



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's

The Inside News of PR & Marketing Communications



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## **MA SEEKS PR FOR HEALTHCARE PROGRAM**

Massachusetts is seeking a firm to design and implement a comprehensive outreach and marketing campaign for its landmark healthcare insurance program passed in 2006.

The effort is to be targeted at small business owners, employees and insurance brokers.



It will reflect the Commonwealth Health Insurance Connector Authority's intent to balance its statewide promotional drive with creative and digital outreach targeted at small businesses (under 50 employees) and brokers.

The Health Connector's overall goal is to reduce the number of uninsured in The Bay State and improve the retention rate.

The marketing campaign is to include strategic communications, research, message development, advertising, partnerships and social media support.

The contract starts July 1 and runs through June 30, 2025.

Proposals are due April 4. Send two original, unbound (signed in ink) proposals and five copies to: Commonwealth Health Insurance Connector Authority; 100 City Hall Plaza, 6th Floor; Boston, MA 02108; Attn. Jason Lefferts.

Bidders also are requested to send an electronic version to [Jason.w.lefferts@mass.gov](mailto:Jason.w.lefferts@mass.gov).

[Read the RFP \(PDF\)](#).

## **EDELMAN'S KAH YEE TEH HEADS TO MACY'S**

Kah Yee Teh, who was most recently senior vice president and consumer technology lead at [Edelman](#), has joined Macy's, Inc. as vice president, corporate communications.

Before coming to Edelman in 2016, she was a vice president at Weber Shandwick and senior media manager in GolinHarris's consumer practice. She has handled brand marketing and communications for clients including Google, L'Oréal, Samsung, Walmart and Unilever.



**Kah Yee Teh**

At Macy's, Teh will be responsible for Macy's brand and reputation and will lead all consumer public relations for the company nationally and regionally. Additionally, she will work with Macy's and Bloomingdale's marketing teams and the executive leadership team on issues management, crisis communications and thought leadership strategies.

She reports to Macy's senior vp, corporate communications Bobby Amirshahi and will be based in New York.

## **PR FIRMS REPORT 29.7% GROWTH IN '21**

Independent PR firms enjoyed robust growth in 2021 as fee income surged 29.7 percent to a combined \$3.9B as they rebounded from the 2020 COVID-19 pandemic year, according to the [2022 O'Dwyer's rankings](#).

Employment jumped 28.1 percent to 20,372 people.

Fifty-nine of the 141 firms on the list registered growth of at least 20 percent in 2021, while only 17 shops posted declines. *(continued on next page)*

## **STAND WITH UKRAINE FILM PROJECT NEEDS PR**

The [Stand With Ukraine Through Film](#) project seeks a firm to promote its efforts to raise money for Ukrainian relief.

Launched March 13 at a community theater in Salem, MA, SWUTF has extended its reach throughout the US, Canada, Netherlands, Australia and Ukraine.

More than 600 theaters in the US have committed to showing "The Guide," which was produced in 2014. Many of them already have done so. Set in the 1930s, The Guide tells the story of a boy caught up in events connected to Soviet efforts to exterminate millions of Ukrainians.

Any funds raised, including through ticket sales, must go to Ukrainian relief. Arrangements have been made for gifts to be tax-deductible.

Massachusetts governor Charlie Baker and Congressman Seth Moulton were among speakers at the Salem screening that raised more than \$10K.

SWUTF is looking for a firm to generate publicity for its efforts on a pro bono basis. Interested firms should contact [marshallbstrauss@gmail.com](mailto:marshallbstrauss@gmail.com).

## **GATES CLOSING DOOR ON BCW CAREER**

Wade Gates has wrapped up a 22-year run at [BCW/Burson-Marsteller](#) for the director of organizational communications post at Amazon in Seattle.

At the WPP unit, Gates handled government relations, financial affairs, CSR, litigation communications and issues management.

He led corporate responses to bankruptcies, mergers/acquisitions, layoffs, regulatory inquiries and incidents/emergencies.

Prior to BCW, Gates was director of corporate affairs at Beal Aerospace surrounding its operations in North America, the Caribbean and South America.



