



The Harlem Globetrotters created specially-designed "Inaugural Balls" for noted hoops fan President Obama, and honored the 44th President on inauguration day by having all Globetrotters wear jersey number 44 for their games. This year has been the Globetrotters' biggest ever for media exposure, with the Coyne client making appearances on several primetime TV shows, including The Amazing Race, The Bachelorette and Hell's Kitchen.

ALLISON & PARTNERS

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matth@allisonpr.com

Scott Allison, President & CEO
Matt Harris, Senior Vice President

Allison & Partners leverages pop culture, entertainment, sports and events to help brands engage consumers and grow sales. We are experts at integrating digital media strategy and public relations with entertainment, lifestyle and pop-culture marketing, with recent projects that include creating onscreen integrations for Boost Mobile with the Jimmy Kimmel Show; helping the Hard Rock Hotel Las Vegas bring reality TV to life with the broadcast of the REHAB Party on TRU TV; and building brand awareness for Best Western through the Jonas Brothers

summer promotion and sponsorship of NASCAR racing. We link celebrities, events, films, television, and music properties to brands and identify and secure the right influencers to activate consumers. Our services include: Celebrity-driven Events; Product Launches; Celebrity Seeding; Cause Marketing; Film/TV Placement; Film and Studio Events & Promotions; Music Video Integration; Product Integration; and Sports Marketing and Sponsorships.

BNC MARKETING & PR

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www.bncpr.com

Michael Nyman, Chairman & CEO
Chris Robichaud, Pres. & COO

Pioneers in the strategic development and use of non-traditional marketing solutions, BNC is a leading national firm driving aware-

ness and perceptions throughout the lifestyle/pop culture and entertainment arenas. The company represents more than 100 celebrity clients, numerous television campaigns and entertainment companies and produces and/or publicizes nearly 200 events a year. BNC clients include Cameron Diaz, Amy Poehler, Jimmy Kimmel, Jenna Fisher, Kate Hudson, CNET, "Gossip Girl" (and the CW Network), Shonda Rhimes ("Grey's Anatomy"), "House," "Are You Smarter Than A Fifth Grader?", Nintendo of America, Breeder's Cup, Academy of Country Music Awards, Academy of Television Arts and Sciences, Audi, Samsung, T-Mobile and Gatorade.

CATALYST PUBLIC RELATIONS

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Charlotte, NC 28262
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LOS ANGELES
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Los Angeles, CA 90048
323/202-4849

Bret Werner, Managing Partner
Bill Holtz, Managing Partner

Catalyst, founded in October 2005, is at the forefront of strategic media relations. The agency uses a proprietary, six-step process grounded in understanding each brand's target audience to reach key consumers through a strategic mix of traditional and emerging media outlets.

Catalyst specializes in consumer public relations within three key areas:

sports, entertainment and active lifestyle. The agency partners with leading brands such as Under Armour, vitaminwater, Timex, SUBWAY Restaurants, NASCAR and [yellow tail] wines to activate sponsorships and special events, launch new products, build emerging brands and revitalize mature ones.

Catalyst continues to be recognized as a new and emerging agency by the industry and was named New Consultancy of the Year in 2009 by *The Holmes Report*.

Current clients include: SUBWAY Restaurants, Ironman, vitaminwater, Powerade, [yellow tail] wines, Nestlé Purina, Timex, NASCAR, ESPN.com, Under Armour and Callaway.

COYNE PUBLIC RELATIONS

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Thomas F. Coyne, CEO
John Gogarty, Senior Vice President, Entertainment
Chris Brienza, Vice President, Sports
Wayne Catan, Vice President, Sports

Coyne PR's Entertainment and Sports teams are specialized groups of public relations professionals who possess the creativity, experience, and passion to impact your business. The Entertainment team works with Hard Rock International, striving to make the brand synonymous with great music events by generating local and global buzz for the brand, events

Profiles of Entertainment & Sports PR Firms

and the stars. The team has also worked with everyone from Miley Cyrus for the Walt Disney Company to Jewel and Martina McBride for Mary Kay's A Kiss for CountrySM campaign. The Sports team has created winning game plans for industry-leading clients, including the United States Tennis Association, the Harlem Globetrotters, and Disney Sports, among others. The key to Coyne's success – and yours – is that we garner coverage for our clients in expected and unexpected places.

