## Communications & New Media May 2016 | Vol. 30 No. 5

FINANCIAL & INVESTOR RELATIONS

PR Firms ranked by **12** specialties









## 2016 PR RANKINGS ISSUE

MORE THAN 120 FIRMS RANKED BY NET FEES, ANNUAL GROWTH, SPECIALTY AND REGION

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I have worked with the team at Copernio for over 10 years at two different companies, most recently Magellan GPS."

Michael Williams, Director of Corporate Marketing, Magellan GPS

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#### PR rankings show shift from corporate to firms

he prosperity of most of the 123 firms listed in O'Dwyer's 2016 rankings of PR firms with 15 of the 25 largest posting gains in the double figures — is an indication that what is referred to as "PR" has mostly gone to the agencies.

This happened to advertising in the 1950s and 60s when corporate ad departments closed, shifting the duties to agencies where independence bred creativity and effectiveness.

Our view is that corporate press relations have pulled in its horns. This has been confirmed by a survey made by ISEBOX Ltd., based in London with offices in New York and resellers in Asia. It assists companies in interacting with the press including building responsive newsrooms. The ISEBOX survey found that "an overwhelming number of journalists and media professionals are unhappy with how they are approached by corporate communications, resulting in working longer hours and increased frustration."

We perused several dozen of the individual replies and found the number-one gripe is lack of people to interface with on corporate websites. The worst is the company that provides a box where questions can be placed.

"I really hate those info@ email addresses or fill-in boxes with no contact info," wrote one editor. "Those are mostly unmonitored and don't yield a reply. I don't even bother to reach out if I don't see a person's name."

Many of the responses had the simple message: "Provide direct phone numbers and email addresses."

#### Corporate PR is under tight control

Corporate PR people are under close supervision by legal, marketing and financial. All email and phone contacts are recorded and monitored. Corporate PR would just as soon let the outside firm handle the press.

An indication of the attitude of corporations and institutions is that the numerous directories that used to provide tens of thousands of contacts at client companies disappeared many

The biggest, the Bluebook of Members published by PR Society of America, had its last edition in 2005. The Society used to send it free to more than 100 leading editors and provided it to any editor who requested it. The directory had the phones, emails and addresses of more than 18,000 members. Only members are allowed to see such information now.

O'Dwyer's Directory of Corporate Communications, listing contacts at more than 6,000 companies and trade associations, published its last edition in 2005 after a 30-year run. Companies greatly reduced their PR contact points and stopped buying the directory. Also going to the graveyard were directories of the International Assn. of Business Communicators, the National Investor Relations Institute and Publicity Clubs in New York, Boston, Chicago and LA.

The only printed directory left in all of PR is O'Dwyer's Directory of PR Firms, now in its 46th annual edition. It is going strong, with 320 pages this year, listings by more than 1,300 PR firms including expanded listings by 400+, and 35 display ads.

Its strength comes not just from the general rankings, but the exclusive rankings of PR firms in 12 specialized categories. The specialized rankings have been compiled since 1992 and help clients to zero in on health, tech, financial, food and eight other specialties.

Clients know they can trust the figures. PR firms take part year after year because the O'Dwyer listings bring them in new business tips. The rankings are visible 365 days a year on the O'Dwyer website and whenever a client starts a search. Searches almost inevitably lead to one of the specialized O'Dwyer rankings.

Propelling the agency business is not only that companies don't want to deal with what can be pesky reporters but the fact that firms have a vast array of ways to reach consumers directly via social media, corporate websites and other means, and can measure buying and other behavioral patterns of consumers with unprecedented depth and accuracy.

"Analytics" is one of the major services offered by firms. It is a capability mentioned by almost all of them in the profiles they provided for this issue.

PR firms that take part in the O'Dwyer rankings boost their Google rankings since those are based on how many times an agency website is accessed.

Recruiting is helped because the incoming generation of PR professionals wants to work for firms that have "names." A stint with a marquee PR firm can be a big boost to a PR person's career.

Clients are more likely to go with a firm that has visibility. They reason, quite properly, that the firm will give them visibility and that it is not afraid of the limelight. •

— Jack O'Dwyer



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#### M&A market to pick up in 2016

The U.S. may expect to see an uptick in mergers and acquisitions activity in 2016, according to a survey of executives in industries across the M&A market.

By Jon Gingerich

n appetite for mergers and acquisitions could be returning to the U.S. this year, according to a recent survey of executives leading industries across the M&A market.

The findings, the result of a survey published by audit and advisory firm KPMG in partnership with Fortune Knowledge Group, revealed that 91 percent of executives surveyed said they intended to initiate at least one acquisition this year, compared to 81 percent in 2015 and 63 percent in 2014. While 38 percent said they would initiate between one and three acquisition deals — fewer than the 48 percent who aligned with this statement in 2015 - 34percent said they now plan to set in motion between four and six deals this year, double the 17 percent who said this in 2015. While nine percent admitted they either wouldn't take up an M&A deal or simply didn't

know, this was half the 18 percent who offered the same statement a year prior.

According to the KPMG study, executives' appetite for M&A in 2015 was characterized overwhelmingly by an organizational desire to fortify competitive positions in current markets. This year, however, more than a third of respondents — 37 percent — said their primary motivations for planning to initiate M&A deals was due to a desire to enter into lines of new business or to expand their customer reach. Other reasons included expanding

geographic reach — 36 percent — enhancing intellectual property or acquiring new technologies — 34 percent — or in the advent that a strategic target became avail-

A majority of respondents — 52 percent — anticipate the average enterprise value of acquisitions this year to be less than \$250 million, and an even larger percentage — 71 percent — see technology as being the biggest industry for overall M&A activity in 2016.

An overwhelming majority — 79 percent — said the U.S. was the geographical area where respondents anticipate the most M&A activity this year. Other noted destinations included western Europe — 21 percent — and countries in North America excluding the U.S. China, whose economy has faltered in recent months, ranked only 11 percent, as did the rest of Asia. O

#### PR Newswire partners with Shutterstock

By Jon Gingerich

igital stock photography giant Shutterstock in April announced a partnership with PR Newswire that will

allow PR and marketing pros access to the company's vast trove of licensed images.

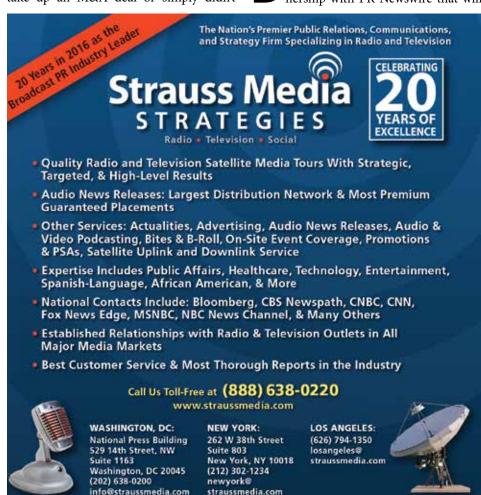
Shutterstock's entire image library will now be integrated into PR Newswire's Online Member Center, giving the news agency's members the ability to add the photography provider's images to their press releases. A recommendation tool will also provide users with image suggestions based on keywords detected in press release con-

"We are excited to partner with PR Newswire as the exclusive image provider for their press release platform," Janet Giesen, Shutterstock's senior director of business development and strategic partnerships, told O'Dwyer's. "What's unique about this partnership is how PR Newswire has integrated our API using technology to recommend Shutterstock images based on keywords auto-detected in the press release content, saving communications professionals time while boosting the engagement of their announcement."

New York-based Shutterstock, which was founded in 2003, currently maintains a library of more than 80 million licensed images, including photos and vector graphics, as well as videos and music provided by more than 100,000 contributors.

Shutterstock in February appointed former Ogilvy tech executive VP Siobhan Aalders to the role of communications vice president.

The Shutterstock service will be available at no additional cost to PR Newswire members that purchase any package with a photo distribution option. **O** 





#### Panama Papers fiasco reveals security failures

The recently exposed 40-year trove of internal materials belonging to the Panama City-based law firm Mossack Fonseca offers plenty of security takeaways in today's ever-evolving digital landscape.

> By Ian Christopher McCaleb and Eric Lebson the inside or the outside.

he world seemed to have been turned on its collective ear in early April by the sudden exposure of 40 years of internal materials belonging to the Panama Citybased law firm Mossack Fonseca, revelations nestled within the so-called Panama Papers. The churn of recrimination, of course, will remain quite audible for some time to come, and there are many noteworthy angles to the story of how so many people and organizations — not all of them spectacularly wealthy — made use of the law firm to shelter their assets and avoid their home countries' tax authorities.

News organizations and commentators the world over have been reporting or fulminating on the matter since the story first broke on April 3, with the International Consortium of Investigative Journalists overseeing and coordinating herculean parsing processes from their Washington, D.C. headquarters.

The ICIJ has managed the efforts of nearly 400 journalists employed by approximately 100 news organizations and spread across 70 countries. For the better part of the last year or more, this union of reporters and editors has been pecking away at the fruits of what has been described as the largest data compromise in history, with nearly 12 million financial records to be sorted through about

#### Pacific explores restructuring with Sitrick

PR news brief

Pacific Exploration & ProductionSitrick and Company is handling communications for Pacific Exploration & Production Corp., the Canadian-Colombian oil company facing a significant debt burden and low energy prices.

After an April 10 Wall Street Journal report said Pacific's board nixed a restructuring meeting over shareholder concerns about its independence, the company sought April 11 to clarify and respond to a bevy of speculation about its future.

Pacific said its operations continue as normal and acknowledged receipt of a number of third-party proposals to restructure. It denied reports that management will be "given" equity in a restructured company, claiming instead such equity will be awarded based on performance-based incentives.

Current lenders and debt holders are expected to receive equity in a restructured company due to their expected "significant losses," the company said.

Pacific's board has formed an independent committee to weigh a restructuring.

Sitrick director Tom Becker in New York is advising Pacific on the PR front. Frederick Kozak heads IR for who moved what assets, how they did it and where those assets went.

And no one knew a thing about what they

There are several ironies here, some of which have been deconstructed via the mainstream press. The core elements of the entire saga, however, are security, secrecy and trust. Mossack Fonseca's clients fervently believed they could completely trust the law firm with their most closely held financial — and sometimes very personal — secrets.

For whatever reason, an outside breach or more likely, an internal law firm operative turned "ethical hacker" - has managed to pull away the veneer of Mossack Fonseca's trustworthiness, with four decades of confidences now spilling out for the entire world

Mossack Fonseca didn't necessarily engage in world-class data protection or in comparable operational security. It doesn't matter if the person who obtained the material from the law firm hacked his or her way in from the outside, or simply made off with the data from within. Mossack Fonseca was powerfully negligent in regard to its internal security regimes.

To the Business Intelligence practitioner, there is no greater client-safety-driven recommendation to be made, most especially in the midst of a client red-teaming engagement or an intense due diligence process, than insisting that all operations involving the most sensitive personal, corporate and financial information be as locked down as possible. Access permissions, for example, should be granted only to those who need to see specific data on a government-standard "need to know" basis. Firewalls, security measures and monitoring processes must always be state-of-the-art.

From our perspective, it makes preventative sense for us to recommend fail-safe methods to our clients, through partnering arrangements with data security and forensics providers. It's also advisable for companies entrusting information that has existential risk implications to conduct their own due diligence on their law firm and how it handles such material, from the simple use of shredders, to the vetting of employees, to the compartmentalization and audit procedures that are in place within their networks. Mitigation and recovery are especially important following a catastrophic breach, but Business Intelligence regimes can also help identify weaknesses before they are exploited from

The existential threat to an organization like Mossack Fonseca is utterly incalculable at this point. Worse, all of this was most likely very preventable.

The grandest contrast of the Panama Pa-

pers situation becomes material when one considers how thoroughly embarrassed Mossack Fonseca has been in regard to its own security efforts, and how stealthily the ICIJ managed a information top-secret exploitation effort, an effort that spanned multiple countries, with hundreds of individual participants. Not a word — or even the slightest hint — of this operation leaked until the investigative journalism consortium was ready to make its own revelations on its own terms.



Ian C. McCaleb

Eric Lebson

How did they do it? There's some limited information available online

about their communications and encryption efforts, much of it available via journalism industry blogs and trades, though we should all be assured that they aren't disclosing much of anything substantive regarding how they kept it all under wraps.

Nor should they. An organization like the ICIJ is a consistent target for hackers and digital invaders of all sorts — to include foreign intelligence services. The methods employed by the ICIJ to ensure secrecy and unimpeded workflow are surely worthy of admiration and study from a variety of perspectives.

There's a right way to secure confidentiality, and a wrong way to promise or assure it.

There will be many takeaways from the Panama Papers saga over the next weeks and months, but from a security standpoint, look to the nascent, hungry, and self-aware organizations like the ICIJs of the world. Complacency and self-assurance, most specifically in regard to the most delicate operational security, is not to be trusted in this ever-evolving worldwide digital landscape.

Ian Christopher McCaleb and Eric Lebson are Business Intelligence practitioners at LEVICK. They can be reached at imccaleb@ levick.com and elebson@levick.com. O

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#### PR's value in revenue creation

As the Internet and emerging technologies have reshaped today's business landscape, a significant transfiguration has occurred in PR in recent years. Through its newfound ability to work strategically with marketing and sales to achieve positive, integrated results, the value of PR has grown greater and more intricate than it once was, and can directly affect a company's revenue.

By Ross Levanto

he role of PR has come quite a long way. In the late 90s, there was the "thud" effect that served as the primary PR program measurement method of success or failure. Without fail, at some point during the PR review meeting, a PR agency team member would walk to the conference table and toss a large, bound volume of paper onto the center. Skill was required to drop the tome from the perfect height, so it would "thump" perfectly as it hit the surface. There, for all to see, was the clip book: the impressive collection of articles resulting from the PR team's tireless efforts, separate from other marketing or sales initiatives.

Today, that thud has been replaced by proof of revenue creation, thanks to PR's evolved relationship with marketing, and new ways for marketing, PR and sales to work together. We see that PR and marketing can be greater than the sum of their parts, coming together to enhance the value they deliver to organizations. By harvesting a PR person's skill in creating compelling content, working with marketing automation tools and creating closer alignment to sales, the PR function can more directly contribute to winning major customers and can significantly elevate marketing and communications programs.

#### PR and content

The written word's importance to marketing has grown significantly as a result of a confluence of trends, and the content need is one that PR is uniquely situated to fill. In fact, content marketing remains one of the hottest concepts within PR circles. Hub-Spot, a software company that establishes a base content marketing program for numerous companies across many industries, went public last year. Marketing automation solutions such as Eloqua, Pardot and Marketo continue to grow their customer bases as well.

Concurrent to the rise of content marketing is the PR industry's relatively newfound role creating web content that affects Google results and Google rankings. Many buyers across industries — and a vast majority in certain industries, such as B2B technology — rely on Google before anything else when it comes to researching a product purchase. Most marketers know that the more content on a given vendor's page

about a certain topic or industry, the better the chances are that Google will rank that vendor high within relevant search results. Indeed, HubSpot calls its industry "inbound marketing," meaning that deploying Hub-Spot and posting content, customers will find a vendor on Google, creating inbound interest.

Today, Google consistently changes the algorithms used to rank pages within its search results, making it much more difficult for vendors to trick the search engine into having their page listed first. Having tuned out SEO tricks, Google now rewards quality, relevant content instead of prose that merely replicates certain search terms important to a given vendor. The industry is back to where it started, with the recipe for earning website visitors for a given solution requiring the publication of well-written, compelling content about why the solution merits attention — something PR experts live and breathe on a daily basis.

#### PR and marketing automation

Beyond driving website traffic by appearing relevant to Google, online marketing content is the fuel for campaigns managed by marketing software tools that capture web-based customer leads and subsequently automate how those leads are nurtured. But most marketing teams are so consumed with which marketing automation tool to buy and learn, they forget that without having great content, the tools are useless.

As a result, it is easy to poke holes in much of the marketing content online today. Blog posts are too high-level. Narratives don't always flow. For too long, writers have suffered from "bright-shiny-object" syndrome: they focus on using clever clickbait headlines and other tricks to earn eyeballs. All the while, their online visitors desperately search for quality content to help them make purchasing decisions.

PR pros are uniquely positioned to craft clever and effective online marketing content that can drive website traffic and leads. Not only is the PR profession writing-based, most PR practitioners are also removed enough from what their companies or clients are selling, allowing them to connect the dots between product features and the needs of the buyer. This makes them the ideal storyteller. Furthermore, the PR person brings additional value by lever-

aging their perspective from other client engagements and conversations with media, analysts and influencers.

Whatever the resource, the goal here is to create content that entices an audience based on the selling proposition of a prod-

uct or solution. Where internal product marketers might focus on product features, speeds and feeds when conceptualizing content, PR pros think about the buyer's journey and how the product fits into the prospect's daily lives. They build drama into their writing. And when



Ross Levanto

that drama is based on research that provides insight into the challenges faced by their target buyer, the result is content that attracts leads and revenue.

#### PR and sales

Historically, a friction has existed between PR teams and sales departments, one that has become more apparent as PR has evolved. The relationship is front and center when discussing a new marketing and sales concept called "account-based" marketing. Simply put, account-based marketing means targeted marketing based on a given priority account. Assume for a moment that one given vendor is exceptionally interested in earning the business of a company called Acme; account-based marketing means aligning sales and marketing, content development and ad-targeting efforts to earn Acme as a customer.

Account-based marketing integrates sales, public relations and advertising, given that the Internet has allowed unique interactions among all three. A salesperson might suggest specific proclivities of the key decision maker at a targeted account. The PR person would chime in with the appropriate story that would influence that type of decision maker. From an advertising perspective, the team could consider specific web-based messaging shown on the browser of a web visitor from the targeted company.

What account-based marketing presents is another case where the PR function can have a definitive impact on revenue cre-

Continued on the next page

#### Lessons from the first tech bubble

Parallels exist between today's tech boom craze, characterized by a saturation of startups, and the ill-fated "dot-com" era of the late 1990s.

By Michael Fineman

photo essay recently appeared on Business Insider regarding the "dot com" era. It brought back memories, provoking a sensation of déjà vu given what's happening today. Back in the day, my agency took a hit in the crash that affected so many startups, but the lessons we learned and principles we applied still ring true as a cautionary tale for today's new ventures.

In 1999 it seemed that, overnight, the new flock of consumer-facing dot coms discovered public relations agencies outside the realm of the technology universe. Tech PR agencies were terrific at communicating the nuances of backend development and garnering credibility for VC funding, but they weren't necessarily reaching targeted consumers with a clear, provocative or entertaining story about their clients' benefits and value propositions.

Who better to communicate about a consumer product or service with excitement and intrigue than an experienced consumer communications agency? It seems now like a no-brainer, but, up until that point, Silicon Valley-based companies stuck with what they knew.

I won't forget when fogdog.com came calling. It was a nascent sporting goods site, soon to be launched as Fogdog Sports. Right out of the gates, we approached Fogdog's business in a way that their initiators had never seen: in our first meeting, our team came outfitted as a skier, a scuba diver, a baseball player and a rock climber to greet them. The plan we presented included stunts, product integration and the early beginnings of content strategy: showcasing unusual tips on breaking in baseball gloves — running them over with cars, for example — to branded mosquito head nets for weather reporters, to hoisting climbing walls in San Francisco's financial district. We opened up a new world of promotion potential to our e-commerce clients.

It was, perhaps, one of the most exhilarating times in selling agency creativity. Unfortunately, so many communications agencies imploded after the dot com bubble burst. We certainly experienced a setback, but it was not a death knell. Good fortune - which I attribute to our established reputation in the wider consumer product marketplace — and the fact that so many of our clients survived, allowed us to weather the storm.

Consumers today appear to be on the same disenchanting journey from 15 years ago with fledgling companies as they grow, or alter operations to satiate investor expectation for profit. What's more, the unicorn leaderboard frenzy seems to echo Silicon Valley's early obsession with business model singularity, sometimes at the cost of not listening to the full scope of user sentiment at every critical change. With more digital storytellers, conversations and sharing of content, startups are challenged to confidently communicate their value proposition and maintain loyalists in their ventures, adventures (and misadventures). A great example of this is illustrated in Farhad Manjoo's recent New York Times article titled, "The Uber Model, It Turns Out, Doesn't Translate."

While several dot coms disappeared from the face of the earth by 2002, with the withdrawal of venture capital support, many of our e-clients survived. In my view, this is because we were able to widen the value proposition conversation for them:

- · Gloss, a beauty and cosmetics e-commerce site was acquired by Estee Lauder in 2000 and remained an active site until just a few years ago.
- Fogdog is still alive and kicking as part of eBay.

- Cyberbills, with its early electronic bill pay and management service (statusfactory. com), paved the way for the online banking services of today and was acquired by Metavante Corporation.
- Internet Diamonds became Blue Nile, which went public in 2004 and is still a successful enterprise.
- TeamToolz offered web-based market productivity management tools to improve workflow and collaboration and now falls under the umbrella of Enterprise Content Management solutions company Open Text.
- · ServiceMagic, a resource to connect homeowners with pre-screened service professionals, was renamed HomeAdvisor and today is the nation's largest online home improvement marketplace and resource.
- PlanWell is an online plan room product and was an original
- Michael Fineman

e-commerce software application of American Reprographics Company. Today, ARC is one of the premier document solutions company nationwide.

· Law.com remains a privately held company and is the Web's most comprehensive legal destination, providing legal professionals students with the tools and intelligence required to compete and succeed in today's wired world.

There are many reasons the early "dot com" industry went under, and it's possible that some did so as a result of over promising in their communications. The need, however, for marketing groundbreaking and fascinating technology via PR remains, though with sensible communications objectives. With social media giving consumers more direct brand engagement, it's as important as ever to have a PR partner that reaches and understands the consumer lifecycle from the start.

Michael Fineman is President of Fineman PR in San Francisco. O

#### PR's value in revenue creation

\_ Continued from page 12

ation, given that one of its central premises is tracking an account all the way through to customer status. In an ideal situation, the role of PR is measured against acquiring, nurturing and closing the sale. Success in this scenario depends on PR as much as any other component of the strategy. The PR pro's ability to write compelling content, understand the buyer journey and remain youd delivering the satisfying thud of the close to the customer cements PR at the table clip book on the center of a conference room for account-based marketing.

All in all, the environment in which businesses must operate today has been greatly transformed by the emergence of digital and online playing fields. PR is not immune to this transformation. Content marketing, marketing automation, and account-based marketing have created pathways for PR to justify increased PR investment. directly impact revenue generation. Far be-

table, PR people can now point to webbased dashboards showing buyer progression based on PR-driven marketing ideas.

The value of PR is far greater and more intricate than it once was, and it includes tracing PR's impact all the way to revenue creation. The result is a much clearer way to

Ross Levanto is a Senior VP at ICR. O

#### Communications' role in home diagnostics

Health-related messages and community outreach have effects on consumers and influence behavior to produce better medical outcomes. Manufacturers of DIY diagnostics, which test everything from pregnancy and paternity to blood glucose and HIV, would do well to remember that the customer is also the patient.

By Jeanine O'Kane

isit some of the most popular web sites selling do-it-yourself diagnostic kits for prostate cancer, and you'll learn how to draw a blood sample at home, seal it in special packaging and send it off to a lab. The tests, most of which measure a marker called prostate specific antigen, may also inform you regarding the demographics, pathology and prognosis for the illness. What's missing on most of these websites is any recommendation to discuss the test results with a specialist.

The communications around home PSA tests showcase almost everything that's right and wrong with the fast-expanding boom in DIY diagnostics. On the one hand, the tests provide valuable insights into diseases where early detection is the best path to a cure. On the other hand, with PSA and many other disease markers, standard recommendations are clouded with controversy, and only a physician can help patients thread their way through the maze.

The problem is, there's no doctor in this picture. But there are functions a DIY test provider can build into a product website that will emulate a personal touch and improve the odds that patients will get all the attention they require.

#### **Medical context**

America's passion for home diagnostic testing is here to stay. Inexpensive kits now provide a window on pregnancy, ovulation, fertility, paternity, blood glucose, cholesterol, HIV, herpes, hepatitis C, urinary tract infections and many other conditions. These home tests are flying off the shelves as time-pressed, cost-conscious, instantly gratified consumers strive to take charge of their own health.

The number and variety of the tests will continue to grow as healthcare costs rise, access to medical information improves, the population ages and innovative technologies push the envelope of what can be diagnosed at home. That's all the more reason for manufacturers of home diagnostics to fully explain the medical context surrounding their tests.

The moment someone purchases a DIY medical kit, the conventional vendor-customer relationship changes into something more complicated. Because test makers are selling health insights, and not ballpoint pens, the relationship is more like a practitioner and a patient. But on many websites promoting these products, the model still resembles a customer on a checkout line.

#### Patient-centric testing

To be sure, there are vendors who understand that shoppers may turn into patients - and they treat them as such. If you visit the home page for OraQuick, a DIY HIV test from OraSure Technologies, you'll learn that a positive test result doesn't mean you have HIV. Rather, it means "additional testing should be done in a medical setting," the site explains. The landing page also features a tab called "Find Counseling and Care" with a tollfree number to a 24/7 support line and links to organizations that provide counseling.

OraQuick has taken a page from the healthcare industry's standard playbook. For years, pharmaceutical companies, insurers, hospitals and other medical service providers have been trying to improve practices so that patients truly come first. Most of these companies are now united under the banner of "patient-centricity." This rallying cry is rarely heard among vendors of DIY tests or the e-tailers who sell their many of their kits, but this situation is poised for change.

We put significant resources into analyzing how health-related messages and community outreach influence behavior. Sometimes, the messages we script reinforce efforts to prevent illnesses such as diabetes and heart disease. Elsewhere, our communications emphasize the importance of medication adherence, or seek to strengthen collaboration between pharma companies, patient advocacy groups and practitioners in order to improve patient care.

Each of these message strategies might help home diagnostics become a more patient-centric business. Remember, the individuals who seek out these tests are concerned about specific illnesses. That means there are simple steps vendors can take. All websites introducing diagnostic products should, like OraSure, steer visitors to organizations that offer patient support. Tabs on the home page should also provide accurate, easy-to-follow explanations about the disease or condition addressed by the test.

It's clear that sometimes this advice is hard to implement with a complex illness such as prostate cancer, where there are many testing and treatment controversies. More than five years ago, the U.S. Preventive Services Task Force stopped recommending regular PSA tests for this type of cancer after studies showed little correlation between the results and cancer-related mortality. Some medical organizations endorsed the USPTSF's advice. Others have vigorously rejected it. The Task Force is now conducting a fresh evaluation and seeking public comment.

Health sciences are a work in progress and public health recommendations are subject

to change. The best solution is to point customers toward organizations that can provide responsible advice. Where possible, companies should provide links to websites where medical recommendations are updated regularly based on the latest clinical data.



Jeanine O'Kane

#### Unlocking knowledge

This advice is not confined to manufacturers of DIY tests. Pharmacy chains, health clinics and large retailers must all start to think about how these products are presented to the DIY customer base. Every year, more than 10 million Americans visit retail health clinics operated by CVS, Walmart, Target and other national retail chains, according to the Robert Wood Johnson Foundation. Millions of others comparison shop and purchase kits on Amazon. At each of these touch-points, it's the e-tailer who should strive to educate the consumer on the medical context.

To date, the Food and Drug Administration has taken a laissez faire position toward web-based communications about DIY diagnostics. The agency has issued "buyer beware" warnings regarding Internet distribution of home tests it has not approved. But there are few — if any — cases where the FDA complained because companies failed to point customers to medical professionals.

Consumer interest in DIY diagnostics will only grow. There's little likelihood medical experts in the next 10 or 20 years will be able to answer all the consumer's questions about illnesses or treatments, and makers of home diagnostics won't have those answers either. But companies can communicate with visitors as healthcare consumers, not shoppers in a supermarket. We're placing powerful diagnostic keys in their hands. We should help them understand the knowledge these keys can unlock.

Jeanine O'Kane is U.S. Managing Director of inVentiv Health PR Group, which comprises Allidura Consumer, Biosector 2, Chamberlain Healthcare PR and Chandler Chicco Agency. •



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#### Why trust matters and how PR helps build it

Consumer trust and loyalty to corporations has declined in many sectors in recent years. Building trust has never been easy, but it remains an essential ingredient in every brand's success. Forming and nurturing these relationships with consumers is predicated on a long-term brand strategy that only PR can properly address.

By Jonathan Wilson

t doesn't take a scandal such as those experienced recently by Volkswagen and Turing Pharmaceuticals for a company to suffer from a lack of trust among stakeholders. Trust is one of an organization's most treasured assets and is essential to its success. But trust is not a given; it must be built and maintained through strategies and thoughtful execution that bring to life the mission and values of a brand.

Audiences, in general, are no longer interested in simply being a "target" for a brand. Whether they're in the market for a new appliance, deciding where to go to college or being treated for a chronic illness, people want to interact with brands that engage with them in a way that feels real and lasting.

For example, Millennials — the demographic now in their mid-teens to mid-30s who possess an ever-growing buying power — flat out do not trust brands. They report that they pay little attention to company messages in the form of ads, whether on a highway billboard or on their phones. To gain an audience's trust, we must build an authentic connection with them.

Science has taught us that while complicated, trust building can be understood. At Spectrum, we describe the three core building blocks of trust as: authenticity, credibility and provability. And we believe that PR can uniquely help organizations achieve this "trust triumvirate," alongside their broader business goals.

#### PR news brief

#### inVentiv slates public offering

InVentiv Health, the healthcare group that includes agencies like Chandler Chicco Agency and Chamberlain Healthcare PR, is going public.

Burlington, Mass.-based parent company InVentiv Group Holdings filed April 5 for an IPO, listing \$100M as its maximum offering price, a placeholder amount. Revenues for 2015 were just under \$2B with a loss of \$150.6M. Private equity firm Thomas H. Lee Partners is the principal shareholder.

Its companies, and 14,000 employees, cover "lab to life" healthcare services from medical sales and training, clinical trial recruitment, advertising and patient outcome businesses, to PR, which also includes Allidura Consumer and Biosector 2.

The company said it intends to use the IPO proceeds to pay down debt and for general corporate proceeds. Total debt topped \$2.1B as of 2015.

Sard Verbinnen & Co.'s New York office is handling IPO PR support.

#### Authenticity

The most important part of public relations is not working with the media, securing a news article, re-tweeting a blog post or planning an event; it's the strategic process that informs these and other communications activities. Our goal in PR is to support our clients by raising awareness of issues, driving new conversations and shifting landscapes. But to do this, we must build trust by being real.

Authenticity is found in the sweet spot between a company's goals and the needs of the external environment. What is the audience experiencing? What can an organization do to really make a difference in their lives? For example, when interacting with physicians, we need to know what their perceptions are, what they're up against, and what they need to help them take better care of patients.

When working with members of the media, we need to be a resource to them, not just reach out when we have a story to place. To do this, we must delve into the world of others and draw them out. As much as we want to talk, we must also listen. In listening we discover opportunities to create meaningful conversations that can change the game for our clients.

Where we engage with our audiences impacts authenticity as well. There's a tendency for companies to say, "Hey, Competitor X is on Instagram. We should be on Instagram." But remember, we're going for authentic communications that align with an overarching strategy. A good communications partner is one who understands what each channel can deliver, and will help find the ones that are true to the corporate personality and deliver on the business goals.

#### Credibility

Can your company be counted on to deliver on its commitments? Do you claim to have a focus on patients or do you create an internal culture that enables employees to live a patient focus?

Brand loyalty is created by engaging with audiences in an authentic and credible way. While you can tightly control your message with a Google ad or a 30-second television spot — and perhaps a lot of people will see it — a brand will benefit over time from also building strong relationships with respected external individuals, organizations and patient communities. By forming and nurturing relationships, a company's reputation as

a reliable partner will help build brand trust.

It's commonly understood in today's digital, information-filled world that what a company says about itself doesn't matter half

as much as what others say about it. People turn to influencers and third party groups for trusted guidance as they make decisions about purchasing a product or choosing a healthcare provider.

And, these relationships must be genuine and built over time. A healthcare Jonathan Wilson company must involve



key stakeholders through- out the process, and allow for external input. By showing again and again that it follows through on commitments, an organization builds brand ambassadors that will testify to the company's reliability when it needs it the most.

#### **Provability**

Provability is our term for demonstrating competence. It's the ability of a company to demonstrate the specific expertise and experience that allows it a seat at the table. Provability can be demonstrated through data communications, scientific credentialing and thought leadership. Through PR, a healthcare organization can showcase its commitment to move a new science or technology from promise to clinical benefit for patients, and build trust as a CEO takes a stand on an important issue or drive discussion in the media around new and compelling advances in the field of science. How an organization behaves and leverages its expertise to benefit its stakeholders has a tremendous impact on its brand.

Possessing an understanding of internal needs and external environments, PR is uniquely positioned to ensure an organization's strategy-first communications plan is true to its values and focused on both shortterm needs and long-term goals.

Trust is a long game. It takes years to build and seconds to destroy. In today's world, being a trusted partner in helping to address the weighty issues facing our healthcare system is essential to success. The key to building trust is a long-term brand strategy that embraces authenticity, credibility and provability.

Jonathan Wilson is President of Spectrum and GLOBALHealthPR. O

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#### A people-focused approach to M&A

The delicate art of putting people first during an agency acquisition process.

By Philip A. Nardone, Jr.

ccording to a recent KPMG study, 83 percent of all company mergers fail. That's higher than the U.S. divorce rate by more than 30 percent! The fact is, getting into bed with another agency is a big decision. Beyond the financials are cultural and philosophical considerations agency leaders must make. In order to ensure a lasting and mutually beneficial union, agency heads must strike a delicate balance between science and intuition.

When I first stepped onto the path toward our eventual acquisition of Vantage PR in December of 2015, I was surprised to find how akin the experience was to a romantic engagement. Timing, courtship and compromise played heavily in our ability to find PAN's counterpart in another firm. Several of my preconceptions about the process were quickly disproved, and I settled in for a much longer and more intimate journey than I'd originally anticipated.

#### Timing is everything

According to a survey by The Stevens Group, 92 percent of independent firm owners are planning to sell, 44 percent within the next five years. That means the opportunity is ripe for acquiring firms — but that doesn't necessarily mean the timing is right. Knowing when to enter the mergers and acquisition game is half the battle.

As an agency leader, it's essential to have your finger on the pulse of both internal and external cues that an acquisition is needed. In my own search, I looked beyond market opportunity — at signals coming from our client base and employees — before pulling the trigger. I turned to our client portfolio leaders and business development heads to understand where our biggest geographic

#### PR news brief

#### Kekst works Diamond Crystal Brands sale

Kekst and Company is representing Peak Rock Capital in its acquisition of foodservice supplier Diamond Crystal Brands from Hormel Foods.

Austin-based DCB makes condiments, sauces, sweeteners, dressings and other food and beverage products for the food service sector.

Kekst managing director Daniel Yunger reps Peak Rock.

