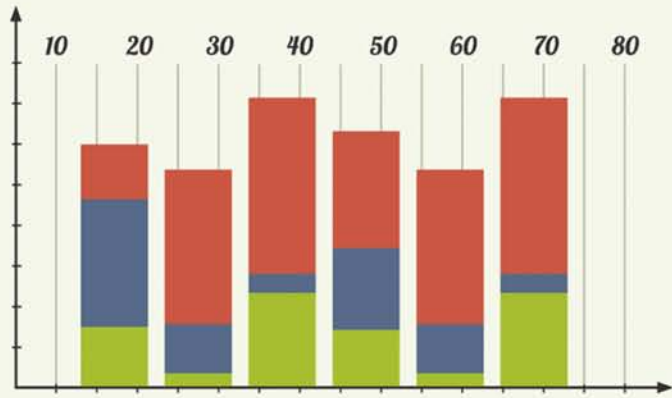
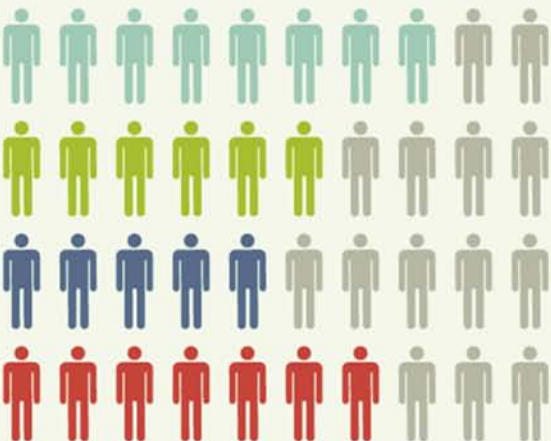
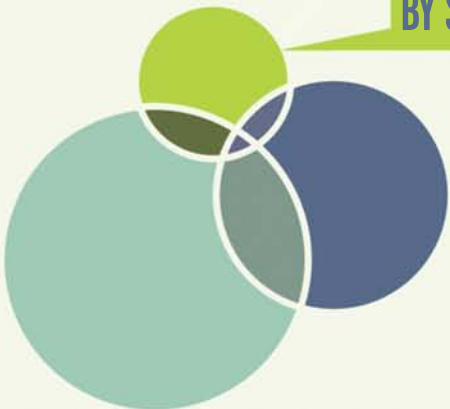


## ANNUAL PR RANKINGS ISSUE

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A handwritten signature in black ink, appearing to read 'Peter'.

Peter Finn

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- January: *Crisis Comms. / Buyer's Guide*
- February: *Environmental & P.A.*
- March: *Food & Beverage*
- April: *Broadcast & Social Media*
- May: *PR Firm Rankings*
- June: *Global & Multicultural*
- July: *Travel & Tourism*
- August: *Financial/I.R.*
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## Where are the celebrities of PR?

Recent “career forums” were staged by PR Society chapters in Atlanta and New York, with the aim of attracting the “best and the brightest” of soon-to-be PR school graduates.

Students who covered the PRSA career forums for *O’Dwyer’s* said they were disappointed in these forums. The February 22 Georgia chapter forum drew more than 200, but our reporters said practical advice and actual job and internship openings were in short supply. The April 2 forum at New York University drew about 100 students, when more than 300 were predicted. Students covering for us said there were about 50 attendees during the morning, and this grew during the day.

Where are the celebrities of PR who can serve as role models for these prospective students and make PR an attractive career? There are very few such models now, when there used to be scores of them.

Except for Mike Paul and Fraser Seitel, both of whom have logged hundreds of stints on TV and radio shows in the past few years, and Richard Edelman, who accepted the Paladin Award of the Society Foundation in April, there are virtually no “celebs” in PR these days. PR trade groups are dominated by corporate administrators and academics who rarely make an appearance.

Where are the Tom Cruises, Gwyneth Paltrows and Kim Kardashians of the PR world today?

Public Relations in the ’60s, ’70s and part of the ’80s had quite a few notable personalities who brought “good ink” to the industry. The “queen” was Denny Griswold, who reigned for more than 40 years until she was shut away in a nursing home in 1995 by her relatives. Griswold, Editor of *PR News*, was “a piece of work,” as Ford CEO Lee Iacocca said at one of the many PRN banquets she held for corporate PR people who had achieved VP status.

She was a powerful personality and extremely sociable, known for her annual awards banquets at the Pierre Hotel where scores of corporate PR executives were honored. More than 1,200 in black ties once attended a banquet 40th anniversary party at the Waldorf-Astoria for *PR News*. Dinner parties for PR execs were regularly held at her townhouse on East 80th Street. Special friends were invited for a weekend at her country home in Weston, Connecticut.

Dozens of PR firm and corporate PR executives were once highly visible in the PR community, either hosting events or building personal relationships with reporters via lunches and home visits. Other engaging personalities have included Herb Rowland of The Rowland Co.; Paul Alvarez and Dave Drobis of Ketchum; Mitch Kozikowski of Creamer Dickson Basford; David Finn of Ruder Finn; Ed Stanton of Manning, Selvage & Lee; Phil Fried of Monsanto; Ned Gerrity of ITT who annually hosted more than 100 writers and their families at the ITT grounds in Nutley, N.J., and who staged the Brussels Boy’s Club dinner each spring at the St. Regis; Walter Carty of Hill & Knowlton, who was President of the New York chapter of the PR Society; Bob Wood of Carl Byoir & Associates, who often hosted reporters at lunch and his golf club, and many others.

PR professionals used to be visible. The PR Society offices at 845 Third Avenue was a Midtown mecca for reporters. A freeze set in at Society headquarters in 1980 when Patrick Jackson of Epping, N.H., correctly stated that New York’s dominance of the Society was at an end. His approach to reporters was “duck ‘em, screw ‘em” and “go direct.”

The Society in 2007, after a search for a candidate who would be a “charismatic leader,” someone with a “vision” for PR, and an “accomplished public speaker,” instead picked William Murray of the Motion Picture Association, who has yet to address a single group in New York that we know of. Murray, who carries the title of President and who had a pay package of \$382,013 in 2011, should be one of the most visible people in PR.

The “fun” part of PR, for many of its practitioners, is being with and entertaining reporters. Don Baer, CEO of Burson-Marsteller, told the 60th anniversary party of the firm April 23 that working with reporters “is part of the joy of what we do.” ●

— Jack O’Dwyer



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# Edelman: not everyone deserves PR counsel

According to Richard Edelman, “no prospect — whatever the fee — was more important than integrity to my father.” Edelman on April 24 accepted the PRSA Foundation’s Paladin Award on behalf of his father Dan Edelman, at a New York event intended to commemorate the elder Edelman’s legacy. Dan Edelman died January 17 at age 92.

By Jack O’Dwyer

“PR is not like the law,” said Richard in quoting his father. “Not everyone deserves representation.”

Daniel Edelman “became the voice for ethical practice in our industry,” Richard told an audience of 185 at the Bryant Park Grill, New York.

He ticked off the main principles of his father:

“Hire the best talent, and retain them by giving them the chance to be entrepreneurial.”

“Every account is a team effort, and everyone, regardless of title, should do client work. Everyone’s an account executive.”

“It’s great to be the biggest firm, but we must always strive to be the best.”

“Remain independent so you serve no one’s interests but those of your clients, and never take on debt.”

“Expand in new markets by reinvesting all of your earnings each year. Not a year after Tiananmen Square, he had the guts to open an office in China. In six decades, he opened Edelman’s offices in 65 cities outside the U.S.”

## Edelman’s early life traced

Richard traced the early life of his father, who was one of four children of a family of first-generation Americans. His father was a bankruptcy lawyer and his mother, a concert pianist.

After earning membership in Phi Beta Kappa at Columbia College, Edelman went to the Columbia School of Journalism.

During World War II, he analyzed Nazi propaganda for the U.S. Army, recommending ways to respond to it via leaflets and radio.

After a stint in journalism at CBS

Radio, he took a PR position at Musicraft Records promoting Mel Torme, Ella Fitzgerald and other artists.

Assigned to Chicago by a New York PR firm, he joined one of the clients, the Toni Co., as PR director, creating the first ever media tour by sending six sets of identical twins to print, radio and TV media throughout the U.S. Edelman PR was founded in 1952.

advertising, which spoke only to consumers. PR establishes a connection to all of the stakeholders and is a matter of great importance to the CEO, he would say.

“He was unabashedly proud of our profession. As you saw in the opening video, he was quick to correct anyone who referred to him as an ad guy. Dan was a PR guy and proud of it. He believed that at its very best, PR could help move business and society forward. And in the final decade of his life, the world caught up with Dan’s idea.

“In today’s world, business must engage in an evolved form of PR — what Dan believed business could and should do. Deliver for both shareholders and society alike. We see many companies [clients] practicing this today — from Walmart taking on societal issues such as sustainability, hunger and nutrition . . . YUM addressing the issue of high school graduation rates . . . GE creating partnerships around returning Iraq veterans . . . Starbucks engaging employees and consumers through initiatives such as My Starbucks Idea and Create Jobs USA.

“Dan Edelman lived to see the 60th anniversary of the firm he founded. But more than that, he lived to see PR fulfill the promise he knew it would.”

Founding sponsors of the Paladin Award Dinner are the faculty and students of Syracuse University’s Newhouse Executive Master’s Degree Program in Communications Management.

The University says that since 1995 it has offered “Our unique limited residency/distance learning format” that provides “an interdisciplinary curriculum of best practices in PR, business and leadership for mid-career professionals from around the world — the next generation of champions.” ●



Top: Richard Edelman speaks to the PRSA Foundation in April, during an event that commemorated the life and career of his father, Dan Edelman, founder of the Edelman agency. Bottom: Edelman with Jack O’Dwyer (right) and John O’Dwyer.