DKC

386 Park Ave. So., 10th Flr.
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www.dkcnews.com

Sean Cassidy, *President*
Scott Miranda, *Managing Director*
Susan Novak, *Executive Vice President*

Established in 1991, DKC is among the largest independently owned public relations firms in the country. Since its founding, sports business and entertainment have been cornerstones of the firm's diverse client mix.

DKC's sports division works across every corner of the industry, including activation of sponsorships, promotion of high-profile events and name-brand consumer products and representation of key media outlets in the space.

Working across music, film, TV, fashion and beauty, DKC's entertainment division services a wide range of clients and interacts on a daily basis with the key media and industry influencers whose opinions are vital to the strength of the brands we represent.

Sports clients include the U.S. Tennis Association, New Balance Athletic Shoe, Citi, Warner Home Video,

Golf Channel, Modell's Sporting Goods, New Era Cap, Jackie Robinson Foundation and Liberty National Golf Course. Among our entertainment clients are Pete Wentz, LeAnn Rimes, LL Cool J, 50 Cent, Sean "Diddy" Combs, Rob Thomas, Jay Leno, Michael Eisner, Sony Pictures Television, Showtime, The Second City, Live Nation, *The Hollywood Reporter* and *Billboard*.

DROTMAN COMMUNICATIONS INC.

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Drotman Communications is a full-service sports public relations firm dedicated to providing expert counsel, public relations program creation and implementation and affiliated marketing services. All clients receive hands-on program management from an experienced publicist.

For more than two decades, Doug Drotman has been at the center of the sports/business/lifestyle PR industry. He spent three years at Alan Taylor Communications and 12 years at National Media Group before forming Drotman Communications in 2001.

The agency has worked with every sports league, many media companies, a wide array of events, blue-chip brands and entrepreneurial ventures telling their stories in a crowded media landscape. The firm's client roster includes: the USTA, Tennis Channel, WFN: World Fishing Network, Panini North America, Red Bull, Strat-O-Matic, NFL PLAYERS, the NY Islanders, Jaques of London and many others.

For more information and/or to see a selection of

media placements visit
www.DrotmanPR.com

FARAONE COMMUNICATIONS INC.

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Ted Faraone, *Founder and Principal*

Faraone Communications is a full-service public relations and media relations agency specializing in representation and marketing communications services to clients in the entertainment, news media, communications, and broadcast and print media industries in both traditional and new media.

The company has represented clients in network and cable TV, broadcast stations, program producers and distributors, advertising agencies, and the internet. Faraone Communications has extensive experience in serving multi-cultural media clients.

Its high profile broadcast media clients include: Roger Ailes; the Broadcasting & Cable Hall of Fame; CBS Television; Univision, King World Productions; Multimedia Entertainment; Thirteen WNET; TIME-Life Video & Television; WPIX Channel 11, WNYW Channel 5, as well as TV personalities, artists, sportswriters, authors, and entertainers. Faraone Communications has represented clients in every major sector of the media industry including television, radio, film, home video, advertising e-commerce, music and new media, as well as clients in education, fashion, health care, and non-profit organizations.



Faraone Communications Founder and Principal Ted Faraone.