**Wade Gates**

## 2022 O'DWYER'S RANKINGS *(continued from page 1)*

The Top Ten firms reported a 35.0 percent gain in total fees to \$2.5B.

[ICR Inc.](#) set the pace as it posted an 83.4 percent rise in revenues to \$194.9M.

[Finn Partners](#) (+48.9 percent to \$162.2M), [Zeno Group](#) (39.9 percent to \$118.6M) and [Real Chemistry](#) (+36.0 percent to \$475M) ranked next.

No. 1 firm [Edelman](#) grew 17.2 percent to \$984.9M as it closed in on becoming the first billion-dollar PR firm. Headcount jumped 16.8 percent to 6,004 people. "We had our best growth since 2011," said CEO Richard Edelman.

Among the Top 50 firms, [Bospar](#) (No. 47) chalked up the biggest increase in fees as it advanced 83.2 percent to \$12.4M.

No. 43 [Clarity](#) (+59.7 percent to \$14.4M), [Gregory FCA](#) (+51.0 percent to \$16.3M) and No. 11 [Spectrum](#) (+48.5 percent to \$48.9M) followed.

### ICR Moves from No. 5 to No. 3 Slot

ICR Inc. chief Tom Ryan called 2021 an "incredible year" as his firm posted an 83.4 percent spurt in fee income to \$194.9M.



**Tom Ryan**

That performance moved the financial PR-oriented shop up two notches in the rankings to the No. 3 slot.

While O'Dwyer's rankings focus on revenue, Ryan said he is more proud of ICR's growth, both professionally and in absolute numbers, and what that represents to clients.

ICR's "Category of One" platform enables professionals to start, grow and/or finish their careers," according to Ryan.

The firm added more than 180 staffers during the past year, which drove new opportunities across key service offerings including investor relations, PR, crises, transactions, ESG and digital.

ICR's IR and PR teams booked more than 250 assignments in the technology, healthcare, real estate, energy/sustainability, mobility, consumer, healthy living, digital entertainment and fintech sectors.

Ryan said ICR's transaction team "demonstrated market leadership by acting as an advisor on more transactions than any other firm, including over 30 percent of all go-public transactions (IPOs, SPACs and Direct Listings) in North America."

Major client wins in 2021 included On Running, Dutch Bros, QuantumScape, Agilent, Solid Power, Orion Office REIT and Affirm.

### Zeno Shoots for Higher Purpose

Zeno Group scored a 39.9 percent surge in 2021 revenues to \$118.9M as it captured 85 major new business wins and its Top Ten clients hiked spending about 40 percent.

"Never more so than over the last year, when global forces required businesses to think and act differently, Zeno fully demonstrated what's known to be true — companies that embody a higher purpose are stronger and more impactful, inside and out," said CEO Barby Siegel.

Beyond growing its revenues base, Zeno wants to be mea-

sured for making a positive impact on people's lives.

The firm used pandemic 2021 "to realize more deeply who Zeno is, why it exists and the firm's desired impact," said Siegel.

The goal is to "champion the courageous to achieve something better for humankind."

Zeno entered into an exclusive partnership with and made a strategic investment in EGAMI Group, the New York-based, pioneering multicultural communications agency.

The collaboration gives EGAMI access to new capital resources and mentorship to scale its business while continuing to be an independent, minority-owned enterprise.

Siegel noted the collaboration will also work to attract, elevate and advance diverse talent, opening up career-building and leadership opportunities.

She said Zeno continues to double down on data and analytics to help clients unlock new areas of opportunity, achieve more effective decision-making, and drive action, internally and externally.

The firm in 2021 introduced a proprietary global analytics certification program to increase data literacy among staffers by learning the fundamentals of data-driven content and digital storytelling.

### Finn Partners' Diversification Pays Off

Finn Partners chalked up a 48.9 percent jump in revenues to \$162.2M as its business soared beyond its pre-pandemic levels.

Peter Finn attributes a variety of factors to his firm's robust performance.

"When I founded Finn Partners, I intentionally built a diversified agency of practice areas representing a wide cross-section of business sectors," he said. "This set us up well to deal with the economic downturn of 2020 and fueled our explosive growth in 2021."

A surge of client wins and organic momentum powered the firm.

