platforms for clients.

#### **Cooney Waters eyes rebound**

No. 5 firm Cooney/Waters Group took a 26 percent hit in fee income to \$14 million as it parted ways with long-term client Sanofi Pasteur.

CEO Tim Bird is optimistic about 2014 as the firm added a raft of new business in late 2013 with programs slated for kick-off throughout the current year.

Allere, point-of-care diagnostics, and Water Supply and Sanitation Collaborative Council, United Nations unit dedicated for improving sanitation in the developing world, represent new revenue streams for CWG.

The group also works for US Centers for Disease Control, Novartis Vaccines, Abbott Fund, Gilead Sciences and National Foundation for Infectious Diseases.

In November, Bird forged the Clearpath Health Communications venture with Russo Partners.

That union in March landed Scioderm, the late-stage clinical pharmaceutical company focused working on a treatment for epidermolysis bullosa, as a client.

In March, CWG bid farewell to Co-Founder Lenore Cooney, who stepped down after three decades of PR service.

#### W20 recommits to healthcare

W2O, which has been diversifying from its healthcare roots, has reaffirmed its commitment to its foundational business with Jim Weiss playing

a more hands-on role and Diane Weiser, W2O Health Leader, assuming leadership of the practice across all the firms.

"The agency has never had as many tools, talented people and expertise to tap to serve our growing client roster as we do today and our commitment to and passion for this sector of our business remains as deep and robust as ever," said W2O Chief Weiss.

The company launched a digital health practice to capitalize on the convergence of



Micheal Kempner, MWW Group CEO



Cooney/Waters Group CEO Tim Bird

healthcare and technology and how networks and data impact healthcare communications.

Led by Carolyn Wang and Rob Cronin, the team helps clients engage in and lead conversations surrounding mHealth, electronic health records, telehealth, personal genomics, population health, patient engagement, health information exchange, clinical analytics and remote patient monitoring, revenue cycle management and wearable devices.

Weiss says W2O has continued innovating in the space with the develop-

\_ Continued on page 22

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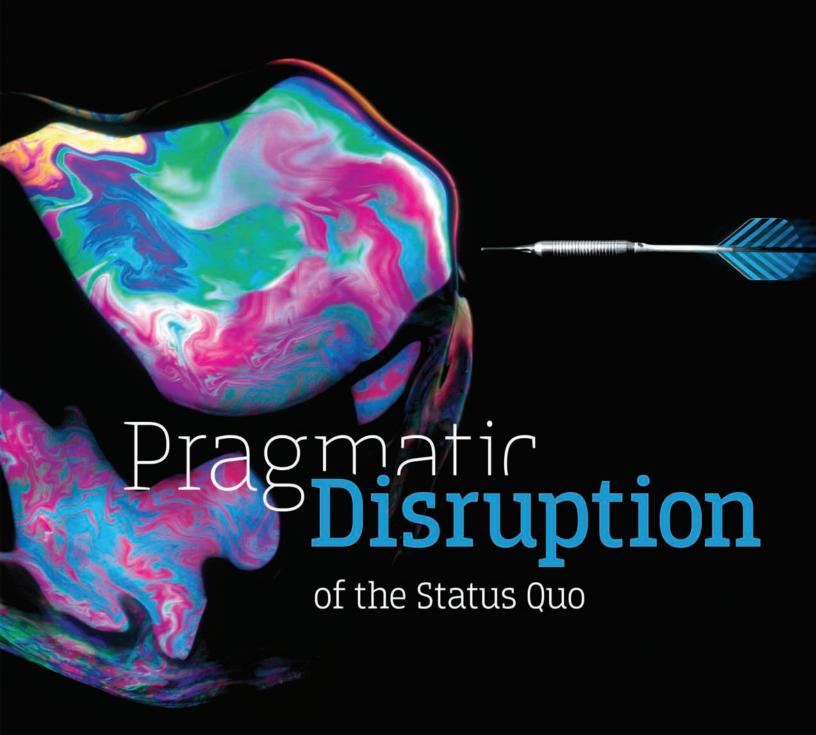


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ment of such proprietary analytics tools as MDigital Life, which has mapped the digital footprint of more than 220,000 US physicians to date, and has applied an analytics-driven engagement strategy to transform clinical trial recruitment initiatives for a variety of clients facing recruitment challenges.

Notable new hires in 2013 include Erik Hawkinson, Managing Director, formerly of Roche and Novartis; Mike Hartman, Chief Creative Officer, formerly of Grey Healthcare, Digitas and Publicis; Maura Bergen, Managing Director, formerly of Ketchum and Novartis; Dorcas Lind, Group Director, formerly of Ogilvy and GCI.

W2O, which ranked second among healthcare practices, recorded an 8.6 percent jump in 2013 fees to \$57.1 million.

#### Coyne guides clients into unknown

Coyne PR CEO Thomas Coyne believes his firm will cash-in on opportunities offered by the rapidly converg-



Coyne PR CEO Thomas F. Coyne



Diane Weiser, Health Leader of W20 Group

ing digital, social and traditional health programming sectors.

"With little industry guidance to go on, companies are seeking hands-on experience. This experience, combined with our commitment to brand strategy, storytelling and breakthrough creative, positions us strongly for continued growth and success in 2014 and beyond," he said.

Coyne PR's chief says "much of 2013 growth came from digital and social health-oriented initiatives for clients, including the establishment of a Center of Excellence in Social Media, patient blogger networks, social media advisory board meetings with bloggers, digital brand planning sessions and brand ecosystem

ideation and development."

Coyne represents Novartis, Pfizer, Express Scripts, Humana, Breastcancer.org, and Christopher & Dana Reeve Foundation.

The firm chalked up \$3.5 million in healthcare fees during 2013. •

#### PR News Briefs

# LAW FIRM TRUSTEE GOES AFTER PR PAYMENTS

The liquidation trustee for the bankrupt global law firm Dewey & LeBoeuf has sued to recover more than \$205,000 paid to crisis PR firm Sitrick Brincko Group.

The trustee, Alan Jacobs, argued in a complaint filed April 17 in federal bankruptcy court in New York that the PR payments were made within 90 days of Dewey & LeBoeuf's Chapter 11 filing, time frame known as a "preference period." Jacobs contends that the payments enabled Sitrick to receive more funds than the firm would have been paid as part of an unsecured debt in bankruptcy.

D&L filed for bankruptcy on May 28, 2012, a high-profile collapse of a global firm that employed more than 1,000 lawyers. The firm hired Sitrick as media swarmed around its financial woes in March of 2012. D&L in June of that year petitioned the court to retain Sitrick through the Chapter 11 process to wind down the firm's operations

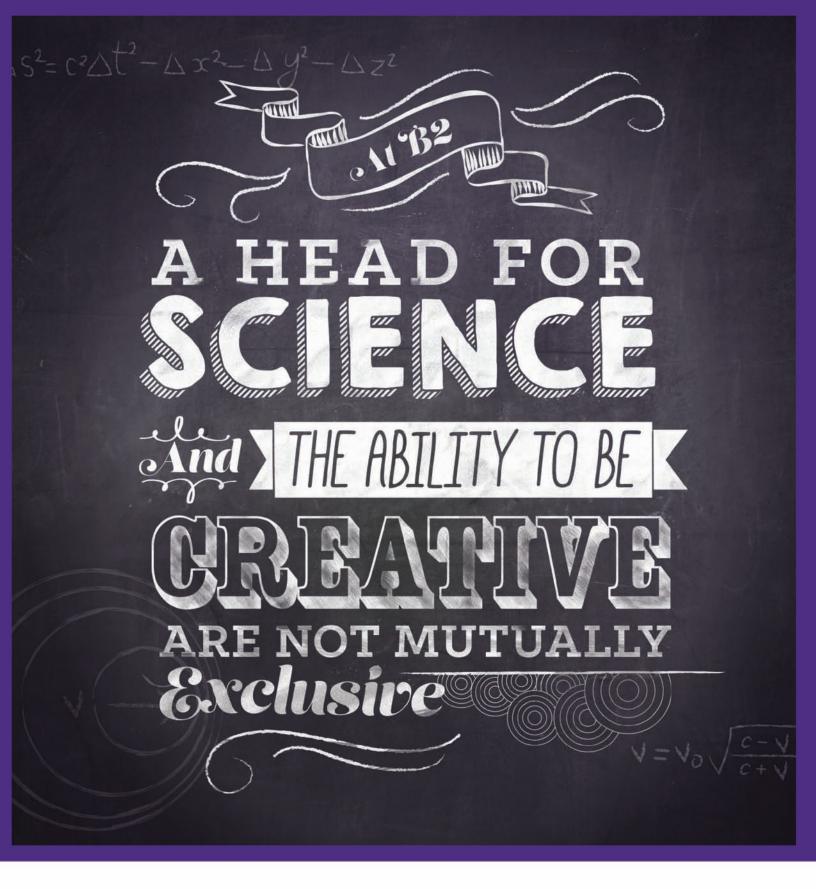
The trustee, which included any additional PR payments that are found during discovery, said it sent a letter to Sitrick Brincko in September 2013 demanding return of the funds, which included payments in April 2012 of \$38,000 and in May 2012 of \$167,000.



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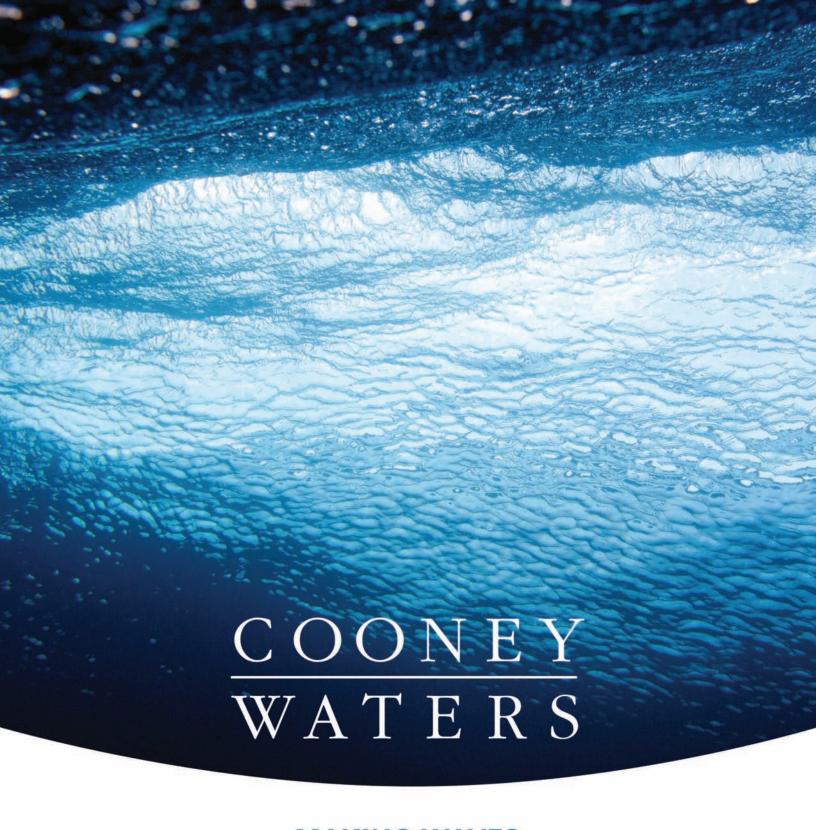
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# RANKINGS OF PR FIRMS SPECIALIZING IN HEALTHCARE

Firm	20	13 Net Fees	Firm	2013 Net Fees
1. Edelman	New York \$3	114,410,747	<b>35.</b> Singer Associates	San Francisco <b>\$1,250,000</b>
2. W2O Group	San Francisco	57,112,000	<b>36.</b> LaVoieHealthScience	Boston 1,010,600
3. Ruder Finn	New York	25,508,000	<b>37.</b> Bliss Integrated Comm.	New York 975,000
<b>4.</b> APCO Worldwide	Wash., D.C.	22,902,463	<b>38.</b> Gregory FCA	Ardmore 950,000
<b>5.</b> Cooney/Waters Group	New York	14,020,940	<b>39.</b> Jackson Spalding	Atlanta 931,862
<b>6.</b> Makovsky	New York	7,800,000	<b>40.</b> Lewis PR	San Francisco 896,000
7. Waggener Edstrom Worldwide	Bellevue, WA	7,543,000	<b>41.</b> L.C. Williams & Associates	Chicago <b>880,455</b>
<b>8.</b> Dodge Communications	Alpharetta, GA	7,006,911	<b>42.</b> CooperKatz & Co.	New York <b>832,166</b>
<b>9.</b> Zeno Group	New York	6,152,376	<b>43.</b> Perry Communications Group	Sacramento 831,892
<b>10.</b> Spectrum	Wash., D.C.	6,102,379	<b>44.</b> Fahlgren Mortine	Columbus <b>808,84</b> 1
<b>11.</b> PadillaCRT	Minneapolis	6,095,625	<b>45.</b> Seigenthaler Public Relations	Nashville 738,091
<b>12.</b> GYMR	Wash., D.C.	6,064,518	<b>46.</b> Standing Partnership	St. Louis <b>730,67</b> 4
<b>13.</b> ReviveHealth	Nashville	5,300,000	<b>47.</b> Sachs Media Group	Tallahassee 710,793
<b>14.</b> Jarrard Phillips Cate & Hancock	Brentwood, TN	5,054,163	<b>48.</b> LEVICK	Wash., D.C. <b>579,410</b>
<b>15.</b> Crosby Marketing Comms.	Annapolis	4,804,999	<b>49.</b> Rosica	Paramus, NJ 553,800
<b>16.</b> Racepoint Global	Boston	4,487,292	<b>50.</b> Regan Communications Grou	p Boston <b>484,500</b>
<b>17.</b> Public Communications Inc.	Chicago	4,025,867	<b>51.</b> Schneider Associates	Boston 408,075
<b>18.</b> MWW	New York	3,352,000	<b>52.</b> Trevelino/Keller	Atlanta 360,000
<b>19.</b> Coyne PR	Parsippany, NJ	3,305,000	<b>53.</b> Highwire PR	San Francisco 343,000
<b>20.</b> Allison+Partners	San Francisco	3,300,000	<b>54.</b> Beehive PR	St. Paul, MN 331,979
<b>21.</b> Finn Partners	New York	2,830,092	<b>55.</b> rbb Public Relations	Miami 329,035
<b>22.</b> 5W Public Relations	New York	2,800,000	<b>56.</b> VPE Public Relations	S. Pasadena 310,786
<b>23.</b> SS PR	Northfield, IL	2,700,000	<b>57.</b> Bridge Global Strategies	New York 296,292
<b>24.</b> Seven Twenty Strategies	Wash., D.C.	2,495,542	<b>58.</b> Marketing Maven PR	Camarillo, CA 270,686
<b>25.</b> Rasky Baerlein Strategic Comms.	Boston	2,388,689	<b>59.</b> Linhart Public Relations	Denver 256,920
<b>26.</b> Kyne	New York	2,249,844	<b>60.</b> Maccabee	Minneapolis 223,024
<b>27.</b> RF   Binder Partners	New York	2,222,975	<b>61.</b> TransMedia Group	Boca Raton, FL 175,000
<b>28.</b> Hunter Public Relations	New York	1,970,964	<b>62.</b> Idea Grove	Dallas 127,553
<b>29.</b> Lambert, Edwards & Associates	Grand Rapids	1,586,943	<b>63.</b> Landis Communications	San Francisco 110,000
<b>30.</b> Moore Communications Group	Tallahassee	1,537,440	<b>64.</b> Red Sky	Boise, ID <b>70,56</b> 7
<b>31.</b> French   West   Vaughan	Raleigh	1,475,000	<b>65.</b> Weiss PR	Baltimore 66,000
<b>32.</b> Dye, Van Mol & Lawrence	Nashville	1,268,636	<b>66.</b> OCG PR	Ft. Worth, TX <b>56,366</b>
<b>33.</b> McNeely Pigott & Fox PR	Nashville	1,261,353	<b>67.</b> BizCom Associates	Addison, TX 36,000
<b>34.</b> Pan Communications	Boston	1,260,000	<b>68.</b> Hope Beckham	Atlanta 34,589



# MAKING WAVES IN HEALTHCARE COMMUNICATIONS

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## Financial firms seek rebound from "mixed" 2013

Financial firms closed the books on a mixed 2013, but look ahead for solid gains this year due to the anticipated strengthening of the US economy.

By Kevin McCauley

ourteen of the top 25 firms in 2013 with comparable figures for the previous year reported either a percentage drop or flat income with 11 showing gains.

The top 10 financial agencies combined for a solid 15.8% gain in fees to \$144.8 million.

That performance was largely due to robust growth in the larger firms such as Ruder Finn (+37.6% to \$13.9 million), Edelman (+27.3% to \$42.4 million) and ICR (17.1% to \$39.7%).

Dukas PR and Prosek Partners were the other top 10 firms to show double-digit gains, chalking up 12.2% and 11.5% advances, respectively.

#### "Breakthrough" for RF

Kathy Bloomgarden, CEO of No. 4 firm RF, told *O'Dwyer's* the "convergence of public relations, marketing and social engagement has permitted us to conceive and carry out new creative programs in ways never thought possible before."

During 2013, she said RF expanded its focus on global assignments, continued to spark fresh thinking and grew innovative offerings related to it core strengths.

The vast bulk (86%) of RF's work derives from global multinationals with 57% of overall revenues flowing from clients spending at least \$1 million. Those assignments, noted Bloomgarden, provide the agency "a seat at the table with its clients' senior management."

On the financial front, the firm worked on corporate reputation issues, ran programs to boost shareholder value and unveiled strategic communications campaigns.

The firms established a new financial communications practice in Asia this past year, under the leadership of Elaine Chan.

Bloomgarden identified RF's core financial capabilities as corporate positioning and message development, executive coaching, stakeholder mapping and engagement, global analyst and financial media relations, issues management, SEO and web presence optimization.

She said developments at RF during the early part of this its 65th anniversary year "point to an even bolder, more transformational future."

#### **Record year for ICR**

ICR CEO Tom Ryan said "first-hand capital markets experience, deep industry knowledge and decades of strategic communications experience" proved to be the differentiation that propelled the Norwalk, CT, firm to a record year in 2013 following double-digital growth performances in 2012 and 2011.

The firm was very active in the consumer, real estate and technology sectors, garnering a number of new wins including Noodles & Company, Re/Max, Cvent, AMC Entertainment Holdings and Tractor Supply Company.



Specifically, the firm experienced strength in ongoing corporate PR services, special situations, shareholder activism/short seller defense and M&A and IPO communications, according to Ryan.

He called ICR "a clear market leader" in IPO communications, developing and executing plans for 33 transactions in 2013, including such standouts as Benefitfocus, Criteo, Cvent, and Sprouts Farmers Market.

In addition, the agency ranked as a top five public relations advisor to M&A transactions based on deal volume in the U.S., according to Mergermarket's Global M&A Trend report.

The firm supported its revenue base with 120 staffers, each generating average revenues of \$360,000.

ICR invested in infrastructure 2013, expanding its Boston, New York, San Francisco and Beijing offices and adding senior practitioners across 20+ industry verticals

Looking ahead to 2014, ICR generated double-digit growth during the first-quarter driven partly by its 16th annual ICR Xchange, a unique investment and networking conference.

This year's event featured approximately 2,200 attendees and 175 privately held and publicly traded company management teams.

Ryan believes ICR Xchange is a strong platform, which enables companies, investors, the media, ICR staffers and other stakeholders to exchange insights and strategies for the balance of the year.

#### Peppercomm's transition time

Ed Moed, Co-Founder & CEO of Peppercomm said the past year was one of "tremendous transition" at the New York headquartered shop.

He said the firm made great strides in executing its three-year vision with a focus on offering fully integrated communications and marketing services

for our clients.

"The impact of this change is enabling clients across multiple industries to build their brands with critical end audiences, and generate communications campaigns that have a direct impact on their bottom lines," added Moed.

The firm's financial and professional services category with consumer lifestyle and industrial/B2B are its core practices.

The acquisition of Walek & Assocs., a firm with deep financial services/capital markets expertise, was among highlights in the firm's financial/professional services group. That pick-up was rebranded to WalekPeppercomm.

Citibank, Paulson Hedge Fund and Oppenheimer are among Peppercomm's financial accounts.

Moed is bullish on 2014. He said the firm "experienced month

over month growth during the first quarter and is projecting this trend will continue."

The strategy implemented in 2013, according to Moed, is "now laying the foundation for enhanced growth over the next few years." •



ICR CEO Thomas Ryan



Ed Moed, Co-Founder & CEO of Peppercomm



Ruder Finn CEO Kathy Bloomgarden





### **Redefining Strategic Communications**

Sustainably moving the needle on corporate reputation and valuation requires tying all communications strategies and tactics to the financial goals of the company. With an intimate understanding of the capital markets as a starting point, ICR shapes communication strategies for every key stakeholder audience, including business/financial, consumer, employees and third parties. It is when all of these parties have a unified view of the company and are sharing that understanding externally, that valuation has the opportunity to reach its full potential.

Learn more about ICR at www.icrinc.com



# RANKINGS OF PR FIRMS SPECIALIZING IN FINANCE

3. APCO Worldwide         Wash., D.C.         14,144,438         26. Beehive PR         St. Paul         602,5           4. Ruder Finn         New York         13,901,000         27. Leverage PR         Austin         580,3           5. Prosek Partners         New York         12,563,241         28. Jackson Spalding         Atlanta         532,4           6. MWW         New York         5,775,000         29. Rasky Baerlein Strategic Comms. Boston         508,4           7. Peppercomm         New York         4,260,369         30. Inkhouse Media + Marketing         Waltham, MA         453,2           8. RF   Binder Partners         New York         4,218,859         31. Seigenthaler Public Relations         Nashville         451,7           9. Intermarket Communications         New York         4,128,335         32. French   West   Vaughan         Raleigh         310,1           10. Makovsky         New York         3,800,000         33. Linhart Public Relations         Denver         308,1           11. Dukas Public Relations         New York         3,741,809         34. rbb Public Relations         Miami         289,1           12. Gregory FCA         Ardmore, PA         3,200,000         35. Trevelino/Keller         Atlanta         240,6           13. SS PR         Northfield, IL	Firm		2013 Net Fees	Firm	2013	Net Fees
3. APCO Worldwide         Wash., D.C.         14,144,438         26. Beehive PR         St. Paul         602,5           4. Ruder Finn         New York         13,901,000         27. Leverage PR         Austin         580,3           5. Prosek Partners         New York         12,563,241         28. Jackson Spalding         Atlanta         532,4           6. MWW         New York         5,775,000         29. Rasky Baerlein Strategic Comms. Boston         508,4           7. Peppercomm         New York         4,260,369         30. Inkhouse Media + Marketing         Waltham, MA         453,2           8. RF   Binder Partners         New York         4,218,859         31. Seigenthaler Public Relations         Nashville         451,7           9. Intermarket Communications         New York         4,128,335         32. French   West   Vaughan         Raleigh         310,1           10. Makovsky         New York         3,800,000         33. Linhart Public Relations         Denver         308,1           11. Dukas Public Relations         New York         3,741,809         34. rbb Public Relations         Miami         289,1           12. Gregory FCA         Ardmore, PA         3,200,000         35. Trevelino/Keller         Atlanta         240,6           13. SS PR         Northfield, IL	1. Edelman	New York	\$42,381,726	<b>24.</b> Singer Associates	San Francisco	\$821,000
4. Ruder Finn New York 13,901,000 27. Leverage PR Austin 580,3 5. Prosek Partners New York 12,563,241 28. Jackson Spalding Atlanta 532,4 6. MWW New York 5,775,000 29. Rasky Baerlein Strategic Comms. Boston 508,4 7. Peppercomm New York 4,260,369 30. Inkhouse Media + Marketing Waltham, MA 453,2 8. RF   Binder Partners New York 4,218,859 31. Seigenthaler Public Relations Nashville 451,7 9. Intermarket Communications New York 4,128,335 32. French   West   Vaughan Raleigh 310,1 10. Makovsky New York 3,800,000 33. Linhart Public Relations Denver 308,1 11. Dukas Public Relations New York 3,741,809 34. rbb Public Relations Miami 289,1 12. Gregory FCA Ardmore, PA 3,200,000 35. Trevelino/Keller Atlanta 240,6 13. SS PR Northfield, IL 2,700,000 36. IW Group W. Hollywood 219,6 14. Bliss Integrated Comm. New York 2,131,000 37. TransMedia Group Boca Raton, FL 200,6	<b>2.</b> ICR	Norwalk, CT	39,692,938	<b>25.</b> CooperKatz & Co.	New York	625,013
5. Prosek Partners  New York  12,563,241  28. Jackson Spalding  Atlanta  532,4  6. MWW  New York  5,775,000  29. Rasky Baerlein Strategic Comms. Boston  508,4  7. Peppercomm  New York  4,260,369  30. Inkhouse Media + Marketing  Waltham, MA  453,2  8. RF   Binder Partners  New York  4,218,859  31. Seigenthaler Public Relations  Nashville  451,7  9. Intermarket Communications  New York  4,128,335  32. French   West   Vaughan  Raleigh  310,1  10. Makovsky  New York  3,800,000  33. Linhart Public Relations  Denver  308,1  11. Dukas Public Relations  New York  3,741,809  34. rbb Public Relations  Miami  289,1  12. Gregory FCA  Ardmore, PA  3,200,000  35. Trevelino/Keller  Atlanta  240,6  13. SS PR  Northfield, IL  2,700,000  36. IW Group  W. Hollywood  219,6  14. Bliss Integrated Comm.  New York  2,131,000  37. TransMedia Group  Boca Raton, FL  200,6	<b>3.</b> APCO Worldwide	Wash., D.C.	14,144,438	<b>26.</b> Beehive PR	St. Paul	602,582
6. MWW New York 5,775,000 29. Rasky Baerlein Strategic Comms. Boston 508,4  7. Peppercomm New York 4,260,369 30. Inkhouse Media + Marketing Waltham, MA 453,2  8. RF   Binder Partners New York 4,218,859 31. Seigenthaler Public Relations Nashville 451,7  9. Intermarket Communications New York 4,128,335 32. French   West   Vaughan Raleigh 310,1  10. Makovsky New York 3,800,000 33. Linhart Public Relations Denver 308,1  11. Dukas Public Relations New York 3,741,809 34. rbb Public Relations Miami 289,1  12. Gregory FCA Ardmore, PA 3,200,000 35. Trevelino/Keller Atlanta 240,6  13. SS PR Northfield, IL 2,700,000 36. IW Group W. Hollywood 219,6  14. Bliss Integrated Comm. New York 2,131,000 37. TransMedia Group Boca Raton, FL 200,6	<b>4.</b> Ruder Finn	New York	13,901,000	<b>27.</b> Leverage PR	Austin	580,364
7. PeppercommNew York4,260,36930. Inkhouse Media + MarketingWaltham, MA453,28. RF   Binder PartnersNew York4,218,85931. Seigenthaler Public RelationsNashville451,79. Intermarket CommunicationsNew York4,128,33532. French   West   VaughanRaleigh310,310. MakovskyNew York3,800,00033. Linhart Public RelationsDenver308,111. Dukas Public RelationsNew York3,741,80934. rbb Public RelationsMiami289,112. Gregory FCAArdmore, PA3,200,00035. Trevelino/KellerAtlanta240,013. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,0	5. Prosek Partners	New York	12,563,241	<b>28.</b> Jackson Spalding	Atlanta	532,492
8. RF   Binder PartnersNew York4,218,85931. Seigenthaler Public RelationsNashville451,79. Intermarket CommunicationsNew York4,128,33532. French   West   VaughanRaleigh310,110. MakovskyNew York3,800,00033. Linhart Public RelationsDenver308,111. Dukas Public RelationsNew York3,741,80934. rbb Public RelationsMiami289,112. Gregory FCAArdmore, PA3,200,00035. Trevelino/KellerAtlanta240,013. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,0	<b>6.</b> MWW	New York	5,775,000	29. Rasky Baerlein Strategic Comms	s. Boston	508,475
9. Intermarket Communications New York 4,128,335 32. French   West   Vaughan Raleigh 310,1 10. Makovsky New York 3,800,000 33. Linhart Public Relations Denver 308,1 11. Dukas Public Relations New York 3,741,809 34. rbb Public Relations Miami 289,1 12. Gregory FCA Ardmore, PA 3,200,000 35. Trevelino/Keller Atlanta 240,0 13. SS PR Northfield, IL 2,700,000 36. IW Group W. Hollywood 219,0 14. Bliss Integrated Comm. New York 2,131,000 37. TransMedia Group Boca Raton, FL 200,0 15.	7. Peppercomm	New York	4,260,369	<b>30.</b> Inkhouse Media + Marketing	Waltham, MA	453,203
10. MakovskyNew York3,800,00033. Linhart Public RelationsDenver308,111. Dukas Public RelationsNew York3,741,80934. rbb Public RelationsMiami289,112. Gregory FCAArdmore, PA3,200,00035. Trevelino/KellerAtlanta240,013. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,0	8. RF   Binder Partners	New York	4,218,859	<b>31.</b> Seigenthaler Public Relations	Nashville	451,746
11. Dukas Public RelationsNew York3,741,80934. rbb Public RelationsMiami289,112. Gregory FCAArdmore, PA3,200,00035. Trevelino/KellerAtlanta240,013. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,0	<b>9.</b> Intermarket Communications	New York	4,128,335	<b>32.</b> French   West   Vaughan	Raleigh	310,118
12. Gregory FCAArdmore, PA3,200,00035. Trevelino/KellerAtlanta240,00013. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,00014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,000	<b>10.</b> Makovsky	New York	3,800,000	<b>33.</b> Linhart Public Relations	Denver	308,101
13. SS PRNorthfield, IL2,700,00036. IW GroupW. Hollywood219,00014. Bliss Integrated Comm.New York2,131,00037. TransMedia GroupBoca Raton, FL200,000	11. Dukas Public Relations	New York	3,741,809	<b>34.</b> rbb Public Relations	Miami	289,108
14. Bliss Integrated Comm. New York 2,131,000 37. TransMedia Group Boca Raton, FL 200,0	<b>12.</b> Gregory FCA	Ardmore, PA	3,200,000	<b>35.</b> Trevelino/Keller	Atlanta	240,000
	<b>13.</b> SS PR	Northfield, IL	2,700,000	<b>36.</b> IW Group	W. Hollywood	219,000
	<b>14.</b> Bliss Integrated Comm.	New York	2,131,000	<b>37.</b> TransMedia Group	Boca Raton, FL	200,000
<b>15.</b> PadillaCRT Minneapolis <b>1,720,775 38.</b> McNeely Pigott & Fox Public PR Nashville <b>190,5</b>	<b>15.</b> PadillaCRT	Minneapolis	1,720,775	<b>38.</b> McNeely Pigott & Fox Public PR	Nashville	190,551
<b>16.</b> Allison+Partners San Francisco <b>1,668,000 39.</b> Schneider Associates Boston <b>167,9</b>	<b>16.</b> Allison+Partners	San Francisco	1,668,000	<b>39.</b> Schneider Associates	Boston	167,994
17. Lambert, Edwards + Asscs. Grand Rapids 1,536,645 40. Landis Communications San Francisco 150,0	<b>17.</b> Lambert, Edwards + Asses.	Grand Rapids	1,536,645	<b>40.</b> Landis Communications	San Francisco	150,000
<b>18.</b> Regan Comms. Group Boston <b>1,291,000 41.</b> Feintuch Communications New York <b>122,1</b>	<b>18.</b> Regan Comms. Group	Boston	1,291,000	<b>41.</b> Feintuch Communications	New York	122,141
19. Finn Partners New York 1,240,894 42. Sachs Media Group Tallahassee 121,0	<b>19.</b> Finn Partners	New York	1,240,894	<b>42.</b> Sachs Media Group	Tallahassee	121,061
<b>20.</b> LEVICK Wash., D.C. <b>1,140,000 43.</b> Standing Partnership St. Louis <b>83,0</b>	<b>20.</b> LEVICK	Wash., D.C.	1,140,000	<b>43.</b> Standing Partnership	St. Louis	83,037
21. Zeno Group New York 990,319 44. Marketing Maven PR Camarillo, CA 74,2	21. Zeno Group	New York	990,319	<b>44.</b> Marketing Maven PR	Camarillo, CA	74,299
22. Gibbs & Soell New York 917,218 45. Maccabee Minneapolis 68,0	22. Gibbs & Soell	New York	917,218	<b>45.</b> Maccabee	Minneapolis	68,007
<b>23.</b> Lane Portland, OR <b>829,585 46.</b> Weiss PR Baltimore <b>66,0</b>	<b>23.</b> Lane	Portland, OR	829,585	<b>46.</b> Weiss PR	Baltimore	66,000

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INFORMATION EDUCATION COMMUNITY NETWORKING



# Talk to gossip columnists, don't stiff them

Gossip columnists, who like to expose the "humanity" of overblown celebs, politicians and public figures, will treat you "a little gentler" if you just talk to them. That was one of the messages given by columnists at an April 22 panel sponsored by the Center for Communication in New York.

