



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
www.odwyerpr.com; jobs.odwyerpr.com

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## NW POWER UTILITIES SEEK MARKETING PLAN

An alliance of more than 100 energy utilities in the northwest U.S. has cast a net for marketing communications support as it pursues more cost-effective and efficient ways to deliver power.

The Northwest Energy Efficiency Alliance, based in Portland, includes members like Bonneville Power Administration, Idaho Power, Seattle City Light and Tacoma Power, among others representing more than 12M consumers.

The alliance has released an RFP covering marketing planning and implementation, digital strategy, PR and communications and brand strategy.

Proposals are due March 26, but an intent to submit deadline is set at March 5.

RFP: <http://bit.ly/1krrD10>.

## LEVICK ACQUIRES DAVIS, STEELE FIRM

Levick, the Washington public affairs shop, has acquired the firm of Lanny Davis and Michael Steele.

Purple Nation Solutions is the home of the former high-profile defender of president Bill Clinton, Davis, and ex-Republican National chairman/Maryland lieutenant governor, Steele.

It is positioned as a hybrid law, media, and legislative outfit, offering bi-partisan and one-stop-shopping services to clients.

Eleanor McManus, former senior producer for Larry King when he worked for CNN, joins Davis and Steele.

She's responsible for day-to-day management duties.

## GH SNATCHES WCG ANALYTICS GURU

GolinHarris has hired Chuck Hemann as executive director of digital analytics.

The data guru will counsel clients and serve as chief architect for the build-out of the Interpublic unit's digital practice.

Hemann, who contributed a Big Data piece for *O'Dwyer's* in October, was group director at WCG's Austin analytics center, serving clients such as Intel and Procter & Gamble.

He co-authored *Digital Analytics: Making Sense of Consumer Data in a Consumer World*.

Hemann, who did stints at Edelman (VP of digital analytics), Ogilvy PR (VP, digital strategy and analytics) and Dix & Eaton (mgr., research and online reputation), reports to GH's executive director Greg Sendi in Chicago.



Hemann

## 17 OF TOP 25 FIRMS GREW IN DOUBLE DIGITS

O'Dwyer's annual rankings of independent PR firms show strong growth in 2013. Eight of the ten largest firms posted double-digit gains as did nine in the 11 to 25 category and 57 in the complete list of 127.

Participants documented their financial reports with top pages of corporate income tax returns and W-3s showing payroll totals.

Twenty-six of the firms in the top 50 grew by more than 10%.

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

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

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

Also spurring growth of PR firms is the fact that corporations and institutions have just about washed their hands of dealing with the press.

They have off-loaded this dangerous function to firms.

The traditional house "press contact," who pursued reporters rather than waiting for them to call, disappeared decades ago.

Firms in the ranking have been asked to provide 100 to 150-word essays describing which parts of their business are growing fastest; the relative importance of traditional vs. new or "social media"; what percentage of staff are independent contractors, and what majors and/or skills they look for in college grads.

### **Tech Firms Show Growth**

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

The category appears to have outstripped healthcare PR, a perennial "hot" PR area.

*Special  
Rankings Issue*



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Morgan McLintic, EVP,  
oversees U.S. operations for Lewis PR, which grew 26.6% to \$44.8M.

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## O'DWYER'S RANKINGS OF PR FIRMS