Hormel said it will provide financial details of the deal on its second quarter earnings call May 18.

Wendy Watkins, VP of corporate comms. for Hormel, handles PR for the deal.

and vertical growth opportunities existed. Then, I consulted human resources to see where those opportunities aligned with employee interests and available talent. I realized quickly that speed is far less important than diligence when it comes to unearthing a perfect match.

#### Learning to date

I was also surprised to learn that playing the field is essential in mergers and acquisitions. While I favor monogamy in my personal relationships, I realized quickly that I'd need to explore a plethora of potentials in order to find the right partner for PAN. I had to quickly assess financial and cultural fit in order to narrow the field.

I enlisted the help of my CFO to drive efficiency in this process and kept meticulous notes on each potential partner. While my CFO explored the financial health of our top candidates, looking at indicators like EBIT-DA scores, year-over-year growth, topline revenue and profit margins, I got personal with company leadership to assess whether our cultures and values aligned.

#### **Falling in love**

The courtship period of an acquisition is similar to a romantic relationship in that you must be willing to reveal your true self and encourage potential partners to do the same. Beyond fundamental discussions around business aspirations and values, it's essential to ask the more difficult questions about company culture and employee happiness.

Cultural differences are among the most frequently cited reasons that acquisitions fail. If you're making an acquisition to acquire talent and headcount in key geographies, for example, you simply can't afford to join forces with a firm who is struggling with retention. In my own search, I didn't shy away from building genuine relationships with the leaders I met, encouraging spouses to join business dinners to get a more dynamic view and reaching out to industry colleagues for insight and opinions. We also turned to employee review sites for an authentic look at employee happiness and a pulse-check on organizational health and alignment with our culture and values.

#### Breaking up

As you might expect, not every prospect will be a perfect match. While unpleasant, breakups are an inevitable part of the acquisition experience. Over the course of PAN's acquisition journey, I learned a few tough lessons about how to spot red flags - i.e. declining assets — and how to protect my own leadership and employees through this process. In order to avoid impacting employee morale, keep your mergers and acquisition team small and your conversations private.

My team consisted only of our human resources, finance and business development leaders until a letter of intent was signed. These folks were essential to our initial evaluations. Our head of human resourc-

es reviewed employee data and practices to ensure the talent pool was aligned with our needs, while our head of business development assessed whether our core competencies and geographic needs aligned. As mentioned, our CFO was integral in evaluating the financial



Philip Nardone, Jr.

health and viability of prospects. It wasn't until we had vetted and chosen one firm that our vice presidents and mid-level executives were brought in.

While it may seem unnatural to keep employees at a distance in the age of total transparency, it's essential during the initial phases of this process. We were open with our staff about our plans to acquire, the strategic goals behind it and our anticipated timeline, but we didn't delve into the finer details until the deal was done. This helped us to keep anticipation high and disappointment low amongst our staff.

#### Going the distance

As you might expect, your work is not done once your partner is chosen. In order to build an enduring relationship, a successful integration is essential. This will require careful attention and division of responsibility across your leadership team and collaboration amongst all employees. With our acquisition of Vantage PR, PAN grew to over 100 employees and expanded our footprint across the country. With this growth came new challenges impacting our entire organization. Decisions are being made on everything from our company culture, to our IT infrastructure, to our approach to client relations and business development.

The hardest work has just begun, but each new trial has served to reinforce the natural alignment between our two firms. Putting people at the center of this process — in both the discovery and the integration phases has made fostering mutual respect and finding common ground easy.

Philip A. Nardone Jr. is President and CEO of PAN Communications. O

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#### **Congloms post strong Q1 revenue performances**

Amid capital market swings and prevailing uncertainty, revenues rose at the major ad/PR conglomerates during 2016's first quarter, with the exception of Omnicom, setting a promising start to the year.

By Jon Gingerich

PP boasted revenue gains of 10.5 percent for the first quarter of 2016, to about \$4.5 billion (£3.07 billion) from \$4.2 billion reported in the first quarter of 2015, including revenue growth of 5.1 percent on a like-for-like basis.

The British ad/PR conglomerate also posted net sales growth of 8.1 percent, revealing like-for-like gains of 3.2 percent, with almost all regions and business sectors — with the exception of its data investment management properties — reporting like-for-like revenue increases.

Reported billings were up 8.3 percent to £11.922 billion (about \$17.4 billion). Net new business in Q1 achieved about \$1.8 billion, compared to \$1 billion reported for the first quarter of 2015.

In a Quarterly Trading Update statement released in April, the world's largest advertising group said these figures accounted for a performance that was "well above budget."

Performance was strong in all regions, but particularly in North America, where like-for-like revenue growth was up 6.9 percent and net sales growth reported 3.9 percent gains.

Revenue at WPP's PR and public affairs operations — which includes power-house properties such as Hill+Knowlton Strategies, Cohn & Wolfe, Finsbury, Burson-Marsteller and Ogilvy Public Relations — achieved £239 million for the quarter (about \$349 million), a 6.9 percent increase from the £224 million (about \$327 million) reported during 2015's first quarter.

WPP in an April statement noted that these figures reveal "a slower rate of growth than the final quarter of 2015, but significantly stronger than the first quarter of last year."

WPP expressed caution amid the good news, claiming that clients remain "risk averse," and that the conglom's operating companies were "still hiring cautiously and responding to any geographic, functional and client changes in revenue," establishing a pattern WPP characterized as "very similar to 2015."

The advertising and PR giant now projects like-for-like revenue growth of "well over 3 percent" for fiscal 2016, a similar forecast made during 2015's fourth quarter results.

#### Organic revenue rises for IPG

Interpublic posted revenues of \$1.74 billion for Q1, revealing a revenue increase

of 3.9 percent from \$1.68 billion in the first quarter of 2015, with organic revenue growth of 6.7 percent compared to the year prior.

The figures reveal a continuing trend of strong organic gains at the ad/PR combine, particularly in the U.S., where organic revenue grew 8.3 percent, compared to 4.3 percent internationally.

Operating income at the holding company was \$20.9 million for Q1, a skyrocketing leap from the \$7.8 million reported in operating income for 2015's first quarter.

Q1 net income loss was \$2.7 million, an improvement from its \$4.2 million loss in 2015's first quarter.

IPG's Constituency Management Group, which includes PR agencies Weber Shandwick, Golin and DeVries Global, among others, grew approximately 4 percent, revealing 3.2 percent organic growth. Leading this growth, according to Friday's earnings call, were agencies weber Shandwicik, Octagon and Golin.

Weber Shandwick CEO Andy Polansky told *O'Dwyer's* that digital, social and content marketing work fueled growth across the CMG portfolio, with Weber Shandwick registering high single-digit organic growth in the quarter on top of double-digit gains in the first quarter of 2015.

IPG CEO Michael Roth, in an April earnings statement, said that "while the first quarter is seasonally small" for the global advertising holding company, its performance for the quarter demonstrates that IPG remains on target to produce "on the high end" of its projected organic revenue growth goal of between three and four percent for the year.

#### PR slips at Omnicom

Omnicom reported first quarter PR revenues fell 1.5 percent to \$318.8 million as advertising revenues, up 4 percent to \$1.8 billion, buoyed the conglomerate for the period.

Overall revenue rose 0.9 percent to just under \$3.5B, including organic growth of 3.8%. Foreign exchange rates and acquisitions dragged down growth.

Net income rose 4.4 percent to \$218.4 million over the prior year's quarter.

Organic growth in PR slipped 0.9 percent, compared with 7.9 percent growth in advertising.

Omnicom's PR units include Fleishman-

Hillard, Ketchum and Porter Novelli. President and CEO John Wren called the results "very good" despite "capital market swings we saw in the first quarter, the unchartered actions of central banks around the world and the tragic events in Brussels, Paris and other cities," which are "creating uncertainty for consumers and corporations and a cautious approach to spending."

OMC in March organized its agencies into specialized groups, including a PR group that includes its 10 firms and led by former Porter Novelli CEO Karen van Bergen.

#### Publicis grows on media strength

Publicis Groupe posted a first quarter revenue rise of 8.9 percent to €2.3 billion (\$2.6 billion) as organic growth climbed 2.9 percent

Chairman and CEO Maurice Levy called the performance a "promising start to 2016" driven by end-of-year wins and momentum in the media market.

Europe, North America and Asia Pacific all posted organic growth of more than three percent, while Latin America declined 3.1 percent on poor performances in Chile, Colombia, Brazil and Mexico.

Overall, North American revenues rose 12.9 percent mainly on its media business. The crush of media reviews in 2015, dubbed Mediapalooza in the business, did not affect Publicis' Q1 results but Levy said the effects could be seen down the road.

Publicis owns MSLGroup.

#### 'Good times' for Next Fifteen

Next Fifteen reported 2015 revenues rose 18.9 percent to £129.8 million (\$185.2 million) on the strength of growth in the US, particularly from Beyond and M Booth.

Overall, organic growth hit 7.8 percent while US organic growth surged 14.1 percent to £83.5 million (\$119.2 million) for the year. Acquisitions (ODD, publitek, twogether) contributed about 11 percent of overall growth for the year.

Significant wins for the year were Oculus, moneysupermarket.com and Etsy. Its largest client is Google/Alphabet.

Next Fifteen's PR operations also include Bite, Lexis, OutCast and Text 100. The company owns 17 agencies.

Debt stands at 20.6 million, against 14.1 million in cash and equivalents.

The company in March locked up £30 million in financing with HSBC for acquisitions. •



#### Zika: contain the crisis by quelling fears

As crisis communicators, addressing anxiety and restoring clients with a sense of control will better ensure the right decisions are made at the outset of a situation.

By Emma Beck

crisis client slides into our conference room seat, her anxiety emblematic of the dire developments consuming her immediate circumstances. A quickened pulse, shortened breath, subconscious myopia. In that moment, she feels jarred by the panic, blurring her ability to address both the next steps and her overall disposition.

A mentor once told me: "We can deal with the facts, but it is the unknown that paralyzes us." As crisis communicators, our job lies in restoring our client with a sense of control to ensure the right decisions are made in the midst of anxiety.

With information as our weapon, we arm clients with the facts to give them a holistic understanding of how a matter might play out. This positions our clients to respond proactively with a strategy underwritten by substantive information.

Within the health space, Zika presents the latest possibility of a crisis threatening the U.S. To date, the U.S. has confirmed at least 312 cases of Zika in-country (most contracted the virus via travel to affected zones or through sexual transmission). The World Health Organization further estimates that Zika will infect between three to four million individuals across the Americas.

At the same time, a February 2016 survey released by the Annenberg Public Policy Center reveals the speculation already at play: 42 percent of participants said

#### Media news brief

#### Google revenue gains to dip in '16

After several years of impressive gains, growth in worldwide ad revenues at Google could trickle to single digits this year, according to a recent report by digital market research company eMarketer.

Google is expected to hit \$57.8 billion in worldwide net ad revenues in 2016, according to eMarketer, accounting for 9 percent growth for the year. By contrast, Google's worldwide ad revenues grew by 15 percent in 2015 (to \$53.05 billion) and 19.1 percent in 2014 (to \$46.13 billion).

eMarketer had also previously reported that while Google's worldwide net search ad revenues had jumped 17.7 percent in 2014 from the year prior and continued growth by 14.5 percent in 2015, that growth too is expected to slow in 2016, to about 8.2 percent

eMarketer noted that Google's declining growth still leaves the search giant "with by far the largest share of digital ad revenues of any company in the world." eMarketer expects about a third of worldwide net digital ad revenues - 30.9 percent - will go to Google in 2016.

those infected by Zika were "very likely" or "somewhat likely" to die. Now, more than ever, federal agencies and high-risk state and local governments have a tremendous opportunity to take control of the situation by using the facts to get ahead of public con-



The gaffes in the U.S. government's Ebola response resulted in a spiral of misinformation that fueled public anxiety. With an eye to Zika, public health officials and political leaders have the opportunity to retrace their steps and deliver clear information early that mobilizes the public to take preventative measures, all while dispelling the rumor mill that feeds public fear. Indeed, from a reputational hit threatening corporate standing to a health endemic with unforeseen consequences, the elements that play into an effective crisis communications response remain the same: facts must inform the messaging to build trust and spur action. With this foundation, all communication must remain consistent, transparent and credible. A misstep among any of these components poses tremendous risk in how an emergency response unfolds.

In addressing a potential Zika outbreak, the government has several elements to consider:

An audience that trusts the messenger will heed to the call to action. The government can build trust by being honest — in a responsible way — about what they do not know or have under control. Readily offering all information at hand, and efficiently updating as new developments arise, will empower the public to make informed decisions and collectively help prevent the start or, worse, spread — of a Zika epidemic. The government's messaging must address Zika's real risks, detail precautionary measures the public can take, explain how one can identify Zika infection and highlight the surveillance mechanisms already in place.

Demonstrate a controlled, streamlined approach. The Centers for Disease Control and Prevention's Zika Communication Planning Guide for States provides a roadmap for how to implement phased responses should Zika go viral: the preparatory, contingency phase - where we currently find ourselves — to messaging for use during the summer mosquito season; following confirmed local transmission; and in the case of

a widespread outbreak, the CDC's guidelines streamlines the communications plan. This ensures the facts imparted protect citizens, inform key decision makers and prevent the duplication of efforts. A triaged approach further demonstrates a proactive and



Emma Beck

controlled response, bolstering the public's confidence in the government's ability to effectively manage a potential viral outbreak.

Ensure the message reaches a broad spectrum of the public by tapping into various communications channels. In today's hyper-digitalized world, one can no longer rely on solely one platform to reach a target audience. Whether a Zika-specific government landing page that can be repurposed across state and local government websites or a Twitter and Facebook page dedicated to Zika updates, government agencies can reach the public across a range of digital platforms. At the same time, the government can ensure Zika-related media outreach gives emphasis to the states prone to a possible epidemic. This gives weight to the government's grasp of where to channel their resources and attention with consideration to who remains at highest risk for Zika

All crisis clients — from a CEO who steps into our office to the government agencies responding to Zika at the national level have to understand that addressing anxiety at the outset of a situation ensures decisions are made based on solid information. An effective crisis communications strategy will mobilize those impacted, direct attention to the areas most needed and counter fear by disseminating facts. The government should thus have a firm crisis communications plan in place so they can demonstrate headstrong action, inspiring public trust in the ability to control the response.

Emma Beck is an Account Executive at LEVICK. O



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#### What does integrated communications really mean?

There's been a lot of talk recently about "integrated" communications. Yet many so-called integrated agencies treat digital, earned media and sponsored content as separate disciplines with separate P&Ls. In so doing, they reestablish the silos that integrated programs were designed to tear down. True integrated firms have integrated P&Ls and a collaborative culture that encourages an exchange of information and ideas that benefits clients.

By Meg Wildrick

t's rare to find an agency these days that doesn't self-define as "integrated." In part, this is because agencies understand that client marketing dollars do more and stretch further when stories are told through a mix of earned, owned, paid and shared media. But, in the race to offer a full suite of services, some agencies have recreated the tactical silos that integrated programs were designed to break down.

Integrated marketing communications is broadly defined as the use of "both modern and traditional marketing strategies to optimize the communication of a consistent message conveying a company's brand to stakeholders." To make good on this promise, agencies need an integrated strategy: goals, stakeholder plans, calls-to-action and messages. Integrated tactics and channels are simply a way to bring the strategy to life.

Agencies that treat social/digital, earned

media and sponsored content as separate disciplines — with separate P&Ls and staffing models — risk short-changing the strategy step. It's hard for siloed professionals to collaborate seamlessly and sing off the same proverbial song sheet.

To extend the metaphor, it's even harder for a disconnected team to understand a client's business well enough to hear where the music is going. In dynamic sectors, where plans are rarely "once and done," integrated programs require an ongoing exchange of information and ideas.

Of course, "hard" doesn't mean "impossible." Highly collaborative teams can achieve amazing results, even if they're siloed by discipline, staffing models or geography. They can come together daily to set strategy, test ideas, refine tactics and measure results. But, given the fast pace of both agency and client life, even professionals who are wired to

work well with others need to be organized and staffed to integrate effectively.

The solid agencies integrate around their clients, not around channels or tactics. They invest time upfront to understand their clients' businesses, inside and out. They

come to the table with proactive ideas that are on-strategy and achievable and that reach audiences in multiple formats, across multiple channels. Because of this, their people work well with others, internally and externally. In every agency, there's



Meg Wildrick

a need for specialists: folks who know a particular industry, discipline, audience or issue well. That's a given. What's not is how specialists are integrated into an agency and whether separate P&Ls deter the essential and often times consuming process of coming up with and executing original ideas.

Our agency focuses on three verticals finance, professional services and healthcare — and has dedicated practice groups steeped in industry knowledge. Our professionals have skills in media relations, social/digital strategy, branding and content development. We also train team members to understand the fundamentals of owned, earned, paid and shared media. And we operate under a single agency P&L and bonus structure, which encourages cross-company collaboration.

Our firm-wide integration enables clients to navigate the converging worlds of finance, technology, workplace, healthcare and advisory services, helping them reach an inter-connected range of B2B and B2C audiences. It helps them develop and implement truly integrated media programs, allowing our people to develop as client counselors and communicators.

It's no small task for clients and agencies to create a unified brand experience for customers. There must be clear goals and audiences, a meaningful story, smart program elements and seamless execution. By treating integrated marketing as a series of multi-channel tactics, many agencies are missing the point, i.e. their clients.

Meg Wildrick is Managing Partner at Bliss *Integrated Communication.* **O** 



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## CONTEMPORARY PUBLIC RELATIONS FOR TODAY'S DIGITAL ECONOMY

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#### Storytizing: a communications game changer

All models evolve. Often the change is imperceptible, but in today's world, the three primal drivers of evolution — technology, science and culture — are shaping how we reach our customers faster than ever before. Here's why.

By Bob Pearson

echnology now allows us to identify exactly what any customer or consumer or citizen is doing online anywhere in the world in any form of social or traditional media. We have never had this large of an opportunity to define who our audience is and what they care about. In other words, we can identify and architect the audience we are trying to reach before we launch a new initiative. We don't need to guess anymore.

If you are expert in audience architecture, you will align with your audience and when you do that, results will improve significantly.

Scientific innovation is exploding in areas like health, where technologists and healthcare professionals are finally teaming up to figure out how to more effectively reach and teach physicians, how to learn how drugs work within our system via biodegradable chips or how we improve our own wellness via a myriad of devices. It's also occurring in our home with the proliferation of sensors, beacons, Internet of Things apps and the rapid innovation in artificial intelligence.

We are witnessing a new explosion of data that is far more personal. And this means that every company and every industry is becoming technology driven.

Culture, due to technology advance, is the biggest shift and probably the least understood, since it involves people's habits

#### PR news brief

#### C&W books global duties for **Newell Brands**

Cohn & Wolfe has won global consumer and B2B PR duties for Newell Brands, the Atlanta-based consumer products giant behind Sharpie, Paper Mate, Graco and Rubbermaid, and more than two dozen other brands.

The large account was won in a competitive review, spanning 13 countries across North and Latin America, Europe and Asia-Pacific.

Edelman handles corporate PR for the company, which changed its name from Newell Rubbermaid after the \$15.4B acquisition of Jarden. Corp. (K2 skis, Yankee Candle, Oster appliances) last year. Newell is eying cost savings and larger scale with that deal, including global expansion of its brands.

changing, rather than a new piece of software that we can point to. Social innovation is harder to understand. We don't publish papers on it or present at medical meetings or declare a new Moore's Law. Instead, we have to watch, learn and build the new models based on what we observe.

Two massive changes are occurring that completely shift how we think and work.

The first relates to attention spans. We can now Snapchat, tweet, text or live stream our daily thoughts to the audience we care to reach. Since we are continually sharing, learning and conversing in real time, our habits are reshaped. Facebook, for example, says that with 8 billion video views per day, we have less than three seconds to catch someone's attention.

The journalism pyramid taught to us long ago starts with the headline and works from there. Now, with all content, particularly video, this same rule applies. If you make someone wait more than an instant for the punch line, you'll lose them.

The other tectonic shift in culture relates to how the entire online audience is now empowered to make a difference, not just the creators of content. In the 1-9-90 model, we always knew the 1 percent who create content are important. Way back in the 2005-2012 era, we focused nearly exclusively on these influencers. But now, via technology advance, the 9 percent who share and shape markets are the big disruptors for brands. They are deciding what is cool and worthwhile.

The result is that every brand needs to think of itself as an audience-centric media platform. Not just Red Bull or Nike. If you know who the 9 percent are and you can empower them with the right content and conversations, you'll impact the 90 percent of us who lurk and learn and benefit from the 1 and the 9 percent. It's time for brands to truly build their own channels in the cloud.

So that's all great. What does it mean?

It means that the 9 percent is a sleeping giant, a model disruptor.

It means that there never were five personas to target; we just made that up.

It means that having five million people in a database is old school. Reaching 25 million or 250 million people where they "live" online is what is relevant.

It means that we are shifting from a world where paid media had all of the power to a world where earned (free) and shared (social channels) and owned media shapes the market and paid is a catalyst to further enhance earned, shared and owned. It's a 180-degree shift.

It takes a lot of change to shift a model as important and as anchored in our minds as the PESO model (paid, earned, shared and owned). But here is reality: ESO will drive the P.



**Bob Pearson** 

What it means to all of us who dedicate

our professional lives to reach customers, consumers and citizens of the world is more fundamental.

We must become expert at what we call "audience architecture," so we can truly align with our audience. And we will become experts in "Storytizing," which is a series of models showing how we can provide the full story to a customer anywhere, anytime. What we care about is reaching the right people with the right content so that they can share it with the audience important to our brand, company or organization. Impressions or website visits or click throughs or ad views or other surrogate measures fall short. We care about whether or not our story was pulled through multiple channels to reach our full audience and shape their behavior. That is Storytizing.

In the Storytizing era, we'll know who our audience is, we'll know how to align with them (type of content, time of day, right people to partner with) and we'll understand how to use paid media strategically to ensure the content reaches those it did not via earned or shared outreach.

We have to accept that the coverage model is no longer good enough. It is now about getting the right content to the right audience and, when needed, pushing it along further via paid.

Advertising has had a good run. It's now time to show how the new PESO model will work and why Storytizing is the next big thing for communicators and market-

Bob Pearson is President of W2O Group. He is the author of "PreCommerce" and "Storytizing," which are available on Amazon.com. O





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#### Tech agencies disrupt traditional growth model

The top 10 firms ranked by O'Dwyer's that specialize in technology brought in more than \$240 million in net fees in 2015, charting historic growth amid market volatility and seemingly constant evolution within the industry.

By Adrienne Jordan

acepoint Global took a big lead in O'Dwyer's Tech PR rankings this year. The agency ranked number-three, accounting for nearly \$24 million in tech-related net fees in 2015, a big leap from 2014's \$20.3 million.

According to Racepoint Global President Peter Prodromou, that agency's growth is attributable "to our successful integration of technology to understand buyer profiles and our ability to use that information to create campaign content that reflects those preferences."

Prodromou said Racepoint Global integrates technology into its campaigns that helps the agency better understand buyer profiles. Creating this campaign content, Prodromou said, has allowed the company to grow its core client base and win over mega brands like Huawei.

"We are seen as more nimble and tied in, by intelligence, to the customers of our cus-

tomers," said Prodromou. "We are seen as able to credibly drive their growth goals which, in turn, drives our growth goals."

Integration is the order of the day for the Boston-based agency. Prodromou said Racepoint Global views the tech PR industry's ability to evolve



Peter Prodromou

by continuing to align integration into the fabric of every kind of product and service imaginable.

Prodromou presents this example: "Technology will be the essence of cars, but we won't think of it as technology, but as a car. But because it is tech-centered, those of us who understand and can effectively execute tech PR campaigns will be able to win as well as oversee work with auto companies. Same thing applies to any product line, from energy to food, technology will be the driving element."

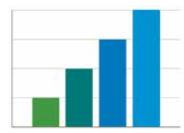
#### W20 sees growth in digital health

When it comes to tech PR's many different specialties, San Francisco's W2O Group found the agency grew most in the digital

W2O came out on O'Dwyer's Tech PR rankings list at number-five, bringing in \$18.8 million in tech-related revenue in

2015, compared to \$16.1 million in 2014.

"Serving this market requires expertise at the intersection of technology and healthcare, where our team has unparalleled experience and networks," said Rob Cronin, Practice Leader of Technology at W2O. "We also continued to grow our work with leading enterprise technology brands, both organically and via new accounts."



O'Dwyer's technology PR rankings, pg. 30

Cronin believes that what sets the tech agency apart from others is its expertise in two key capabilities: audience-based analytics and integrated communications campaigns (be it focused on products, companies or issues). Having the ability to understand how influence works and the ability to plan, strategize and execute integrated communications campaigns based on those audience-based analytics is key.

"Audience-based analytics, in particular, is where we lead the industry," said Cronin. "Nobody else is able to analyze the behaviors of target audiences in tech — be they CIOs, Millennials, IT analysts, press, developers, to name a few — with greater precision and insight than W2O. This provides marketers and communications clients

with an unfair advantage versus their competitors," he said.

Tech media is a growing industry, Cronin said, and he believes relationships with tech media matter more now than ever.

"That is good news for tech firms that pride themselves on media relations," Cronin said.



**Rob Cronin** 

#### ICR reflects on mercurial market

New York-based ICR ranked at number-eight on O'Dwyer's Tech PR rankings list this year, netting nearly \$14.6 million in tech-related revenue in 2015.

Tech companies spent 2015 facing "volatile, unpredictable markets," said Bo Park, Managing Director and Head of ICR's Technology, Media and Telecommunications Corporate Communications industry groups. This means versatile campaigns must consistently accompany market uncertainty.

Although some companies ultimately didn't go public and this triggered a slowdown in IPO activity, Park said the market

environment helped tech companies realize the value in effectively and consistently communicating their business model and value proposition. Most took this approach rather than linger in the disparity between how Wall Street would value them and how they valued themselves.



Bo Park

"Tech PR firms better understood the importance of telling their corporate story early and often, and being well-positioned to enter a new chapter of growth or transitional period," said Park. "The growth we experienced at ICR is the result of our leadership in creating and executing programs that accomplish just that, with our firm having spent many years serving as trusted advisors and helping companies build critical reputational equity and communicate like the companies they wish to become in the future."

Going forward, ICR believes the tech industry has begun to understand that having a buttoned-up communications program that consistently connects with all stakeholders and tells an aligned company story — regardless of growth stage or cycle —can only prove beneficial and efficient in the face of whatever the future may hold.

"Tech PR will likely need to evolve in parallel, no longer implementing one-size-fitsmost programs based on where a company stands today and its near-term business objectives," said Park. "ICR will be focusing on crafting forward-thinking, versatile strategies that communicate value to the right audiences and uniquely accommodate changing times, changing media and long-term goals." O



#### RANKINGS OF PR FIRMS SPECIALIZING IN TECHNOLOGY

	Firm 20	15 Net Fees	Firm 201	5 Net Fees
1.	WE, Bellevue, WA	\$85,471,000	<b>37.</b> Status Labs, Austin, TX	804,658
2.	Edelman, New York, NY	29,257,353	<b>38.</b> Verasolve, Potomac, MD	772,000
3.	Racepoint Global, Boston, MA	23,981,886	<b>39.</b> Karbo Communications, San Francisco, CA	758,572
4.	Finn Partners, New York, NY	22,941,000	<b>40.</b> 360 Public Relations, Boston, MA	750,487
5.	W2O Group, San Francisco, CA	18,800,000	<b>41.</b> Makovsky, New York, NY	750,000
6.	Ruder Finn, New York, NY	17,100,000	<b>42.</b> Feintuch Communications, New York, NY	738,032
7.	APCO Worldwide, Washington, D.C.	15,013,900	<b>43.</b> Hunter PR, New York, NY	500,000
8.	ICR, New York, NY	14,577,625	<b>44.</b> Greentarget Global LLC, Chicago, IL	471,050
9.	Zeno Group, New York, NY	13,329,151	<b>45.</b> Leverage PR Inc., Austin, TX	402,798
10.	Max Borges Agency, Miami, FL	11,842,541	<b>46.</b> Power Group, The, Dallas, TX	393,134
11.	Highwire PR, San Francisco, CA	10,994,175	<b>47.</b> Marketing Maven PR, Camarillo, CA	389,502
12.	Merritt Group, McLean, VA	10,459,600	<b>48.</b> BLAZE, Santa Monica, CA	353,718
13.	Hoffman Agency, The, San Jose, CA	9,985,000	<b>49.</b> CooperKatz & Co., New York, NY	347,938
14.	PAN Communications, Boston, MA	9,739,746	<b>50.</b> French   West   Vaughan, Raleigh, NC	285,109
15.	Inkhouse Media + Marketing, Waltham, MA	9,003,245	<b>51.</b> Beehive PR, St. Paul, MN	280,306
16.	PadillaCRT, Minneapolis, MN	8,797,194	<b>52.</b> McNeely Pigott & Fox PR, Nashville, TN	276,508
17.	Bateman Group, San Francisco, CA	8,643,281	<b>53.</b> Konnect Public Relations, Los Angeles, CA	271,675
18.	Fahlgren Mortine, Columbus, OH	7,502,427	<b>54.</b> Landis Communications, San Francisco, CA	250,000
19.	Walker Sands Communications, Chicago, IL	6,939,903	<b>55. rbb Public Relations</b> , Miami, FL	224,360
20.	5W Public Relations, New York, NY	4,900,000	<b>56.</b> Hodges Partnership, The, Richmond, VA	224,000
21.	Rasky Baerlein Strategic Comms., Boston, MA	4,283,468	<b>57.</b> WordWrite Communications LLC, Pittsburgh, PA	208,400
22.	Jackson Spalding, Atlanta, GA	4,034,520	<b>58.</b> Weiss PR, Baltimore, MD	200,000
23.	LEVICK, Washington, D.C.	3,834,584	<b>59.</b> Maccabee, Minneapolis, MN	191,699
24.	Peppercomm, New York, NY	3,254,520	<b>60.</b> Didit Communications, LLC, New York, NY	155,947
25.	Hotwire, New York, NY	3,137,558	<b>61.</b> TransMedia Group, Boca Raton, FL	151,084
26.	<b>G&amp;S Business Communications</b> , New York, NY	2,956,986	<b>62.</b> Schneider Associates, Boston, MA	147,920
27.	Idea Grove, Dallas, TX	2,304,357	<b>63.</b> Sachs Media Group, Tallahassee, FL	121,450
28.	Coyne PR, Parsippany, NJ	1,611,998	<b>64.</b> Champion Management Group, Dallas, TX	108,122
29.	Gregory FCA, Ardmore, PA	1,600,000	<b>65.</b> Moore Communications Group, Tallahassee, FL	106,900
30.	Prosek Partners, New York, NY	1,530,000	<b>66.</b> O'Malley Hansen Communications, Chicago, II	104,069
31.	Wise Public Relations, New York, NY	1,287,000	<b>67.</b> Red Sky PR, Boise, ID	79,269
	North 6th Agency (N6A), New York, NY	1,255,732	<b>68.</b> Public Communications Inc., Chicago, IL	52,800
33.	Standing Partnership, St. Louis, MO	1,114,212	<b>69.</b> Rosica Communications, Paramus, NJ	33,944
34.	Trevelino/Keller, Atlanta, GA	1,100,000	<b>70.</b> Notability Partners LLC, Austin, TX	17,180
35.	<b>Pierpont Communications Inc.</b> , Houston, TX	1,087,047	<b>71.</b> Stuntman PR, New York, NY	9,000
36.	Singer Associates, Inc., San Francisco, CA	877,565	<b>72.</b> SPM Communications, Dallas, TX	4,200



#### Finance firms focus on media relationships, impact

The top PR firms in the finance industry have achieved their standing by focusing on business impact, as well as cultivating media relationships. Some of this focus involves broadcast appearances for clients and integrated communications, while others are riding the wave of the FinTech revolution.

By Adrienne Jordan

ukas Linden Public Relations made the number-seven spot in O'Dwyer's financial PR rankings this year, showing ample growth from \$4.5 million in 2014 to \$5.2 million last year.

DLPR Chairman & CEO Richard Dukas said the agency is a strong believer in creating value and securing consistent and stellar media coverage for clients.

"We have extremely high client and employee retention. On the client side, our philosophy boils down to one word: results," said Dukas. "Our strategy ensures that all of our clients receive constant and close attention from our senior management team."

Dukas told O'Dwyer's that DLPR in 2015 secured approximately 650 broadcast appearances for its clients, the majority of which were on CNBC, Bloomberg and Fox Business.

"In addition to having very strong relationships with print/online journalists at both the institutional and retail media, DLPR has a very strong broadcast booking operation, which is extremely important to institutional asset managers who generally shun social media as a tool to communicate with clients and prospects,' Dukas said.

Dukas also said earned media, which provides critical third-party validation, will continue to grow in importance to asset management firms.

"From a branding perspective, nothing speaks louder than a positive story in one of the major investing publications or a stellar interview on one of the top financial networks," Dukas said.

Dukas also noted that many financial firms and asset managers continue having difficulty communicating their value proposition and differentiating themselves from their com-

"We see this trend continuing to grow," Dukas said, "which means more opportunities for PR firms to help their clients develop messages and narratives that will resonate with their audiences. These clients also will continue to need significant media and presentation coaching."

#### The focus on business impact

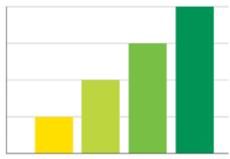
Prosek Partners pulled in an impressive \$16 million in 2015 and

took the number-four position in O'Dwyer's financial PR rankings. Partner Mark Kollar said the agency's growth can be attributed to several factors.

"First and foremost, no matter the client or assignment, we maintain a steady focus on business impact," Kollar said.

Kollar explained that the company focuses on how their ideas, long-term plan or project have a bottom-line impact on business.

"Our pledge to deliver unexpected solutions — whether those solutions are applied to developing a long-term campaign, launching a financial product or closing a transac-



O'Dwyer's financial PR rankings, pg. 34

tion — allows us to execute on a creative level through our design group or core PR tactics through traditional and non-traditional channels."

Kollar said finance PR has become more sophisticated, and is now adopting a more marketing-discipline-approach to PR, with integration at the core, currently playing catch up, so to speak, with the consumer side of business.

"This will continue and become even more and more critical as technology changes the way we communicate and divisions are blurred between branding, advertising and media," he said.

#### Firms hit multiple marketing channels

Gregory FCA has worked to continue to stay abreast of current trends and how they impact clients. This is why the agency made the top 10 list of O'Dwyer's financial PR rankings in 2015, netting more than \$4.6 million.

"In 2015, we saw some significant new client relationships develop as a result of this effort combined with the emphasis on staying heavily involved in the financial industry," said Gregory FCA President of Financial

Services Joe Anthony. "Our work in several key verticals — with ETF issuers, with institutional asset management firms, with RIAs,

within insurance, and within FinTech — has positioned us to take advantage of some of the fastest growing segments of financial services."