"Our independent, purpose-built model proved to be the go-to solution for clients seeking a trusted partner with strategic consulting services, specialized sector expertise, and a full suite of integrated marketing capabilities, at a fraction of the cost of the large consulting firms," said Finn.

He said existing clients expanded relationships with the firm, while new ones embraced its full-service offering, spanning research, strategy, creative and media services, plus data and analytics to augment traditional PR and communications support.

The number of clients spending more than \$1M annually has grown from five in 2015 to 29 in 2021. Integrated work comprises 25 percent of revenues and is growing, with seven of Finn Partners' top 10 clients using its integrated services.



**Barby Siegel**



**Peter Finn**

*(continued on next page)*

## 2022 O'DWYER'S RANKINGS *(continued from page 2)*

### Stanton Overcomes Challenges

[Stanton](#), a New York-based firm primarily focused on B2B organizations, recorded a 12.2 percent jump in fee income to \$8.5M as the firm supported clients in what Alex Stanton labeled a challenging but productive year.



**Alex Stanton**

"We were active in media relations across both private and public markets, in mergers and acquisitions, in funding and investment announcements, in executive change communications, digital/social media, content development and crisis management," he said.

The firm added to its client list among technology businesses supporting the financial services sector, including companies in the insurtech, fintech, security and payments processing spaces.

### Real Chemistry Puts New Team in Place

Real Chemistry posted a 36 percent increase in revenues to \$475M under the final year of a management team led by founder/CEO Jim Weiss.

Shankar Narayanan, a veteran of Cognizant and McKinsey & Co., took over for Weiss on Jan. 3, 2022.

The San Francisco-based firm added Brian Gibbons as chief people officer, Michael Otner as chief legal counsel and Andy Johnson as chief information officer early this year.



**Shankar Narayanan**

Those additions follow the 2021 appointments of Craig Abolt as chief financial officer and Mary Stutts as chief global inclusion and health equity officer.

Real Chemistry launched a new mentoring program early this year to underscore its focus on continued growth and development for its people.

"We are privileged to have some of the smartest minds in health technology, data analytics, commercial and clinical strategy, advertising, communications, medical education and activation—all of whom are helping to solve the greatest health challenges facing society," said Narayanan in releasing Real Chemistry's 2021 financial results.

### Ruder Finn Gauges 'What's Next'

[Ruder Finn](#) CEO Kathy Bloomgarden said 2021 was a "breakout year" for her firm as revenues rose 27.8 percent to \$112.2M.

She credits that robust growth to RF's "What's Next" digital approach, including new predictive analytics tools, expanded employee engagement and change management teams, heightened focus on video streaming and customer experience.

RF also has compiled a future-focused client portfolio of companies across health & wellness, technology & innovation, connected commerce and purpose-driven leadership categories, according to Bloomgarden.

In 2021, RF launched its "FutureThink Index," a quarterly

tracking study on the impact of three game-changing forces on future lives: career, healthcare, and technology.

Bloomgarden said the results draw key insights into the current state of the American dream, urban collapse, and the great resignation, and demonstrates how a new style of leadership can be a significant driver of both positive outlook and behaviors.

RF acquired UK-based technology firm Mantis in fall of 2021 as part of its drive to fuel strong organic growth with transformative future-focused acquisitions.



**Kathy Bloomgarden**

### Bospar Moves Up the Rankings

Powered by an 83.2 percent surge in fee income, high-tech shop Bospar moved up 15 notches in the 2022 rankings to the No. 47 slot.

"The growth has allowed us to expand our teams into two sectors: one devoted to enterprise and developer technology; the other focused on consumer-facing tech," said Curtis Sparrer, principal at the firm.

Rather than operate as a typical virtual agency, Bospar's teams are freed from geographics and are organized by skills and experience, giving clients the focus of a small PR firm with the footprint of a large agency. It serves clients in Canada, China, Finland, India, Israel, Latvia, the Netherlands, Russia, Singapore, Sweden, Switzerland, the UK and Vietnam.

Sparrer said his firm's strong performance in 2021 makes him confident for the future. "That sounds like hyperbole but consider this: Bospar was the first agency to take a stand for women's reproductive freedom. We offered our Texas staff a relocation package. While Salesforce and Citi followed, we had the most to lose.