Firm	2013 Net Fees	Employees	% Change from 2012
1. Edelman, New York	\$734,177,526	5,030	+12.0
2. APCO Worldwide, Wash., D.C.	120,345,400	658	-1.0
3. Waggener Edstrom Worldwide, Bellevue, WA	117,600,000	819	even
4. W2O Group, San Francisco	75,050,000	373	+21.0
5. Ruder Finn, New York	63,249,000	525	+13.0
6. MWW Group, New York	48,020,000	217	+12.0
7. Lewis PR, San Francisco	44,800,000	407	+26.6
8. Finn Partners, New York	44,375,000	284	+37.0
9. ICR, Norwalk, CT	42,445,157	119	+16.0
10. Zeno Group, New York	35,896,998	256	+43.7
11. DKC, New York	32,896,560	171	+10.9
12. PadillaCRT, Minneapolis	32,333,400	172	+8.0
13. Allison+Partners, San Francisco	28,848,000	165	+15.4
14. Racepoint Global, Boston	23,915,652	174	+1.6
15. Regan Communications Group, Boston	23,365,000	85	+2.0
16. Gibbs & Soell, New York	22,490,108	127	+14.0
17. Taylor, New York	21,100,000	105	+6.6
18. Coyne PR, Parsippany, NJ	20,040,000	133	even
19. French   West   Vaughan, Raleigh, NC	18,801,845	89	+9.4
20. Hunter PR, New York	18,417,092	108	+26.5
21. Prosek Partners, New York	17,398,091	68	+15.8
22. Fahlgren Mortine, Columbus, OH	16,842,065	97	+35.9
23. 5W Public Relations, New York	16,019,492	105	+13.0
24. Makovsky, New York	14,250,000	55	+9.6
25. Peppercomm, New York	14,238,594	85	-10.3
26. Cooney/Waters Group, New York	14,020,940	50	-26.0
27. SS PR, Northfield, IL	13,495,600	70	+4.4
28. Jackson Spalding, Atlanta	13,471,600	93	+11.0
29. Formula PR, San Diego	13,099,005	119	+4.2
30. RF   Binder Partners, New York	12,300,000	76	-6.4
31. Levick Strategic Communications, Wash., D.C.	12,273,537	43	+13.7
32. SparkPR, San Francisco	11,360,750	48	+1.0
33. LaunchSquad, San Francisco	11,341,707	96	+20.8
34. Zimmerman Agency, Tallahassee	11,000,000	46	+8.9
35. Davies, Santa Barbara, CA	10,980,650	35	+4.0
36. Kaplow, New York	10,868,777	66	even
37. Hager Sharp, Wash., D.C.	10,484,939	66	+47.0
38. Rasky Baerlein Strategic Communications, Boston	9,957,467	38	-6.9
39. Jeffrey Group, Miami	9,201,011	107	+16.0
40. Hoffman Agency, The, San Jose, CA	9,150,000	23	+10.0
41. Borges Agency, Max, Miami	9,116,390	51	+23.0
42. Development Counsellors Int'l (DCI), New York	8,264,895	50	-3.0
43. Horn Group, San Francisco	8,000,000	45	even
44. Crosby Marketing Communications, Annapolis, MD	7,759,162	43	+8.6
45. Airfoil Public Relations, Southfield, MI	7,382,549	59	-6.0
46. Gregory FCA, Ardmore, PA	7,300,000	42	even
47. Dodge Communications, Alpharetta, GA	7,006,911	46	+27.0
48. Hammond & Associates, Lou, New York	6,552,466	40	+3.7
49. FoodMinds, Chicago	6,432,640	23	+32.0
50. Inkhouse Media + Marketing, Waltham, MA	6,383,153	40	+43.0
51. Bliss Integrated Communication, New York	6,231,000	37	+9.0
52. Public Communications Inc., Chicago	6,214,154	49	-5.1
53. Lambert, Edwards + Associates, Grand Rapids, MI	6,188,000	40	+3.0
54. 360 Public Relations, Boston	6,169,477	38	+30.0
55. Spectrum, Wash., D.C.	6,102,379	31	+14.4
56. Kellen Communications, New York	6,101,434	39	+6.5
57. GYMR, Wash, D.C.	6,064,518	30	+1.0
58. Highwire PR, San Francisco	6,022,255	36	+47.0
59. Pan Communications, Boston	6,008,000	48	even
60. Pierpont Communications, Houston	5,831,496	30	+10.0
61. rbb Public Relations, Miami	5,810,104	33	+3.6
62. McNeely Pigott & Fox Public Relations, Nashville	5,605,768	52	even
63. Linhart Public Relations, Denver	5,481,205	31	+12.0
64. ReviveHealth, Nashville, TN	5,300,000	24	+9.3