Photos by Bruce Wodder.

## Edelman had “deep belief” in PR

“My father had a deep belief in the potential of PR,” said Richard. “He believed that PR occupied a superior place in the marketing mix, above



# Burson: PR's role in creating content unparalleled

Content is one of life's necessities, and PR "plays a critical role in setting the content standard," Burson-Marsteller Founder Harold Burson said during the firm's 60th anniversary celebration in April.

By Jack O'Dwyer



Harold Burson speaks at an April event celebrating his firm's 60th anniversary.

Photo by Jack O'Dwyer

The event, attended by nearly 200 including many top B-M executives from throughout the world, was held at the Christian Scientists' Church at Park and 63rd St., which is available for private functions during the week.

Burson recalled the founding of the firm in 1953 in an office on 42nd St. with adman Bill Marsteller and two other employees, one of them being Elias Buchwald, who was present at the celebration.

"Buck was one of long line of Burson persons who made the firm what it is today," said Burson. "I was the good cop and Buck was the enforcer."

B-M from the start was "dedicated to the relentless pursuit of excellence and commitment to clients," said Burson. Another goal was growth since he and Marsteller saw that as the hallmark of a successful business.

"Looking to the future, I am bullish on public relations," he said. "Increasingly,

it is the driver of our economy and the driver of our personal lives. What the digital world refers to as 'content' now ranks with food and fresh air as one of life's necessities. We in public relations play a critical role in setting the 'content' standard and monitoring and directing it toward the positive in the service of human kind."

## Baer: B-M continues Burson's values

Don Baer, Worldwide Chairman and CEO, said B-M not only carries the name of Burson "but embodies his very legacy."

"Harold is my role model, mentor and friend," said Baer, noting that the firm retains his commitment to providing the highest quality services.

Baer at the start of his remarks thanked "our friends in the media" who were at the event, saying that "working with you is part of the joy of what we do" and that

B-M "appreciates" the support of the media.

Christopher Komisarjevsky, retired CEO of B-M, was also recognized by Baer for his contributions to the firm.

Added Burson: "I suspect the next event of this kind will be our seventy-fifth anniversary. It will interest you to know that I have put in my request for an invitation." ♦

## PR News Briefs

### HOUSE TO PROBE NIH PR SPENDING

Two House committees have kicked off an investigation into PR spending at the National Cancer Institute after an editorial in the respected journal Nature questioned spending in the NCI's office of communications.

In a letter to National Institutes of Health Director Fred Collins, members of the House Energy and Commerce Committee and Appropriations Committee said they will examine spending by the offices of communications or PR at the NIH's 27 Institutes and Centers to "help us understand" the amount of funds spent on PR.

The Nature editorial noted the NCI spent about \$45 million in fiscal year 2012 on its office of communications and education, or OCE, which is double what the FDA spent on PR, including its numerous drug and food safety announcements.

The congressmen want a list of PR and communications contracts, annual PR office budgets and expenditures from 2010 through projected 2013 budgets. "The OCE spending concern comes at a time of cuts to research from budgetary sequestration and when the NCI success rate for grant applications is at an all-time low of 14%," said the letter, signed by six congressmen.

The committees want a reply from Collins by April 25.



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# PR units gain in Q1, but Europe hurts congloms

**PR operations of multinational marketing conglomerates showed mostly solid gains in the first quarter of 2013, but European operations are a drag on revenue as economic woes started during the financial crisis continue to fester.**

By Greg Hazley and Kevin McCauley

Interpublic in April reported a \$58.5 million Q1 loss, up from \$45.7 million a year ago, and a 2.4% rise in revenues to \$1.5 billion.

Revenues in its McCann-led advertising agency network, which generated 82 percent of overall \$1 revenues, dipped 0.2%.

CEO Michael Roth expects to hit overall 2013 financial goals due to “significant assignments coming on stream in the coming months and our proven ability to closely manage costs.”

IPG’s constituency management group, which includes Weber Shandwick, GolinHarris, DeVries, Cassidy, Jack Morton, Octagon and FutureBrand, sparkled during the quarter as revenues advanced 14.8% to \$302 million.

WS CEO Andy Polansky said his unit was up 5.3%, pacing the four percent growth of overall PR revenues.

He said WS had strong growth at its New York digital and social media hub, as well as its offices in Texas, St. Louis, Canada, Brazil and Asia.

IPG ended Q1 with \$1.7 billion in cash/cash equivalents and \$2.2 billion in total debt.

Interpublic’s top three executives took a compensation cut in 2012 as net income tumbled, largely due to declines in non-equity incentive plan compensation according to IPG’s proxy statement released April 12. CEO Roth saw total comp tumble 25.4% to \$9.7 million as his incentive payout dropped 61.1% to \$2.1 million. CFO Frank Mergenthaler suffered a 15.6% slide in overall comp to \$3.8 million as incentive pay was halved to \$11 million. Chief Strategy and Talent Officer Philippe Krakowsky’s comp fell 8.3% to \$3.3 million, while incentives slipped 50% to \$833,000. He did receive a healthy boost in non-qualified deferred comp to \$335,525 from \$153,231.

## **Omnicom posts Q1 PR, overall gains**

Omnicom first quarter 2013 PR revenues rose 3.7% to \$318.4 million as the marketing communications conglomerate saw overall revenues rise 2.8% to nearly \$3.4 billion for the period over 2012. Net income inched up 0.2% to \$205.1 billion.

Organically, OMC’s PR units — including Ketchum, Porter Novelli, Fleishman-Hillard and Clark & Weinstock, among others — posted a 1.9% increase for Q1, ahead of its customer relationship management (Siegel + Gale, Interbrand) operation, which fell 0.6% on revenue of \$1.2 billion, and specialty communications (Adelphi, CDM Group), up 1% organically to \$256 million.

Advertising, however, set the pace with 5.7% growth (6.1% organic) and revenue of nearly \$1.7 billion for the period.

The U.S. saw organic growth of 4.1% to \$1.8 billion while operations outside of Europe and the U.K. jumped 5.2% to \$7754 million. Euro currency markets declined 3.7% to \$529.1 million and the U.K. ticked up 2.3% to \$303.2 million.

OMC claims total debt rose to nearly \$4.5 billion from \$3.2 billion in 2012, while cash and short-term investments also increased to \$2.1 billion, from \$1.5 billion for the year earlier period.

OMC shelled out \$20 million in Q1 for acquisition costs, including \$13.5 million for earn-outs on deals completed after 2008.

## **WPP revenues rise, PR slips**

WPP in April a 4% rise in Q1 revenues to \$3.9 billion as its business advanced against all sectors, except the PA, PR group.

The Hill+Knowlton Strategies, Burson-Marsteller, Cohn & Wolfe, Ogilvy PR and RLM Finsbury-dominated group slipped 1.4% to \$354 million.

The North American, Western Continental Europe and Asia-Pacific PA/PR growth was “difficult,” according to WPP’s report. The U.K. and Latin American markets were “stronger.”

CEO Martin Sorrell says Q1 operating profit was “ahead of budget and well ahead of last year.” He’s looking for a more robust second-half.

WPP’s focus in development of its interactive and digital analytics capacity, as well as maintaining flexible staff costs at about 7% of revenue, positions the ad/PR combine “well should current market conditions change for the worse.”

Sorrell remains confident that 2014 will

be a stronger year due to the World Cup (Brazil), Winter Olympics (Sochi, Russia) and U.S. Congressional elections.

## **Europe slams Publicis**

Publicis Groupe reported a 6.5% decline in organic growth in Europe during the first-quarter as “2013 is turning out to be a difficult and contrasted vintage, with on the one hand the U.S. consolidating their growth and on the other Europe suffering,” according to CEO Maurice Levy.

The North America market, which generates 50% of overall revenues, was up 4.4%, while the emerging nations group advanced 5.5%.

France and Europe’s southern tier “continue to be main risk areas” for Publicis, which is parent company of MSLGroup and Kekst and Co.

Levy told investors the firm “saw double-digital declines everywhere south of Belgium.”

Overall, Publicis recorded a 1.3% rise in organic growth. Reported revenue was up 7.6% to \$2.1 billion.

Despite the European blues, Levy expects Publicis to achieve its organic growth target of 3.2% to 3.6% for the full-year.

## **Huntsworth hampered by Europe**

London-based PR group Huntsworth reported 2012 revenues on April 25 of £173 million, a like-for-like decline of 0.3%.

Citigate saw a “difficult year” in 2012. Revenues fell by 10.5% partly from fewer transactions in London. The firm is optimistic about 2013 and has won several large IPO PR clients, including ensure, the largest of the year so far.

Healthcare PR operation Huntsworth Health saw revenues climb 6.8% on strong digital gains, while consumer operation Red also rose, 11%.

Grayling fell 3.1%, although profits rose through cost control and “tight management.” The firm has a new CEO, Pete Pedersen, and is working on a “clear focus” for the global firm. Shares of Huntsworth spiked 22% after its earnings report as the company announced China PR network BlueFocus Communications plans to take a nearly 20% stake in Huntsworth worth \$56.3 million that will see both conglomerates work together on global business.