FLEISHMAN-HILLARD ENTERTAINMENT

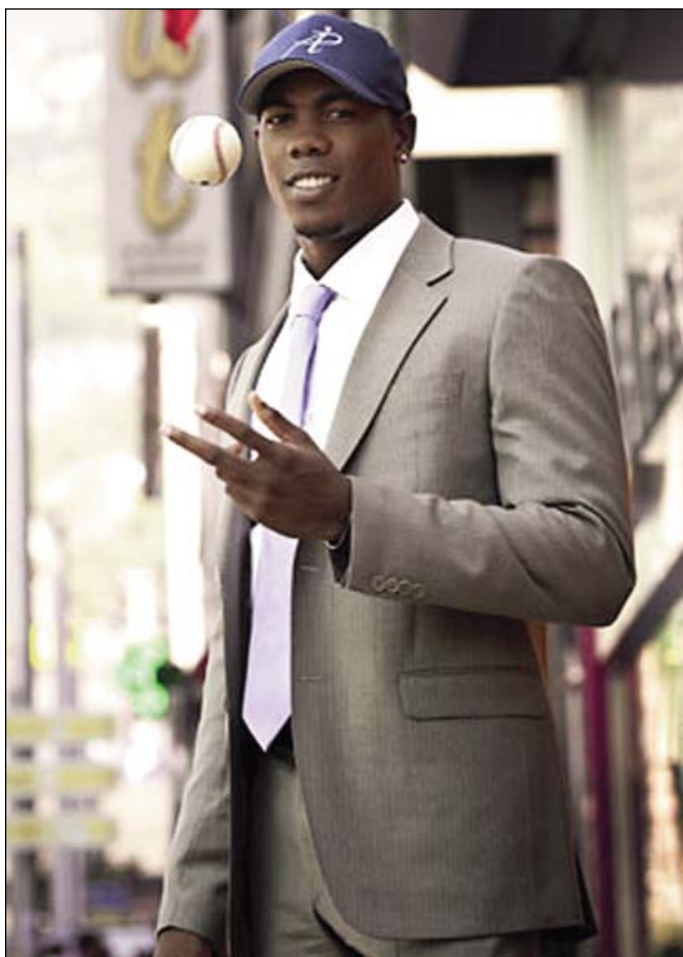
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John Graham, *Chairman*
Dave Senay, *Pres. & CEO*
Sean Lashley, *Michelle Stevenson*, *Entertainment Leaders*
J.J. Carter, **Jim Woodcock**, *Sports Business Leaders*

Fleishman-Hillard Entertainment (FHE) is a specialty practice within Fleishman-Hillard (FH) that embodies the same commitment to excellence, dedication to client service, and focus on new business that clients and industry peers have come to expect from FH.

FHE provides a link to the world of entertainment for both our current clients and prospective clients. Our team has a broad base of experience that is designed to enhance the communications programs created for our clients. The practice is made up of employ-

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The Hamilton Group is generating awareness among sports fans and potential marketing partners for defected Cuban pitcher Aroldis Chapman, one of the most highly sought after free agents this winter.

Fleishman-Hillard

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ees from more than 21 offices worldwide that bring both an international perspective and local market knowledge to the implementation of entertainment-driven marketing programs. The services offered by FHE include: consultation, strategy and execution; influencer/celebrity seeding; talent negotiation; media relations; sponsorships; media training and message coaching; events including red carpet management, product placement and script integration; charity and cause relationships; and digital programs.

For brands, entertainment is a channel to reach and influence

an audience. Strategic use of entertainment is an essential consideration and a potentially powerful ingredient of an integrated marketing mix to generate an emotional connection with a brand's target market. We work at the nexus of brand interaction with celebrity/pop culture to educate, inform, ideate, and implement on behalf of FH clients.

Fleishman-Hillard's sports marketing counselors are experienced in guiding professional teams through the challenges of stadium funding, potential team relocation, crisis situations and global expansion, facilitating player advocacy support, providing media training to professional leagues and their athletes, and building executives into industry thought leaders.

In recent years, FH has launched partnerships such as the Nike+Ipod Sport Kit and Tiger Woods' landmark partnership with Gatorade while representing national movements such as the USA Bid Committee's effort to play host to the FIFA World Cup in 2018 or 2022. For EA SPORTS, the world's largest publisher of sports video games, FH has supported major product launches including the iconic franchise Madden NFL, Tiger Woods PGA Tour, and EA SPORTS Active, among others.

The FH global network has assisted the NBA's expansion into China, and supported international sponsorship activation with the FIFA World Cup, America's Cup, and Formula 1 racing. From sponsors and athletes to host cities and governing bodies, FH has played a significant role in every Olympic Games for the last two decades and following the Beijing Olympic Games managed a worldwide victory tour of the world's greatest Olympian, Michael Phelps.