## WITH MAJOR U.S. OPERATIONS

Firm	2013 Net Fees	Employees	% Change from 2012
65. Dye, Van Mol & Lawrence, Nashville .....	5,267,913	53	even
66. Singer Associates, San Francisco .....	5,063,344	17	+3.3
67. Jarrard Phillips Cate & Hancock, Brentwood, TN .....	5,054,163	22	+3.9
68. MorganMyers, Waukesha, WI .....	5,049,660	35	+8.0
69. Seven Twenty Strategies, Wash., D.C. ....	4,841,480	31	-11.0
70. L.C. Williams & Associates, Chicago .....	4,659,667	30	+5.8
71. CooperKatz & Co., New York .....	4,465,856	30	-3.4
72. Moore Communications Group, Tallahassee, FL .....	4,295,584	23	+24.0
73. Sachs Media Group, Tallahassee, FL .....	4,245,863	22	-2.3
74. Bateman Group, San Francisco .....	4,235,039	26	+42.4
75. Intermarket Communications, New York .....	4,128,335	16	-4.2
76. Lane, Portland, OR .....	4,109,561	22	+3.6
77. Cerrell Associates, Los Angeles .....	4,001,072	22	-11.2
78. William Mills Agency, Atlanta .....	3,853,555	28	+7.0
79. Walker Sands Communications, Chicago .....	3,819,129	43	+35.9
80. Seigenthaler Public Relations, Nashville .....	3,810,135	27	+1.3
81. Dukas Public Relations, New York .....	3,741,809	17	+7.0
82. Standing Partnership, St. Louis .....	3,704,065	27	-9.6
83. Ground Floor Media, Denver .....	3,570,956	15	+6.0
84. Nancy J. Friedman Public Relations, New York .....	3,332,800	21	+10.6
85. J Public Relations, San Diego .....	3,308,005	29	+26.0
86. Trevelino/Keller, Atlanta .....	2,751,595	17	+4.7
87. Schneider Associates, Boston .....	2,689,819	18	-8.1
88. Konnect Public Relations, Los Angeles .....	2,341,603	26	+90.0
89. Ripp Media/Public Relations, New York .....	2,325,492	8	+13.0
90. Boardroom Communications, Plantation, FL .....	2,300,000	13	+4.5
91. Kyne Communications Inc., New York .....	2,249,844	7	+4.0
92. SPM Communications, Dallas .....	2,098,365	19	+21.9
93. IW Group, West Hollywood, CA .....	2,095,000	12	+2.0
94. Hodges Partnership, The, Richmond, VA .....	1,969,650	17	+12.9
95. Beehive PR, St. Paul, MN .....	1,947,266	9	-1.7
96. Cashman + Katz Integrated Communications, Glastonbury, CT .....	1,865,000	24	+17.0
97. Maxwell PR + Engagement, Portland, OR .....	1,769,189	15	+3.1
98. Kohnstamm Communications, St. Paul, MN .....	1,720,480	14	-26.7
99. Hope-Beckham, Atlanta .....	1,656,000	14	+20.7
100. O'Malley Hansen Communications, Chicago .....	1,650,000	11	-16.4
101. BLAZE, Santa Monica, CA .....	1,589,100	10	+22.0
102. OCG PR, Ft. Worth, TX .....	1,568,732	12	+9.0
103. Perry Communications Group, Sacramento, CA .....	1,543,858	12	+44.0
104. Rosica Communications, Paramus, NJ .....	1,514,465	10	-30.0
105. Trylon SMR, New York .....	1,496,894	5	-9.0
106. North 6th Agency (N6A), New York .....	1,484,000	9	+25.0
107. Idea Grove, Dallas .....	1,435,985	18	+51.8
108. VPE Public Relations, South Pasadena, CA .....	1,425,434	12	-1.9
109. Gatesman + Dave, Pittsburgh .....	1,400,000	43	+31.0
110. TransMedia Group, Boca Raton, FL .....	1,345,145	12	+17.7
111. Landis Communications, San Francisco .....	1,200,000	10	+10.0
112. Catapult PR-IR, Boulder, CO .....	1,095,785	9	even
113. Maccabee, Minneapolis .....	1,049,985	4	-14.0
114. Red Sky PR, Boise, ID .....	1,005,511	8	-10.8
115. Marketing Maven Public Relations, Camarillo, CA .....	934,859	11	+32.9
116. K/F Communications, San Francisco .....	921,034	9	-14.0
117. BizCom Associates, Addison, TX .....	892,914	6	+3.7
118. WordHampton PR, East Hampton, NY .....	845,250	8	-4.6
119. Butler Associates, New York .....	804,374	6	-6.0
120. Bendure Communications, Middleburg, VA .....	723,439	5	-18.0
121. Feintuch Communications, New York .....	643,515	4	+4.9
122. Leverage PR, Austin, TX .....	586,076	5	+186.0
123. Wise Public Relations, New York .....	586,000	3	+17.5
124. Stuntman PR, New York .....	511,450	3	+35.2
125. Bridge Global Strategies, New York .....	500,667	4	-5.6
126. Weiss PR Associates, Baltimore .....	403,607	3	+5.6
127. Pulp PR, Los Angeles .....	374,886	4	+222.0

**WPP PR REVENUES FALL IN 'DIFFICULT' 2013**

WPP reported Feb. 27 PR and PA operations fell 1.7% to £921M (\$1.3B) for 2013, although a rocky first nine months of the year turned to growth in the fourth quarter.

PR/PA was outpaced by 2013 gains in advertising/media investment management (+5.5%, £4.6B), data investment management (+1.6%, £2.5B), and branding/healthcare/specialty comms. (+3.9%, £3B).

Total revenue for the year at WPP climbed 3.5% to top \$11B, including a 4.6% increase in the second half. Net profit climbed 14% to nearly \$1.6B.

PR and PA were among a handful of operations that fell short of performance targets for the year and WPP said "overall 2013 was difficult for many of the group's public relations and public affairs brands, particularly in North America, Continental Europe, Latin America and the Middle East." Despite "careful cost management" in PR/PA, WPP said margin for the segment actually declined to 14.5%.