Huntsworth has been hampered for growth with its focus on Europe, where economies have struggled since the financial crisis. Its CFO resigned early last year among a \$4.5 million restructuring. ●

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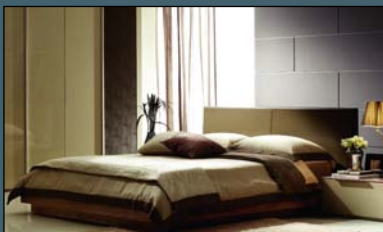
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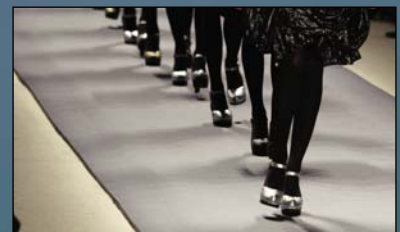
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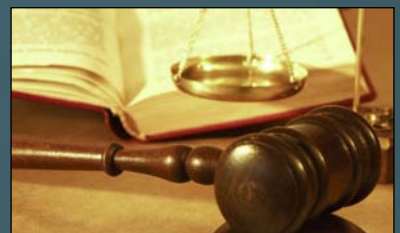
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O'Dwyer's

RANKINGS OF

SPECIALTY

PRACTICE

PR FIRMS

BASED ON 2012 FEE INCOME

# Many tech PR practices post double digit gains

Many of the more than 70 tech practices taking part in the O'Dwyer rankings released in April posted double-digit gains in 2012 led by Edelman, whose tech practice grew 71% to \$217,856,287, comprising 33.2% of the firm's total revenues.

By Jack O'Dwyer

**R**ichard Edelman, President and CEO of Edelman, has said that the “biggest increases” at the firm, whose overall revenues grew 12.4% to \$655 million, were in digital. The majority of the firm's clients are now incorporating digital in the assignments to the firm, he said.

## Allison had 50% rise

Allison+Partners, San Francisco, posted a 50% rise in tech fees to \$9,500,000. Jonathan Heit, President and Senior Partner, said the Samsung account doubled as Consumer IT and Digital Imaging were added to the Enterprise Business Division. Venture-backed companies in the San Francisco Bay area as well as the rest of the country are driving innovation and using PR to help this, he said.

“Allison has beefed up its capabilities by adding new and interesting mobile applications, hardware and web services that reach consumer as well as investor audiences,” Heit added.

Heit said the firm has a “unique positioning as a mid-size shop with offices in ten domestic markets” and works with start-ups as well as multinationals.

## Atomic, LaunchSquad, Merritt grew

Other big tech gainers included Atomic, San Francisco, up 13% to \$17 million; Finn Partners, New York, growing 17.8% to \$10.2 million; Merritt Group, Reston, VA, up 28% to \$9.2 million; LaunchSquad, San Francisco, up 26% to \$8.5 million; Matter Communications, Boston, ahead 21.7% to \$7 million; W2O Group, San Francisco, up 169% in its tech practice to \$5.3 million; Coyne PR, Parsippany, NJ, up 40% to \$4.7 million; Zeno Group, New York, growing 319% to \$4.7 million, and Trevelino/Keller, Atlanta, growing 34% to \$1,550,000.

Jason Mandell, Co-Founder and Partner of LaunchSquad, said the firm expanded into more consumer, lifestyle and fashion brands with both the New York and Boston offices contributing to the growth.

“Our new creative service areas, especially in content marketing via our Original9 Media sub-brand, brought sig-

nificant additional revenues,” he added.

The home office of San Francisco continued to focus heavily on both enterprise and consumer startups and showed “healthy growth,” he added.

## Finn Partners added major clients

Peter Finn, Founding Partner of Finn Partners, said the growth of the firm's technology practice, its largest specialty, was propelled by account wins such as Rovi Corp., Nominum and IEEE; expansion of existing accounts, and the firm's deep expertise in mobile communications including assignments from Vonage, Ingram Micro Mobility, TomTom and NetZero.

Among firms joining the Tech ranking were FTI Consulting, New York, with \$17.4 million in fees; Max Borges Agency, Miami, \$6.9 million; Connect Marketing, San Francisco, \$6.3 million; Ron Sachs Communications, Tallahassee, \$841,650 in tech fees; Focal Point Communications, Burlingame, Calif., \$637,800; Standing Partnership, St. Louis, \$273,037; Hirons & Co., Indianapolis, \$255,000, and energi PR, Montréal, \$105,434.

## FTI, Max Borges join ranking

The tech practice of the Strategic Communications portion of FTI, a public company with more than 3,900 employees in 24 countries and income of \$1.58 billion, took fifth place in O'Dwyer's tech rankings, with fees of \$17.4 million.



**Rankings of technology PR firms, pg. 14**

FTI Consulting handles investigations, litigation, mergers and acquisitions, regulatory issues, reputation management, strategic communications and restructuring. Total revenues of the practice in 2012 were \$168.5 million, making it the second largest PR operation taking part in the O'Dwyer rankings after Edelman, which had \$655 million in fees.

The Max Borges Agency, with \$6.9 million in fees in 2012 and 36 employees, joined the tech list in the 18th position.

Executives of the firm, which special-

izes in tech, include Max Borges, CEO; Greg Mondshein, VP of Business Development, and Matt Shumate and Mark Olson, VPs in Account Services.

Borges says the firm has spearheaded the launch of numerous brands and campaigns that bring measurable results.

“Our approach is different,” he says, describing it as “aggressive and smart” and one that puts a high premium on the client and agency working closely together.

Clients include Mac and Apple accessories, health/fitness/outdoor tech, and B2B software solutions, among many other areas.

Among the clients are Acase, Archos Entertainment, Cambridge Audio, Digital Storm, FAVI Entertainment, Ferrari by Logic3, Geneva Lab, Griffin Technology, I.R.I.S., ID America, LaunchPort, Marshall Headphones, Memoto, Outdoor Technology, PowerSkin, Pong Research, Radiation Safety & Control Services, SafeSkies, SuperTooth, Valens Semiconductor, and Wicked Audio.

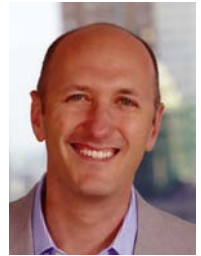
## Connect returns with \$6.3 million

Connect Marketing, San Francisco, returned to the rankings with fees of \$6.3 million and 33 employees.

Neil Myers, President, said the firm continues to offer traditional PR services while adding social media, social networking, social content and social reference. The firm's ConnectStudios provides “meaningful, exciting, fun content including infographics, websites, video and more, he said.

Connect has served more than 400 clients in its 23 years ranging from a few employees to more than 18,000. Offices are in San Francisco, Phoenix and Utah.

Clients include CA Security Council, Security Watch, Location Labs, Nokia Siemens Networks, Siemens Hearing Instruments, Siemens Medical Solutions, Social IQ and Sutter Home. ●



Jonathan Heit,  
President and  
Senior Partner at  
Allison+Partners



Max Borges, CEO  
of Max Borges  
Agency

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# RANKINGS OF PR FIRMS SPECIALIZING IN TECHNOLOGY

Firm		2012 Net Fees	Firm		2012 Net Fees
1. Edelman	New York	\$217,856,287	38. Gregory FCA	Ardmore, PA	1,427,130
2. Waggener Edstrom Worldwide	Bellevue, WA	59,000,000	39. 5W Public Relations	New York	1,400,000
3. Text 100	San Francisco	50,930,028	40. Dye, Van Mol & Lawrence	Nashville	1,265,968
4. APCO Worldwide	Wash., D.C.	32,039,918	41. Hunter PR	New York	1,163,875
5. FTI Consulting	New York	17,471,000	42. Catapult PR-IR	Boulder, CO	1,082,615
6. Atomic	San Francisco	17,000,000	43. K/F Communications	San Francisco	1,067,303
7. Sparkpr	San Francisco	11,280,339	44. M/C/C	Dallas	1,000,000
8. Qorvis Communications	Wash., D.C.	10,500,000	45. Linhart Public Relations	Denver	934,360
9. Finn Partners	New York	10,254,885	46. Ron Sachs Communications	Tallahassee	841,650
10. Allison+Partners	San Francisco	9,500,000	47. Open Channels Group	Ft. Worth	800,000
11. The Hoffman Agency	San Jose	8,650,000	48. Rasky Baerlein Strategic Comms.	Boston	711,363
12. LaunchSquad	San Francisco	8,523,874	49. RF   Binder Partners	New York	646,468
13. Merritt Group	Reston, VA	8,520,283	50. Focal Point Communications	Burlingame, CA	637,800
14. MWW	E. Rutherford, NJ	8,346,000	51. Schneider Associates	Boston	556,166
15. Horn Group	San Francisco	8,000,000	52. French   West   Vaughan	Raleigh	462,226
16. Airfoil PR	Detroit	7,867,069	53. Feintuch Communications	New York	457,209
17. Matter Communications	Boston	7,000,000	54. Kohnstamm Communications	St. Paul	336,372
18. Max Borges Agency	Miami	6,910,793	55. CooperKatz & Co.	New York	324,961
19. Connect Marketing	San Francisco	6,354,475	56. Beehive PR	St. Paul	305,380
20. Ruder Finn	New York	6,299,391	57. Red Sky Public Relations	Boise	288,672
21. Fahlgren Mortine	Columbus	6,046,075	58. Standing Partnership	St. Louis	273,037
22. W2O Group	San Francisco	5,389,000	59. Landis Communications	San Francisco	260,000
23. Zeno Group	New York	5,754,170	60. Hiron & Co.	Indianapolis	255,000
24. Coyne PR	Parsippany, NJ	4,716,000	61. Public Communications Inc.	Chicago	246,426
25. SS PR	Northfield, IL	4,600,000	62. L.C. Williams & Associates	Chicago	206,712
26. Gibbs & Soell	New York	4,145,749	63. VPE Public Relations	S. Pasadena	113,854
27. Borders + Gratehouse	San Francisco	4,093,335	64. energi Pubic Relations	Montreal	105,434
28. Inkhouse Media+Marketing	Waltham, MA	4,071,392	65. McNeely Pigott & Fox	Nashville	99,182
29. Jackson Spalding	Atlanta	3,513,787	66. Rosica Communications	Paramus, NJ	90,125
30. Bateman Group	San Francisco	3,090,395	67. Dukas Public Relations	New York	63,000
31. Makovsky	New York	2,900,000	68. O'Malley Hanson Comms.	Chicago	60,000
32. Kaplow	New York	2,064,000	69. Hope-Beckham	Atlanta	45,365
33. Trylon SMR	New York	1,605,194	70. Furia Rubel Communications	Doylestown, PA	45,000
34. Levick Strategic Comms.	Wash., D.C.	1,564,196	71. Weiss PR Associates	Baltimore	40,000
35. Trelvelino/Keller	Atlanta	1,550,000	72. Bridge Global Strategies	New York	34,220
36. Prosek Partners	New York	1,524,350	73. Maccabee	Minneapolis	24,130
37. CRT/tanaka	Richmond	1,510,000	74. Stuntman PR	New York	20,000

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# Most healthcare PR units grew in 2012

A majority of the 57 firms documenting their 2012 healthcare practice fees in the O'Dwyer rankings showed growth.