"What's remarkable is that the tech and health tech industry continued to reward us with their business – and we returned the favor with fantastic results. I'm hoping our example encourages other agencies to speak out for women, minorities, and LGBTQIA rights."

The firm bolstered its media capabilities by hiring CNBC's Eric Chemi as senior VP in its new broadcast strategies department. "Chemi will share his experience as an on-air reporter for both CNBC and Bloomberg to provide critical behind-the-scenes counsel to clients wanting to elevate their message and on-air appearance for the nation's top-tier broadcast outlets," said Sparrer.

### FWV Rises Above Social Unrest

[French|West|Vaughan](#) achieved 10.8 percent growth in 2021 to \$36.7M as the firm successfully navigated through the aftermath of social unrest, as well as the ongoing challenges of a global pandemic.

CEO Rick French said FWV was deeply impacted by social unrest in Raleigh over the past 18 months. Its historic downtown Raleigh headquarters building was damaged during violent protests and van-

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## 2022 O'DWYER'S RANKINGS *(continued from page 3)*



**Rick French**

alized a second time as November 2020 election results unfolded.

The firm made the decision to lean into the diversity and inclusion conversation, encouraging colleagues to post messages of hope, love and unity on its boarded-up windows, he added.

The shop spent 2021 enhancing its DE&I efforts to identify unconscious biases and promote an inclusive agency environment.

It also worked diligently to help its roster of more than 175 clients pivot to new ways in which to conduct business.

In pivoting to what became a new normal in 2021, FWV conducted deskside media briefings via Zoom with longtime client Wrangler's merchandise managers and designers.

For global energy giant ABB, it helped introduce the world's fastest electric car charger via online press events.

The agency helped Volvo Trucks North America introduce its VNR Electric heavy-duty truck virtually and for music finance company Sound Royalties, it delivered opportunities at virtual events such as the Association of Independent Music Publishers webinar series, the Cutting-Edge Entertainment Law Seminar and the virtual version of SXSW 2021.

### SourceCode Retainers Rise 25%

[SourceCode](#) registered a 66.2 percent surge in revenues to \$8.6M, a performance that was due to 22 new clients at an average retainer that was 25 percent higher on a year-to-year basis.



**Greg Mondshein**

Greg Mondshein, managing partner, said his firm launched WeRaise PR, a startup agency focused on bringing women back into the workforce through low overhead, flexible working arrangements and benefits that matter.

During the fourth quarter, SourceCode acquired Strike 2, a digital marketing agency based in Chicago, to round out its service

offering and provide more impactful creative strategy and digital programming to clients.

The firm bolstered its senior management with key HR, operations and account leadership hires and launched SourceCode Strong—an employee wellness initiative designed to support mental wellness.

In October, SourceCode unveiled its second [TrendSights Report](#), to explore the industry shift from a traditional focus on financial performance for key performance indicators to environmental, societal and governance issues.

### Coyne Comes Off 'Record-Setting' Year

[Coyne PR](#) chalked up 28.6 percent growth to \$36M in what Tom Coyne termed a "record-setting year."

Since the pandemic, Coyne PR has not furloughed or laid off a single employee. Instead, the shop's staff expanded by 23 percent to 176 people and led the industry with an average retention rate that exceeds 87 percent.

Coyne PR has made diversity a strategic imperative that is core to its business and culture.

"Through a multi-pronged effort, we've made industry-leading advancements such as improving the diversity of our workforce to over 25 percent—well above the industry benchmark," said Coyne. "Our new hires over that same period were better than 45 percent diverse and we are using a recruiting method to target diverse passive candidates to make sure that our pipeline continues to be diverse."

Additionally, the firm's intern program, which feeds entry-level positions, continues to be at least 50 percent diverse.

Coyne said to ensure an inclusive and welcoming culture, "we completely reimaged our DE&I Committee to help set policy, establish training programs and create agency-wide events that celebrate individual differences and cultures."

Healthcare was a key driver of Coyne PR's business in 2021, as the segment saw a 36 percent increase in revenue.

The shop added clients such as Orangetheory Fitness, Firestone Building Products, Kobrand Wine & Spirits, Highlights for Children, Redken, FELD Entertainment and Benefiber.