Social media has turned just about everyone into gossip columnists, the writers said. There's such a great demand for gossip that the columnists have had to create "faux celebs" to satisfy it.

Jo Piazza, Executive News Director at *In Touch* and *Life & Style*, and author of *Celebrity Inc.: How Famous People Make Money*, said "Celebrities control so much of what people think, what they buy, what they do, that there needs to be that system of checks and balances, calling them out and keeping them honest."

If you're wondering how Kim Kardashian can wind up on the covers of five supermarket mags at the same time, and you think they are coordinating on this, you are right, said George Rush, who coauthored the Rush & Molloy column that ran from 1995-2010 in *The Daily News*.



From L to R: Michael Riedel, Richard Johnson, Jo Piazza and George Rush.

Photo by Sharlene Spingler

#### Pressures on columnists aired

Rush said his editors would sometimes question an item of little news value but it was a "payback" for someone who had given him a good tip and he said he would fight to keep it in the paper.

One question from a member of the audience of more than 150 was this: "How com-

By Jack O'Dwyer

mon is it for the sword, or the pen, to be for sale?"

The panelists, including Richard Johnson, former Page Six Editor who has returned to the *New York Post* with his own thrice-weekly column after three years on the West Coast, parried the question and would not admit to improper behavior.

Rush noted that Foster Wynans, who edited the "Heard on the Street" column for the *Wall Street Journal*, went to jail, serving 18 months for giving tips to his friends who bought stock. Rush

said PR reps may try to talk a columnist out of a negative item about a client by promising an even juicier item about someone else. In general, he said, publicists need to be "disciplined."

#### **Outrageous gifts sometimes provided**

"Outrageous gifts" are sometimes sent to media, said Rush, recalling that he once saw "crates of Dom Perignon champagne" in the lobby of a publication. Such gifts are sent back to the source or donated to charity, he said.

Piazza said it "depends on what you mean by 'for sale." Columnists get invited to club and resort openings in countries around the world as well as invites to dinners and other events, she noted, and have to come up with their own code of ethics, she added.

Rush said it's naïve for a news source to think that a dinner may sway a columnist.

Johnson said columnists are often threatened or even hit with legal actions but he has experienced only one "successful" legal action involving him in a career that included editing Page Six for nearly 25 years until 2010 when he was named to head the "Flash" gossip section for the News Corp.'s tablet newspaper, The Daily. That folded in late 2012.

Johnson was reprimanded in 2007 for taking a Christmas gift of \$1,000 in 1997 from restauranteur Nelo Balan who frequently received favorable coverage.

Rush said people who talk to the columnist are apt to get treated "a little gentler." Those who don't return phone calls or who out-and-out refuse to talk, are apt to get different treatment, he said. •

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# **Public relations** has changed more in the past than in the previous >>>>



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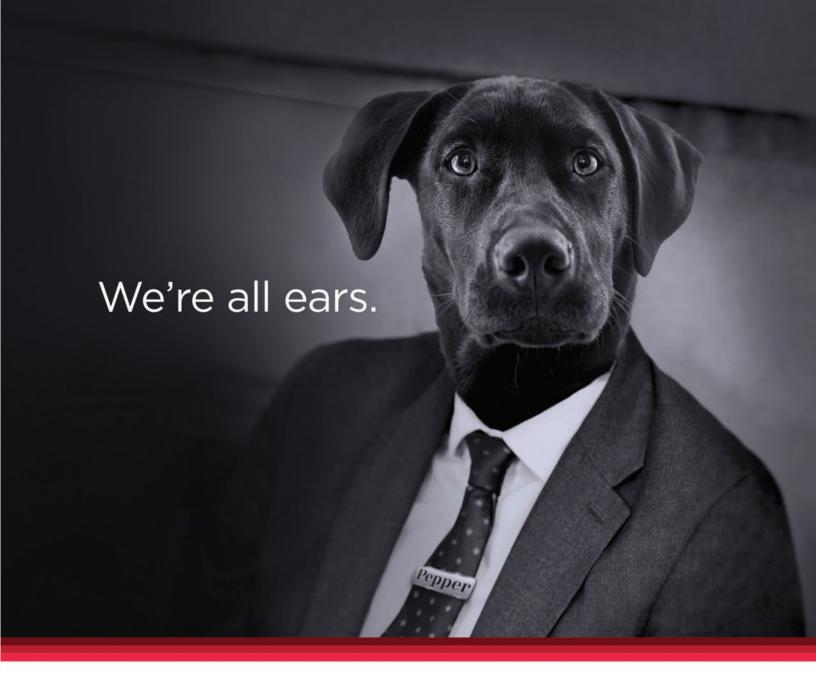
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	RANKINGS OF PR FIRMS SPECIALIZ	ING IN AGAI	CULTURE
1.	Gibbs & Soell	New York	\$14,878,850
2.	Edelman	New York	9,836,774
3.	PadillaCRT	Minneapolis	4,942,900
4.	MorganMyers	Waukesha, WI	4,415,556
5.	Peppercomm	New York	779,903
6.	Standing Partnership	St. Louis	565,176
7.	Fahlgren Mortine	Columbus	283,008
8.	LEVICK	Wash., D.C	212,835
9.	O'Malley Hansen Comms.	Chicago	161,000
10.	French   West   Vaughan	Raleigh	150,000
11.	Red Sky PR	Boise	64,400
12.	Kohnstamm Communications	St. Paul	59,200

RA	NKINGS OF PR FIRMS SPECIALIZING	GIN BEAUTY 8	<b>FASHION</b>
1.	Edelman	New York	\$16,494,517
2.	Ruder Finn	New York	7,393,000
3.	Kaplow	New York	5,413,000
4.	French   West   Vaughan	Raleigh	4,225,613
5.	5W Public Relations	New York	3,700,000
6.	Turner PR (Fahlgren Mortine)	Columbus	1,836,872
7.	Coyne PR	Parsippany, NJ	1,594,000
8.	Zeno Group	New York	993,904
9.	Allison+Partners	San Francisco	898,000
	O'Malley Hansen Comms.	Chicago	688,000
11.	Formula PR	New York	668,454
	SPM Communications	Dallas	570,621
	LaunchSquad	San Francisco	525,775
14.	Linhart Public Relations	Denver	521,913
	Finn Partners	New York	353,404
	Beehive PR	St. Paul, MN	300,809
	The Buzz Agency	Delray Beach, F	
	Peppercomm	New York	188,478
	PAN	Boston	180,000
	Rosica	Paramus, NJ	174,700
	TransMedia Group	Boca Raton, FL	150,000
	Hope-Beckham	Atlanta	143,066
	Maccabee	Minneapolis	126,255
	Marketing Maven PR	Camarillo, CA	94,037
	Jackson Spalding	Atlanta	66,561
	Schneider Associates	Boston	60,000
	Sachs Media Group	Tallahassee	55,400
	IW Group	W. Hollywood	46,000
	Stuntman PR	New York	45,000
30.	PadillaCRT	Minneapolis	19,500

R/	ANKINGS OF PR FIRMS SPECIALIZ	ING IN ENTER	TAINMENT
1.	Edelman	New York	\$13,790,029
2.	Finn Partners	New York	5,986,293
3.	MWW	New York	5,502,000
4.	Taylor	New York	3,677,000
5.	Jackson Spalding	Atlanta	2,314,838
6.	Coyne PR	Parsippany, NJ	1,773,000
7.	PadillaCRT	Minneapolis	1,450,100
8.	Regan Comms. Group	Boston	1,239,300
9.	W2O Group	San Francisco	1,079,000
10	Hunter PR	New York	1,063,087

Ente	rtainment cont.		
11.	Allison+Partners	San Francisco	\$989,000
12.	CooperKatz & Co.	New York	722,698
13.	OCG PR	Ft. Worth, TX	611,389
14.	Formula PR	New York	585,387
15.	Kaplow	New York	520,000
16.	Public Communications Inc.	Chicago	446,013
17.	French   West   Vaughan	Raleigh	419,060
18.	Peppercomm	New York	406,367
19.	LaunchSquad	San Francisco	322,550
20.	IW Group	W. Hollywood	306,000
21.	rbb Public Relations	Miami	279,055
22.	Hope-Beckham	Atlanta	194,686
23.	Seigenthaler Public Relations	Nashville	174,142
24.	McNeely Pigott & Fox PR	Nashville	133,461
<b>25.</b>	Zeno Group	New York	133,233
26.	LEVICK	Wash., D.C	101,675
27.	Linhart Public Relations	Denver	100,783
28.	TransMedia Group	Boca Raton, FL	100,000
29.	VPE Public Relations	S. Pasadena	83,000
30.	Landis Communications	San Francisco	75,000
31.	Maccabee	Minneapolis	70,435
<b>32.</b>	The Buzz Agency	Delray Beach, FL	65,952
33.	Schneider Associates	Boston	51,750
34.	Rosica	Paramus, NJ	46,500
<b>35.</b>	Marketing Maven PR	Camarillo, CA	43,525
36.	Stuntman PR	New York	34,500

RA	NKINGS OF PR FIRMS SPECIALIZIN	GIN <b>SPORTS &amp;</b>	LEISURE
1.	Taylor	New York \$1	0,775,000
2.	French   West   Vaughan	Raleigh	5,500,114
3.	Ruder Finn	New York	3,830,000
4.	Edelman	New York	2,818,093
5.	Coyne PR	Parsippany, NJ	1,459,000
6.	SS PR	Northfield, IL	1,350,000
7.	Regan Comms. Group	Boston	1,292,000
8.	PadillaCRT	Minneapolis	993,000
9.	Jackson Spalding	Atlanta	680,426
10.	Formula PR	New York	495,237
	Sachs Media Group	Tallahassee	436,037
	CooperKatz & Co.	New York	342,119
	Finn Partners	New York	315,731
	Trevelino/Keller	Atlanta	300,000
	Allison+Partners	San Francisco	200,000
	Seigenthaler Public Relations		170,561
	Peppercomm	New York	159,803
	LaunchSquad	San Francisco	153,000
	BLAZE	Santa Monica	142,218
	Hope-Beckham	Atlanta	136,060
_	VPE Public Relations	S. Pasadena	107,956
	Rasky Baerlein Strat. Comms.	Boston	92,920
	Rosica	Paramus, NJ	87,100
	Gregory FCA	Ardmore, PA	75,000
	LEVICK	Wash., D.C	37,463
	McNeely Pigott & Fox PR	Nashville	28,523
27.	The Buzz Agency	Delray Beach, FL	24,127



Peppercomm is all ears. When you're talking, we're listening – carefully, thoroughly, thoughtfully. And we take pride in that. We're listening to you, our clients. We're listening to them, your customers. We're taking it all in, letting it marinate, learning your customers' language, their pain points, what makes it all tick. Then we're engaging with smart, creative marketing solutions.

Then we're listening some more. Then we're adjusting, creating fresh solutions, if that's what's needed. And that's engagement. LISTEN. ENGAGE. REPEAT.

Whatever your industry, whatever your communication needs, Peppercomm is all ears, all insight, all engagement, with hard data and real analytics. Shout us out at www.peppercomm.com.



RA	NKINGS OF PR FIRMS SPECIALIZING	IN <b>HOME FL</b>	JRNISHINGS
1.	Edelman	New York	\$45,453,943
2.	Zeno Group	New York	6,318,841
3.	Hager Sharp	Wash., D.C.	5,339,924
4.	Gibbs & Soell	New York	3,328,760
<b>5</b> .	L.C. Williams & Associates	Chicago	3,177,298
6.	Kaplow	New York	1,750,000
<b>7.</b>	Peppercomm	New York	1,439,956
8.	PadillaCRT	Minneapolis	1,250,508
9.	Hunter PR	New York	952,667
10.	Finn Partners	New York	840,551
11.	SS PR	Northfield	500,000
12.	Lou Hammond & Associates	New York	483,170
13.	McNeely Pigott & Fox PR	Nashville	393,481
14.	Formula PR	New York	365,990
15.	French   West   Vaughan	Raleigh	300,000
16.	Hope-Beckham	Atlanta	206,622
17.	Jackson Spalding	Atlanta	133,123
18.	Trevelino/Keller	Atlanta	130,000
19.	PAN	Boston	120,000
20.	Beehive PR	St. Paul, MN	112,750
21.	Marketing Maven PR	Camarillo, CA	104,986
22.	Rosica	Paramus, NJ	95,000
23.	O'Malley Hansen Comms.	Chicago	61,000

	RANKINGS OF PR FIRMS SPECI	ALIZING IN <b>TR</b> A	AVEL
1.	Edelman	New York	\$20,530,219
2.	Zimmerman Agency	Tallahassee	8,589,200
3.	Finn Partners	New York	6,274,591
4.	Lou Hammond & Associates	New York	6,069,296
5.	Turner PR (Fahlgren Mortine)	Columbus	4,531,168
6.	Development Counsellors Int'l	New York	4,392,417
7.	APCO Worldwide	Wash., D.C	3,494,418
8.	Nancy J. Friedman PR	New York	3,332,806
9.	J Public Relations	New York	2,432,570
10.	Zeno Group	New York	2,407,133
11.	MWW	New York	2,250,000
12.	French   West   Vaughan	Raleigh	2,117,000
13.	Allison+Partners	San Francisco	2,000,000
14.	Jackson Spalding	Atlanta	1,464,355
15.	5W Public Relations	New York	1,400,000
16.	rbb Public Relations	Miami	1,027,000
17.	Coyne PR	Parsippany, NJ	833,000
18.	BLAZE	Santa Monica	795,351
19.	PadillaCRT	Minneapolis	650,486
20.	Maxwell PR + Engagement	Portland. OR	426,643
21.	LANE	Portland, OR	353,788
22.	Seigenthaler Public Relations	Nashville	281,637
23.	McNeely Pigott & Fox PR	Nashville	259,053

Travel cont.		
<b>24.</b> LEVICK	Wash., D.C.	216,464
<b>25.</b> Linhart Public Relations	Denver	\$150,975
<b>26.</b> Formula PR	New York	134,614
<b>27.</b> Bridge Global Strategies	New York	130,483
<b>28.</b> Schneider Associates	Boston	122,500
<b>29.</b> The Buzz Agency	Delray Beach, FL	109,114
<b>30.</b> Gregory FCA	Ardmore, PA	95,000
<b>31.</b> Standing Partnership	St. Louis	85,051
<b>32.</b> Landis Communications	San Francisco	75,000
<b>33.</b> Hope-Beckham	Atlanta	42,040

R	ANKINGS OF PR FIRMS SPECIALIZIN	G IN ENVIRO & PUBL	NMENTAL IC AFFAIRS
1.	APCO Worldwide	Wash., D.C.	\$31,666,325
2.	Edelman	New York	14,931,638
3.	Davies	Santa Barbara	10,980,650
4.	Cerrell Associates	Los Angeles	4,001,072
5.	Development Counsellors Int'l.	New York	3,872,478
6.	Finn Partners	New York	3,823,907
7.	Rasky Baerlein Strategic Comms	.Boston	3,554,013
8.	Singer Associates	San Francisco	3,500,000
9.	MWW	New York	3,210,000
10.	Sachs Media Group	Tallahassee	2,614,082
11.	SevenTwentyStrategies	Wash., D.C.	2,243,397
12.	LEVICK	Wash., D.C.	1,524,955
13.	Crosby Marketing Comms.	Annapolis	1,247,813
14.	Butler Associates	New York	804,374
15.	Allison+Partners	San Francisco	800,000
16.	Jackson Spalding	Atlanta	798,739
17.	Public Communications Inc.	Chicago	676,133
18.	Moore Comms. Group	Tallahassee	665,556
19.	OCG PR	Ft. Worth, TX	649,883
20.	Makovsky	New York	550,000
21.	French   West   Vaughan	Raleigh	519,315
22.	Kaplow	New York	500,000
23.	Peppercomm	New York	490,133
24.	PadillaCRT	Minneapolis	439,000
25.	Standing Partnership	St. Louis	424,259
26.	McNeely Pigott & Fox PR	Nashville	365,267
27.	Landis Communications	San Francisco	250,000
28.	Schneider Associates	Boston	221,461
29.	Seigenthaler Public Relations	Nashville	165,592
30.	VPE Public Relations	S. Pasadena	157,858
31.	Zeno Group	New York	133,270
32.	Gregory FCA	Ardmore, PA	80,000
33.	Rosica	Paramus, NJ	40,000
34.	Linhart Public Relations	Denver	26,429

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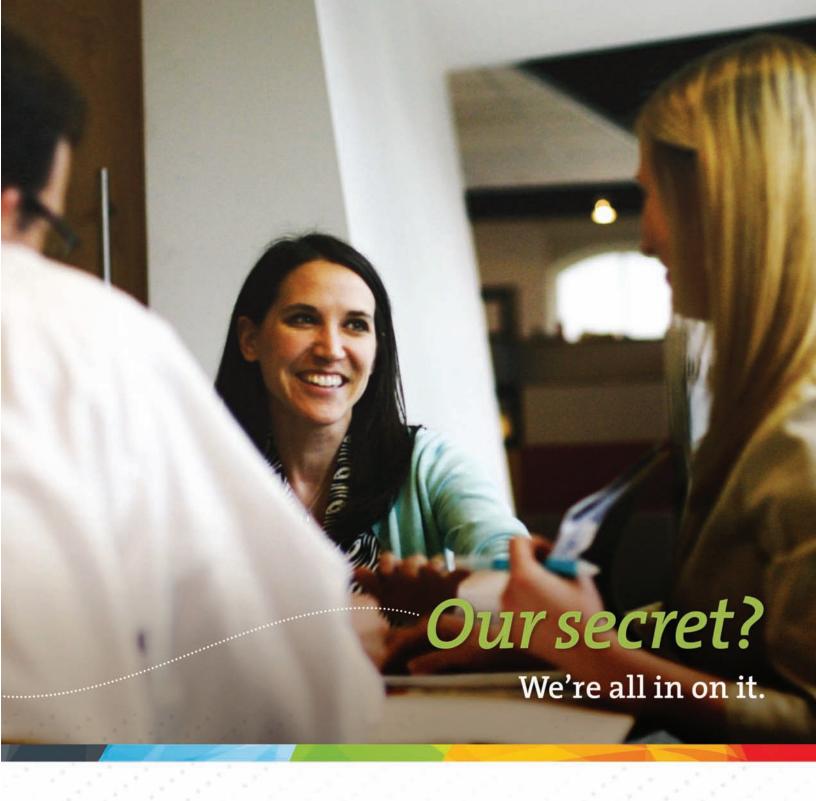






RAN	KINGS OF PR FIRMS SPECIALIZING IN	PROFESSIONAL	LSERVICES
	Edelman		
1. 2.	Finn Partners		90,476,533
3.	MWW	New York New York	11,658,597 4,118,000
<b>3. 4.</b>	LEVICK	Washington	3,751,644
<b>5.</b>	Allison+Partners	San Francisco	3,500,000
6.	Peppercomm	New York	3,339,852
7.	Bliss Integrated Comm.	New York	3,090,000
8.	rbb Public Relations	Miami	2,889,416
9.	5W Public Relations	New York	2,800,000
	Zeno Group	New York	2,648,013
	Prosek Partners	New York	2,642,500
	Rasky Baerlein Strategic Comms.		2,379,536
	Ripp Media/Public Relations	New York	2,325,492
	Regan Communications Group		2,323,492
	Konnect Public Relations	Los Angeles	1,687,863
	CooperKatz & Co.	New York	1,623,504
	French   West   Vaughan	Raleigh	1,415,775
	Schneider Associates	Boston	1,309,875
	Boardroom Communications	Plantation, FL	1,000,000
	LEWIS	San Francisco	896,000
	Bendure Communications	Middleburg, VA	723,439
	PadillaCRT	Minneapolis	719,800
	Makovsky	New York	700,000
	IW Group	West Hollywood	
	L.C. Williams & Associates	Chicago	601,914
	Linhart Public Relations	Denver	582,259
	Standing Partnership	St. Louis	569,560
	Perry Communications Group	Sacramento	491,992
	Moore Communications Group		451,513
	Hope-Beckham	Atlanta	428,259
	Public Communications Inc.	Chicago	390,338
	McNeely Pigott & Fox PR	Nashville	353,481
	Beehive PR	St. Paul	351,399
	Kohnstamm Communications	St. Paul	343,807
	Jackson Spalding	Atlanta	339,370
	Coyne PR	Parsippany, NJ	303,000
	Seigenthaler Public Relations	Nashville	302,585
	Maccabee	Minneapolis	278,624
	TransMedia Group	Boca Raton	245,000
	Weiss PR	Baltimore	244,436
	PAN	Boston	240,000
	Rosica	Paramus, NJ	176,322
	Landis Communications	San Francisco	175,000
	Marketing Maven PR	Camarillo, CA	131,662
	Trevelino/Keller	Atlanta	110,000
	Gregory FCA	Ardmore, PA	100,000
	LaunchSquad	San Francisco	89,200
	OCG PR	Ft. Worth, TX	72,000
	The Buzz Agency	Delray Beach, I	
	Idea Grove	Dallas	44,695
	Feintuch Communications	New York	42,208
			,,

DΛ	NKINGS OF PR FIRMS SPECIALIZING I	N FOOD 9 D	EVEDACE
ПA	INKIINGS OF PR FIRIVIS SPECIALIZIING I	V FUUD α D	EVENAGE
1.	Edelman	New York	\$97,122,009
2.	Hunter PR	New York	13,437,276
3.	APCO Worldwide	Washington	13,252,857
4.	MWW	New York	7,459,000
5.	Taylor	New York	6,648,000
6.	FoodMinds	Chicago	6,432,640
	Formula PR	New York	6,429,655
8.	RF   Binder Partners	New York	5,664,439
9.	Zeno Group	New York	5,642,090
10.	PadillaCRT	Minneapolis	5,591,120
11.	Regan Comms. Group	Boston	5,120,400
12.	5W Public Relations	New York	3,300,000
13.	W2O Group	San Francisco	2,576,000
	Linhart Public Relations	Denver	2,517,703
15.	Jackson Spalding	Atlanta	2,263,094
	French   West   Vaughan	Raleigh	1,967,850
	Dye, Van Mol & Lawrence	Nashville	1,757,791
	Finn Partners	New York	1,742,847
	Ruder Finn	New York	1,659,000
	SS PR	Northfield, IL	1,395,000
	SPM Communications	Dallas	1,373,739
	Maxwell PR + Engagement	Portland, OR	1,219,639
	Coyne PR	Parsippany, NJ	
	Allison+Partners	San Francisco	1,100,000
	Peppercomm	New York	1,079,419
	Lambert, Edwards + Associates	Grand Rapids	1,073,649
	LANE	Portland, OR	985,585
	Kohnstamm Communications	St. Paul	941,375
	J Public Relations	San Diego	875,436
	BizCom Associates	Addison, TX	750,000
• • •	LEVICK	Washington	677,847
	Konnect Public Relations	Los Angeles	653,740
	BLAZE	Santa Monica	651,531
	IW Group	W. Hollywood	588,000
	VPE Public Relations	S. Pasadena	564,135
	rbb Public Relations	Miami	544,929
	LEWIS DP	San Francisco	,
	Stuntman PR	New York	431,950
	Hope-Beckham	Atlanta	427,658
	O'Malley Hansen Comms.	Chicago	425,000
	MorganMyers TransMadia Crown	Waukesha, WI	
	TransMedia Group	Boca Raton, F Nashville	· · · · · · · · · · · · · · · · · · ·
	Seigenthaler Public Relations Rosica		231,622
	Maccabee	Paramus, NJ Minneapolis	215,200 202,460
	Trevelino/Keller	Atlanta	200,000
	The Buzz Agency	Delray Beach, I	
	PAN	Boston	120,000
	Sachs Media Group	Tallahassee	95,082
	McNeely Pigott & Fox PR	Nashville	95,082
	Rasky Baerlein Strategic Comms.		64,782
	Marketing Maven PR	Camarillo, CA	37,482
JE.	THE PROPERTY OF THE PARTY OF TH	Carriamo, OA	37,402



## Thinking wider.

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## Increasing competition through social intelligence

Social media is the single greatest hot-button topic for marketers and communicators today. As the medium has evolved, brands have moved from skeptical observers to proactive social marketers. The opportunity to share dynamic content, create an engaged community and affect target audiences has unleashed a flurry of brand activity across the major social platforms. Yet, in spite of all this, issues remain among leadership when proving social media's value. Why?

hile chief executives increasingly demand that their marketing and communications officers be focused on measuring campaign effectiveness, it's harder than ever to break through the constant barrage of news and content and drive meaningful, measurable interaction. This is now especially the case, as Facebook has tried to reshape itself into an ad-driven, profit-first platform; social media professionals have long observed that Facebook had been on a path of purposely decreasing the organic reach of branded content in order to sell more ads.

While content reach, engagement and core brand metrics on which social campaigns are measured are important, it's also paramount to look at social as something much larger than a content marketing medium. Social's real blue-sky opportunity lies in its use as a modern market research tool, now making sense of the world's largest modern focus group.

Social listening and intelligence, however, are still often misunderstood, overlooked and undervalued. Social has forced many PR pros to step out of their comfort zones; brands and agencies are still figuring out how to optimize their organizations to capture, sort and interpret social data. Modern market research requires powerful technology tools, trained analysts and smart marketers to derive actionable insights. Social analytics, when mastered, can be a turnkey tool for measurement, a catalyst for marketing and communications programming, and the silver bullet in powering business intelligence for the evolving organization.

#### Sentiment: do people like this product?

The most basic type of social media listening analysis is sentiment. Basically one is trying to figure out if people like or dislike a product, a campaign or activation. For example, Chipotle launched a new soybased burrito filling for vegans. It was tested in two markets and, through independent analysis of social media activity, more than 800 people tweeted about trying it. Furthermore, positive mentions outpaced negative 24 to one. Through this type of

exercise one can get an early sense of how the market reacts to a new product and if that product should be rolled out on a larger scale.

#### Measurement: are campaigns effective?

Another case for social listening is measuring other marketing and communications activities and determining what impact they have through social media activity. Scores of millennial-focused brands recently opened up their wallets in attempts to make a big splash at Coachella. Through social listening, these brands could track the success of their activations by seeing how many people tweeted about them. Hashtags embedded into commercials or print ads are another way brands track the success of larger campaigns.

#### The journey: how do they find products?

This type of listening exercise is much more complex but could yield some of the most valuable insights. As an example, let's look at the automotive industry. There are certain social indicators that clearly determine a person's intent to buy a car: the person might send a crowd-sourcing tweet out to friends asking for opinions on what to buy and end with them posting a photo of his or her new ride. Tracking this purchase journey can yield incredible insights. Some great work in this area has already been done by brands like Honda.

#### Crisis: how bad is it?

Another recent example of how a brand can benefit from social listening happened recently to General Motors. After issuing a recall, there was a ton of negative press surrounding how the company handled the issue. Social listening could have been used (and may have been) to determine just how bad the crisis was. GM could have used analytics to measure the volume of conversation and identify who the major players were within the discussion in order to inform crisis resolution tactics.

## Intercept: how to engage a competitor's customers?

Often, consumers turn to social media to publically blast companies they feel are not living up to their expectations. If your organization is savvy enough to capitalize on this behavioral trend, it could present a

#### By Matt Makovsky and Scott Ziegler

huge opportunity. Take the satellite TV space for example; DirecTV might want to set up monitoring around terms like "DISH Network + service" to identify unhappy customers and then engage them with content such as special introductory offers in order to nudge them into switching.

#### Quality service: what annoys customers?

On the flip side of the previous case, an organization could do a similar exercise to keep its finger on the pulse of customer service issues. By monitoring social media, a company could identify thematic problems such as long wait times to get a representative on the phone. Using this information could justify more investments in call centers.

## Analysis: what do our customers like?

Finally, the last exercise is all about getting to know your



Matt Makovsky

Scott Ziegler

brand's audience by studying up and doing your digital homework. For example, a good social listening firm can identify a sample set of a brand's customers and then search their profiles for their preferences. This type of analysis facilitates learning what your audience is reading or what TV shows they are watching. Your marketing department then can leverage this information to make strategic ad buys where your target audience is sure to see the messaging.

Smart and timely social intelligence can not only help a brand perform with greater effectiveness on social media, but add much greater depth and versatility of insight across its business. While social media marketing faces skepticism, who can argue with getting smarter about your brand and your customer?

Matt Makovsky is Vice President, and Scott Ziegler is Lead Social Strategist, at Makovsky. www.makovsky.com. • "Insanity: doing the same thing over and over again and expecting different results."

- Albert Einstein



Photo by Jerry Uelsmann

## RF BINDER

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## Majority of top PR firms gained double digits in 2013

Independent PR firms showed strong growth in 2013, according to *O'Dwyer's* 2014 rankings of PR firms, which ranks agencies by documenting corporate income tax returns and W-3s showing payroll totals. Eight of the 10 largest firms posted double-digit gains in the last year, and 26 of the firms that ranked in the top 50 grew by more than 10%. Almost half of this year's list of 130 ranked PR firms experienced financial gains.

By Jack O'Dwyer

R firms are growing because they not only have to deal with traditional media, although that avenue is shrinking, but with a profusion of other means by which consumers keep themselves informed.

Social media have given consumers new ways of finding out things as well as new ways of expressing their opinions. A host of new electronic tools and software make communicating easier than ever.

A new opportunity for firms is supplying "sponsored content" for financially-pressed media that are beset with depleted and sometimes demoralized staffs.

Also spurring growth of PR firms is the fact that corporations and institutions have just about washed their hands of dealing with the press. They have off-loaded this dangerous function to firms. The traditional house "press contact," who pursued reporters rather than waiting for them to call, disappeared decades ago.

#### Tech firms show growth

Tech PR firms recorded many of the biggest gains. Edelman's tech practice grew 36.2% to \$265 million.

The category appears to have outstripped healthcare PR, a perennial "hot" industry area. PR is needed at many stages of a tech company, from raising capital for start-ups to PR aimed at experts who assess the new products, wholesale and retail outlets, trade/general media, consumers themselves, and Wall Street firms if fund raising is sought via a public offering.

Second biggest growth in the top ten was racked up by a newcomer to the list, tech specialist Lewis PR. It grew 26.6% to \$44.8 million. Part of the gain came from the acquisition of Davies Murphy Group, a tech firm with fees of \$9 million and 65 employees. U.S. offices are in San Francisco, Boston, Washington, D.C., and San Diego. Tech is 95% of the business of Lewis. The firm has 25 owned offices around the world plus five LEWIS+ partner locations. Partners are in Brazil, Israel, Denmark, Russia and Turkey.

Other big tech firms include SparkPR, \$13.4 million; LaunchSquad, \$11.3 mil-

lion; Max Borges Agency, \$9.1 million; Inkhouse Media + Marketing, \$6.3 million; Highwire PR, \$6 million; Pan Communications, \$6 million, and The Bateman Group, \$4.2 million.

LaunchSquad was up 20.8%, Max Borges Agency up 23%, Inkhouse up 43%, Highwire (formerly Borders + Gratehouse), up 47%, and Bateman up 42%.

#### Top firms see big gains

Biggest gainer in the top ten was Zeno Group, spurting 44% to \$35.8 million.

Its sister agency, Edelman, grew 12% to \$734.1 million, which is more than six times the size of the next reporting firm, APCO Worldwide, which had fees of \$120 million, about even.



The amount of business added by Edelman in 2013 — \$78.2 million — would rank as the fourth largest PR firm.

Third biggest growth rate in the top ten was posted by healthcare specialist W20 Group, rising 21% to \$75 million.