By Jack O'Dwyer

**D**ouble-digit gainers included W2O, Dodge, PCI, Rasky Baerlein, Finn Partners, JPCB, Allison, RF|Binder, Zeno and SS|PR. CEOs and heads of healthcare practices cited growth among existing clients as well as the addition of business.

New technologies and the use of social media for monitoring and publicity purposes was also cited. Prevention and treatment of diseases continued to be uppermost in the minds of Americans. Concern over costs was also at a peak as the Affordable Care Act started to kick in. RF|Binder Partners, New York, refers to its "healthcare and wellness" practice and said it had dramatic growth in 2012.

Jim Weiss, Chairman and CEO of W2O Group, which grew 21.3% to \$56.6 million, said "Economic, political and regulatory uncertainties have forced the healthcare industry to connect with stakeholders in new ways."

Said Weiss: "The empowered, engaged and better-informed patient along with the advancement of health technology have continued to be trends in the industry. Social media and digital have continued to play a significant role and our early investment in analytics and digital has placed us in a leading position."

"We guide our clients to identify the online influencers, understand what is the right content to create for optimal engagement and how best to measure results."

## W2O has 200+ healthcare specialists

Weiss said the firm has more than 200 healthcare specialists and over 20 languages spoken amongst its staff ranks has given the firm a competitive edge.

"This analytics and integrated approach and global team of strong client counselors have helped us to continue to leapfrog forward in this evolving and complex healthcare communications landscape," he said.

Weiss said W2O experienced a dramatic increase in visibility with new clients (adding more than a dozen to its roster in 2012) and diversification into new brands and areas (representing upwards of 15 new brands/franchises/units) compared to the previous year.

## Dodge up 52.9% to \$5.5 million

Brad Dodge, President and CEO of Dodge Communications, Alpharetta, Ga., which grew 52.9% in fees to \$5.5 million, said the firm has always focused exclusively on helping technology and services vendors sell their wares to hospitals, health systems, physician practices, payers, consumers and other vendors.



Rankings of healthcare PR firms, pg. 22

"This industry segment has grown consistently over the years because it has lagged behind other industries in its degree of automation," he said. "Now, with ObamaCare's Affordable Care Act and HITECH Act, there is an even greater emphasis on using technology to improve the care delivery and health to the world population. From electronic health records, to population health management systems, to revenue cycle management, hundreds of vendors — from startups to global concerns — are bringing new and innovative technologies to the market."

Dodge noted all of those companies need a partner to help them get noticed. "We have worked with more than 150 of these firms, and currently have more than 40 as active clients," he said, noting DC is a full service, 50-employee firm that includes in-house PR copywriting, design and digital.

## JPC&H grew 27% to \$4.8 million

David Jarrard, Partner at Jarrard Phillips Cate & Hancock, Brentwood, Tenn., specialist in healthcare, said "It's hard to overstate the dramatic transformation underway within the U.S. hospital industry. It's explosive."

Jarrard said the role of hospitals, physicians and other providers of healthcare — a multi-trillion-dollar industry — is being redefined before our eyes. "Our firm is built for this," he said. "We help healthcare leaders who are taking their organizations through times of extraordinary change. It's our specialty."

Jarrard cited the firm's "unusual blend"

of professionals — from healthcare marketing, journalism and government — as reflective of the healthcare PR needs of leaders in this moment. He also said JPC&H benefits from being a boutique firm.

"In moments of crisis or disruption, leaders want communications partners who need no learning curve, who can bring relevant experience and best practices quickly to the table," he said. As an example, he said last year the firm consulted on \$15 billion in announced hospital mergers and acquisitions due, in part, because of its rich history in the specific niche of healthcare M&A.

"After all, what's happening in the industry is by definition well outside the experience of most hospital and physician leaders," he said. "Our experience helps them during this period of disruption."

## Piovano cites 80% win rate in pitches

Dorothy Piovano, CEO of Public Communications Inc., Chicago, said that more than 90% of its new business inquiries come from referrals and that the firm wins more than 80% of pitches made. Healthcare revenues grew 44.5% to \$4.18 million.

Said Piovano: "Our success in 2012 is a testament to the solid reputation we've built over 35 years in healthcare and being able to prove that what we do translates into measurable results."

PCI's reputation brought it the Walgreens ComplexTherapies business, now in its second year, and has led to the expansion of medical/health association accounts, she



Jim Weiss,  
Chairman and CEO  
of W2O Group



Jarrard Phillips  
Cate & Hancock  
Principal  
David Jarrard



Public  
Communications  
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Dorothy Piovano

— Continued on page 20



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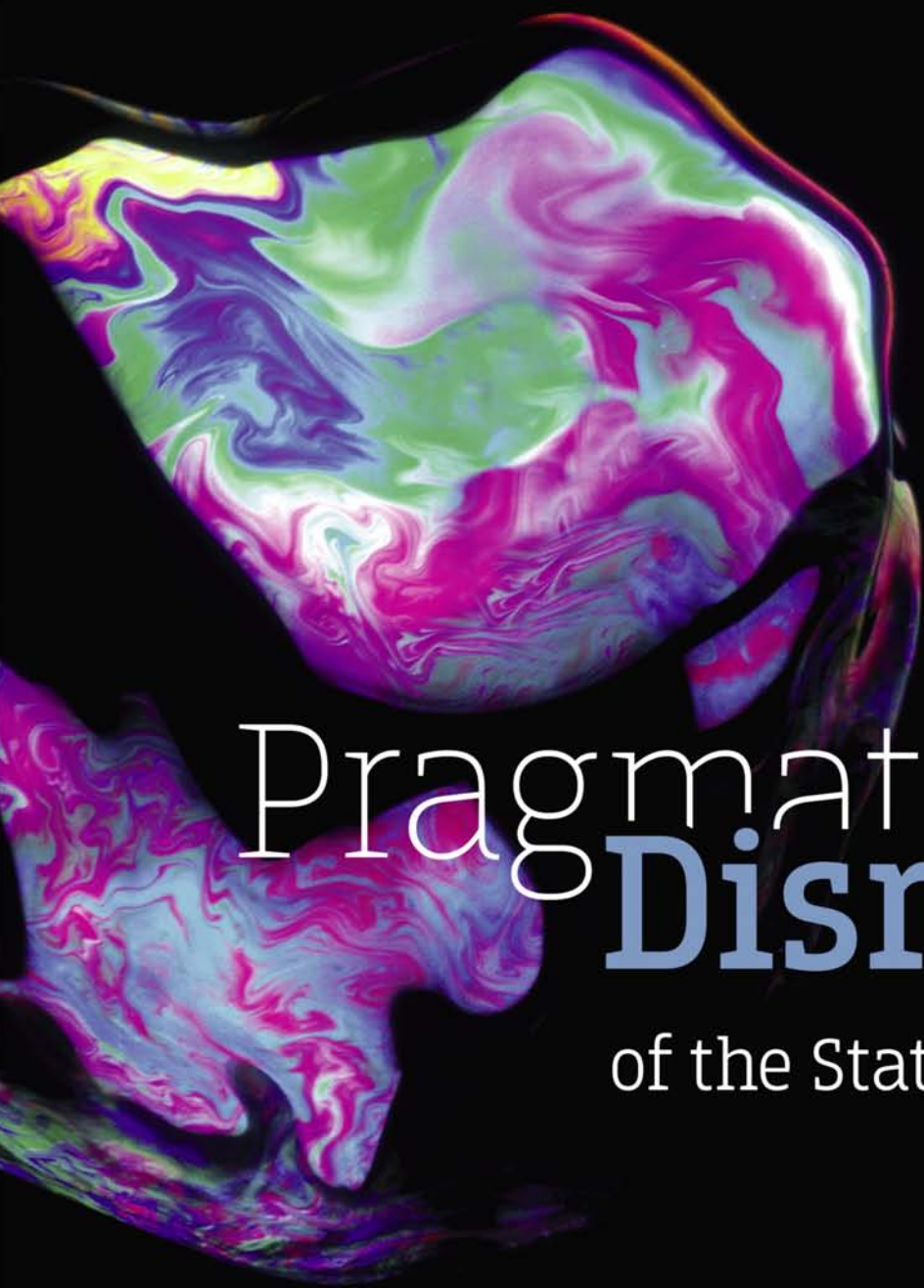


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said. PCI represents 25 professional associations and is often recommended by them when other associations seek PR help.