**Tom Coyne**

### Imre Seeks to be 'Champion of Change'

[Imre](#) enjoyed 22.5 percent growth to \$45.1M as it positioned itself as a "champion of change."

"We're creating new partnerships and revolutionizing our ways of working with each other, and our clients, to bring new ideas to the table, faster. 2021 was all about new ways to keep people and new thinking at the center of the action," said CEO Dave Imre.

Fifty-four new employees joined the agency in 2021, and Imre credits this increase to great client work along with increased flexibility in where that work gets done.

With its "Work From Anywhere" model in 30 FTEs in the US, the firm plans to pilot the "imre Summer Jet Set" program whereby all employees can work from anywhere around the world.

Imre believes his firm's "unrelenting willingness to change" has bolstered talent in growing service areas, particularly omnichannel marketing, earned media, brand strategy, media planning, technology, data and analytics.



**Dave Imre**

### MWW Enjoys Stream of Client Wins

[MWW](#) posted a 16.8 percent jump in fee income to \$45.4M in 2021, which was a strong year for client wins.

It added Heineken, Spotify, Pinterest and Edelman Financial Engines to Marco's Pizza and OpenDorse.

CEO Michael Kempner's shop refreshed operations and expanded its people-first culture with modern policies to support employees and attract new talent.

"MWW continues to demonstrate a positive and caring culture through its commitment to inclusivity and excellence by offering progressive benefits inspired and designed by listening to the needs of its employees," said Kempner.

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## 2022 O'DWYER'S RANKINGS *(continued from page 4)*

The shop unveiled expanded mental health days and paid leave and rolled out an industry-first Pre-PTO for new employees and a “work where you work best” philosophy.



**Michael Kempner**

MWW also completed the integration of its strategic acquisition of London-based agency Chameleon, adding top tech talent, including Tom Buttle, who now serves as president of MWW London.

In the US, it added executive VP and technology practice leader Maria Brown from Matter Communications; veteran business, media, and political advisor Shari Yost Gold; chief creative officer Carl Sorvino from Golin; and senior VPs Brittany Hershkowitz in sports and entertainment from BCW and Megan Hueter to the digital practice from Endeavor.

### Kivvit Attracts New Talent

[Kivvit](#), which ranks #15 on O'Dwyer's list, showed a 12.9 percent gain in revenues to \$39.8M.



**Zach Silber**

Zach Silber, chief strategy officer, said growth was fueled by “a culture that provides our team a platform to do their best work and constantly grow professionally.”

Kivvit is “singularly focused on attracting and retaining great professionals and added a dedicated talent team to build internal infrastructure, processes, and programming.”

Heading into 2022, the shop made a series of transformative hires, including a cohort of four managing directors that represent the largest expansion of our senior leadership team in the firm's 20-year history.”

In 2021, Kivvit shaped public opinion and created policy and legislative outcomes, including helping pass a law in New Jersey that expanded access to critically needed harm reduction services, and achieving historic support for New York's Intellectual and Developmental Disability (I/DD) sector in the state budget.

The firm also promoted a landmark study of QAnon by the Public Religion Research Institute that drove national coverage and sparked feverish conversation that became the most engaged story on Reddit's /r/Politics front page, according to Silber. The report was also cited by Members of Congress and DC influencers as part of a national conversation on QAnon's rise.

### McCabe Message Partners Pivots

[McCabe Message Partners](#) registered an 11.5 percent jump in growth to \$11.5M.

Since the DC-based shop is focused exclusively on health, it has for the past two years been helping clients communicate about the effects of COVID and measures to protect public health.

Patrick McCabe said the firm is currently pivoting to counsel clients about what must be done now, as the virus is largely controlled for vaccinated individuals.

He said: “Account leaders are therefore helping clients persuade people to resume life-saving preventive care. They're developing campaigns to recruit much-needed healthcare workers. They're explaining the need for clinical trial volunteers to a public that learned a lot about drug and vaccine development over the past two years.”

McCabe said the focus is on increasing health equity. “It involves a lot more than reducing racial disparities in access to medical treatments, although that remains a vexing challenge,” he said.