WPP's PR operations include Ogilvy PR, Hill+Knowlton Strategies, Glover Park Group and Burson-Marsteller, among others. Revenues rose 1.2% in the fourth quarter of 2013.

Currency fluctuations, specifically a strong British pound, hurt profits for the year and caused WPP to miss earnings targets.

WPP will be eclipsed in size by the pending Omnicom-Publicis merger, but CEO Martin Sorrell said he sees opportunities to win business and talent from the combined company.

**PAUL NEWMAN TRADES EBAY FOR MSL**

Paul Newman, VP of communications for eBay, is moving to MSLGroup to head North American operations, where many of the firm's global accounts are based.

Newman, who takes over as president at the end of March in New York, replaces Renee Wilson, who is transitioning to the chief client officer role at the Publicis-owned firm. He exits eBay after three years at the online marketplace, where he was focused on PR in Europe, Asia Pacific and emerging markets.

Newman previously led global communications for Novartis Vaccines and Diagnostics during the H1N1 epidemic and was VP/global external rels. at P&G Gillette.

Olivier Fleurot is CEO of MSLGroup, which counts key clients like The Coca-Cola Company, General Motors and Procter & Gamble.



**Newman**

**BRIEF: W20 Group** has opened in Boston to expand its U.S. market presence to that technology/medical devices company-rich city and New England. Adam Cohen, MD at the firm and veteran of Fleishman-Hillard, heads the new outpost. Jim Weiss, CEO, said his technology and analytics-oriented firm would have an opportunity to pursue large consumer brands in the upper northeast region. San Francisco-based W20 is parent of WCG, and has major facilities in Austin, New York and London.

**HAVENS SAILS FROM ATLANTIC TO TIME INC**

Scott Havens, president of *The Atlantic*, is moving to soon-to-be-independent Time Inc. as senior VP-digital next month, according to a "colleagues" memo sent from Atlantic Media CEO Dave Bradley.

Havens joined Atlantic Media in 2009 and took the magazine presidency post in Sept. 2012.

Bradley hails Havens as a "remarkable media talent and a deeply fine man."

He exits as *The Atlantic* is on a roll, reaching its financial "high water mark" of its 157-year history.

Revenues are up 25 percent this year, though Bradley warned staffers "the year is young; there are many ways media finds to go bad"

Bradley has begun the search for Haven's departure.

**EX-US WEEKLY EDITOR SEES PR LIGHT**

Suzanne Marchese, former senior fashion editor at *US Weekly*, is opening a Beverly Hills outpost for New York's Now+Zen PR lifestyle PR shop.

The 14-year editorial pro will get involved in celebrity seeding, brand image consulting to award shows and gift lounge sponsorships.

N+Z founder Monica Schenker said Marchese will offer fashion editors/bloggers recommendations on the "minute details that matter most in product shots and brand pitches."

She will serve as a "fashion expert to guide clients on industry trends as they plan and design for upcoming seasons," according to Schenker's statement.

N+Z's client roster includes Desigual, iHome Audio, Jordache and Delta Children.

**MSNBC SHOWCASES KEYSTONE XL BACKER**

Brian Schweitzer, the populist former governor of Montana, has joined left-leaning MSNBC as a contributor.

The Democrat is a staunch supporter of the controversial Keystone XL pipeline project of Trans-Canada that could transport tar sands oil from Alberta to the Gulf Coast.

As the current No. 1 celebrity cause of the environmental community, Keystone XL is anathema to the majority of MSNBC hosts and viewership.

Schweitzer will appear about twice a week, commenting on the state of the nation from a studio built at his home in Big Sky Country.

The two-time Montana governor is considering a run for the Democratic presidential nomination.

He's knocked the coronation of Hillary Clinton as the Democratic standard-bearer, chiding her support for George Bush's invasion of Iraq.

Schweitzer opposed the attack on Iraq.

**BRIEF: Tyler Gray**, who served a five-year stint as editorial director at *Fast Company*, has moved to Edelman to take command of its newsroom in New York. The unit produces analytics-based stories, visuals and videos to spur content sharing to drive client brand performance. It is one of seven newsrooms operated by the top independent firm.

**NEWS OF PR FIRMS****CHAPMAN U EYES PR EDUCATION**

California's private Chapman University is in the hunt for a PR firm to promote the institution, faculty and its programs as it expands with schools of pharmacy and health/behavioral science over the next two years.

The Orange, Calif.-based liberal arts college released an open RFP on Feb. 24 with the expectation to award a two-year contract carrying a single option year.

Media relations, website work, reputation and branding are expected for the winning agency.

Chapman counts around 7,500 students and is preparing for certification of its School of Pharmacy in 2015. A College of Health and Behavioral Sciences is on tap for June and plans for a 145K-square-foot science and tech center are in place.