Layoffs were avoided during the recession on the belief that business would again grow, a belief that was justified, said Pirovano. "We wanted our very smart, experienced staff in place when the economy turned up again. With the right people ready to work, this led to programs being further expanded and a very successful year. The momentum is continuing in 2013."

**Finn grew 50% to \$3.1 million**

Finn Partners, which saw its healthcare practice grow 50.2% to \$3.1 million, said

the firm's focus has been on healthcare services such as hospitals and providers and on helping organizations that need policy guidance and strategy.

Miriam Miller, healthcare head, said fundamental changes are sweeping the healthcare industry and are driving the increase in PR services. The impact on individual companies and organizations is significant, she said. PR firms are needed that understand the new landscape and can help companies successfully navigate it.

"This combination of competencies is our key strength," said Miller. "Finn Partners Health also has a number of biotechnology, medical device and diagnos-

tic companies as clients. The focus here is on a combined public and financial communication offering that is critical among this constituency."

**J&J, others expand at RFIBinder**

Amy Binder, CEO of RF|Binder, said the firm's 35.3% growth to \$2.3 million in healthcare and wellness was driven by the expansion of work with Johnson & Johnson and other accounts. These include Eli Lilly and Co., Ranbaxy Laboratories, and topical healthcare brands, Band-Aid Brand Adhesive Bandages, and Neosporin.

Said Binder: "We have helped to establish many of the world's most recognizable, household brands by providing consumers with the information and resources needed to manage their lives."

Binder said growing consumer and media focus on healthy living spurs the firm to help clients understand the drivers of consumer decision-making, especially that of the so-called "empowered citizen patient."

**Zeno's health revenues soared 61%**

Ame Wadler, Manager Director of Zeno Group Health, said its 61% growth in 2012 came from new client wins and existing clients. Many different types of products are handled, from over-the-counter pharmaceuticals and nutraceuticals to medical and surgical devices and prescription biopharmaceutical products.

"We also work with provider organizations including one of the fastest-growing pharmacy benefit management organizations and professional associations such as the American Academy of Pediatrics," said Wadler.

New projects expanded the work being performed for Bausch + Lomb, AstraZeneca and K2M, she said. New clients included Allergan, American Academy of Pediatrics, Merck, Metagenics and Visalus.

Wadler credited Zeno Health's 360-degree approach to stakeholder engagement, which leverages a "convergence" of social and traditional channels. She added: "We have seen a marked increase in our clients' commitment to the development of branded, owned content." ●



RFIBinder CEO  
Amy Binder



Ame Wadler,  
Managing  
Director of Zeno's  
health group

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# RANKINGS OF PR FIRMS SPECIALIZING IN HEALTHCARE

Firm		2012 Net Fees	Firm		2012 Net Fees
1. Edelman	New York	\$101,477,406	30. Singer Associates	San Francisco	1,202,997
2. W2O Group	San Francisco	52,611,000	31. Dye, Van Mol & Lawrence	Nashville	1,184,823
3. Ruder Finn	New York	24,862,555	32. McNeely, Pigott & Fox	Nashville	1,050,420
4. APCO Worldwide	Wash., D.C.	22,828,295	33. Ron Sachs Communications	Tallahassee	1,030,415
5. Cooney/Waters Group	New York	18,961,000	34. Gregory FCA	Ardmore, PA	1,005,000
6. Waggener Edstrom	Bellevue, WA	9,494,000	35. Standing Partnership	St. Louis	979,562
7. GYMR	Wash., D.C.	6,002,402	36. Rosica Comms.	Paramus, NJ	910,187
8. Dodge Comms.	Alpharetta, GA	5,510,576	37. Bliss Integrated Comm.	New York	800,000
9. Makovsky	New York	5,500,000	38. CooperKatz & Co.	New York	762,409
10. Spectrum	Wash., D.C.	5,330,489	39. Katcher Vaughn & Bailey PR	Nashville	750,000
11. Jarrard Phillips Cate	Brentwood, TN	4,862,846	40. Merritt Group	Reston, VA	700,000
12. Revive PR	Santa Barbara	4,850,000	41. Perry Communications Group	Sacramento	695,531
13. Jones Public Affairs	Wash., D.C.	4,516,759	42. rbb Public Relations	Miami	668,302
14. Crosby Marketing Comms.	Annapolis	4,315,783	43. Jackson Spalding	Atlanta	608,362
15. Public Comms.	Chicago	4,188,841	44. Levick Strategic Comms.	Wash., D.C.	562,467
16. Rasky Baerlein Strategic Comms.	Boston	3,837,913	45. Regan Comms.	Boston	475,000
17. Coyne PR	Parsippany, NJ	3,482,000	46. L.C. Williams & Assocs.	Chicago	428,260
18. Finn Partners	New York	3,312,063	47. Transmedia Group	Boca Raton	399,200
19. Padilla Speer Beardsley	Minneapolis	3,216,668	48. Schneider Assocs.	Boston	396,688
20. Allison+Partners	San Francisco	2,900,000	49. Beehive Public Relations	St. Paul	376,750
21. MCS Healthcare PR	Bedminster, NJ	2,877,962	50. Maccabee	Minneapolis	325,255
22. Hager Sharp	Wash., D.C.	2,820,579	51. Bridge Global Strategies	New York	318,636
23. Zeno Group	New York	2,590,187	52. Marketing Maven PR	Camarillo, CA	317,500
24. SS PR	Northfield, IL	2,500,000	53. Red Sky PR	Boise	193,862
25. RF   Binder Partners	New York	2,301,004	54. Trevelino/Keller	Atlanta	150,000
26. French West Vaughan	Raleigh	2,155,003	55. CJ Public Relations	Farmington, CT	111,640
27. MWW	E. Rutherford, NJ	2,100,000	56. Furia Rubel Comms.	Doyelstown, PA	86,000
28. CRT/tanaka	Richmond	1,807,000	57. Phillips & Co.	Austin	85,745
29. Qorvis Communications	Wash., D.C.	1,800,000	58. Weiss PR Associates	Baltimore	66,000



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# FTI Consulting joins financial rankings in top spot

The financial PR/IR practice of New York Stock Exchange-listed FTI Consulting joined the O'Dwyer rankings this year, taking over the No. 1 spot that had previously traded between Edelman and ICR in recent years.

By Jack O'Dwyer

**F**TI's financial PR/IR practice weighed in at \$76.8 million, making it more than twice as large as ICR, which has \$33.99 million in fees, and Edelman, which boasts \$33.0 million in fees. Total income of FTI was \$1.58 billion in 2012.

FTI, employing more than 700 professionals in 22 countries, positions itself as "protecting enterprise values in complex economic, legal and regulatory environments worldwide." About 300 of the employees are in the U.S. Founded in 1982, its headquarters are in West Palm Beach, Fla.

Its Corporate Finance/Restructuring segment provides restructuring and turnaround, bankruptcy support, interim management, transaction advisory, performance improvement, private equity sponsor, and real estate and financial advisory services.

Ed Reilly is Global CEO of FTI's Strategic Communications practice, based in New York.

## Legal, accounting services provided

FTI's Forensic and Litigation Consulting segment provides forensic accounting and advisory services; civil trial services; global risk and investigations services; dispute advisory services; intellectual property related services; civil trial services, and financial and data enterprise analysis services as well as compliance, economic and receivership services.

FTI's Strategic Communications practice, of which financial PR/IR is a part, provides consulting related to financial and communications, public affairs, creative engagement, and strategy consulting and research.

Clients are in banking and financial, energy, healthcare, media and entertainment, pharmaceutical and life sciences, real estate and construction, automotive, telecommunications and many other areas.

Among clients are Transocean, Exelon, Independent Petroleum Assn., L3 Communications, Alliance Data Systems, Office Max, Novartis, Novo Nordisk,

Pfizer, Bain Capital, Allstate, HSBC, Comcast, Dow Chemical, Tata, Red Bull, SABMiller and Diageo.

## Prosek grew 37.8% in financial PR

Prosek Partners in New York — formerly CJP Communications — was the fastest-growing financial PR/IR practice among O'Dwyer's top ranked 20 firms this year, gaining 37.8% to \$11.2 million. The firm, with 60 employees, boasted total revenues of \$15 million.

The firm is headed by Jennifer Prosek, who told O'Dwyer's about the untapped opportunities the finance industry now offers PR.



Rankings of financial PR firms, pg. 26

"The financial services industry is going through a major transformation, which creates opportunity for communications consultancies. It is also an immature industry when it comes to communications and marketing," she said. "There are whole sub-industries within financial services, like hedge funds and private equity firms, that we consider 'emerging markets for marketing.' For firms that are watching the trends and responding entrepreneurially to them, there is great opportunity."

Prosek is also the author of the book "Army of Entrepreneurs," which paints a detailed picture of how business is acquired inside many PR firms today. According to Prosek, staffers should prospect for new clients wherever they are, including the person next to them on a plane or bus, fellow exercisers at a gym, friends at a barbecue, former classmates and girlfriends, boyfriends, ex-roommates, relatives, etc. Counselors should always fly First Class because that's where business prospects might be, she advises.

Prosek pays 5% of client fees to whomever brings in an account for the life of the account, according to the

book. Employees are also told to constantly look for new services that can be provided to clients. Those also generate finder's fees.

New biz experts are not born but are trained, says Prosek in her book.

## ICR, Edelman, RFBinder grow

ICR, based in Norwalk, Conn., is now second place in the O'Dwyer financial rankings. It posted a gain of 13% in 2012 to \$33.99 million in fees.

"ICR experienced another strong year of top and bottom line growth in 2012 with significant client wins across our industry practice groups," Tom Ryan, CEO of ICR, told O'Dwyer's.