McCabe Message Partners is helping clients communicate about the myriad other issues that undermine equality in health—from access to fresh food, to safe housing, to reliable transportation.

The firm is working to identify new roles that the health-care ecosystem can play to support healthy communities, beyond providing medical interventions.

It is also consulting on what aging in America looks like after two years of hard-learned lessons from COVID-19. This work underscores the importance of providing safe care where people live, continuing models like telehealth that support care at home, and rethinking what nursing homes might look like in the future, according to McCabe.

The McCabe Message Partners staff is back in the office a few days each week, which fuels learning across account teams. “While this kind of sharing was accomplished remotely during the pandemic, there is nothing like face-to-face ideation, or just overhearing colleagues brainstorm, to spark one's own creativity,” said McCabe.

### Bird Flies Coop at M Booth Health

[M Booth Health](#) charted a 12.9 percent advance in fee income to \$16.3M in 2021, which marked the final year of Tim Bird's leadership at the New York firm.

Stacey Bernstein, who was Weber Shandwick's Boston general manager and executive VP/global director of digital health, succeeded Bird in January 2022.

Bird took on the chairman slot.

Next 15 Communications, owner of M Booth Health, acquired Health Unlimited's US business, which was headed by Bird, in 2019,

Following Bernstein's arrival, M Booth Health recruited Peter Matheson Gay as chief impact officer and Tayla Mahmud for the executive VP-health equity and multicultural strategy post.

Matheson Gay was chief creative officer at IPG DXTRA's Health Integrated Solutions. Mahmud joined M Booth Health from Havas Health & You, where she was associate managing director.