Five firms were sent the RFP but any can pitch the account, the institution said.

Mark Woodland, VP of strategic marketing and communications is overseeing the search.

Proposals are due March 31.

RFP: <http://bit.ly/1pVnjrO>.

**FINANCIAL VET WEINSTEIN HANGS SHINGLE**

Financial PR agency vet Marc Weinstein has set up Ascent Communications in New York targeting start-up and established financial services and financial technology companies for PR and marketing communications.

Weinstein did stints at Spotlight Financial Marketing, Spring, O'Brien, Intermarket Communications and Edelman. Info: [ascentcomm.net](http://ascentcomm.net).

**FREEMAN, HALL IN BI-COASTAL PARTNERSHIP**

Hospitality PR shop Andrew Freeman & Co., San Francisco, and New York-based lifestyle and hospitality firm Hall Company, have forged a partnership eyeing the hospitality, restaurant and luxury industries.

AF&C clients include Wentz Vineyards, M.Y. China, Perbacco, and Bluestem Brasserie.

Hall counts Mejekawi at Ku De Ta in Bali, Fogo de Chao and Sarabeth's Bakery, among its clients.

**GREENOUGH GETS ITS REPORT CARD**

Greenough, Boston, said its 14th annual client satisfaction survey drew an 80 percent response rate with accolades by Arbella Insurance, Thermo Fisher Scientific and Sheridan Healthcare.

The firm scored an average 8.75 rating out of 10 from its clients. The firm said clients responded 100% positive when asked if they would recommend the firm to another company. Greenough president Jamie Parker called that last metric "the best endorsement you can get from a client and is the ultimate customer loyalty metric."

**BRIEFS: Ward Creative Communications**, Houston, has a new brand and shorter name, Ward. Info: [wardcc.com](http://wardcc.com). ... **HB Agency**, Newton, Mass., acquired Winans Creative, a marketing, tech and digital development studio based in Easthampton, Mass. HB said the deal adds services like mobile and web app development, content marketing engines, and analytics.

**NEW ACCOUNTS****New York Area**

**Hunter PR**, New York/Sylvan Learning, supplemental education for students K-12, as AOR for PR and social media marketing. Chief marketing officer Julia Fitzgerald said Hunter will help reach a target audience of digital moms after Sylvan has worked with its more than 800 franchises over the past year to position itself as a "digital and multi-platform educational brand," rather than a traditional marketing and tutoring company.

**Jacobstahl**, New York/ Shionogi Inc., U.S.-based subsidiary of Japanese pharmaceutical company Shionogi & Co. Ltd., for corporate communications. The firm started on a project basis in May 2013, developing a corporate narrative. The expanded relationship includes internal comms., corporate media relations, corporate social responsibility and strategic planning. Founding partners Jeremy Jacob and Sandra Stahl handle the account reporting to Renee Lippman, VP of commercial strategy at Shionogi.

**Stuntman PR**, New York/Mellow Mushroom Pizza Bakers, Atlanta-based fast casual eatery chain, for PR amid an expansion, following an RFP process.

**Bullfrog & Baum**, New York/Park Hyatt New York, slated for summer 2014 opening, as food & beverage AOR. Executive Chef Sam Hazen, formerly of Veritas, will oversee the yet-unnamed restaurant as well as food & beverage operations throughout the hotel, set to be the flagship Park Hyatt property.

**KCSA Strategic Communications**, New York/Lapolla Industries, Houston-based global supplier and maker of spray polyurethane foam insulation, reflective roof coatings, and equipment designed to reduce energy consumption in the residential, industrial and commercial markets, for IR and PR. Managing partners Todd Fromer and Lewis Goldberg lead the account.

**East**

**360 PR**, Boston/Yasso, frozen Greek yogurt bars, as its first AOR for PR, following a competitive pitch process. Work includes a consumer awareness campaign focused on its use of natural products.

**Mountain West**

**Genesis Select**, Boulder, Colo./Selectica, software for streamlining contract processes and sales cycles, for investor relations.

**Southwest**

**Russell Public Communications**, Tucson, Ariz./Veria Living, TV network devoted to showcasing wellness programming and related content, for PR to promote its brand in the national health and wellness community. Asia TV USA Ltd. owns and operates Veria and VeriaLiving.com. Russell's efforts will complement Veria's other agency, New York-based entertainment PR shop Lippin Group.

**West**

**Bolt PR**, Irvine, Calif./Vanity Catering & Events, upscale catering by Michelin-starred chef Conrad Gallagher; Krisp Fresh Living, cold-pressed and organic juicer, for marketing communications for launch of its first location in Newport Beach this spring, and Moms in Charge, non-profit, for strategic communications.