"In terms of services, we saw gains around transactions, crises and activist related communications, and we remained the IPO market share leader, capturing 23% of transactions listed in the U.S. Our highly differentiated model that pairs capital markets veterans with senior communications professionals continues to set us apart from the traditional players and we're pleased that the first quarter of 2013 continued to reflect ongoing momentum."

ICR was followed by Edelman, New York, which showed a 9.3% growth with \$33.03 million in fees.

RF|Binder Partners, New York, eighth on the list, grew 26.5% to \$4.8 million. Dukas Public Relations, New York, No. 11, grew 19.4% to \$3.3 million in revenues. Gregory FCA, Ardmore, Pa., in 12th position, grew 26.5% to \$2.9 million. SS|PR, Northfield, Ill., gained 25% to \$2.9 million. Regan Communications Group, Boston, posted an 18% gain to \$1.2 million. ●



Ed Reilly, Global CEO of FTI Consulting



Jennifer Prosek, CEO of Prosek Partners



ICR CEO Thomas Ryan



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# RANKINGS OF PR FIRMS SPECIALIZING IN FINANCE

Firm		2012 Net Fees	Firm		2012 Net Fees
1. FTI Consulting	New York	\$76,809,000	23. Rasky Baerlein Strategic Comms.	Boston	653,975
2. ICR	Norwalk, CT	33,992,993	24. Ron Sachs Communications	Tallahassee	601,365
3. Edelman	New York	\$33,037,127	25. Jackson Spalding	Atlanta	581,019
4. APCO Worldwide	Wash., D.C.	14,246,272	26. Trevelino/Keller,	Atlanta	450,000
5. Prosek Partners	New York	11,264,787	27. Allison+Partners	San Francisco	400,000
6. Ruder Finn	New York	10,051,987	28. InkHouse Media & Marketing	Waltham, MA	384,120
7. MWW	E. Rutherford	6,050,000	29. French   West   Vaughan	Raleigh	350,019
8. RF   Binder Partners	New York	4,807,753	30. Linhart PR	Denver	293,166
9. Intermarket Communications	New York	4,312,805	31. Zeno Group	New York	282,015
10. Makovsky & Co.	New York	4,000,000	32. Davies	Santa Barbara	240,070
11. Dukas Public Relations	New York	3,323,000	33. McNeely Pigott & Fox	Nashville	226,308
12. Gregory FCA	Ardmore, PA	2,910,445	34. Landis Communications	San Francisco	200,000
13. SS PR	Northfield, IL	2,500,000	35. Maccabee	Minneapolis	148,270
14. Bliss Integrated Communication	New York	2,220,000	36. Feintuch Communications	New York	121,323
15. Levick Strategic Comms.	Wash., D.C.	1,698,748	37. rbb Public Relations	Miami	113,825
16. Qorvis Communications	Wash., D.C.	1,300,000	38. TransMedia Group	Boca Raton	100,000
17. Regan Communications Group	Boston	1,265,500	39. Furia Rubel	Doylestown, PA	86,000
18. Padilla Speer Beardsley	Minneapolis	1,105,927	40. Hirons & Company	Indianapolis	85,000
19. Gibbs & Soell	New York	1,063,288	41. Marketing Maven Public Relations	Camarillo, CA	78,000
20. Finn Partners	New York	1,029,882	42. Weiss PR Associates	Baltimore	66,000
21. CooperKatz & Co.	New York	883,137	43. VPE Public Relations	S. Pasadena	60,210
22. CRT/tanaka	Richmond	686,000	44. Bridge Global Strategies	New York	32,846



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RANKINGS OF PR FIRMS SPECIALIZING IN <b>AGRICULTURE</b>		
1.	Gibbs & Soell	New York \$11,727,319
2.	Edelman	New York 8,591,491
3.	Padilla Speer Beardsley	Minneapolis 4,052,381
4.	Morgan & Myers	Jefferson, WI 3,906,122
5.	Standing Partnership	St. Louis 737,780
6.	Zeno Group	New York 705,722
7.	French   West   Vaughan	Raleigh 309,000
8.	O'Malley Hansen Comms.	Chicago 200,000
9.	Levick Strategic Comms.	Wash., D.C. 161,601

RANKINGS OF PR FIRMS SPECIALIZING IN <b>BEAUTY &amp; FASHION</b>		
1.	Edelman	New York \$12,143,457
2.	Ruder Finn	New York 7,364,777
3.	Kaplow	New York 6,000,000
4.	French   West   Vaughan	Raleigh 3,961,223
5.	5W Public Relations	New York 3,400,000
6.	Coyne PR	Parsippany, NJ 1,481,000
7.	energi PR	Montréal 1,011,639
8.	Finn Partners	New York 801,517
9.	Zeno Group	Chicago 597,800
10.	O'Malley Hansen Comms.	Chicago 590,000
11.	Linhart PR	Denver 553,140
12.	Allison+Partners	San Francisco 500,000
13.	LaunchSquad	San Francisco 481,150
14.	Beehive PR	St. Paul 254,468
15.	Hunter PR	New York 222,200
16.	Hirons & Company	Indianapolis 180,000
17.	Rosica Communications	Paramus, NJ 129,750
18.	Hope-Beckham	Atlanta 125,000
19.	TransMedia Group	Boca Raton 110,000
20.	Padilla Speer Beardsley	Minneapolis 75,017
21.	Stuntman	New York 61,298
22.	Maccabee	Minneapolis 55,537
23.	CJ Public Relations	Farmington, CT 51,093
24.	Marketing Maven	Camarillo, CA 49,000
25.	Schneider Associates	Boston 24,408

RANKINGS OF PR FIRMS SPECIALIZING IN <b>ENTERTAINMENT</b>		
1.	Edelman	New York \$10,939,284
2.	Finn Partners	New York 5,539,000
3.	MWW	E. Rutherford, NJ 4,827,000
4.	Allison+Partners	San Francisco 3,200,000
5.	Taylor	New York 3,145,000
6.	APCO Worldwide	Wash., D.C. 1,589,900

Entertainment cont.		
7.	Jackson Spalding	Atlanta 1,494,013
8.	5W Public Relations	New York 1,400,000
9.	Hunter PR	New York 1,377,192
10.	Ruder Finn	New York 1,125,679
11.	W2O Group	San Francisco 1,027,000
12.	Zeno Group	New York 910,587
13.	Coyne PR	Parsippany, NJ 897,000
14.	Kaplow	New York 850,000
15.	CooperKatz & Co.	New York 609,916
16.	Public Comms. Inc.	Chicago 425,674
17.	French   West   Vaughan	Raleigh 425,000
18.	IW Group	W. Hollywood 409,000
19.	Singer Assocs.	San Francisco 341,267
20.	Maloney & Fox	New York 181,000
21.	Blaze	Los Angeles 173,700
22.	rbb Public Relations	Miami 153,000
23.	Levick Strategic Comms.	Wash., D.C. 144,700
24.	Linhart PR	Denver 144,393
25.	Seigenthaler PR	Nashville 127,000
26.	McNeely Pigott & Fox	Nashville 124,586
27.	Gregory FCA	Ardmore, PA 100,000
28.	Padilla Speer Beardsley	Minneapolis 87,436

RANKINGS OF PR FIRMS SPECIALIZING IN <b>SPORTS &amp; LEISURE</b>		
1.	Taylor	New York \$10,492,501
2.	French   West   Vaughan	Raleigh 5,092,539
3.	Edelman	New York 2,750,249
4.	Ruder Finn	New York 2,445,733
5.	Coyne PR	Parsippany, NJ 1,914,000
6.	Gregory FCA	Ardmore, PA 1,589,300
7.	Regan Comms. Group	Boston 1,265,725
8.	Padilla Speer Beardsley	Minneapolis 988,330
9.	CooperKatz & Co.	New York 354,321
10.	Ron Sachs Communications	Tallahassee 320,090
11.	Rosica Communications	Ardmore, PA 259,422
12.	Allison+Partners	San Francisco 250,000
13.	Blaze	Santa Monica 234,413
14.	Beehive PR	St. Paul 217,023
15.	rbb Public Relations	Miami 205,537
16.	Jackson Spalding	Atlanta 173,695
17.	Hirons & Company	Indianapolis 140,000
18.	McNeely Pigott & Fox	Nashville 115,804
19.	Rasky Baerlein Strategic Comms.	Boston 78,443
20.	Zeno Group	New York 50,305
21.	Maccabee	Minneapolis 27,218
22.	Red Sky PR	Boise 26,088
23.	CJ Public Relations	Farmington, CT 22,750

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## Firm

## 2012 Net Fees

RANKINGS OF PR FIRMS SPECIALIZING IN **HOME FURNISHINGS**

1. Edelman	New York	\$45,109,435
2. Zeno Group	New York	4,762,213
3. L.C. Williams & Associates	Chicago	3,101,491
4. Gibbs & Soell	New York	2,798,534
5. Kaplow	New York	1,500,000
6. CRT/tanaka	Richmond	1,182,000
7. Lou Hammond & Assocs.	New York	947,741
8. SS PR	Northfield, IL	700,000
9. Hope-Beckham	Atlanta	477,890
10. Finn Partners	New York	439,402
11. McNeely Pigott & Fox	Nashville	323,070
12. Schneider Associates	Boston	199,012
13. Rosica Communications	Paramus, NJ	172,816
14. Trevelino/Keller	Atlanta	120,000
15. Beehive PR	St. Paul	101,787
16. Marketing Maven PR	Camarillo, CA	75,000
17. CJ Public Relations	Farmington, CT	63,6882