**Patrick McCabe**



**Stacey Bernstein**

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

Firm	2021 Net Fees	FT Employees	% Change from 2021
1. Edelman, New York, NY	\$984,921,000	6,004	17.2
2. Real Chemistry, San Francisco, CA	475,000,000	1,848	36
3. ICR, New York, NY	194,890,669	378	83.4
4. Evoke, Philadelphia, PA	181,000,000	850	9
5. APCO Worldwide, Washington, DC	172,398,000	926	20.6
6. Finn Partners, New York, NY	162,200,000	1,032	48.9
7. Zeno Group, New York, NY	118,643,933	709	39.9
8. Ruder Finn Inc., New York, NY	112,200,000	860	27.8
9. Prosek Partners, New York, NY	80,050,000	299	29.2
10. 5W Public Relations, New York, NY	49,977,947	245	31.2
11. Spectrum, Washington, DC	48,850,000	181	48.5
12. Hotwire, New York, NY	48,223,657	293	15.5
13. MWW, New York, NY	45,390,416	198	16.8
14. imre, LLC, Baltimore, MD	45,052,000	239	22.5
15. Hunter, New York, NY	42,300,000	210	33.4
16. Kivvit, Chicago, IL	39,788,291	134	12.9
17. French   West   Vaughan, Raleigh, NC	36,727,448	123	10.8
18. Padilla, Minneapolis, MN	36,198,229	179	1
19. Coyne PR, Parsippany, NJ	36,000,000	169	28.6
20. Matter Communications, Boston, MA	30,116,000	254	33.6
21. Fahlgren Mortine (includes TURNER), Columbus, OH	30,039,544	178	20.2
22. Crosby, Annapolis, MD	29,421,739	107	1.1
23. Highwire PR, San Francisco, CA	29,248,298	116	21.1
24. Citizen Relations, Los Angeles, CA	29,123,190	185	24.4
25. Walker Sands, Chicago, IL	28,486,242	180	41.2
26. Havas Formula, New York, NY	26,718,617	152	17.8
27. PAN Communications, Boston, MA	26,683,000	168	14.2
28. G&S Business Communications, New York, NY	24,802,633	153	-1.2
29. Inkhouse, Waltham, MA	24,782,746	125	29.2
30. Jackson Spalding, Atlanta, GA	24,045,390	118	15
31. Taylor, New York, NY	22,057,000	92	12
32. Hoffman Agency, The, San Jose, CA	20,158,000	39	33.4
33. Regan Communications Group, Boston, MA	19,143,913	118	5.4
34. LaunchSquad, San Francisco, CA	18,328,796	114	13.1
35. Vested, New York, NY	17,543,000	98	41.4
36. Lansons Intermarket, New York, NY	17,408,394	95	21.8
37. Bliss Group, The, New York, NY	17,100,000	77	20.4
38. JPA Health, Washington, DC	16,900,782	80	14
39. Lambert, Grand Rapids, MI	16,671,000	86	22.1
40. M Booth Health, New York, NY	16,290,421	51	12.9
41. Gregory FCA, Ardmore, PA	16,287,822	118	51
42. Zimmerman Agency, Tallahassee, FL	16,200,000	44	5.2
43. Clarity, New York, NY	14,428,176	93	59.7
44. Marathon Strategies, New York, NY	14,005,144	48	3.7
45. Wachsman, New York, NY	13,958,572	102	N/A
46. rbb Communications, Miami, FL	13,948,231	82	6.5
47. Bospar, San Francisco, CA	12,403,254	82	83.2
48. Canale Communications, San Diego, CA	12,402,707	49	42.6
49. JeffreyGroup, Miami, FL	12,210,949	301	0
50. J Public Relations, New York, NY	12,118,000	79	32.9
51. Davies, Santa Barbara, CA	11,250,000	33	-4.3
52. MP&F Strategic Communications, Nashville, TN	11,047,862	70	11.2
53. Moore, Inc., Tallahassee, FL	10,638,221	41	12.5
54. Racepoint Global, Boston, MA	10,406,000	56	-12.6
55. 360PR+, Boston, MA	10,056,301	58	17.3
56. Sam Brown Inc., Wayne, PA	9,741,816	53	21.8
57. Merritt Group, McLean, VA	9,410,209	44	24.8
58. Peppercomm, New York, NY	9,163,618	29	10.2
59. Greentarget Global LLC, Chicago, IL	9,124,225	48	11.5
60. MMGY NJE, New York, NY	8,993,878	46	9.6
61. SourceCode Communications, New York, NY	8,588,700	41	66.2
62. Lou Hammond Group, New York, NY	8,558,240	40	16.4
63. Dukas Linden Public Relations, New York, NY	8,510,029	30	33.4
64. Stanton, New York, NY	8,492,565	32	12.2
65. Berk Communications, New York, NY	8,487,507	28	48.7
66. Pierpont Communications, Houston, TX	7,385,651	31	8.6
67. Infinite Global, New York, NY	7,325,323	34	30.6
68. McCabe Message Partners, Washington, DC	7,143,239	28	11.5
69. Trevelino/Keller, Atlanta, GA	7,110,207	38	40.1
70. Lumina Communications, San Jose, CA	6,432,200	34	23.6
71. Touchdown PR, Austin, TX	6,227,591	12	11.2