**NEWS OF SERVICES****PR NEWswire 2013 REVENUE TOPS \$300M**

UBM reported PR Newswire's 2013 revenue climbed 1.9% to £201.8M, or about \$316.2M by the average 2013 exchange rate.

PRN posted a healthy 22.6% profit margin as operating profit climbed to £45.6M (\$71.5M).

UBM's earnings presentation estimated the size of the U.S. press release market at \$375M, including PR Newswire, Business Wire, Marketwired and Globe Newswire.

UBM expects slow growth in the U.S. premium news release market – underlying growth in the U.S. was only .3% for the year -- to be offset by increasing PRN's share of multimedia releases and through new product. PRN is also making a run at the so-called "non-premium" wire market ruled by Vocus' PR Web operation. PRN's iReach is selling release services in the \$150-\$250 range to compete on that front.

Earnings releases continue to decline in importance, representing only 4.6% of PRN's total revenue, down from 4.8% a year earlier. The company also took a hit in China as Chinese companies de-listed from U.S. stock exchanges in the first half of 2013.

Revenue at parent company UBM climbed 3.7% for the year to £793.9M (\$1.3B) on the strength of PR Newswire and its events (£462.7M, +6.3%) business.

Profit slipped 15.1% to £98.6M. UBM debt is £522.7M or £443.4M excluding cash and investments.

**QUINN, WEBER SHARE TOP PR ADRIANS**

Quinn & Co. with client Waldorf Astoria New York and Weber Shandwick working with the Michigan Economic Development Corp. shared "Best in Show" honors for PR last week at the Hospitality Sales and Marketing Association International's annual Adrian Awards.

The Quinn/Waldorf campaign focused on the landmark hotel's sustainability efforts, while Weber and the MEDC won for the "Street Style Detroit" campaign. [Photos are at Getty Images.]

Miami-based rbb PR won two Platinum Adrian Awards for PR for the firm's work with Hilton Worldwide's Homewood Suites.

Weber Shandwick was the other multiple platinum winner in PR, picking up a platinum honor for its work with Xanterra Parks & Resorts, in addition to the Detroit campaign nod.

Nearly 900 attended the 57th annual gala at the New York Marriott Marquis Feb. 24.

Other platinum winners for PR were Geoffrey Weill Associates with the Israel Ministry of Tourism; Baltz & Company with Belcampo Inc.; Peter Mayer Advertising and the Emerald Coast Florida CVB; M. Silver/Finn Partners on the "I Love New York" campaign; Starwood Hotels & Resorts; MMGY Global with the Beaches of Fort Myers and Sanibel, and Redpoint Marketing PR with Woodstock Inn & Resorts.

Laura Davidson PR and VisitScotland (digital marketing), MMGY Global with the Springfield Convention & Visitors Bureau (advertising), and Edelman with Hilton Worldwide (digital marketing) also won platinum Adrians outside of the PR category.

**PEOPLE****Joined**

**Todd Cadley**, who led Horn's New York office, to publicly traded mobile ad company Millennial Media as VP of communications. Cadley served various in-house marketing comms. roles at EMC Corp. over eight years before moving to Horn in early 2012. He oversees PR, analyst relations, social media, executive and internal communications at Millennial, which went public in 2012 and received \$175M in a series E funding round in November. **Max Nelson** left the senior corporate communications slot at Millennial in October to lead PR for SalientMG.

**Cadley**

**Aaron Murphy**, a founding member, VP and associate creative director for social media at Social@Ogilvy, to Hager Sharp, Washington, D.C., as VP and digital design director.

**Joe Gallagher**, GM, Firefly Video, to audience targeting and digital tech shop Collective, as senior VP, channel sales. He was chief revenue officer at Jun Group, EVP/sales for Broadband Enterprises and VP/multi-media sales for the *Wall Street Journal*, among other posts.

**Diana Vienne**, previously with Deloitte, PricewaterhouseCoopers and Ketchum Change, to MMC, New York, to lead its human resources team as EVP.

**Matthew Clawson**, partner in 16 years at Allen & Caron, to Pure Communications, Cambridge, Mass., as senior VP/managing director of the firm's IR/financial comms. practice based in Orange County, Calif.

**Jennifer Torres**, healthcare strategist for MSLGroup, joins as senior VP/group director in Chicago and **Lauren Cohen** (Boston) as SVP.

**Joe Berkofsky**, who led comms. and PR for the Jewish Federations of North America, to PuderPR, New York, as CEO of the firm that specializes in counseling Israeli organizations. He was a journalist for 20 years with outlets like JTA, TechTV, Cnet/Snap and *Salem Evening News*.

**Berkofsky**

**Mary Briggs**, former copywriter for Euro RSCG Chicago, to iReach/Piranha EMS, San Jose, a unit of Electronics Manufacturing Service, as director of marketing and comms.