RANKINGS OF PR FIRMS SPECIALIZING IN **TRAVEL**

1. Edelman	New York	\$24,856,685
2. The Zimmerman Agency	Tallahassee	7,880,000
3. Finn Partners	New York	5,938,623
4. Lou Hammond & Asscs.	New York	5,320,531
5. Development Counsellors Int'l	New York	3,796,063
6. Allison+Partners	San Francisco	3,500,000
7. Coyne PR	Parsippany, NJ	3,102,000
8. MMGY Global	New York	2,522,452
9. Fahlgren Mortine	Columbus	2,286,241
10. Zeno Group	New York	2,034,458
11. J Public Relations	San Diego	1,664,752
12. Ruder Finn	New York	1,568,783
13. French   West   Vaughan	Raleigh	1,350,000
14. Jackson Spalding	Atlanta	1,316,415
15. rbb Public Relations	Miami	950,158
16. CRT/tanaka	Richmond	740,000
17. Blaze	Los Angeles	713,554
18. Levick Strategic Comms.	Wash., D.C.	701,432
19. Hirons & Company	Indianapolis	560,000
20. Padilla Speer Beardsley	Minneapolis	417,609
21. McNeely Piggott & Fox	Nashville	347,350
22. energi PR	Montréal	309,864
23. Gregory FCA	Ardmore, PA	200,000
24. Linhart PR	Denver	119,208
25. Schneider Associates	Boston	101,500

## Firm

## 2012 Net Fees

**Travel cont.**

26. Perry Communications Group	Sacramento	99,453
27. Bridge Global Strategies	New York	91,349
28. Standing Partnership	St. Paul	89,343
29. Maccabee	Minneapolis	46,947
30. Ron Sachs Communications	Tallahassee	26,255

RANKINGS OF PR FIRMS SPECIALIZING IN **ENVIRONMENTAL & PUBLIC AFFAIRS**

1. FTI Consulting	New York	\$30,785,000
2. APCO Worldwide	Wash., D.C.	30,747,224
3. Edelman	New York	13,678,493
4. Davies	Santa Barbara	10,280,901
5. Development Counsellors Int'l	New York	4,823,932
6. Cerrell Associates	Los Angeles	4,505,793
7. Rasky Baerlein Strategic Comms.	Boston	3,958,761
8. MWW	E. Rutherford, NJ	3,759,000
9. Finn Partners	New York	2,981,393
10. Singer Assocs.	San Francisco	2,734,817
11. Seven Twenty Strategies	Wash., D.C.	2,408,791
12. Levick Strategic Comms.	Wash., D.C.	2,294,162
13. Widmeyer Comms.	Wash., D.C.	1,666,661
14. Ron Sachs Comms.	Tallahassee	1,342,420
15. Crosby Marketing Comms.	Annapolis	1,139,085
16. Ruder Finn	New York	905,586
17. Butler Associates	New York	857,225
18. Allison+Partners	San Francisco	850,000
19. Fahlgren Mortine	Columbus	779,651
20. Public Comms. Inc.	Chicago	772,331
21. Jackson Spalding	Atlanta	716,479
22. Hirons & Company	Indianapolis	705,000
23. rbb Public Relations	Miami	571,175
24. Standing Partnership	St. Louis	544,725
25. Kaplow	New York	506,000
26. Bliss Integrated Comm.	New York	480,000
27. French   West   Vaughan	Raleigh	465,440
28. Schneider Assocs.	Boston	435,756
29. McNeely Pigott & Fox	Nashville	223,562
30. CRT/tanaka	Richmond, VA	180,000
31. VPE Public Relations	S. Pasadena, CA	159,225
32. Padilla Speer Beardsley	Minneapolis	112,178
33. Rosica Communications	Paramus, NJ	107,348
34. Beehive Public Relations	St. Paul	90,215
35. Gregory FCA	Ardmore, PA	73,000
36. Zeno Group	New York	72,613
37. Trevelino/Keller	Atlanta	50,000
38. Coyne PR	Parsippany, NJ	40,000
39. Red Sky PR	Boise	52,554

RANKINGS OF PR FIRMS SPECIALIZING IN **PROFESSIONAL SERVICES**

1. Edelman	New York	\$94,942,038
2. FTI Consulting	New York	26,561,000
3. Widmeyer Comms.	Wash., D.C.	8,172,853
4. MWW	E. Rutherford, NJ	4,123,000
5. Blick & Staff Comms.	St. Louis	3,993,860
6. Hager Sharp	Wash., D.C.	3,800,000
7. 5W Public Relations	New York	3,500,000
8. Allison+Partners	San Francisco	2,700,000
9. Levick Strategic Comms.	Wash., D.C.	2,356,600
10. Bliss Integrated Comm.	New York	2,198,000
11. Prosek Partners	New York	2,130,580
12. Regan Communications	Boston	2,100,000
13. Ripp Media/Public Relations	New York	2,000,000
14. CooperKatz & Co.	New York	1,894,040
15. rbb Public Relations	Miami	1,773,669
16. Gregory FCA	Ardmore, PA	1,589,300
17. CRT/tanaka	Richmond, VA	1,589,000
18. Ruder Finn	New York	1,487,556
19. Rasky Baerlein Strategic Comms.	Boston	1,403,498
20. APCO Worldwide	Wash., D.C.	1,251,331
21. French   West   Vaughan	Raleigh	977,000
22. Zeno Group	New York	956,530
23. Fahlgren Mortine	Columbus	847,699
24. Padilla Speer Beardsley	Minneapolis	802,490
25. Konnect PR	Los Angeles	763,900
26. Beehive PR	St. Paul	762,878
27. L.C. Williams & Associates	Chicago	667,931
28. Linhart PR	Denver	656,270
29. Furia Rubel Comms.	Doylestown, PA	606,746
30. Makovsky	New York	600,000
31. Jackson Spalding	Atlanta	588,745
32. Standing Partnership	St. Louis	553,211
33. Coyne PR	Parsippany, NJ	509,000
34. Schneider Associates	Boston	447,110
35. Hirons & Company	Indianapolis	405,000
36. Finn Partners	New York	386,822
37. Maccabee	Minneapolis	374,763
38. McNeely Pigott & Fox	Nashville	357,414
39. Public Comms. Inc.	Chicago	340,586
40. Kohnstamm Comms.	St. Paul	313,219
41. Perry Communications	Sacramento	272,816
42. Trevelino/Keller	Atlanta	210,000
43. Hope-Beckham	Atlanta	156,446
44. Landis Communications	San Francisco	120,000
45. Marketing Maven PR	Camarillo, CA	112,878
46. Weiss PR Associates	Baltimore	101,375
47. Rosica Communications	Paramus, NJ	69,235
48. VPE Public Relations	S. Pasadena, CA	57,883
49. Ron Sachs Comms.	Tallahassee	46,685
50. Bridge Global Strategies	New York	40,345
51. Feintuch Communications	New York	35,075
52. energi Public Relations	Montréal	27,438

RANKINGS OF PR FIRMS SPECIALIZING IN **FOOD & BEVERAGE**

1. Edelman	New York	\$88,786,648
2. APCO Worldwide	Wash., D.C.	12,516,796
3. Hunter PR	New York	9,197,142
4. MWW	E. Rutherford, NJ	6,660,000
5. Taylor	New York	6,061,000
6. RF   Binder Partners	New York	5,381,579
7. CRT/tanaka	Richmond, VA	5,315,000
8. Regan Comms. Group	Boston	5,020,000
9. FoodMinds	Chicago	4,859,213
10. 5W Public Relations	New York	4,100,000
11. Zeno Group	New York	3,992,912
12. Coyne PR	Parsippany, NJ	3,541,000
13. W2O Group	San Francisco	2,414,000
14. FTI Consulting	New York	2,210,000
15. Allison+Partners	San Francisco	2,200,000
16. Jackson Spalding	Atlanta	2,088,208
17. Dye, Van Mol & Lawrence	Nashville	1,927,964
18. Linhart PR	Denver	1,887,452
19. French   West   Vaughan	Raleigh	1,668,875
20. Kohnstamm Comms.	St. Paul	1,615,466
21. Finn Partners	New York	1,352,653
22. J Public Relations	San Diego	982,834
23. O'Malley Hansen Comms.	Chicago	920,000
24. Fahlgren Mortine	Columbus	917,011
25. WordHampton PR	E. Hampton, NY	892,347
26. Ruder Finn	New York	785,137
27. rbb Public Relations	Miami	773,489
28. Levick Strategic Comms.	Wash., D.C.	743,945
29. BizCom Associates	Addison, TX	600,000
30. Morgan & Myers	Waukesha, WI	588,313
31. VPE Public Relations	S. Pasadena, CA	555,921
32. Konnect Public Relations	Los Angeles	546,921
33. Padilla Speer Beardsley	Minneapolis	465,605
34. At The Table PR	Tampa	441,039
35. Kaplow	New York	350,000
36. Trevelino/Keller	Atlanta	350,000
37. Blaze	Santa Monica	324,342
38. Maccabee	Minneapolis	270,365
39. Stuntman PR	New York	226,479
40. Rosica Communications	Paramus, NJ	207,061
41. TransMedia Group	Boca Raton	159,107
42. Hirons & Company	Indianapolis	100,000
43. Landis Communications	San Francisco	100,000
44. Hope-Beckham	Atlanta	80,300
45. McNeely Pigott & Fox	Nashville	79,137
46. Ron Sachs Communications	Tallahassee	72,810
47. Red Sky PR	Boise	59,607
48. CJ Public Relations	Farmington, CT	58,030
49. Rasky Baerlein Strategic Comms.	Boston	45,450
50. Marketing Maven PR	Camarillo, CA	44,452

# Media to PR: send us your contributed content

More big-name news organizations are relying on outsider editorial content than ever before, according to a recent New York panel of media experts. Here's why.