"Integrated communications and PR strat-

egy is now the new normal," Anthony said. "PR, marketing, sales, and distribution all have to work together to respond nimbly to market opportunities. Furthermore, the way information is consumed is far more fragmented than ever before — the nightly news is no longer the venue of



Mark Kollar

record to recap the day's events. Financial PR will continue to have to work in real time to make sure target audiences are aware of brands and their stories."

"Our firm was definitely fortunate to have grown at the rate we did in 2015," said Elizabeth Sosnow, Managing Part-

ner of Bliss Integrated Communications. Bliss ranked number-nine in O'Dwyer's fi-



Richard Dukas

nancial PR rankings, with more than \$4.3 million

finance-related net fees in 2015. Sosnow said one big driver of growth for the agency began several years ago, when it took a deliberate step in expanding its service model to include earned, owned, paid and shared media in the marketing mix.

"It was a bet that has paid off for us, as clients are increasingly looking for a partner that can develop and implement programs that deliver results through the individual channels and tie back up into the global brand promise," Sosnow said.

Sonsow said clients want a partner that can be involved in every aspect of their marketing plan, not just one component.

"That element wasn't so much a prerequisite to engagement in 2010, but it is becoming a high priority among clients that we are engaged with today," Sonsow said. "We have leaned fully into that trend, and haven't looked back. The FinTech revolution in finance is bringing new players into the market and prompting existing firms to evolve their offering, as well as their approach to marketing." O

Joe Anthony

## CHANGING MINDS



#### RANKINGS OF PR FIRMS SPECIALIZING IN FINANCE

Firm	2015 Net Fees	Firm 201	5 Net Fees
1. Edelman, New York, NY	\$53,299,862	<b>26.</b> Rasky Baerlein Strategic Comms., Boston, MA	991,813
2. ICR, New York, NY	37,195,153	<b>27.</b> Inkhouse Media + Marketing, Waltham, MA	601,999
3. Ruder Finn, New York, NY	22,200,000	28. Verasolve, Potomac, MD	526,000
4. Prosek Partners, New York, NY	16,020,000	<b>29.</b> Beehive PR, St. Paul, MN	500,450
<b>5.</b> APCO Worldwide, Washington, DC	11,381,000	<b>30.</b> Leverage PR Inc., Austin, TX	402,798
<b>6.</b> Peppercomm, New York, NY	6,736,100	<b>31.</b> Trevelino/Keller, Atlanta, GA	400,000
7. Dukas Linden Public Relations, New York, N	Y 5,264,021	<b>32.</b> Moore Communications Group, Tallahassee, FL	396,407
<b>8.</b> Gregory FCA, Ardmore, PA	4,650,000	<b>33. 360 Public Relations</b> , Boston, MA	375,243
9. Bliss Integrated Communication, New York,	NY <b>4,348,000</b>	<b>34.</b> North 6th Agency (N6A), New York, NY	361,560
<b>10.</b> Intermarket Communications, New York, N	Y 3,755,000	35. French   West   Vaughan, Raleigh, NC	312,575
11. RF   Binder Partners, New York, NY	3,652,816	<b>36.</b> Status Labs, Austin, TX	307,781
12. Makovsky, New York, NY	3,000,000	<b>37. rbb Public Relations</b> , Miami, FL	267,000
<b>13.</b> LEVICK, Washington, DC	2,522,623	<b>38.</b> Landis Communications, San Francisco, CA	240,000
14. Lambert, Edwards & Assocs., Grand Rapids,	MI <b>1,950,000</b>	<b>39.</b> Feintuch Communications, New York, NY	197,500
<b>15.</b> Finn Partners, New York, NY	1,918,000		
<b>16.</b> Regan Communications Group, Boston, M	1,785,000	<b>40.</b> McNeely Pigott & Fox PR, Nashville, TN	192,023
17. CooperKatz & Co., New York, NY	1,564,978	<b>41.</b> Crosswind Media & Public Relations, Austin, TX	190,000
18. Zeno Group, New York, NY	1,553,345	<b>42.</b> Butler Associates LLC, New York, NY	179,022
<b>19.</b> PadillaCRT, Minneapolis, MN	1,400,153	<b>43.</b> The Hodges Partnership, Richmond, VA	102,000
<b>20.</b> G&S Business Communications, New York, N	NY 1,373,571	<b>44.</b> Marketing Maven Public Relations, Camarillo, CA	83,425
21. LANE, Portland, OR	1,260,381	<b>45.</b> Rosica Communications, Paramus, NJ	72,090
<b>22.</b> Sachs Media Group, Tallahassee, FL	1,238,303	<b>46.</b> Weiss PR, Baltimore, MD	55,000
23. Pierpont Communications Inc., Houston,	TX 1,092,594	<b>47.</b> Schneider Associates, Boston, MA	52,400
<b>24.</b> Jackson Spalding, Atlanta, GA	1,025,783	<b>48.</b> SPM Communications, Dallas, TX	11,880
<b>25.</b> KCD Public Relations, San Diego, CA	1,014,928	<b>49.</b> Standing Partnership, St. Louis, MO	11,111

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## **GOING PLACES**

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#### **Healthcare keeps positive prognosis for PR in 2015**

Healthcare PR spending, tied to evolving regulations, continued implementation of the Affordable Care Act and electronic health records, and the sector's relentless marketing of new and existing drugs, buoved the bottom lines of PR agencies in 2015 like few sectors could.

everal of the leading gainers among O'Dwyer's-ranked firms achieved their revenue windfalls through the healthcare sector, including Spectrum (+83.5 percent to \$14.8 million), LaVoie-HealthScience (+100 percent to \$2.5 million), ReviveHealth (+12.6 percent to \$10 million) and MCS Healthcare (+52.3 percent to \$4.3 million).

The year's headlines were a mixed bag for the healthcare sector, including an unwanted focus and debate on drug prices amid Turing Pharmaceuticals' exponential price increase for an anti-infection drug and the subsequent PR debacle of its smirking CEO Martin Shkreli. Few will deny regulations have ratcheted up in healthcare alongside

costs, while companies squeeze research and development budgets to make the bottom line.

Firms have also found success in numbers and networking. Spectrum credited its torrid year in part to its participation in the global agency network Global-HealthPR. Spectrum Chief John Seng, who also chairs the network's Americas wing, said his firm benefitted from new clients of the entire network in 2015.

While Spectrum showed unparalleled growth in 2015, few agencies cashed in on a strong showing like ReviveHealth, which broke the \$10 million mark and was acquired by Weber Shandwick in January 2016. The B2B healthcare specialist, founded in 2009 and based in Nashville, credited consolidation among healthcare providers, especially hospitals, as well as pharmaceutical company mergers for the rise in healthcare communications needs. As Revive CEO Brandon Edwards put it, "Bigger and more sophisticated healthcare companies require more sophisticated marketing communication strategies, combined with the expertise to navigate the intersection of regulation, business, mission and social change." Diversified of-

ferings have also helped healthcare-centric agencies grow revenues, as well. Edwards noted clients are engaging his firm for work in the branding, marketing, digital, as well as PR spaces. A key win in the fourth quarter of 2015 among a spate of new client activity was Arcadia Healthcare Solutions, the electronic health record data aggregation and analytics company that tapped Revive as AOR.

APCO Worldwide, which saw a 1.4 percent gain in 2015 to just under \$120 million, saw digital health as a key new market in the PR sector and the firm aligned with Text100 in 2015 to form ATDigtialHealth, a joint venture targeting the space. About \$30 million of its 2015 revenues came in the healthcare space. Issues like consumer privacy, varying quality in electronic medical records, regulatory changes, and a fragmented healthcare system are among challenges

> facing clients of the firms, what APCO CEO Brad Staples called the "digital health revolution." The firms, which acknowledge they are unlikely partners with APCO's corporate savvy and Text's tech prowess, forged a bond in 2013 when they won the Blackberry PR business. APCO Healthcare Practice Chief Stig Albinus added that the digital health market is ready for "but also struggling with" disruptive innovation, creating a need for tech-savvy healthcare communications.

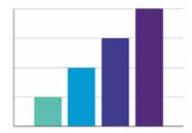
> Life sciences has seen strong gains in recent years for healthcare PR as new technologies and products need communications to attract investors, consumers and research dollars. Boston-based LaVoieHealthScience leveraged its life science strength to double revenue to \$2.5 million in 2015 with only 10 staffers. Agency president and CEO Donna LaVoie said her firm helps clients in the sector tell sometimes complicated tech stories to investors, journalisms, researchers, doctors and patients, as well as government entities and advocacy groups.

> Another top gainer in healthcare was Jarrard Phillips Cate & Hancock, the Brentwood, TN-

based firm that rose 21.8 percent to \$7.4 million in 2015. The firm, which focuses exclusively on healthcare, added several key pieces in 2015 and continues to pivot

from its niche roots to a more national base of healthcare business.

Dodge Communications, the Alpharetta, GA-based firm focused on healthcare tech led by Brad Dodge, saw an 8.7 percent climb to \$7.7 million in fees for 2015. That came on the strength of wins of Caresync Partners, medCPU and Kailos Genetcis in fields like clinical decision support, care management and personalized, gene-based medicine. As senior VP Chowning Johnson put it, the firm works to create meaningful and compelling stories for clients to break through a cluttered (business or consumer) landscape. He also noted a growing, aging population and "rising consumerism" in the healthcare space have created a need for clients like CareSync, that make software and services to manage chronic diseases.



O'Dwyer's rakings of healthcare PR, pg. 38

Annapolis-based Crosby, which does a strong federal government business, including the Department of Health and Human Services, grew its healthcare and tech work in 2015 despite a 3.7 percent decline overall to just over \$10 million. The firm finished the year hiring to make up for new business wins with the Dept. of Veterans Affairs and HHS. The firm picked up the Substance Abuse and Mental Health Services Administration in September, the \$3.8 billion, Maryland-based HHS unit, for a pact with subcontractors worth \$15 million per year.

A rare off-year was logged by Cooney Waters Unlimited (-9.1 percent to \$14 million), but CEO Tim Bird said the turn was not unexpected and more an anomaly than a downward trend. "Although we did not lose any key clients, some clients reduced programming and had reduced year over year budgets as a natural course of business, and some health education campaigns came to their planned end," said Bird. "We are pleased with our current business momentum and new business wins and look forward to a strong 2016." •



**Brandon Edwards** 



Stig Albinus



Tim Bird



PUBLIC RELATIONS GROUP



# RANKINGS OF PR FIRMS SPECIALIZING IN HEALTHCARE

Firm	2015 Net Fees	Firm 2	015 Net Fees
1. Edelman, New York, NY	\$145,016,490	<b>35.</b> Sachs Media Group, Tallahassee, FL	1,200,633
2. W2O Group, San Francisco, CA	71,600,000	<b>36.</b> Bliss Integrated Communication, New York, NY	1,136,000
<b>3.</b> APCO Worldwide, Washington, D.C.	29,633,800	37. CooperKatz & Co., New York, NY	1,072,936
<b>4.</b> Ruder Finn, New York, NY	25,800,000	<b>38.</b> Standing Partnership, St. Louis, MO	1,024,364
<b>5.</b> Spectrum, Washington, D.C.	14,840,000	<b>39.</b> L.C. Williams & Associates, Chicago, IL	1,017,121
<b>6.</b> Cooney Waters Unlimited, New York, NY	14,020,725	40. French   West   Vaughan, Raleigh, NC	975,000
7. ReviveHealth, Nashville, TN	10,000,500	<b>41.</b> Inkhouse Media + Marketing, Waltham, MA	828,563
8. Finn Partners, New York, NY	9,942,000	<b>42.</b> Crosswind Media & Public Relations, Austin, TX	760,000
<b>9.</b> Crosby, Annapolis, MD	8,199,236	43. Rosica Communications, Paramus, NJ	674,687
<b>10.</b> WE, Bellevue, WA	7,853,000	44. Merritt Group, McLean, VA	659,500
<b>11.</b> Dodge Communications, Alpharetta, GA	7,736,000	<b>45.</b> Regan Communications Group, Boston, MA	657,000
<b>12.</b> PadillaCRT, Minneapolis, MN	7,718,617	<b>46.</b> Jackson Spalding, Atlanta, GA	501,562
<b>13.</b> Makovsky, New York, NY	7,450,000	47. Status Labs, Austin, TX	500,358
<b>14.</b> Jarrard Phillips Cate & Hancock, Brentwood, The		<b>48.</b> Landis Communications, San Francisco, CA	475,000
<b>15.</b> Zeno Group, New York, NY	6,734,639	<b>49.</b> Didit Communications, LLC, New York, NY	445,099
<b>16.</b> JPA Health Comms, Washington, D.C.	6,056,952	<b>50.</b> Pierpont Communications Inc., Houston, TX	432,894
<b>17.</b> Coyne PR, Parsippany, NJ	4,973,721	<b>51.</b> Gregory FCA, Ardmore, PA	400,000
<b>18.</b> Racepoint Global, Boston, MA	4,691,575	<b>52.</b> Schneider Associates, Boston, MA	394,503
19. KYNE, New York, NY	4,592,165	<b>53.</b> rbb Public Relations, Miami, FL	388,368
<b>20.</b> MCS Healthcare Public Relations, Bedminster,		<b>54.</b> North 6th Agency (N6A), New York, NY	356,478
<b>21.</b> RF   Binder Partners, New York, NY	4,036,065	<b>55.</b> Trevelino/Keller, Atlanta, GA	350,000
22. Gold PR, Corona, CA	4,000,000	<b>56.</b> Prosek Partners, New York, NY	290,000
23. 5W Public Relations, New York, NY	3,800,000	<b>57.</b> SPM Communications, Dallas, TX	262,500
24. Rasky Baerlein Strategic Comms., Boston, M		<b>58.</b> Red Sky PR, Boise, ID	239,021
25. Public Communications Inc., Chicago, IL		<b>59.</b> Perry Communications Group, Sacramento, Ca	A 225,171
26. Hunter PR, New York, NY	3,000,000 2,517,515	<b>60.</b> Marketing Maven PR, Camarillo, CA	220,291
27. LaVoieHealthScience, Boston, MA	2,035,569	61. Greentarget Global LLC, Chicago, IL	194,000
<ul><li>28. Beehive PR, St. Paul, MN</li><li>29. Lovell Communications, Nashville, TN</li></ul>	2,000,000	<b>62.</b> Maccabee, Minneapolis, MN	165,817
<b>30.</b> Moore Communications Group, Tallahassee		<b>63.</b> WordWrite Communications LLC, Pittsburgh, PA	
31. PAN Communications, Boston, MA	1,579,418	<b>64.</b> The Power Group, Dallas, TX	68,028
32. Singer Associates, Inc., San Francisco, CA		<b>65.</b> Idea Grove, Dallas, TX	63,915
33. McNeely Pigott & Fox PR, Nashville, TN	1,347,959	<b>66.</b> Weiss PR, Baltimore, MD	53,000
34. LEVICK, Washington, D.C.	1,325,358	67. O'Malley Hansen Communications, Chicago, IL	22,645



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- Expert on her clients' business
- Publicist maximus
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### Alibaba taps Kuperman as global comms head

hinese e-commerce giant Alibaba Group has elevated Jennifer Kuperman to head of International Cor-

porate Communications.

She replaces Global Corporate Affairs Chief Jim Wilkinson, who is stepping down to start an entrepreneurial venture, the Hangzhou-based company said.



Jennifer Kuperman

Kuperman, a former

management consultant, previously led corporate marketing at Visa and was Chief of Staff to its CEO. At Alibaba, she reports to Executive Vice Chair Joseph Tsai, who called her a "tremendous leader."

Wilkinson exits Alibaba two years after joining from PepsiCo. The former Brunswick Group Partner was a top (George W.) Bush administration communications Aide and guided communications through Alibaba's massive 2014 IPO. O

### Ex-Emanate CEO Sample heads Text100 NY

im Sample, a former Ketchum Partner who served as CEO of its Emanate PR unit, has

moved to Text100 as GM of its New York office.

Sample spent more than 20 years at Ketchum and its 2006 spinoff, Emanate, which she served as founding CEO. She stepped down in Sep-



Kim Sample

tember when Ketchum merged the shop into Access Communications.

Text100 chief Aedhmar Hynes praised Sample's success in building an agency in the New York market, as well as client experience in B2B, corporate and consumer communications. O

### **Tyson adds Collins to** corp. comms. menu

elicia Collins, Chief Communications Officer for Ventura Foods, has moved to Tyson Foods as VP of Corporate Communications.

Collins built the corporate communica-

tions unit at Ventura, the Brea, CA-based maker of cooking oils, spreads, dressings and other products formed in 1996 by the merger of Wilsey and Holsum Foods.

She was previously a Senior VP and Food and Nutrition group head for Edelman in Washington, D.C., and earlier was a Director for Bozell PR, now Weber Shandwick.

At publicly traded Tyson, based in Springdale, AR, she heads PR, social media and internal comms. under Corporate Affairs EVP Sara Lilygren. Tyson brands include Hillshire Farm (Hillshire Brands was its \$8.5 billion merger partner in 2014), Sara Lee and Ball Park. O

### **Fahlgren selects Spong** for of-counsel role

oug Spong, Founder and former President of Midwest PR giant Spong and former Managing Partner and President of sister ad agency Carmichael Lynch, has joined Columbus, OH-based

PR agency Fahlgren Mortine, where he will serve in an of-counsel

According to Fahlgren Mortine personnel, who announced the appointment Wednesday, Spong will now work with the agency to further



Doug Spong

refine its market and positioning strategies, and will help spur future growth through business development.

Spong announced his departure in November from the Minneapolis-based agency that bears his name. A month prior it had been announced that Managing Director Iulie Batliner was the newest President of the Interpublic Group agency, and Spong had transitioned to a President Emeritus

Spong began his career at Minneapolis-based ad agency Colle+McVoy, which he joined in 1981 and ultimately served as Senior VP, Managing Director of PR. In 1990 he teamed up with legendary Minneapolis ad man Lee Lynch to launch Carmichael Lynch. Spong also founded PR shop Carmichael Lynch Spong, and led that Interpublic Group unit for more than two decades to become one of the most successful PR agencies in the Midwest. In 2014 that agency rebranded as Spong.

After stepping down from the top executive slot at the agency, Spong founded consultancy The Doug Spong Co. LLC., in January. O

### **Brandt, Clay named** Sloane co-CEOs

arren Brandt and Whit Clay, Partners and Managing Directors of New York-based Sloane & Company, have

been named Co-CEOs of the specialist corporate and financial PR shop, succeeding Founder and CEO Elliot Sloane.

Brandt and Clay's appointment becomes effective immediately. Sloane, who founded the MDC partner unit in 1998, will remain with the firm in an advisor role.

The leadership transition had been several months in the making. Sloane, who prior to opening his agency served as Financial Media Relations VP and



Darren Brandt (top) Whit Clay

Director at Ruder Finn, as well as Executive VP and GM of Edelman practice Edelman Financial Worldwide, said in a statement that gave the agency's "series of record years and even stronger performance through the first quarter of 2016, there could be no better time for my talented colleagues to take the helm."

Agency officials with knowledge of the transition told O'Dwyer's that Sloane will continue to work with some of the firm's clients — somewhere between 10 and 12 in areas that interest him. O

### **Politico's French flies** to McBee

auren French, a congressional reporter for Politico, has moved to McBee Stra-

tegic Consulting as Senior Manager to lead a new policy communications offering.

McBee said French helms Press Office, a service for clients in need of "policy-driven" PR and communications, in addition



Lauren French

to traditional PA work for the firm.

At Politico, she penned the news org's morning Congressional dispatch, Huddle, and covered the Hill after stints focused on tax policy and the Internal Revenue Service. O



For 30 years, MCS Healthcare Public Relations has remained a constant fixture in an ever-changing media marketplace by adapting and innovating as rapidly as the science itself. An independent specialty shop, MCS acts as a swift boat among battleships: small but sturdy; nimble and reliable; and best-suited for operations that are difficult, demanding and unique.



	RANKINGS OF PR FIRMS SPECIALIZING IN	AGRICULTURE
1.	G&S Business Communications, New York, N	IY \$15,956,516
2.	Edelman, New York, NY	4,665,750
3.	PadillaCRT, Minneapolis, MN	3,213,554
4.	Peppercomm, New York, NY	1,218,462
5.	Standing Partnership, St. Louis, MO	613,752
6.	Fahlgren Mortine, Columbus, OH	368,693
7.	The Hodges Partnership, Richmond, VA	304,000
8.	LEVICK, Washington, D.C.	223,063
9.	Finn Partners, New York, NY	218,000
10.	French   West   Vaughan, Raleigh, NC	175,000
11.	O'Malley Hansen Communications, Chicago,	IL <b>55,750</b>
12.	TransMedia Group, Boca Raton, FL	50,361
13.	Maccabee, Minneapolis, MN	8,316
	-	
D	VAININGS OF DE FIDMS SPECIALIZING IN REA	LITV & EACHION

RΑ	NKINGS OF PR FIRMS SPECIALIZING IN <b>BEAUTY</b>	& FASHION
1.	Edelman, New York, NY	\$18,039,765
2.	French   West   Vaughan, Raleigh, NC	4,776,113
3.	5W Public Relations, New York, NY	4,000,000
4.	Gold PR, Corona, CA	4,000,000
5.	Ruder Finn, New York, NY	3,900,000
6.	Turner, a Fahlgren Mortine company, New York, NY	2,453,402
7.	Coyne PR, Parsippany, NJ	1,764,259
8.	Zeno Group, New York, NY	1,508,733
9.	Status Labs, Austin, TX	1,341,096
	SPM Communications, Dallas, TX	1,029,658
11.	360 Public Relations, Boston, MA	750,487
12.	WE, Bellevue, WA	696,000
	Finn Partners, New York, NY	597,000
14.	BLAZE, Santa Monica, CA	530,577
	Beehive PR, St. Paul, MN	451,597
	Inkhouse Media + Marketing, Waltham, MA	451,089
	O'Malley Hansen Communications, Chicago, IL	355,823
	Marketing Maven PR, Camarillo, CA	337,614
	Peppercomm, New York, NY	323,760
	LEVICK, Washington, D.C.	308,773
	PAN Communications, Boston, MA	263,236
	Quinn, New York, NY	261,661
	AMP3 Public Relations, New York, NY	204,835
	J Public Relations, New York, NY	181,310
	Rosica Communications, Paramus, NJ	178,042
	PadillaCRT, Minneapolis, MN	73,647
	Lovell Communications, Nashville, TN	60,000
	Trevelino/Keller, Atlanta, GA	55,000
	Stuntman PR, New York, NY	39,500
	Jackson Spalding, Atlanta, GA	30,219
	Didit Communications, LLC, New York, NY	20,091
	The Power Group, Dallas, TX	19,994
	Sachs Media Group, Tallahassee, FL	7,500
34.	Maccabee, Minneapolis, MN	3,920

RA	ANKINGS OF PR FIRMS SPECIALIZING IN	ENTERTAINMENT
1.	Edelman, New York, NY	\$23,147,670
2.	Finn Partners, New York, NY	7,474,000
3.	Taylor, New York, NY	3,540,000
4.	W2O Group, San Francisco, CA	1,900,000
5.	Zeno Group, New York, NY	1,540,860
6.	360 Public Relations, Boston, MA	1,500,974
7.	Regan Communications Group, Boston, MA	1,325,400
8.	Hunter PR, New York, NY	1,000,000

Entertainment cont.	
<b>9.</b> Peppercomm, New York, NY	872,675
10. Jackson Spalding, Atlanta, GA	847,649
11. Coyne PR, Parsippany, NJ	739,612
12. Rasky Baerlein Strategic Comms., Boston, MA	734,007
13. French   West   Vaughan, Raleigh, NC	702,000
14. Public Communications Inc., Chicago, IL	692,489
15. PadillaCRT, Minneapolis, MN	566,084
16. rbb Public Relations, Miami, FL	324,650
17. McNeely Pigott & Fox PR, Nashville, TN	280,036
<b>18.</b> SPM Communications, Dallas, TX	224,924
19. Landis Communications, San Francisco, CA	200,000
20. Status Labs, Austin, TX	196,211
21. CooperKatz & Co., New York, NY	147,726
<b>22.</b> WE, Bellevue, WA	143,000
23. TransMedia Group, Boca Raton, FL	100,723
24. Didit Communications, LLC, New York, NY	87,947
25. Sachs Media Group, Tallahassee, FL	60,000
<b>26.</b> Maccabee, Minneapolis, MN	36,047
27. Marketing Maven PR, Camarillo, CA	35,324
28. Schneider Associates, Boston, MA	33,300
29. AMP3 Public Relations, New York, NY	33,163
<b>30.</b> Standing Partnership, St. Louis, MO	25,993
31. Notability Partners LLC, Austin, TX	13,184
<b>32.</b> LEVICK, Washington, D.C.	11,163
<b>33.</b> Lovell Communications, Nashville, TN	8,000

RANKINGS OF PR FIRMS SPECIALIZING IN <b>SPOI</b>	RTS & LEISURE
4 77 1 37 7 1 377	<b>#10.600.000</b>
1. Taylor, New York, NY	\$10,600,000
2. French   West   Vaughan, Raleigh, NC	6,176,664
3. Edelman, New York, NY	2,760,447
4. Coyne PR, Parsippany, NJ	1,978,945
5. APCO Worldwide, Washington, D.C.	1,588,600
6. Ruder Finn, New York, NY	1,500,000
7. Regan Communications Group, Boston, MA	1,274,000
8. Racepoint Global, Boston, MA	573,886
9. Jackson Spalding, Atlanta, GA	522,414
10. Konnect Public Relations, Los Angeles, CA	482,209
<b>11.</b> LEVICK, Washington, D.C.	427,591
12. Crosswind Media & Public Relations, Austin, T	•
13. Status Labs, Austin, TX	277,965
<b>14.</b> BLAZE, Santa Monica, CA	176,859
15. CooperKatz & Co., New York, NY	173,922
16. rbb Public Relations, Miami, FL	150,000
<b>17.</b> McNeely Pigott & Fox PR, Nashville, TN	145,384
<b>18.</b> WE, Bellevue, WA	141,000
19. Rasky Baerlein Strategic Comms., Boston, MA	97,905
<b>20.</b> Trevelino/Keller, Atlanta, GA	75,000
<b>21.</b> The Power Group, Dallas, TX	72,152
22. Sachs Media Group, Tallahassee, FL	69,356
23 Public Communications Inc., Chicago, IL	64,152
<b>24.</b> The Hodges Partnership, Richmond, VA	61,000
25. Didit Communications, LLC, New York, NY	49,368
26. Zeno Group, New York, NY	38,347
27. PadillaCRT, Minneapolis, MN	32,401
28. Marketing Maven PR, Camarillo, CA	30,500
29. Butin Integrated Comms., St. Simons Island, GA	
<b>30.</b> Finn Partners, New York, NY	22,000
31. Perry Communications Group, Sacramento, CA	9,000

RA	NKINGS OF PR FIRMS SPECIALIZING IN HOME FU	RNISHINGS
1.	Edelman, New York, NY	\$47,125,068
2.	Zeno Group, New York, NY	6,807,668
3.	<b>G&amp;S Business Communications</b> , New York, NY	4,728,651
4.	L.C. Williams & Associates, Chicago, IL	3,012,092
5.	Zimmerman Agency, Tallahassee, FL	2,900,000
6.	360 Public Relations, Boston, MA	2,251,461
7.	Hunter PR, New York, NY	2,000,000
8.	Finn Partners, New York, NY	1,220,000
9.	PadillaCRT, Minneapolis, MN	1,030,657
10.	Pierpont Communications Inc., Houston, TX	656,145
11.	Status Labs, Austin, TX	436,024
12.	Konnect Public Relations, Los Angeles, CA	394,337
13.	rbb Public Relations, Miami, FL	375,612
14.	French   West   Vaughan, Raleigh, NC	350,000
15.	McNeely Pigott & Fox PR, Nashville, TN	345,314
16.	5W Public Relations, New York, NY	300,000
17.	Lou Hammond & Associates, New York, NY	251,964
18.	Marketing Maven PR, Camarillo, CA	199,226
19.	Landis Communications, San Francisco, CA	125,000
20.	Didit Communications, LLC, New York, NY	124,540
21.	LEVICK, Washington, D.C.	115,650
22.	Beehive PR, St. Paul, MN	102,526
23.	Trevelino/Keller, Atlanta, GA	100,000
24.	Butin Integrated Comms., St. Simons Island, $\operatorname{GA}$	79,279
25.	Rosica Communications, Paramus, NJ	57,996
26.	WE, Bellevue, WA	55,000
	Maccabee, Minneapolis, MN	38,087
28.	O'Malley Hansen Communications, Chicago, IL	11,769

# RANKINGS OF PR FIRMS SPECIALIZING IN **TRAVEL & ECONOMIC DEVELOPMENT**

1.	Edelman, New York, NY	\$29,257,353
2.	Zimmerman Agency, Tallahassee, FL	10,400,000
3.	APCO Worldwide, Washington, D.C.	9,809,400
4.	Development Counsellors Int'l (D.C.I), New York, N	Y <b>9,617,526</b>
5.	Lou Hammond & Associates, New York, NY	6,715,030
6.	Turner, a Fahlgren Mortine co., New York, NY	6,090,257
7.	Finn Partners, New York, NY	5,558,000
8.	J Public Relations, New York, NY	5,269,529
9.	Hawkins Int'l Public Relations, New York, NY	3,988,822
10.	Nancy J. Friedman PR Inc., New York, NY	3,840,000
11.	Quinn, New York, NY	3,100,859
12.	French   West   Vaughan, Raleigh, NC	2,987,772
13.	Zeno Group, New York, NY	2,816,312
14.	Jackson Spalding, Atlanta, GA	2,491,331
15.	rbb Public Relations, Miami, FL	2,277,908
16.	5W Public Relations, New York, NY	1,900,000
17.	Coyne PR, Parsippany, NJ	1,241,360
18.	LANE, Portland, OR	856,306
19.	PadillaCRT, Minneapolis, MN	741,860
20.	Taylor, New York, NY	730,000
21.	North 6th Agency (N6A), New York, NY	717,461
22.	Moore Communications Group, Tallahassee, FL	581,250
23.	Hemsworth Communications, Ft. Lauderdale, FL	495,500
24.	Status Labs, Austin, TX	482,799

Travel & Economic Development cont.	
<b>25.</b> McNeely Pigott & Fox PR, Nashville, TN	469,405
<b>26.</b> WE, Bellevue, WA	347,000
<b>27.</b> Red Sky PR, Boise, ID	282,583
<b>28.</b> LEVICK, Washington, D.C.	265,205
<b>29.</b> Sachs Media Group, Tallahassee, FL	225,828
<b>30.</b> TransMedia Group, Boca Raton, FL	201,446
<b>31.</b> Marketing Maven Public Relations, Camarillo, CA	148,459
<b>32.</b> Butin Integrated Comms., St. Simons Island, GA	126,798
<b>33.</b> Didit Communications, LLC, New York, NY	100,500
<b>24.</b> The Hodges Partnership, Richmond, VA	81,000
<b>35.</b> Public Communications Inc., Chicago, IL	45,000
<b>36.</b> Stuntman PR, New York, NY	45,000
<b>37.</b> Peppercomm, New York, NY	15,000
<b>38.</b> Maccabee, Minneapolis, MN	8,150
<b>39.</b> AMP3 Public Relations, New York, NY	7,431
<b>40.</b> SPM Communications, Dallas, TX	3,500

# RANKINGS OF PR FIRMS SPECIALIZING IN **ENVIRONMENTAL & PUBLIC AFFARS**

1.	APCO Worldwide, Washington, D.C.	\$25,047,300
2.	Edelman, New York, NY	14,252,567
3.	Finn Partners, New York, NY	12,125,000
4.	Davies, Santa Barbara, CA	10,392,086
5.	Cerrell Associates, Los Angeles, CA	5,948,056
6.	Fiona Hutton & Associates, Inc., Los Angeles, CA	2,990,440
7.	Moore Communications Group, Tallahassee, FL	2,447,537
8.	Singer Associates, Inc., San Francisco, CA	2,355,964
9.	Sachs Media Group, Tallahassee, FL	2,278,470
10.	Pierpont Communications Inc., Houston, TX	2,133,035
11.	Lambert, Edwards & Assocs., Grand Rapids, MI	2,062,000
12.	Perry Communications Group, Sacramento, CA	1,440,079
13.	PAN Communications, Boston, MA	1,184,563
14.	Public Communications Inc., Chicago, IL	973,804
15.	WE, Bellevue, WA	813,000
16.	Crosby, Annapolis, MD	799,266
17.	PadillaCRT, Minneapolis, MN	797,226
18.	Makovsky, New York, NY	750,000
19.	Butler Associates LLC, New York, NY	632,403
20.	Peppercomm, New York, NY	603,116
21.	rbb Public Relations, Miami, FL	593,139
22.	CooperKatz & Co., New York, NY	536,803
23.	Inkhouse Media + Marketing, Waltham, MA	531,525
24.	Schneider Associates, Boston, MA	473,142
25.	French   West   Vaughan, Raleigh, NC	350,000
26.	McNeely Pigott & Fox PR, Nashville, TN	251,711
27.	Landis Communications, San Francisco, CA	250,000
28.	WordWrite Comms. LLC, Pittsburgh, PA	229,970
29.	Zeno Group, New York, NY	214,786
30.	Trevelino/Keller, Atlanta, GA	150,000
31.	Red Sky PR, Boise, ID	147,608
l	LEVICK, Washington, D.C.	142,083
l	Marketing Maven PR, Camarillo, CA	122,180
l	The Hodges Partnership, Richmond, VA	80,000
l	Didit Communications, LLC, New York, NY	56,010
l	Jackson Spalding, Atlanta, GA	54,094
	, ,	