Acquisitions helped to fuel the growth of Finn Partners, up 37% to \$44.4 million, and Fahlgren Mortine, up 36% to \$16.8 million. Finn added Widmeyer Communications, a Washington, D.C., firm billing \$9.8 million and FM added lifestyle firm Turner PR, which had 28 staffers.



Disappearing from the top 50 were Qorvis Communications, acquired by Publicis; Atomic, folded into parent Grayling three years after its purchase by Grayling, and CRT/Tanaka, which was acquired by Padilla Speer Beardsley, now Padilla CRT

Seven other PR firms in the top 50 post-

ed gains of more than 20%: Hunter PR, New York, +26.5% to \$18.4 million; Launch Squad, San Francisco, +20.8% to \$11.3 million; Hager Sharp, Washington, D.C., +47% to \$10.4 million; Dodge Communications, Alpharetta, Ga., +27% to \$7 million; and Foodminds, Chicago, +32% to \$6.4 million.

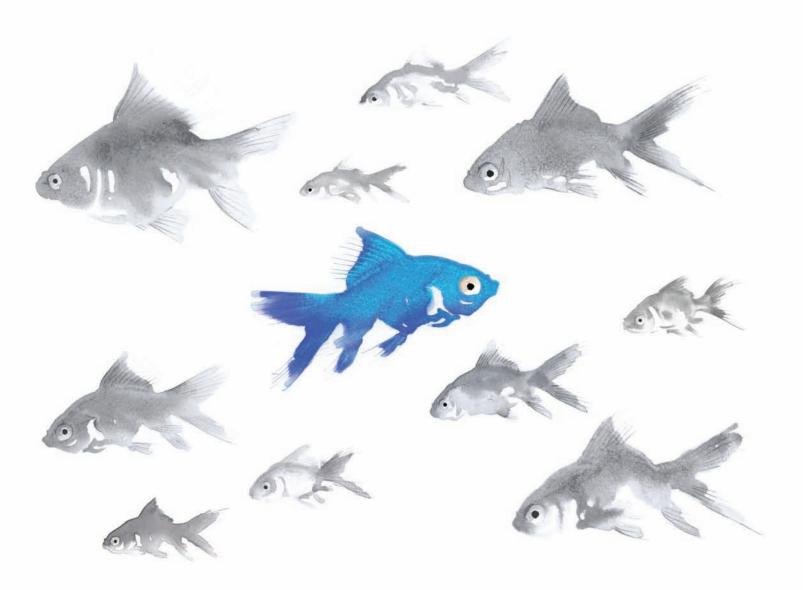
#### **Big Gainers in 50-127 Category**

Big gains were posted by the following in the 50-127 category: 360 Public Relations, Boston, +30% to \$6.1 million; Highwire PR, San Francisco, +47% to \$6 Moore Comms. Tallahassee, +24% to \$4.2 million; Bateman Group, San Francisco, +42% to \$4.2 million; Walker Sands Comms., Chicago, +36% to \$3.8 million; J Public Relations, San Diego, +26% to \$3.3 million; Konnect Public Relations, Los Angeles, +90% to \$2.3 million; SPM Communications, Dallas, +22% to \$2 million; Hope-Beckham, Atlanta, +21% to \$1.6 million; Blaze, Santa Monica, +22% to \$1.5 million; Perry Comms. Group, Sacramento, +44% to \$1.5 million; North 6th Agency (N6A), New York, +25% to \$1.4 million; Idea Grove, Dallas, +51% to \$1.4 million. Gatesman + Dave, Pittsburgh, +31% to \$1.4 million.

### Rankings "absurdly influential"

Morgan Stanley and Goldman Sachs gave up millions in fees in order to rank high in deal-making tables, noted consultant Russell Perkins, who was previously President and CEO of Dorland Healthcare Information and now heads Infocommerce Group, in Bala Cynwyd, PA. Perkins said rankings have become hugely important in recent years as a quick way to sift through oceans of information flooding the web. He said that just about every business and industry has a ranking of one sort or another, as rankings have now become "absurdly influential."

The fact that Goldman Sachs and Morgan Stanley would give up millions in fees to keep their top positions speaks volumes about the importance of rankings, Perkins said. Told about the O'Dwyer PR firm rankings, Perkins said he knows of no other ranking that collects such documents. •



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## Hass exits Edelman

ark Hass, former CEO of Manning Selvage & Lee, is leav-■ ing the Edelman US presidency post to pursue other interests.

Russell Dubner, head of Edelman's 800member New York office, will succeed



Hass

Hass and join the firm's executive committee.

Matt Harrington, Global COO, believes Dubner is "the perfect fit to help lead the U.S. into its next chapter of success."

Dubner has run NYC since 2008. His

unit reported triple-digit growth to the \$139 million mark.

He currently serves as the client lead on Boston Consulting Group and PwC and has extensive experience on the government of Mexico and Samsung accounts.

Hass completes a five-year stint at Edelman. He joined as China President and doubled its size to \$18 million in fewer than three years.

He reported to New York in 2012 as U.S. Chief and increased its revenue 25 percent to more than \$440 million.

Edelman has kicked off a search for Dubner's replacement. •

## Myers to head Warner **Bros global comms**

ee Dee Myers, former Press Secretary to President Clinton, is leaving a Managing Director slot at Glover Park Group to head communications for Warner Bros. Entertainment.

Myers, who is trading Washington for Los Angeles, is slated to take the Executive VP, Worldwide Corporate

Communications and Public Affairs, role on Sept. 2, reporting to newly minted CEO Kevin Tsujihara.

Susan Fleishman is stepping down from the role after nine years, most under former CEO Barry Meyer, who remains chairman.



Myers

Warner Bros., one of the six major film and television studios, is a unit of Time Warner.

Myers was Clinton's first-term press secretary and the first woman to hold the job, following stints in Democratic politics in Los Angeles and DC. She joined Glover Park, now owned by WPP, in 2010 after working as a journalist, political commentator and advisor to NBC's "The West Wing."

She is married to Vanity Fair Senior Writer Todd Purdum and is the author of Why Women Should Rule the World (HarperCollins 2009). •

## **GM ousts comms. chief**

elim Bingol, Senior VP of Global Communications and Public Policy for General Motors, is leaving the company amid its ongoing recall crisis.

CEO Mary Barra announced April 14 the exit Bingol and Human Resources Chief Melissa Howell.

GM said the executives are leaving immediately "to pursue other interests."



Bingol

The company hired former Hill+Knowlton Strategies EVP Jeff Eller earlier this month.

Bingol, who handled PR through GM's 2010 initial public offering, joined GM from AT&T, where he was SVP of Corporate Communications, in 2010. He added global public policy to his purview in October 2012. He was previously at FleishmanHillard in Washington and worked on the Hill.

"We appreciate Selim's service and for his helping tell the GM story during one of the most exciting periods in the company's history," Barra said in a statement.

GM has not yet named a successor. •

## Land ends at AOL

eter Land is gone as Senior VP-communications at AOL in a continuing shuffle of its PR ranks under CEO Tim Armstrong.

The one-time Global Managing Director for sports at Edelman joined AOL last year from PepsiCo, where he was Senior VPcommunications.

He also was Chief Marketing Officer at Breeders' Cup, Marketing Communications Director at National Basketball Assn., European Promotions Director at Kraft Foods and Account Supervisor at Cohen & Wolfe.

Land's end follows the recent departure of PR hand Doug Serton from AOL.

With Land's exit, AOL handed corporate communications duties to IR Chief Eoin Ryan and expanded the role of Chief Marketing officer Erika Nardini to include internal communications, corporate marketing and charities. •

## MWW plugs in Zeno's **Mulloy for SF**

olly Mulloy, consumer tech lead for Zeno Group in Los Angeles, has returned to San Francisco with MWW to serve as GM of the office and co-head the independent firm's western region tech practice.

Mulloy, as an EVP, handled accounts like Expedia, Redbox and T-Mobile at Zeno, a unit of Edelman. She earlier directed Edelman's tech and digital marketing operation in Hong Kong and was posted in San Francisco for Zeno.

Mulloy was global PR Manager for Texas Instruments' DLP products group and did stints at L.A.-based Rogers Cowan and Streamsearch.



Mulloy

**MWW** Chief Michael Kempner

called Mulloy a "natural leader" and proven strategist in the consumer and B2B tech sectors. The firm's San Francisco outpost did \$1.4 million in revenue in 2013 with eight staffers.

"Molly's deep understanding of Silicon Valley and the tech space will be a major asset as we embark on a new stage of expansion," said Kempner. •

## Schnee joins Fenton as **NY GM**

ibby Schnee, a Burson-Marsteller and Teneo Strategy alum focused on corporate foundations, philanthropy and non-profits, has taken the reins of Fenton's New York office as General Manager.

Beth Kitzinger, previously NY GM for the progressive PR firm, was promoted to Chief of Operations at Fenton.

Schnee ran her own shop in recent years around a year-long stint as Managing Director at Teneo.

She spent 15 years at Burson-Marsteller, rising to director and focused on clients like the General Mills Foundation and UNHCR. •

## O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

2.         APCO Worldwide         Wash, D.C.         120,345,400         658         -1.           4.         W22O Group         San Francisco         75,050,000         373         -22.           4.         W22O Group         San Francisco         75,050,000         373         -22.           5.         Ruder Film         New York         63,249,000         217         -12.           6.         MWW         New York         48,020,000         217         -12.           6.         MWW         New York         48,000,000         217         -12.           8.         Finn Partners         New York         48,000,000         217         -12.           9.         ICR         Nema York         42,359,000         287         -37.           10.         Zeo Group         New York         32,939,566         -171         -10.           11.         Zeo Group         New York         32,334,000         172         +8.           12.         Padallia CRI         Minneragolis         32,334,000         172         +8.           12.         Padallia CRI         Minneragolis         32,334,000         172         +8.           12.         Padallia CRI	Firn	1		2013 Net Fees	Employees	% Change from 2012
2. APCO Worldwide         Wash. D.C.         120,345,400         658         -1,           4. W2O Group         San Francisco         75,050,000         373         -221.           6. MWW         New York         63,249,000         525         +13.           6. MWW         New York         63,249,000         217         +12.           7. Lexis PR         San Francisco         44,800,000         217         +12.           8. Firm Partners         New York         44,375,000         287         +37.           9. ICR         Norwalk, CT         42,445,187         119         +16.           10. Zeno Group         New York         32,989,566         +13.         11.         J. Cross Group         +16.           10. Zeno Group         New York         32,989,566         +17.         +10.         +12.         PatalliaCRT         Minreagolis         32,333,400         172         +8.         +17.         +10.         -17.         +17.         +10.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17.         +17. <th>1.</th> <th>Edelman</th> <th>New York</th> <th>\$734,177,526</th> <th>5030</th> <th>+12.0</th>	1.	Edelman	New York	\$734,177,526	5030	+12.0
3. Wagener Felstrom Communications   Ballevie, WA   117,600,000   819   eve   820   7505,000   373   421.						-1.0
4. W.O. Group			•			even
5. Ruder Finn         New York         43,249,000         525         +13.           7. Lewis PR         San Francisco         44,800,000         407         +26.           8. Finn Partners         New York         44,375,000         287         +37.           9. ICR         Norwalk, CT         42,445,157         119         +16.           9. ICR         Norwalk, CT         42,445,157         119         +16.           11. DKC         New York         32,896,560         171         +11.           11. DKC         New York         32,896,560         171         +10.           13. Allisom+Partners         San Francisco         28,848,000         165         +25.           13. Allisom+Partners         San Francisco         28,848,000         165         +25.           14. Racepoint Global         Boston         23,355,000         85         +2.           15. Regan Communications Group         Boston         23,365,000         85         +2.           16. Gibbs & Soell         New York         21,100,000         105         +4.           17. Taylor         New York         21,100,000         105         +4.           18. Terach   West   Vaughan         Raleigh         18         <			· ·			+21.0
6, MWW         New York         48,020,000         217         +12,           8, Finn Partners         New York         44,800,000         287         +26,           8, Finn Partners         New York         44,800,000         287         +37,           10, Zeno Group         New York         32,806,560         171         +16,           11, DKC         New York         32,806,560         171         +10,           12, Pacifila CRT         Minonapolis         32,333,400         172         +8.           12, Pacifila CRT         Minonapolis         32,333,400         172         +8.           13, Allison Partners         San Francisco         28,848,000         165         -25.           14, Racepoint Global         Boston         23,365,000         85         +2.           16, Gibbs & Soell         New York         21,000,00         85         +2.           16, Gibbs & Soell         New York         21,000,00         105         +6.           17, Taylor         New York         21,000,00         103         +9e.           18, Coyne PR         Parapopany, NJ         20,404,000         133         +9e.           19, Frenchi West J Vaughan         Relaged         18,801,444						+13.0
7. Lewis PR         San Francisco         44,800,000         407         +26.8           8. Finn Partners         New York         44,375,000         287         +37.           9. ICR         Norwalk, CT         42,445,157         119         +16.           11. DKC         New York         32,896,560         171         +10.           11. DKC         New York         32,896,560         171         +10.           13. Allison+Partners         San Francisco         28,848,000         165         +25.           13. Allison+Partners         San Francisco         28,848,000         165         +25.           14. Recepoint Global         Boston         23,305,000         85         +2.           16. Gibbs & Soell         New York         22,490,108         127         +14.           17. Taylor         New York         21,400,000         105         +6.           18. Cyne PR         Paraspapary, NJ         20,040,000         105         +6.           19. French   West   Vaughan         Raleigh         18,801,345         89         +9.           19. French   West   Vaughan         Raleigh         18,801,345         89         +9.           19. French   West   Vaughan         Raleigh <t< td=""><td></td><td></td><td></td><td></td><td></td><td>+12.0</td></t<>						+12.0
8. Finn Partners         New York         44,375,000         287         +27.           10. Zeno Group         Norwalk, CT         42,445,157         119         +16.           10. Zeno Group         New York         32,896,560         171         +10.           11. DKC         New York         32,896,560         171         +10.           12. Padilla CRT         Minneapolis         32,333,400         172         +8.           13. Allison-Partners         San Francisco         28,848,000         165         -25.           14. Racepoint Global         Boston         23,915,652         174         +1.           14. Racepoint Global         Boston         23,365,000         85         +2.           16. Glibbs & Soell         New York         21,000,00         85         +2.           16. Glibbs & Soell         New York         21,000,00         105         +6.           17. Taylor         New York         12,100,000         133         eve           18. Cyone PR         Paraispany, NJ         20,040,000         133         eve           19. French   West   Yaughan         Ralaigeh         18,810,145         89         +9.           19. French   West   Yaughan         Ralaigeh <td< td=""><td></td><td></td><td></td><td></td><td></td><td>+26.6</td></td<>						+26.6
1. CR			New York			+37.0
10. Zeno Group			Norwalk, CT			+16.0
11. DEC		Zeno Group				+43.7
12. PacifilaCRT			New York			+10.9
13. Allison+Partners		PadillaCRT	Minneapolis			+8.0
14. Racepoint Global   Boston   23,915,652   174   +1.     15. Regan Communications Group   Boston   23,365,000   85   +2.     16. Gibbs & Soell   New York   22,490,108   127   +14.     17. Taylor   New York   21,100,000   105   +6.     18. Coyne PR   Parsippany, NJ   20,1440,000   133   +19.     18. Fench   West   Vaughan   Raleigh   18,801,845   89   +9.     19. French   West   Vaughan   New York   18,417,092   108   +26.     19. French   West   Vaughan   New York   17,393,091   68   +15.     19. French   Rating   New York   17,393,091   68   +15.     19. French   Mortine   Columbus   16,842,065   97   +335.     21. Frabigram   Mortine   Columbus   16,842,065   97   +335.     23. SW Public Relations   New York   14,125,000   55   +9.     24. Makovsky   New York   14,223,594   85   +10.     25. Peppercomm   New York   14,223,594   85   +10.     26. Cooney/Waters Group   New York   14,000,040   50   +26.     27. SSIPR   Northfield   13,495,600   70   +4.     28. Jackson Spalding   Aflanta   13,471,600   93   +11.     29. Formula PR   New York   13,1090,005   119   +4.     29. Formula PR   New York   12,300,000   76   +6.     30. RF   Binder Partners   New York   12,300,000   76   +6.     31. LEVICK   Wash. D.C.   12,273,337   43   +13.     23. Sparkpr   San Francisco   11,341,707   96   +20.     32. Sparkpr   San Francisco   11,341,707   96   +20.     33. LaunchSquad   San Francisco   11,341,707   96   +20.     34. Zimmerman Agency   Tallahassee   11,000,000   46   +9.     35. Davies   Santa Barbara   10,980,650   35   +4.     36. Kaplow   New York   10,868,777   68   eve   10,986,777   68   eve   10,986,777   68   eve   10,986,777   68   eve   10,986,777   69   eve   10,986,777   60   eve   10,986,777   60   eve   10,986,777   60   eve   10,986,778	13.	Allison+Partners				+25.5
15. Regan Communications Group			Boston			+1.6
16. Gibbs & Soell   New York   22,490,108   127   1-14.     17. Taylor   New York   21,100,000   133   eve     18. Coyne PR   Parsippany, NJ   20,040,000   133   eve     19. French   West   Vaughan   Raleigh   18,801,845   89   49.     20. Hunter Public Relations   New York   18,417,092   108   426.     21. Prosek Parsippany, NJ   17,398,091   68   415.     22. Fahlgren Mortine   Columbus   16,842,065   97   435.     23. Whublic Relations   New York   16,119,492   105   413.     24. Makovsky   New York   14,238,994   85   -10.     25. Peppercomm   New York   14,238,994   85   -10.     26. Cooney/Waters Group   New York   14,229,940   50   -26.     27. SSIPR   Northfield   13,495,600   70   44.     28. Jackson Spalding   Allanta   13,471,600   93   +11.     29. Formula PR   New York   13,309,005   119   44.     29. Formula PR   New York   13,309,000   76   -6.     31. LEVICK   Wash, D.C.   12,273,537   43   43.     32. Sparkpr   San Francisco   11,341,707   96   +20.     33. LaunchSquad   San Francisco   11,341,707   96   +20.     34. Zimmerman Agency   Tallahassee   11,000,000   66   49.     35. Davies   Santa Barbara   10,980,650   35   44.     36. Kaplow   New York   10,868,777   66   eve   40.     37. Hager Sharp   Marni Barbara   10,980,650   35   44.     38. Raplow   New York   10,868,777   66   eve   40.     39. Jeffrey Group   Marni   9,201,011   107   116.     40. The Hortman Agency   San Jase   9,150,000   23   110.     41. Hager Sharp   Marni   9,201,011   107   116.     42. Cooney FCA   Armoney   San Jase, San   9,201,011   107   116.     43. LaunchSquad   New York   10,868,777   66   eve   40.     44. Crosby Marketing Communications   Roston   9,957,467   38   -6.     45. Foodsta Group Inc   Wash, D.C.   7,374,124   18   420.     46. Podesta Group Inc   Wash, D.C.   7,374,124   18   420.     47. Gregory FCA   Armoney   San Jase   9,150,000   23   110.     48. Hager Sharp   San Jase   9,150,000   23   110.     49. Highire Relations   New York   6,231,000   37   49.     40. The Hortman & San Francis						+2.0
17. Taylor	16.	Gibbs & Soell				+14.0
18. Coyne PR			New York			+6.6
19. French   West   Vaughan   Raleigh   18,801,845   89   4.90.						even
20. Hunter Public Relations						+9.4
21. Prosek Partners						+26.5
22. Fahlgren Mortine		Prosek Partners	New York			+15.8
23. SW Public Relations				, ,		+35.9
24. Makovsky         New York         14,250,000         55         +9.           25. Peppercomm         New York         14,238,594         85         -10.           26. Cooney/Waters Group         New York         14,020,940         50         -26.           27. SSIPR         Northfield         13,495,600         70         +44.           28. Jackson Spalding         Atlanta         13,471,600         93         +11.           29. Formula PR         New York         13,090,000         76         -6.           30. RF I Binder Partners         New York         12,200,000         76         -6.           31. LEVICK         Wash., D.C.         12,273,537         43         +13.           32. Sparkpr         San Francisco         11,360,750         48         +1.           34. Zimmerman Agency         Tallahassee         11,000,000         46         +20.           34. Zimmerman Agency         Tallahassee         11,000,000         46         +9.           35. Davies         Santa Barbara         10,980,650         35         +4.           36. Kaplow         New York         10,368,777         66         eve           37. Hager Sharp         Wash., D.C.         10,484,939						+13.0
25. Peppercomm						+9.6
26. Cóney/Waters Group   New York   14,020,940   50   -26,						-10.3
27. SS PR       Northfield       13,495,600       70       +4,28         28. Jackson Spalding       Atlanta       13,471,600       93       +11.         29. Formula PR       New York       13,090,005       119       +4.         30. RF   Binder Partners       New York       12,300,000       76       -6.         31. LEVICK       Wash., D.C.       12,273,537       43       +13.         32. Sparkpr       San Francisco       11,360,750       48       +1.         32. Sparkpr       San Francisco       11,341,707       96       +20.         34. Zimmerman Agency       Tallahassee       11,000,000       46       +9.         35. Davies       Santa Barbara       10,980,650       35       +4.         36. Kaplow       New York       10,868,777       66       eve         37. Hager Sharp       Wash, D.C.       10,484,939       65       +47.         38. Rasky Baerlein Strategic Communications       Boston       9,957,467       38       -6.         39. Jeffrey Group       Miami       9,201,011       107       +16.         40. The Hoffman Agency       San Jose       9,150,000       23       +10.         41. Max Borges Agency       Milami </td <td></td> <td>11</td> <td></td> <td></td> <td></td> <td>-26.0</td>		11				-26.0
28. Jackson Spalding       Atlanta       13,471,600       93       +11.         29. Formula PR       New York       13,099,005       119       +4.         30. RF J Binder Partners       New York       12,300,000       76       -6.         31. LEVICK       Wash, D.C.       12,273,537       43       +13.         32. Sparkpr       San Francisco       11,300,750       48       +1.         33. LaunchSquad       San Francisco       11,341,707       96       +20.         34. Zimmerman Agency       Taliahassee       11,000,000       46       +9.         35. Davies       Santa Barbara       10,980,650       35       +4.         36. Kaplow       New York       10,868,777       66       eve         37. Hager Sharp       Wash, D.C.       10,484,939       65       +47.         38. Rasky Baerlein Strategic Communications       Boston       9,957,467       38       -6.         39. Jeffrey Group       Miami       9,201,011       107       +16.         40. The Hoffman Agency       San Jose       9,150,000       23       +10.         41. Max Borges Agency       Miami       9,116,390       51       +23.         42. Development Counselors Int'l (DCI						+4.4
29. Formula PR						+11.0
30, RF   Binder Partners						+4.2
According to the communication of the communicati						-6.4
Saparkpr						+13.7
San Francisco   11,341,707   96   +20,			•			+1.0
34. Zimmerman Agency         Tallahassee         11,000,000         46         +9.           35. Davies         Santa Barbara         10,980,650         35         +4.           36. Kaplow         New York         10,868,777         66         eve           37. Hager Sharp         Wash., D.C.         10,484,939         65         +47.           38. Jeffrey Group         Miami         9,201,011         107         +16.           40. The Hoffman Agency         San Jose         9,150,000         23         +10.           41. Max Borges Agency         Miami         9,116,390         51         +23.           42. Development Counsellors Int'l (DCI)         New York         8,264,895         50         -3.           43. Horn Group         San Francisco         8,000,000         45         eve           44. Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45. Airfoil         7,382,549         59         -6.           46. Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA						+20.8
Santa Barbara   10,980,650   35   +4.						+9.0
36.         Kaplow         New York         10,868,777         66         eve           37.         Hager Sharp         Wash., D.C.         10,484,939         65         +47.           38.         Rasky Baerlein Strategic Communications         Boston         9,957,467         38         -6.           39.         Jeffrey Group         Miami         9,201,011         107         +16.           40.         The Hoffman Agency         San Jose         9,150,000         23         +10.           41.         Max Borges Agency         Miami         9,116,390         51         +223.           42.         Development Counsellors Int'l (DCI)         New York         8,264,895         50         -3.           43.         Hom Group         San Francisco         8,000,000         45         eve           44.         Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45.         Airfoil         Southfield, Ml         7,382,549         59         -6.           46.         Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47.         Gregory FCA         Ardmore, PA         7,300,000         42         ev						+4.0
Hager Sharp   Wash., D.C.   10,484,939   65   +47.		Kaplow	New York			even
38. Rasky Baerlein Strategic Communications         Boston         9,957,467         38         -6.           39. Jeffrey Group         Miami         9,201,011         107         +16.           40. The Hoffman Agency         San Jose         9,150,000         23         +110.           41. Max Borges Agency         Miami         9,116,390         51         +23.           42. Development Counsellors Int'l (DCI)         New York         8,264,895         50         -3.           43. Horn Group         San Francisco         8,000,000         45         eve           44. Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45. Airfoil         Southfield, MI         7,382,549         59         -6.           46. Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA         7,006,911         46         +27.           49. Lou Hammond & Associates         New York         6,552,466         40         +3.           50. FoodMinds         Chicago         6,432,640         23         +32.			Wash., D.C.			+47.0
39. Jeffrey Group		Rasky Baerlein Strategic Communications			38	-6.9
40. The Hoffman Agency 41. Max Borges Agency 42. Development Counsellors Int'l (DCI) 43. Horn Group 44. Crosby Marketing Communications 45. Airfoil 46. Podesta Group Inc. 47. Gregory FCA 48. Dodge Communications 48. Alpharetta, GA 49. Dodge Communications 49. Alpharetta, GA 40. Thickness Media + Marketing 40. Chicago 41. Inkhouse Media + Marketing 42. Dublic Communications Inc. 43. Associates 44. Chicago 45. Associates 46. Public Communications 47. Gregory FCA 48. Dodge Communication 49. Lou Hammond & Associates 49. Associates 49. Associates 40. Associates 41. Associates 42. Associates 43. Associates 44. Associate			Miami			+16.0
41. Max Borges Agency       Miami       9,116,390       51       +23.         42. Development Counsellors Int'l (DCI)       New York       8,264,895       50       -3.         43. Horn Group       San Francisco       8,000,000       45       eve         44. Crosby Marketing Communications       Annapolis       7,759,162       43       +8.         45. Airfoil       Southfield, MI       7,382,549       59       -6.         46. Podesta Group Inc.       Wash., D.C.       7,374,124       18       +20.         47. Gregory FCA       Ardmore, PA       7,300,000       42       eve         48. Dodge Communications       Alpharetta, GA       7,006,911       46       +27.         49. Lou Hammond & Associates       New York       6,552,466       40       +3.         50. FoodMinds       Chicago       6,432,640       23       +32.         51. Inkhouse Media + Marketing       Waltham, MA       6,383,153       40       +43.         52. Bliss Integrated Communication       New York       6,231,000       37       +9.         53. Public Communications Inc.       Chicago       6,214,154       49       -5.         54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000		· · · · · · · · · · · · · · · · · · ·	San Jose			+10.0
42. Development Counsellors Int'l (DCI)         New York         8,264,895         50         -3.           43. Horn Group         San Francisco         8,000,000         45         eve           44. Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45. Airfoil         Southfield, MI         7,382,549         59         -6.           46. Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA         7,006,911         46         +27.           49. Lou Hammond & Associates         New York         6,552,466         40         +3.           50. FoodMinds         Chicago         6,432,640         23         +32.           51. Inkhouse Media + Marketing         Waltham, MA         6,383,153         40         +43.           52. Bliss Integrated Communication         New York         6,231,000         37         +9.           53. Public Communications Inc.         Chicago         6,214,154         49         -5.           54. Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40						+23.0
43. Horn Group         San Francisco         8,000,000         45         eve           44. Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45. Airfoil         Southfield, MI         7,382,549         59         -6.           46. Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA         7,006,911         46         +27.           49. Lou Hammond & Associates         New York         6,552,466         40         +3.           50. FoodMinds         Chicago         6,432,640         23         +32.           51. Inkhouse Media + Marketing         Waltham, MA         6,383,153         40         +43.           52. Bliss Integrated Communication         New York         6,231,000         37         +9.           53. Public Communications Inc.         Chicago         6,214,154         49         -5.           54. Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40         +3.           55. 360 Public Relations         Boston         6,102,379         31         +14	<b>42</b> .					-3.0
44. Crosby Marketing Communications         Annapolis         7,759,162         43         +8.           45. Airfoil         Southfield, MI         7,382,549         59         -6.           46. Podesta Group Inc.         Wash., D.C.         7,374,124         18         +20.           47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA         7,006,911         46         +27.           49. Lou Hammond & Associates         New York         6,552,466         40         +3.           50. FoodMinds         Chicago         6,432,640         23         +32.           51. Inkhouse Media + Marketing         Waltham, MA         6,383,153         40         +43.           52. Bliss Integrated Communication         New York         6,231,000         37         +9.           53. Public Communications Inc.         Chicago         6,214,154         49         -5.           54. Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40         +3.           55. 360 Public Relations         Boston         6,169,477         38         +30.           56. Spectrum         Washington         6,102,379         31         +14. </td <td></td> <td>* '</td> <td>San Francisco</td> <td></td> <td></td> <td>even</td>		* '	San Francisco			even
45. Airfoil Southfield, MI 7,382,549 59 -6. 46. Podesta Group Inc. Wash., D.C. 7,374,124 18 +20. 47. Gregory FCA Ardmore, PA 7,300,000 42 eve 48. Dodge Communications Alpharetta, GA 7,006,911 46 +27. 49. Lou Hammond & Associates New York 6,552,466 40 +3. 50. FoodMinds Chicago 6,432,640 23 +32. 51. Inkhouse Media + Marketing Waltham, MA 6,383,153 40 +43. 52. Bliss Integrated Communication New York 6,231,000 37 +9. 53. Public Communications Inc. Chicago 6,214,154 49 -5. 54. Lambert, Edwards & Associates Grand Rapids, MI 6,188,000 40 +3. 55. 360 Public Relations Boston 6,169,477 38 +30. 56. Spectrum Washington 6,102,379 31 +14. 57. Kellen Communications New York 6,101,434 39 +6. 58. GYMR Wash., D.C. 6,064,518 30 +1. 59. Highwire PR San Francisco 6,022,255 46 +47. 60. PAN Communications Mem Mami 5,810,104 33 +3. 61. Pierpont Communications Miami 5,810,104 33 +3. 63. McNeely Pigott & Fox Public Relations Denver 5,481,205 31 +12.		Crosby Marketing Communications	Annapolis			+8.6
46. Podesta Group Inc.       Wash., D.C.       7,374,124       18       +20.         47. Gregory FCA       Ardmore, PA       7,300,000       42       eve         48. Dodge Communications       Alpharetta, GA       7,006,911       46       +27.         49. Lou Hammond & Associates       New York       6,552,466       40       +3.         50. FoodMinds       Chicago       6,432,640       23       +32.         51. Inkhouse Media + Marketing       Waltham, MA       6,383,153       40       +43.         52. Bliss Integrated Communication       New York       6,231,000       37       +9.         53. Public Communications Inc.       Chicago       6,214,154       49       -5.         54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55. 360 Public Relations       Boston       6,169,477       38       +30.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1         59. Highwire PR       San Francisco       6,022,255       46       +47.			•			-6.0
47. Gregory FCA         Ardmore, PA         7,300,000         42         eve           48. Dodge Communications         Alpharetta, GA         7,006,911         46         +27.           49. Lou Hammond & Associates         New York         6,552,466         40         +3.           50. FoodMinds         Chicago         6,432,640         23         +32.           51. Inkhouse Media + Marketing         Waltham, MA         6,383,153         40         +43.           52. Bliss Integrated Communication         New York         6,231,000         37         +9.           53. Public Communications Inc.         Chicago         6,214,154         49         -5.           54. Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40         +3.           55. 360 Public Relations         Boston         6,169,477         38         +30.           56. Spectrum         Washington         6,102,379         31         +14.           57. Kellen Communications         New York         6,101,434         39         +6.           58. GYMR         Wash., D.C.         6,064,518         30         +1.           59. Highwire PR         San Francisco         6,022,255         46         +47.           <	46.	Podesta Group Inc.				+20.0
48. Dodge Communications       Alpharetta, GA       7,006,911       46       +27.         49. Lou Hammond & Associates       New York       6,552,466       40       +3.         50. FoodMinds       Chicago       6,432,640       23       +32.         51. Inkhouse Media + Marketing       Waltham, MA       6,383,153       40       +43.         52. Bliss Integrated Communication       New York       6,231,000       37       +9.         53. Public Communications Inc.       Chicago       6,214,154       49       -5.         54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55. 360 Public Relations       Boston       6,169,477       38       +30.         55. Spectrum       Washington       6,102,379       31       +14.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,011,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve						even
49.         Lou Hammond & Associates         New York         6,552,466         40         +3.           50.         FoodMinds         Chicago         6,432,640         23         +32.           51.         Inkhouse Media + Marketing         Waltham, MA         6,383,153         40         +43.           52.         Bliss Integrated Communication         New York         6,231,000         37         +9.           53.         Public Communications Inc.         Chicago         6,214,154         49         -5.           54.         Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40         +3.           55.         360 Public Relations         Boston         6,169,477         38         +30.           56.         Spectrum         Washington         6,102,379         31         +14.           57.         Kellen Communications         New York         6,101,434         39         +6.           58.         GYMR         Wash., D.C.         6,064,518         30         +1.           59.         Highwire PR         San Francisco         6,022,255         46         +47.           60.         PAN Communications         Boston         6,008,000         48	<b>48</b> .	Dodge Communications	Alpharetta, GA	7,006,911	46	+27.0
50.       FoodMinds       Chicago       6,432,640       23       +32.         51.       Inkhouse Media + Marketing       Waltham, MA       6,383,153       40       +43.         52.       Bliss Integrated Communication       New York       6,231,000       37       +9.         53.       Public Communications Inc.       Chicago       6,214,154       49       -5.         54.       Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55.       360 Public Relations       Boston       6,169,477       38       +30.         56.       Spectrum       Washington       6,102,379       31       +14.         57.       Kellen Communications       New York       6,101,434       39       +6.         58.       GYMR       Wash., D.C.       6,064,518       30       +1.         59.       Highwire PR       San Francisco       6,022,255       46       +47.         60.       PAN Communications       Boston       6,008,000       48       eve         61.       Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62.       rbb Public Relations       Nashville       5,60			•			+3.7
51. Inkhouse Media + Marketing       Waltham, MA       6,383,153       40       +43.         52. Bliss Integrated Communication       New York       6,231,000       37       +9.         53. Public Communications Inc.       Chicago       6,214,154       49       -5.         54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55. 360 Public Relations       Boston       6,169,477       38       +30.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31			Chicago			+32.0
52. Bliss Integrated Communication       New York       6,231,000       37       +9.         53. Public Communications Inc.       Chicago       6,214,154       49       -5.         54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55. 360 Public Relations       Boston       6,169,477       38       +30.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.	51.	Inkhouse Media + Marketing				+43.0
53. Public Communications Inc.         Chicago         6,214,154         49         -5.           54. Lambert, Edwards & Associates         Grand Rapids, MI         6,188,000         40         +3.           55. 360 Public Relations         Boston         6,169,477         38         +30.           56. Spectrum         Washington         6,102,379         31         +14.           57. Kellen Communications         New York         6,101,434         39         +6.           58. GYMR         Wash., D.C.         6,064,518         30         +1.           59. Highwire PR         San Francisco         6,022,255         46         +47.           60. PAN Communications         Boston         6,008,000         48         eve           61. Pierpont Communications, Inc.         Houston         5,831,496         30         +10.           62. rbb Public Relations         Miami         5,810,104         33         +3.           63. McNeely Pigott & Fox Public Relations         Nashville         5,605,768         52         eve           64. Linhart Public Relations         Denver         5,481,205         31         +12.						+9.0
54. Lambert, Edwards & Associates       Grand Rapids, MI       6,188,000       40       +3.         55. 360 Public Relations       Boston       6,169,477       38       +30.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.			Chicago		49	-5.1
55. 360 Public Relations       Boston       6,169,477       38       +30.         56. Spectrum       Washington       6,102,379       31       +14.         57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.	<b>54</b> .	Lambert, Edwards & Associates				+3.0
56.         Spectrum         Washington         6,102,379         31         +14.           57.         Kellen Communications         New York         6,101,434         39         +6.           58.         GYMR         Wash., D.C.         6,064,518         30         +1.           59.         Highwire PR         San Francisco         6,022,255         46         +47.           60.         PAN Communications         Boston         6,008,000         48         eve           61.         Pierpont Communications, Inc.         Houston         5,831,496         30         +10.           62.         rbb Public Relations         Miami         5,810,104         33         +3.           63.         McNeely Pigott & Fox Public Relations         Nashville         5,605,768         52         eve           64.         Linhart Public Relations         Denver         5,481,205         31         +12.						+30.0
57. Kellen Communications       New York       6,101,434       39       +6.         58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						+14.4
58. GYMR       Wash., D.C.       6,064,518       30       +1.         59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						+6.5
59. Highwire PR       San Francisco       6,022,255       46       +47.         60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						+1.0
60. PAN Communications       Boston       6,008,000       48       eve         61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						+47.0
61. Pierpont Communications, Inc.       Houston       5,831,496       30       +10.         62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						even
62. rbb Public Relations       Miami       5,810,104       33       +3.         63. McNeely Pigott & Fox Public Relations       Nashville       5,605,768       52       eve         64. Linhart Public Relations       Denver       5,481,205       31       +12.						+10.0
63. McNeely Pigott & Fox Public RelationsNashville5,605,76852eve64. Linhart Public RelationsDenver5,481,20531+12.						+3.6
<b>64.</b> Linhart Public Relations Denver <b>5,481,205</b> 31 +12.						even
						+12.0
		ReviveHealth	Nashville	5,300,000	24	+9.3