FRENCH/WEST/ VAUGHAN

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Rick French, *Chairman & CEO*
Jon Pritchett, *Vice Chairman / Principal*
David Gwyn, *President / Principal*
Lauren Taylor, *Executive Vice President / Principal*
Jack Glasure, *Executive Vice President / Principal*

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 17th largest independently-owned PR firm. Founded in 1997, the agency is headquartered in Raleigh, N.C. and also has offices in both New York City and Tampa.

An industry leader in sports and entertainment marketing,

FWV specializes in creating maximum brand exposure for its clients through strategic partnerships, sponsor relations, event management, social media, mobile and experiential marketing and traditional earned media outreach programs.

FWV's present and past sports and entertainment clients include the Central Intercollegiate Athletic Association (CIAA), AstroTurf, Speedo, TVG (America's Horseracing Network), Pirelli Natural Horsemanship, the Professional Rodeo Cowboys Association, Xtreme Fighting Championships (XFC), OTB Records, the Carolina Cobras of the Arena Football League, AccuSport International, Premiere Management Group, the Atlantic Coast Conference (ACC), the Aggie-Eagle Classic, Urban Sports and Entertainment Group, North Carolina Amateur Sports and the N.C. State Games.

Additionally, FWV chairman & CEO Rick French is a national trustee of the Rock and Roll Hall of Fame and Museum. As a member of the board of trustees, French is among a small number of America's most prominent business and music industry leaders who are stewards of the Hall of Fame and Museum and are also asked to represent the Rock Hall's mission and goals at programs and events around the world.

THE HAMILTON GROUP

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John H. Frew, *President & CEO*
Kevin Sniffen, *VP, Consumer & Sports Marketing*

The Hamilton Group, based in New York City is a full-service firm offering clients a

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Access Hollywood's Nancy O'Dell is congratulated for her volunteer work with Best Buddies. Founded by Anthony Kennedy Shriver, it creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities.

The Hamilton Group

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seasoned team of communications experts with more than 50 years of combined experience directing campaigns for numerous Olympic and World Cup sponsors as well as companies sponsoring professional golf, baseball, football, tennis, soccer, motorsports, college athletics and amateur sports.

Current clients include managing marketing and communications for sports agency Athletes Premier International including their client, highly rated Cuban pitcher Aroldis Chapman, developing a new branding and media campaign for Hofstra University's NCAA Division One basketball programs and projects for the Women's Sports Foundation.

Since the firm's founding in 2000, The Hamilton Group has represented such organizations and events as the National Hockey League, the Ladies Professional Golf Association, the Duramed FUTURES Tour, The Barclays and Turning Stone Resort Championship PGA Tour events, Bowne

Global Solutions, pro surfer Makua Rothman, the Turning Stone Resort & Casino and the Black Mesa Golf Club.

KEITH SHERMAN & ASSOCS.

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Keith Sherman, President
Brett Oberman, VP
Scott Klein, VP
Glenna Freedman, VP

KEITH SHERMAN & ASSOCIATES provides strategic public relations counseling and marketing communications services to a diverse roster of entertainment, lifestyles, sports and corporate clients.

KSA has publicized hundreds of films, network and cable television broadcasts, Broadway, national touring productions and high profile events. Some clients include: Tony Awards on CBS for 18 years, Focus Features, Universal Pictures, Olympic Medalists Brian Boitano, Paul Hamm and Michelle Kwan, Bolshoi Ballet, Abu Dhabi Festival and 250 Broadway, Off-Broadway pro-

ductions.

KSA's clients include: *The New York Times*, Visiting Nurse Service of New York, Hertz, Sony, *The Onion*, *Architectural Digest*, Columbia University, Memorial Sloan-Kettering Cancer Center, New York Marriott Marquis, The Broadway League, Times Square Alliance and Bristol-Myers Squib among others.

Excellence. Results. A fresh point-of-view. Proactive effort.

Intelligent strategic thinking. Experience. High standards.