RANKINGS OF PR FIRMS SPECIALIZING IN <b>PROFESSIONAL SERVICES</b>				
Firm	2015 Net Fees	Firm	2015 Net Fees	
1. Edelman, New York, NY	\$113,990,683	<b>29.</b> Inkhouse Media + Marketing, Waltham, MA	693,752	
2. Coyne PR, Parsippany, NJ	8,151,275	<b>30.</b> McNeely Pigott & Fox PR, Nashville, TN	616,980	
3. Greentarget Global LLC, Chicago, IL	6,169,929	<b>31.</b> Crosswind Media & Public Relations, Austin, TX	570,000	
4. Jackson Spalding, Atlanta, GA	5,745,734	<b>32.</b> Beehive PR, St. Paul, MN	473,252	
5. Prosek Partners, New York, NY	5,580,000	<b>33.</b> Moore Communications Group, Tallahassee, FL	437,527	
<b>6.</b> Finn Partners, New York, NY	5,427,000	<b>34.</b> PAN Communications, Boston, MA	394,854	
7. Rasky Baerlein Strategic Comms., Boston, M	A 4,398,979	<b>35.</b> L.C. Williams & Associates, Chicago, IL	392,936	
8. Peppercomm, New York, NY	4,234,429	<b>36.</b> Public Communications Inc., Chicago, IL	376,949	
9. Bliss Integrated Communication, New York,	NY <b>4,011,000</b>	<b>37.</b> Weiss PR, Baltimore, MD	343,925	
<b>10.</b> LEVICK, Washington, D.C.	3,823,339	<b>38.</b> Status Labs, Austin, TX	335,566	
11. PadillaCRT, Minneapolis, MN	3,391,150	<b>39.</b> Maccabee, Minneapolis, MN	327,925	
<b>12.</b> Quinn, New York, NY	3,367,977	<b>40.</b> WE, Bellevue, WA	313,000	
<b>13.</b> 5W Public Relations, New York, NY	3,100,000	<b>41.</b> TransMedia Group, Boca Raton, FL	302,169	
<b>14.</b> rbb Public Relations, Miami, FL	2,806,398	<b>42.</b> The Power Group, Dallas, TX	274,042	
<b>15.</b> Ripp Media/Public Relations, New York, NY	2,598,311	<b>43.</b> Sachs Media Group, Tallahassee, FL	221,842	
<b>16.</b> Zeno Group, New York, NY	2,372,957	-		
17. CooperKatz & Co., New York, NY	1,737,142	<b>44.</b> Standing Partnership, St. Louis, MO	215,200	
<b>18.</b> Regan Communications Group, Boston, MA	1,689,000	<b>45.</b> Landis Communications, San Francisco, CA	200,000	
<b>19.</b> Makovsky, New York, NY	1,550,000	<b>46.</b> Rosica Communications, Paramus, NJ	173,376	
<b>20.</b> Schneider Associates, Boston, MA	1,497,549	<b>47.</b> Marketing Maven PR, Camarillo, CA	161,670	
21. French   West   Vaughan, Raleigh, NC	1,406,204	<b>48.</b> SPM Communications, Dallas, TX	152,310	
<b>22.</b> Konnect Public Relations, Los Angeles, CA	1,274,914	<b>49.</b> Wise Public Relations, New York, NY	143,000	
<b>23.</b> Pierpont Communications Inc., Houston, TX	1,100,204	<b>50.</b> Red Sky PR, Boise, ID	97,698	
<b>24.</b> Lambert, Edwards & Assocs., Grand Rapids,	MI <b>1,047,000</b>	<b>51.</b> WordWrite Communications LLC, Pittsburgh, PA	93,400	
<b>25.</b> Didit Communications, LLC, New York, NY	982,110	<b>52.</b> Lovell Communications, Nashville, TN	78,000	
<b>26.</b> Gregory FCA, Ardmore, PA	850,000	<b>53.</b> The Hodges Partnership, Richmond, VA	76,000	
<b>27.</b> Verasolve, Potomac, MD	815,000	<b>54.</b> Trevelino/Keller, Atlanta, GA	75,000	
<b>28.</b> North 6th Agency (N6A), New York, NY	715,744	<b>55.</b> Hemsworth Communications, Ft. Lauderdale, FL	52,608	

	RANKINGS OF PR F	IRMS SPECIA	LIZING IN FOOD & BEVERAGE	
	Firm	2015 Net Fees	Firm 2	015 Net Fees
1.	Edelman, New York, NY	\$108,204,736	<b>27.</b> LANE, Portland, OR	920,005
2.	APCO Worldwide, Washington, D.C.	15,408,500	<b>28.</b> O'Malley Hansen Communications, Chicago, IL	745,753
3.	Hunter PR, New York, NY	15,000,000	<b>29.</b> BLAZE, Santa Monica, CA	707,435
4.	Zeno Group, New York, NY	10,177,022	<b>30.</b> Status Labs, Austin, TX	683,859
5.	FoodMinds, Chicago, IL	8,287,748	<b>31.</b> Quinn, New York, NY	572,997
6.	Taylor, New York, NY	7,230,000	<b>32.</b> J Public Relations, New York, NY	564,629
7.	PadillaCRT, Minneapolis, MN	6,724,110	<b>33.</b> Stuntman PR, New York, NY	524,000
8.	Coyne PR, Parsippany, NJ	6,538,830	<b>34.</b> Bizcom Associates, Addison, TX	450,000
9.	Regan Communications Group, Boston, MA	5,265,400	<b>35.</b> The Power Group, Dallas, TX	408,477
10.	RF   Binder Partners, New York, NY	5,011,118	<b>36.</b> Maccabee, Minneapolis, MN	380,812
11.	Finn Partners, New York, NY	4,039,000	<b>37.</b> Trevelino/Keller, Atlanta, GA	375,000
12.	Ruder Finn, New York, NY	3,500,000	<b>38.</b> TransMedia Group, Boca Raton, FL	201,446
13.	5W Public Relations, New York, NY	3,400,000	<b>39.</b> rbb Public Relations, Miami, FL	198,455
14.	Jackson Spalding, Atlanta, GA	2,919,464		ŕ
15.	W2O Group, San Francisco, CA	2,700,000	<b>40.</b> Rosica Communications, Paramus, NJ	192,890
16.	French   West   Vaughan, Raleigh, NC	2,689,771	<b>41.</b> North 6th Agency (N6A), New York, NY	179,404
17.	Konnect Public Relations, Los Angeles, CA	2,308,196	<b>42.</b> Red Sky PR, Boise, ID	140,229
18.	Gold PR, Corona, CA	2,000,000	<b>43.</b> Hemsworth Communications, Ft. Lauderdale, FL	121,000
19.	360 Public Relations, Boston, MA	1,726,120	<b>44.</b> McNeely Pigott & Fox PR, Nashville, TN	107,657
20.	LEVICK, Washington, D.C.	1,629,529	<b>45.</b> Marketing Maven PR, Camarillo, CA	97,400
21.	SPM Communications, Dallas, TX	1,317,334	<b>46.</b> The Hodges Partnership, Richmond, VA	96,000
22.	WE, Bellevue, WA	1,147,000	<b>47.</b> Sachs Media Group, Tallahassee, FL	45,000
23.	Butin Integrated Comms., St. Simons Island,	GA <b>1,082,317</b>	<b>48.</b> Schneider Associates, Boston, MA	18,500
24.	Peppercomm, New York, NY	976,482	<b>49.</b> Lovell Communications, Nashville, TN	6,000
25.	Champion Management Group, Dallas, TX	973,103	<b>50.</b> Public Communications Inc., Chicago, IL	3,500
26.	Lambert, Edwards & Assocs., Grand Rapids, I	мі <b>954,000</b>	<b>51.</b> AMP3 Public Relations, New York, NY	3,072

# Majority of 25 largest firms grew double digits in 2015

Fifteen of the 25 largest PR firms taking part in the 2016 O'Dwyer's rankings posted double-digit gains including six of the ten largest, an indication that clients are increasingly turning to the firms for a host of communications tasks.

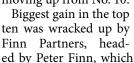
By Jack O'Dwyer

he growth pattern was slightly behind last year's tabulation, which showed 18 of the 25 biggest firms to have grown in double figures.

Edelman grew 7.2 percent to \$854.5 million after 2014's growth of 8.6 percent. That added \$43.5 million to the firm's total

which, by itself, would have put it among the top-ten in the O'Dwyer's rankings.

Zeno, sister company of Edelman, grew 18.6 percent to \$47.3 million and No. 9 on the list, moving up from No. 10.





grew 35.3 percent to \$71.4 million partly because of several acquisitions.

W2O Group, San Francisco, health and tech specialist, was the third-fastest growing in the top ten with a 15 percent spurt to \$95 million.

A newcomer to the top ten is tech and consumer PR specialist Lewis, based in San Francisco with substantial operations in the U.K. It had a gain of 11.6 percent to \$68.5M.

### **Edelman cites independence**

Richard Edelman, president and CEO of Edelman, when asked what are the drivers of the firm's growth, said the No. 1 factor was "being independent."

The firm "is not part of a holding company which have a different and broader concept of PR," he said.

Strategy of the firm is to invest money earned in the U.S. to build the brand throughout the world," he added. Edelman now holds 14 offices in the U.S. and 52 offices in 29 different countries.

"Our investment policy is to hire the best and brightest talent we can find," Edelman said.

### W20 focused on integrating analytics

Jim Weiss, chairman and CEO of the W2O Group, the fastest growing in the Top Five, said, "a focus on fully integrating analytics at all of W2O Group's solutions led to the increase. Clients were able to move decisively, informed by objective data and insightful guidance, and W2O was able to continue relationships with its most prolific clients."

"Our two largest practice areas—health-

care and technology - contributed to this impressive growth, plus global brands (as clients) emerged across all verticals. We gave our international clients another access point by launching our Basel, Switzerland office, our twelfth globally and second in Europe."

"Notable achievements" included boosting analytics offerings by acquiring Vintank, a social engagement and CRM platform, which was branded as TMRW Engine.

"Our proprietary tools continue to evolve," said Weiss. "Healthcare's trailblazer, MDigitalLife, grew dramatically in 2015 to map more than 700,000 health ecosystem profiles and became a full service offering rather than simply an analytics platform. Its renowned Social Oncology Project continued with a tremendous 2015 report."

W2O partnered with the Health Data Consortium to host the first-ever workshop driving innovation using social media health data.

The firm said its "Socialgraphics" behavior-based segmentation has been a client favorite: it assesses the attitudes, characteristics, behavior and motivations of a target audience, sourced from their online activity and public social expressions.

Reputation management and crisis PR was improved by "Inception," an analytics-driven crisis tool helping clients prepare to address issues and crises in the digital age through real-world simulations. SX-

> W2O, the firm's "benchmark event" in Austin,



The firm established the first-ever social media certification program for Syracuse University's W2O Center for Social Commerce.

Jim Weiss

Account wins included Stryker, Intercept, Evofem, Autodesk and Overstock.

### Ruder Finn's new thought, practices

Ruder Finn, the fifth largest firm with \$74 million in 2015 revenues and a staff of 535,

adopted new work and thought patterns to keep pace with the challenging business environment.

"We have reorganized the way we think and work," said CEO Kathy Bloomgarden. "We are bridging our offices and practices to build more dynamic and integrated global teams that could function nimbly across regions."

She said the firm "dove into the explosion of virtual reality, marrying the proliferation of online content with the 360 degree experience users are clamoring for. We also isolated five key growth areas that are critical to the future for our clients and their in-



Kathy Bloomgarden

dustries - Connected Lives, Brand Transformations, Healthcare Innovation, Experiential Marketing and Talent Transformation. At the core of all of our success is our talent. Without all of our employees' disruptive ideas, hard work and dedication, our tremendous 2015 would not have been possible."

"Innovative thinking, bold campaigns and ground-breaking work led to a Cannes Health Lion Award, the only PR agency to win one, and a CLIO," she noted. "This success resulted from our continued partnership with our clients, who inspire us to continuously challenge ourselves in the fast-paced world we live in today."

### Organic, new biz powered Finn Partners

Founding partner Peter Finn of Finn Partners said its 35.3 percent growth was fueled by organic growth from clients such

as Blue Cross Blue Shield of Michigan, Institute of

Electrical and Electronics Engineers (IEEE), and I Love New York, and new clients such as Allianz Global, Aralez, Auntie Anne's, Barnard College, Carvel, Checkpoint Software, Cinnabon, Crystal Cruise

Lines, Fruit of the Loom,

and Ingram Micro.



Sabrina Horn

Global staff rose to 473 from 339.

Horn Communications, led by Sabrina Horn, joined the firm as head of Finn Partners Tech Practice. She had been named as a

2015 "Hot Topic 100 Most Influential Tech Agency



Peter Finn

PR Executive winner."

Healthcare PR veteran Gil Bashe joined as Managing Partner, international healthcare practice group.

Finn Partners became the first national PR firm to enter the expanding Nashville market by acquiring DVL

and Seigenthaler.

'We are committed to our core set of values including a 'Best Place to Work' culture that makes our firm and our campaigns award-winning and our staff and clients always amazed," said Finn.

### APCO cites PA, global practice

APCO Worldwide, the second largest O'Dwyer-ranked PR firm with 2015 fees of \$119.8 million, described itself as "leading the way in public affairs, stakeholder engagement and business strategy."

The firm's "innovative strategies transcend traditional public affairs" as it "integrates the next generation of technology, tools and tactics to develop and execute winning campaigns."

Margery Kraus is Executive Chairman of APCO Worldwide.

"APCO is integrating opinion research, digital analytics, and big data to help clients understand what people say and

where they say it, what people think and what drives these opinions, and how people behave, and what content they consume."



Margery Kraus

This helps clients to better understand reality and know how to effectively engage and build a set of metrics to measure impact," the firm said.

Remaining independent is cited as a key factor in the firm's continued success. Areas of expertise include issues involving competition and anti-trust and crisis and litigation communication.

The firm's "PRO Model" helps executives quickly address difficult challenges through informed, timely decision making.

Its "Champion Brand" helps the world's largest corporations to communicate about their brands and engage with their stakeholders.

APCO collaborated last year with Text100 to launch ATDigitalHealth, which

helps healthcare and technology clients to take part in the digital health revolution. The firm launched a global emergency response offering, APCO ER, to better serve clients facing crises needing an immediate emergency response.

### ICR up 10.8 percent to \$56.2 million

ICR, the financial PR/investor relations specialist which has expanded into other areas, grew 10.8 percent to \$56.2 million, retained its No. 8 position.

ICR said it "continued to deliver industry leading strategic communications and advisory services, helping clients of different sizes across several industries achieve business goals and maximize their long-term enterprise value."

Founded in 1998 with a financial specialty, it has now built expertise in retail, restaurants, real estate, healthy living, energy, industrials, technology and other areas.

After a 20 percent growth in 2014, ICR again saw double-digit revenue growth in 2015 with new client wins that included JustFab, Luvo, Cardlytics, China Digital TV Holdings, Co., Xerium Technologies, Party City and Veracode, Inc., among oth-

It helped Noodles & Co. launch its new brand positioning and food platform that established it as an innovator in the Fast Casual Restaurant segment. That message was integrated with communications and outreach to institutional investors. The result was widespread positive coverage among business and trade media and an achievement in brand building.

Investors sent shares and overall equity valuation higher. "This case was representative of our power alley: the integration of PR and IR and its ability to create value for all corporate stakeholders," said ICR.

ICR launched a new brand identity program aimed at better conveying its integrated services. This included a redesigned website with ICR's new logo, tagline, and overarching visual identity, reflecting its expertise in capital markets and commu-

In conjunction with the rebrand, it introduced ICR Capital LLC, a subsidiary that provides a suite of capital markets advisory services designed to help financial sponsors and issuers achieve key transaction objectives. As a registered broker dealer, ICR Capital provides independent counsel and deal oversight spanning IPOs, follow up on offerings, strategic M&A and capital sourcing. ICR Capital expands ICR's offerings and further positions the firm to deliver strategic communications services around material transactions throughout the corporate lifecycle.

### PadillaCRT grew on all fronts

PadillaCRT, Minneapolis, moved from No. 13 in 2014 to No. 10 on the O'Dwyer ranking as it grew 10.1 percent to \$34.8 million.

CEO Lynn Casey said, "The hard work we did in 2014 putting together two companies of roughly the same size, PadillaCRT and CRT/tanaka — began to pay off in 2015. We exceeded our revenue forecast at just over ten percent growth over 2014.

"The growth came from a healthy mix of new and current clients. All of our industry



Lynn Casey

and functional groups, corporate, IR and crisis management, grew powered by new digital and social-media leadership, a 30-person creative team, and a brand strategy firm that joined PadillaCRT in late 2015.

"We also established our mantra, Connect with Purpose, and began

to build the new PadillaCRT brand. Since we are employee-owned, people matter in a big way. As part of our 'best workplace' initiative, we hired an organizational development expert to re-imagine our training and development offerings.

"The result is Propel, which focuses not only on skill-building but also on helping our managers to be better coaches and mentors to their peers and those they supervise. It's a big commitment and one that I am rabid about. We are, after all, nothing without people who are on fire to keep learning. My job as leader is to support that appetite for personal and professional growth."

### MWW, DKC drop from rankings

Two firms that have been in the top ten rankings dropped out — MWW Group and DKC. MWW, up 7.8 percent in 2014 to \$51.7 million, has been heavily involved in the campaign of Hillary Clinton for President. It withdrew after five years of submitting its figures, giving no reason. The firm employed former New York Congressman Anthony Weiner for two months in 2015. Discovery of his sex-tinged emails in 2013 caused his resignation.

DKC, founded by Dan Klores and headed in recent years by Sean Cassidy, gave no reason for the withdrawal. Only three others from last year's "Top 50" failed to show up for the 2015 rankings — Allison Group, which was No. 11 with \$37 million in revenues; Spark PR, No. 24 at \$16.4 million, and LaunchSquad, No. 28 at \$14M million.

Returning to the list were Lewis, which is in the Top Ten; Regan of Boston, up 2 percent to \$24.5 million, and IMRE, Baltimore, up 9 percent to \$14.6 million. O

# Healthcare, tech, financial PR grew most in 2015

PR firms of all sizes revealed robust growth last year, but it was the healthcare, technology and financial PR practices that accounted for the biggest gains in the industry in 2015, according to O'Dwyer's ranking of PR firms. The best performance goes to Washington, D.C.'s Spectrum, led by John Seng, which was the leading gainer in *O'Dwyer's* Top 25, revealing growth of more than 83 percent.

By Jack O'Dwyer

ore than 120 PR firms participated in O'Dwyer's 2016 rankings, revealing net fee and employee totals with 2015 income tax and W-3 forms.

### Spectrum was leading gainer

Spectrum's 83.5 percent gain to \$14.8 million was the biggest among the top 25 firms in the O'Dwyer rankings.

The firm, specializing in healthcare public relations and public affairs, celebrated its 20th anniversary this year, winning "a number of global marquee accounts and expanded its footprint beyond Washington, D.C., to New York City and Atlanta," said CEO John Seng.

"We added team members at all levels and welcomed some of the PR industry's

most respected senior communications counselors to its leadership team," Seng said.

"We've got a unique value proposition that's attracting innovative health, life science and consumer companies as well as world-class talent," said Jonathan President. Wilson, "Our teams work across



John Seng

the divergent worlds of trendy, consumer brands and high science pharmaceutical products, bringing a unique combination of scientific rigor and contemporary smarts."

New leadership team members include EVPs Leslie Wheeler, Robert Oquendo and Al Jackson, and SVPs Denise Chappell and Susan Francis.

Seng credits the agency's recent success to Wilson, whom he recruited in 2014, as well as to new senior hires and long-term



team members who have served Spectrum clients for more than a dozen years.

Spectrum is the Chair and Americas hub for GLOBALHealthPR, a worldwide partnership of independently owned and operated health and science communications agencies.

Global consumer, biotechnology and pharmaceutical companies find the partnership's insight-led, choice model business partnership and presence in 42 countries to be the ideal fit for their global communications initiatives, said Seng. Spectrum and the network added several new clients in 2015, leading to "significant growth and the opportunity to add leaders across the team."

### Racepoint Global rose 7.2 percent

Boston's Racepoint Global, with practice areas in technology, healthcare, life sciences, consumer, public policy and public affairs, rose to No. 12 as revenues gained 7.2 percent to \$29.2 million.

Headed by Larry Weber as Chairman and Peter Prodromou as President, the

firm says its proprietary FieldFacts, software, enables it's identify and target influencers and deliver "a new kind of accountability based on our ability to better understand customers of clients, their psychology, and how they consume information."



Larry Weber

"Armed with this intelligence, we give our

clients PR, advertising and precision-marketing campaigns that speak to the right people at the right time," said Weber. "Then we dare to measure performance and report how many times high-level influencers have acted on behalf of clients."

Racepoint also has offices in San Francisco, Washington, D.C., London, Beijing, Hong Kong and Shanghai.

### 5W moves to no. 18

5WPR's 13.2 percent growth to \$21.5 million boosted it to No. 18 on the Top 25 list.

"We saw significant expansion in our consumer, corporate and technology practices," said CEO and Founder Ronn Torossian.

Strong organic growth showed that the firm is meeting client goals by providing expertise in social and digital media, design, research, metrics and influencer programming, he said.

"We not only began working with new,

great partners in 2015, but we were able to take many of our existing programs to the next level for clients agency-wide," he added. "We are fortunate to have many long-term client relationships and to be able to expand our campaigns in ways that truly add value their businesses,



Ronn Torossian

whether through digital programs or providing research and metrics that inform marketing decisions."

As a multi-divisional agency, 5WPR has been structuring cross-agency teams comprised of experts within its technology division and consumer team. It represents two ranked unicorn companies, 2015's Inc. 5000 #1 Fastest Growing Company and two businesses listed on the New York Times' Top Fintech companies.

### **Prosek shoots for Bottom Line**

Prosek Partners, one of the fastest growing firms in the Top 25 with a jump of 20 percent to \$24.4 million, told O'Dwyer's that PR must have "a bottom-line benefit" for clients. It credits the firm's growth to its

> "signature creativity and 'unboxed communications' approach." Revenue has climbed nearly

40 percent since 2013.

Jen Prosek

Key practice areas expanded include asset management, professional services, alternatives, transactions and issues management, and financial technol-

Prosek's transactions team took part in deals valued at \$30.5 billion in 2015. Adding expertise to the firm's transactions and

Continued on page 50





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INVESTOR RELATIONS

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PRIVATE EQUITY

CRISIS COMMUNICATIONS & SPECIAL SITUATIONS

SHAREHOLDER ACTIVISM & CORPORATE GOVERNANCE

### O'Dwyer's 2016 rankings

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issues management practice was Andy Merrill, hired as a Partner last year.

The agency's Digital and Creative Ser-



**Andy Merrill** 

vices Group was expanded, which provides design, content, analytics and multimedia services.

Prosek also experienced a 45 percent growth in the London office, as a sizeable number of clients use both the U.S. and U.K. teams.

Major client wins included Bloomberg, Cheyne Capital Management, DA Davidson, Glenmede Trust Co., Goldman Sachs Asset Management, MBIA Insurance, Synchrony, TD Bank, Webster Bank and Winton Capital.

### Taylor tops \$22 million

Taylor, brand counselor and PR partner to a select list of the world's leading consumer brands including Allstate, Comcast, General Mills, Nike/Jordan, Procter & Gamble and 3M, has focused on "enhancing and diversifying our creative foundation, elevating our approach to measurement and evaluation; and strengthening our global capabilities," said Bryan Harris, COO and Managing Partner.

The firm last year developed a fully integrated creative studio in its Empire State Building headquarters to serve as the hub of brand planning, creative, production, design and digital strategy teams and foster stronger integration between practice groups. The collaborative space is known

collectively as Taylor Creative Studios.



In measurement and evaluation, the firm continues build to upon the proprietary

platform introduced in 2015, CustomTaylor, which can incorporate data from multiple sources — including sales data, tracking studies, or primary consumer research - to provide a more holistic picture and demonstrate communications impact on business and brand objectives. One of its major benefits is the ability to be completely customized to address the specific needs and requests of Taylor's client partners.

"Having our own proprietary platform gives us the ability to deliver a bespoke solution to each of our client partners, functionally and aesthetically, without limitations," said Harris.

Taylor is also building the Taylor Global Alliance, strategic partnerships with more than two-dozen independent agencies around the world.

"As we continue to grow and diversify this network, our ability to compete for, win, and successfully activate against global projects will strengthen," said Harris.

### Peppercomm picks up 11.9 percent

Ed Moed, Co-Founder and CEO of Peppercomm, which grew 11.9 percent to \$18.2 million, said increasing the size of the firm's largest client relationships through analytics, digital services and more integrated programs made top and bottom line growth. Significant new assignments were

won in the consumer

"Our focus for the future is three-fold," said "Deeper analytics that lead to even stronger insights for clients; becoming more digital centric, meaning everything from how we communicate, operate, recruit, market and do new business in a digi-



Ed Moed

tal marketplaces; and integrating offerings more seamlessly under one P&L."

SourceAmerica partnered with Peppercomm to promote the organization's broader impact and key programs. Through a targeted media strategy that used storytelling through the eyes of individuals with disabilities, the team secured earned media including Bloomberg, U.S. News & World Report and The Daily Beast.

The agency won the PRSA/New York Big Apple Award for Best Integrated Communications Campaign for its work with The Economist Group Content Survey. The firm was recognized for its efforts developing a microsite, infographics, video, and key findings.

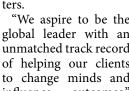
Peppercomm launched LEVL, a new fitness technology that can measure a user's fat burning state through breath. Peppercomm established LEVL as the leader in breath science at the 2016 Consumer Electronics Show, resulting in Time naming LEVL one of the 9 Coolest Gadgets at CES 2016.

New hires include former Wall Street Journal reporter Joe Checkler as Media and Content Specialist and Mike Friedin, Managing Director, Digital, who was previously a Managing Director with Accenture.

### Levick looks for high-profile issues

Washington, D.C.-based communications and public affairs firm Levick, which

grew 13.7 percent in 2015 to \$19.5 million, cited its growth from a focus on representing companies and countries in the highest-profile mat-



"We aspire to be the global leader with an unmatched track record of helping our clients to change minds and influence outcomes,"

said Chairman and CEO Richard Levick. "Through global business intelligence, digital analysis, political relations, and experience, we provide clients with the 'canary in the coal mine, giving them the ability to know well in advance when they're going to be the next target for regulation, legislation, litigation, or social animus."

Richard Levick

"Brilliant communications and public affairs should be about anticipating the narrative, not just responding to it," Levick added.

Offices were added in Chicago and Austin, led by public affairs strategist Katherine McLane. Further expansion is planned for 2016.

### FWV finds 13 percent growth

Raleigh's French West Vaughan said a 60/40 split of organic to new client acquisition fueled its 13 percent growth to \$21.1 million.

FWV's consumer marketing practice continues to represent the lion's share of

the agency's billings, said Chairman and CEO Rick French.

**Rick French** 

The firm has grown alongside blue-chip clients such as Wrangler, Bassett Furniture, athletic retailer Fleet Feet, Justin Boots, Moe's Southwest Grill, Melitta Coffee and Hood River Distillers' Pendleton Whisky.

New business won in 2015 includes athletic insole maker Airplus, the Veterans Golf Association, mobile text service We-Text, Paralyzed Veterans of America, the

Continued on page 52

**Bryan Harris** 



# KAPLOW CELEBRATES 25 YEARS

of changing conversations



### O'Dwyer's 2016 rankings

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Trailways national bus system, and Concord Hospitality, the nation's largest independent hotel management company.

French noted he was an early advocate of a discipline-neutral approach to account planning, building out or acquiring advertising, media buying, licensing, content creation and influencer marketing capabilities as far back as the early 90s, long before integrated marketing became a trend among forward-thinking PR firms.

French recently launched a "second career" as a Hollywood producer, which he notes gives clients "unique access to talent and subtle product placement opportunities within the films and television projects that he is currently signed to produce."

### **Jackson Spalding jumps 12.7 percent**

"Client requests to help them in new ways means we have earned trust and respect through exceptional service that positively affects their business goals," said Bo Spalding, Co-Founder and Principal of Jackson Spalding, Atlanta, No. 24 with a 12.7 percent gain to \$18.1 million.

"That makes us both proud and grateful," Spalding said. "Because our people are talented, smart, high character and hard-working, we have seen annual 12-15 percent growth over the past six years. Our

> development business approach is performing well for existing clients so we earn the privilege of more work for them and from new





Bo Spalding

'We have never intended to be the largest or most celebrated agency," Spalding continued. "We want to be

companies we come to

known for advancing our clients, knowledge, industry, agency, communities and one another. By doing this successfully each of us advances ourselves, too."

Recent work cited by Spalding was helping Atlanta-based Chick-fil-A during its expansion to Seattle and New York. The firm helped open a three-story, 5,000 square foot restaurant in Manhattan, the largest in the chain and first in the Big Apple. The restaurant broke numerous company business records and was a storyline locally and nationally.

### Pan paves forward by 24 percent

Boston's Pan Communications, which

grew 24 percent to \$13.1 million, said its growth couldn't be attributed to any one defining factor but to multiple internal and external influences.

The firm acquired San Francisco's Vantage PR at the end of 2015, which president and CEO Philip A. Nardone, Jr., said "has reinvigorated PAN, providing employees with cross-office teams, relocation possibilities and new market opportunities."



Philip Nardone, Jr.

To support the needs of the acquisition, PAN strengthened its senior management team and kept the firm focused on offering the "best culture, services and experience across our evolving integrated and digital offerings."

To meet today's climate, the firm "continues to evolve our inte-

grated marketing communications service specifically around digital and content marketing, leveraging our storytelling capabilities via video, creative and shareables podcasting across our client base."

### Hunter hits No. 21 at \$20.5 million

Hunter PR, after three consecutive years of double-digit fee gains and the acquisition in 2014 of a majority stake by MDC Partners, 2015 was a year of instilling new practices for sustained long-term growth, said CEO Grace Leong.

The firm opened a London office, its first branch outside the U.S. Expanded specialized services now include social and digital media, up 22 percent in fees from the previous year, Hispanic programming, up 20 percent, and entertainment marketing including talent procurement, branded integrations and major event sponsorships, up 45 percent.

Hunter Digital, the agency's social/digital media division, added key clients in

fashion, food, consumer

cluding honors from

PR News, PR Daily and



Grace Leong

Bulldog Reporter.

Hunter PR has long ranked as the No. 2 or No. 3 U.S. consumer agency in the O'Dwyer's Food & Beverage category. This

category grew by nearly 7 percent in 2015, fueled by expanded assignments from existing clients, including McIlhenny (Tabasco), and Post, which awarded Hunter its newly acquired brands, Premiere Protein and Power Bar.

Hunter's Health & Beauty practice grew 36 percent due to expanding assignments on existing brands and new brands such as Motrin, Visine and Lactaid (Johnson & Johnson) and Batiste (Church & Dwight).

### **IMRE** increases 9 percent

IMRE, based in Baltimore with offices in New York, Los Angeles and Raleigh, boosted revenues 9 percent to \$14.6 million. It works for some of the world's largest brands including Pepsico, John Deere,

T. Rowe Price, Penn Mutual, AstraZeneca, PowerBar, California Pizza Kitchen, Dickies and STIHL (chainsaws and power tools).

Fueled by strategic hires and calculated business decisions, the firm said it has restructured its focus to become a leading consumer agency.



Dave Imre

IMRE has a strong background in consumer packaged goods, fashion, beauty and retail and has expertise in social, digital, creative, PR and paid media. Its goal is making customer value the top priority for its clients. Consumer-focused strategies are applied to clients in healthcare, financial services and sports marketing.

"Our successes for clients are due to our people who give their energies, passions and insights to the work they do and the results their clients see," said Dave Imre, CEO and Partner.

### Bliss brings in 40 percent fee jump

Bliss Integrated Communication, posting a 40 percent gain to \$9.4 million in fees, jumped from No. 52 to No. 43 in the O'Dwyer's rankings.

The agency is proud of this "uncommon percentage jump" that came on the 40th anniversary of its founding.

"The dynamic that best explains this burst," said Managing Partner Elizabeth Sosnow, "is our 'learning' culture that challenges all employees — from assistant A/Es to partners — to stay on the cutting-edge of their respective industries and immerse themselves in the latest marketing/communications disciplines."

This culture of staying one-step-ahead of trends meant that clients and prospects

Continued on page 54



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### O'Dwyer's 2016 rankings

\_ Continued from page 50

in all three Bliss vertical business lines — Professional Services, Financial Services and Healthcare — wanted more of the

firm's time and counsel.

they said.



Elizabeth Sosnow

Bliss' Financial Services practice works with a mix of traditional business-to-business and business-to-consumers players as well as new, disruptive online lenders, digital marketplaces and robo advisory services.

Healthcare clients look for help in navigating the complexities of a post-Affordable Care Act environment. Professional Services clients ask Bliss to advise them on new regulatory challenges and technology that cause disruption, the agency said.

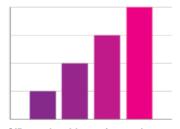
"We meet client needs through an integrated mix of media, owned content, events/partnerships and social/digital channels," said Sosnow. "At Bliss, we challenge each employee to think hard about where their clients need to be, and how new and traditional communication channels can help them get there."

### ReviveHealth reveals "healthy" growth

ReviveHealth, specialist in the B2B healthcare sectors of health systems, health services and health technology, was up 12.6 percent to reach the \$10 million mark.

"The agency has been built to serve the organizations in this space as the strategic partner for branding, marketing, digital and PR," said CEO Brandon Edwards.

"A perfect storm of unprecedented shifts in the business of healthcare and dramatic changes in clinical and financial models have put the firm in the middle of the storm," Edwards added.



O'Dwyer's rakings of top gainers, pg. 58

According to Edwards, healthcare orga-

nizations need to position



**Brandon Edwards** 

Combining the firm's specialty in healthcare B2B with the "depth, breadth and scale" of

its new parent company, Weber Shandwick, gives it unique capabilities, said Edwards.

ReviveHealth and Weber Shandwick have been pitching and winning new clients together since last year, starting with the addition of health technology client arcadia Healthcare Solutions.

### Bateman's 28.9 percent growth

The Bateman Group, San Francisco, which has a diversified a practice that includes digital media and marketing, digital health and wellness, Fintech, Consumer and venture capital, grew 28.9 percent to \$8.6 million in 2015.



Fred Bateman

"We've turned areas we are strong in, such as security, i.e., our Trust portfolio, and enterprise, our Future of Work portfolio, into super practices where we are basically untouchable by the competition," said CEO and Founder Fred Bateman.

Key account wins include Area 1 Security,

Bromium, CB Insights, HackerOne, Intuit QuickBase, CloudPassage, FinancialForce, HackerRank, Segment, Taulia, and Tegile Systems.

The firm's Content Studio, under Elinor Mills, has seen "tremendous growth," Bateman said. The firm has also expanded its owned content work to now managing corporate blogs, from ideation to managing the editorial calendar to writing. It produced more than 300 posts for two of Google's blog properties.

### LaVoieHealthScience up 100 percent

LaVoieHealthScience, headquartered in Boston, posted the biggest gain among the 123 firms in the rankings, up 100 percent to \$2.5 million.

President and CEO Donna LaVoie said, "We're passionate about two things, health and life science and helping our clients to

achieve their goals by telling an authentic technology story to the right audience. "

LaVoie said the agency started doing this 15 years ago, when the life science sector was first attempting to understand the potential of sequencing the human genome.

"Today, gene editing, one of the promising new technologies that harness the immune system, may be the most innovative," LaVoie said. "While the technologies and



Donna LaVoie

products have changed over the last 15 years, we have grown by helping our clients tell the rich stories of many wonderful technologies and products to treat and, yes, even cure some very devastating diseases. What hasn't changed is our passion for helping the most innovative health

and life science companies achieve their goals through strategic communication."

LaVoie said what makes the agency unique is that its client teams are led by seasoned senior communicators and journalists from leading biotechs, biopharmas, hospitals and tech publications, so clients receive pragmatic and industry-tested counsel.