**Darby Sedighan**, A/M for Hill+Knowlton Strategies, to ARC2 Communications & Media, Los Angeles, as a VP for the two-year-old healthcare firm.

**Monica Rutkowski**, senior A/M, Fishman PR, to Piz-zaRev, Los Angeles, fast casual eatery chain, as director of marketing and PR.

**Chris Lucia**, assist. A/E, Olson, to Oxford Communications, Lambertville, N.J., as an A/E.

**Named**

**Jon Harris**, senior VP of global communications, Hillshire Brands Company, to the board of directors of The Adrienne Shelly Foundation, a non-profit named after the late actor and filmmaker Adrienne Shelly and supporting female filmmakers.

## FIRMS GREW IN DOUBLE DIGITS (Cont'd from pg. 1)

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

Second biggest growth in the top ten was racked up by a newcomer to the list, tech specialist Lewis PR, which has offices in the U.S. and 17 other jurisdictions.

It grew 26.6% to \$44.8M. U.S. offices are in San Francisco, Boston, and Washington, D.C. Tech is 95% of the business of Lewis.

Other big tech firms include SparkPR, \$13.4M; LaunchSquad, \$11.3M; Max Borges Agency, \$9.1M; Inkhouse Media + Marketing, \$6.3M; Highwire PR, \$6M; Pan Communications, \$6M, and The Bateman Group, \$4.2M.

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

### Zeno Zooms 44%

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

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

The amount of business added by Edelman in 2013—\$78.2M—would rank as the fourth largest PR firm. Third biggest growth rate in the top ten was posted by healthcare specialist W20 Group, rising 21% to \$75M.

Acquisitions helped to fuel the growth of Finn Partners, up 37% to \$44.4 million, and Fahlgren Mortine, up 36% to \$16.8M.

Finn added Widmeyer Communications, Washington, D.C., firm billing \$9.8M and FM added lifestyle firm Turner PR, which had 28 staffers.

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

### Seven Other 20%+ Gainers in Top 50

Seven other PR firms in the top 50 posted gains of more than 20%:

Hunter PR, New York, +26.5% to \$18.4M.  
 Launch Squad, San Francisco, +20.8% to \$11.3M.  
 Hager Sharp, Washington, D.C., +47% to \$10.4M.  
 Max Borges Agency, Miami, +23% to \$9.1M.  
 Dodge Comms., Alpharetta, Ga., +27% to \$7M.  
 Foodminds, Chicago, +32% to \$6.4M.  
 Inkhouse Media + Mktg., Waltham, +43% to \$6.3M.



**Barbary Siegel is CEO of Zeno Group, which posted a 44% gain in 2013 to \$35.8M.**

## Big Gainers in 50-127 Category

Big gains were posted by the following in the 50-127 category:

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

## PR OPINION

**A vast amount of data is missing from this picture of the counseling industry** because the leaders of the ad/PR conglomerates—John Wren and Randy Weisenburger of Omnicom, Martin Sorrell of WPP, Michael Roth of Interpublic, and Maurice Levy of Publicis—have not accepted that this is the Age of Information.

They have blocked their hundreds of ad agencies and PR firms from taking part in any industry rankings since 2001.

There is no logical ground for this info dam, although they have claimed that Sarbanes-Oxley makes it hazardous for them to report finances worldwide because of differing accounting conventions.

Payroll totals and full-time staff are hard-data “compilations” that do not differ from country to country. They are not subject to opinions of CPAs. An employee is an employee.

The biggest firms in the O’Dwyer ranking have offices in dozens of countries and are able to report fee income and staffing data.

The conglomerate PR firms, including such names as Weber Shandwick, Hill+Knowlton Strategies, Burson-Marsteller, FleishmanHillard, Ketchum and Porter Novelli have missed out on where much of the action is—the specialty rankings (tech, healthcare, financial, food, travel, etc.).

Potential clients have searched for firms by those categories since they were introduced in 1991 by the O’Dwyer rankings.

### OMC Sues Small Shareholder

OMC’s current lawsuits against stockholder John Chevedden speak volumes about the militant, lawyer-dominated way OMC conducts its business. It’s typical scorched earth, iron maiden, take-no-prisoners Wall Street behavior.

Chevedden needs to get *The Court of Public Opinion: Winning Your Case with PR* by New York lawyer James Haggerty. He says lawyers have a “tin ear” when it comes to public perception of their side.

(Continued on pg. 8)

## PR OPINION (cont'd)

Lawyers are used to making highly detailed arguments to a judge or jury, giving great weight to precedent cases, he notes.

What's needed is a "sound bite," a pithy, hard-hitting summary, says Haggerty.