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MAYO COMMUNICATIONS

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Aida Mayo, President
George S. McQuade III, VP

MAYO communications & MAYOPR, with offices in LA, San Diego, NY and Bern, Switzerland is a full service entertainment publicity and public relations firm with a niche in new media, media placement and media training. MAYO recorded more than 250 million media impressions this year. Most recently, MAYO created a new media buzz for the First Annual Noble Awards, Beverly Hills. Honoring celebrities like Academy Award-Winning Actor Morgan Freeman, Teri Hatcher, Annalynne McCord, Laila Ali, Access Hollywood's Nancy O'Dell and Billy Bush and Joel Madden. The presenters included Actor Dennis Haysbert, Musician Lionel Richie, Nick Cannon (NBC's AGT) and many more. R&B Giant Brian McKnight, MONICA, Benji Madden and the world's youngest composer 8-year old Emily Bear performed live. Inaugural Charity Honorees included the Art of

Elysium, Best Buddies, Childrens Hospital LA, DoSomething.org, Elizabeth Glaser Pediatric AIDS Foundation, Keep a Child Alive, Stand Up To Cancer and Women's Sports Foundation. PRSA recognized MAYO twice for "Best Media Placement" and "Best Education Campaigns." MAYO clients are featured in *Variety* and *Hollywood Reporter* cover stories and on TV/radio talks shows. A short list of MAYO clients: All4Media.TV, Dubai; H2O Producers, Wilmington, SC; Warrior Records, NY/LA; Los Angeles County Economic Dev. Corp. and World Trade Center LA/LB. MAYO's slogan: "We don't guarantee media, we just get it!"

NM MARKETING COMMUNICATIONS

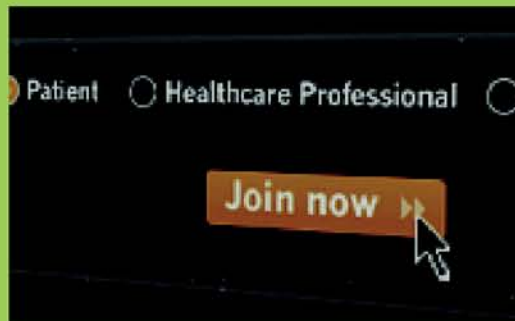
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info@nmmarketingbiz.com

Norwin A. Merens, Managing Director

Celebrating 10 years of fresh marketing solutions innovation, NM Marketing Comms., Inc. (NMMC) continues to solve the unique business challenges of the small, mid-size and large B2B firms in the greater Chicago metro area and throughout the U.S. From sports marketing and manufacturing to transportation and telecommunication, it provides sound integrated marketing strategies for businesses of every size in virtually every industry.

NMMC specializes in a full range of customized service, including Public Relations, Graphic Design, Web Site Development & SEO, Advertising, Trade Shows & Events, Direct Marketing/Direct Mail, Video Production Services, Celebrity Sports

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NM Marketing Group

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Speakers.

The firm will tailor your existing marketing program or create a fully integrated approach that capitalizes on multiple techniques for maximum effectiveness. NMMC gets to know your market, assesses your business needs, evaluates available resources, selects appropriate strategies and tactics well before implementing your customized program. In the end, it helps evaluate your winning results.

Managing director Norwin A. Merens brings more than 30 years of hands-on professional experience in the areas of integrated marketing communications, public relations and strategic business development. He applies his experience in planning, evaluating and upgrading relationship-marketing programs to every type of business-to-business client, technology-based organizations and associations/nonprofits.

His company's affordable approach to doing business is the result of its wide-ranging network of professionals with expertise in each area of strategic and tactical marketing. In this way, NMMC offers premium performance that's friendly to every B2B budget.

NMMC also makes current business tactics and information available 24/7 online through its insightful bimonthly e-Reports. To learn more about NMMC, visit www.nmmarketingbiz.com

PEPPERCOM

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Steven Cody & Edward Moed,
Managing Partners

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for fitness, gaming and entertainment companies as well as

helping corporations leverage and maximize their sports sponsorships through Peppercommotions, the firm's special events and sponsorships division.