"While client needs may be different, our experience encompasses relationship building with investors, journalists, influential researchers, physicians, patients, advocacy groups, government and regulatory authorities and third party payers," LaVoie

### rbb rises 18.8 percent

Miami's rbb Communications, headed by CEO Christine Barney and President Lisa Ross, was one of the leading gainers in O'Dwyer's Top 50 category, growing 18.8 percent to \$7.6 million.



Lisa Ross

The firm changed its name from rbb public relations last year "to serve brands that desire fully-integrated communications strategies handled deftly by teams run by senior practitioners."

"Many companies appreciate what independent agencies like rbb offer in terms of nimble-

ness and access to senior-level advice and engagement," Barney and Ross said.

Current client Hilton Worldwide gave the firm the consumer PR account of its largest brand, Hampton, after a competitive pitch. It has served as agency of record for Hilton's Homewood Suites and Home2 brands for the past several years and more recently was named for the launch of its new brand Tru. Richard Branson's Virgin Cruises also named rbb as agency partner.

Other account wins were global internal communications for Thomson Reuters and marketing work for Simon Malls' Sawgrass Mills, PCS Wireless and Vitas Healthcare.

### **Gregory FCA finds 10.3 percent gains**

Gregory FCA, handling tech, financial services, corporate, issues management, B2B, B2C, education, energy and other areas, grew 10.3 percent to \$7.5 million.

Greg Matusky, Founder and President of the Ardmore, PA-based agency, said con-

tributing to growth were

as its parent company

TESSCO Technologies,

while continuing to

serve NICE Systems,





**Greg Matusky** 

SHI, and others.

Within financial services, the firm added Janney Montgomery Scott, Penn Mutual Asset Management, and The CFP Board. The firm's healthcare and biotech portfolio added clients Galectin Therapeutics and Recovery Centers of America.

An improving economy saw a record number of the firm's clients expanding their public relations budgets and adding social and content marketing disciplines to their traditional media relations needs, according to Matusky. Eight full-time employees were also added, all in client services, a record expansion for the agency.

### Jarrard Phillips is leading gainer

Brentwood, TN-based healthcare PR specialist Jarrard Phillips Cate & Hancock was one of the leading gainers on the list, up 21.8 percent to \$7.4 million.

"The firm's growth is a direct reflection of our ability to listen and respond," said David Jarrard, President and CEO. "As a business that's exclusively focused on healthcare, we've been very purposeful and diligent about that given the industry's state of constant flux."

The agency works with many of the nation's top healthcare providers, which are currently experiencing an unprecedented era of change, challenge and transformation. Jarrard said the agency has taken this as an opportunity to engage with its clients and industry contacts to learn more about

> their needs, challenges and strategic goals.

"We've responded strategically through a rebranding of the company, expansion of services and deepened focus on providers, all of which are a direct response to our clients' increasingly complex needs," Jarrard said. "We're evolving from



an organization traditionally known for special projects work to a strategic longterm partner with the capabilities to help providers transform their organizations over time and position them for success in a post Accountable Care Act environment."

The agency has also facilitated growth by expanding its team.

### 360 up 14.6 percent

A 14.6 percent gain to \$7.5 million boosted Boston's 360 Public Relations to No. 49 on the list, up from No. 58 on the 2014 ranking.

"The very gratifying story of our past year has been one of clients embracing the insights-driven, creative campaigns that our teams have developed from the ground up," said CEO Laura Tomasetti. "Our size is proving to be a real advantage for brands that want fully integrated PR and digital media services and an agency partner who thinks big while taking a high-touch approach to their business."

Examples include "Fill Your Fridge" for Peapod, the No. 1 online grocer; a "Parent Victory Tour" for Safety 1st and "New Beginnings" for Liberty Mutual Insurance.

New clients included Stride Rite, Juicy Juice, Jelly Belly, Crabbie's Ginger Beer, and The Pogues Irish Whiskey.

### Marketing Maven a fast mover

Marketing Maven, headed by President and CEO Lindsey Carnett, surged 48 percent in 2015 to \$1.8 mil-



**Lindsey Carnett** 

The agency, which began as a small shop with a background in direct response marketing, now holds offices in New York and Los Angeles, a growth attributed to maintaining a focus on client revenue generation.

"When you help to

grow a client's bottom line, they seem to stick around a lot longer and become your best sales force through positive word of mouth marketing," said Carnett. "As a very tight knit team, we are constantly working to make our operations more efficient, embracing new tools and technology, quickly mastering emerging digital and content marketing techniques and demonstrating ROI to clients through detailed reporting."

The firm's performance for clients has resulted in three straight years of double-digit growth.

### North 6th Agency up 65 percent

New York's North 6th Agency was one of the fastest growing in the top 100, spurting 65.9 percent to \$3.4 million.

President and CEO Matt Rizzetta said the firm invested heavily in creating tangible differentiators in its business, with an emphasis on culture, data and customer service.

"This has been the fabric of N6A since we launched in 2010, however the marketplace really noticed this and responded to our innovation over the past year, which contributed greatly to our ability to scale," Rizzetta said.

Senior management was strengthened

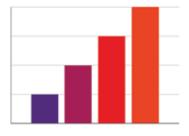


Matt Rizzetta

and mid-level management was groomed to serve as the "heartbeat" of the agency. A junior staff was built "that is as talented and hungry as we've ever seen," said Rizzetta.

"We continued to promote from within and recruited candidates externally who are attracted to our system and

believe in what we are building," Rizzetta said. "We improved our operating infrastructure, expanded our service offerings, and broadened our sales and partner channels, validating that the N6A system works and is scalable." O



O'Dwyer's rakings of firms by region, pg. 60

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

Fii	rm	2015 Net Fees	Employees	% Change from 2014
	delman, New York, NY	\$854,576,00	5,936	7.2
	PCO Worldwide, Washington, D.C.	119,858,300	680	1.4
	VE, Bellevue, WA	98,782,000	645	-7.
	V2O Group, San Francisco, CA	95,010,000	427	1
	uder Finn, New York, NY	74,000,000	535	eve
	inn Partners, New York, NY	71,481,000	476	35
	EWIS, San Francisco, CA	68,585,000	568	11.0
	CR, New York, NY eno Group, New York, NY	56,208,757 47,343,821	153 317	10. 18.
	adillaCRT, Minneapolis, MN	34,813,666	190	10.
	Flobal Strategy Group, New York, NY	31,000,000	87	-4
	acepoint Global, Boston, MA	29,247,347	194	7.
	Coyne PR, Parsippany, NJ	27,000,000	184	17.
	&S Business Communications, New York, NY	25,012,724	142	1.
	egan Communications Group, Boston, MA	24,547,269	87	
	rosek Partners, New York, NY	24,400,000	102	20.
	aylor, New York, NY	22,100,000	105	1.3
<b>8.</b> 5	W Public Relations, New York, NY	21,467,473	133	13.
19. F	rench   West   Vaughan, Raleigh, NC	21,166,208	96	12.
	ahlgren Mortine, Columbus, OH	20,554,236	119	10.4
	Iunter PR, New York, NY	20,500,000	102	
	EVICK, Washington, D.C.	19,586,431	71	13.
	eppercomm, New York, NY	18,234,544	88	11.9
	ackson Spalding, Atlanta, GA	18,172,771	122	12.
	pectrum, Washington, D.C.	14,840,000	60	83
	MRE, LLC, Baltimore, MD	14,600,000	85	
	asky Baerlein Strategic Communications, Boston, MA	14,105,981	44 46	6.9
	Cooney/Waters Unlimited, New York, NY Iakovsky, New York, NY	14,020,725 13,500,000	60	-9. 2.
	immerman Agency, Tallahassee, FL	13,300,000	48	2
	AN Communications, Boston, MA	13,161,819	94	24.
	F   Binder Partners, New York, NY	12,700,000	68	even
	nkhouse Media + Marketing, Waltham, MA	12,110,173	80	34
	1ax Borges Agency, Miami, FL	11,842,541	65	10.0
	Merritt Group, McLean, VA	11,119,100	54	9.2
	Iighwire PR, San Francisco, CA	10,994,175	55	33.
	Gold PR, Corona, CA	10,512,180	4	65.
<b>38.</b> D	Pavies, Santa Barbara, CA	10,392,086	32	
	Crosby, Annapolis, MD	10,055,190	48	-3.
	eviveHealth, Nashville, TN	10,000,500	45	12.0
	Ioffman Agency, The, San Jose, CA	9,985,000	28	-2.
	Development Counsellors Int'l (D.C.I), New York, NY	9,617,526	47	5.9
	liss Integrated Communication, New York, NY	9,495,000	49	40
	odesta Group, Washington, D.C.	9,020,909	20	10
	ateman Group, San Francisco, CA	8,643,281	46 33	28.
	oodMinds, Chicago, IL	8,287,748 7,736,000	50	2. 8.
	Oodge Communications, Alpharetta, GA bb Public Relations, Miami, FL	7,605,889	45	18.
	60 Public Relations, Boston, MA	7,504,871	43	14.
	Gregory FCA, Ardmore, PA	7,500,000	55	10.3
	nregory P.C.A., Ardinore, 114 nrrard Phillips Cate & Hancock, Brentwood, TN	7,421,545	26	21.
-	Quinn, New York, NY	7,303,494	58	34.
-	ambert, Edwards + Associates, Grand Rapids, MI	7,058,000	42	3.:
	ou Hammond & Associates, New York, NY	6,966,994	40	3.
	Valker Sands Communications, Chicago, IL	6,939,903	63	52.
	Greentarget Global LLC, Chicago, IL	6,834,979	38	9.
	IcNeely Pigott & Fox Public Relations, Nashville, TN	6,806,534	59	eve
	ierpont Communications, Houston, TX	6,501,919	33	1.
<b>59.</b> JI	PA Health Communications, Washington, D.C.	6,056,952	29	30.8
	Public Relations, San Diego, CA	6,015,467	46	25.1
	Gerrell Associates, Los Angeles, CA	5,948,056	25	18.6
3 <b>2</b> P	ublic Communications Inc., Chicago, IL	5,830,475	48	-7.6

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

	Firm	2015 Net Fees	Employees	% Change from 2014
63.	Moore Communications Group, Tallahassee, FL	5,782,153	34	40.7
64.	CooperKatz & Co., New York, NY	5,581,445	35	16.5
65.	Sachs Media Group, Tallahassee, FL	5,468,382	28	6.6
66.	Dukas Linden Public Relations, New York, NY	5,264,021	21	15.1
67.	Singer Associates, Inc., San Francisco, CA	4,736,816	20	-28.9
68.	Konnect Public Relations, Los Angeles, CA	4,735,131	36	46.7
69.	KYNE, New York, NY	4,592,165	19	25.8
<b>70</b> .	L.C. Williams & Associates, Chicago, IL	4,459,649	23	-5.3
71.	Status Labs, Austin, TX	4,414,872	29	55.7
<b>72</b> .	MCS Healthcare Public Relations, Bedminster, NJ	4,339,299	20	52.3
73.	Randle Communications, Sacramento, CA	4,173,887	18	21.4
74.	Hawkins Int'l Public Relations, New York, NY	4,025,000	29	17.3
<b>75.</b>	LANE, Portland, OR	3,986,728	23	3.6
76.	Beehive PR, St. Paul, MN	3,843,700	10	41.5
77. 78.	Nancy J. Friedman Public Relations, New York, NY Intermarket Communications, New York, NY	3,840,000	23 14	8.4
76. 79.	Standing Partnership, St. Louis, MO	3,755,000 3,648,421	20	-1.6 -4.6
80.	North 6th Agency (N6A), New York, NY	3,434,669	28	65.9
81.	Hotwire, New York, NY	3,137,558	17	-4.8
82.	SPM Communications, Dallas, TX	3,006,606	21	25.4
83.	Fiona Hutton & Associates, Los Angeles, CA	2,990,440	8	-2.5
84.	Schneider Associates, Boston, MA	2,896,296	17	9.6
85.	Trevelino/Keller, Atlanta, GA	2,876,746	20	-9.5
86.	Ripp Media/Public Relations, New York, NY	2,598,311	7	3.7
<b>87</b> .	LaVoieHealthScience, Boston, MA	2,517,515	10	100
88.	Cashman + Katz Integrated Comms., Glastonbury, CT	2,485,000	26	16.4
89.	The Wilbert Group, Atlanta, GA	2,470,664	10	58.4
90.	Idea Grove, Dallas, TX	2,368,272	24	20.8
91. 92.	BoardroomPR, Ft. Lauderale, FL Lovell Communications, Nashville, TN	2,300,000	16 13	even 27.3
93.	Gatesman+Dave, Pittsburgh, PA	2,261,093 2,134,000	73	18.6
94.	Verasolve, Potomac, MD	2,132,410	15	79.4
95.	Didit Communications, LLC, New York, NY	2,022,112	15	35.2
96.	Landis Communications, San Francisco, CA	1,999,050	20	38.9
97.	The Hodges Partnership, Richmond, VA	1,994,343	14	-1.9
<b>98</b> .	Crosswind Media & Public Relations, Austin, TX	1,900,000	21	7.8
99.	Marketing Maven Public Relations, Camarillo, CA	1,825,595	14	48.9
100.	BLAZE, Santa Monica, CA	1,768,589	10	5
	O'Malley Hansen Communications, Chicago, IL	1,730,000	15	2.4
	Perry Communications Group, Sacramento, CA	1,674,250	9	5.2
	Devine + Partners, Philadelphia, PA	1,449,683	6	18.2
104. 105.	Wise Public Relations, New York, NY	1,430,000	5	30 3.9
	Rosica Communications, Paramus, NJ Butin Integrated Communications, St. Simons Island, GA	1,375,533 1,314,646	9 7	16.7
	The Power Group, Dallas, TX	1,235,829	9	18.4
	Maccabee, Minneapolis, MN	1,198,973	10	9.4
109.	Champion Management Group, Dallas, TX	1,081,225	7	38.3
	Red Sky PR, Boise, ID	1,052,566	9	even
	KCD Public Relations, San Diego, CA	1,014,928	7	58.5
112.	TransMedia Group, Boca Raton, FL	1,007,231	6	-15.9
	Feintuch Communications, New York, NY	819,467	4	22.9
	Butler Associates, LLC, New York, NY	811,425	5	-1.7
	Leverage PR Inc., Austin, TX	805,596	7	28.3
	Karbo Communications, San Francisco, CA Word Write Communications LLC Dittsburgh DA	758,572 718,655	10	99.8
	WordWrite Communications LLC, Pittsburgh, PA Hemsworth Communications, Ft. Lauderdale, FL	718,655 669,108	6 7	3.4 138.1
	Weiss PR, Baltimore, MD	651,925	3	17.6
	Stuntman PR, New York, NY	617,500	4	-6.3
	BizCom Associates, Addison, TX	595,490	5	7.5
	AMP3 Public Relations, New York, NY	248,501	3	21.7
	Notability Partners LLC, Austin, TX	30,364	1	even

# LEADING GAINERS AMONG PR FIRMS

	Firm	2015 Net Fees	Employees	% Change from 2014					
Firms in the top 25									
1.	Spectrum, Washington, D.C.	\$14,840,000	60	+83.5					
2.	Finn Partners, New York, NY	71,481,000	476	+35.3					
3.	Prosek Partners, New York, NY	24,400,000	102	+20.2					
4.	Zeno Group, New York, NY	47,343,821	317	+18.6					
5.	Coyne PR, Parsippany, NJ	27,000,000	184	+17.3					
6.	W2O Group, San Francisco, CA	95,010,000	427	+15.0					
7.	LEVICK, Washington, D.C.	19,586,431	71	+13.7					
8.	5W Public Relations, New York, NY	21,467,473	133	+13.2					
9.	French West Vaughan, Raleigh, NC	21,166,208	96	+12.9					
10.	Jackson Spalding, Atlanta, GA	18,172,771	122	+12.7					
Firms	s ranked 26 through 50								
1.	Gold PR, Corona, CA	\$10,512,180	4	+65.8					
2.	Bliss Integrated Communication, New York, NY	9,495,000	49	+40.0					
3.	Inkhouse Media + Marketing, Waltham, MA	12,110,173	80	+34.3					
4.	Highwire PR, San Francisco, CA	10,994,175	55	+33.9					
5.	Bateman Group, San Francisco, CA	8,643,281	46	+28.9					
6.	PAN Communications, Boston, MA	13,161,819	94	+24.1					
7.	Jarrard Phillips Cate & Hancock, Brentwood, TN	7,421,545	26	+21.8					
8.	rbb Public Relations, Miami, FL	7,605,889	45	+18.8					
9.	360 Public Relations, Boston, MA	7,504,871	44	+14.6					
10.	ReviveHealth, Nashville, TN	10,000,500	45	+12.6					
Firms	s ranked 51 through 100								
1.	LaVoieHealthScience, Boston, MA	\$2,517,515	10	+100.0					
2.	Verasolve, Potoomac, MD	2,132,410	15	+79.4					
3.	North 6th Agency (N6A), New York, NY	3,434,669	28	+65.9					
4.	The Wilbert Group, Atlanta, GA	2,470,664	10	+58.4					
5.	Status Labs, Austin, TX	4,414,872	29	+55.7					
6.	MCS Healthcare Public Relations, Bedminster, NJ	4,339,299	20	+52.3					
7.	Walker Sands Communications, Chicago, IL	6,939,903	63	+52.1					
8.	Marketing Maven Public Relations, Camarillo, CA	1,825,595	14	+48.9					
9.	Konnect Public Relations, Los Angeles, CA	4,735,131	36	+46.7					
10.	Beehive PR, St. Paul, MN	3,843,700	10	+41.5					
Firms	s ranked 101 through 130								
1.	Hemsworth Communications, Ft. Lauderdale, FL	\$669,108	7	+138.1					
2.	Karbo Communications, San Francisco, CA	758,572	10	+99.8					
3.	KCD Public Relations, San Diego, CA	1,014,928	7	+58.5					
4.	Champion Management Group, Dallas, TX	1,081,225	11	+38.3					
5.	Wise Public Relations, New York, NY	1,430,000	5	+30.0					
6.	Leverage PR Inc., Austin, TX	805,596	7	+28.3					
7.	Feintuch Communications, New York, NY	819,467	4	+22.9					
8.	AMP3 Public Relations, New York, NY	248,501	3	+21.7					
9.	The Power Group, Dallas, TX	1,235,829	9	+18.4					
10.	Devine + Partners, Philadelphia, PA	1,449,683	6	+18.2					



393

+1.0% +21.00

+0.1% +1.72





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# RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

CONNICATIONS				MAIDIA/FOT CITIFO		
CONNECTICUT				MIDWEST CITIES		
ICR, Norwalk	\$27,757,324	69	1.	Fahlgren Mortine, Columbus, OH	\$20,554,236	11
Cashman + Katz Int. Comms., Glastonbury	2,485,000	26	2.	PadillaCRT, Minneapolis, MN	18,953,474	11
			3.	Lambert, Edwards & Assocs., Grand Rapids, MI	7,058,000	4
CHICAGO			4.	Beehive PR, St. Paul, MN	3,843,700	1
	¢101 (2( 727	<b>(52</b> )	5.	Standing Partnership, St. Louis, MO	3,648,421	2
	\$101,636,727	653	6.	Maccabee, Minneapolis, MN	1,198,973	1
Zeno Group	16,698,913	93		•		
FoodMinds Finn Partners (includes Detroit)	8,287,748	33				
Finn Partners (includes Detroit)	7,038,000	45		NEW YORK & NEW JERO	\ <b>F</b> \/	
Walker Sands Communications	6,939,903	63		NEW YORK & NEW JERS	EY	
Greentarget Global LLC Public Communications Inc.	6,834,979	38	1.	Edelman (includes Rochester)	\$196,905,114	92
Public Communications Inc.	5,830,475	48				
G&S Business Communications	4,651,961	30	2.	Ruder Finn	74,000,000	53
L.C. Williams & Associates	4,459,649	23	3.	Global Strategy Group	31,000,000	8
APCO Worldwide	3,671,400	12	4.	Coyne, Parsippany, NJ	27,000,000	18
O'Malley Hansen Communications	1,730,000	15	5.	Finn Partners	25,920,000	19
2. Taylor	980,000	5				
FLORIDA			6.	Prosek Partners	24,400,000	10
			7.	5W Public Relations	21,467,473	13
Zimmerman Agency, Tallahassee	\$13,300,000	48	8.	Hunter PR	20,500,000	10
Max Borges Agency, Miami	11,842,541	65	9.	Peppercomm	16,225,260	
rbb Public Relations, Miami	7,605,889	45	10.	••	15,979,354	
Moore Comms. Group, Tallahassee	5,782,153	34				
Sachs Media Group, Tallahassee	5,468,382	28	11.	•	14,020,725	4
BoardroomPR, Ft. Lauderdale	2,300,000	16	12.	Makovsky	13,500,000	(
Edelman, Orlando	2,167,308	8	13.	Taylor	12,950,000	(
Quinn, Miami	1,587,082	9		RF   Binder Partners	12,700,000	
TransMedia Group, Boca Raton	1,007,231	6		·		
). Finn Partners, Ft. Lauderdale	876,000	9		APCO Worldwide	12,550,600	4
. Hemsworth Comms.s, Ft. Lauderdale	669,108	7	16.	Development Counsellors Int'l (DCI)	9,617,526	4
			17.	Bliss Integrated Communication	9,495,000	4
LOS ANGELES			18.	Zeno Group	9,375,623	4
			19.		6,966,994	4
Edelman (includes Beverly Hills)	\$31,983,858	145	20.			4
Gold PR, Corona Davies, Santa Barbara	10,512,180	4			6,214,160	
	10,392,086	32	21.	,	6,015,467	4
Cerrell Associates	5,948,056	25	<b>22</b> .	PadillaCRT	5,773,523	2
ICR	4,863,180	10	23.	Quinn	5,716,412	4
Konnect Public Relations Finn Partners	4,735,131	36	24.		5,581,445	3
	4,471,000	30		•		
Zeno Group, Santa Monica	3,404,721	13	25.		5,264,021	2
Fiona Hutton & Associates, Inc.	2,990,440	8	<b>26</b> .	KYNE	4,592,165	
Marketing Maven PR, Camarillo	1,825,595	14	<b>27</b> .	MCS Healthcare PR, Bedminster, NJ	4,339,299	2
BLAZE, Santa Monica	1,768,589	10	28.	Hawkins Int'l Public Relations	4,025,000	- 2
MRE, LLC	1,200,000	7	29.		3,840,000	2
KCD Public Relations, San Diego	1,014,928	7				
. PadillaCRT	727,146	5	30.		3,755,000	
. Taylor	485,000	6	31.	North 6th Agency (N6A)	3,434,669	2
. Coyne	61,000	1	32.	Hotwire	3,137,558	
DOCTON			33.	IMRE, LLC	2,700,000	
BOSTON				Ripp Media/Public Relations		
Regan Communications Group	\$24,547,269	87			2,598,311	
Racepoint Global	17,045,315	90	35.		2,022,112	
PAN Communications	13,161,819	94	36.	Wise Public Relations	1,430,000	
Inkhouse Media + Marketing	12,110,173	80	<b>37</b> .	Rosica Communications, Paramus, NJ	1,375,533	
Rasky Baerlein Strategic Comms.	7,628,886	30	38.	, , ,	819,467	
360 Public Relations	7,504,871	44				
360 Public Relations ICR	3,408,280	10	39.		811,425	
Schneider Associates	2,896,296	17	40.	Stuntman PR	617,500	
LaVoieHealthScience	2,517,515	10	41.	AMP3 Public Relations	248,501	

# RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

Firm		2015 Net Fees	Empl.	Firn	1 2	015 Net Fees E	mpl
	PENNSYLVANIA						
. (	Gregory FCA, Ardmore	\$7,500,000	55	25.	IMRE, LLC, Raleigh, NC	1,400,000	4
	Gatesman+Dave, Pittsburgh	2,134,000	73	26.	Butin Integrated Comms., St. Simons Island, GA	1,314,646	7
	Devine + Partners, Philadelphia	1,449,683	6	27.	TransMedia Group, Boca Raton, FL	1,007,231	$\epsilon$
. V	WordWrite Comms. LLC, Pittsburgh	718,655	6	28.	Finn Partners, Ft. Lauderdale, FL	876,000	ç
				29.	Hemsworth Comms., Ft. Lauderdale, FL	669,108	7
	SAN FRANCISCO & NORTH C	ALIFORNIA					
	W2O Group	\$95,010,000	427		TEXAS		
	LEWIS	68,585,000	568	1.	Edelman, Dallas, Houseon, Austin	\$14,275,291	8
	Edelman	29,078,241	173	2.	Pierpont Communications Inc., Houston	6,501,919	3
	Edelman (Silicon Valley), San Mateo	15,151,806	91	3.	Status Labs, Austin	4,414,872	2
	Highwire PR	10,994,175	55	4.	SPM Communications, Dallas	3,006,606	2
	The Hoffman Agency, San Jose	9,985,000	28	5.	Idea Grove, Dallas	2,368,272	2
	Bateman Group	8,643,281	46	6.	Crosswind Media & Public Relations, Austin	1,900,000	2
	Zeno Group	5,950,375	26	7.	The Power Group, Dallas	1,235,829	
	Finn Partners	5,838,000	26	8.	Champion Management Group, Dallas	1,081,225	]
	Singer Associates, Inc.	4,736,816	20	9.	Leverage PR Inc., Austin	805,596	
	Racepoint Global	4,250,000	16	10.	Bizcom Associates, Addison	595,490	
	Edelman, Sacramento	4,201,698	15	11.	Taylor, Austin	265,000	
	ICR	4,200,618	7		Notability Partners LLC, Austin	30,364	
	Randle Communications, Sacramento	4,173,887	18		·	•	
	Inkhouse Media + Marketing	2,781,101	17		WASHINGTON, D.C.		
	APCO Worldwide, Sacramento	2,251,300	5	1.	Edelman	\$65,048,569	3]
	Peppercomm	2,009,284	9	2.	APCO Worldwide	42,621,900	18
	Landis Communications	1,999,050	20	3.	LEVICK	19,586,431	7
	Perry Comms. Group, Sacramento	1,674,250	9	4.	Spectrum	14,840,000	6
	APCO Worldwide	822,600	1	5.	Finn Partners	11,404,000	6
١.	Karbo Communications	758,572	10	6.	Merritt Group, McLean, VA	11,119,100	5
	SOUTHEAST			7.	Crosby, Annapolis, MD	10,055,190	4
	JOUTHLAST			8.	Podesta Group	9,020,909	2
	French   West   Vaughan, Raleigh, NC	\$21,166,208	96	9.	IMRE, LLC, Baltimore, MD	8,900,000	5
. ;	Jackson Spalding, Atlanta, GA	18,172,771	122		Rasky Baerlein Strategic Comms.	6,477,094	]
. :	E <b>delman</b> , Atlanta, GA	18,138,796	117		JPA Health Communications	6,056,952	2
. '	G&S Business Comms., Raleigh, NC	14,146,603	67		Verasolve, Potomac, MD	2,132,410	1
	Zimmerman Agency, Tallahassee, FL	13,300,000	48		Racepoint Global	1,825,000	
. :	Max Borges Agency, Miami, FL	11,842,641	65	14.	Weiss PR, Baltimore, MD	651,925	
. :	Finn Partners, Nashville, TN	11,087,000	74		WESTERN SITIES		
. :	ReviveHealth, Nashville, TN	10,000,500	45		WESTERN CITIES		
. :	PadillaCRT, Richmond, VA	9,359,523	50	1.	WE, Bellevue, WA	\$98,782,000	6
0. :	Dodge Communications, Alpharetta, GA	7,736,000	50	2.	Edelman, Seattle, WA	27,954,409	1
1. :	rbb Public Relations, Miami, FL	7,605,889	45	3.	Edelman, Portland, OR	7,725,890	
<b>2.</b> ;	Jarrard Phillips Cate & Hancock, Brentwood, TN	7,421,545	26	4.	LANE, Portland, OR	3,986,728	
<b>3.</b> ′	Taylor, Charlotte, NC	7,420,000	32	5.	APCO Worldwide, Seatle, WA	2,164,000	
4.	McNeely Pigott & Fox PR, Nashville, TN	6,806,534	59	6.	Red Sky PR, Boise, ID	1,052,566	
<b>5.</b> :	Moore Comms. Group, Tallahassee, FL	5,782,153	34				
<b>3</b> . :	Sachs Media Group, Tallahassee, FL	5,468,382	28	The	e ranked firms have satisfied the O'Dwyer's	ranking rules —	sun
7.	Trevelino/Keller, Atlanta, GA	2,876,746	20		ting fee and employee totals with income t	•	
B. '	The Wilbert Group, Atlanta, GA	2,470,664	10		viding a current account list. O'Dwyer's ran	•	
	BoardroomPR, Ft. Lauderdale, FL	2,300,000	16		ded as an expression of our judgment of a industry, and are not warranted to comply		
	Lovell Communications, Nashville, TN	2,261,093	13		tive standards.	man any special	JD-
	Edelman, Orlando, FL	2,167,308	8	'			_
	APCO Worldwide, Raleigh, NC	2,070,600	8		ms are added to O'Dwyer's rankings throu vyerpr.com for an up-to-date version of the ra		Go 1
	The Hodges Partnership, Richmond, VA	1,994,343	14	July	ryorpr.com for an ap-to-date version of the fo	armings.	
	and	1,771,313	17				

# Are we serving our clients?

Working in PR isn't the same as working in a restaurant, but both are service industries that require trust and collaboration between clients and the professionals hired for the task at hand.

**By David Ritchey** 

ow's your dinner?" Is everything okay?" the waitress asks. She sashays between tables, repeating the lines. "How's dinner? Everything okay?"

Do I lie and say, "Great meal, great service?" Or do I tell the truth: "The steak was overcooked, the coffee was cold, the chocolate dessert had a day-old crust on it."

As she hands me the check for this mediocre meal, the waitress asks, "How was every-

I avoid the truth and mutter, "Oh, never mind."

"Tell me," she urges, "I'm tough. I can take it."

As I describe the many problems with my meal in detail, the smile falls from her face and she says, "If you don't like our food, try the restaurant down the street. If you wanted good service, you should've gone to McDon-

Would a public relations professional ask for the same critique from a client?

How was our service? Did you like the news release, the PR plan, the house special, our new campaign? Are we overcharging you for an old campaign that didn't work the first time we used it ten years ago?

Do our account executives deliver quality

public relations work? Would the client tip you 10 percent, 15 percent, or perhaps 20 percent for quality service?

Sure, working in PR isn't the same as working in a restaurant, but both are service industries. What are we serving our clients? Or even more importantly, what does the client think we're providing?

Once, a client complained about a campaign and made suggestions for improving the project. I was not working on this project, hence I had some degree of objectivity. I thought the client was right. The client spotted a weakness in the campaign and wanted to make the public relations plan as strong as possible and as energetic as his budget would permit.

One of my colleagues was unhappy the client would make such a suggestion.

"I'm the public relations professional," she said. "I know what I'm doing. I make the decisions."

People who earn a living as public relations professionals typically have extensive training and professional experience. Yet, in truth, even they (we) sometimes make an error. Our PR plan can be tweaked and improved. And maybe the client, who knows the company better than anyone, is the one to

offer the winning suggestion.

Certainly, in that restaurant mentioned, the customer doesn't provide a helping hand in the kitchen. However, the customer may request that a steak be rare and the coffee extra

One of the issues that rises to the top is this: how much does the client trust the PR professionals who works on the account? Much is to be said for a client who trusts the PR firm to do the right thing, the client that plans for a budget and expects the PR agency to do the job without interjecting with the usual trivialities.

Once upon a time, the client said to the president of the agency, "I want you to be my PR Agency." People shook hands, a contract was signed and we all hoped the agency and client lived happily ever after. But all marriages have a rocky spell. And the relationship between the agency personnel and the client may become rocky when the client interjects himself into the job of the PR agency. Or the relationship gets perilous when the PR agency doesn't share its responsibilities with the client.

Certainly, in my agency days, I would never send a news release, feature article or anything I'd worked on to the media without client approval. I wanted the client to read the manuscript and respond. I remember the president of a company once looking over a news release and responding, "exactly what I would have said if I'd have had the time to say it."

David Ritchey, Ph.D., is professor of The School of Communications, The University of Akron.O

### What does a Pulitzer really mean today?

hen this year's Pulitzers were announced in April, they confirmed some fascinating and important realities about the future of media in a fastpaced, digital-first environment.

Just two examples:

Fact #1: Reporters for the Tampa Bay Times and the Sarasota Herald-Tribune were awarded the Investigative Reporting prize for collaborative reporting on escalating violence in Florida mental hospitals.

Think about it: Once, these two newspapers were fierce competitors, fighting over hundreds of thousands of readers in Manatee County, FL, which separates them. Now their reporters are sharing Pulitzer cham-

Lesson: Don't believe the diminished strength of one publication means diminished strength across journalism. Media organizations are realigning and reorganizing to sustain quality and strength. More limited resources mean old competitors are now new partners.

Fact #2: Reporters from ProPublica and The Marshall Project won the Explanatory Reporting Pulitzer for an exposé of law enforcement's enduring failure to investigate reports of rape properly and to comprehend the traumatic effects on its victims.

Think about it: These two organizations are independent, nonprofit online organizations funded by wealthy donors. ProPublica, started in 2007 and edited by former New York Times Washington bureau chief Steve Engelberg, focuses on investigative journalism in the public interest. The Marshall *Project*, started in 2013 and edited by former Times executive editor Bill Keller, concentrates on criminal justice.

Lesson: Non-profits are on the rise. They exist on the state and national level. Very experienced reporters and editors often staff the nonprofit newsrooms. Don't dismiss them.

These changes played out in Austin, too. The Austin American-Statesman and KVUE-TV years ago entered into a deal sharing news, including a jointly conduct-

By Rich Oppel ed, hard-hitting investigation of the Travis

New media partnerships and players

County District Attorney's Office.

largely share values of old media, but they confront reporting in some different ways, make heavy use of data analysis and publish on a variety of platforms — print, online and broadcast. They exist in a fast-paced, digital-first media consumption environment. This complicated envi-



Rich Oppel

ronment requires smart and evolving communications strategies led by experienced hands that know the new journalists and understand the coming future.

Rich Oppel Sr. was Chairman of the Pulitzer Board in 2008-2009 and has been editor of three newspapers. He now serves as Senior Advisor for media strategy and engagement at Crosswind Media & Public Relations. O

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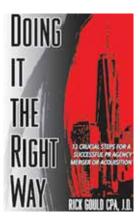
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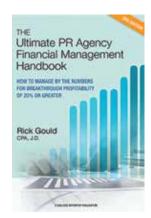


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# Survey: students don't trust the press

Many U.S. college students distrust the press and feel restrictions should be applied to certain forms of speech on campus, according to a recent Gallup survey.

By Jon Gingerich

.S. college students value freedom of speech, but many distrust the press and feel restrictions should be applied to certain forms of speech on campus, according to a March survey that gauged how U.S. college students interpret rights granted by the First Amendment.