## O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

Firm	1		2013 Net Fees	<b>Employees</b>	% Change from 2012
66.	Dye, Van Mol & Lawrence	Nashville	\$5,267,913	53	even
67.	Singer Associates, Inc.	San Francisco	5,063,344	17	+3.3
68.	Jarrard Phillips Cate & Hancock	Brentwood, TN	5,054,163	22	+3.9
69.	MorganMyers	Waukesha, WI	5,049,660	35	+8.0
70.	Seven Twenty Strategies	Wash., D.C.	4,841,480	31	-11.0
71.	L.C. Williams & Associates	Chicago	4,659,667	30	+5.8 -3.4
72. 73.	CooperKatz & Co., Inc. Moore Communications Group	New York	4,465,856 4,295,584	30 23	+24.0
73. 74.	Sachs Media Group	Tallahassee Tallahassee	4,245,863	22	-2.3
7 <del>5</del> .	Bateman Group	San Francisco	4,235,039	26	+42.4
<b>76</b> .	Intermarket Communications	New York	4,128,335	16	-4.2
77.	LANE	Portland, OR	4,109,561	22	+3.6
<b>78</b> .	Cerrell Associates, Inc.	Los Angeles	4,001,072	22	-11.2
<b>79</b> .	Walker Sands Communications	Chicago	3,819,129	43	+35.9
80.	Seigenthaler Public Relations	Nashville	3,810,135	27	+1.3
B1.	Dukas Public Relations	New York	3,741,809	17	+7.0
82.	Standing Partnership	St. Louis	3,704,065	27	-9.6
83.	Ground Floor Media	Denver	3,570,956	15	+6.0
84. 05	Nancy J. Friedman Public Relations, Inc.	New York	3,332,800	21	+10.6 +26.0
85. 86.	J Public Relations Trevelino/Keller	San Diego	3,308,005 2,751,595	29 17	+20.0
87.	Schneider Associates	Atlanta Boston	2,689,819	18	-8.1
88.	March Communications	Boston	2,623,750	23	+22.0
89.	Konnect Public Relations	Los Angeles	2,341,603	26	+90.0
90.	Ripp Media/Public Relations, Inc.	New York	2,325,492	8	+13.0
91.	Boardroom Communications, Inc.	Ft. Lauderdale	2,300,000	13	+4.5
92.	Kyne	New York	2,249,844	7	+4.0
93.	SPM Communications	Dallas	2,098,365	19	+21.9
94.	IW Group	West Hollywood	2,095,000	12	+2.0
95.	Hodges Partnership, The	Richmond, VA	1,969,650	17	+12.9
96.	Beehive PR	St. Paul. MN	1,947,266	9	-1.7
97.	Cashman + Katz Integrated Communications	Glastonbury, CT	1,865,000	24	+17.0
98. 99.	Hotwire	New York	1,815,599	15 15	+200.0 +3.1
	Maxwell PR + Engagement Kohnstamm Communications	Portland, OR St. Paul	1,769,189 1,720,480	14	-26.7
	Hope-Beckham, Inc.	Atlanta	1,656,000	14	+20.7
	O'Malley Hansen Communications	Chicago	1,650,000	11	-16.4
	BLAZE	Santa Monica	1,589,100	10	+22.0
	OCG PR	Ft. Worth	1,568,732	12	+9.0
	Perry Communications Group, Inc.	Sacramento	1,543,858	12	+44.0
106.	Rosica	Paramus, NJ	1,514,465	10	-30.0
	Trylon SMR	New York	1,496,894	5	-9.0
	North 6th Agency, Inc. (N6A)	New York	1,484,000	9	+25.0
	Idea Grove	Dallas	1,435,985	18	+51.8
	VPE Public Relations	South Pasadena	1,425,434	12	-1.9
	Gatesman + Dave	Pittsburgh	1,400,000	43	+31.0
	TransMedia Group	Boca Raton, FL	1,345,145	12 10	+17.7 +10.0
	Landis Communications, Inc. Catapult PR-IR	San Francisco Boulder, CO	1,200,000 1,095,785	9	even
	Maccabee Maccabee	Minneapolis	1,049,985	4	-14.0
	LaVoieHealthScience	Boston	1,010,606	6	-5.0
	Red Sky Public Relations	Boise	1,005,511	8	-10.8
	Marketing Maven Public Relations	Camarillo, CA	934,859	11	+32.9
	K/F Communications	San Francisco	921,034	9	-14.0
120.	BizCom Associates	Addison, TX	892,914	6	+3.7
	WordHampton Public Relations	East Hampton, NY	845,250	8	-4.6
	Butler Associates	New York	804,374	6	-6.0
	Bendure Communications	Middleburg, VA	723,439	5	-18.0
	The Buzz Agency	Delray Beach, FL	706,795	4	+19.3
	Feintuch Communications	New York	643,515	4	+4.9
	Leverage PR Wise Public Polations Inc	Austin	586,076	5	+186.0
	Wise Public Relations, Inc.	New York	586,000 511,450	3	+17.5 +35.2
	Stuntman PR Bridge Global Strategies	New York	511,450 500,667	3 4	+35.2 -5.6
	Bridge Global Strategies Weiss PR, Inc.	New York Baltimore	403,607	3	+5.6
	Pulp-PR	Los Angeles	374,886	4	+222.0
		_007190100	0 / 1,000		

## LEADING GAINERS AMONG PR FIRMS

Firm		2013 Net Fees	Employees	% Change from 201
Firms in the top 25				
1. Zeno Group	New York	\$35,896,998	256	+43.7
<b>2.</b> Finn Partners	New York	44,375,000	287	+37.0
3. Fahlgren Mortine	Columbus	16,842,065	97	+35.9
Lewis PR	San Francisco	44,800,000	407	+26.6
Hunter PR	New York	18,417,092	108	+26.5
Allison+Partners	San Francisco	28,848,000	165	+25.5
. W2O Group	San Francisco	75,050,000	373	+21.0
3. ICR	Norwalk, CT	42,445,157	119	+16.0
Prosek Partners	New York	17,398,091	68	+15.8
10. Gibbs & Soell	New York	22,490,108	127	+14.0
Firms ranked 26 through 50				
I. Hager Sharp	Wash., D.C.	\$10,484,939	65	+47.0
2. FoodMinds	Chicago	6,432,640	23	+32.0
3. Dodge Communications	Alpharetta, GA	7,006,911	46	+27.0
Max Borges Agency	Miami	9,116,390	51	+23.0
5. LaunchSquad	San Francisco	11,341,707	96	+20.8
6. Podesta Group Inc.	Wash., D.C.	7,374,124	18	+20.0
7. Jeffrey Group	Miami	9,201,011	107	+16.0
3. Levick Strategic Comms.	Wash., D.C.	12,273,537	43	+13.7
Jackson Spalding	Atlanta	13,471,600	93	+11.0
10. The Hoffman Agency	San Jose, CA	9,150,000	23	+10.0
Firms ranked 51 through 100  1. Hotwire	New York	\$ 1,815,599	15	+200.0
2. Konnect Public Relations	Los Angeles	2,341,603	26	+90.0
B. Highwire PR	San Francisco	6,022,255	46	+47.0
1. Inkhouse Media + Marketing	g Waltham, MA	6,383,153	40	+43.0
5. Bateman Group	San Francisco	4,235,039	26	+42.4
Walker Sands Comms.	Chicago	3,819,129	43	+35.9
7. 360 Public Relations	Boston	6,169,477	38	+30.0
3. J Public Relations	San Diego	3,308,005	29	+26.0
9. Moore Communications Gro	up Tallahassee	4,295,584	23	+24.0
<b>10.</b> SPM Communications	Dallas	2,098,365	19	+21.9
Firms ranked 101 through 130				
I. Pulp-PR	Los Angeles	\$ 374,886	4	+222.0
2. Leverage PR	Austin	586,076	5	+186.0
3. Idea Grove	Dallas	1,435,985	18	+51.8
L. Perry Communications Grou	ip Sacramento	1,543,858	12	+44.0
5. Stuntman PR	New York	511,450	3	+35.2
6. Marketing Maven PR	Camarillo, CA	934,859	11	+32.9
7. Gatesman + Dave	Pittsburgh	1,400,000	43	+31.0
3. North 6th Agency (N6A)	New York	1,484,000	9	+25.0
<b>9.</b> BLAZE	Santa Monica	1,589,100	10	+22.0
<b>10.</b> The Buzz Agency	Delray Beach, FL	706,795	4	+19.3





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## RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

Firm CON	NECTICUT 2	013 Net Fees	Empl.	Firm	1	2013	Net Fees E	mpl.
I. ICR		\$25,639,820	56	10.	RF   Binder Partners	,	\$1,100,000	8
Cashman + Katz Int. Com			24		LaVoieHealthScience	,	1,010,606	6
01					MIDWEST	CITIES		
• Edelman	HICAGO	\$96,062,039	613	4	PadillaCRT		10 120 200	100
SS PR	Northfield	13,495,600	70		Fahlgren Mortine		18,129,300	
Zeno Group	Northineid	10,924,098	50		Airfoil	Southfield	16,842,065 7,382,549	97 59
FoodMinds		6,432,640	23		Lambert, Edwards + Assocs.		6,188,000	4(
Public Communication	is Inc.	6,214,154	49		MorganMyers	Waukesha	3,912,098	30
Finn Partners		4,748,000	25		Standing Partnership	St. Louis	3,704,065	27
L.C. Williams & Assoc	ciates	4,659,667	30		Beehive PR	St. Paul	1,947,266	_
Walker Sands Comms.		3,819,129	43		Kohnstamm Comms.	St. Paul	1,720,480	14
APCO Worldwide		2,128,100	6	9.	MorganMyers	Waterloo	1,137,561	į
<b>0.</b> MWW Group		1,740,000	7	10.	Maccabee	Minneapolis	1,049,985	4
O'Malley Hansen Com	nms.	1,650,000	11	11.	W2O Group	Minneapolis	603,619	(
<b>2.</b> Taylor		1,005,880	4					
3. Allison+Partners		778,000	5		NEW YORK & N	EW IEDGEA		
F	LORIDA			_				
Zimmerman Agency	Tallahassee	\$11,000,000	46	1. 2.	Edelman Ruder Finn		57,471,823	
Jeffrey Group	Miami	9,201,011	107	3.	MWW		37,024,000 33,414,800	
Max Borges Agency	Miami	9,116,390	51	4.	W2O Group		33,199,062	
rbb Public Relations	Miami	5,810,104	33	5.	DKC		32,896,560	
Moore Comms. Group		4,295,584	23	6.	Gibbs & Soell		22,490,108	
Sachs Media Group	Tallahassee	4,245,863	22	7.	Finn Partners		20,891,000	
Boardroom Comms.	Ft. Lauderdale	2,300,000	13	8.	Coyne PR		20,040,000	
Edelman	Orlando	1,416,829	1	9.	Hunter PR		18,417,092	
TransMedia Group	Boca Raton	1,345,145	12	10.	Prosek Partners		17,398,091	
<b>1.</b> Finn Partners	Ft. Lauderdale	928,000	9		5W Public Relations		16,019,492	
1. The Buzz Agency	Delray Beach	706,795	4	12.	Makovsky		14,250,000	5
					Cooney/Waters Group		14,020,940	5
LUS	ANGELES			14.	Peppercomm		13,050,074	
Edelman		\$14,834,374	130		Taylor		12,562,247	
Davies	Santa Barbara	10,980,650	35		RF   Binder Partners		11,200,000	
Zeno Group	Santa Monica	5,440,338	23		APCO Worldwide		11,185,500	
Finn Partners		5,149,000	29		Kaplow		10,868,777	
Cerrell Associates		4,001,072	22	19. 20	Allison+Partners ICR		10,100,000 9,905,404	
MWW		3,361,000	15		Development Counsellors	Int'1	8,264,895	
W2O Group		3,018,097	15		Zeno Group	1111 1	7,110,722	
ICR		2,647,377	9		Lou Hammond & Associa	tes	6,552,466	
Konnect Public Relation	ons	2,341,603	26		Bliss Integrated Communi		6,231,000	
<b>0.</b> Allison+Partners		2,100,000	18		Kellen Communications	Cution	6,101,434	
. IW Group	W. Hollywood	2,095,000	12	26.	CooperKatz & Co.		4,465,856	
2. J Public Relations	San Diego	2,019,734	19	27.	Intermarket Communication	ons	4,128,335	
3. BLAZE	Santa Monica	1,589,100	10	28.	<b>Dukas Public Relations</b>		3,741,809	
WPE Public Relations	S. Pasadena	1,425,434	12		Nancy J. Friedman PR		3,332,800	
<b>5.</b> Marketing Maven PR	Camarillo	934,859	11	30.	Ripp Media/Public Relation	ons	2,325,492	
6. Pulp-PR		374,886	4	31.	Kyne		2,249,844	
<b>7.</b> Taylor		367,625	2		PadillaCRT		1,934,546	
В	OSTON				Hotwire		1,815,599	
		000 017 177		34.	Rosica	Paramus	1,514,465	
Racepoint Global	- C-	\$23,915,652			Trylon SMR		1,496,894	
Regan Communication		23,365,000			North 6th Agency (N6A)		1,484,000	
Rasky Baerlein Strateg		9,957,467			J Public Relations		1,288,270	
Inkhouse Media + Mark	ceting Walthan				WordHampton PR	East Hampton	/	
360 Public Relations		6,169,477			Butler Associates		804,374	
PAN Communications		6,008,000			Feintuch Communications		643,515	
<ul><li>ICR</li><li>Schneider Associates</li></ul>		4,252,557			Wise Public Relations		586,000	
SCHIPPIGER A CCOCINIEC		2,689,819	18		Stuntman PR		511,450	
<ul><li>March Communication</li></ul>	• •	2,623,750	23	40	Bridge Global Strategies		500,667	



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## RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

	PI	NNSYLVANIA			8.	BizCom Associates	Addison	\$892,914	6
	Gregory FCA	Ardmore	\$7,300,000	42	9.	Allison+Partners	Dallas	832,792	5
	Gatesman + Dave	Pittsburgh	1,400,000	43	9.	Amson a ditiers		032,192	
_		3				WASHING	TON, D.C.		
	SAN FRANCIS	CO & NORTH C	ALIFORNIA		1.	Edelman		\$60,549,160	27
	Lewis PR		\$44,800,000	407	2.	APCO Worldwide	,	55,417,500	20
	Edelman	San Mateo		103	3.	Levick Strategic Comms.		12,273,537	4
	W2O Group		16,700,134	83	4.	Hager Sharp		10,484,939	6
	SparkPR		11,360,750	48	5.	Finn Partners		8,960,000	2
	LaunchSquad		11,341,707	96	6.	Crosby Marketing Comm	S Annonolio	7,759,162	_
	Edelman		10,074,564	135	7.	Podesta Group Inc.	or Annapons	7,374,124	
	The Hoffman Agen	CV San Jose	9,150,000	23	8.	Spectrum		6,102,379	;
	Horn Group		8,000,000	45	9.	*		6,064,518	,
	Allison+Partners		6,600,000	38		Seven Twenty Strategies		4,841,480	(
	Highwire PR		6,022,255	46		MWW		3,511,400	
	Singer Associates		5,063,344	17		Allison+Partners		1,200,000	
	Zeno Group	Silicon Vall		22		Bendure Communications	S. ARLIII.		
	Edelman	Sacrament		16		Weiss PR	0,	403,607	
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	Finn Partners	Gaorament	2,444,000	18		WESTER	NI CITIES		
	APCO Worldwide		2,277,300	10					
	Perry Comms. Grov	up Sacrament	4 = 40 0=0	12		Waggener Edstrom Worldw	ide Bellevue	\$117,600,00	
	MWW Group	ap caoramon	1,360,200	8		Edelman	Seattle	48,236,66	
	Landis Communica	itions	1,200,000	10		Edelman	Portland	5,821,50	
	Peppercomm	1110115	1,188,520	4		Linhart Public Relations	Denver	5,481,20	5
	Ruder Finn		420,000	3	5.	Allison+Partners	Phoenix	4,300,00	0
•	Rudel Film		420,000	3	6.	Bateman Group	San Franci	sco <b>4,235,03</b>	9
SOUTHEAST					7.	LANE	Portland	4,109,56	1
	French   West   Vau	ghan Ralei	gh <b>\$18,801,845</b>	89	8.	GroundFloor Media	Denver	3,570,95	6
	Edelman	Atlan	11056150		9.	APCO Worldwide	Seatle	2,898,20	0
	Jackson Spalding	Atlan	4.5 4.5 4.600		10.	Maxwell PR + Engageme	nt Portland	1,769,189	9
	PadillaCRT		nond <b>12,269,554</b>	48	11.	Allison+Partners	San Diego	1,400,00	0
	Taylor	Char	= 161010	33	12.	Catapult PR-IR	Boulder	1,095,78	5
	Dodge Communica			46	13.	Red Sky PR	Boise	1,005,51	1
	McNeely Pigott &				14.	Allison+Partners	Seattle	537,72	9
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		ıstin, Dallas, Houstor		66	Λ.	IDC Partners: Allison+Partners,	sociates.		
	Pierpont Comms. Au	ıstin, Dallas, Houstor	5,831,496	30		Exponent, Kwitten + Co., Lime PR		ıc & Otus, Bı	
	MWW Group Da	allas	3,241,600	15	+	Promotion, Sloane & Co., Veritas	Marsteller,	Cohn & Wolfe,	Fo
-	SPM Comms. Da	allas	2,098,365	19		Communications.		Knowlton, Ogil Prime Policy C	
	OCG PR Ft	. Worth	1,568,732	12		lext Fifteen Communications	Public Strate	gies, Robinson I	Lere
	Idea Grove Da	allas	1,435,985	18	G	<b>Group:</b> 463 Communications, The	Montgomen	, Wexler & Walk	er.

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**PUBLIC RELATIONS PUBLIC AFFAIRS** MARKETING INVESTOR RELATIONS

## Panel: web journalism won't replace lost print jobs

Scores of newspaper jobs have been lost in the U.S. and this downslide will continue, according to a March 22 NYU panel of journalists hosted by the Center for Communication. However, online sites such as BuzzFeed, Gawker, Gothamist and others will fill some of the gap, although many attempts at online iournalism will fail.

By Jack O'Dwyer

.K. writer George Brock, author of Out of Print, a 242-page expression of hope for journalism, addressed a youthful audience of more than 100 on the topic: "Journalism: Bullish on the Future."

Panelist Steve Waldman, formerly with US News & World Report and Newsweek and Senior Advisor to the Chairman of the FCC, said he looks forward to the day when sites like BuzzFeed gives "its guy in Kabul" as much play as it does to the latest cats video that cost three cents to produce and gets "zillions" of viewers.

BuzzFeed, based in New York, is supported by \$46 million in venture capital. With additional offices in Los Angeles, Washington, D.C., San Francisco, Chicago, London and Sydney, BuzzFeed's newsroom employs about 160 reporters and editors.

"Drawing audience is the main game of BuzzFeed writers, BuzzFeed Managing Editorial Director Summer Anne Burton told CJF Reporter Marc Fisher: "The goal is the same whether you're writing about big butts or Bill Gates. You have to write what people want to read."

Needless to say, traditional journalists are alarmed that the value of their output should depend solely on audience pull. Among them is Harper's columnist Thomas Frank who feels journalists are being reduced to itinerant day laborers who get paid according to how many berries they pick.

The "content mills" being run by publishers such as Demand Media are "an inventive way to minimize labor costs —

a temp agency for writers, a literary maquiladora," said Frank. Numerous media including USA Today are building an "army of freelancers" to keep costs to a minimum.

Forbes Contributing Editor Max Robins said Forbes now pays him based on how many clicks his articles draw.

#### Kinsley: national papers will survive

Political writer Michael Kinsley, in a debut column in Vanity Fair, said most local newspapers are not "very good" and that national newspapers like New York Times and USA Today, which "everyone can read," will survive.

Kinsley, whose work has appeared in the Washington Post, New Republic, Harper's and other media, says there is demand for excellent reporting which can be supplied by the national papers.

Local papers, which had monopolies, lost it when the web came along because, "Instead of being the only newspaper in town, every English-language daily in the world is competing with every other one," he wrote. •





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## **Crisis hits home: when PR gets personal**

Public relations professionals are trained to teach their clients how to manage a crisis, but how many agency owners have an internal management and succession plan ready in the event that a personal crisis happens to them?

By Melanie Young

n 2009 I was diagnosed with stage 2A breast cancer. I discovered the lump in my breast during a business trip to Tuscany in August, and by September — my busiest time of the year — I was facing a double mastectomy. As the owner of a small agency specializing in wine and food marketing and events, I realized I had to look after not only my own health and well-being but also that of my company.

Facing months of surgeries and absolute uncertainty regarding how my mind and body would respond, I needed to have a solid plan in place. The fact is, many of the skills I developed as a public relations agency owner helped me manage my cancer diagnosis: the strategist in me assembled the right experts for the best advice; the event planner in me made lists to stay organized; the communicator in me crafted the messages I wanted to convey to the people in my life. In short, I turned to my public relations training to launch my cancer communications plan.

I assigned a spokesperson. In this case it was my husband and business partner, David, who also served as my caregiver.

I prepared a statement to give to the friends and family I notified.

I prepared a second statement to present to my small staff to reassure them that it was business as usual and that I would be there for them. In return, I was counting on them to support me at this challenging time with their hard work, loyalty and confidentiality.

I prepared key message points to consistently deliver to anyone asking about my condition.

I made a backup plan, in case I needed to re-appoint and re-assign teams to deal with clients and vendors.

I assembled the best advisory counsel to guide me through the process. This included not only my oncology and surgery specialists but also my dentist, dermatologist, a nutritionist and wig and makeup advisors so I could be prepared to deal with the changes in both my strength and appearance. I wanted to look and feel my best and be prepared to deal with side effects from treatment.

I debated whether to inform my clients and decided against it. As the "name on

the door," I feared that clients would defect or that new business opportunities would dry up, or competitors would poach staff or clients (sadly, I witnessed this with other colleagues facing a major illness). I forged ahead, business as usual.

I pitched new business two hours before I started my first chemotherapy treatment. I gamely produced wine and food events in New York and Chicago even though I could not eat or drink what we served. I answered client emails with an I.V. needle in my arm and learned to re-arrange my schedule so that my best work was done in the morning when I was more energetic. My father died just after my second surgery. Wearing a jacket covering the tubes hanging from my chest, I presented a plan to a prospective client the night before leaving for my father's funeral because no other time was convenient for the prospective client and his team.

When it comes to the public relations profession, we're the first to be called for damage control when the media starts pouncing on our clients, yet, we're the first to be let go when our clients' businesses falter or when new leadership seeks "a different direction." Prospects ask to pick my brain for ideas when I pitch their business, yet I cannot begin to tell you the number of times no one bothers to pick up the phone to inform me they didn't pick us for the assignment. We're the first to be blamed when something goes wrong and the last to be thanked when something goes right.

Public relations is, among other things, about building and communicating an image for a brand or entity. But I think the public relations profession needs to burnish its own image. Good public relations pros are trained writers, skilled communicators, smart strategists and creative thinkers. We can spin a story or an entire campaign from just threads of information. We develop strong stamina from the long hours, thick skin from the rejections and a healthy sense of humor to offset stress.

After keeping my cancer diagnosis close to my chest for nearly two years, I decided I no longer wanted to hide this chapter of my life. I wanted to use my experience to help others face their diag-

nosis with focus and confidence. I came out of my cancer closet with a blog called "Getting Things Off My Chest." In September 2013, I published *Getting Things Off My Chest: A Survivor's Guide to Staying Fearless & Fabulous in the Face of Breast Cancer.* It's a great book for anyone who wants to know what questions to ask, how to make informed decisions and how to look and feel your best. My work tactic of putting everything into checklists is reflected in the book.

As word traveled in my business circles that I had survived cancer, the response was mixed. Most clients were very supportive, though some comments were strange. One said to me, "I wish you had told me what you were going through. I would have



Melanie Young

been nicer to you." My response was, "You should have been nice to me all along."

Some colleagues quietly took me aside and shared their own battles with cancer.

Still, and sadly, others disappeared from my life, as if having cancer were contagious. I don't really know why they drifted away, because having cancer did not change my professional skills or render me disabled. Someone told me to take my cancer book off my C.V. and LinkedIn biography. He said, "People may see you as damaged goods." I responded, "Surviving cancer made me stronger, gave me more clarity and better compassion for human needs and values. These have helped me to be better at what I do."

I work in an industry that tests your skills, stretches your creativity, and can do some good for the community and numerous causes. What I learned from the experience is to be fearless, have a communications plan and strong messaging during and after your experience. My final message to anyone who sees me or anyone else who survived cancer as "damaged goods" is this: get a new pair of glasses and adjust your vision on how your see the world.

Melanie Young is Chief Connector of The Connected Table. She is the author of "Getting Things Off My Chest: A Survivor's Guide to Staying Fearless & Fabulous in the Face of Breast Cancer" (Cedar Fort Inc./2013) and the upcoming "Fearless Fabulous YOU!" (Cedar Fort/Fall 2013). •

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## Why brand advocates do more than take orders

Engaging audiences involves much more than simply monitoring social media channels, or listening to focus groups, or gauging marketing research. Real engagement involves taking the time to put yourself in the shoes of your audience. It's a process of experiencing clients' products and services first-hand.

By Steve Cody

magine you're a traffic cop responsible for directing cars around a thoroughfare. For the sake of the exercise, we'll call this thoroughfare "Engagement Circle."

As a communicator, it's your job to ensure that two things don't happen and that one thing does. First, some messages traveling on that street will bypass others. As a result, the client's audience never sees or hears what you've been paid to ensure they do. Moreover, some messages are in motion to have a head-on collision with prospective end users of another. That's most assuredly not what you were hired to do.

Now, let's look at what a properly trained — and traffic-sensitive — communications pro should assure happens at this thoroughfare of information.

#### **Assuring engagement**

Because you've carefully analyzed exactly what the client wants to communicate — you've listened to the "who," "what," "when," "where," "why" and "how" regarding the audience's engagement with the message — you've done what all communications practitioners must do: you've transformed yourself into an advocate for drivers speeding toward that thoroughfare called Engagement Circle.

Too many blindly accept the market research provided by their clients as gospel truth. While it's most certainly fact-based, research should no longer be seen as the end-all-be-all. That's because audiences are now in the driver's seat when it comes to the buying decision. And, while the client may be footing the bill, you should see yourself as an advocate for the audience as well.

#### Walking the beat

That means doing a whole lot more than just listening to what audiences say on popular social media channels. It also means doing more than sitting behind a one-way mirror and listening to a focus group explain why they do, or don't, like a chocolate-flavored toothpaste for toddlers.

It means taking the time to put yourself in the shoes of the audience and experiencing your client's online and offline product or service first-hand. See if the messaging and brand promises you've been told to publicize are, in fact, what really happens on the retail store floor, in a car dealership or on the client's million dollar website.