In addition to PR, Peppercom's services include a positioning program designed to differentiate a client from its competitive set, a crisis management program called CrisisRx, digital initiatives via PepperDigital, "green" initiatives through GreenPepper, thought leadership programs and platforms, crisis management, "win-win" partnerships, special events through our Peppercommotions division, and Pain-Based Selling, to identify the gap between perception and reality of what clients are thinking. Peppercom also conducts executive workshops, such as presentation workshops, for major corporations.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. Clients past and present include Panasonic, Teenage Mutant Ninja Turtles, Major League Baseball, Slipstream (professional cycling), Nautilus, 4 Kids Entertainment, HandsOn Mobile, Netflix and Spout.

ROGERS & COWAN

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Tom Tardio, CEO
Heather Krug, EVP

Rogers & Cowan has extensive expertise in the sports and entertainment industries providing publicity and marketing campaigns, special event support, sponsorship activation, celebrity/influential seeding, promotional tie-ins and product placement and social media strategies for a growing arsenal of clients.

Whether it's through targeted blogger outreach, social network marketing or online video, our

team embraces the opportunities presented by the new and evolving media landscape. We embrace the power of social media to build brands, drive attendance and viewership for sports and entertainment programming or live events, as well as generate increased awareness for products, brands and services.

The agency offers a wealth of experience working with celebrities, athletes, cable and network TV, film production and distribution, record labels, video game producers and developers, digital entertainment technologies, sports leagues and one-time or multi-market events.

Recent clients/projects have included GRAMMYS, Latin GRAMMYS, Yo Gabba Gabba Live, Animal Planet, Discovery Channel, NBC, Lifetime Networks, American Life Network, NASCAR Digital Entertainment, National Hockey League, Major League Baseball, ShoWest, IMAX, 20th Century Fox, Lionsgate, Summit Entertainment, Imagine Entertainment, Zurich Film Festival, Doha Tribeca International Film Festival, Fidelity FutureStage, L.A. Philharmonic, Gibson Guitar, Baldwin Piano, Activision and Warner Bros. Interactive Entertainment.

RUDER FINN

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Lisa Novak, U.S. Consumer Practice Leader, Ruder Finn West
Gil Pagovich, RF/PTA Entertainment, New York

Ruder Finn's Consumer Marketing Practice, working in conjunction with the Agency's Planned Television Arts group, aims to connect clients from all industries with authentic spokespeople and manages experiential marketing events to reach consumers where they live, work and play.

The celebrity services team

has access to more than 10,000 sports, film, TV, music, theater and chef authors, experts and A-listers who have personal ties to a variety of issues and are carefully trained by the RF team to deliver corporate messaging. Recent spokespeople include "The Hills" actress Lauren Conrad for Sony's VAIO laptop cover competition, Dr. Drew Pinsky With PriCara® and the National Association of School Nurses, Dr. Rovenia Brock for the "Go for the BP Goal" campaign for Novartis, and YouTube celebrity Kevin Nalts to promote Logitech's in-home security system.

On the client campaign side, RF recently planned a consumer and advertising campaign with Lance Armstrong and LIVESTRONG.COM in conjunction with the 2009 Tour de France, promoted the healthy, active lifestyle of AVP Pro Beach Volleyball players featuring the two-time Olympic Gold Medalist dynamic duo Misty May-Treanor and Kerri Walsh, oversaw TiVo's Staycation program with HGTV star Erinn Valencich and tapped TiVo celebrity ambassadors during the Fall Premiere season, asking Bill and Giuliana Rancic, Omar Epps, Jamie Kennedy and many more to talk about their favorite shows on TiVo.com. The team also conducts nationwide publicity for online sports ticketer StubHub and has supported numerous sports marketing executions for the AVP and LiveStrong.com.

TAYLOR

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Tony Signore, CEO & Managing Partner

Taylor, named 2009 Strategic Agency of the Year by *The Holmes Group*, partners exclusively with category leading con-

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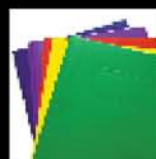
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Taylor

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sumer brands that utilize lifestyle, sports, and entertainment platforms to achieve business building goals. Founded in 1984, Taylor has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte, and London.