The Gallup survey, sponsored by nonprofit journalism advocacy group The John S. and James L. Knight Foundation, compared differences in the attitudes toward First Amendment rights between students and the U.S. population as a whole.

Overall, the survey found that students support free speech and press rights as a principle. An overwhelming majority of students polled — 78 percent — believe universities should expose students to different viewpoints, a percentage greater than what was gauged in the greater U.S. adult population, where only 66 percent agreed with this.

Moreover, the survey found college students remain confident regarding the freedoms granted by the First Amendment, where 81 percent reported feeling secure about the freedom of the press today, and 73 percent reported feeling secure about the current state of freedom of speech in the U.S. Each of these categories revealed greater confidence than what was gathered in the wider U.S. adult population, whose feelings about freedom of the press and freedom of speech ranked at only 64 percent and 56 percent, respectively.

A significant minority of college students, however, were willing to entertain restrictions on the press. While nearly three-quarters — 70 percent — of students said they believed students should not be able to prevent the media from covering protests on campus, a percentage lower than U.S. adults — 76 percent — believed this. More than half of students polled — 54 percent — also said an intellectual climate on campus occasionally prevents some people from saying what they believe because others may find it offensive. Almost a quarter — 22 percent of students believed colleges should prohibit speech considered biased or offensive.

The survey also found a majority of students remain distrustful of the press. More than half — 59 percent — of college students possess little or no trust in the media to report the news fairly or accurately. Nearly half — 49 percent — believe reporters will exhibit bias when covering campus protests and almost the same number — 48 percent — said they have a right to be left alone while attending a protest.

The Gallup survey, which comes at a time when debates regarding limitations to freedom of speech at American colleges and universities, as well as the role and rights the press have in covering campus protests, have been frequent topics of discussion, polled 3,000 students between the ages of 18 and 24 attending a four-year college or university in the U.S. O





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# O'Dwyer's guide to RANKED PR FIRMS



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Matt Kovacs, President

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Bliss Integrated Communication is a mid-sized, independent integrated marketing communication firm that helps healthcare, financial and professional services companies build reputation and grow sales through PR strategy and execution, messaging and content development, brand identity, issues

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At Bliss, we focus on our clients' goals and results, not stand-alone tactics. Average tenure among large clients is eight-plus years and includes some of the most respected names in the industries served. What sets Bliss apart is our strategic approach to communication and an unwavering commitment to our clients' success.

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Boardroom Communications is a full-service public relations and integrated marketing firm delivering results for many of Florida's most successful professionals, corporations, entrepreneurs and non-profit organizations. Now in our 27th year, we are able to leverage the skills and connections of our staff, which includes former journalists and seasoned P.R. and marketing professionals to secure earned media throughout Florida and beyond. Clients turn to us when they want creative solutions to help them raise visibility, establish credibility and ultimately make their phones ring for new business.

BoardroomPR helps bridge traditional and new media to generate newspaper, magazine, trade journal, radio, television and online coverage. Our digital expertise includes website development, blog and social media management and email campaigns. Perhaps most important in today's Internet-driven economy, our campaigns incorporate online research, search engine optimization (SEO), payper-click (PPC) and online reputation management (ORM). We offer full-service branding capabilities consisting of logo, ad and collateral materials design, copywriting and video production. With offices in Fort Lauderdale, Miami, Orlando and Tampa, we are uniquely positioned to serve clients across Florida, and the U.S.

Clients: Accountable Care Options, LLC, Altman Companies, American Cancer Society "Jail 'n Bail", Anesthesia Pain Čare Consultants, Bardan Cinema, Bolufe Boutique, City National Bank, C3/ Customer Contact Channels, Development Specialists, Inc., e-Builder, Feldman Gale. Field of Flowers. Fiske & Co. CPAs, Florida's Children First, Edison Insurance Co., Florida Peninsula Insurance Co... Florida Property and Casualty Association, Franklin Street, Group P6, Holocaust Documentation & Education Center, Hope Outreach Center, Independent Living Systems, ITPalooza Conference, IStar Marina Palms, Minto Communities, Oasis Outsourcing, Palm Beach Pops, Saint Mark's Episcopal School, Social Media Law & Order, Six/Ten LLC, SRF Ventures, Talenfeld Law, Tropical Financial Credit Union.

### CERRELL

320 N. Larchmont Blvd. Los Angeles, CA 90004 323/466-3445 www.cerrell.com hal@cerrell.com lisa@cerrell.com brandon@cerrell.com

Hal Dash, Chairman and CFO Lisa Gritzner, President Brandon Stephenson, Chief Strategic Officer

Strategy. Communications. Results. This is more than Cerrell's motto; it also captures the essence of our past, current and future suc-

As one of the nations most respected and successful public affairs and public relations firms. Cerrell combines the power of our legacy with an elite team of forward-thinking communicators to develop winning strategies for a diverse range of clients.

Since our founding in 1966, Cerrell has consistently created the type of multifaceted, multilingual strategic programs that influence the public and decision-makers in today's complex and rapidly-changing public policy environment.

What makes Cerrell truly unique among our competitors is that we have 27 elite professionals in our five core practice areas: Campaigns & Issues, Management, Energy & Environment, Land Use. Local Government, and Media Relations & Crisis Communications allowing us to provide unmatched services to our clients.

### **COONEY WATERS UNLIMITED**

111 Fifth Ave. New York, NY 10003 212/886-2200 Fax: 212/886-2288 www.cooneywatersunlimited.com www.corkeryunlimited.com www.alembicunlimited.com

Timothy Bird, CEO Julia Jackson, EVP, Cooney Waters Unlimited Sherri Michelstein, President, Alembic Unlimited Karen O'Malley, President, Corkery Group Unlimited

Cooney Waters Unlimited (www. cooneywatersunlimited.com) is a family of strategic communications companies focused exclusively on healthcare across many therapeutic areas and health sectors in North America and internationally. The Group includes three sister companies: Cooney Waters Unlimited, a mid-sized firm that provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises; Alembic Unlimited, a firm which specializes in communications programs in the area of health advocacy; and Corkery Group Unlimited, a full-service strategic consulting firm specializing in issue-oriented health and medical communications.

Cooney Waters Unlimited is a part of the specialist expertise of Health Unlimited brand (www. healthunlimited.global) — an integrated healthcare agency that is a part of UK-based Creston Unlimited, a new agency brand and offer. With a shared creative philosophy, common tools and unlimited thinking at its core, Health Unlimited brings together consultants and discipline experts from across the group and beyond. This approach unlocks the power of creative collaboration to seize the endless opportunities that exist for brands and businesses in today's rapidly evolving world.

Cooney Waters Unlimited provides 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.

### **COOPERKATZ &** COMPANY, INC.

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

CooperKatz & Company is a highly-regarded, results-driven public relations agency.

Independent since our founding in 1996, we offer full-service public relations, digital, creative services and event production capabilities to national client base across diverse industry sectors. Our services include brand positioning. media relations, digital / social media strategy and execution, content marketing, product introductions, training, video and event production, and much more.

We combine the strategic thinking of a large agency with the client focus of a smaller firm. Our clients include top brands like Coldwell Banker Real Estate, Memorial Sloan Kettering and PwC. Numerous awards include "Agency of the Year" in our size category by The Holmes Report and "Best Places to Work in New York City" by Crain's New York Business.

CooperKatz is a member of the PR Council and the Public Relations Global Network, a consortium of nearly 50 independent agencies from markets around the world.

### COYNE

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

5 Bryant Park 28th Floor New York, NY 10018 212/938-0166

12400 Wilshire Boulevard Suite 535 Los Angeles, CA 90025 310/395-6110

Thomas F. Coyne, Founder & CEO Rich Lukis, Chief Operating Officer John Gogarty, President Brad Buyce, Tim Schramm, EVPs

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Crosby President Raymond Crosby, flanked by members of the agency's leadership

### COYNE

Continued from page 67

Chris Brienza, David Carter, Kelly Dencker, Joe Gargiulo, Luis Hernandez, Jennifer Kamienski, Kevin Lamb, Tim Schramm, Deborah Sierchio, Lisa Wolleon SVPs

Covne is a full-service, integrated communications agency with expertise in public relations, advertising, social media and digital design. The agency represents some of the world's most wellknown brands in a range of industries including, Automotive, Beauty & Fashion, Entertainment, Food & Nutrition, Healthcare, Media & Publishing, Multicultural, Pet & Animal, Retail, Sports, Technology, Travel & Hospitality and Toy & Juvenile Products.

Coyne has been named Midsize Agency of the Year from PRWeek and PR News, ranked as Best Place to Work in Advertising & Media by Advertising Age, 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 the best of class creativitv. client service and results in an office environment that is consistently ranked among the best employers in the industry. Coyne specializes in media relations, brand building, product launches, events & promotions, CSR, sponsorship activation, corporate communications, digital creative and crisis management. The agency is also member of the Worldcom Public Relations Group, the world's leading partnership of independently-owned PR firms.

### CROSBY

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

Raymond Crosby. President Tammy Ebaugh, Chief Strategy Joel Machak, Executive Creative Director Denise Aube. Healthcare Practice Leader Jeff Rosenberg, Nonprofits & Causes Practice Leader Meredith Williams. Government Practice Leader

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

Crosby helps clients make powerful connections with their customers, constituents and communities by tapping insights that shape attitudes, inspire change and motivate positive action. The firm's award-winning campaigns, which integrate paid, earned, shared, and owned channels and tactics, have touched the lives of virtually evervone in America.

Crosby has specialized practices in Healthcare, Government, and Nonprofits & Causes, and ranks among the country's top independent agencies. It has headquarters in Maryland's state capital of Annapolis and offices in Washington, D.C.

Clients include: AHRO, Catholic Relief Services, DAV (Disabled American Veterans), EPA's ENERGY STAR program, Kaiser Permanente, Sagepoint Senior Living Services, Saint Agnes Hospital, Sheppard Pratt Health System, Social Security Administration, TKF

Foundation, USDA, U.S. Dept. of Health & Human Services, Veterans Health Administration, and the Wallace Foundation.

Crosby is a member of the PR Council and American Association of Advertising Agencies (4As), and is proud to have industry-leading client and staff retention levels. To review case studies and capabilities, visit crosbymarketing.com.

### **CROSSWIND MEDIA & PUBLIC** RELATIONS

701 Brazos St., Suite 1100 Austin, TX 78701 855/277-7963 tgraham@crosswindpr.com www.crosswindpr.com

Thomas Graham, President & CEO Angela Deiene, EVP Jake Clements, VP, Marketing & Advertising Clayton Corn, VP, Events & Experiences

We are fiercely committed to our clients and still do business on a handshake. We serve corporate, public agencies, and national governments across five continents but are proud to call Texas home.

Our proven expertise in media strategy, corporate reputation and brand enrichment is focused on the most important of today's currencies: TRUST. Because where we're from, your word is your bond. At Crosswind, we believe in the power of public participation at every step along the way. We believe that an engaged and informed community will create an environment rich with opportunities for success.

Our team is comprised of senior professionals that have a love for the work we do and the clients we serve. We bring a passion for the art of persuasion and a commitment to client service to our work.

Services include: media relations, corporate & crisis communications, issues management and government relations, digital & website services, investor and financial relations, events and brands.

Areas of expertise: healthcare, energy and technology, lifestyle and entertainment, infrastructure, education

### **DAVIES**

808 State Street Santa Barbara, CA 93101 805/963-5929 idavies@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 Joshua** Boisvert, EVP Lisa Palmer, SVP

Davies specializes in strategic communications and public engagement. We provide a distinct advantage when public opinion matters, and excel in overcoming challenges for projects that are complex, controversial or face opposition.

Davies translates client narratives into stories that motivate support and calm opposition. We know our client's greatest resource is their story told well, and our unique research process uncovers that authentic story. Our proven strategic communications materials and grassroots programs are delivered through integrated channels so that they re-frame the debate, earn active public support, and overcome fear and organized opposition.

Our goal is their goal — to earn approvals and support in a timely

### DIDIT **COMMUNICATIONS**

330 Old Country Road, Suite 206 Mineola, NY 11501 www.didit.com liz.burke@didit.com 516/629-3285

Liz Burke, VP

Didit Communications is the public relations arm of integrated marketing agency Didit, which has 160 employees and offers a wide range of PR, marketing and digital services to more than 200 clients across all industry verticals. With offices in Manhattan, Long Island and Waltham, Massachusetts, Didit Communications is led by a group of senior PR professionals who enjoy hands-on work with clients to build highly recognized and respected brands. Its B2B PR specialties comprises of technology, financial services, professional services, healthcare and real estate, and its B2C PR specialties include fashion & beauty, food & beverages, home & lifestyle, travel & tourism, healthcare and retail. With several years of experience in market entry, startup public relations and media relations for clients in North America, Europe and Asia, our team places a heavy emphasis on goals and analytics to measure progress and return on investment. For more information, visit www. didit.com.

# EXPERIENCED PROVEN JUDGMENT EFFECTIVE

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

What is required in these circumstances is an expert, experienced strategic communications partner to work with senior management and a Board of Directors to:

- Articulate a new business strategy and a vision for success
- Explain an enterprise-transforming event and its significance
- Successfully navigate complex business challenges or crises
- Build trust and support among key stakeholders
- Strengthen the organization's credibility, reputation, and brand

Successful execution requires superior counsel, judgment and expertise, broad experience, and a comprehensive, effective and intelligent approach for communicating to all stakeholders.

For over 45 years companies and institutions around the world have selected and relied on Kekst to provide that counsel and support.







From top: Richard Dukas, Chairman and CEO: and Seth Linden. President, Dukas Linden Public Relations.

### DODGE COMMUNICATIONS

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

Brad Dodge, Pres. Elisabeth Deckon, Johnson, Sr. VPs Chowning

Communications Dodge the nation's leading integrated communications agency serving healthcare's innovative companies. Over the last 15 years, Dodge has worked with more than 250 U.S.-based healthcare companies that deliver products and services to hospitals, physician practices, payer organizations and vendors. With proven programs that span PR, content, marketing, digital, creative and lead generation, we help companies accelerate growth, strengthen brand awareness, enhance thought leadership and drive sales through strategic, integrated campaigns that are tied to key business objectives. Dodge's single-market focus and excellence in client service have been responsible for the upward client growth trajectory and retention and serves as a testament to the agency's strategies that engage prospects, optimize interactions and promote business. Dodge Communications is part of Myelin Communications, a family of companies serving the healthcare and financial services

### **DUKAS LINDEN PUBLIC RELATIONS**

100 W. 26th St. New York, NY 10001 212/704-7385 richard@dlpr.com www.dlpr.com

Richard Dukas, Chmn. & CEO Seth Linden, Pres. Doug Hesney, Exec. VP Zach Leibowitz, Sr. VP Stephanie Dressler, Sean Dougherty, Zack Kouwe, VPs

DLPR is an award-winning PR agency, which is known for strategic and proactive media relations, a results-driven approach, and the involvement of senior management on all accounts.

DLPR's clients include both well-known and emerging companies in key areas of finance, including: mutual funds, ETFs, wealth management, hedge funds and private equity, institutional investing, and investment banking. DLPR also has a strong professional services practice, representing firms in law, accounting, insurance, compliance, risk management and management consulting. The firm also has strong experience in fintech and B2B technology.

The agency regularly generates coverage in the industry's most influential outlets, including The Wall Street Journal, Barron's, Financial Times, Bloomberg and all of the top trade publications, websites and blogs. The agency is very strong in broadcasting, averaging approximately 50 bookings per month — mainly on CNBC, Bloomberg, and Fox Business.

DLPR provides comprehensive media and presentation training, message development, editorial services, crisis communications and digital media services.

Clients: Adams Street Partners, BlueMountain Capital, Brown Advisory, Eaton Vance, Eisner-Amper, Global X Management, JMP Group, Morgan Creek Capital, Muddy Waters, Navigant, Neuberger Berman and Raymond

### **FAHLGREN MORTINE**

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 the creative and practical application of new media, all in real-time. With more than 200 associates and clients based all over the world, Fahlgren Mortine is headquartered in Columbus, Ohio, with locations in Cleveland, Cincinnati, Dayton and Toledo, Ohio; Charleston, W. Va., Ft. Lauderdale, FL.; Boise, Idaho; Denver, Colo.; Lexington, KY.; Greenville and Myrtle Beach, S.C., and New York City. In addition to our regional offices, we have the ability to reach audiences globally through our involvement with the PR Council and membership in IPREX. Fahlgren Mortine acquired Turner, a travel, tourism and active lifestyle public relations firm with offices in Denver, Colo. and New York City

But what matters most to our clients is our way of doing business. Our integrated model allows us to pursue the best solution to our clients' challenges, no matter the medium. We consistently achieve a Net Promoter Score (NPS) that places us in what the creator of the NPS deems the "world-class" range, and it means our clients enthusiastically recommend us to 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 212/808-4901 henry@feintuchpr.com www.feintuchcommunications.com www.PRWorldAlliance.com

Henry Feintuch, President Richard Roher, Managing Partner & President, Roher PR Group Richard Anderson, Senior Manag-



Fahlgren Mortine President and **CEO Neil Mortine.** 

ing Director

Feintuch Communications is an award-winning boutique strategic relations firm offering senior counseling, experience and tactical support to a broad range of organizations — from the Fortune 500 to emerging companies, non-profits and associations.

Our firm's orientation is business results; not simply press clippings or busy work to justify a monthly invoice. We're dedicated to helping our clients build distribution, sell more products or services, improve their corporate or brand image and achieve other business outcomes.

Every client engagement is managed — hands-on — by a senior practitioner who is responsible for the campaign's results. Our services range from public relations and business/partnership development to investor relations, capital sourcing and advertising and marketing. Strategic practice areas include technology; financial services & FinTech; AV; energy and clean tech, media & marketing; and professional services

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, social media programs, awards and honors programs, speaking platforms and association marketing.

We serve on the board and are a partner in PR World Alliance (www.PRWorldAlliance.com), a global partnership of premier independent communications consultancies.

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 engage-

Clients: Accura Media Group, AptoVision, BlueHornet, Char-Emergent Capital, geItSpot, Glebar, Leclanché, Legrand, LifeThreads, MECLABS/MarketingSherpa.

### **FINN PARTNERS**

301 East 57th St. New York, NY 10022 212/715-1600 www.finnpartners.com Twitter.com/finnpartners Facebook.com/finnPartners LinkedIn.com/company/finn-partners peter@finnpartners.com dena@finnpartners.com richard@finnpartners.com Peter Finn, Founding Partner Dena Merriam, Co-Founding Part-Richard Funess, Sr. Managing

Partner

Finn Partners was founded in 2011 with the goal of shaping a bold future in Public Relations through entrepreneurial spirit, innovation and partnership driven client success. A global group of collaborative strategists dedicated to delivering integrated communications programs for today's leading brands, Finn Partners proactively builds the messaging, visuals and context across sectors and media platforms that turn clients into thought leaders. With the right combination of practice area expertise and raw, new thinking across branding, PR, advertising, digital and social media, Finn pushes past traditional media boundaries into thriving new frontiers.

Today, our 500-person-strong global partnership is committed to creating an entrepreneurial agency, uniquely positioned to meet the challenges our clients face in an ever-shifting media landscape.

Finn Partners is one of the world's fastest growing and largest independent PR firms with over 500 employees who work collaboratively with colleagues across the globe to deliver results. Finn Partners is also very focused on creating a "best place to work" environment and we believe that this culture helps us to attract and retain the best talent in the industry.

Finn Partners specializes in the full spectrum of communications services, including digital, creative and social media. Specialty areas include consumer, health, technology, CSR, education, travel & lifestyle, arts, and public and corporate affairs. We come to work with a desire to help our clients make a difference in the world, and are founded on the notion that true partnership fosters an environment in which independent-minded professionals deliver the best in client service, creativity and results.

Our clients receive boutique-style attention, reinforced with the resources of a global communications firm

Finn Partners clients include: Air France/KLM, Aralez, Auntie Anne's, Blue Cross Blue Shield Michigan, Bridgestone, Bosch Thermador, Carvel, Cinnabon, Fujitsu, Guggenheim Foundation, IEEE, I Love NY, Ingram Micro, Hilton, Jamaica, Jamba Juice, J.M. Smucker, Korean Embassy, Logitech, MD Anderson, MoMA, Omaha Steaks, Verizon Foundation, Viacom, Whitney Museum and W.K. Kellogg Foundation.

### FRENCH/WEST/ **VAUGHAN**

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

French/West/Vaughan (FWV) helps emerging brands become category leaders and category leaders become global icons.

Founded in 1997, FWV is the Southeast's most highly decorated public relations, advertising, digital marketing and content creation agency with 96 employees and offices in Raleigh, N.C. (headquarters), New York City, Los Angeles and Tampa. FWV is a four-time National Agency of the Year winner or finalist and a fourtime National Consumer Agency of the Year winner or finalist (The Holmes Report and Bulldog Reporter). In addition to being the largest firm in the Southeast for 12-years running, FWV consistently ranks in the top 20 overall. FWV is a well rounded firm with seven practice areas in the top 20 nationwide (O'Dwyer's): Beauty and Fashion (#2), Sports (#2), Agriculture (#10), Travel and Economic Development (#12), Entertainment (#13), Home Furnishings (#14) and Food & Beverage (#16).

FWV gets results for its clients,



The Gatesman+Dave PR team (from L to R): Jamie Kurke, assistant account executive; Lauren Wenzel, account executive; Mary Kate Joyce, account supervisor; Desiree Bartoe, account supervisor; Shannon Baker, partner, executive vice president, public relations and social media; Beth Thompson, account director; Heather Scott, senior account executive; and Paige Blawas, account executive.

including establishing companies and their brands as thought leaders: providing fans and brand loyalists online communities for engagement; increasing brand affinity, reach and purchase intent; and creating emotional connections, all while delivering targeted reach in scalable and measurable ways.

National, international and local clients represented by the agency include Wrangler, Justin Brands, EA Sports, Hood River Distillers, Melitta, the Greater Raleigh Convention & Visitors Bureau, Grammy-winning Backstreet Boys, the International Gemological Institute (IGI), Peter Millar and Moe's Southwest Grill. FWV is a partner in IPREX, a \$200 million network of communication agencies, with 1,500 staff and 100 offices worldwide.

### GATESMAN+DAVE

2730 Sidney St., Building 2, Ste. 300 Pittsburgh, PA 15203 412/381-5400 info@gatesmandave.com www.gatesmandave.com

John Gatesman. President and CEO Dave Kwasnick, Partner, EVP, Chief Creative Officer Shannon Baker, Partner, EVP, Public Relations and Social Media

Gatesman+Dave PR tackles your toughest business and communications challenges — whether it's to stand out in a competitive environ-

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(I. to r.) Feintuch Communications Managing Partner, Richard Roher, and **President, Henry Feintuch** 



Hemsworth Communications team members during the New York City media launch celebrating a partnership between their client, luxury river cruise line AmaWaterways, and Adventures by Disney.

### GATESMAN+DAVE

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ment, change perception, protect your reputation or navigate the rapidly evolving social and digital world.

We motivate action and influence the behavior of your key audiences to increase sales, market share and brand affinity.

We combine critical and creative thinking to produce ideas and content that stem from research and insights to disrupt, educate and engage consumers, media and the industry.

Founded in 2006, Gatesman+-Dave is a privately held corporation owned by partners John Gatesman, Dave Kwasnick and Shannon Baker. Gatesman+Dave PR is an award-winning, full-service public relations practice that ranks nationally within the Top 100 independent PR firms, and is a partner in IPREX, a global communication network

Client roster: BRGR, Camp Invention, Charcot-Marie-Tooth Association, Chromalox, Collegiate Inventors Competition. Del Monte. Duquesne Light Company, FedEx, Foodland, Grit and Grace, Hormel Foods: HOUSE of TSANG®. National Inventors Hall of Fame, Odoba Pittsburgh, Pittsburgh Life Sciences Greenhouse, Pittsburgh Paints & Stains, Northwell Health (formerly North Shore-LIJ Health System), NXT, People's Natural Gas, S&T Bank, SHOP 'n SAVE, Spoon, Starkist, Tobii Dynavox, UPMC and Willow.

### **GLOBAL** STRATEGY GROUP

215 Park Ave. South, 15th Flr. New York, NY 10003 212/260-8813 Fax: 212/260-9058 mmccarthy@globalstrategygroup. www.globalstrategygroup.com

Jon Silvan, Founding Partner & Jefrey Pollock, Founding Partner & Pres. Marc Litvinoff, Mng. Partner Justin Lapatine, Partner Tanya Meck, EVP & Mng. Dir. Nick Gourevitch, Partner & Mng. Jim Papa, Exec. VP

1001 G St., N.W., 6th Flr. East Washington, DC 20001 202/525-4125

185 Asylum St., 16th Flr. Hartford, CT 06103 860/547-1414

450 E. 17th Ave., #310 Denver, CO 80203 646/741-8951

Global Strategy Group (GSG) is a leading public affairs firm distinguished by its depth of talent,

influential clients, and winning track record. Battle-tested in the trenches of corporate reputation management and political campaigns, we bring unrivaled commitment to every assignment. Our culture of independence, integrity, and responsiveness established by our co-founders, CEO Jon Silvan and President Jefrey Pollock two decades ago drives our team of nearly 100 smart, strategic, and creative professionals today. Our clients — which include Fortune 100 companies, national political leaders, associations and nonprofits - rely on GSG for candid guidance and fast, effective execution. We provide a combination of critical thinking and on-the-ground results that many other firms talk about, but few deliver.

Clients; Airbnb, CONCACAF, Comcast, Con Edison, ESPN, Google, Microsoft, Pershing Square Capital Management, Snapchat, Uber, Democratic Congressional Campaign Committee (DCCC), Governor Andrew Cuomo (NY), Senator Kirsten Gillibrand (NY), Priorities USA, American Civil Liberties Union, MacArthur Foundation, Share Our Strength, The Bill & Melinda Gates Foundation, The Rockefeller Foundation and UNICEF.

### **GREGORY FCA**

27 West Athens Avenue Ardmore, PA 19003 610/642-8253 kelliott@gregoryfca.com www.gregoryfca.com blog.gregoryfca.com www.financialservicesmarketing. www.thenewshackers.com

www.facebook.com/gregoryfca www.twitter.com/gregoryfca www.linkedin.com/gregoryfca

Greg Matusky, Founder & President Joe Anthony, President, Financial Services Doug Rose, COO

A full-service, strategically integrated firm since 1990, Gregory FCA creates and deploys sophisticated national media relations, social media, content marketing, investor relations, and financial communications campaigns.

As one of the nation's largest PR firms, our clients include fast-growing private and publicly traded companies competing in today's digital economy. Gregory FCA's staff of 55 professionals drawn from journalism, finance, communications, and public relations — service many key markets, including financial services, consumer and enterprise technology, real estate, healthcare and consumer products, and more.

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.

Partial Client List: The Angel Oak Companies, Array Biopharma, Ascensus, Brandywine Global, CA Technologies, CBIZ, CFP Board, ETF Ventures, International Securities Exchange/ISE, Janney Montgomery Scott, Galectin Therapeutics. Kimco Realty. M&T Bank. NFP, NICE, The Penn Mutual Life Insurance Co., Penn Mutual Asset Management, People's United Bank, Post University, Radware, Recovery Centers of America, Resource Real Estate, SCHOTT, SHI, TESSCO Technologies, United Capital Financial Partners and Ventev.

### **HEMSWORTH** COMMUNICATIONS

1011 E. Las Olas Blvd. Fort Lauderdale, FL 33301 954/716-7614 michael.jacobs@hemsworthhommunications.com www.hemsworthcommunications.

### Michael Jacobs, COO

Headquartered in Fort Lauderdale, Florida, Hemsworth Communications is a full-service public relations agency that specializes in the branding, corporate communications and promotion of travel and hospitality companies as well as luxury lifestyle brands. A boutique-sized firm with an impressive background and global reach, Hemsworth combines unprecedented passion, insight and connections to surpass client expectations.

In just under two full years in business, Hemsworth has been hired by companies large and small, local and global, because of its track record for delivering outstanding results with a personal touch. The agency has received multiple awards within the PR and communications industry, as well

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# WHO DO YOU WANT REPRESENTING YOU WHEN SO MUCH IS AT STAKE?

"The City's Most Prominent Crisis-Management Firm." - New York Times

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

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

Fortune Magazine

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

## SITRICK AND COMPANY

LOS ANGELES · NEW YORK · SAN FRANCISCO · CHICAGO · WASHINGTON DC · DENVER



The Hoffman Asia team visits our U.S. office and greets us with their holy picture taking tool: the selfie stick.



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as the national business community, and is one of the fastest growing agencies in the United States.

#### THE HOFFMAN **AGENCY**

325 South 1st St., 3rd Fl. San Jose, CA 95113 408/286-2611 Fax: 408/286-0133 lhoffman@hoffman.com www.hoffman.com

Lou Hoffman, CEO Stephen Burkhart, Gen. North America Cassandra Cheong, Mng. Dir., Asia Pacific Mike Sottak, Mng. Dir., Europe Lydia Lau, VP of Global Operations

Defining communications broadly to include digital, content marketing, thought leadership as well

as traditional PR, The Hoffman Agency knows how to differentiate brands and deliver air cover for sales. With heritage in the technology sector, the firm's work today cuts across a range of industries. While campaigns vary by client and industry, all share one theme: the creation of content that reflects the tenets of storytelling. This means developing narratives that prompt journalists to write and target audiences to read - a far cry from the "corporate speak" that satisfies internal stakeholders. Toward this end, the firm conducts storytelling workshops for internal communicators, executives and employees. For clients with global needs, the company operates in Asia Pacific, Europe and the United States. Unlike traditional agencies handicapped by their silo structure, The Hoffman Agency applies a collaborative approach to implementing multi-country campaigns. This leverage of content and thinking across geographies ultimately generates better results.

Clients: AppAnnie, Appier, Ap-



Hotwire's NYC team.

plied Semiconductor Engineering, Avast, Axis Communications, Chicago Booth, City of Fremont, Corning, Evernote, Google, Nutanix, Nautilus, Nokia, Sony, Wearable IoT World and Zix Corporation.

#### **HOTWIRE**

16 W. 22nd Street, 12th Floor New York, NY 10010 646/738-8960 www.HotwirePR.us LetsTalk@HotwirePR.com

535 Mission Street Suite 1529 San Francisco, CA 94105 415/840-2790

Brendon Craigie, Group CEO Rebecca Honeyman, SVP, GM New York

Greg Mondshein, SVP, New York Laura Macdonald, VP, San Fran-Christa Conte. VP. New York

Hotwire is a global PR and communications agency helping ambitious companies with an adventurous and bold approach that

produces real results. We operate with a one team mentality across our New York, San Francisco and 20+ offices across the globe including UK. France. Germany. Spain, Italy, Middle East, Australia and New Zealand. Our mission: to create campaigns that are not only creative and strategic, but agile and deliver impact for the business.

Hotwire communications experts have in-depth knowledge and experience spanning major industry categories, including fintech, enterprise technology, consumer, consumer technology, e-commerce, marketing, media and entertainment. We bring the best of this knowledge, skills and experience to all of our clients wherever they are in the world. Our client line-up around the globe includes industry disruptors of all ranges from start-ups to Fortune 500 companies including Qlik, Marketo, MapR, GoPro, Red Bull, Travelex, Logitech, EMC, Nuance, Workday, Qualcomm and LinkedIn.

#### **HUNTER PUBLIC** RELATIONS

41 Madison Avenue, 5th Floor New York, NY 10010-2202 212/679-6600 www.hunterpr.com smormar@hunterpr.com

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

Hunter Public Relations is an award-winning consumer product public relations firm with offices in New York, London and a strategic footprint in markets across North America. Beginning with research-driven insights, Hunter



Despite growing to 110 staffers and expanding their geographic footprint to include offices in New York and London and team members based in Atlanta, Miami, San Francisco and Seattle, Hunter PR comes together each year for a company-wide, three day off-site creativity training and "mandatory fun."

## SLOANE & COMPANY

## Strategic Communications Firm

Corporate and Financial Communications

•

**Public Affairs** 

Transaction Support

•

Crisis Communication Support

•

**Business to Business** 

7 Times Square Tower New York, NY 10036 212–486–9500 www.sloanepr.com



InkHouse CEO & Co-Founder, Beth Monaghan.

#### HUNTER

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PR executes strategic public relations programs that build equity, increase engagement and drive measurable business results for branded consumer products and services. A powerful blend of traditional publicity, social & digital media outreach, strategic partnerships and influencer seeding engages the hearts, minds and spirits of target consumers.

Founded in 1989 with a specialization in food and nutrition. Hunter PR has grown into one of the most respected mid-size marketing communications firms in the country, with more than 110 full-time staff professionals. Hunter PR is committed to delivering exceptional boutique-style marketing communications services to our clients and providing a rewarding career experience for our employees. We accomplish this by focusing on three areas: earning consumer attention, earning client relationships and earning staff dedication.

Hunter PR's creative approach and client service-orientation has led to some of the most enduring client relationships in the business including Tabasco Pepper Sauce (27 years), 3M (20 years) and Church & Dwight (10 years). Practice areas include food and beverage, home and lifestyle, and health, wellness and beauty, and the agency proudly serves a broad range of esteemed companies and brands in each of these sectors.

**ICR** 

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

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

#### **INKHOUSE**

260 Charles Street., Suite 200 Waltham, MA 02453 781/966-4100 inkhouse.com Info@inkhouse.com

Beth Monaghan, CEO & Co-Founder

Founded in 2007, InkHouse is an award-winning public relations and content agency for the digital age. Named one of the fastest-growing agencies in the U.S., we boost the brands and incite interest for early stage startups, Fortune 100 enterprises and companies in between from our offices in Waltham, Massachusetts, and San Francisco, California. With over 90 professionals on staff, InkHouse has been widely recognized for our work, our culture, our growth and our leader-

We firmly believe that a progres-

sive workplace is the only way to fuel great work and growth, so we're proud to have earned two "Agency of the Year" awards, along with The Boston Globe's 2014 & 2015 Top Places to Work, The Boston Chamber of Commerce's Top 10 Small Businesses and BostInno's "Coolest Companies in Boston."

In addition to media and analyst relations, we help our clients gain market attention through our unique content practice, comprised of former journalists, graphic designers and filmmakers, who produce the content that extends stories from interest to engagement.

#### INTERMARKET COMMUNICATIONS

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

Martin Mosbacher, Managing Partner & CEO Matt Zachowski, Managing Partner & Executive Chairman Neil Shapiro, Managing Partner & William Ferri, Managing Partner Stephanie Dilorio, SVP Jade Faugno, Michael Kingsley Senior Account Supervisors

Intermarket Communications has long been a leading independent provider of public relations and marketing services to clients in the global financial services industry. Now celebrating its 30th anniversary, Intermarket has expanded it's expertise to encompass the fields of food and nutrition, life sciences,





From top: Intermarket Communications Managing Partner and Executive Chairman Matt Zachowski, and Intermarket Managing Partner and CEO Martin Mosbacher.

technology and higher education. We offer clients a combination of strategic expertise and informed execution designed to generate the media coverage and social media



130 team members activate the Jackson Spalding brand and define its culture.

amplification that builds and maintains reputation, and achieves sustained results.