The odds are good you'll find some gaps between the client promises and the actual end-user experience. Allow me to illustrate two examples from different industries:

United Airlines is the Cumberland Gap when it comes to sending one message in marketing and delivering a very different experience in real life. First, view their 30-second commercial about the friendly skies. Now, review the Airline Quality Rating of America's Top 15 carriers. United ranks number 12.

I fly United Airlines on a far-too-regular basis. I can tell you there's nothing friendly about those skies. In fact, a mechanical delay cost me seven precious hours recently in Las Vegas. But, that experience did provide me with a new, site-specific tagline for the carrier: "What happens in Vegas stays in Vegas, especially when you fly United."

Compare United's messaging and experience with that of JetBlue's. In the same Airline Quality Rating, JetBlue finished second. Their advertising campaign is the first I can recall that accurately describes how truly heinous airline flying has become, and how hard JetBlue aspires to bring humanity back to the experience.

McDonald's slogan is, "I'm lovin' it." Their latest TV spot features "King" James LeBron ordering a new, horrifically unhealthy bacon club burger at some sort of exclusive McDonald's Club.

The "I'm lovin' it" tagline may be the worst in recent memory. Are McDonald's patrons lovin' clogged arteries, diabetes, or stroke?

Now contrast McDonald's faux friendly, happy-go-lucky, Disneyworld-

like messaging with that of Arizona's Heart Attack Grill. Personally, I find the Heart Attack Grill's business model offensive. But, I respect their authenticity aligning the messaging with the actual customer experience.



Steve Cody

The Heart Attack Grill not only offers such items as the Triple Bypass burger, but features waitresses dressed as nurses, gurneys and a real hospital ambulance waiting outside the restaurant. In fact, their corpulent corporate spokesperson actually dropped dead of a heart attack not too long ago.

While it's sad to say, The Heart Attack Grill's communications police run rings around their competitors at McDonald's when it comes to ensuring the proper message meets the right audience in exactly the right place.

#### Be an advocate

Do yourself, your agency and your client a favor: push back on the research that's being handed over to you. Tell them you'd like to be an advocate and not an order-taker.

The future belongs to the PR, advertising, interactive or word-of-mouth professional who sees herself less as a strategist/tactician and more as a plain, old cop who has taken the time to study traffic patterns leading towards Engagement Circle. A true advocate knows exactly what messages will resonate, and which channels through which audiences will be willing to engage.

Advocate in this way on an ongoing basis, and I guarantee a bright future for you, whether it's in marketing, PR, law enforcement or the friendly skies.

Steve Cody is Co-Founder and CEO of Peppercomm, Inc. •

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# O'Dwyer's guide to: TOP INDEPENDENT PR FIRMS



The Bateman team (from L to R): Bill Bourdon, Partner and General Manager of Bateman's San Francisco office; Fred Bateman, CEO and Founder; and Tyler Perry, Partner and General Manager of Bateman's New York City office.

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Fred Bateman, CEO and Founder Bill Bourdon, Partner & Gen. Mgr. Tyler Perry, Partner & Gen. Mgr. Syreeta Mussante, Sr. VP Shannon Hutto, Paula Cavagnaro, VPs Elinor Mills, VP of Content Scott Martin, Dir. of Content Rod McLeod, Mina Manchester, Elissa Ehrlich, Acct. Dirs. Sara Fastenberg, Kerry Tescher, Matt Coolidge, Acct. Mgrs.

Bateman Group is an integrated public relations and social media communications firm founded in 2004 around a compelling vision — to make a bigger market impact for a more select group of companies. Our ideal clients are companies, regardless of size, solving real problems in ground-breaking and sometimes disruptive ways that value content expertise, exceptional writing and guaranteed senior-level attention from their communications partner above all else. Based in San Francisco with offices in New York City, Bateman Group set out to be distinctive through its approach to planning, ability to deliver excellent results, pursuit of client satisfaction and creative program execution. Fundamentally, Bateman Group is about accountability. We understand that a well-developed communications strategy is useless if measurable returns cannot be realized. We insist on correlating every client's investment with their bottom line returns, such as improved stock valuation, market share gains and increased revenue. Bateman Group has maintained 95 percent employee retention since its inception 10 years ago and the average client relationship is 4.5 years. Recent award wins include a 2013 *PR News* Top Places to Work in PR and the 2013 Bulldog All Stars Grand Prize for Agency of the Year.

Clients: AdRoll, Animoto, App Annie, Apprenda, Baynote, Bunchball, Clari, Code42, EchoUser, Get Satisfaction, LightSpeed, Netskope, Ping Identity, Pure Storage, Qualys, Quri, Recyclebank, Sitecore, Tidemark, and Virtustream.

## **BEEHIVE PR**

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

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

Beehive PR is a boutique, strategic communications firm with a reputation for fresh insights, big ideas, contagious energy and brilliant results. Our team of senior strategists and digital, social and design specialists is focused on creating bold, positive growth for brands.

When strategy, creativity and partnership come together magic happens. New thinking and big ideas create energy and gain support. Brands, influencers and customers connect. Momentum builds. Here are a few of our featured services: content marketing, crisis communications, digital marketing, education and advocacy, employee engagement, media and influencer relations, mergers and acquisitions, movements and cause marketing, social media communities, sponsorship activation, and web and

Beehive PR has deep expertise in a range of global and niche industries: retail, beauty and fashion, food and beverage, consumer technology, sports and leisure, professional services, financial services, education, medical technology, healthcare, manufacturing and commercial real estate.

## CATAPULT PR-IR

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 helps B-2-B technology companies establish market-leading positions through focused positioning and messaging, marketchanging 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 its client service. The PR strategies it develops often transform into business strategies that become a catalyst for true market leadership and accelerated growth. In many cases, Catapult clients, regardless of their size, become driving forces within their markets and disrupt industry norms.

Catapult's mix of experience and tenacious execution are the reason many of its client engagements continue for many years. The firms' personal service, senior-level account involvement and strategic results-oriented approach make it the smart choice for any tech firm — from startups to mature companies that value PR and want it to drive their business success.

Clients include: ALM Forum, CollabNet, CodeFutures, CrowdIt, Electric Cloud, FreeWave Technologies and Inovonics.

## CERRELL ASSOCIATES, INC.

320 North Larchmont Blvd. Los Angeles, CA 90004 323/466-3445 Fax: 323/466-8653 www.cerrell.com

Hal Dash, Chairman & CEO Lisa Gritzner, President Steve Bullock, CFO

Cerrell is California's senior public relations and public affairs firm. With an extensive depth and breadth of experience in Southern California and around the state, our firm has consistently delivered results

for corporate, nonprofit and government clients across a wide range of industries and sectors since our founding in

Through nearly five decades of success, Cerrell has developed an unparalleled body of knowledge and experience in all facets of public affairs. But what makes our firm truly unique among our competitors is that we don't simply specialize in one specific issue area; we have five robust practice areas and nearly 30 elite and diverse professionals with a diversity of communications experience under one roof. Cerrell is equipped to engage in the kind of collaborative, multifaceted strategic problem-solving that delivers results our clients need in complex, rapidly changing environments.

Specifically, our firm provides services in the areas of media relations and crisis communication, local government advocacy, campaigns and issues management, energy and environment, and land use planning.

Our Media Relations & Crisis Communication team's (Sean Rossall, VP) expert understanding of the messages and events that move the media allows Cerrell to tell our clients' stories strategically. Successfully harnessing the power of the media is about more than just managing a story; it's about making sure that you are a part of the public narrative. Our team works at the intersection of traditional and social media tools, securing media coverage from New York to Washington, D.C. to Los Angeles.

Cerrell's Energy Environment team (Macaria Flores, VP) provides expert strategic counsel and outreach services to a wide variety of corporate, non-profit and government clients. Energy and environmental issues are some of the most challenging and complex issues facing businesses and government today. National and California-specific regulatory and legislative mandates for air, water and habitat make working in the state more challenging than anywhere else in the country. Our team understands this complex regulatory framework and the sensitive environmental, political and community impacts that often accompany these issues.

Our Local Government practice (Lisa Gritzner, President) employs a team-oriented approach that helps our clients successfully navigate local and state government, engage decision-makers and, ultimately, achieve their desired results securing a government contract, passing an ordinance or stopping an unfavorable action. Our local government team is composed of seasoned professionals who are former city, state and federal government staff members.

Cerrell's skilled Campaigns & Issues Management team (Brandon Stephenson, VP) manages every aspect of a political or issue-based campaign in a strategic manner to achieve our clients' goals - whether it's achieving success on Election Day or winning a vote before a governing body.

Cerrell's Land Use team (Alisa Karlan, VP) employs a team-oriented approach on development projects that help our clients successfully navigate the complex, and often political, entitlement process. We thoughtfully engage communities and opinion leaders to build consensus to provide decision-makers the support they need to approve our clients' projects.

Cerrell is a partner of The Worldcom Public Relations Group.

## COONEY/WATERS GROUP

111 Fifth Ave. New York, NY 10003 212/886-2200 www.cooneywatersgroup.com www.cooneywaters.com www.thecorkerygroup.com www.alembichealth.com

Timothy Bird, President/COO Anita Bose, Chief Strategist Karen O'Malley, President, The Corkery Group Sherri Michelstein, President, Alembic Health

Cooney/Waters Group (CWG), ranked among the top healthcare agencies in the U.S., is a family of strategic communications companies focused exclusively on healthcare. We are experts at translating complex science into bold, compelling campaigns. We offer an unparalleled scope of strategic marketing and communications solutions, advocacy relations and issue-oriented communications to healthcare clients in non-profit, government and industrial sectors throughout the world. The Group includes Cooney/Waters, a mid-sized firm that provides the full range of innovative marketing communications approaches across therapeutic areas and health sectors; Alembic Health Communications, focused on setting the standard for public and private advocacy in the health and wellness arena; and The Corkery Group, internationally recognized for its expertise in issue-oriented health and medical communica-

## COOPERKATZ & COMPANY, INC.

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

New York-based and independent since our founding in 1996, we offer full-service public relations, digital, creative services and event production capabilities to a national client base across many industry sectors. Our services include brand positioning, communications training, media relations, digital / social media strategy and execution, product introductions, video production, meeting / event production, collateral materials and more.

The CooperKatz team combines the professionalism and strategic thinking of a large agency with the nimbleness and client focus of a small firm. We have won numerous awards including "Best Agency of the Year" in our size category and "Best Agencies to Work For" by The Holmes Report.

CooperKatz is a member of the Council of Public Relations Firms and the Public Relations Global Network, a consortium of independent agencies representing over 80 markets around the world.

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 250 industry honors in the last two years.

## COYNE PUBLIC RELATIONS

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

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604 Arizona Ave., Suite 10 Santa Monica, CA 90401 310/395-6110

Thomas F. Coyne, CEO Rich Lukis, President Brad Buyce, John Gogarty, EVPs Tim Schramm, Kelly Dencker, David Carter, Jennifer Kamienski, Kevin Lamb, Heather Krug, SVPs Stacy Bataille, Linda Bernstein Jasper, Silvio Bonvini, Dr. Norman Booth, D.Litt, Chris Brienza, Jennifer DeNick, Marie Baker, Joe Gargiulo, Kevin Lamb, Brian Murphy, Sue Murphy, Geoffrey Phelps, Mike Salzillo, Janet Schiller, Rob Schnapp, Deborah Sierchio, Lisa Wolleon, Lauren Mackiel Gory, VPs

Covne 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.

## **CROSBY MARKETING**

705 Melvin Avenue Annapolis, MD 21401 410/626-0805 www.crosbymarketing.com

Raymond Crosby, President Tammy Ebaugh, Chief Strategy Officer Joel Machak, Exec. Creative Dir.

The Crosby team is passionate about creating communications programs focused on Inspiring Actions That Matter<sup>TM</sup>. These actions help clients positively impact people's lives, while also contributing to the greater good.

Crosby helps clients make powerful connections with their customers, constituents and communi-



The Crosby team celebrates after its annual Day of Service to local nonprofits.

ties by tapping the motivations that shape attitudes and inspire behavior change. The firm's award-winning campaigns, which integrate paid, earned and social media, have touched the lives of virtually every American.

Crosby has specialized practices in Healthcare, Government and Advocacy & Social Marketing, and ranks among the top agencies in the Mid-Atlantic region. It has head-quarters in Maryland's State capital of Annapolis and offices in Washington, D.C.

Clients: ACTS Retirement-Life Communities, AHRQ, CapitalSource Bank, Catholic Relief Services, Disabled American Veterans (DAV), DuPont, EPA ENERGY STAR program, Kaiser Permanente, National Assoc. of Workers, Pennrose Social Properties, Saint Agnes Hospital, Social Security Administration, U.S. Dept. of Agriculture, U.S. Dept. of Health & Human Services, Veterans Health Administration. and Wallace Foundation.

## DAVIES

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

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

John Davies, CEO Robb Rice, EVP Taylor Canfield, EVP Lisa Palmer, SVP Joshua Boisvert, VP Sasha Boghosian, VP

Our nearly flawless record for project approvals over 30 years speaks for itself — if you want to win, hire Davies. We are the award winning national public affairs firm of choice for clients faced with high stakes, defining issues that they can't afford to lose. Davies has

turned public affairs into an art. We provide thoughtful strategies, compelling messages and precise tactical execution to overcome controversy and crisis. We have worked in countless contentious arenas over the last 30 years, but we have chosen four specific areas on which to focus our depth of expertise: Real Estate, Energy & Environment, Mining and Crisis.

## DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Ave. South, 10th Floor New York, NY 10003 212/444-7123 www.aboutdci.com

Headquartered in New York City with offices in Denver, Toronto and Los Angeles, DCI specializes in economic development and tourism marketing and public relations. Known as "The Leader in Marketing Places," DCI has worked with more than 400 countries, regions, states and cities to create "place marketing" campaigns that drive investment and tourism since 1960.

Our place marketing consultants design and implement headline-generating media relations campaigns; social and digital marketing programs; special events for consumers, investors, media and travel industry representatives; site selection consultant programs; marketing and sales campaigns designed to influence investors, visitors and meetings/conventions; and conduct spokesperson/media training.

Each one of our 50 staff has 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.



Driven. Inspired. Smart.

podestaGROUP

## DKC

261 Fifth Avenue, 2nd Floor New York, NY 10016 212/685-4300 contact@dkcnews.com www.dkcnews.com

#### Sean Cassidy, President

Based in New York City with offices in Los Angeles, Chicago, Washington DC and Albany, DKC is a full service public relations, marketing and government affairs firm, providing all communications needs including strategic counsel and planning, media relations, digital and social media, integrated marketing, event production and marketing, executive positioning, crisis management and public affairs.

DKC has a national reputation for strategic thinking, creativity and media relations, along with an innovative approach to public relations and integrated marketing. Our client list is as diverse as the backgrounds of our staff, and includes some of the most prestigious global brands. From corporate to consumer, technology to travel, health care to hospitality, media properties to music labels, sports to public policy, DKC brings this diversity of industry knowledge and relationships with key media and influencers to bear for our clients. We've broken the mold of a traditional PR agency to create a bold new hybrid that combines the creativity, expertise and senior level engagement characteristic of a boutique agency, with the strategic abilities, intellectual capital and bandwidth of a large corporation.

Clients: AARP, Airbnb, Bad Boy Entertainment/Sean "Diddy" Combs, Bank of Montreal, Bar Nana Bar & Lounge, Becker Entertainment, C.F. Martin & Company, Children's Health Fund, CitiBank/CITI Field, Delta Air Lines/Corporate Relations, Disney Interactive Studios/Babble.com, Esquire, Feld Entertainment, Jaguar, Ken Burns, Land Rover, LinkedIn, Marvel Enterprises, McAfee, Match.com, Balance, New Era Cap, PBS, Rockwell Architecture. Sesame Workshop, Smith Brothers Cough Drops, Topps Company, The Plaza Hotel. Tumblr, Inc., Ulta Consumer Relations, USTA, and Yahoo! Media Network USH/Global Policy.

## DODGE COMMUNICATIONS

11675 Rainwater Dr., #300 Alpharetta, GA 30009 770/998-0500 Fax: 770/998-0208 www.dodgecommunications.com dodgecommunications.com/blog Twitter: @DodgeComm

Brad Dodge, CEO Brian Parrish, Exec. VP & Principal Chowning Johnson, VP Elisabeth Deckon, VP

Dodge Communications, a fastgrowing, 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.

#### **EDELMAN**

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Twitter: @edelmanpr
Richard Edelman, Pres.& CEO
Matthew Harrington, Global
Chief Operating Officer
Glenn Engler, Global Director of
Corporate Strategy
Alan VanderMolen, Vice
Chairman, DJE Holdings
Mark Hass, President and CEO,
Edelman U.S.

Edelman is the world's largest public relations firm, with 67 offices and more than 4,800 employees worldwide, as well as affiliates in more than 30 cities. Daniel J. Edelman founded the agency on October 1, 1952, in Chicago. His values

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

Edelman is comprised of eight global practices which make up its core competencies: Consumer Marketing, Corporate, Digital, Health, Public Affairs, Technology Crisis and Risk and Business + Social Purpose each with related specialty areas of expertise. Edelman owns specialty firms Edelman Berland (research), Blue (advertising), BioScience Communications (medical communications), and agencies Edelman Significa (Brazil), and Pegasus (China). Edelman's intellectual property such as the Edelman Trust Barometer and brandshare study continue to solidify the agency's position as the thought leader for the industry.

## FAHLGREN MORTINE

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

#### Neil Mortine, President & CEO

Fahlgren Mortine offers a full range of marketing and communications services, from media relations to brand strategy to the creative and practical application of converged media. With 80 public relations professionals and clients based all over the world, Fahlgren Mortine is headquartered in Columbus, Ohio, with 15 locations in eight 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. In January 2014, Fahlgren Mortine announced the acquisition of its first wholly owned subsidiary, Turner PR, a travel, tourism and active lifestyle public relations firm. Other specializations at Fahlgren Mortine include B2B/tech, higher education, healthcare and consumer.

What matters most to our clients is our way of doing business. We're accountable, approachable and committed to helping our clients succeed. It's enabled us to achieve



Fahlgren Mortine President and CEO Neil Mortine

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 their peers. It also helps us attract the best talent from the corporate and agency worlds who are looking for the best place to practice their profession and make a real difference with clients.

## FEINTUCH COMMUNICATIONS

245 Park Ave., 39th flr. New York, NY 10167 212/808-4900; fax: 212/808-4915 info@feintuchpr.com www.feintuchcommunications.com www.PRWorldAlliance.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 from the Fortune 500 to emerging companies, non-profits and associations. 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 serve on the board and are a partner in PR World Alliance

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CORPORATE COMMUNICATIONS

INVESTOR RELATIONS

TRANSACTION COMMUNICATIONS

LITIGATION SUPPORT

RESTRUCTURING & BANKRUPTCY

PRIVATE EQUITY

CRISIS COMMUNICATIONS & SPECIAL SITUATIONS

SHAREHOLDER ACTIVISM & CORPORATE GOVERNANCE

#### FEINTUCH COMMS.

Continued from page 62

(PRWorldAlliance.com), a global partnership of premier independent communications consultancies.

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. Key PR practices are technology, advertising & media, financial services and clean tech/energy.

For companies looking to expand into new global markets, our JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary offers a bundle of integrated services that allow them to enter those markets quickly and efficiently — everything from legal, accounting, administrative, HR and recruitment to business development and distribution services — coupled with the appropriately scaled PR and marketing initiatives to generate inquiries.

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.

Clients: Accura Media Group, CityShares, Convene, GSI, Imperial Holdings, Listener Driven Radio, Optimal Payments, PL Developments, Secure-24, Soliddd, and Worthy.com.

#### **FINN PARTNERS**

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

Peter Finn, Founding Partner

Finn Partners is a dynamic, rapidly growing young public relations agency with deep digital capabilities that infuse our work in many specialty areas. We have strong teams focused on serving clients in technology, consumer tech, consumer, education, tourism and economic development, public

affairs, global issues and the environment, and the arts.

Today the firm has a staff of 300, with offices in NY, Washington D.C., Chicago, San Francisco, Los Angeles, Fort Lauderdale, London and Jerusalem. The firm experienced strong growth in 2013, which was the result of growing existing client relationships, winning new accounts and making acquisitions. Our offices in London, Chicago and Fort Lauderdale all expanded into larger space in 2013. Widmeyer Communications, the leader in education related PR and public affairs, which is headquartered in Washington D.C., was acquired by Finn Partners in 2013.

At the core of the Finn Partners philosophy is a commitment to collaboration and partnership, both internally among our colleagues and with our clients. We are also very focused on creating a "best place to work" environment, and were very pleased that in 2013 Finn Partners was named Best Agency to Work for in North America, based on an industry-wide survey of 5,000 employees who work at approximately 60 US PR agencies. We believe strongly that by creating a "best place to work" culture, we will keep and attract the best talent in the industry and that this will enable us to do the very best work possible for our clients.

We are excited by the changes taking place in our industry, particularly in the digital world, and feel that the future holds enormous opportunities for companies integrating digital strategies into their communications mix. We work every day to meet and exceed our clients' expectations, and we thank each and every one of them for placing their trust in Finn Partners.

## FRENCH/WEST/ VAUGHAN

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

Rick French, Chairman & CEO David Gwyn, President & Principal Natalie Best, Executive VP, Dir. of Client Services, Principal

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 89 research, public relations, public affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas, Los Angeles and Tampa offices.

FWV is ranked as the 19th largest independent PR firm in the U.S. and has been named the #1 PR firm in the Southeast by O'Dwyer's for the 10th consecutive year. FWV also places second in sports PR, fourth in beauty and fashion PR and 11th in travel PR nationally. The first and only N.C.-based firm to capture not one, but two coveted "Consumer Agency of the Year" awards (The Holmes Report and Bulldog Reporter), as well as the first N.C.-based company to top the list of the world's fastest-growing agencies as measured by year-overyear percentage growth (PR Week), FWV's national and international clients include Wrangler, Justin Boot Company, the International Gemological Institute (IGI), ABB, Saft and Moe's Southwest Grill restaurants.

In addition to its core public relations business, FWV is home to one of the nation's strongest and most innovative digital services practices. A leader in launching award-winning, results-driven marketing campaigns, FWV executes multifaceted digital and social media initiatives to drive valuable, relevant fan growth, as well as stimulate product trials, influencer and targeted audience awareness and conversions on behalf of some of the world's foremost brands, including: Fretlight Guitars, Elevation Burger, Gemesis Diamond Company, Calligaris Home Furnishing, Riders by Lee, NC State University, Melitta Coffee and Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky).

## GIBBS & SOELL,

INC.

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Chicago: 312/648-6700; Raleigh: 919/870-5718 Basel: + 41 61 264-8410

Luke Lambert, President and CEO Jeff Altheide, Executive VP Seth Niessen, Controller

Gibbs & Soell is an independent

business communications firm with headquarters in New York and offices in Chicago, Raleigh, N.C., and Basel, Switzerland. The firm's global network extends across 50 countries through its PROI Worldwide partnership. G&S integrates business and communications strategies, using a full range of communications services, to build sustainable relationships for clients along the entire value chain. We inspire action that drives results.

G&S focuses on key markets — Advanced Manufacturing, Agribusiness and Food, Consumer, Financial Services, and Home and Building — where the agency has deep experience and offers valuable insight. We employ a comprehensive suite of communications and marketing services — Content, Creative, Digital, Events, Media, and Social — delivered by account teams who are intimately involved in a client's business and become trusted advisers.

Our practice groups – Business Consulting, Employee Engagement and Sustainability Consulting — bring dedicated resources, best practices and tools to leverage business communications strategies for maximum impact.

Partial client roster. ACC/Cybersecurity, ADP, Algenol Biofuels, Arabian American Development Co., Borro, Inc., Catholic Cemeteries, CEMEX, Commonfund Group, DECA-Golf Firestone Building Buddy, Products, Florida East Coast Railway, Firestone Building Products, Gevo, Häfele America, Hardwood Manufacturers Association, Harris Interactive (now Nielsen), Head USA, Inc., HomeServe USA, Honeywell, Intertek, Jeld-Wen, LORD Corporation, ME Global, Medical Mutual, Million Dollar Round Mitsubishi Electric Table. Automation, National Elevator Industry, Inc., Panasonic Home & Environment Company, Panasonic HVAC, Panasonic Tools, Ply Gem, Inc., Rayovac/Spectrum Brands, Schindler Elevator, Schumacher Homes, Southern States Cooperative, Syngenta, Trade Commission of Spain, Trudeau Corp., U.S. Grains Council, Victorinox, and Xuber Insurance.

View and download profiles of hundreds of PR firms in more than a dozen industry specialties at:

wwww.odwyerpr.com



GYMR Partners Patrick McCabe and Sharon Reis.

#### **GREGORY FCA**

27 W. Athens Avenue Ardmore, PA 19003 610/642-8253 www.gregoryfca.com blog.gregoryfca.com www.facebook.com/gregoryfca www.twitter.com/gregoryfca www.linkedin.com/gregoryfca

Gregory FCA is a full-service, strategically integrated public relations firm with over 24 years of experience in national media relations, investor relations, financial communications, and content marketing. The 44th largest firm in America, Gregory FCA was among the first PR firms in America to incorporate social media into integrated communications campaigns.

Our clients are fast-growing private and publicly traded companies who depend on us to help them build their businesses through high-profile exposure in traditional and digital media, and the capital markets.

Our staff includes top minds in writing, public relations, and finance — MBAs, former journalists, and bloggers — with the knowledge, creativity, and experience to execute sophisticated corporate communications, media relations, social media, and investor relations programs.

We are experts at telling our clients' stories and driving those messages out to a proprietary network of media contacts, bloggers, consumers, investors, institutions, and other interest groups that can help our clients grow.

If your business could benefit from high-profile media exposure, social media buzz, digital and traditional communication services, or integrated investor relations capabilities, join the companies who call Gregory FCA their agency of record.

## GROUNDFLOOR MEDIA, INC.

1923 Market Street Denver, CO 80202 303/865-8110 pr@groundfloormedia.com www.groundfloormedia.com

Laura Love, Founder Ramonna Robinson, President

Staffed entirely by seasoned industry pros, GroundFloor Media is an award-winning, integrated agency focusing on strategic communications, digital & social media strategy, and crisis communication reputation management. Headquartered in Denver, GFM has more than 35 team members across the country. Additionally, the agency has global reach across six continents through its membership in the Public Relations Global Network (PRGN). Ambitious brands like Oskar Blues Brewery, Orange Leaf Frozen Yogurt, Children's Hospital Colorado, BNSF Railway, Door to Door Organics, LiveWell Colorado, Bellco, 34 Degrees and USA Swimming have collaborated with GFM to deliver results-driven campaigns. In 2013, GFM was named Outside Magazine's #1 Best Place to Work. For more information about the agency and its award-winning work, visit groundfloormedia.com or get to know the agency on Twitter, Facebook and Google+.



The GroundFloor Media team at its annual friends and family summer event.

## **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 Becky Watt Knight, SVP Virginia Bader, SVP Michael Warner, VP

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, Avalere Health, Banner Alzheimer's Institute, Bravewell Collaborative, Campaign For Tobacco-Free Kids, Digestive Disease Week, Duke University, Health Affairs, Institute of Medicine, National Institutes of Health, Peter G. Peterson Foundation, Robert Wood Johnson Foundation, Society for Healthcare Epidemiology of America. The Nemours Foundation, The Vision Council.

#### ..... **HUNTER PUBLIC RELATIONS**

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

Grace Leong, Managing Partner Jonathan Lyon, Jason Winocour, Mark Newman, Donetta Allen, Gigi Russo, and Erin Hanson, Partners

Combine limitless creativity and enthusiasm with research-based 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.

Celebrating our 25th anniversary in 2014, practice areas in consumer products and services include food and beverage, wine and spirits, home and lifestyle, health and beauty, technology and pet care.

Hunter PR's long-term clients include some of the most respected and beloved consumer packaged goods companies in America including Tabasco (our first client 25 years ago, and still a client today), Kraft Foods (23 years), and 3M (17 years). 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,

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From left to right: Beth Monaghan and Meg O'Leary, Principals and Co-founders of InkHouse.

#### **HUNTER PR**

\_ Continued from page 65

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

Partial Client List: 3M, Can Manufacturers Institute, Church & Dwight, Diageo North America, Domino Sugar, E&J Gallo Winery, Gojo (Purell), Hasbro, Johnson & Johnson, Kraft Foods, McIlhenny Company (Tabasco), Mondelez, McNeil CHC, Outback Steakhouse, PetArmor, Pompeian, Post Foods, Smithfield Packing Company, and Sylvan Learning.

## ICR

685 Third Avenue, 2nd Floor New York, NY 10017 646/277-1200 Fax: 646/277-1201 www.icrinc.com

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

Established in 1998 and privately-held, ICR partners with companies to develop strategic communi-

cations programs that achieve business goals, manage risk, and enhance the value of the enterprise. The firm's pairing of capital markets veterans and senior communications professionals provides a highly-differentiated offering, one that continues to serve as the foundation for significant growth.

Today, ICR has approximately 400 clients across 20 industries and is one of the largest independent agencies in North America. The firm maintains offices in Boston, Connecticut, Los Angeles, New York, San Francisco and Beijing.

In 2013, ICR once again saw double digit revenue growth driven by new client wins including Noodles & Company, Advent Software, Diamond Foods, Container Store, Inc. and AMC Entertainment Holdings. In January of 2014, ICR hosted the 16th Annual ICR XChange, the firm's annual investor conference. The event saw more than 150 private and public company management teams and 2,300 attendees.

## INKHOUSE

260 Charles Street Waltham, MA 02453 781/966-4100 www.inkhouse.com

Beth Monaghan and Meg O'Leary, Principals & Co-Founders

Founded in 2007, InkHouse is an award-winning public relations and content marketing



To commemorate 25 years in business, Hunter Public Relations welcomed 140 current and past employees to share memories and celebrate the firms history. Pictured here are the agencies current partners with Founder Barbara Hunter (center).

agency for the digital age. With offices in Waltham, MA and San Francisco, CA, InkHouse boosts the brands of and incites interest for early-stage startups, Fortune 100 enterprises, and lots of companies in between. In addition to media and analyst relations, InkHouse helps their clients gain market attention through a unique content marketing practice, which includes a news bureau (consisting of former journalists from the AP, New York Times, Boston Globe, etc. who serve as writers and brand journalists for clients) and a visual communications team (consisting of designers specializing in filmmaking, infographics, motion graphics, electronic slideshows).

## INTERMARKET COMMUNICATIONS

425 Madison Ave., Suite 600 New York, NY 10017 212/888-6115 info@intermarket.com www.intermarket.com

Martin Mosbacher, Managing Partner and CEO Matt Zachowski, Managing Partner and Chairman

Intermarket Communications is a leading independent provider of public relations and marketing services to global financial services industry as well as selected corporate clients. We offer clients a combination of strategic expertise and informed execution designed to generate the media coverage and social media amplification that builds and maintains reputation, and achieves sustained results.

Founded in 1986, Intermarket Communications works with clients throughout the global business community, including investment marketplaces and exchanges, leading buy-side and sell-side institutions, banks, alternative investment providers, technology and service providers, as well as government and industry organizations.

Service is the key factor that sets Intermarket apart. At Intermarket, all clients work directly with a team of experienced financial communications professionals who understand your business, help shape your story, and know how to make that story resonate with the audiences you need to reach.