The agency provides a full array of marketing communications services including proprietary research and consumer insight; program planning and development; strategic media relations; digital and emerging media; measurement and evaluation; event production; spokesperson procurement and training; and Hispanic \multicultural marketing communications.

Over the past 25 years, Taylor has created and implemented more than 1,000 strategic marketing communications programs world-wide, at sporting events such as the FIFA World Cup, the Olympic Games, Super Bowl, World Series, MLB, NBA and NHL All-Star Games, and the Daytona 500.

The agency has also successfully aligned its client partners' business goals with the most recognizable properties in the entertainment industry, such as the Academy Awards, Grammy Awards, Sundance Film Festival, and MTV Music Video Awards.

Taylor's portfolio of client partners includes Diageo, MasterCard, P&G, Gillette, Allstate, BRP, Kimberly-Clark, Coca-Cola, GlaxoSmithKline, Staples, and ING.

WEBER SHANDWICK

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Gail Heimann, Vice Chair
Marc Abel, Executive VP
Steve Johnson, Senior VP
Pete Campisi, Senior VP/Mgmt. Supervisor

Weber Shandwick's Sports and Entertainment Marketing practice designs and implements consumer marketing campaigns that build connections between brands and consumers through entertainment, sports and lifestyle influences, and advocates.

The firm creates integrated sports marketing public relations campaigns for companies including FedEx, ExxonMobil, GM, U.S. Army, Kraft, Campbell Soup Co., Polaris, Degree, Mars, got milk?, Sharpie and Crowne Plaza. These campaigns have resulted in enhanced brand image, increased product/service awareness, extended audience and market positioning, and heightened consumer recognition and use.

Our experience extends to all of the major worldwide sports leagues and properties including FIFA World Cup, Olympic Games, MLB, NFL, NBA, NCAA, NHL, USTA, Formula One, NASCAR, IRL, NHRA, Action Sports, PGA, LPGA, USGA and various PGA Tournaments.

Recent highlights include amplifying FedEx's high-profile NFL sponsorship through the integrated Air and Ground Player of the Year program; the successful execution of the FedEx "Race To Prepare" initiative to promote disaster preparedness and relief with NASCAR's Joe Gibbs Racing team; the communications and community outreach coordination for the 2009 U.S. Army All-American Bowl — the Army's single largest outreach event; and the communications strategy development and execution of the Army Racing education programs along both the NHRA and NASCAR tours.

The agency also has a legacy in developing campaigns for many successful Olympic host city bids such as Beijing, Turin and Sydney. ■

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Video: Part II of dha13
interview as O'Dwyer addresses criticism of his initial interview
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Video: Part I of dha13
Interview with Jack O'Dwyer at '09 PRSA Conference in San Diego
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Medical School Seeks Palliative PR Pitches
Univ. of Colorado's medical school plans a palliative care strategic comm. campaign but sees only one firm that can do it.
Fri., Nov. 20

B-M's Perino Among Obama's BBG Nominees
Ex-Bush press secretary is among Obama administration nominees for the Broadcasting Board of Governors.
Fri., Nov. 20

WSJ's Murray: Journalism Becomes Marketing
Social media transforms journalism into a game of marketing, said Alan Murray, deputy managing editor of the Wall Street Journal, during the a panel discussion to launch the new Dow Jones media relations product.
Fri., Nov. 20

Tiny Guam Makes PR Splash
Travel writer Carla Rupp was the only American in a group of more than 100 journalists who recently enjoyed a 'Tam trip' to Guam. Here is her report.