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.

#### **JACKSON SPALDING**

1100 Peachtree Street NE, 18th Floor Atlanta, Ga 30309 404/724-2500

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

750 North Saint Paul St. Suite 1700 Dallas, TX 75201 214/269-4400

#### Glen Jackson, Bo Spalding, Brian Brodrick, Eric O'Brien, Trudy Kremer, Randall Kirsch, Whitney Ott, Owners

Jackson Spalding's vision is to be the most trusted and respected marketing communications agency. That's it. We don't aim to be the biggest or flashiest. After 20 years of this approach, we have become one of the largest independent marketing communications agencies in the Southeast, with more than 125 team members in offices in Atlanta, Athens, Georgia and Dallas, Texas and outposts in San Francisco, Los Angeles, Boston and New York. We adhere to a philosophy of "great work and good works" — great work for our clients and good works in the communities in which we reside. We work with organizations from the premiering to the preeminent, from corporate to compassionate. Above all, we choose to work with clients who inspire us — those who want to be the best at what they do. Those are our kind of people.

#### **JARRARD PHILLIPS CATE & HANCOCK**

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

150 N Wacker Drive, Suite 2925 Chicago, IL 60606 312/419-0575

David Jarrard, Kevin Phillips, Molly Cate, Anne Hancock Toomey, Magi Curtis, Jana Atwell, Part-

Entering our second decade at Jarrard Phillips Cate & Hancock, we've earned the role of trusted advisor to many of the nation's leading and most innovative healthcare systems.

In the rapidly changing world of healthcare, you need more than "outside counsel." You need an ally with a plan. Our seasoned experts provide a tailored approach to address any issue, strategy or goal as an extension of your team. We address an immediate need, a series of critical events or act as an ongoing collaborator. We are your thought partner and tactical resource for managing reputations. designing new departments, engaging patients and communicating change to the new normal of healthcare.

Ranked a top 15 healthcare communications firm since 2010, we have guided clients in over 40 states to achieve goals in the midst of rampant change. Built on a platform of \$32 billion in M&A transactional campaigns, we have grown from an organization widely recognized for winning, issue-oriented campaigns to a healthcare strategic communications and engagement firm leading transformational long term initiatives.

#### JPA HEALTH **COMMUNICATIONS**

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

Carrie Jones, Prin. & Mng. Dir. Michael O'Brien, Exec. VP, Washington, D.C. Ken Deutsch, Exec. VP, Boston Sally Bain, Senior VP, Boston Diane Wass, Mng. Dir, London

JPA Health Communications is an award-winning communications firm known for crafting targeted, high-impact strategic communications, advocacy and media rela-



Jamie Lynn Sigler and Sarah Evans, Partners of J Public Relations (JPR).

tions programs for clients across the healthcare spectrum. By applying the influencer relations model, JPA identifies and engages key audiences that can be leveraged to most effectively deliver our clients' messages and drive change within their field.

With a team of senior strategists, JPA partners with clients to work smarter, faster and more strategically, making their influencer relations more impactful. JPA's exclusive focus on health means that clients can count on a team that understands their issues and has the experience necessary to provide sound, strategic health, medical and science communications counsel, rooted in the realities of this dynamic landscape.

JPA is a woman-owned agency with offices in Washington, D.C., Boston and London, and is a member of IPRN, the world's leading independent public relations agency network.

Clients: Advaxis, Bristol-Myers Squibb, College of American Pathologists, Intercept Pharmaceuticals, Intuitive Surgical, Lamaze International, Melanoma Research Foundation, National Institutes of Health, National Pharmaceutical Council, Together for Safer Roads, Takeda Pharmaceuticals and ViiV Healthcare.

#### J PUBLIC **RELATIONS**

530 7th Ave., #502 New York, NY 10018 212/924-3600 www.jpublicrelations.com info@jpublicrelations.com

604 Arizona Avenue, #18 Santa Monica, CA 90401 310/722-7066

1620 Fifth Avenue, Suite 700 San Diego, CA 92101 619/255-7069

Gray's Inn Rd, Kings Cross London WC1H, UK (011) 44 7921124668

#### Jamie Lynn Sigler, Sarah Evans, **Partners**

J Public Relations (JPR) is one of the top hospitality and luxury lifestyle public relations and social media firms in the country. Many of the world's top hospitality brands, luxury hotels and resorts, restaurants, consumer products and lifestyle brands have chosen JPR as their partner to tell their stories and connect them with the right media and influence to grow their brands. A global force with offices in New York, Los Angeles, San Diego and London, JPR cultivates fresh, creative and thoughtful media and social campaigns. Our team has an unparalleled passion for achieving press with a purpose — directly impacting a brand's bottom line.

JPR is a boutique powerhouse of more than 50 talented, relationship-driven publicists, tastemakers and seasoned public relations strategists. With expansive teams



Karbo Com team at Nexenta Event with Pepper the Robot

#### J PUBLIC RELATIONS

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on both coasts and abroad, the agency provides invaluable media saturation across the US, Canada and UK, regardless of where a client is based in the world. The JPR team is experienced with launching brands and maintaining relevancy through solid, newsworthy media campaigns with synergistic brand partnerships and creative programming.

With the creation of 7th & Wit, an in-house social media division run by experts in the fast growing, ever changing digital space, the agency curates campaigns and content, sets trends and keeps their finger on the pulse of digital strategy, content and influencer relations. www.seventhandwit.com.

**KARBO** COMMUNICATIONS

601 Fourth St., Suite 204 San Francisco, CA 94107 415/255-6510 info@karbocom.com www.karbocom.com

Julie Karbo, Founder & CEO

Karbo Communications is a respected and innovative digital communications and PR agency that delivers on business objectives. With Karbo Com, you don't get bench players, you get the industry's top marketing and PR teams working with you every day, whether it's developing position-

ing, placing your company in top media, growing an active social media base, creating viral videos or writing influential content. We've ushered in technologies such as cloud, the Internet of Things, social, big data, apps, advertising tech, security, networking, gaming and wearable technology.

The Karbo Com team has worked extensively with B2B and consumer tech companies, including Apple, Digg, Nexenta, eBay Advertising, Logitech, Chomp, Peribit Networks, Equinix, RTI, Cisco, Defense.Net, Oracle and Intel. When it's make or break, you want the best. You want a team that's seen it all, yet knows the latest and greatest trends, technologies and tools. At Karbo Com we have a track record of delivering revenues, industry leading stature, partners and funding.

Clients: eBay Advertising, Inter-

net of Things World Conference, Nexenta, RTI (Real-Time Innovations), Logitech, Vendavo, Townsquared and ABBYY.

#### **KYNE**

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

David Kyne, Founder & CEO Maureen Byrne, Wendy Woods-Williams, Exec. VPs Kelli Raymor, Sr. VP

Founded in 2009. KYNE is an award-winning strategic health communications consultancy that cultivates ideas, insights and influencers to improve lives. With offices in Dublin, New York City and Los Angeles, KYNE develops and leads major health communications initiatives in both the US and globally, and has a robust client roster that includes leaders in the pharmaceutical and biotechnology industry, government agencies and non-profit organizations.

Key Clients: Biogen, CDC Foundation, Segirus, The Carter Center.

#### LAMBERT, **EDWARDS & ASSOCIATES**

47 Commerce Ave. Grand Rapids, MI 49503 616/233-0500 Fax: 616/233-0600 www.lambert-edwards.com

Jeffrey T. Lambert, President Don Hunt, Managing Director, PartChristi Cowdin, Managing Director Steve Linder, President, Sterling Corp. division

LE&A is a top-10 Midwest-based PR firm and a top-20 investor relations firm with clients based in 20 states and six countries. As Michigan's only statewide firm — with offices in Grand Rapids, Lansing and Detroit — LE&A serves middle-market companies and national brands across a wide array of industries. Honored by both PRWeek and PR News as Small Agency of the Year, LE&A has posted 17 consecutive years of growth, been named by Crain's as "Coolest Company to Work for," and twice won Bulldog Best Integration of PR and IR. LE&A is also a proud Partner Agency in PROI Worldwide, a global network of independent public relations agencies dedicated to delivering seamless global results.

LE&A has assembled a team of national agency, corporate and Wall Street veterans with proven expertise in delivering tangible, winning results. Our specialties and client roster span consumer products, specialty retail and national chains, food & beverage, health care, business services, energy, manufacturing, technology, and faith-based products and services. We are "The PR Firm That Can Read an Income Statement. TM'

Clients: ABC Western Michigan, Bethany Christian Services, Blackford Capital, Continental Automotive, Denali Flavors/Moose-Tracks®, Downtown Detroit Partnership, Greatland Corporation, Huron Capital Partners, Inventure Foods, Jamba At-Home Smoothies, Michigan Economic Development Corp. (MEDC), Mercantile Bank (NASDAQ:MBWM), Michi-



KYNE team, September 2015.

gan Department of Education, MPI Research, Old Orchard Brands, Peak Resorts (NASDAQ:SKIS), Ranir, Shopko Stores, Spartan Motors (NASDAQ:SPAR), Spectrum Health and Wolverine Worldwide (NYSE:WWW).

#### **LANDIS COMMUNICATIONS** INC.

1388 Sutter St., #901 San Francisco, CA 94109 415/561-0888; fax: 415/561-0778 info@landispr.com www.landispr.com

David Landis, President Sean Dowdall, General Manager Brianne Miller, Business Development Director

David Cumpston, Client Services Director

Named America's #1 PR Firm (Ragan's Ace Awards — Small Firm) and called "the Bay Area's consumer/B2B PR and marketing communications experts," San Francisco-based Landis Communications Inc. (LCI) is celebrating 25 years in business. LCI is a Bulldog Award winner for social media and media relations.

LCI is a full-service public relations, digital/social media, video and marketing communications agency that specializes in consumers, consumer technology, B2B, corporate and institutional public relations campaigns that help support each business' identified goals. LCI's industry sectors include: healthcare, financial services, technology, retail, real estate, consumer products, hospitality, food/ beverage, technology, nonprofits and more. Through its Promised Results<sup>©</sup> return-on-investment program, LCI provides tangible metrics for your PR dollars. LCI is a proud, certified member of the National Gay & Lesbian Chamber of Commerce, is an official Corporate Diversity Supplier and also is certified as a Small Business Enterprise by the City of San Francisco. LCI is the San Francisco member agency of the Public Relations Global Network (www.prgn.com), with 50

The June issue of O'Dwyer's will profile International PR firms, as well as Multicultural PR firms. If you would like to be profiled, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com



LCI staff celebrating 25 years in business.

affiliate agencies worldwide. Call us at: 415/561-0888 or visit LCI online at: www.landispr.com.

#### LANE

905 SW 16th Avenue Portland, OR 97205 503/221-0480

500 Fifth Avenue, Suite 2720 New York, NY 10110 212/302-5365 www.lanepr.com

Wendy Lane Stevens, President Amber Roberts, SVP

LANE combines deep experience, broad connections and unapologetic tenacity to deliver business-building results for clients from coast to coast.

Since 1990, LANE has served as a trusted partner to national brands in the consumer/lifestyle, food and beverage, financial services, and technology sectors. Our strategic communications counsel is grounded in a comprehensive understanding of our clients' industries and backed by exceptional client service and an unrelenting commitment to helping our clients achieve business success.

Drawing on insights garnered from firsthand experience as well as from media, influencer and consumer circles, LANE's multifaceted campaigns connect across digital and traditional platforms to inspire people to action. Our services include integrated PR campaigns, content marketing, media and blogger relations, social campaigns, influencer programs, events and experiential marketing, internal communications, crisis communications, spokesperson training, brand messaging, investor relations, and transaction communica-

#### LAVOIEHEALTH-**SCIENCE**

One Thompson Square, Suite 403, Boston, MA 02129 617/374-8800 Idescenza@lavoiehealthscience. www.lavoiehealthscience.com

Donna L. LaVoie, President and CEO

David Connolly, SVP Martin Forest, SVP, Lisa DeScenza, Director, Special **Projects** 

LaVoieHealthScience provides strategic communications, investor relations and public relations to build recognition, increase sales and value for health science innovations.

We design and execute strategic communications programs that make our clients' technologies, products and services known, understandable, approachable and relevant. Through our proprietary process, LHS Immersion<sup>TM</sup>, we approach our clients' needs through the lens of each of their target stakeholders: patients, providers, payers, partners and investors and develop solutions to achieve their business goals and build brand value. We bring 15 years of case studies and over 100 proven strategies to our clients

Founded in 2001, LaVoieHealth-Science is celebrating its 15th anniversary and has received 27 awards over the past six years in recognition of the work it has done for emerging and established industry leaders in life sciences, pharmaceuticals and government.

If you are not working with an agency or are not 100% happy with your current IR, PR or strategic communication programs, we should talk. If you're seeking access, we can deliver it. We are focused on building trust and longterm relationships based on the quality of work that we deliver. Many of our client relationships go back over a decade.

Clients: Abpro, Biotechnology Industry Organization, Cydan Development, Hydra Biosciences, Matinas BioPharma, Molecular MD. NewLink Genetics. Newron Pharmaceuticals, Oticon, SIRION Biotech, and WuXiApptec.

#### L.C. WILLIAMS & **ASSOCIATES**

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

Kim Blazek Dahlborn, President and CEO Gary Goodfriend, EVP Allison Kurtz, EVP Shannon Quinn, EVP Tim Young, SVF Laura Bohacz, VP Jay Kelly, VP

L.C. Williams & Associates (LCWA) is a full-service public relations and communications services agency headquartered in Chicago. Our mid-sized company is made up of experienced, invested and creative individuals who are focused to deliver meaningful results



Consistently named as one of the industry's fastest-growing agencies, LEWIS has 600 staff across 27 offices throughout Asia, Europe and North America.

L.C. WILLIAMS & ASSOCS.

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#### **LEVICK**

**LEWIS** 

on time and on budget.

Our independent agency employs 25 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.

Our teams are fully immersed in our clients' businesses. We have the experience to offer thoughtful counsel, honest opinions and creative solutions.

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: AC-GME-I, Accreditation Association for Ambulatory Health Care, American Academy of Sleep Medicine, American Association of Endodontists, Boise Paper, Chicago Children's Theatre, Electrolux, Eureka, Fashion Bed Group, First Alert, Frigidaire Professional, Labelmaster, Mavea, Merit School of Music, Oster Professional, Paramount Theatre, Parr Insurance, Response Team 1, SafeRack, Snow Joe, Trex, UnitedHealthcare of Illinois, Urgent Care Association of America, Weil-McLain.

1900 M Street, NW Washington, DC 20036 202/973-1300 Fax: 202/973-1301 info@levick.com www.levick.com

LEVICK is one of the world's leading crisis, strategic communications, and public affairs firms. The firm is widely known for handling the highest-profile matters in the world, from large data breaches and the Boko Haram kidnappings to Guantanamo Bay; from the major food recalls of recent vears to significant anti-corruption and white collar matters. Companies and countries hire LEVICK to identify what's next; to anticipate decisive trends, and to develop and implement the strategies necessary to change minds and drive movements

The firm specializes in all aspects of communications and intelligence that support our clients' needs, from Business Intelligence with live global assets designed to empower clients with the knowledge they need to be truly strategic — to social and digital media campaigns that track, identify, and inform those strategies. From corporate communications to reputation management, LEVICK's fully integrated teams work with clients to win their battles and achieve their critical goals.

575 Market St., Suite 1200 San Francisco, CA 94105 415/432-2400 hello@teamlewis.com www.teamlewis.com Twitter.com/teamlewisglobal Linkedin.com/company/lewis-global-communications

LEWIS is a global communications agency built to solve the four challenges brands face: awareness, demand, adoption and advocacy.

LEWIS provides PR, marketing and digital services to drive tangible results for clients around the world. Its agile approach allows brands to adapt to market opportunities and win the war for relevance. Consistently named as one of the industry's fastest-growing agencies, LEWIS has 600 staff across 27 offices throughout Asia, Europe and North America.

Global clients include: 20th Century Fox, Accellion, Adobe, Airbnb, Ancestry.com, BBC Worldwide, Cisco, Citrix, Comcast, Crowdstrike, Deezer, Designer Exchange, Dimension Data, EMC, Equinix, Gemalto, Google, Hitachi Data Systems, Hotels.com, Houzz, Honor, Infosys, Intel Security, Jabra, Kaspersky, Lenovo, Logitech, MuleSoft, Nikon, Nimble Storage, Olswang, Porsche Asia Pacific, Qlik, Regus, Roche, Sabre, SailPoint, Schneider Electric, SAS, ShoreTel, Siemens, Sky, Skyscanner, Software AG, Splunk, Stericycle, Thunder Power, Tourism Australia, Turkish Airlines, VMware, Yahoo, Zscaler

#### **LOU HAMMOND** GROUP

900 Third Avenue, New York, NY 10022 212/308-8880; fax: 212/891-0200 lha@louhammond.com www.louhammond.com twitter.com/louhammondpr facebook.com/louhammondpr pinterest.com/louhammondpr instagram.com/louhammondpr www.linkedin.com/company/louhammondpr

For 32 years, Lou Hammond Group (LHG) has achieved substantial results for its clients across numerous industries including hospitality and tourism; economic development; home décor/interior design; arts/culture; technology; and real estate.

Headquartered in New York, with offices in Charleston, Los Angeles and Miami, the company expanded in 2015 to serve a more diverse clientele. Led by Founder and Chairman Lou Hammond and CEO Stephen Hammond, the marketing communications firm extensively advanced its digital, branding and integrated marketing capabilities.

LHG consistently earns significant coverage for its clients, attested by 16 Adrian Awards from the Hospitality Sales & Marketing Association. In 2015, the agency secured an in-depth USA Today profile (New Hampshire); a multipage feature in Marie Claire and Forbes (Providence); TV coverage included Fox & Friends (Certified Angus Beef®); Good Morning America (WallPops); TODAY (Virginia); and exclusive coverage in New York Times (Mandarin Oriental) plus three features in Departures (Oetker Collection). LHG facilitated a partnership between Bergdorf Goodman and Charleston Area CVB, which included a 32-page spread in BG Magazine along with dedicated social media. Successful campaigns included The Virginia's Oyster Trail (reach: 105+ million); Cultural Concierge, Palm Beach County (reach: 150+ million); three-city Virginia Governor's Blitz (reach: 101+ million); and launch of Villa Stephanie (reach: 200+ million). LHG integrated traditional marketing with digital communication channels for a NYC social influencer event for Certified Angus Beef (reach: 1 million) and led communications

efforts for Seatrade Cruise Global, the leading B2B cruise conference, hosting over 250 members of the international media, and published the show's daily magazine.

#### LOVELL COMMUNICATIONS

2021 Richard Jones Rd, Suite 310 Nashville, TN 37215 615/297-7766 www.lovell.com

Lovell Communications protects brand reputations and helps companies build and grow their businesses with marketing creativity and strategic public relations.

In addition to a strong bench of marketing, communications and social media strategists, our team of senior consultants has meaningful relationships with editors, reporters, innovators, investors and business leaders throughout the country. We bring all of these resources to bear when developing and executing marketing and communications strategies for our clients

We serve clients in diverse business sectors including healthcare, pharmaceuticals and biotechnology; professional services and business-to-business; retail and hospitality: not-for-profit: and transportation, construction and real estate.

Our history spans nearly three decades and includes engagements that have lasted from two months to 20 years with clients including publicly held companies, start-ups, closely held family businesses and pre-IPO companies. Our firm - and the talented individuals who make it remarkable — has been recognized with hundreds of national, regional and local awards.

#### **MAKOVSKY**

16 E. 34th St. New York, NY 10016 212/508-9600 Fax: 212/751-9710 www.makovsky.com

Headquartered in New York, with an owned office in Washington, D.C, Makovsky is a leading independent 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 + Professional Services, Consumer



Marketing Maven's Los Angeles-based team.

and Energy + Sustainability. Our services include public relations, digital branding, social media, crisis communications, change management, investor relations and innovation.

In 2015, Makovsky won 25 company and campaign awards including the Bulldog Stars of PR Awards for "Agency Professional of the Year," and the American Business Award for "PR Agency of the Year." Not only is our work recognized but our outstanding employees are as well. In 2015 two Makovsky employees were named "PR Rising 30 under 30" by PR News and our Managing Director Denise Vitola was named a PR News "Top Women in PR."

The firm also won a PRSA

Bronze Anvil, three PRSA Big Apple Awards, the Financial Communications Society Portfolio Award for client campaigns and multiple Gold, Silver and Bronze Stevies. Makovsky is also the founder of IPREX, the second largest worldwide corporation of independent agencies in more than 30 countries and 40 U.S. cities.

#### MARKETING **MAVEN**

135 East 57th Street, 4th Floor New York, NY 10022 212/967-5510 www.MarketingMavenPR.com lindsey@marketingmavenpr.com natalie@marketingmavenpr.com johnk@marketingmavenpr.com

Los Angeles Headquarters 310/994-7380

Lindsey Carnett, CEO & President Natalie Rucker, VP of Business Development John Krisiukenas, Managing Director, NY

With offices in Los Angeles and New York City, Marketing Maven's integration of PR, organic SEO and social media marketing helps provide a competitive edge to their clients. Marketing Maven helps businesses grow their revenues by developing campaigns that engage a target audience, generate



Lovell Communications has achieved national and regional recognition for its work on behalf of hundreds of satisfied clients throughout the country.



NJFPR, in anticipation of the opening of The Williamsburg Hotel, placed Chef Adam Leonti on Good Morning America (ABC) to promote homemade bread.

#### MARKETING MAVEN

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sales then utilize advanced metrics to measure ROI.

Their services aid national marketing campaigns and product launches with reputation management, organic SEO tracking, competitive analysis reports, key influencer identification and online product reviews to help increase revenue. Multicultural marketing is also a core competency for Marketing Maven, not only focusing on Spanish language media relations, but assisting clients with culturally relevant content for various marketing channels.

Marketing Maven is 8(a) certified by the U.S. Small Business Administration, Women's Business Enterprise (WBE), has WOSB status with the government and DBE, CUCP and CPUC certification.

Specialties include: Multicultural, beauty/fashion, professional services, travel/hospitality, home furnishings, financial PR/investor relations, healthcare, food & entertainment/sports, beverage. technology, environmental/public affairs clients and social media.

#### MCS HEALTHCARE **PUBLIC RELATIONS**

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

Joe Boyd, CEO Eliot Harrison, Exec. VP Cindy Romano, Sr. VP Jennifer Silvent, Sr. VP Karen Dombek. VP Laura de Zutter, VP

For the last three decades, MCS has remained a constant fixture in an ever-changing media marketplace by adapting and innovating as rapidly as the science itself. From our earliest assignment celebrating the eradication of smallpox, to announcing the results of the world's first cardiovascular mega-trials, to the design of PR programs that move the needles for many of today's blockbuster brands, we have amassed a deep level of scientific and journalistic expertise and earned the enduring trust and respect of the industry's top innovators, advocates and influencers.

As an independent specialty shop solely focused on healthcare, we think of ourselves as a swift boat among battleships: small but sturdy; nimble and reliable; and best-suited for operations that are difficult, demanding and unique. Everyone here shares a trademark set of skills and a desire to use their PR powers for good, both for the client and for the healthcare community. We are passionate about what we do. We are data wonks. pop-culture junkies, and nerdy, notorious spell-checkers. And we're sticklers for ensuring the availability of senior counsel, on your team and in your trenches, every day.

When it comes to media relations, we want home runs, not just hits. You have an important perspective to communicate, and only a quality article inclusive of your brand's attributes constitutes a win. As part of our daily media monitoring, we evaluate each article's impact on your brand and proactively answer the questions, 'so what?" and "what now?"

We are a highly collaborative bunch that believes in the pollination of ideas across all brand communications. We welcome the

opportunity to partner with your creative agencies, co-marketers and cross-functional colleagues to deliver results more efficiently and with a holistic vision of the brand's success

#### **MERRITT GROUP**

Merritt Group D.C. 8251 Greensboro Dr., Suite 600 McLean, VA 22102 703/390-1500 Fax: 703/860-2080

Merritt Group CA 220 Montgomery Street, Suite 640 San Francisco, CA 94104 415/247-1660 info@merrittarp.com www.merrittgrp.com

Alisa Valudes Whyte, Sr. Partner & CFO

Thomas Rice. EVP & Partner Jayson Schkloven, EVP & Partner John Conrad, EVP & Partner

Merritt Group is an award-winning strategic communications firm specializing in Public Relations, Content Creation, Marketing, Social, Demand/Lead Generation, Analytics and Measurement Marketing Infrastructure Consulting. With offices in Mc-Lean, Virginia and San Francisco, California, our practice groups are focused on Business Technology (cybersecurity, big data analytics, mobile, networking, cloud and more), Government and Healthcare. Merritt Group lives at the intersection of market expertise and technical proficiency to help our clients reach their goals and dominate their markets. Our client roster includes organizations ranging from large, industry-leading enterprises to emerging, venture-backed innovators.

philosophy Merritt Group's starts with understanding our clients' target audiences and markets and leads to the development of powerful messages and creative programs that drive awareness around their innovations. We pride ourselves on delivering insightful, strategic communications approaches that fully incorporate the intersection of media, i84 digital & creative marketing. Our goal is to help the world's most inspiring companies share viewpoints that get people talking and keep their audiences engaged. While the landscape has evolved, our passion for consistently delivering high-quality, well-executed creative campaigns is unmatched.

We have also built our business

on the expertise of our people, procuring and developing the industry's best talent. We foster innovation and experimentation that allows our employees to develop their careers and reach their fullest potential in an effort to deliver incredible service and value to our clients in the process.

Sample Client List: Alion Science and Technology Corporation, Allot Communications, Avizia, Databricks, Gigamon, GoodData, Heritage Provider Network, InfoZen, Innovation Health, Ionic Security, LogicNow, MACH37, MAXIMUS, Monster Public Sector, Nok Nok Labs, Particle, Qlik-Tech, RiskAnalytics, Riverbed Public Sector, TAKE Solutions, Teradata Corporation, Venafi.

#### **NANCY J.** FRIEDMAN PUBLIC RELATIONS

35 E. 21st St., 8th Flr. New York, NY 10010 212/228-1500 Fax: 212/228-1517

Dozens of hotel, destination and lifestyle brands have entrusted their reputations to Nancy J. Friedman Public Relations, whose "Leave No Stone Unturned" philosophy has catapulted the firm to the top of the category in hospitality and travel. For those seeking senior level counsel, unwavering brand advocacy and unrivaled media savvy, NJFPR is a one-stop shop. An industry thought leader and self-described "media junkie with wanderlust," Nancy and her team pride themselves on long-standing client relationships and an innate ability to move within many spheres: tapping media influencers, forging creative partnerships, uncovering strategic advantages, and providing global perspective. NJFPR expanded its powerful national presence with the opening of its LA office in 2014, an additional satellite team in Boston and heralded a new chapter in its international reach with a dedicated U.K. liaison, to further widen the agency's footprint to better connect clients to the media conversation gone global.

Clients include: The Asbury, Asbury Park, NJ Body Holiday, St. Lucia; Borgata Hotel Casino & Spa, Atlantic City; Canyon Ranch Wellness Resort at Kaplankaya, Turkey; Condado Vanderbilt, San Juan, Puerto Rico; Cooperstown,





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NCOA
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#### NANCY J. FRIEDMAN PR

Continued from page 82

New York; Copamarina Beach Resort & Spa, Guanica, Puerto Rico; Gansevoort Meatpacking, New York; Gansevoort Park Avenue New York; Gansevoort Turks + Caicos: Generator Hostels: Hollywood Proper Residences, Los Angeles; Hotel Commonwealth, Boston; Hotel El Convento, San Juan, Puerto Rico; Hyatt Regency Aruba Resort Casino & Spa; iStar / Asbury Park waterfront, Asbury Park, NJ; JW Marriott Camelback Inn Resort & Spa, Scottsdale; Refinery Hotel, New York; Rendezvous, St. Lucia; Spring Creek Ranch. Jackson Hole, WY; St. Petersburg/Clearwater, Florida; Taconic, Manchester Village, VT; The Body Holiday, St. Lucia; The Bowery Hotel, New York; The Jane, New York; The Ludlow, New York; The Maritime Hotel, New York; The Marlton, New York; The Pod 39 Hotel, New York; The Pod Hotel, New York; The Plymouth Hotel, Miami, FL; The Roxy, New York; The Spa in the Water Garden, Rendezvous, St. Lucia; Wild Walk, Adirondacks, NY; Williamsburg Hotel, Brooklyn New York.

#### **NOTABILITY PARTNERS LLC**

206 San Marcos St. Austin, TX 78702 www.notabilitypartners.com

Notability Partners provides concierge-style marketing and public-relations services at the intersection of the new--in the arts, film, music and in technology--to communicate and commercialize with the outside world. Led by biomedical engineer and intellectual-property attorney Jordan French, Notability Partners' creative clients and their technologies make notable appearances at the Who's Who of events: The Superbowl, the Grammys, A-lister birthdays, SXSW Interactive, Collision Conference and the Emmy awards.

Notability Partners' President Jordan French also serves as founding PR director of philanthropic start-up, fitRaise, the virtual platform that raises funds for a cause through 5K runs, walks, and bike rides. He sits on the advisory board of Made by Mirna GmbH, the high-end, Dusseldorf, Germany-based chocolatier that sells pillow-top chocolates to VIP guests.

#### **PADILLACRT**

1101 West River Pkwy., #400 Minneapolis, MN 55415 612/455-1700 PadillaCRT.com

Lynn Casey, Chair and CEO

PadillaCRT is a top 10 independent public relations and communications company. Its 200 employee owners use insightful strategies to help clients develop deep connections with the people who are important to their success. Its 360-degree approach uses research, branding, advertising, design, digital, social, mobile, media relations and crisis management expertise to build corporate and product brands with customers, investors, employees and communities.

Clients include 3M, Barnes & Noble Education, BASF, Bayer, Blue Cross Blue Shield of Minnesota, GE, Hass Avocado Board, Land O'Lakes, Mayo Clinic, Prosciutto di Parma, Rockwell Automation, U.S. Highbush Blueberry Council, the Virginia Lottery, Xcel Energy and Wines from Rioja (Spain).

Brand consultancy Joe Smith and market research firm SMS Research Advisors are part of PadillaCRT. The agency is a founding member of the Worldcom Public Relations Group, a partnership of 111 independently owned partner offices in 140 cities on six continents.

#### PAN COMMUNICATIONS

255 State St., 8th Floor Boston, MA 02109 617/502-4300 info@pancomm.com www.pancommunications.com

Boston | San Francisco | Orlando | NYC

Philip A. Nardone, President & CEO Mark Nardone, EVP Elizabeth Famiglietti, EVP, Human Resources Rob Adler, EVP & Managing Dir. Gary Torpey, EVP Finance Ilene Adler, Chief Strategist Lisa Astor. SVP Gene Carozza, SVP

Founded in 1995, PAN Communications is a data-driven integrated marketing communications agency servicing technology, healthcare and consumer tech brands. In December of 2015, PAN

acquired San Francisco-based tech PR agency, Vantage PR expanding the firms presence across Boston, San Francisco, Orlando and New York. Coming off of back-to-back record growth years, the agency continues to thrive working with today's modern marketers by building well-balanced communication programs via digital and content marketing, PR/social awareness, influencer engagement, and data insight/analytics.

With a staff of 100+ professionals, PAN offers the agility and personalized service of a mid-size agency while leveraging their strong national and international relationships to manage emerging growth and large scale communications programs. PAN has represented some of the most innovative brands in the industry including SAP, RSA, Carbonite, Dyn, MediaMath, Blue Coat, Maestro Health, Samsung Pay (LoopPay), Indeed, GreatCall and Talend, to name a few.

#### PEPPERCOMM. INC.

470 Park Ave. South, 4th Floor North New York, NY 10016 212/931-6100 hello@peppercomm.com www.peppercomm.com

Steve Cody and Ed Moed, Co-CEOs & Co-Founders Ted Birkhahn, Partner & President Ann Barlow, Partner & President, West Coast Brown, Jacqueline Deborah Kolek, Maggie O'Neill, Partners & Managing Directors

Peppercomm is an independently owned 20-year-old integrated communications and marketing agency headquartered in New York with offices in San Francisco and London. Founded in 1995 by Steve Cody and Ed Moed, Peppercomm began as a B2B PR agency with a focus on financial and professional services and technology. Today, it has grown to include lifestyle, retail, wellness and consumer brand experience.

Helping clients see around the corner and determine what's next sets Peppercomm apart from other integrated communications and marketing firms. It enables us to push boundaries while mitigating risk for clients in financial and professional services, consumer, B-to-B and multi-industry sectors. Our integrated team of specialists work together to create cohesive campaigns that leverage the right

communications and marketing vehicles across all touchpoints.

Our unique approach and dynamic workplace attract the best talent who, in turn, help us win and retain the best clients. While we've won countless awards. we're most proud of being named Best Place to Work in New York City by Crain's New York Business and a Best Workplace for Women by Great Place to Work® and For-

Our love of what we do combined with years of deep category experience shapes our work. We engage audiences on every level and set your brand apart. And we do all this to help your bottom-line and build your business. So get in touch. We're all ears.

Services include branding, content strategy & development, creative services, crisis management, digital solutions, experiential, insights & strategy, licensing, public relations & social media and research & measurement.

#### **PERRY** COMMUNICATIONS **GROUP**

980 9th Street, Suite 410 Sacramento, CA 95814 916/658-0144 Fax: 916/658-0155 www.perrycom.com @KassyPerry

Kassy Perry, President/CEO Julia Spiess Lewis, SVP Jennifer Zins, VP

Perry Communications Group is an award-winning, full service strategic communications firm. Led by Kassy Perry, PCG shapes ideas, galvanizes opinions and influences decisions that lead to social change. The PCG team helps clients positively impact public policy issues not only in Sacramento, but throughout California and the U.S. PCG tackles high-profile issues such as health care, energy and environment, finance and water.

Whether the politically savvy PCG team is managing a complicated issue, running a statewide initiative campaign, leading a high-profile coalition or helping clients communicate and influence with a mix of traditional and digital strategies, we achieve success by building strong relationships with policymakers, the media and corporate influencers. We excel at working with local and state governments. Since the company's







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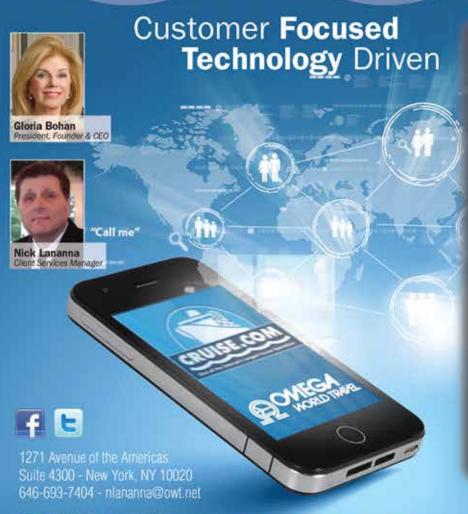
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Racepoint Global Boston employees during their Summer outing.