## JACKSON SPALDING

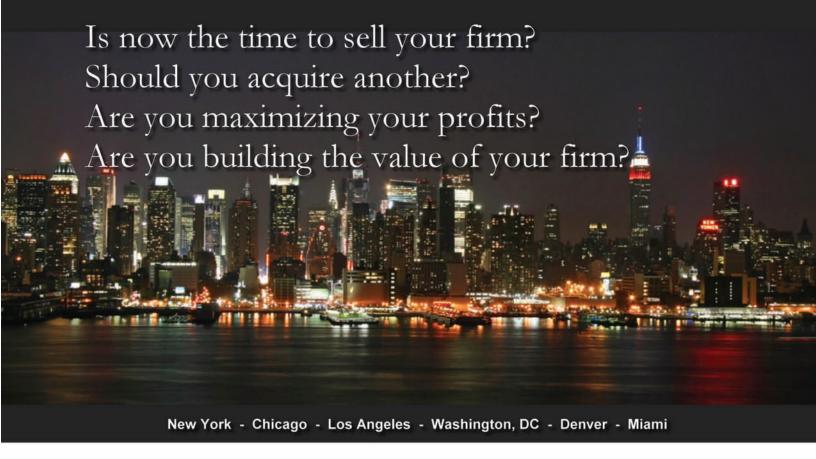
1100 Peachtree St. NE, #900 Atlanta, GA 30309 404/724-2500 Fax: 404/874-6545 info@jacksonspalding.com www.jacksonspalding.com

125 Washington St., Suite 775 Athens, GA 30601 706/354-0470

750 N. Saint Paul St., Ste. 1700 Dallas, TX 75201 214/269-4400

Bo Spalding, Glen Jackson, Brian Brodrick, Randall Kirsch, Eric O'Brien and Trudy Kremer, Co-Owners and Principals Colin Owens, Marketing Director Brett Player, Creative Director

\_ Continued on page 68



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We are the nation's foremost and only consultancy exclusively for mergers, acquisitions, and profitability management in the PR industry.

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#### **JACKSON SPALDING**

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Jackson Spalding was founded in 1995 with a team of eight people who felt there was a better way to structure a communications firm. advance clients and serve the community. Our vision is to be the most trusted and respected integrated marketing communications firm. That's it. We don't aim to be the biggest or flashiest. We are independent and are beholden only to our clients, ourselves and the community organizations in which we invest our time. As we have listened to our clients and anticipated their challenges, we have added services and expertise to further their relationships with target audiences to become a full-service integrated marketing communications firm. We help our clients to tell their stories and connect with audiences in compelling ways through:

Discovery: helping organizations understand why they (or their products or services) matter and what makes them meaningfully different. Development: embracing meaningful differences so that we may uncover essential stories and develop messages that resonate and 'stick.' Delivery: balancing the message, messenger, place, tone, timing and tools to effectively connect with target audiences and evoke expressions

Some of the JS client family members include Orkin, Delta Air Lines, Toyota, the College Football Hall of Fame, Chick-fil-A, Primrose Schools, Mattress Firm, the University System of Georgia, the Atlanta Braves and Children's Healthcare of Atlanta. We work across all types of industries and commit to understanding our clients' business as if it were our own. Our commitment to learning, along with the integrity, experience and intelligence of our people, is reflected in the 40+ awards we have garnered over the past five years, including placing 4th in the 2014 Atlanta Journal-Constitution "Top Workplaces" study.

## JARRARD PHILLIPS CATE & HANCOCK, INC.

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

161 N. Clark, Ste. 4700 Chicago, IL 60601 312/419-0575

David Jarrard, Kevin Phillips, Molly Cate, Anne Hancock Toomey, Partners Vince Galloro, Senior Advisor

Jarrard Phillips Cate & Hancock is the premier strategic communications team for any hospital or healthcare organization in the nation experiencing a time of significant change, crisis or opportunity.

Based in Nashville, with an office in Chicago, our team of political operatives, journalists and healthcare and hospital marketers develops and manages successful campaigns throughout the United States — from clearing the way for mergers and acquisitions, to building, protecting and using an organization's reputation, to navigating issues and change, to launching (or repositioning) a service or business, to retooling communications departments to be savvy and successful in this new era of healthcare.

We understand healthcare and the complex pressures that drive the industry, and we bring intensity, intelligence and discipline — the cornerstones of every good political campaign — to the healthcare arena.

## J PUBLIC RELATIONS

530 7th Avenue, Suite 1108 New York, NY 10018 info@jpublicrelations.com www.jpublicrelations.com

Sarah Evans, Partner

Founded in 2005, J Public Relations (JPR), has become one of the most admired companies in the competitive PR industry. The agency continues to develop and manage highly successful media relations, social media and digital campaigns, and has elevated the art of brand positioning and messaging through development of creative programs and packages for luxury clients and global brands. JPR is one of the top award-winning hospitality, luxury lifestyle and social media firms in the country, with a client roster that includes many of the world's most highly esteemed hotels, restaurants, spas and lifestyle brands. A bi-coastal force with offices in New York and California, and presence in Orange County, Los Angeles and Arizona,

JPR offers an integrated approach to cultivating fresh, creative and thoughtful media campaigns. The agency has grown more than 250 percent in the past two years, ranking among *O'Dwyer's* top 100 fastest growing agencies in the U.S. JPR has also earned a spot on the *Inc.* 5000 list of fastest growing private companies, placing 12th in the nation for fastest growing private companies in travel.

JPR strives to achieve results designed to enhance each client's brand and directly impact the bottom line. The agency's areas of expertise include media relations, social media strategy and management, media events and tours, brand launches, property openings and repositioning campaigns. JPR consistently delivers innovative, valuedriven campaigns that ensure our clients are getting the most for their investment. True to the company motto "don't let the pink fool you," JPR is a powerhouse of savvy specialists, experienced at launching brands and keeping them relevant through consistent innovation, creativity and enthusiasm.

## **KAPLOW**

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

Liz Kaplow, Founder and CEO

For more than two decades, KAPLOW has been changing conversations through innovative storytelling that helps consumers fall in love with clients' brands.

Driven by three pillars — Storytelling, Relationship PR, Innovation & Creativity — we develop integrated programs to reach consumers at every touch point. Although rooted in earned media, we have been pushing the boundaries of social media, branded content and visual storytelling to help clients build an emotional bond with consumers.

In 2013, our work with Skype won the first Global Sabre Award for Branded Content. Our launch of Conair's Curl Pro drove so much buzz, the product sold out without advertising. And we continued to put the "tar-jay" in Target with a life-size dollhouse in Grand Central Terminal.

Our size and independence make us nimble and flexible as we respond to the fast-changing media landscape.

Clients include: Avon

Foundation, CEW, CVS/Pharmacy, Gurwitch (Laura Mercier / Revive/Nyakio), Kayser Roth (No Nonsense), PVH (Olga/Warner's), Skype, Shiseido, Timex, Target and St. Ives.

## KELLEN COMMUNICATIONS

355 Lexington Ave., 15th flr. New York, NY 10017 212/297-2100 www.kellencommunications.com

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1833 Centre Point Circle, Ste 123 Naperville, IL 60563 630/696-4000

Peter Rush, CEO Debra Berliner, Joan Cear, and Francie Israeli, VPs Chris Barry, Director

Kellen Communications develops and executes goal-oriented communications programs that inform audiences, direct perceptions and deliver success. Combining the latest technologies with solid messaging and communications strategy, we develop multi-platform integrated programs for a range of b2b and b2c companies, associations and not-for-profit organizations. Our staff includes experts in reputation management, digital marketing, social media marketing as well as publicists, journalists, scientists, engineers, RDs, public policy/regulatory experts, graphic designers and web developers. (kellencommunications.com)

Clients: American Down & Feather Council, Asphalt Roofers Manufacturers Assn., Builders Hardware Manufacturers Assn., Calorie Control Council, Copper Development Assn., Environmental Health Research Foundation, Georgia Natural Gas, International Copper Assn., International Formula Council, International Interior Design Assn. — New York, In The Raw Brands, Juice Products Assn., National Candle Assn., National Pasta Assn., National Waste and Recycling Assn., Reed Construction Data, Research Chefs Assn., Sweet'N Low, Tarco Roofing, Toy Industry Association, Valspar, and Window Covering Safety Council.

## A DIFFERENCE THAT MATTERS

Counseling a select group of corporate and institutional clients here and abroad, we take special pride in our ability to reach and serve the needs of the media. But, beyond that, our team of seasoned professionals from many disciplines, including prize-winning journalists and editors, provide a level of informed, insightful, strategic counsel and a global perspective that have made The Dilenschneider Group one of the profession's premier boutique firms since we opened our doors in 1991.

Our clients, for whom we make a significant difference, repeatedly confirm that sentiment.

We look forward to many more years of the same.

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## KYNE

21 Penn Plaza 360 West 31st Street, Suite 1501 New York, NY 10001 212/594-5500 info@KYNE.com www.KYNE.com

#### David Kyne, Founder & CEO

Founded in 2009, KYNE is a privately held strategic communications agency with headquarters in New York City. KYNE's mission is to address unmet health needs by connecting public and private organizations in strategic partnerships and related communications programs. From identifying and engaging the right influencers, to developing robust multi-stakeholder campaigns, to providing ongoing media relations support, KYNE has deep experience in moving health issues forward and driving towards meaningful outcomes.

KYNE leads major health communications initiatives both US and globally and has a robust client roster that includes leaders in the pharmaceutical and biotechnology industry, government agencies and non-profit organizations.

KYNE was recently awarded global campaign of the year by *PRWeek* for its role on the United Against Malaria campaign. Connect with KYNE at facebook.com/KYNENYC and Twitter.com/KYNENYC.

#### **LANE**

905 SW 16th Avenue Portland, OR 97205 503/221-0480 wendy@lanepr.com www.lanepr.com

500 Fifth Avenue, Suite 2720 New York, NY 10110 212/302-5365

Wendy Lane Stevens, President Amber Roberts, Vice President

LANE combines deep experience, broad connections and unapologetic tenacity to deliver business-building results for clients in the consumer/lifestyle, technology and financial services industries. We distinguish and elevate brands in the crowded retail, food, beverage, technology, travel and hospitality sectors. We establish thought leadership and enhance reputations in the retail banking, commercial banking, private equity and investments sectors.

Since 1990, LANE has served as a trusted partner to our clients. We integrate strategic public relations, digital marketing and investor relations to create multifaceted communication campaigns that resonate with audiences that matter most. Current clients include Consumer Cellular, Grand America Hotel, The Heathman Hotel, José Foods, Andrés Moonstruck Chocolate Co., Pendleton Woolen Mills, Rejuvenation, Travel Oregon, Travel Portland, USTA Pacific Northwest, ZAGG, Eid Passport, HzO, Key Technology, Davidson Companies, Regions Bank, Swander Pace Capital and Thoma Bravo, LLC.

## 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, Pres. & CEO Gary Goodfriend, Allison Kurtz, and Shannon Quinn, Exec. VPs Greg Gordon, Senior VP Jay Kelly and Tim Young, Vice Presidents

L.C. Williams & Associates (LCWA) is a full-service public relations and research agency head-quartered in Chicago. Our midsized 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: AbbVie, Accreditation Association for Ambulatory Health Care, ADP Dealer Services, American Nurses Association, Chicago Children's Columbia College, Theatre. Contigo, Eaton, ECHO, Electrolux, Eureka, Everest College, First Alert, Frigidaire Professional, General Growth Properties, Labelmaster, Land O' Lakes, Life Fitness, Merit School of Music, Professional, Owens Theatre, Corning, Paramount Physicians Immediate Care. Pyramid Healthcare Solutions, Service Corporation International, Snow Joe, Tiffany & Co., Trex, and UnitedHealthcare.

#### **LEWIS PR**

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James Oehlcke, CFO
Morgan McLintic, Executive VP, US
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EMEA & APAC
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Yvonne van Bokhoven, Senior VP,
Western Europe
Andy Oliver, Senior VP, APAC
Stephen Corsi, Senior VP, Global
Digital Marketing
Sarah Robinson, Global Talent Dir.
Sarah Aitchison, Global Oper. Dir.

LEWIS PR is a global PR and digital communications agency. In addition to traditional media and analyst relations, LEWIS specializes in social media, digital marketing and creative services. It works with companies to implement integrated communications programs on an international scale. LEWIS has more than 25 wholly-owned offices across the US, EMEA and Asia Pacific, with regional head-quarters in London, San Francisco and Singapore.

## 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 VP, Partner Carri Clemens, CFO, Partner Dawn Doty, APR, VP, Partner Kelly Janhunen, Senior Account Director, Partner Kelly Womer, APR, ABC, VP, 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 workplace practices. Linhart PR was named PRWeek's 2012 Boutique Agency of the Year and was a national finalist for this award in 2013. We also won the national 2011 Top Small Company Workplaces award from Inc. Winning magazine and Workplaces, and we're regularly ranked on national Best Places To Work in Public Relations lists. Linhart PR is a member firm in Worldcom Public Relations Group, giving us global reach for our clients.

## LOU HAMMOND & ASSOCIATES

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Lou Hammond, Founder & Chairman Stephen Hammond, President Terence Gallagher, Exec. VP

For nearly 30 years, Lou Hammond & Associates (LH&A) has provided strategic counsel and results-driven public relations programs to clients who set the standard in the hospitality, tourism, home furnishings and lifestyle industries. Through integrated, multi-channel communications programs that can be measured to gauge effectiveness, LH&A has earned the recognition and respect of today's most influential media, its peers and most importantly, clients who rely upon the agency's service, integrity and unmatched style.

Founded by industry icon Lou Hammond, the company takes

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

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

Furthering LH&A's level of integration is Hammond Digital + which is tasked with keeping a steady eye on rapidly changing markets and trends — creating strategies that engage media and consumers in key digital channels. The agency's goal is more than just likes and fans; it's creating a strong community of brand ambassadors and loyal customers.

#### **MAKOVSKY**

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

#### Ken Makovsky, President & CEO

Headquartered in New York, with an owned office in Washington, DC, Makovsky is a leading global integrated communications consultancy, building businesses and reputations with ideas that cross the boundaries of traditional, digital, social, and experiential media.

Makovsky has specialties in Health, Financial and Professional Services, Technology, and Energy and Sustainability. Our services include public relations, digital branding, social media, crisis communications, change management, and investor relations.

In 2013, Makovsky won over 28 firm campaign and people awards including "Mi Agency of the Year" "Midsize and "Interactive Services Agency of the Year."

Makovsky is also the founder of IPREX — the second largest worldwide corporation of independent agencies in more than 30 countries and 40 US cities.

## **MARKETING MAVEN PUBLIC RELATIONS**

135 W. 29th St., Suite 302 New York, NY 10001 212/967-5510 Fax: 212/967-1813 lindsey@marketingmavenpr.com www.marketingmavenpr.com

2390 C Las Posas Rd., #479 Camarillo, CA 93010 310/994-7380 Fax: 310/868-0222

Headquartered in Los Angeles with global offices in New York City with international contacts, Maven Marketing Public Relations ensures clients objectives are met through the expertise of our entire team. Ready to deliver your message to the masses, we work collaboratively to effectively promote our clients' products and services. Our distinguishing integration of PR, SEO and social media marketing mix helps provide a competitive edge to the client. We also help to implement tracking codes and use analytics to measure sales generated from online Public Relations and emerging media efforts. A unique methodology of taking an active and helpful role with our clients creates a personable repertoire that we pride ourselves on.

Clients: Addison Field, Argo Marketing, Baby Trend, Bulu Box, Bystrictin, CinG-X, Eat Well Co., eBev, EverDeep, Hot Iron Holster, Iron Bridge, Jabu'she, JCORE, Journee, JS Richter, Late Night Health, Listen Up Espanol, LVL Weddings & Events, Maverick Angels, Motility Training, Online Trading Academy, Pamper Me Fabulous, Proper Pillow, Rejuvenator, Shave It, Temple Flower, Ubimed, and Urgent Call.

## **MAXWELL PR + ENGAGEMENT**

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47 Maple St. Burlington, VT 05401 802/338-2556

Jennifer Maxwell-Muir, Founder



The cast of Universal Studios Home Entertainment's "The Little Rascals Save the Day" celebrate its premiere at the Roosevelt Hotel in Hollywood, with media coordination by Marketing Maven.

and Principal Vicky Hastings, Managing Director, Studio West Chrystie Heimert, Managing Director, Studio East Erika Simms, Vice President

Maxwell PR + Engagement builds national consumer brands for purpose-driven companies. Our brand communication programs integrate media relations, consumer engagement, social media and digital marketing to define positioning; share news and content of value with the people who care the most; spark emotional connections through transparency, creativity and meaning; and prompt conversation, generate dialogue and build community.

Founded in 1997 and independently owned, our work often finds us at the intersection of personal and environmental health and wellness. Current clients include Argyle Winery, Columbus Foods, Diamond Foods, Dr. Praeger's Sensible Foods, Kettle Brand®, La Terra Fina. McMenamins, Oregon Cherry Growers, Pacific Foods, Pamela's Products, Traditional Medicinals, Travel Astoria-Warrenton, USA Dry Pea & Lentil Council and Zarbee's Naturals.

#### MWW

304 Park Avenue South, 8th Flr. New York, NY 10010 212/704-9727 www.mww.com

Michael W. Kempner, Pres. &

MWW is one of the nation's top mid-sized public relations firms and one of the top five largest independent global agencies. Our mission is to create relevance for our clients and make them Matter More<sup>TM</sup> to their key stakeholders.

We apply our broad range of expertise across a variety of disciplines — including consumer lifestyle marketing, digital marketing and social media, LGBT marketing, corporate communications, public affairs and government relations, consumer technology, healthcare, sustainability, and visual branding — to develop programs that drive results and inspire action among key audiences. We help our clients steer the conversation surrounding their brands to increase trust and relevance and drive action among key stakeholders.

Continued on page 72

#### MWW

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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.

## NANCY J. FRIEDMAN PUBLIC RELATIONS, INC.

35 East 21st Street, 8th Fl. New York, NY 10010 212/228-1500 Fax: 212/228-1517 mail@njfpr.com www.njfpr.com

Nancy J. Friedman, President

NJFPR's "Leave No Stone Unturned" philosophy has catapulted the firm to the top of the category in travel and hospitality. For clients seeking senior level counsel, advocacy of their product and unrivalled media savvy, Nancy J. Friedman Public Relations is a first-stop. A selfdescribed "media junkie with wanderlust," Nancy and her team pride themselves on long-term partnerships with clients and the ability to wring every ounce of marketing potential out of a property or destination utilizing social media, traditional media, events and creative promotions. The Agency pioneered NY's first Hotel Week on January 2012 to great success and increased participation in 2014. This year, NJFPR is opening a west coast office and launching its eponymous Hotel Week program in LA. The agency has also hired a social media strategist to extend its marketing bandwidth to include a digital strategy.

Clients include: Borgata Hotel Casino & Spa, Atlantic City; Condado Vanderbilt, San Juan, Puerto Rico; Copamarina Beach Resort & Spa, Guanica, Puerto Rico; Farmer's Museum, Cooperstown, NY; Fenimore Art Museum, Cooperstown, New York; Gansevoort Meatpacking, New York; Gansevoort Park Avenue New York; Gansevoort Turks + Caicos; Hotel El Convento, San Juan, Puerto Rico; JW Marriott Camelback Inn Resort & Spa, Scottsdale; La Concha Resort: A Renaissance Hotel, San Juan, Puerto Rico;

Marmara, Park Avenue, New York Margaux, New York; Marriott Courtyard Isla Verde, Puerto Rico; New York Palace Hotel, New York; nyma, the new york manhattan hotel, New York; Pier A Harbor House and BMB, NYC; Refinery Hotel, New York; Rendezvous, St. Lucia; Sea Island, Georgia; Sheraton Hotels & Resorts; Spring Creek Ranch, WY; Jackson Hole, Petersburg/Clearwater, Florida; The Body Holiday, St. Lucia; The Bowery Hotel, New York; The Hotel @ Times Square, New York; The Jade, New York; The Jane, New York; The Ludlow Hotel, New York; The Maritime Hotel, New York; The Pod Hotel, New York; The Water Club - A Signature Hotel by Borgata; The Wellness Centre at The Body Holiday, St.Lucia; Westin Hotels & Resorts; and Gemma at The Bowery Hotel, New York.

## PADILLACRT

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Brian Ellis, Mike Mulvihill,
Executive VPs
Greg Tarmin, Sr. VP, Managing
Director, NYC

PadillaCRT is one of the top 10 independent agencies in the country. The firm helps clients engage and inspire stakeholders in health care, food and beverage, consumer goods, financial services, manufacturing, technology, and agribusiness. PadillaCRT has specialized talent in branding, research, corporate and investor relations, creative, digital, crisis management, and social media, and is a founding partner of the Worldcom Group, a partnership of 100 independently owned offices in 133 cities on six continents.

Clients include 3M, BASF, Barnes & Noble College, Cargill, Girl Scouts of the USA, Hass Avocado Board, Land O'Lakes, Merck, Rockwell Automation, RTI Surgical, SAP, UnitedHealth Group, U.S. Highbush Blueberry Council and Wines from Rioja.

#### **PEPPERCOMM**

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Founder
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Ann Barlow, Partner & President,
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Ted Birkhahn, Partner & President
Deborah Brown, Partner &
Managing Director
Jacqueline Kolek, Partner &
Managing Director
Maggie O'Neill, Partner & Senior
Director

Steve Cody, Co-CEO & Co-

Michael Dresner, CEO, Brand Squared Licensing

Peppercomm is an award-winning strategic, integrated communications and marketing firm headquartered in New York City with offices in San Francisco and London that prides itself on listening first, last and always. The firm's tagline: "Listen. Engage. Repeat." emphasizes the unique approach the agency takes in understanding exactly how a client can engage in authentic conversations with its audience. The firm has been in constant motion since its founding 19 years ago, evolving from a media relations generalist to full-service integrated strategic communications consultancy with deep expertise for four key areas consumer/lifestyle, financial services, professional services and industrial/B2B. To that end, in 2013, the agency acquired Janine Gordon Associates and Walek & Associates to enhance and deepen our expertise in the luxury lifestyle and financial services spaces and offer a unique blend of breadth of service offerings and depth of industry expertise.

Peppercomm was recognized by Crain's New York Business as the No. 1 Best Place to Work in New York in 2012. This was due in large part to the firm's comedy experience. Comedy is central to the culture here, and it serves as an internal training mechanism and as a service offering for our clients. Comedy training workshops are mandatory at Peppercomm and help our staff with presentation and listening skills, thinking on their feet and also how to read an audience. We've successfully conducted workshops for clients as well, and through this innovative service, we are able to infuse humor into our culture, enhance team-building, and become great listeners.

Key clients include: American Institute of Architects, EY, Euler Hermes, Financial Accounting Foundation / Financial Accounting Standards Board/Governmental Accounting Standards Board, Lincoln Financial, MINI USA, Northeastern University, Oppenheimer, Paulson & Co., Pershing, Saint Gobain, Sharp, Steelcase, Sterling National Bank, TGI Fridays, Tyco Fire & Security, Vonage, WebMD, Wells Fargo and Wilbur Ellis.

## PIERPONT COMMUNICATIONS

1800 West Loop South, Suite 800 Houston, TX 77027 713/627-2223 www.piercom.com

Phil Morabito, CEO

For 27 years, Pierpont has been engaging audiences through a strategic combination of public relations, media outreach, thought leadership, marketing, advocacy and digital and social programming. Using our proprietary D· I· R· E· C· T to Customers approach which ensures on-target creativity and measurable results, we produce the Big Ideas that efficiently move the business needle in the right direction. Our global capability, depth of experience, blue-chip client roster and awardwinning programming squarely position Pierpont as the "challenger brand" that thinks strategically, moves quickly and delivers flawless execution.

From fast moving consumer goods to energy, healthcare, professional services and memberbased associations, Pierpont serves clients across the spectrum of business from our four offices in the Southwest's largest and fastest-growing markets. Forty full-time, multi-specialty professionals – many with more than two decades of experience – partner shoulder-to-shoulder with our clients across the nation and around the world.

Pierpont's slate of specialized services include media relations, identity and brand building, thought leadership, marketing, digital and social, crisis and issues management, public affairs and government relations, corporate citizenship and graphic

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### **PIERPONT**

Continued from page 72

design. Every company and every industry is unique, each requiring a customized communications approach. At Pierpont, we deeply immerse ourselves in every engagement and we know that our job, always, is to objectively advise our clients and provide strategic counsel that culminates in a distinct competitive edge.

Clients: BP, BHP Billiton, Capital One Bank, CoAdvantage, Energy Ventures, Five States Energy, Kentz, Kepner-Tregoe, Seton Healthcare Family, Target Logistics, Texas Association of Realtors, Verizon Wireless, Waste Management, and Wood Group.

### PUBLIC COMMUNICATIONS INC.

Partner in the Worldcom Public Relations Group One East Wacker Dr., #2450 Chicago, IL 60601 312/558-1770 Fax: 312/558-5425 ideas@pcipr.com www.pcipr.com

Dorothy Oliver Pirovano, CEO Jill Allread, Pres. Kathleen Boylan, Leigh Wagner, Mary Erangey, Remi Gonzalez, Sr. VPs

Ruth Mugalian, Pam Morris, Beth Schlesinger, Wendi Koziol, Jack Wlezien, Johnathon Briggs, *VPs* 

Public Communications Inc. provides strategic counsel to clients, whether we're dealing with the most serious and complex issue, a national awareness campaign or the splashiest of events — and we've been doing so for more than 50 years.

Our job is to safeguard reputations and recommend the right way for clients to communicate so what they have to say 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," a diverse group of clients from tech to nonprofits, entrepreneurs to advocacy groups that want to make their presence known in the metropolitan area and region.

Clients: Academy of General Dentistry, AIDS Foundation of Chicago, American Academy of Dermatology, American Academy Hospice and Palliative Medicine, American Association of Cardiovascular and Pulmonary Rehabilitation, American Association of Diabetes Educators American Board of Medical Specialties, American Board of Oral and Maxillofacial Surgery, American Board of Radiology, American College of Allergy, Asthma & Immunology, American Health Information Management Association, American Society of Home Inspectors, America's Blood Centers, AstraZeneca Health Care Foundation, BloodSource, Chicago Zoological Society, Brookfield Zoo, Columbus Zoo and Aquarium, Free to Breathe, Georgia Aquarium, Hard Rock Cafe, Infectious Diseases Society of America, John G. Shedd Aquarium, Legoland Discovery Center, Livingston International, Museum of Science and Industry, National Society of Genetic Counselors, Radiological Society of North America, Society of Gynecologic Oncology , Society of Interventional Radiology, University of North Carolina Health Care System, Walgreens Specialty Pharmacy, and World Association of Zoos and Aquariums.

# RBB PUBLIC RELATIONS

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Christine Barney, CEO Lisa Ross, President Tina Elmowitz, Executive VP John Quinn, Executive VP

Four-time "U.S. PR Agency of the Year" winner, rbb Public Relations is a national marketing communications firm with a reputation for delivering award-winning results and best practices to clients who seek and appreciate the individual attention only a boutique agency can provide. As the champion for breakout brands, rbb inspires companies with insights on creating customer passion to increase sales.

rbb's multicultural staff delivers award-winning creativity, media relations, corporate counsel, product introductions, digital media, content creation and results/analytics. Specialty practices include consumer products/services, travel, health, sports & entertainment, B2B, and higher education.

Some of rbb's breakout brand clients include: Adrienne Arsht Center for Performing Arts, Apple Leisure Group, Arnstein & Lehr, Bank of America, Breathless Resorts & Spas, Codina Partners, Cross Country Home Services, Deca TV, DHL Express, Disney on Ice, Dreams Resorts & Spas, Duncan Hines, Engage, First Service Residential, Flagler Development, Fleet Advantage, Florida International University, Florida Power and Light, Gunster, Home2 Suites by Hilton, Homewood Suites by Hilton, Johnson and Wales University, Kaplan University, Kaufman Rossin, Miami Beckham United, Norwegian Cruise Line, Ringling Bros. and Barnum & Bailey Circus, Secrets Resorts & Spas, Swire Properties, Sunscape United HomeCare Resorts, Services, Vlasic and Zoëtry Wellness & Spa Resorts. For more information, call 305/448-7450 or visit www.rbbpr.com

### REVIVEHEALTH

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Santa Barbara 915 Saint Vincent Avenue Santa Barbara, CA 93101 805/617-2832

Brandon Edwards, Founder & CEO
Joanne Thornton, Founder & CAO
Kriste Goad, CMO
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ReviveHealth is the leading strategic communication firm specializing in Health Systems, Health Services, Health Technology, and Healthy Living. We spend every day immersed in the business of health care and are uniquely positioned to help clients predict problems, protect reputations, build thought leadership and craft compelling stories to drive business growth. Named 2014 Small PR Agency of the Year (PRWeek), 2013 Boutique PR Agency of the Year (PRWeek), and Best Boutique Agency to Work For (2013, 2012, 2011) by The Holmes Report, ReviveHealth is among the nation's Top 15 firms for health care strategic communication (O'Dwyer's). Clients include major health systems, academic medical centers, hospitals and physician organizations as well as health care industry associations, health technology companies, wellness and population health companies, and health services companies of all stripes and sizes, from start-up to enterprise solutions.

### RFIBINDER, INC.

950 Third Avenue, 7th Floor New York, NY 10022 212/994-7600 info@rfbinder.com www.rfbinder.com

Headquartered in New York, RF|Binder is an independent, full-service public relations agency that creates, plans and executes successful communications campaigns for clients from a range of industries.

Our client list includes some of the world's leading corporations and brands, many of whom have worked with us since our founding 13 years ago, and each of them has increased their relationship with us as their business needs have expanded.

We recognized early the defining role digital technology would play in public relations, and integrate digital into every client campaign. Our senior counselors work closely with clients to develop the most effective solutions, and the absence of siloed practice groups allows us to maximize the impact of our intellectual capital and seamlessly serve our clients' needs. This approach, along with our emphasis on creativity and strategic research is what separates us from other firms. The result is world-class work that enables us to attract the best talent and the best clients.

The presence of so many Fortune 100 companies on our client roster is evidence that we have so far succeeded in fulfilling our original objective: to offer the talent and resources of a large agency with the attention and responsiveness of a small one.



@joshmiko: Everything about today ruled. Meeting the NY team @FinnPartners Going on a boat cruise, drinks on a floating two story barge #newexperiences

@Heather\_Gordon: On this #LaborDay, I'm thankful to work for the best PR agency on the planet, @FinnPartners #cheesybuttrue

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@VisitJamaicaNow: Having a great time presenting #SocialMedia & PR w/@FinnPartners at our tourism industry seminar @SunsetJamaica. Thanks for joining us Finn!

@DanRatherReport: Quick words of tks to the great @FinnPartners team for their partnership & support of www.danrather.com & Rather Outspoken over past yr

@prosperitygal: Wanted to share with you @DavidBurkus your #PR team is awesomesauce;) talk to you next week on #BBSradio

@AdvantixSystems: 2013 has been a great year for @AdvantixSystems! Thanks to our customers and partners, incl @FinnPartners, for helping us achieve greater EE

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### **RUDER FINN, INC.**

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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 Susan Goldstein, Global Head of Health & Wellness

Ruder Finn is one of the largest independent global communications agencies with offices across North America, Europe and Asia. With approximately 540 employees globally, Ruder Finn is uniquely positioned to provide clients with global perspective, insights and resources, yet small enough to bring the exceptional client service, creative edge and innovation of a boutique agency. We concentrate on big picture assignments where we can create a competitive edge for our clients with a strong focus on global strategy, creativity and quality execution. Our independence, deep bench of talent, entrepreneurial spirit and roots in the arts, dating back to our founding in 1948, drives us to bring a "creative edge," which we see as the freedom of imagination to see things in a new way and the sharpness of thinking to our global clients.

Ruder Finn's core areas of expertise are corporate communications, healthcare, technology and consumer. We particularly lead in corporate reputation, healthcare digital communications, C-suite thought leadership, crisis communications, employee engagement, community building and in cause-related work. Underpinning all of its offerings is a consistent focus on digital content and strategy through its award-winning full-service digital practice, RFI Studios.

We pride ourselves in our entrepreneurial culture, where all employees are empowered and encouraged to contribute at the highest level. Senior leaders at Ruder Finn are deeply involved in all accounts. The agency has won awards for being a best place to work and has one of the best turnover rates in the industry.

### SACHS MEDIA GROUP

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Sachs Media Group is Florida's dominant public affairs communications company for critical issues and one of America's leading independent communications companies. With exceptional experience and results in public affairs, branding, social/digital and crisis communications, the firm combines unparalleled relationships, news judgment, messaging, and storytelling ability with cutting-edge strategies to engage audiences with content they seek and share. Sachs Media Group, formerly Ron Sachs Communications, is home to the team best known for smart, strong and strategic counsel across the diverse and ever-changing media landscape.