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

Firm	2021 Net Fees	FT Employees	% Change from 2020
72. Raffetto Herman Strategic Communications, Seattle, WA	\$6,214,066	37	21.4
73. LaVoie Health Science, Boston, MA	5,726,799	18	18.3
74. TruePoint Communications, Dallas, TX	5,244,718	28	40.8
75. Fish Consulting, Fort Lauderdale, FL	5,041,502	23	45.2
76. 720 Strategies, Washington, DC	4,819,678	15	-8.8
77. Singer Associates Public Relations, Inc., San Francisco, CA	4,771,127	17	-16
78. Rasky Partners, Inc., Boston, MA	4,768,403	20	-19.2
79. Champion Management Group, Dallas, TX	4,689,324	33	27
80. Public Communications Inc., Chicago, IL	4,674,060	34	-2.7
81. L.C. Williams & Associates, Chicago, IL	4,610,799	21	9.6
82. Tunheim, Minneapolis, MN	4,602,723	19	-11
83. BackBay Communications, Boston, MA	4,472,387	26	9.4
84. Standing Partnership, St. Louis, MO	4,423,142	19	12.9
85. Caliber Corporate Advisors, New York, NY	4,226,115	23	34.8
86. IW Group, Inc., West Hollywood, CA	3,975,640	10	33.2
87. CashmanKatz, Glastonbury, CT	3,885,000	25	16.8
88. Idea Grove, Dallas, TX	3,761,922	25	5.3
89. BLAZE, Santa Monica, CA	3,700,000	12	44.6
90. Crenshaw Communications, New York, NY	3,687,430	18	20.5
91. Tier One Partners, Boston, MA	3,626,301	20	40.9
92. MCS Healthcare Public Relations, Bedminster, NJ	3,585,681	18	-18.6
93. Lovell Communications, Nashville, TN	3,490,674	18	13.8
94. BoardroomPR, Ft. Lauderdale, FL	3,400,000	18	0
95. BRG Communications, Alexandria, VA	3,376,473	16	47.6
96. Gold PR & Social Media, Irvine, CA	3,303,255	7	11.7
97. ARPR, Atlanta, GA	3,292,710	24	9
98. Inspire PR Group, Westerville, OH	3,281,000	17	21.4
99. Franco, Detroit, MI	3,272,855	28	16.1
100. Montieth & Company, New York, NY	3,259,567	13	38.3
101. Zapwater Communications, Inc., Chicago, IL	3,206,649	26	10.2
102. Brownstein Group, Philadelphia, PA	3,084,405	17	-10.4
103. Ehrhardt Group, The, New Orleans, LA	3,051,725	18	8.7
104. Hodges Partnership, The, Richmond, VA	3,036,654	17	19.7
105. Beehive Strategic Communication, St. Paul, MN	3,002,200	11	34.4
106. SPM Communications, Dallas, TX	2,988,001	25	33.6
107. Hewes Communications, New York, NY	2,764,285	7	2.2
108. FrazierHeiby, Columbus, OH	2,700,885	21	51.8
109. Otter PR, St. Petersburg, FL	2,364,347	43	238.8
110. Belmont Partners, Minneapolis, MN	2,292,411	16	10.7
111. Lavidge, Phoenix, AZ	2,250,144	66	4.9
112. Perry Communications Group, Inc., Sacramento, CA	2,123,518	9	21.1
113. Stanton Communications, Washington, DC	2,049,482	9	3.6
114. Ripp Media/Public Relations, Inc., New York, NY	2,000,000	7	0
115. O'Malley Hansen Communications, Chicago, IL	1,811,117	7	-6.4
116. Rally Point Public Relations, New York, NY	1,662,129	8	118.1
117. Akrete, Evanston, IL	1,634,326	6	44.2
118. AMP3 Public Relations, New York, NY	1,606,553	8	11.4
119. Landis Communications, San Francisco, CA	1,601,000	8	-23.8
120. Firecracker PR, Brea, CA	1,484,000	7	39.6
121. Marketing Maven Public Relations, Camarillo, CA	1,359,730	10	11.6
122. Lowe Group, Wauwatosa, WI	1,359,684	8	26.9
123. WordWrite Communications LLC, Pittsburgh, PA	1,289,292	8	3.4
124. BizCom Associates, Plano, TX	1,273,813	17	64.9
125. Buchanan Public Relations, Bryn Mawr, PA	1,216,536	8	-23.3
126. Buttonwood Communications Group, New York, NY	1,109,019	8	-14.1
127. Hemsforth Communications, Ft. Lauderdale, FL	1,080,588	18	-5.9
128. Rosica Communications, Fair Lawn, NJ	1,062,000	8	9
129. Violet PR, Montclair, NJ	1,040,139	5	46.3
130. Virgo PR, New York, NY	1,000,000	8	N/A
131. Pineapple Public Relations, Chamblee, GA	987,945	12	-9.3
132. CommCentric Solutions, Inc., Tampa, FL	939,970	8	4.7
133. Hoyt Organization Inc., The, Torrance, CA	925,000	7	14.2
134. Bianchi Public Relations, Troy, MI	816,365	6	3.7
135. Stuntman PR, New York, NY	807,161	6	31
136. Feintuch Communications, New York, NY	709,684	3	22.5
137. Lawlor Media Group, New York, NY	694,957	7	9.7
138. Wordhampton Public Relations, Inc., East Hampton, NY	630,960	5	14.5
139. Press Record Communications, New York, NY	535,911	1	115.2
140. Pugh & Tiller PR, LLC, Annapolis, MD	469,611	3	-5.1
141. Milke & Honey PR, New York, NY	420,000	4	2.4