#### PERRY COMMS.

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founding, we have worked with Fortune 500 companies, major industry associations and charitable organizations.

PCG provides services for an array of clients including:

California Association of Area Agencies on Aging, California Automotive Wholesaler's Association. California Chronic Care Coalition, California Craft Brewers Association, Capital Impact Partners. DBA International. Nevada Irrigation District, Partnership to Fight Chronic Disease and the Pharmaceutical Research & Manufacturers of America.

#### **PROSEK PARTNERS**

105 Madison Ave., 7th flr., New York, NY 10016 212/279-3115 Fax: 212/279-3117 jprosek@prosek.com www.prosek.com

Jennifer Prosek, Mark Kollar, Russell Sherman, Andy Merrill, **Partners** 

Prosek Partners is among the largest independent public relations firms in the U.S., and one of the few domestic, mid-size firms that offers global capabilities through its London office and international network. We deliver an unexpected level of passion, creativity and marketing savvy to the financial and business-to-business sectors. Our "Unboxed Communications" approach brings breakthrough ideas and unmatched results to every client engagement.

We are a rare hybrid; a corporate communications firm with a fully integrated, top-ranked deal shop and a comprehensive investor relations practice.

Through our gateway office in London and network of partner agencies, we can deliver for clients in major business and financial centers around the world.

We are an "Army of Entrepreneurs<sup>TM</sup>." Our creative, entrepreneurial culture attracts and retains the most talented professionals. Employees develop an "owner's mindset," delighting clients with top-quality service, fresh ideas and flawless execution.

Companies to mention: Bloomberg, Edward Jones, TD Bank, Travelers, Capital One, Trav-

Prudential, Silicon Valley Bank, Bridgewater, Goldman Sachs, OppenheimerFunds, Synchrony Financial, Genworth, Everbank, AMG, Hamilton Lane, Winton Capital, TIAA, Hartford Funds and Franklin Templeton.

#### **PUBLIC COMMUNICATIONS** INC.

One East Wacker Drive, 24th Floor Chicago, IL 60601 312/558-1770 Fax: 312/558-5425 www.pcipr.com

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

We believe in storytelling with purpose and crafting strategies and stories that deliver our clients results. Our job is to safeguard reputations and brands and recommend the most effective way for clients to communicate so what they have to say is heard and influences their audiences to take action. 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.

PCI is a founding partner of the WORLDCOM Public Relations Group, the world's leading partnership of independently owned public relations counseling firms with more offices in more cities and countries than any multinational firm.

Our clients trust us and stay with us; our business has grown primarily through referrals and word of mouth. Almost 60 percent of our clients have been with us for five years or more; 15 and 20+ year relationships are common (and valued).

Our size and the depth of our staff enable us to manage the most sophisticated assignments while allowing us to move quickly, be flexible and change course when it makes sense.

Select clients: AIDS Foundation of Chicago, American Association of Diabetes Educators, American Board of Medical Specialties, American College of Allergy, Asthma & Immunology, American Health Information Management Association, American Society of Anesthesiologists, Association of Zoos and Aquariums, AstraZeneca Health Care Foundation, Bass Pro Shops, Chicago Zoological Society, Brookfield Zoo, Columbia College, Fresenius Medical Care, Georgia Aquarium.

Infectious Diseases Society of America, John G. Shedd Aguarium, Livingston International. McCormick Foundation, Museum of Science and Industry, National Society of Genetic Counselors, Radiological Society of North America and Walgreens.

#### **RACEPOINT GLOBAL**

53 State St., 4th Flr. Boston, MA 02109 617/624-3200 Fax: 617/624-4199 ajigarjian@racepointglobal.com www.racepointglobal.com

If you've been paying attention for the past decade, you know that every marketing agency has promised a new kind of integrated solution. The only problem is, nobody has delivered ... until now.

Racepoint Global is defining what it means to be an intelligence-driven marketing agency. We deliver a new kind of accountability based on our ability to better understand your customers, their psychology and how they consume information. The key is our proprietary software, Field-Facts. It's the industry's best tool for identifying influencers and targeting them where they engage verbally, visually and emotionally.

Armed with this intelligence, we give our clients PR, advertising and precision-marketing campaigns that speak to the right people at the right time. Then we measure performance and report how many times high-level influencers have acted on your behalf.

That's accountability. That's Racepoint Global. That's how we make you successful.

Racepoint Global's headquarters is located in Boston, MA. We also have offices in San Francisco, Washington, D.C., London, Beijing, Hong Kong and Shanghai.

#### **RASKY BAERLEIN STRATEGIC** COMMUNICATIONS. INC.

70 Franklin St., 3rd Flr. Boston, MA 02110 617/443-9933 www.raskv.com

1825 I St., N.W., Suite 600 Washington, D.C. 20006 202/530-7700

Rasky Baerlein Strategic Communications (RBSC) is a nationally recognized public and government relations firm with more than a decade of experience providing exceptional client service to organizations that operate at the intersection of business, politics and media.

With offices in Boston and

Washington, D.C., the firm offers a comprehensive range of services — including media and public relations, government relations, issue management, coalition and ally development, crisis communications and digital media — to a wide array of clients that include Fortune 100 companies, trade associations, coalitions, non-profits, think tanks and foreign governments.

As an independent firm, Rasky Baerlein has the flexibility and the resources to address complex communications challenges with a commitment to serve our clients' interests first. We are dedicated to providing consistent hands-on engagement at all levels, as each client team — including the senior professionals — is highly engaged from the beginning to end of each client engagement.

#### **RBB** COMMUNICATIONS

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

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

rbb is a national, integrated communications firm with a reputation for delivering award-winning work 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 insight on creating customer passion to increase sales.

Four-time "PR Agency of the Year" award winner, rbb's bilingual staff excels in integrated marketing/public relations, community relations, crisis and internal communications, reputation management and product introductions. The rbb family of brands also features independent digital, web development, social media and advertising groups to create 360-degree result-driven campaigns able to reach targeted audiences through a diversified mix of traditional and digital channels. Firm practice areas include consumer products, education, food & beverage, financial & professional services, health & fitness, real estate, family entertainment, and travel & leisure.

Some of rbb's Breakout Brand clients include: Adrienne Arsht

Center for Performing Arts of Miami, Bank of America, Cleveland Clinic, DHL Express, Disney on Ice, Dreams Resorts & Spas, First Service Residential, Florida International University, Florida Power and Light, Hampton by Hilton, Homewood Suites by Hilton, Kaplan University, Mrs. Butterworth, Ringling Bros. and Barnum & Bailey Circus, Secrets Resorts & Spas, Virgin Cruises and Vitas. For more information, call (305) 448-7457 or visit www.rbbcommunications.

#### **RF | BINDER** PARTNERS, INC.

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

Amy Binder, CEO Joseph Fisher, Vice Chmn. Atalanta Rafferty, Exec. Mng. Dir. Josh Gitelson, Exec. Mng. Dir. David Weinstock. Chief Creative Officer Scott Beaudoin, Chief Strategy Officer Marcy Massura, Chief Integration Officer

RF|Binder spun itself off from Ruder Finn fourteen years ago to pursue its belief that digital technology would revolutionize public relations, just as television had transformed advertising.

We promised our clients that we would help them aggressively embrace digital technology and that our senior account leadership would focus exclusively on their business. At the same time, we adopted an operating model that maximizes internal knowledge sharing and keeps us on the leading edge of change.

Today, as Walter Isaacson noted, personal computers and the Internet have given us content sharing, online communities, and social networking on a grand scale. Anyone, anywhere can create, share and access information. And we can now speak directly to people on behalf of our clients! As a result, public relations is more powerful than ever before.

As an agency, our focus are those high-interest, issue-laden client engagements where the flow of information and opinion can critically influence decision-making — whether those decisions involve a purchase, an investment, a vote, or a policy choice — in sectors as diverse as financial services, food and nutrition, education, and technology.

We support brand marketing, corporate communications, sustainability issues, social responsibility, and issue and crisis management initiatives. Our expertise includes media relations, digital and social media, advertising, research analytics and experiential marketing.

Our clients are Fortune 500 corporations, entrepreneurial ventures, non-profit organizations and special interest groups. The one constant they share is their recognition that public relations and public opinion are strategically critical to their success.

#### **SCHNEIDER ASSOCIATES**

Member of the Worldcom Public Relations Group 2 Oliver Street, Suite 402 Boston, MA 02109 617/536-3300 launch@schneiderpr.com www.schneiderpr.com

Joan Schneider, CEO & Founder Phil Pennellatore, President

When leading companies, professional services organizations and entrepreneurs seek a trusted communications partner, they turn to Schneider Associates. We are passionate about creating and executing innovative and measurable campaigns to launch, re-launch and accelerate growth for new products, services, companies, institutions and communities. We know how to craft fully integrated communications programs that create news while solving business challenges. Schneider Associates represents a wide range of consumer, corporate, public affairs and education clients from start-ups to prestigious colleges and universities to Fortune 500 companies. 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.

Schneider Associates is a full-service public relations and integrated marketing communications agency specializing in Launch Public Relations®, a proprietary method of launching revitalizing iconic products, services, companies, institutions and communities to build awareness, excitement, and sales. Agency services include messaging, media relations, social media, special events, creative design, digital marketing, spokesperson training, influencer outreach and crisis communications. Learn more at www.schneiderpr.com.

Clients include: Bay Path University, Bentley University, Berkshire Choral International. Cushman & Wakefield, DYNATRAP, J. Calnan & Associates, Lehigh University, MIT Sloan School of Management, Newbury College, Northeastern University College of Engineering, Posternak Blankstein & Lund, Society for Biomaterials, Sunstar GUM®, Thompson Hennessey & Partners, UNICON Executive Education, University of Pittsburgh's Joseph M. Katz School of Business, Utica National Insurance Group, William James College.

#### **SPECTRUM**

2001 Pennsylvania Ave., NW Second Floor Washington, DC 20007 202/955-6222 www.spectrumscience.com

Jonathan Wilson, President Michelle Gross, Managing Director, NY Al Jackson, Pamela Lippincott, Rob Oquendo, Amanda Sellers, Michelle Strier, Leslie Wheeler, **FVPs** 

John J. Seng, Founder and CEO

Denise Chappell, Susan Francis, Tim Goddard, Maya Robotti, SVPs

Celebrating its 20th year, Spectrum is one of the nation's leading health and science communications agencies. Spectrum is proudly independent, and committed to achieving the goals of clients who are involved with issues, products, provider services or research in consumer, life and human health sciences. A full-service agency headquartered in Washington, D.C. with offices in New York and Atlanta, Spectrum adopts an insight-driven approach to creating strategic frameworks for clients, supported by media relations, marketing communications, advocacy relations, public affairs, digital communications and design services. Spectrum offers global reach as the U.S. partner and chair of GLOBALHealthPR, an international partnership uniting some of the world's most successful independent health care public relations firms and their affiliates from major markets in Europe, Asia, Australia and the Americas.



Status Labs' Austin, Texas Team

#### SPFCTRUM

\_ Continued from page 87

For more information, visit www. spectrumscience.com or on Twitter. follow @SpectrumScience.

Clients: Acura Pharmaceuticals, Alnylam Pharmaceuticals, Astellas, Covidien/Medtronic, The Ohio State University Comprehensive Cancer Center - James Cancer Hospital, Roche Diagnostics, Spero Therapeutics, St. Jude Children's Research Hospital, Tesaro, Inc. and Zafgen.

#### SPM COMMUNICATIONS, INC.

2030 Main St. 3rd Floor Dallas, TX 75201 214/379-7000

121 W. Sixth St. Austin, TX 78701 512/225-2620

24-hour media line: 817/329-3257 www.spmcommunications.com

#### Suzanne Parsonage Miller, President & Founder

Founded in 1999, Dallas-based SPM is a full-service PR, social strategy and crisis management firm with national reach, promoting and protecting iconic food, restaurant, retail, lifestyle and hospitality brands. We forge long-standing, strategic partnerships with our clients, and our "no-jerks" policy fosters an atmosphere of mutual respect among clients, team members and company leaders that promotes maximum creativity, productivity and account team stability.

SPM has editorial, media relations, crisis and measurement experts on staff to support all clients. Whether we are working with national category leaders, regional or local brands or start-up companies, we build our clients' businesses by approaching each brand holistically, working across traditional, online and social media to creatively tell their stories in many voices to many different audiences.

We understand that PR campaigns have business goals beyond column inches, airtime or blog hits. That is why we report our results using the most current, accurate and forward-thinking measurement model to make it easy to track and justify PR successes and budget.

SPM is a member of IPREX, a global network of independent PR firms that provides multi-market, on-the-ground support, and is a NWBOC-certified woman-owned business.

Clients: Austin Footwear Labs, Autumn Leaves, Baublerella, Boulder Organic, Bruegger's Bagels, Cotton Patch Café, Eraclea Skin Care, Etre Belle, Main Event, McGarrah Jessee, MosquitoNix, Newk's Eatery, Pei Wei, Pollo Tropical, Pulsr, RiskBand, Stubb's, Legendary Bar-B-Q, Taco Cabana and Van's International Foods.

#### **STANDING PARTNERSHIP**

Member of The Worldcom Public Relations Group 1610 Des Peres Rd., #200 St. Louis, MO 63131 314/469-3500 Fax: 314/469-3512 mlackey@standingpartnership.com www.standingpartnership.com

Standing Partnership specializes in helping organizations build strong reputations. Our firm creates multiple stakeholder strategies that deepen understanding, build trust and mitigate risk in complex, ever-changing environments.

For more than 20 years, Standing Partnership has built deep roots and expertise in agriculture, health care, industrial, financial, education and other complex industries. The firm helps organizations build strong reputations by managing risk and stimulating growth. Our typical clients experience extensive cultural or market change, as well as excessive regulation, legislation and litigation.

Our team is staffed with experts in strategy, digital, sales and marketing alignment, issues and crisis management, corporate social responsibility (CSR), public affairs and change management communications - critical areas that impact and influence reputation.

#### STATUS LABS

151 S. First Street, Suite 100 Austin, TX 78701 512/428-5275 courtney@statuslabs.com www.statuslabs.com

### Courtney Rose Fitzpatrick, Media

Status Labs is the premier digital reputation management, online marketing, and public relations firm, with offices in Austin, New York, and São Paulo. Our goal is to help our clients look their best in search results and build a positive reputation via effective digital marketing tactics and public relations strategy. Status Labs serves over 1,500 clients in 35 countries,

including Fortune 500 brands. Status Labs' public relations and reputation management work has earned them recognition in publications such as the New York Times, New York Post, US News & World Report, The Daily Beast, Observer, DuJour Magazine, and more. In 2015, PRWeek awarded our president, Darius Maxwell Fisher, with the Innovation 50 award

#### **TAYLOR**

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

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

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to engage consumers and drive business growth.

Named "Consumer Agency of the Decade" by The Holmes Report, Taylor has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte, and Austin. The agency provides a full array of services including: brand planning, creative, digital strategy and social media, strategic media relations, consumer insights, measurement and evaluation, event creative and production, Hispanic/ multicultural, and spokesperson procurement and training.

The agency's roots are firmly planted in the world of sports and its legacy of developing and activating hundreds of award-winning campaigns in support of sports sponsorships is unparalleled. From global properties like the Olympic Games and FIFA World Cup, to the crown jewels of U.S. sports — the World Series, Super Bowl, NBA Finals, and Daytona 500 — Taylor has long been a trusted counselor for many of the world's most influential sports marketers. The agency has also successfully aligned its client partners' business goals with the most recognizable properties in the entertainment industry, including the Academy Awards. Grammy Awards, Latin Grammy Awards, Sundance Film Festival. and MTV Music Video Awards.

Client partners in 2016 include: Allstate, Capital One, Comcast, Diageo, Mercedes-Benz USA, NASCAR, Nestle Purina, Nike/

Jordan, P&G, PVH, and Tempur-Sealy.

#### **TURNER**

A Fahlgren Mortine company 250 W. 39th St., #1602 New York, NY 10018 212/889-1700 info@turnerpr.com www.turnerpr.com

#### Christine Turner, President

TURNER is a progressive communications agency dedicated to the intersection of earned, owned and paid media strategy. Specializing in travel and lifestyle brands, we represent some of the world's best hotel, resort, destination, fashion, active and modern outdoor brands. Our clients include all of the places you'd like to travel, and what you'd pack for those journeys.

We have three U.S. offices in New York, Chicago and Denver to best service our worldwide clients based in the U.S., Canada, Mexico, Europe, Caribbean and South America. Founded in 1997, our tenured team of talented veterans have a passion for travel and active lifestyles. We live and breathe our clients' cultures and deliver meaningful results from our deep industry relationships with journalists and influencers.

Our dedicated 360 approach to delivering integrated public relations, digital, content and social media campaigns continues to deliver bottom-line results for our clients through powerful media exposure, influencer followings and consumer engagement. We are a relationship agency, acting as inhouse support for our clients, and we are proud of our culture — we work hard, we get results and we give back.

#### **W20 GROUP**

60 Francisco St. San Francisco, CA 94133 415/362-5018 Fax: 415/362-5019 www.w2ogroup.com

Jim Weiss, Chmn. & CEO Bob Pearson, Pres. & Chief Innovation Officer Tony Esposito, CFO Mike Hartman, Chief Creative Of-Jennifer Gottlieb, COO & Head of

Paul Dyer, Pres. of Analytics & In-

W2O Group is an independent

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W2O Group was named a finalist of 2015 Digital Agency of the Year by the Holmes Report, was ranked #1 in O'Dwver's ranking of Texas PR Firms and was ranked #4 in PR Week's Agency Business Report in 2014. Chairman and CEO, Jim Weiss, was honored as a member of *PRWeek*'s Powerlist in 2014, and was named in In2's Top 25 Innovators list in 2014. President Bob Pearson was named to PR News' Hall of Fame in 2015.

For more information, please visit www.w2ogroup.com.

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## On mission and vision statements

By Fraser Seitel

ur mission is to conduct all of our businesses, both energy and financial related, with four key values in mind; respect, integrity, communication and excellence. All business dealings must be



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

conducted in an environment that is open and fair."

Guess whose mission statement that was?

The answer lies (literally!) at the end of the column. No peeking!

Every organization, small or large, rich or poor, profit or non, has a mission statement. Most also have vision statements as well.

In many cases, such statements

are big, fat wastes of time, the spouting of pie-in-the-sky pabulum that the authoring organization is utterly incapable of emulating. Again, no peeking!

But mission statements — and vision statements — can be eminently helpful in defining the values and priorities of an organization and focusing internal publics on the direction their efforts should follow, and external publics on the reasons why they should buy the organization's products, contribute to its causes or support its efforts.

In other words, mission and vision statements, executed with thought and purpose, can be of great worth to any organization. And public relations professionals must be the ones to take ownership for creating meaningful missions and visions.

Now how do you do it?

The first thing to understand is that a mission statement explains what the organization is about, which markets it serves and what its overall goals are. For example: "Facebook's mission is to give people the power to share and make the world more open and connected."

The vision statement, on the other hand, is aspirational, focusing on the potential inherent in the organization's future and what it would like to achieve in the midand-longer term. For example: "the vision of the San Diego Zoo is to become a world leader at connecting people to wildlife and conservation."

The second thing to understand is that the mission statement — which should be the organization's key descriptive document — must answer at least six questions:

#### Is it relevant?

The mission should emulate what we are doing and capable of today. The mission of the Museum of Modern Art in New York City, for example, may sound grandiose but is perfectly relevant to MoMA's role in society. "To collect, preserve, study, exhibit and stimulate appreciation for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement at the highest level of quality, all in the service of the public and in accordance with the highest professional standards."

#### Is it realistic?

In other words, can we honestly claim this to be the case? For example, Starbucks' mission makes real sense: "to inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."

But AOL's mission, especially in light of the company's celebrated problems over time, isn't particularly realistic: "to simplify the internet for consumers and creators by unleashing the world's best builders of culture and code."

#### Is it attainable?

In other words, can we get to where we say we're aiming? Amazon.com, for example, has a mission and vision that say the same thing for good reason. "It's our goal to be Earth's most customer-centric company where customers can find and discover anything at Amazon.com."

Anyone who has dealt with Amazon and most of us have — are more than willing to accept this statement as "attainable."

By contrast, anyone familiar with the steadily declining fortunes of beauty company Avon would find its mission statement laughable: "We will build a unique portfolio of beauty and related brands, striving to surpass our competitors in quality, innovation and value, and elevating our image to become the beauty company most women turn to worldwide."

#### Is it specific to us?

Are we the only ones, in other words, who can claim this identity? A good mission statement is discrete to the organization creating it. For example, an early Nike mission statement ready simply: "Our mission is to crush Reebok."

And they did.

By contrast, the opening line in the Barnes & Noble mission statement exposes a bewildering lack of specificity: "Our mission is to operate the best specialty retail business in America, regardless of the product we sell."

#### Is it measureable?

By "measureable," we don't necessarily mean analytically evaluating the statement but rather determining that the statement is, in a general sense, provable. For example, Ben & Jerry's mission is: "To make, distribute and sell the finest quality ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural elements and promoting business practices that respect the Earth and the environment."

All of which the company does.

#### Can we bring it to life?

Does the mission statement reflect what we exemplify in our daily actions? In other words, "is this really us?" For instance, the mission of the Star Trek Enterprise: "To explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before."

The best mission and vision statements reflect accurately the treatment people receive when they deal with the organization. On the other hand, when an organization falls short of what it claims to be, its mission statement often is the best proof that the organization, itself, is suspect.

Which brings us back to that mission statement above, extolling the virtues of a company founded on "openness and fairness" in all its dealings. The company who boasted that lofty mission was none other than the bankrupt commodities giant whose entire corporate structure was built on massive fraud, Enron. O

#### PR news brief

## Joele Frank leads M&A advisors

Joele Frank, Wilkinson Brimmer Katcher led US M&A PR advisors in the first quarter with 18 deals, according to The Deal.

Sard Verbinnen & Co. followed with seven transactions, along with Abernathy MacGregor Group and Brunswick Group at five apiece.

The Deal (PDF of report) tallied 184 deals of more than \$100 million with at least one US participant during the quarter, including a crush of Chinese buyers like China National Chemical Corp. (\$43 billion for Syngenta) and Haier (\$5.4 billion for General Electric's appliance division).

Top proxy firms for the quarter were Innisfree M&A (10), D.F. King & Co. (3), while Georgeson, MacKenzie Partners and Maorrow & Co. each handled one trans-

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## Christie's comms. director resigns

evin Roberts, Communications Director for New Jersey Governor Chris Christie, has left his post to take a job in the private sector. His last day was April 22.

The story was first reported in the Wall Street Journal.

Roberts, who was previously Communications Director for the New Jersey Republican State Committee, joined Christie's team in 2010, first serving as Deputy Press Secretary before becoming Press Secretary for Christie's 2013 re-election bid. He was appointed Communications Director before the Governor's unsuccessful 2016 Presidential run.

Roberts declined to divulge to the Journal the details of his forthcoming job.

Roberts' departure is the latest in what has resembled a communications exodus from Christie's office, whose governorship is set to expire in January, 2018. Christie's Chief of Staff, Regina Egea, resigned on April 7, also with unspecified plans to leave for the private sector. Maria Comella, former Deputy Chief of Staff for Communications and the longest serving member of Christie's senior staff, in March announced her resignation.

The governor's office has not named Roberts' replacement. O

## Partoyan named Direct Impact **CEO**

urson-Marsteller's grassroots operation Direct Impact has promoted President Connie Partoyan to the role of CEO. Partoyan succeeds Nicole Cornish, who took the COO position for Burson-Marsteller's U.S. region in late 2014.

Partoyan has held the President title at Direct Impact since 2014. Prior to that, she served as the public affairs unit's Executive VP. Before joining Direct Impact in 2009, Partoyan served as Chief of Staff for Rep. Cathy McMorris Rodgers (R-WA), was an administrative assistant and press secretary to Rep. Rick White (R-WA) and deputy press secretary to Senator Slade Gorton (R-WA). She was also previously counselor and senior advisor to the Department of Commerce's Technology Administration, served as government affairs counselor for Preston Gates Ellis & Rouvelas Meeds, and was executive VP and COO of Microsoft IT web service TechNet. She was also Communications Director for Washington, D.C.-based trade association the Information Technology Industry Council.

Partoyan will remain in the firm's Washington, D.C. headquarters. She reports to B-M U.S. CEO Michael Law. O

## Glover Park's Barrett to food policy action

Betsy Barrett, VP in Glover Park Group's strategic communications practice, has joined Food Policy Action in Washington as Political and Communications Director.

FPA was founded by celebrity chef Tom Colicchio and Environmental Working Group chief Ken Cook in 2012 to highlight food issues to elected leaders and voters.

Barrett previously led communications, marketing and event planning for the Internet Association, the trade group of top US 'Net portals. She worked on the Hill as Senior Advisor and Comms. Director for Rep. John Dingell (D-Mich.) and started out as



an aide to Rep. Vic Snyder (D-Ark.).

FPA executive director Claire DiMattina said Barret's PR and political savvy will be used to "significantly raise the political profile of food issues." O

## Octagon grows leadership team

ashman + Katz public affairs unit Octagon Strategy Group has expanded its senior management team with the appointment of Liz Kurantowicz and Stacey Monahan, who join the political communications firm as Managing Partner and Group Managing Director, respectively.

Kurantowicz joins Octagon from social advocacy platform Wholecrowd, where she served as VP of Sales and Marketing. Prior to that, she was a Senior Consultant at D.C.based CAP Public Affairs. Kurantowicz previously served the Connecticut Republican Party, where



Kurantowicz and Monahan

she was Chief of Staff. A former liaison for CT Governor M. Jodi Rell, Kurantowicz is also a political instructor for the International Republican Institute and the Republican National Committee.

Monahan was previously Commissioner of the Massachusetts Department of Transitional Assistance. Prior to that she was Chief of Staff to the MA Secretary of Health and Human Services, and was Executive Director of the Massachusetts Democratic Party. She was also an aide to U.S. Rep. Stephen Lynch (D-MA). O

## Mercury aids AirBnB

ublic affairs and strategy shop Mercury is providing Capitol Hill support for online lodging marketplace AirBnB on a series of economic development issues.

The Omnicom public affairs unit is charged with aiding AirBnB in Washington on issues related to antitrust, as well as judiciary and e-commerce matters.

San Francisco-based AirBnB, which now maintains 19 offices worldwide, is currently valued at around \$25 billion, and posted projected revenues of \$900 million for 2015. The property rental resource has faced legal pressure in some cities on the grounds of safety and tenant leasing regulations, as well as pushback from the hotel lobby with which it competes.

The AirBnB account will be managed by Mercury Partner Vin Weber, who was previously Republican Congressman of Minne-

## PR giants pitch for China account

S agencies including Ketchum and Ogilvy PR have pitched the Chinese government to handle Western PR, according to

Edelman, FleishmanHillard and Hill+Knowlton Strategies have also participated in a preliminary round of interviews with China's State Council Information Office, which asked agencies to present what they perceived to be the country's image problems and potential solutions.

Reuters, citing an unnamed executive, reported Chinese leaders feel they are being unfairly portrayed in foreign media and recognize a need to communicate more effectively to Western audiences.

Qorvis MSL won a large, two-year PR pact with China's Washington Embassy in 2014 to monitor news and engage in media outreach on behalf of the People's Republic.

Hill+Knowlton and Weber Shandwick have also worked on Olympic bids for the country. **O** 

## **Burson buys Istanbul affiliate**

urson-Marsteller has acquired a majority stake in Istanbul-based Effect PR, its affiliate for the past four years. On closing of the deal, the newly branded Effect Burson-Marsteller will focus on a market B-M sees as critical for its global growth. CEO Don Baer called Effect "one of the country's leading agencies."

Effect has 80 staffers and posted 2015 revenues of \$2.5 million. Gonca Karakas, CEO of Effect, founded the firm in 1995. Clients include Microsoft and General Electric. B-M is owned by WPP Group. **O** 

## Libyan political party gets D.C. representation

obbyist Marshall Harris, working as a partner with firm Alexandria Group International LLC, has signed a pact with Libyan political party the General National Congress and its appointed National Salvation Government to assist in representing Libya's interests in Washington.

The GNC was elected by popular vote in 2012 during Libya's first parliamentary elections since quasi-dictator Col. Muammar Gaddafi was ousted in 2011. The GNC was defeated in a landslide 2014 election, however, leading to an ensuing political struggle, as the legislative authority refused to recognize Libya's new House of Representatives. A newly reformed GNC in 2014 appointed the NSG to serve as Libya's alternative government.

A series of United Nations-sponsored peace talks culminated in an agreement for the installation of a newly established, UN-supported interim government, the Government of National Accord, to act as Libya's sole legitimate government. The GNA assumed control of the prime ministerial offices on March 31.

According to Foreign Agents Registration Act documents filed in April, Alexandria Group will work to advance the GNC and NSG's goals of positioning the African nation as a greater priority in Washington's political agenda.

GNC's/NSG's yearlong, \$14,000-a-month pact with Alexandria Group International was signed into effect on March 30. It is slated to continue until March 29, 2017. O

#### **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.

Alexandria Group International, LLC, Alexandria, VA, registered Apr. 3, 2016 for H.E. Aly Abuzaakouk, Foreign Minister, Foreign Ministry of Libya, Tripoli, Libya, to contact U.S. administration officials, members of Congress and Congressional staff, media representatives, think-tank experts, academics and others to advance the principal's political agenda.

Park Strategies, LLC, New York, NY, registered Apr. 22, 2016 for, Polska Grupa Zbrojeniowa S.A., Warszawa, Poland, for representation before the U.S. Congress and the U.S. Government.

MediaFix Associates, Washington, D.C., registered Mar. 28, 2016 for Embassy of the Republic of Turkey through Amsterdam & Partners, LLP, Washington, D.C., to assist with potential claims under treaty, U.S. Law and/or international law held by the Republic of Turkey against individuals and/ or entities in the U.S.

APCO Worldwide, Inc., Washington, D.C., registered Apr. 12, 2016 for Government of Ukraine, Kiev, Russia, to provide media relations and strategic communications services to promote positive relations between the U.S. and the Government of Ukraine.

#### **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.

Arnold & Porter LLP, Washington, D.C., registered Apr. 25, 2016 for Hyundai Steel Company, Seoul, Korea, for issues related to international trade. Dakota Strategies, Sarasota, FL, registered Apr. 25, 2016 for Children's Hospital Association, Washington, D.C., regarding Medicaid reform, ACE Kids Act, and children's health insurance.

Cooley LLP, Washington, D.C., registered Apr. 25, 2016 for Capella Education Company, Minneapolis, MN, regarding reauthorization of the Higher Education Act, competency-based education, online education, and adult education and training.

DC Strategies Group, LLP, Washington, D.C., registered Apr. 25, 2016 for Citizens for GMA Labeling, Tolland, CT, regarding genetically modified organisms food labeling.

Crossroads Strategies, LLC, Washington, D.C., registered Apr. 25, 2016 for Caron Treatment Centers, Wernersville, PA, regarding general substance abuse treatment issues.

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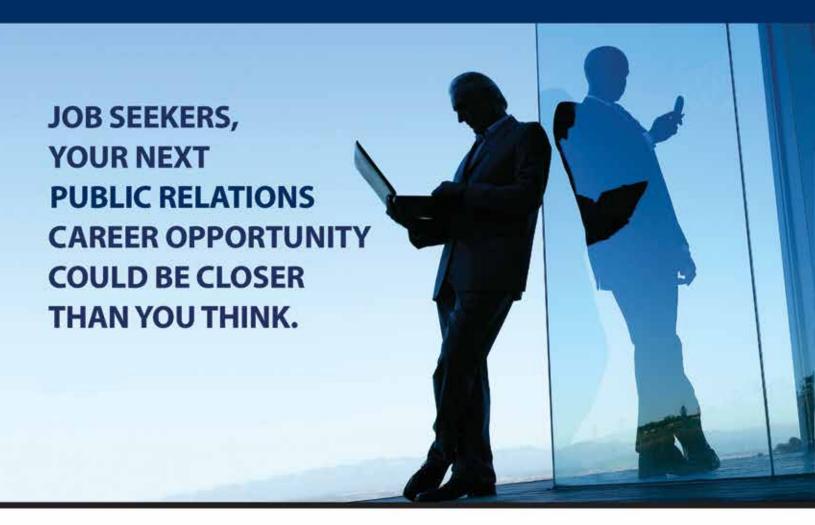
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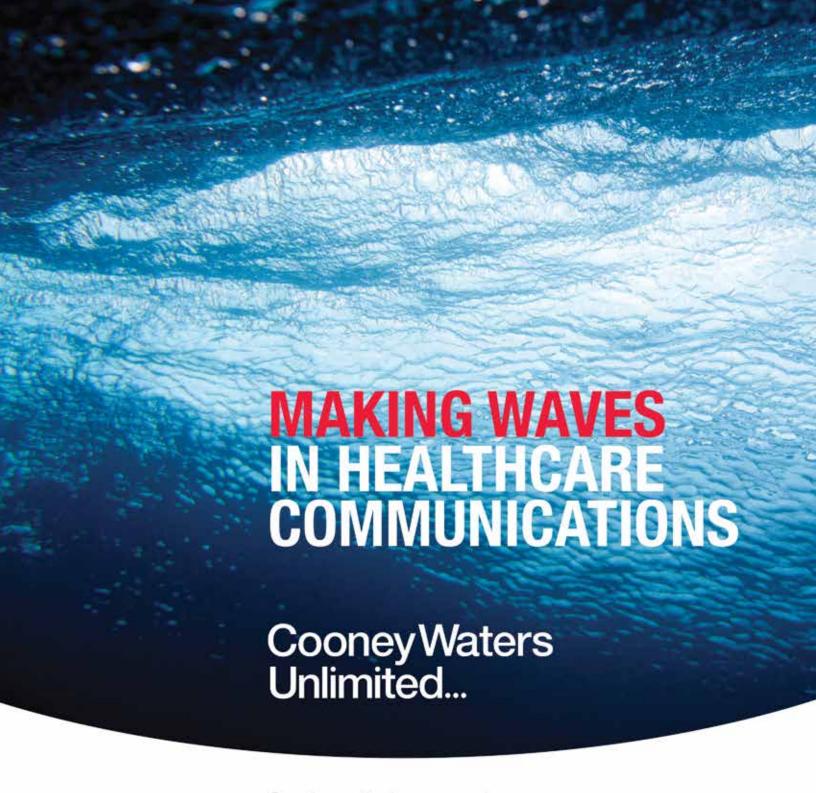
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