Clients: Accesso, American Chemistry Council, Andrew's Catering, Restaurant and Automated HealthCare Solutions, Bridges of America, Capital Health Plan, Florida, Consumer Federation of the Southeast, Creative Benefits for Educators, Deseret Ranch, Excellence in Education, Florida Association of Insurance Agents. Florida Council of 100, Florida Department of Education, Florida Department of Veterans' Affairs, Florida Healthy Kids Corporation, Florida High School Athletic Association, Florida Hospital, Florida League of Cities, Florida Nurses Association, Florida Seaports, Florida State University Office of Admissions, Florida Virtual School, Foley Timber and Land Company, Four Points Sheraton Downtown Tallahassee, Goodwill Industries of the Big Bend, Healthy Communities Coalition, Lauren's Kids, Miami Beach Community Health Center, National League of Cities, Plaza Tower, Nova Southeastern University, Ounce of Prevention, Pfizer, Southwest Georgia Farm Credit, Service Contract Industry Council, and Wexford Health Sources.

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When leading companies, professional services organizations and entrepreneurs seek a trusted communications partner, they turn to Schneider Associates, a full-service public relations and integrated marketing agency. Specializing in Launch Public Relations®, a proprietary method of successfully launching and sustaining visibility for new products, services, companies, organizations and communities, or revitalizing existing ones, Schneider Associates represents a wide range of clients in education, professional services, consumer food and retail, and home products/home improvement. CEO Joan Schneider has written two books on launching new products, including The New Launch Plan, as well as an article for the Harvard Business Review entitled "Why Most Product Launches Fail."

Agency services include integrated marketing and PR campaigns, content marketing for digital and social campaigns, messaging, converged media strategy and execution, public affairs, influencer programs, special events, crisis communications, spokesperson training, brand development, launch consulting, and creative services. Learn more at schneider-pr.com.

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Singer Associates Public Relations and Public Affairs is one of the nation's leading public relations, corporate communications and issue management agencies.

The agency dominates the space where news media, government, the public, and communities intersect.

Singer is the leading communications agency for management labor issues, environmental, energy, transportation, housing, real estate, land use, financial, government advocacy and political campaigns in California.

Singer Associates is cited as the top "issues-oriented agency in the United States" and "quite simply, one of the best small to mid-size agencies in the country" by The Holmes Report. Most recently, the magazine selected Singer as the "Public Affairs Agency of the Year," stating that "[Singer] has a simple definition of success: (The Agency) knows its achieved it when its clients emerge victorious in litigation, labor and land use disputes; when they win political campaigns, defeat unwanted regulation, or manage issues so they don't turn into crises ..."

### SPECTRUM SCIENCE COMMUNICATIONS

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Spectrum is an independent, full-service communications counseling firm which has made health and science our specialty since 1996. At Spectrum, storytelling is our business. The most compelling story is usually the one where science wins the day. Science builds brands, establishes leadership,

\_ Continued on page 78

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### **SPECTRUM SCIENCE**

Continued from page 76

helps inoculate against potential issues and transcends borders. We use science and storytelling to shape game-changing conversations that excite people about the possibilities of science and the promise of new treatments, communicating complex information in a way that makes sense to audiences. We help tell stories to the right people in the right way.

Clients include consumer products companies, device and diagnostic companies, environmental organizations, food and nutrition companies, government agencies, health and wellness organizations, institutions (hospital or academic), non-profit associations, patient advocacy organizations, pharmaceutical and biotechnology companies, and professional societies.

# SPM COMMUNICATIONS

2030 Main St., Ste. 325 Dallas, TX 75201 214/379-7000 24-hour media line: 817/329-3257 www.spmcommunications.com

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Suzanne Parsonage Miller, President & Founder

Founded in 1999, SPM is a thriving Dallas-based PR agency with national reach, promoting and protecting iconic food, restaurant, retail and franchise brands through media relations, social media strategy, spokesperson training and crisis management. Our "No Jerks" policy, which was featured in *The Wall Street Journal*, is the core of SPM's culture. It means we foster an atmosphere of mutual respect and trust among clients, team members and company leaders.

From former newspaper reporters and TV journalists to social media strategists, media relations specialists and corporate communications experts, our team is made up of experienced professionals who approach each client's brand holistically. Whether the client is a category-leading national powerhouse or a start-up, SPM works to build businesses by creatively telling clients' stories in many voices to many audiences to not only resonate with consumers, but provide measurable ROI.

### **TAYLOR**

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

Tony Signore, CEO & Managing Partner Bryan Harris, COO & Managing Partner

Celebrating its 30th anniversary in 2014, Taylor is guided by a clearly defined and ambitious vision that serves as an inspiration for every professional within our organization: to be the preferred brand counselor and public relations partner to a select portfolio of leading consumer brands by utilizing lifestyle, sports and entertainment platforms to engage consumers and drive business growth. Taylor's unique business model calls for an alliance with just 15 client partners, all category leading consumer brands such as: Allstate, Capital One, Diageo, General Mills, Kraft, NASCAR, Nestle, Nike/Jordan, P&G, 3M, R.J. Reynolds, Starwood, and Taco Bell. 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. Headquartered in New York, Taylor has offices in Charlotte, Los Angeles, and Chicago. In 2010, The Holmes Report selected Taylor as "Consumer Agency of the Decade." Further recognition was bestowed upon the agency when a Harvard University case study was published. "Transformation at Taylor" closely analyzes the impact of the agency's strategic and financial performance prior to and following the Taylor management team's bold decision to lead organizational change.

### TREVELINO/KELLER

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**Dean Trevelino, Genna Keller,** *Principals* 

With Q1 2014 marking our best quarter to date, we are seeing the success of our integrated public

relations approach. Middle market and emerging clients are responding exceptionally well to a PR-led strategy with the single source solution for social media, digital and web creative across our six core practices — technology, corporate, lifestyle, food & beverage, health and greenworks. While there's increased attention and demand for programs and campaigns that affect the bottom line, more companies are understanding and responding to the importance of reputation management and its relationship to financial performance. Our service mix continues to focus on protecting, preserving and promoting reputation.

In 2014, we are also experiencing a significant uptick in funded startup business and our efforts to own the position as the number one agency in the region is paying off. Currently, we represent two of the more important groups — Atlanta Tech Angels and the Atlanta Tech Village in addition to a number of early stage companies. Both ATA and ATV are supportive of the agency's larger initiative to establish a new media brand in the marketplace called Start-Opia. Launching in the spring, Start-Opia is a Southeast based ecosystem for bringing together startups, capitalists, experts, institutions and associations through a directory, news feed, blog, radio program and TV

Additionally, the firm anticipates relevant growth with its food and beverage practice where it can leverage its Consume Brands initiative, a consortium of four partners that offer Creation (Culinary Arts), Activation (Concept Incubation), Reputation (PR, Social, Brand Identity) and Acceleration (Brand Extension). Early projects under Consume include Santo Water and Belles Organics.

Recognized as one of the 30 best firms to work for in North America, Trevelino/Keller boasts the highest agency retention rate. For more information, email dtrevelino@trevelinokeller.com or gkeller@trevelinokeller.com.

### **W20 GROUP**

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Jim Weiss, Chairman & CEO Bob Pearson, President Tony Esposito, CFO Mike Hartman, CCO Paul Dyer, CCO John Cunningham, CTO Dave Mihalovic, COO

W2O Group provides integrated communications, business and technology services to diverse organizations in industries ranging from healthcare to consumer goods, entertainment, automotive, aviation and technology.

W2O Group is an independent network of complementary marketing, communications, research, and development firms focused on unified business solutions to drive change and growth through "pragmatic disruption" for the world's leading brands and organizations. W2O Group serves clients through a network of firms — WCG, Twist Mktg, and BrewLife — through offices in San Francisco, New York, Austin, Los Angeles, Atlanta, Minneapolis, Boston, and London.

# THE ZIMMERMAN AGENCY

1821 Miccosukee Commons Tallahassee, FL 32308 850/668-2222 www.zimmerman.com

Carrie Zimmerman, President

The Zimmerman Agency blends bold basics and endless energy with strategic creativity, capturing revenue-driving results. Ranked by O'Dwyer's as one of the largest hospitality public relations firms in the United States, the agency amplifies brands with the potent combination of the public relations division and a robust, 40-person digital/social discipline. The empowering and creative culture of The Zimmerman Agency yields fresh, dynamic dimensions of consumer influence.

The global hospitality division includes clients from Hard Rock Hotels & Casinos to Club Med, luxury properties including Little Palm Island in the Florida Keys, Waikoloa in Hawaii and Casa de Campo in the Dominican Republic, as well as destinations like North Carolina's Crystal Coast and the country of Aruba.

An invigorated consumer division boasts national brands including Party City, Pilot Pens, Cooper Tire, Firehouse Subs, Homes.com, TPC and the newly re-launched Wonder Bread.

The Zimmerman Agency blurs the lines of traditional public relations, attracting some of America's most iconic brands, in and out of the world of hospitality.





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# **PR profanity standards**

By Fraser Seitel

nderson Cooper introduced his "60 Minutes" subject as "the ponytailed assassin, 5-foot-4 and 102 pounds, a Boston native and hometown Marathon favorite."

Shalane Flanagan: Maybe it's just a



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*.

Bostonian thing, but I was really genuinely just pissed off that someone would ruin such a-- what is such a celebratory day and a historical moment with that kind of action.

Whoa! Did I just hear what I think I heard?

**Anderson Cooper:** *You were angry?* 

**Shalane Flanagan:** *I was angry. I was really pissed off that* 

someone would do this. It's like it was a personal attack to my city.

America's longest-running and most

respected magazine broadcast had declared that if you're "p.o.'ed," by golly, we'll let the viewers know.

A few days earlier, in an NYU public relations class, a student was graded down for using the exact same language in a mock presentation. Said the prudish instructor: "If one listener is alienated by your use of questionable language, then you won't get the sale."

Fortunately, the marked-down student didn't see "60 Minutes" to demand reconsideration of his grade!

But it is legitimate to ask: "What should be the standards — in speech and writing — to which public relations professionals are held?"

You don't need to see the latest tweet from US Airways to recognize that over the past decade, standards throughout society have not only been diminished — they've been demolished. Vulgarity and profanity in the culture has become so commonplace that nobody bats an eye when Miley Cyrus twerks or Howard Stern spews or Jay Z tours the White House. In the 21st century, such low-lifes are lauded.

And standards in the broader society have followed suit.

News organizations, like CBS and even *The New York Times*, have bowed to common use and accepted off-color phrases, like "pissed off" and "that sucks."

Publishing companies, desperate for a book that makes money, rush out titles like "On Bulls\*\*#," "A\*\*holes, A Theory," and the best-selling children's book (for goddsakes), "Go the F\*\*k to Sleep."

And even in those bastions of civility and conservatism, corporate C-suites and high government offices, the language has disintegrated. When former State Department spokesman and celebrated Benghazi cover-upper Victoria Nuland was caught saying, "F\*\*k the EU," to a stunned colleague, diplomacy itself became undiplomatic.

So, in this world of steadily-descending speech and language standards, why isn't it perfectly acceptable for public relations professionals to follow suit? After all, the people for whom we work curse and swear and use the most unseemly language in all variety of venues without hesitation. And nobody seems to mind.

So what's the big deal? Here's the answer:

Public relations people are supposed to be "professional communicators," they should set the standard for proper and pertinent communication, whether in speaking or in writing or in communicating on social media.

Just as the Associated Press Stylebook— the standard-bearing bible for journalists— continues to hold the line against its members using obscenities in print, so, too, must public relations people be the models for propriety in language, even as most of those around them succumb to the lowest common denominator.

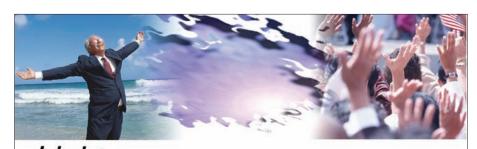
Public relations professionals should stand for something more.

The field of public relations, despite its growth and acceptance as a modern business practice, is still largely misunderstood by most and condemned by many.

High ethics and superior standards aren't what most people expect from public relations professionals.

So wouldn't it be something, then, if it were public relations people who led the fight to raise the standards of modern communications discourse?

As a more refined pony-tailed assassin might put it, "That would really get our critics ticked off!" •



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# O'Dwyer Co. seeks PRSA memberships for press

embership in PR Society of America, currently barred to reporters, would give them access to the 22,000-member database. Catherine Bolton, a career PR person



Jack O'Dwyer

who headed the staff from 2001-2006, had a policy of sending the members' directory to a list of major editors. Publication of the directory was halted after the 2005 edition.

There is a large imbalance in the

availability of press contact points and PR contact points.

Vocus, Cision, BusinessWire and PR Newswire, "gold" (\$20,000) sponsors of the 2014 annual conference of the Society in Washington, D.C., and perennial major sponsors of the conference, sell to PR people the access points of hundreds of thousands of editors including phones, cell phones, e-mails, addresses and dossiers on the editors in some instances. The contact points are in a convenient, heavily indexed form.

The Society's Blue Book of members performed the same type of role for editors seeking access to individual PR people or by their employer or geographical location.

An attempt by this reporter to join the Society in April was rebuffed by VP-PR Stephanie Cegielski although we qualified on at least three grounds (doing PR for the company, being involved in research, and supervising employee relations). The reason for the rejection, she said, was the 23 pages of charges against us that were in a Society letter dated Sept. 1, 2011. Cegielski said she would examine our rebuttals of 35 different offenses we were accused of if we put them in writing. That was done in a web posting April 15.

The Society's letter reprinted the Code of Ethics of the Society of Professional Journalists and implied that Jack O'Dwyer was not following them. The Code is available on the SPJ website, www.spj.org. Following are the Society's accusations and our responses.

Misrepresented PRSA's financial condition and accounting practices.

a) PRSA financial statements are reviewed internally by PRSA's Finance Committee, Audit Committee and Board of Directors, and are made available to PRSA members. This process results in full disclosure of our financial information in accordance with all applicable deadlines and legal and regulatory requirements. In the article excerpted below, you allege that the PRSA Board is attempting to deprive PRSA members of financial information. (Source: O'Dwyer, Jack, "PRSA 'Audit' Is Superficial, Misleading," Friday, July 22, 2011, www.odwyerpr.com.)

Hogwash. The PKF audit and its predecessors are superficial documents used by the PRSA board to deprive members of their right to know how their money is being spent.

b) PRSA dues are nonrefundable. The Generally Accepted Accounting Principles (GAAP) established by the Federal Accounting Standards Board (FASB) state that it is acceptable to book nonrefundable revenues upon receipt. PRSA's current independent auditor, PKF International, as well as other independent auditors who have reviewed PRSA's finances over the course of several years, all have concluded that PRSA dues revenue is accounted for properly in PRSA's quarterly and annual financial statements.

In the articles excerpted below, you allege that PRSA's financial statements violate FASB accounting guidelines.

(Source: O'Dwyer, Jack, "PRSA Financial Report Violates FASB Rules," Thursday, July 21, 2011, www.odwyerpr.com.)

(Source: O'Dwyer, Jack, "Only a Brief Period to Make Mark for (PRSA president and CEO)," Feb. 2, 2006, www.odwyerpr.com.) c) Each year, PRSA's financial statements are

c) Each year, PKSA's financial statements are reviewed by independent, external auditors. PRSA provides no direction to its auditors during the audit process. Furthermore, PRSA rebids its audit services periodically, as a way of ensuring its auditors' independence and managing costs.

In the article excerpted below, you allege that PRSA directed the work of its independent auditors. You also allege that the independent auditors used by PRSA over the years quit or were fired by PRSA, allegedly for refusing to follow PRSA's direction.

(Source: O'Dwyer, Jack, "Financial Oversight Lacking at PRSA," July 13, 2011, www.odwyer-pr.com.)

The PR Society, which is seeking a \$30 dues increase from members this year. (sic) is inconsistent in handling its deferred dues account. It raids the account when it needs to beautify the books for consumption by members.

No. 8 is the continued false accounting on PRSA dues, which are booked immediately as cash and called 'reserves' when they are a liability for future services owed to members. ... the new boards headed by (PRSA Chair) in 2001 and (PRS Chair) in 2002 ordered D&T to sign off on non-referral of dues again. D&T quit. The Society announced in early 2002 that it was looking for a new auditor after the 2001 audit was finished. It looks like D&T wouldn't go along with the reversion to not deferring dues income. D&T had replaced Ernst & Young in 1992 which was the first audit after

E&Y apparently was ordered by the Society to drop the Statement of Functional Expenses. It appears that E&Y quit rather than take part in the truncated functional expenses.

Section 958-605-25-1 of the Financial Accounting Standards Board (not the "Federal" Accounting Standards Board cited by the Society) says that dues are to be booked as earned over the period covered by the dues which is one year in the case of the Society.

It books them as cash, inflating its net assets by about \$2.5 million (since 2013 dues income was about \$5 million). The major professional groups (ABA, AMA, AICPA, ASAE, IABC, etc.) defer half or more of their dues income. This is not only an accounting rule, but common sense. Income is to be booked as earned. A group can contend that since it won't refund dues, it can count them as cash. But members are misled as to the size of "net assets."

b) In the e-mail below, you threaten to prejudice the relationship between the editor of PRSA's Public Relations Journal and the university that employs him. You also acknowledge writing to bias the employment relationships of other PRSA leaders.

(Source: Excerpts of July 9, 2009, e-mail from Jack O'Dwyer to the editor of PRSA's Public Relations Journal, who is a professor of public relations at a Massachusetts university.) The reference is to PR's most visible PR educator, Donald Wright, PR professor at Boston University and editor of the online PR Journal of the Society for its first eight years until the end of 2013. We wondered if Wright was aware that he was being referenced in the 23-pages of charges against us. We told BU President Robert Brown about the 18-years that the Society copied and sold authors' articles without their permission and also described the Society as "anti-information, anti-intellectual, anti-democracy, anti-press and anti-member.' c) After reporting multiple times that PRSA failed to accommodate you, when you stated you were "having trouble hearing the presentations" at PRSA's 2009 National Assembly, you attempted to prejudice the relationship between the PRSA chair [Gary McCormick] and the board of a local nonprofit organization for the deaf, on which he sits. [The Knoxville Center of the Deaf].

I noticed you being on the board of the (City) [Knoxville] Center of the Deaf and almost choked. The Society was awful to me at the Assembly where lawyers for the National Assn. of the Deaf assure me I have full legal rights to be able to hear since I was invited, credentialled (sic) press. My e-mails (sic) to (the organization's) board and staff members is below. I am working all weekend on this story.

This was the most important Assembly in the 63-year history of PRS since it was con-

sidering a complete revision of the bylaws. Basic Robert's and parliamentary rules were ignored, including the use of proxy votes and failure to discuss all articles in the revision. PRS refused to let us have assistive hearing devices or sit in the front of the Assembly. McCormick could have rectified this by getting us both the audiotape and transcript of the 5.5 hours of discussion and debate. It's inconsistent for him to be on the board of the Knoxville Center of the Deaf while also refusing to make up for PRS's improper and unethical interference with our coverage.

### Interfered with the employment and educational relationships of PRSA leaders and volunteers.

a) In the e-mail below, you attempt to prejudice the relationship between a candidate for PRSA's Board of Directors, [Mickey Nall] and the university where he is public relations executive in residence.

(Source: July 11, 2011 e-mail from Jack O'Dwyer to the University of Oregon.) I'm hoping someone from the School of Journalism and Communication will look into the current and recent history of PR Society of America. (Candidate) of (Firm), who has just been named "PR Executive in Residence" at (University), is seeking the highest elective post of PRSA. I have a number of questions about the ethical conduct of the Society. I can't see how (University) can be connected to this antiinformation, anti-intellectual, anti-democracy, anti-press and anti-member (PRSA) regime. It drags your name and (university's) name through the PRS mud. Since PRS is refusing to answer any of my questions and even ducks member questions, I am writing to the employers of board members and others connected with PRS to point out the blatant abuses in this group. PRS simply doesn't want any regulation (by me). Our country is in the tank because big biz and financiers escaped regulation. Since you and I have talked to each other a lot, I'm telling you I will contact all known officials

of (university) and ask for an investigation of the PR Society. If they take one look ... they will demand you separate yourself from PRS. Usually I don't tell PRS leaders I'm writing to their employers because none of them talk to me or answer any e-mails. PRS's (sic) censor-

ship and repressive practices are just like those of Iran and China. ... I have only begun.

The unnamed person is Mickey Nall, managing director of Ogilvy PR Worldwide, who became chair of the Society in 2013 and who was named "PR Executive in Residence" at the University of Oregon in 2011. Coincidentally, UofO is also where one of the Society-copied authors, Prof. Tom Bivins, is "Media Ethics Chair." Bivins had joined us and 11 other authors in 1994 in a bid to get compensation from the Society.

(Source: Jan. 9, 2010, e-mail from Jack O'Dwyer to the chair and CEO of PRSA.) Investigated personal details in the private lives of PRSA leaders and volunteers.

a) In the article excerpted below, your "newsletter" alleges that the partner of PRSA's president and CEO died of AIDS; this, despite your having been sent a written statement, prior to the publication date of this article, making it clear that the death was not AIDS

(Source: Author unknown, "PR Opinion Items," Jack O'Dwyer's Newsletter [Internet edition], March 24, 2004.)

This false charge was dealt with by an O'Dwyer web posting Nov. 2, 2011. A claim by Yann is that I alleged that the partner of 2004 president Del Galloway died of AIDS — a disease which carries a strong social stigma — despite having been told specifically that AIDS was not the cause of death. Yann added: "Was that ethical journalistic conduct? If he worked at The New York Times, would he still have a job? At News World...maybe."

(Source: Dec. 30, 2008, e-mail from the Jack O'Dwyer to PRSA's chair and CEO.)

No O'Dwyer publication or the O'Dwyer website ever mentioned the word AIDS in connection with the death of dentist Keith Francois [life partner of Galloway] until Melanie Husk, a coworker of Galloway's, said that Francois did not die of AIDS. She would not give the cause of death.

b) In the e-mails to PRSA's chair and CEO excerpted below, you seek information about his family (wife, brother and minor children) and marital status, and present facts that seemingly arose out of your private investigations of these individuals.

I'm surprised that you're a twin and I certainly will mention it. I noticed you gave a number of personal details including that you have three children. However, we got their ages but not their names. We also don't have your wife's name. What is the name of your twin and what is he doing with his life?

I looked up the law on Google and since you're a public figure in business you're as public as the two Presidential candidates. They don't hide their children or other relatives. Also, how can you have kids without a wife? She deserves credit.

(Source: Dec. 31, 2008, e-mail from the Jack O'Dwyer to PRSA's chair and CEO.) (Source: Jan. 5, 2009, e-mail from the Jack O'Dwyer to PRSA's chair and CEO.) (Source: March 28, 2009, e-mail from the Jack O'Dwyer to PRSA's chair and CEO.) If you're going to talk about your children, you should give their names and your wife's name. The mother should get credit. ... Is your twin a man or a woman, paternal twins or identical. This person should have a name. You shouldn't give out parts of information. I usually don't delve into the personal lives of people but in this case they may be affecting their performance of their duties at the Society. Reports are widespread that (PRSA COO) went through a divorce last year and (PRSA Chair) is now going through a divorce. I usually don't cover personal lives ... but marriage and divorce are public acts. (PRSA COO and PRSA Chair) are "limited" public figures in the PR industry. Their personal lives are now under discussion by members and I think the air should be

cleared. As for your private life, you have made a big issue out of portraying yourself as a model husband, father and community member. You pointed out in your pitch for (PRSA's Chairmanship) how much you like working with children ("I coach a lot of kids in several different sports and that's one of my greatest leadership opportunities"—from Tactics) and the fact that you started a lacrosse league in (state). You have mentioned the ages of your children, 9, 7 and 4, and the fact that you have a twin sister. You talk at length about your father (Father's Name) with whom I had many contacts since his firm (Firm Name) was one of the first PR firms to go public. You lost ownership of this firm, selling it to (Acquiring Firm Name). You have provided numerous facts about your private life and now you suddenly say it's off-limits. Your divorce or separation or whatever should be candidly discussed. Reports like this fly around, as you well know, and nobody knows the real truth until you tell them. It's obvious something is amiss because, while you mention your children, you never give any credit to your wife, (Wife's Name) (whom I met once at a Society national confer-

Cherenson mentioned his three children (9, 7 and 4) in interviews with other PR media, as well as his twin sister and his father, and otherwise portrayed himself as a model father and husband, telling how he helped to form a lacrosse league in New Jersey. I never "sought" any information about his children or family. When I asked him why he never mentioned his wife, Gail, he claimed I was harassing him. The children were not mentioned in any stories.

c) In the e-mails to a candidate for PRSA's Board of Directors excerpted below, you seek information about her personal finances, family (grandfather, father and minor children) and maiden name.

(Source: July 6, 2009, e-mail from Jack O'Dwyer to a candidate for PRSA's Board of Directors.) (Source: July 9, 2009, e-mail from Jack O'Dwyer to the same candidate for PRSA's Board of

I'm working on an editorial about you and (another candidate for the PRSA Board) after getting information on your presentations that are on the website. You also say you wanted to "give back" to PR and you made a "personal commitment" thatincluded being "committed to financially support the PR program at my local university." This sounds like you gave money to (university). How much? they you (sic) say your agency gave funds to the (endowment fund). How much? Your many friends and acquaintances say your family has money and you don't have to worry. In your bio, you say your father was a famous journalist who took pictures of 'presidents and other hugely important people.' Can we know his name? Is he still alive? Why is this such a secret? Your father was a photojournalist who traveled the world with his family. I would certainly like to know more. I continue to do research and find that your grandfather had a painting of the ancestral mansion of your family in (country) indi-

cating you come from serious money. Your grandfather had or still has an art studio in (city) and your father was a famous photographer, as you point out. You refuse to name him. Your 'successful' PR firm no longer exists. Apparently, you endowed (university) with serious funds. You refuse to discuss this or anything but your gift to (university) is mentioned in your presentation to the nomcom. You are married and have two children. What is your maiden name?

The biography of Rosanna Fiske, 2011 chair, mentions her "famous" photographer father. Her application for nomination for chair mentioned she had donated a sum of money to the school. When I asked Fiske in an e-mail the name of her father and how much she donated, I got hit with charges of harassment—that I sought "information about her personal finances, family (grandfather, father and minor children) and maiden name." The identity of Fiske's famous photographer father is still unknown to us and we hope someone will supply it.

Surreptitiously accessed or attempted to access PRSA's proprietary information systems and conference calls without our prior knowledge or consent.

Monitoring tools used to track access to MemberNet, the private, members-only area of PRSA's Web site, determined that a computer with an Internet Protocol (IP) address registered to the J.R. O'Dwyer Company made 11 unauthorized attempts to access MemberNet between March 4 and April 3, 2008. (Source: PRSA.)

Records from PRSA's teleconferencing vendor show that telephone numbers registered to the J.R. O'Dwyer Company connected to PRSA teleconference calls without permission or authorization five times between May 22, 2007, and May 12, 2009.

c) In the article excerpted below, your "website" admits to listening in on a PRSA Leadership Assembly Delegate call, which was done without PRSA's prior knowledge or consent.

(Source: Author unknown, "PRS Board Has Nine New Directors," Jan. 23, 2009, www.odwyerpr.com; excerpted below.) A [PRSA Leadership Assembly] delegate, at the near end of the one-hour [PRSA conference] call, then asked (PRSA immediate past chair) whether he and the board want to remove governance responsibilities from the Assembly? odwyerpr.com did not get the rest of the quote because it was cut off. The website thought that the PRS hour was over and that must have been the reason. However, (PRSA vice president, Public Relations) said in an email Jan. 18 that odwyerpr.com was mistaken about the reason for the cutoff. He said PRS discovered that an O'Dwyer phone number was listening into (sic) the call and that was the reason for the cutoff. "No member of the O'Dwyer organization was invited to participate on the call" and it was an "unauthorized listener," said (PRSA vice president, Public Relations). [Mr. O'Dwyer] said he wanted someone to go to the meeting and tape it, even though he said that they were not allowed to

be taped.

I admit trying but not succeeding to listen to conference calls. There was no need for me to do so since members who had every right to listen to the calls gave me extensive descriptions of about a half dozen of them. The calls should be available to non-members as well as members. d) In the e-mail excerpted below, the president of a PRSSA Chapter at a university in Ohio states that you attempted to engage her to tape a speech by PRSA's president and CEO. (Source: May 7, 2009 e-mail from the president of a PRSSA Chapter in Ohio to PRSA's vice president, Public Relations.)

# Harassed college students who are part of the Public Relations Student Society of America (PRSSA).

a) You asked two journalism professors at a university in Ohio to recommend a student to attend and cover a local speech by PRSA's president and CEO. Both professors referred the opportunity to the president of the local PRSSA Chapter and, after speaking with you about the opportunity, she characterized the conversation in an e-mail to PRSA, excerpted below.

The incident involved here is the attempt to get either professors or students from three local universities—Akron, Kent State and Youngstown State—to cover a talk that 2009 chair Mike Cherenson was to give to the Akron chapter of the Society. We only learned of this visit by chance. We were offering \$200 for the assignment. PR and J profs at the three colleges said they could not cover and they were unable to get any of their students to cover.

b) You sent an e-mail, excerpted below, to the President of PRSSA [Brandi Boatner, then at Hawaii Pacific University and now with IBM and 2014 secretary of the Society's New York chapter-ed. note] regarding her unwillingness to enter into a dialogue with you. You then sent an e-mail, also excerpted below, to officials at the university where she is enrolled. (Source: Feb. 11, 2009, e-mail from Jack O'Dwyer to the PRSSA student president.) (Source: Dec. 12, 2008, e-mail from Jack O'Dwyer to the president and the PRSSA faculty adviser at a university in Hawaii, where PRSSA's national president was enrolled.) You're mentioned and your picture and school are used in the attached story. I hope you will give me a fair break and listen to my side of this story. I feel very unfairly treated by you. It's not a credit to you, your school or PR. In America, the accused have the right to face their accusers and the right to defend themselves. You have denied me that right. Here's the link to the story. Free sample user/pass are (user name) & (password). It's also totally un-American that the PR Society forbids any of the nearly 300 student chapter leaders from viewing sales pitches for our five products. (PRSA chair and CEO) has said, "knowledge is power...make yourself the most knowledgeable practitioner you can." I don't see how censoring our products accomplishes that. I'm contacting you because leaders of the PRSSA chapters are forbidden to talk to me. I

have tried without success to contact the ten national leaders, including (PRSSA National President), but none of them have responded except to say I must first contact h.q.
Forbiding (sic) the students from knowing about our five products, which are based on 40 years of covering the PR industry, is anti-intellectual and does not belong in a university. Our materials are of the finest quality, archived on Lexis-Nexis in full text since 1989. The New York TImes (sic) calls us 'the bible of PR.' The Society bars the O'Dwyer Co. from advertising any of its products in Tactics or on the Society website and won't let anyone from our company join the Society.

It's sad that college students have to be victims of this battle. The battle for information from the Society tells a lot about the current practice of PR. Secrecy is at the root of the financial scandals that are resulting in a possible Depression. To view this story on odwyerpr.com, use (username) and (password) as the user/password.

c) The Editor of PRSSA's student publication, FORUM, explained to you via e-mail that she was "familiar with you and your publications" and "not interested in asking for nor seeing your materials"; that she had "no interest" in speaking with you; and that she would prefer you "not contact [her] or officials of [her] university any further." In response, you sent her the e-mail, excerpted below. You subsequently sent two additional mails, also excerpted below, to officials at the university in Utah where she was enrolled.

(Source: Dec. 15, 2008, e-mail from Jack O'Dwyer to the editor of PRSSA's student publication, FORUM.)

You said in an e-mail to me Nov. 23 that you were "informed that you [me] were asked to address any questions or concerns you have to the PRSA/PRSSA headquarters in New York' and that you would "appreciate it if in the future you would go through PRSSA if you have any requests." Being a PR professional, you must understand the importance of going through the right channels in an organization. I am wondering who told you to address my questions or concerns to either PRSSA or PRSA and that you were not to deal with me at least until that happened. You are a very important national leader of PRSSA since you are editor-in-chief of The Forum (sic). As your bio points out, you are an active member of the Church of the Latter-day-Saints (sic)." (vice president, Public Relations), VP-BR of the Society, contacted at about 3 p.m. today, Dec. 15, said there is no such order from him and that you are free to talk to me as far as he and the Society are concerned. I have a call into (director of Education), director of education of the Society, who is listed at the top of the section on PRSSA, to see if she has given students such a policy. But as of 4:05 today she has not returned the call. I also called (manager, Student Programs), coordinator of student programs shortly after (director of Education). I left a voice-mail message with (manager of Student Programs) and will copy them on this e-mail. Since the PR Society has severely criticized me in a full page in the September Tactics (attached) I could see where students

might not want to deal with me.