He urges litigants to reduce their cases to 20 words. Here's our shot at Chevedden's case:

Stockholder who wants highly-paid Omnicom execs not to have an early peek at stockholder votes is hauled into four expensive Federal Courts by OMC, bypassing a free SEC process.

Management should not have any information on voting that the owners of the company (the shareholders) do not have.

Chevedden must get across the fairness of his stand to general and trade editors throughout the U.S. Plenty of details are in the Chevedden filing.

Chevedden must focus attention on the mind-blowing 2012 pay packages of CEO John Wren and COO Randy Weisenburger (\$53.3 million and \$31.5M, respectively).

Doing so "piggybacks" on one of the major issues of the day—income disparity. The 200 highest-paid CEOs are averaging \$15M yearly in packages. A survey by Bolt Insurance found Wren to be the 11th highest paid exec in 2012—making more than Jamie Dimon of JPMorgan Chase.

### Concentration of Power Also an Issue

The OMC vs. Chevedden lawsuit should also piggyback on another issue—the concentration of power in many industries such as banks, airlines, railroads, telecommunications, prescription drugs, gas pipelines, etc., which limits consumer choices and promotes abusive practices.

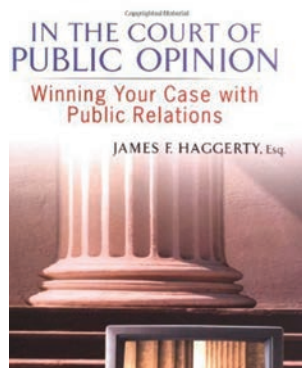
Among critics of this trend is David Cay Johnston, author of *The Fine Print: How Big Companies use 'Plain English' to Rob You Blind*.

He and others have condemned Comcast's plan to take over Time Warner Cable. The income of the bottom 90% of Americans is back where it was in the 1960s, he has noted. The income of the top 1% has exploded, particularly in the past year.

Assuming the merger of OMC and Publicis goes through this spring, it will create an empire of three ad/PR conglomerates employing 280,000 people. It will give a few companies the power to decide which media live and which die.

Some will be given just enough sustenance to keep them in a weakened state. Among the casualties of the stingy conglomerates are seven PR publications that died since 2001.

### Ketchum Was Friendliest of PR Firms



The freeze on press relations that now characterizes OMC is the opposite of what we experienced with the OMC PR firms before they were purchased.

Friendliest of all was Ketchum. Paul Alvarez hosted reporters for golf at the Siwanoy Golf Club in Westchester while Dave Drobis did the same for tennis players at the Tonkeneke Club in Darien. Alvarez invited reporters to his wedding. Both entertained reporters via numerous nights "on the town" in New York.

Alvarez, 55, left the firm in 1997, less than a year after its purchase. Drobis retired at 62 in 2003. Ketchum was \$13 million in debt when it sold to OMC. Banks had called its loans because terms were being violated.

Cut to today. Ketchum CEO Rob Flaherty, although co-chair of the 2012 PR Society of America conference in San Francisco, wouldn't return a phone call or e-mail when we asked for his help in getting into the Assembly, exhibit hall and the general sessions.

The Society in 2012 was at its most savage with us—having guards chase us from the lobby of the Marriott because we dared to talk to someone and ordering us to stand across the street and not come back. Also ignoring our pleas for help was co-chair Jack Martin of H+K Strategies.

### Byoir Was Most Press-Oriented

H+K, before its purchase by J. Walter Thompson in 1980, which was then the object of a hostile takeover by WPP in 1987, was one of the press-friendliest of PR firms. Also falling under the control of WPP was Carl Byoir & Assocs., which had been purchased by H+K in 1986 from True North (formerly Foote, Cone & Belding) using \$12 million of Byoir's own money.

Byoir was the most press-oriented of all the firms. It had 293 employees in 1978 when it was bought by FCB in 1978, becoming the first major PR firm (No. 2 in the O'Dwyer rankings) to sell out to an ad agency. Byoir's ideal employee was a former staffer for UPI or AP.

Current OMC press policy is the opposite of that practiced by another OMC PR acquisition—Richard Weiner Assocs.

OMC purchased the firm in 1986, combining it with BBDO, Doremus and Needham, Harper & Steers. Within a couple of years, just about all Weiner staffers had departed.

Richard Weiner stressed building good relations with reporters. He not only welcomed them at his firm and answered their questions, but sent many of them a steady stream of newsclips and comments that could help with their stories.

This reporter had never known him to duck a phone call, a practice he continued until his death although he lived mostly in Florida for the past more than 20 years.

Nine friends of Weiner posted hundreds of words memorializing him and his philosophy on the O'Dwyer obit. by Bolt Insurance found Wren to be the 11th highest paid exec in 2012—making more than Jamie Dimon of JPMorgan Chase.

— Jack O'Dwyer