Commentary
Social Media: Twitter Tail Wagging Corporate Dog
By Paul Oestreicher
Sure, technology can help drive cultural change. Think of the tools of war over the centuries or what the automobile has meant to society. But the culture of a company?
Tue., Nov. 17

Public Affairs: Press Leaks Muddle Afghan Decision
By Wes Pedersen
Generals have muddied up the president's view of the war by leaking their conflicting views to the public. It's time to turn out the lights in Afghanistan.
Mon., Nov. 16

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O'DWYER'S RANKINGS

TOP ENTERTAINMENT PR FIRMS

Firm		Net Fees '08	Firm		Net Fees '08
1. Ruder Finn	New York	6,200,000	26. Linhart PR	Denver	289,654
2. APCO Worldwide	Wash., D.C.	5,620,000	27. rbb Public Relations	Coral Gables, FL	238,315
3. Taylor	New York	4,600,000	28. Vollmer PR	Houston	237,329
4. Bender/Helper Impact	Los Angeles	4,409,504	29. Kwittken & Co.	New York	228,133
5. Edelman	New York	4,292,876	30. VPE PR	S. Pasadena	227,901
6. DKC	New York	2,240,000	31. Levick Strategic Comms.	Wash., D.C.	215,846
7. Shift Comms.	Brighton, MA	2,202,064	32. PainePR	Los Angeles	211,290
8. 5W Public Relations	New York	2,100,000	33. M/C/C	Dallas	200,000
9. Coyne PR	Parsippany, NJ	1,981,000	34. The Rogers Group	Los Angeles	186,860
10. Hunter Public Relations	New York	1,704,235	35. Cashman + Katz	Glastonbury, CT	186,000
11. Peppercom	New York	1,455,744	36. Casey Comms.	St. Louis	166,668
12. Kaplow Comms.	New York	912,500	37. Eisen Marketing Group	Cincinnati	150,000
13. CRT/tanaka	Richmond	910,000	38. Qorvis Comms.	Wash., D.C.	144,476
14. Morris + King Co.	New York	904,744	39. CooperKatz & Co.	New York	137,173
15. French/West/Vaughan	Raleigh	671,527	40. Blaze PR	Los Angeles	130,000
16. Widmeyer Comms.	Wash., D.C.	624,000	41. Edge Communications	Encino, CA	128,131
17. JS2	Los Angeles	610,106	42. TransMedia Comms.	Boca Raton, FL	112,000
18. Zeno Group	New York	520,548	43. Trelvelino/Keller	Atlanta	100,000
19. Public Comms.	Chicago	461,181	44. Pierson Grant PR	Ft. Lauderdale	100,000
20. Gregory FCA	Ardmore, PA	400,000	45. Dukas PR	New York	96,000
21. Landis Comms.	San Francisco	373,750	46. PRx	San Jose, CA	85,841
22. Catalyst PR	New York	359,999	47. Katcher, Vaughn & Bailey	Nashville	79,552
23. Seigenthaler PR	Nashville	320,233	48. Travers, Collins & Co.	Buffalo	78,202
24. McNeely Pigott & Fox	Nashville	311,319	49. IW Group	W. Hollywood	72,000
25. Padilla Speer Beardsley	Minneapolis	297,720	50. Roman/Peshoff	Holland, OH	56,655

TOP SPORTS PR FIRMS

Firm		Net Fees '08	Firm		Net Fees '08
1. Taylor	New York	11,750,000	13. Richmond PR	Seattle	343,730
2. DKC	New York	4,480,000	14. rbb Public Relations	Miami	327,052
3. APCO Worldwide	Wash., D.C.	3,934,000	15. Rosica Strategic PR	Paramus, NJ	235,200
4. Catalyst PR	New York	3,460,907	16. PainePR	Los Angeles	228,622
5. Edelman	New York	3,076,345	17. Qorvis Comms.	Wash., D.C.	150,861
6. French West Vaughan	Raleigh	1,845,503	18. Cashman + Katz	Glastonbury, CT	150,000
7. Peppercom	New York	1,267,756	19. Standing Partnership	St. Louis	119,203
8. 5W Public Relations	New York	600,000	20. Levick Strategic Comms.	Wash., D.C.	87,275
9. Coyne PR	Paramus, NJ	583,000	21. Kohnstamm Comms.	St. Paul	85,000
10. Allison & Partners	San Francisco	510,000	22. Rasky Baerlein	Boston	81,240
11. CooperKatz & Co.	New York	386,079	23. Vandiver Group	Wash., D.C.	72,400
12. Hope-Beckham	Atlanta	381,739	24. McNeely Pigott & Fox	Nashville	61,877