The American Assn. of University Professors, with 43,000 members, says students must have "conflicting views on contentious subjects" or they are being educationally "deprived." Depriving or discouraging in any way PR student awareness of the stories and opinions on the five O'Dwyer products would seem to fall under what the AAUP is talking about. I am continuing efforts to clear my name with members of the Student Chapter of the PR Society at (university) as well as faculty who are members of the PR Society. Attempts to gain equal space in Tactics to rebut the full page of false charges against me in 22,000 copies of the publication have gone nowhere. It would be nice to have an article in The Forum (sic) of the Student Society of which (PRSSA member) is editor but [she] has now told me I am not to contact her again and says I should not contact any school officials, either.

*I am unable to e-mail (university president)* directly so I hope you will pass on this e-mail to him. I believe it's a matter of academic freedom that [he] should be involved in. Does [he] agree that I should cease attempts to clear my name with school officials and students? It's hard for me to understand institutions of higher learning turning their backs on information and opinions.

(Source: Dec. 17, 2008, e-mail from Jack O'Dwyer to officials at the university in Utah, where the editor of PRSSA's student publication FORUM was enrolled.)

(Source: Dec. 18, 2008, e-mail from Jack O'Dwyer to officials at the university in Utah, where the editor of PRSSA's student publication FORUM was enrolled.)

### You repeatedly attempted to contact several members of PRSSA's National Committee, apparently for the purpose of soliciting product sales, and spoke critically of PRSA.

d) My attempts to reach out to the eight universities represented by the ten members of the national PR Student Society board have gone exactly nowhere. I am trying to show that I have not 'repeatedly stepped far beyond the bounds of accurate and professional reporting' as charged in a full page attack on me in the September 'Ethics Month' issue of Tactics [attached].

Most of the ten student leaders don't respond to phone calls or e-mails. This includes (PRSSA national president) of (university). I would expect her, at least, to answer me. I thought the buck 'stopped with the president.' This seems to be a remarkable record of stonewalling and evasion although maybe I'm wrong. I would be glad to hear any evidence that I am wrong.

I don't think (PRSSA Member) has seen the four-page article I wrote on the Society's sale of authors' articles without their permission, amounting literally to hundreds of thousands of copies of those articles, or many of the other materials on the Society that I could give her. I need to talk to her.

I'm not getting a fair hearing from PR Society Student chapters at the major universities in the U.S. as represented by the ten student leaders.

I'm surprised that institutions of higher learning would accept anything less than the full examination of an issue as important as this.

The National Education Assn., represented by (PRSA board member), says education is the 'pursuit of truth.' That is what I'm doing and I don't think there's anything wrong in that. [PRSA Student Member 1] "I spoke with Mr. O'Dwyer at Conference in Detroit during the PRSA Assembly. He didn't know who I was and started talking to me telling me that PRSA Board members were from another planet. Once he read my badge he told me about this directory. I then told him he should contact (PRSA director of Education) if he wanted PRSSA members to participate in this "campaign" and his response was "She doesn't like

[PRSA Student Member 2] "I also received several calls from Jack O'Dwyer. He kept calling me back to back while I was in class. He called from (phone number one) at 10:29 am when I finally answered for the first time. He said he wanted to talk to me but I told him I couldn't talk because I was on my way to my next class. He then told me to call him back at (phone number two) when I got out of class, but I never had the opportunity to return his call. I continue with my day going to class, when I received another call from Mr. O'Dwyer at 3:10 pm from (phone number

He verified that I was on the National Committee and my address. From his tone it sounding (sic) like he was reading from the PRSSA website because he kept repeating my info0rmation (sic) in the order it is listed on our site. I was skeptical of this man when he kept calling my phone back so I never offered him any information. He offered to send me a free book and before I could respond he switch (sic) tones with me and said how his company was the best and PRSA would not let him put his information on their site. ... I told him if he had any questions, comments, or concerns about PRSA or PRSSA he should direct them to headquarters. He hung up in my face." (Source: Excerpts of an online discussion among PRSSA student members in November 2008, which took place on the organization's Google Groups page.)

The Society should not discourage or block students from dealing directly with a

### Falsely characterized the professional credentials of PRSA staff members.

a) PRSA's CFO [Philip Bonaventura—added by O'Dwyer] is a licensed CPA and is entitled to include the CPA designation in describing his professional credentials. Investigations of improper use of the CPA designation are kept confidential, up until the point at which the New York State Education Department takes disciplinary action.

In the articles excerpted below, your newsletter asserts that PRSA's CFO is not a registered *CPA* and is not entitled to use that designation. You also imply that the Office of Professional Discipline of the New York State is investigating the matter.

(Source: Author unknown, "NYS Discipline Office Probes PRSA CFO," June 22, 2007, www.odwyerpr.com.)

"The Office of Professional Discipline of the New York State Education Department is examining evidence that (PRSA CFO), named CFO of PRSA on June, 19, may have improperly used the term CPA in connection with his

announcement. He is not currently a registered CPA and only those who have registered, paid the \$245 fee, and taken at least 24 hours of formal education each year, can use that term in public. The NYSSCPA is sending him a letter telling him to "cease and desist" claims of membership. (PRSA CFO) has suffered embarrassment and will probably be subject to a reprimand by New York State because of PRSA's flawed press release on him. False claims were made that he is a "Certified Public

Accountant" when he is forbidden to use that title in public because he has dropped his registration. He did not have current memberships in the national and New York CPA societies as claimed. At the time of the release, he had let his membership lapse in the New York Society of Assn. Executives for a year and a half. We're disappointed in (PRSA CFO)'s appointment because we wanted a bona fide, registered CPA at PRSA in hopes that a CPA would rid PRSA of its substandard financial reporting practices.

(Source: O'Dwyer, Jack, "(PRSA CFO) Faces Possible Reprimand," June 25, 2007, www.odwverpr.com.)

(Source: June 25, 2007, e-mail from New York State Education Department to PRSA president and COO.)

(Source: June 25, 2007, e-mail from New York State Education Department to PRSA president

We pointed out that Bonaventura had not followed, for an unknown period of time, the requirements for being a "Registered" CPA by taking the proper courses and paying the required fees. His status as provided by the New York State Education Dept. was that it was "inactive." Bonaventura later registered. He also brought his membership up to date in the New York Society of Assn. Executives.

### Used abhorrent imagery to describe PRSA and its operations.

a) In the interview excerpted below, you compare your company's attempts to gain remuneration from PRSA to Holocaust victims' efforts to gain reparations from the Nazis. O'Dwyer: "I am mad at [PRSA] ... I am never going to forgive them any more than the victims of the Nazis in World War II gave up on reparations. It took them 50 years to get them, but I'm never gonna let [PRSA] off the hook on that.

(Source: 39:25 of "FIR Interview: Jack O'Dwyer," Jan. 21, 2009.)

The families of the victims of the Nazi concentration camps, who had deposits in Swiss banks, were rebuffed by the Swiss until the 1990s but never gave up. They eventually won billions of dollars in settlements. There's nothing improper in saying that we will continue our fight for justice for the many authors who were ripped off by the Society and citing the long fight of the families of the Nazi victims as an example of determination. b) In the article excerpted below, you compare your company's attempts to gain "justice"

from PRSA's Board of Directors to an African American trying to gain justice from a racist mob

(Source: O'Dwyer, Jack, "HSMAI Gave Out 685 Awards Jan. 26," Feb. 2, 2009, www.odwyerpr.com.)

That blog noted that the Society had announced a boycott against the O'Dwyer Co. via a full page in the September 2008 Tactics and had refused to print our rebuttal to its charges. We also noted the Society's continued refusal to address the issue of selling copies of authors' articles from 1978-94 without their permission. c) In the article excerpted below, you liken to "inbreeding" the stipulation that PRSA board members must possess the Accredited in Public Relations (APR) credential

(Source: O'Dwyer, Jack, "PRS Mishandles All-White Board Issue," Feb. 9, 2009, www.odwyerpr.com.)

d) In the article excerpted below, you compare PRSA leaders to repressive religious mullahs and murderous dictators.

(Source: O'Dwyer, Jack, "Economist Copied by Time, Newsweek," June 21, 2009, www.odwyer-pr.com.)

We figure [members of the J.R. O'Dwyer Company] have about as much chance of getting justice from the all-PR out-of-town [PRSA] board ... as a black lynch victim would get from a mob in the Old South.

The "gene pool" of the [PRSA] board has shrunk to near zero in 35 years of APR inbreeding and needs refreshening (sic). The Hapsburgs, chronic inbreeders (sic), developed impotence, retardation and the 'Hapsburg lip,' a hideous deformity that blocked chewing. The PRS board has developed intellectual and character deformities over the years. Its members have lost the ability to know right from wrong. Fundamentalist APRs, not unlike the mullahs who have lots of sway in the MidEast, have ruled the Society since the 1970s. They remind us of the regimes of Fidel Castro, in power in Cuba since the 1950s, and Robert Mugabe, who has ruled Zimbabwe since the 1960s. Both leaders, to remain in power, have done great economic damage to their countries. There's no doubt about the doctrinaire, rigid, anti-modern, anti-media, and anti-communications beliefs of the APR mullahs. PRS leaders have no insight into how similar their actions and policies are to dictatorships which regularly frustrate, imprison and murder journalists.

Those charges are answered above in the section on few blacks serving on the board of the Society.

e) In the articles excerpted below, you refer to PRSA's Chapter, Section and District leaders as "cronies" and infer that the PRSA Leadership Rally is an attempt to "buy" their loyalty. (Source: O'Dwyer, Jack, "'Cronies' Discuss PRSA Dues Hike Twice Today," Wednesday, July 27, 2011, www.odwyerpr.com.) (Source: O'Dwyer, Jack, "Only a Brief Period to Make Mark for (PRSA president and CEO)," Feb. 2, 2006, www.odwyerpr.com.) f) In the article excerpted below, you characterize PRSA as a "dictatorship" and infer that PRSA has bribed members as a way of stifling dissenting opinions.

(Source: O'Dwyer, Jack, "Cronies Keep

Dictatorships in Power (e.g., PRSA)," June 13, 2011, available at www.odwyerpr.com.) g) In the article excerpted below, you characterize the Accredited in Public Relations (APR) credentialing process as being akin to murders committed by organized crime.

(Source: O'Dwyer, Jack, "Worried PRSA Leaders Summon Calvary," August 22, 2011, available at www.odwyerpr.com.)

Many of the delegates are fresh from the June weekend in New York where each got at least \$750 in meals and cash from national for the "Leadership Rally" that is really a "Loyalty Rally."

What's involved is a conspiracy against the rank-and-file members. No. 11 is the blatant bribery of 110 chapter presidents-elect with a 'weekend in June in New

York' so they can learn how to be presidents (they're given with [sic] \$500 each in walking around money).

Dictatorships are able to remain in power because they surround themselves with a cadre of "cronies" who are paid off one way or another and block the "people" from organizing, said an op-ed piece in the June 10 New York Times by Bruce Bueno de Mesquita and Alastair Smith.

The "Leadership Rally," a function begun in 1999 that initially hosted the more than 100 chapter presidents but which was expanded to include section and district chairs, costs the Society between \$80,000 and \$115,000, according to a statement by CFO John Colletti. The "Rally" should really be the Spring Assembly, which was discontinued in 1988 because of its allegedly high cost! Attendees, as of 2013, were receiving \$550 in cash to offset their expenses. The attendees also get five free meals including a dinner at a Class A restaurant on Friday night. The 2014 "Leadership Rally" is set for June 13-14 at the New York Marriott down following the awarding of Silver Anvils the previous night.

# Used anonymous sources to create an appearance of widespread dissention and controversy within PRSA.

a) PRSA received no complaints about the work of its 2008 Nominating Committee. Despite having been told this in the e-mail exchange excerpted below, you or another writer for your organization published an article to the contrary, also excerpted below.

(Source: Oct. 17, 2008, e-mail from Jack O'Dwyer to PRSA's vice president, public relations)

(Source: Oct. 17, 2008, e-mail to Jack O'Dwyer from PRSA vice president, public relations.) (Source: Author unknown, "Complaints Surface About 2008 PRS NomCom," Oct. 20, 2008, www.odwyerpr.com.)

b) In the e-mail excerpted below, a PRSA past president alleges that you fabricated a quote and attributed it to her. To our knowledge, a retraction was never published.

After reading your editorial, I felt compelled to let you know that you ... incorrectly quoted ... me. To set the record straight, I never said anything derogatory about (PRSA president-elect) or her leadership role in PRSA. ... The abilities of the leaders (EC, Board and etc.) was never called into question at any time.

Why on earth did you make up that quote? Or, did someone make it up for you? I never mentioned (PRSA president-elect's) name, but you

know that. If you were on the call or whoever taped it for you must have known that (PRSA president-elect) led the call. Considering you got all of the other information I said correct, almost verbatim, I can't understand why you had to make up a quote from me that was false to make your point.

Jack, we can agree to disagree, but don't print lies and attach my name to them. It is not necessary and it's disrespectful. ... After all of these years, I am offended that you would insult me and my name because you don't agree with a proposal to by-law Get real!!! I expect a retraction, or at least a personal apology to me and to (incoming PRSA president). Please make it happen.

The Society's nominating process is so unfair and undemocratic that 1987 president Jack Felton headed a committee in 2000 that investigated charges of impropriety and demanded that directors stop trying to influence who got on the board. The nominating committee, and not the board, is supposed to pick the directors, said the Felton committee. But even that argument had flaws because usually more than 15 of the 20 nomcom members are APR when only 18% of the members are and therefore only two or three of the nomcom members should be APR. No wonder that the only members nominated are those that favor keeping national board posts as the exclusive preserve of the APRs. In 2004, the Board of Ethics and Professional Standards twice pleaded with the national board to investigate alleged wrongdoing by the nomcom and twice it was turned down. The two top people on BEPS, Chuck Wood and Vivian Hamilton, quit BEPS.

(Source: Excerpts of Nov. 2, 2006, e-mail from PRSA past president to Jack O'Dwyer.) c) In the article excerpted below, you claim — based on anonymous sources — that PRSA was planning to bar media coverage of its Leadership Assembly, when press credentials for you and a second attendee were granted upon receipt of your request. (Source: O'Dwyer, Jack "Board Drops Ball on

(Source: O'Dwyer, Jack, "Board Drops Ball on Bylaw Reform," Oct. 8, 2008, www.odwyeror.com.)

# Mischaracterized PRSA's relationship with the media generally, and the J.R. O'Dwyer organization specifically.

a) PRSA regularly engages with traditional and social media of all types, and frequently posts the results of these interactions in our online Newsroom. As a matter of course, the J.R. O'Dwyer organization receives copies of all PRSA press releases and may access the PRSA online Newsroom at any time. In the articles excerpted below, you characterize PRSA's media policy as a media "boycott," and accuse PRSA of "blackballing" or "blacklisting" your organization.

(Source: O'Dwyer, Jack, "PR Opinion/Items," Jack O'Dwyer's Newsletter, Internet edition, July 16, 2008, www.odwyerpr.com.) (Source: Author unknown, "Blue Ribbon' Panel

on Certification," Aug. 3, 2007, www.odwyerpr.com.) (Source: O'Dwyer, Jack, "Blacklisting PRSA Condemns Blacklisting," June 21, 2011, www.odwyerpr.com.)

We don't know how the nine educators who are seeking national office at PRS can associate their institutions of learning with the formal press boycott that has been passed by the PRS board. We doubt their school officials would allow this. PRS has a formal boycott against the press in which board members, officers and staff are forbidden to answer questions from the press. CEO (PRSA chair and CEO) is the only authorized spokesperson for the Society.

PR Society of America, which has blacklisted this reporter for years, including an hour-long delivery of that policy by chair Gary McCormick and COO Bill Murray on March 19, 2010 in my own office, has condemned blacklisting of reporters as "unethical." For years Jack O'Dwyer has, in PRSA's view, subjected PRSA's leadership and volunteers to innuendo and personal attacks in his print and Internet publications. But it's not just his writings. He has also pursued these attacks on PRSA volunteers through calls to employers, associates and the hometown media of volunteer leaders who agreed to serve PRSA on the national, regional and local levels, calling into question their ethics or professional standards in choosing to associate with PRSA. ... calling associates, supervisors, local media and others to criticize PRSA is all too common, and has occurred repeatedly. (Source: Excerpt from PRSA media policy, available at http://media.prsa.org/prsamediapol-

### Approached PRSA leaders to advocate your personal opinions and beliefs toward PRSA.

a) In the article and e-mail excerpted below, you state that you have e-mailed an individual member and the presidents of nearly every local PRSA Chapters to express your opinions on the proposed 2012 PRSA dues increase. (Source: O'Dwyer, Jack, "30 Ex-PRSA Chairs Could Vote in Assembly," Aug. 19, 2011, available at www.odwyerpr.com)

b) In the eGroup comment excerpted below, a PRSA Chapter President describes her reaction to receiving your e-mails.

(Source: Comment posted to a PRSA eGroup discussion board by a PRSA Chapter President on Aug. 4, 2011.)

c) In the e-mail excerpted below, you suggest that PRSA's Chapter Presidents should organize in opposition to PRSA "national" and its Board of Directors.

(Source: Aug. 3, 2011 e-mail from Jack O'Dwyer to the president of a PRSA Chapter.) Approached other journalists to advocate negative coverage of PRSA.

a) You encouraged Brian Tierney and Tony Gnoffo of the Philadelphia Inquirer to write negative stories about PRSA, to coincide with the PRSA International Conference, which was being held in Philadelphia.

We sent Tierney materials for weeks with the angle that PRS, rife with undemocratic and

press-dodging policies, was meeting on its 60th anniversary in the city where America's democracy was created. Tierney brushed us off, saying he was busy with other things. (Source: O'Dwyer, Jack, "PR Should Supply 'Hard' Answers," Oct. 29, 2007, www.odwyerpr.com.)

b) You or another writer for your organization encouraged Akron Beacon-Journal Reporter Betty Lin-Biisher to ask your questions during an interview she had scheduled with PRSA's Chair and CEO.

(Source: Author unknown, "(PRSA chair and CEO) Addresses PRS/Akron," May 12, 2009, www.odwyerpr.com.)

c) You sent an e-mail ... to three reporters at the Minneapolis Star Tribune, in advance of PRSA's President and COO speaking to the PRSA Minnesota Chapter.

(Source: June 15, 2011 e-mail from Jack O'Dwyer to the executive committee of the Minnesota PRSA Chapter and three Minneapolis Star Tribune reporters.)

There is nothing wrong with trying to hire local reporters to cover visits by Society leaders to the chapters. Disregarded established PRSA media

a) In the e-mails excerpted below, you were notified in advance of the media policies in effect for PRSA's 2010 Leadership Assembly, and notified afterward that you had violated several of the stated policies.

policies.

(Source: Oct. 1, 2010, e-mail from PRSA's vice president of public relations to Jack O'Dwyer.) We look forward to having you attend the PRSA National Assembly on Oct. 16, in Washington, D.C. Because this is a working meeting of elected PRSA representatives, please note that the following press policies will be in effect for that day:

- (1) Only credentialed media will be permitted in the International Ballroom, where the National Assembly will take place.
- (2) Audio recording of the assembly is not permitted.
- (3) Photography of the assembly is not permitted; however, PRSA will have a photographer on site, and we will be happy to supply you with Assembly photos, upon request.
- (4) There will be a designated seating area for the press; we ask that you please remain within the designated media area while the meeting is taking place.
- (5) Interviews with assembly delegates are not permitted between the meeting hours of 8:30 a.m. to noon and 1:30 to 5:30 p.m. (6) When interviewing assembly delegates, please keep in mind that they are choosing to speak on their own behalf; their comments may or may not represent official PRSA poli-

cies or positions. (7) A lunch break is scheduled from 12 – 1:30 p.m.; your press credentials do not provide for admittance to the luncheon. Please respect these policies. Any member of the media who breeches these policies will be denied access

to future PRSA National Assemblies. You were dozing right in the middle of the afternoon session, which is extremely embarrassing to me personally: to have a reporter, to whom I granted press credentials, sleeping in front of 40 members and 17 Board members, all of whom I serve.

I closed my eyes for a few moments in

the afternoon. But I was wide awake all morning when the Assembly turned down the bid of the Committee for a Democratic PRSA for the right of non-APRs to run for office.

... I'd like to bring a few other behavioral items to your attention: A tape recorder went off in your bag — even though I told you weeks in advance that recording the Assembly proceedings was not permitted - causing at least three delegates to get up from their seats to ask you to shut it off.

Tape recording of the Assembly by reporters was permitted until 2010. What's wrong with that? Also, I wasn't recording anything; by accident I hit the "play" button which is why people heard it.

You starting taking pictures when you arrived - even though I told you weeks in advance that you weren't permitted to take pictures — until one of the members of my staff asked you to

There was never any bar to taking pictures during the Assembly until 2010. Yann said I couldn't even take a picture of the room before the Assembly started. You tried to sneak into the luncheon — even though I told you weeks in advance that you weren't allowed to attend the luncheon - and then you verbally assaulted (a PRSA pastpresident) and other delegates about the poli-

I pleaded with board member Lynn Appelbaum and past chair Judith Phair to let me into the lunch, which I had attended for about 40 years. They both pleaded lack of authority, a raw display of staff domination.

Following the Assembly, you got into a verbal (and by some accounts, physical) altercation with an Assembly Delegate, which was observed by a Board member and other conference attendees.

As I waited outside the hotel, a large male with a blonde crew-cut charged at me and yelled obscenities within an inch of my face. Yann described this assault as an "altercation." I reported it to the D.C. Police who said that since I wasn't touched I couldn't press charges. (Source: Oct. 22, 2010, e-mail from PRSA's vice president of public relations to Jack O'Dwver.)

Mr. O'Dwyer, we trust this fully satisfies your request for the reasons why PRSA has not, and will not, provide the J.R. O'Dwyer Company with more liberal access to our news, events, staff and volunteers. These reasons also are why we are denying your request (and that of any other J.R. O'Dwyer Company employee or assign) for media credentials to attend PRSA's Leadership Assembly and International Conference for 2011.

Sincerely,

Rosanna M. Fiske, APR William M. Murray, CAE Chair and CEO

# **Legendary lobbyist Bob Gray** dies at 92

ob Gray, whose clients included Haitian dictator "Baby Doc" Duvalier, the Church of Scientology, Teamsters and Kennedy Center for Performing Arts, died April 18 from heart troubles at a Miami hospital.

Headquartered in a former electrical station in Georgetown called the "Power House," Gray & Co. ranked among

Washington's most elite lobbying groups, with Gray a fixture on the D.C. social circuit.

Gray, a former aide to President Eisenhower joined Hill & Knowlton in 1961, taking over its D.C. office. *The New York Times* reported that Gray's operation once generated \$16



Gray with President George H. W. Bush

million in revenues, accounting for 25% of H&K business.

Gray worked for Ronald Reagan's 1980 presidential campaign and co-chaired his inaugural committee. With Reagan's presidency, Gray left H&K to establish G&C.

In 1986 H&K acquired G&C for \$21 million and Gray took on the chairman slot until stepping down in 1992.

Susan Trento wrote the highly critical blockbuster book, *The Power House: Robert Keith Gray and the Selling of Access and Influence in Washington.* 

Gray unsuccessfully sued Trento for defamation. •

# Labour unleashes Obama's attack dog

he UK's Labour Party has given political operative David Axelrod a six-figure contract to help its leader Ed Milliband become prime minister in 2015.

Axelrod, who guided Obama's 2004 race for Senator and both Presidential elections, takes the senior strategic advisor post.

A Labour spokesperson said Milliband reached out to the for-



Axelrod

mer *Chicago Tribune* political editor because he expects a negative campaign in his effort to unseat David Cameron.

Axelrod is expected to adapt for Labour's campagn the economic inequality theme that is stressed by Team Obama.

He's already has "long conversations" with Milliband about

"healthy economies in which opportunity is broadly available, and people can stay ahead of the cost of living," according to a report in the *Guardian*.

Axelrod will travel to London May 14 for two days of strategy meetings with Milliband and his shadow cabinet to plot a campaign geared at "everyday people."



Obama for America campaign veterans and AKPD Message and Media partners Larry Grisolano and Mike Donilon will join Axelrod. AKPD is the former Axelrod and Assocs.

Labour currently holds a lead over the Conservatives, which govern in a coalition with the Liberal Democrats.

That edge will narrow as the May election nears and the island's economy strengthens.

Jim Messina, another Obama campaign veteran, signed up last year to advise Cameron and the Conservatives. ●

# Glover Park puts Capital One in its PR wallet

apital One Financial has added Glover Park Group to its Washington lobbying team for matters such as banking, credit card, retirement savings regulation and tax policy.

The McClean, Va.-based financial company shelled out \$2M in D.C. advocacy during the past year.

Joel Johnson, chief of staff for Ohio's former Senator Howard Metzenbaum and President Clinton's senior advisor for policy and communications, spearheads GPG's Capital One group

John Hughes, ex-senior policy advisor for Democratic Whip Steny Hoyer, and Jon Gans former policy counsel for Arizona Senator Jon Kyl, join Johnson.

Capital One has reported a 9.3 percent rise in first-quarter profit to \$1.1 billion on a three percent revenue dip to \$5.3 billion.

### **Levy wants Fed hands off data**

ublicis Groupe Chief Maurice Levy called for a ban of the political use on data because interactivity is the "holy grail" of the advertising/PR world.

At an April Cannes conference, he criticized any ownership of information, saying everyone deserves to own his/her own data. Levy decried any moves by a government, Google, Facebook, or Twitter to control information.

Levy said he's okay with those entities being "custodians" of information, as long as they are willing to share content with others. To Levy, sharing involves members of the Publicis family of firms eager to capitalize on personal data to market goods and services of clients.

Levy is aligned with his archrival & WPP Chief Martin Sorrell in highlighting the potential threat of Google to the communication world. At a March 31 conference in London, Sorrell rapped Google for a lack of transparency, accusing the search giant of stiffing media companies. He said Google wants to cut out the middle man and deal directly with clients to place advertising. •

### APCO, congressman speak for **Azerbaijan**

PCO Worldwide has inked a two-month, \$50,000 agreement to bolster the image of Azerbaijan, the pro-western former Soviet republic 90% Muslim state borders Russia and Iran.

The country's strategic importance as an energy supplier to the European Union is now front and center due to Moscow's adventure in Ukraine and U.S./EU threats to sanction Russia's energy sector in retaliation.

Russia supplies a third of gas and a quarter of oil consumption of the EU member states.

Oklahoma Republican Congressman Jim Bridenstine hosted Azerbaijan ambassador Elin Suleymanov at an energy forum in Tulsa April 14. The program discussed plans to expand a pipeline that currently transports Azerbaijan gas to Turkey to Italy in five years.

Bridenstine says increased EU energy exports from the US and countries such as Azerbaijan are ways to end Europe's reliance on Russian energy and to stop "feathering the nests of Putin and his kleptocrat Kremlin cronies."

Houston-based Assembly of the Friends of Azerbaijan funds APCO's contract.

### **Ex-Congressman speaks for Azerbaijan**

Former Massachusetts Congressman Bill Delahunt has a \$180,000 six-month contract to promote positive relations between Azerbaijan and the U.S.

His Delahunt Group, which is based in Quincy, joins APCO

Worldwide. Delahunt's work is through West Coast Communications in Los Angeles. The liberal Democrat chaired the House Foreign Affairs Subcommittee on International Organizations, Human Rights and Oversight.

The Council of Europe human rights watchdog on April 23 expressed concern over a pattern of abuse in Azerbaijan, which is headed by Ilham Aliyev, who succeeded his father in 2003.

CoE charged Aliyev's regime with muzzling criticism and jailing dissidents. It said the rights situation in Azerbaijan has deteriorated since CoE last report in August. •

### **FTI consulting touts Hong** Kong development

\_\_TI Consulting represents the business and political interests of Hong Kong Trade Development Council via a one-year contract valued in the \$450,000 range.

"Lobbying targets" include members of Congress and the Obama Administration who have a bearing on US/China trade relations in policy areas including environmental protection, labor and human rights, taxes, anti-dumping, public health, cap and trade regimes and food safety, according to the contract.

Former Alabama Congressman Bud Cramer works the business. He's one-time Chairman of Wexler & Walker Public Policy Assocs. and Co-Founder of the Blue Dog Coalition of conservative Democrats.

In the event Cramer cuts ties with the firm, FTI must notify the Chinese for a review of the business, which could result in termination of the contract. •

### **FARA News**

### NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

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

Sorini, Samet & Associates, LLC, New York, NY, registered April 18, 2014 for Confederation of Garment Exporters of the Phillipines (CON-GEP), Makati City, The Philippines, for assistance with legislation drafting, coordination with Congressional offices, Congressional advocacy, and private-sector commercial efforts.

Policy Agency, LLC, Stratham, NH, registered April 9, 2014 for Consulate General of Japan in Boston, Boston, MA, for consulting with officials of the U.S. government at the federal and state level including State Representatives and Senators, campaign officials and public opinion leaders on issues and political developments in NH.

Greenberg Traurig, LLP, Washington, D.C., registered April 14, 2014 for Kurdistan Regional Government, Irag, regarding assistance with shaping of U.S. perceptions of Kurdish interests.

### 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.

Capitol Counsel LLC, Washington, D.C., registered April 24, 2014 for Las Vegas Sands Corporation, Las Vegas, NV, for monitoring federal policy issues related to internet gambling, HR 4301 & S. 2159, Restoration of America's Wire Act.

Horizon Government Affairs, Washington D.C., registered April 24, 2014 for Raptor Pharmaceutical Corp., Novato, CA, regarding pharmaceutical manufacturing issues.

Washington Premier Consulting LLC, Washington, DC, registered April 24, 2014 for SNCF America Inc., Palo Alto, CA, for monitoring legislative efforts relating to HR 1505 & S. 1393, Holocaust Rail Justice Act.

Van Scoyoc Associates, Washington, D.C., registered April 24, 2014 for Capital Concerts, Inc., Washington, D.C., regarding concert related issues and initiatives.

# **PR Buyer's Guide**

### **SEARCH ENGINE OPTIMIZATION**



**Monument Optimization**, Washington, DC. 202/904-5763. john@monument optimization.com; www.monument optimization.com. John Stewart, President.

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### **WEBSITE DEVELOPMENT**



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Account Supervisor New York, NY Child's Play Communications	Browse by State New York (9)
Public Relations Consultant Hopkinton, MA EMC	Dist. Columbia (9) Connecticut (4) Virginia (3)
Public Relations Account Supervisor Houston, TX Lopez Negrete Communications	Texas (2) North Carolina (2) New Jersey (2) Missouri (2)
Public Relations Vice President DC Confidential	Michigan (2) Massachusetts (2) Illinois (2)
Director of Media and Public Relations Washington, DC National Multi Housing Council	California (2)  Browse by Job Function
Director of Public Relations DC National Multi Housing Council	Public Relations (25) Communications (4) Other (3)
Director of Public Relations	Assistant Professor (3) Marketing/Advertising (2)

### **Senior Director**

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E-mail cover letter, resume and writing samples to hr@rbff.org, including "Public Relations & Social Media Manager" in your subject line. No phone calls please.

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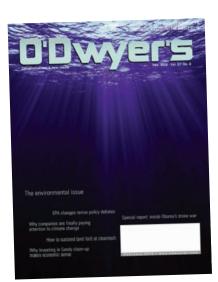
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O'Dwyer's magazine, now in its 28th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

### 2014 Editorial Calendar:

January, PR Buyer's Guide/Crisis Comms.
February, Environmental PR & Public Affairs
March, Food & Beverage
April, Broadcast Media Services
May, PR Firm Rankings
June, Multicultural/Diversity
July, Travel & Tourism
August, Prof. Svcs. & Financial/Investor Rels.
September, Beauty & Fashion
October, Healthcare & Medical
November, Technology

December, Sports & Entertainment



Contact magazine editor Jon Gingerich to profile your firm in an upcoming issue: jon.gingerich@odwyerpr.com

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