By Jon Gingerich

We're living in an age of hybrid content. For years now, publicists have found success getting their clients' names onto high profile, high traffic news sites, not merely by way of pitching their products or services, but by supplying third-party, contributed editorial content written by those clients.

For the PR pro, the result is something between a legitimate, earned media spot and a foray into the world of publishing. The product is bona fide editorial — a real, bylined opinion piece written by a third-party expert. However, it's also an earned media impression. And it's becoming an increasingly popular venue for getting a client's voice into the national arena.

Best yet, some of the world's biggest media outlets are enamored with this idea. Why? Many news sites are essentially tripling their traffic — and increasing ad revenues — not by breaking better news inasmuch as hosting a forum where a multitude of third-party opinions are shared, discussed and linked *ad infinitum* on social media. Anymore, some sites we once referred to as “the news” are now resembling another social platform.

On April 18, six editors from top media outlets met for a Publicity Club of New York luncheon at the Three West Club, where they discussed what this new content model means for news, and why it's working. They also offered some tips on how PR pros can get their clients on board.

How much has contributed opinion changed the news? One case in point is the opinion section of CNN.com, which is now one of the largest sections on the site, and not surprisingly, is one of the fastest growing areas within CNN's empire of news offerings.

Richard Galant, Senior Editor of CNN.com's Opinion division, said because the media giant has never endorsed a single

political stance, the opinion section of the site is wholly divorced from the newsroom, and as such, features pretty much every opinion you could imagine. It also receives about 30 million page views a month.

The Huffington Post is another example of how this new model for contributed content has changed the newsroom. According to Executive Editor Lance Gould, the site employs only about 80 reporters, but now boasts a worldwide roster of 30,000 contributing bloggers.

How easy is it to get your client a blog on the site? According to Gould, just send him a headshot photo, brief bio and somewhere between 500 and 850 words of text. There's more to it than that, of course, but it's never been easier to become a guest contributor at a behemoth news site where content is disseminated daily to millions.



The April 18 PCNY panel (from L to R): Jessica Liebman, Managing Editor of Business Insider; Lance Gould, Executive Editor of Huffington Post; Frank Williams, Executive Editor at Bloomberg View; Kathryn Minshew, CEO & Founder of The Muse, Natalie Zmuda, CMO Strategy Editor at Ad Age; Richard Galant, Senior Editor of Opinion at CNN Digital.

publication looks for two main qualities in submitted work: focus and style.

“The best submissions have a voice. They have a point,” she said. “They’re enticing, they say something. They’re original, and just as important, they have a conversational tone.”

Like The Huffington Post, Liebman said Business Insider is also currently involved in an effort to acquire more contributed content. Liebman said Business Insider especially likes to partner with economic analysts, who now write for the company on several portions of the site.

Natalie Zmuda, CMO Strategy Editor of *Ad Age*, said the biggest quality her company looks for in contributed content is information delivered by people who are considered thought leaders. And the more specific that information, the better.

Kathryn Minshew is CEO and Founder of The Muse, which operates as a sort of hybrid media and job posting resource (the Muse features articles on employment-

related topics like interviewing and networking). Minshew said her site looks for interesting takes on a particular topic or issue, but unlike most sites, very few of the things they publish are time-specific.

“I think it’s important to understand how each publication views outside content before you pitch them. Some sites are hungrier for it than others. With us, about 80% of our content is contributed by third parties. So, with us there are a lot of opportunities.

Frank Williams, Executive Editor of the Bloomberg View, was the sole member of the panel who said his site is now actually taking less outsider content than before. Much of this is due to the fact that Bloomberg aims for a very particular editorial tone: their core focus for content is that specific intersection where finance, economics and politics meet.

“We’re taking a lot less outside content than we used to,” he said. “We’re still able to take some, but we don’t take a lot anymore. Believe it or not, we’re actually producing more in-house nowadays.”

What’s the criterion for third-party content? More than anything, the panel said the content needs to be provocative, exclusive, and honest. In order for an editorial to run in CNN’s Opinion section, Galant said the content needs to be written clearly, it has to relate to an ongoing news story, it has to support itself with sources and links, it has to be conversational in tone, and it must fully disclose any stake the writer has regarding the information at hand.

“We like stories that have a long shelf-life,” Galant said. “Any opinion piece we have should still be relevant months after we run it.”

According to Jessica Liebman, Managing Editor at Business Insider, her

Photo by Peter Himler.





## What Drives Your Brand?

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# Is contract work the new norm?

**Technology, globalization and the rising pressure to cut costs has spurred a rise of contract workers in fields traditionally dominated by full-time careers.**

By Jane Genova

**B**y 2020, forecasts software developer Intuit, 40% or 60 million members of the labor force will be contract employees.

Actually, Intuit might be underestimating that trend. Just consider the impact of technology, which requires and facilitates short-term projects. For example, today the team is together to create the iPhone app for identifying crime hotspots in urban neighborhoods. By fall the members are scattered around the world collaborating in 60 different teams to develop other products and services.

As we know, global competition will continue to push business to extreme cost efficiency. Saving money comes from complete flexibility about manpower. One of the most expensive costs for organizations is the fixed one of full-time manpower salaries and benefits.

Consequently, contract work likely will replace traditional career paths, with a

whole new bunch of winners and losers. Instead of a temporary situation, stigmatized as “not having a real job,” this way of earning a living could become The Game.

As *The New York Times* reported, 20 years ago lawyer Sara Horowitz was already onto that trend when she made it her mission to launch the Freelancers Union, providing among other services affordable health care. Recently the Obama Administration provided \$340 million in low-interest loans to expand that the Union’s medical centers.

Another pioneer had been writer Laurel Touby who started Mediabistro.com as a network for freelance writers for training, assignments, promoting themselves, finding out about the market such as how Redbook treats freelance writers. and socializing. In 2007, she sold Mediabistro.com to Jupitermedia for \$23 million.

Horowitz and Touby, as early adopters, took on considerable risk. The good news

for established businesses and entrepreneurs is that they can enter this contract-worker niche for developing services on more solid footing.

The kinds and number of options are infinite. To just cite a handful, there are PR, recruiting, human resources, career-counseling, training, branding, and predictive analytics firms to work for.



Jane Genova

Take the field of PR.

Apple already uses public affairs assistance in how they position their global contract work force for investors, business partners, media, unions, government leaders, sustainability advocates, and the laborers themselves. This could become standard.

Then there’s the field of Big Data. Those in that space will be mining the numbers to identify what kinds of expertise and temperaments are most productive in projects requiring contract workers. Incidentally, they are already doing that for recruiting and screening full-time help.

At Laws.com, an ecommerce legal network for both consumers and lawyers, the Founder and CEO Boris Kreiman has already developed the contract lawyer niche as a new line of business. Law firms of all sizes are struggling with new models to accommodate client demand for lower fees. A big piece of that is reducing fixed costs by using just-in-time lawyers. With fewer full-time lawyers needed, being a contract lawyer one is becoming a career path.

“Contract lawyers,” says Kreiman, “should approach this with a strategic focus, just as they would have in a full-time permanent job. Part of that, we have found, is developing multiple sources of income. For instance, instead of simply planning to make a living performing document reviews for law firms, simultaneously they can brand themselves to attract other kinds of assignments, train to do freelance work as a recruiter in a temporary agency, operate their own small legal practice through online stores, and interpret data about jury selection in criminal trials.”

Businesses that haven’t factored in the implications of a contract work force will be where enterprises were when they ignored social networks. Likewise, professionals who haven’t embraced the reality of being players in the just-in-time work force will continue to be underemployed.

*Jane Genova is a coach, lecturer, and communications specialist at Laws.com. ●*

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**O'Dwyer's**

**RANKINGS OF  
TOP U.S.  
INDEPENDENT  
PR FIRMS**



**BASED ON 2012 FEE INCOME**

# PR firms, large and small, grew in 2012

Fifteen of the 25 largest PR firms taking part in the O'Dwyer rankings posted double-digit gains in 2012 led by Edelman which grew 12.4% to \$655 million or nearly four times the size of the next ranked firm, the strategic communications practice of publicly-held FTI Consulting.

By Jack O'Dwyer

**F**TI Consulting, a newcomer to the rankings, had \$168 million in fees and 686 employees in 2012. It provides consulting services related to financial and communications, public affairs, creative engagement and strategic consulting and research.

Revenues of FTI, listed on the NYSE, were \$1.85 billion in 2012.

Four of the other ten largest PR operations were up in double figures including W2O Group, up 30% to \$62 million; MWW, up 11% to \$42 million, ICR, up 14% to \$36.5 million and DKC, up 22% to \$32.8 million.

Among the next 15, Finn Partners gained 35% to \$32 million; and Allison+Partners grew 29% to \$25 million; Zeno Group, a sister company of Edelman, grew 49% to \$20 million, the largest gain among the top 50; Coyne PR grew 11% to \$20 million; Gibbs & Soell grew 34% to \$19.7 million, second biggest gain among the top 50; French | West | Vaughan grew 29% to \$17 million; Atomic grew 13% to \$17 million; Prosek Partners grew 19% to \$15 million; Hunter PR grew 17% to \$14 million and 5W Public Relations grew 14% to \$14 million.

## Dodge, J PR, Konnect up more than 50%

Growing more than 50% were Dodge Communications, Roswell, Ga., up 53% to \$5.5 million; J Public Relations, San Diego, up 54% to \$2.6 million, and Konnect PR, Los Angeles, up 95% to \$1.3 million.

Among the more than dozen firms joining the list is Max Borges Agency of Miami, specializing in technology and having revenues of \$6,910,743, a gain of 36%, and a staff of 36.

Founded in 2002, it has more than 80 clients in consumer electronics and business technology. It has experienced double-digit growth since its founding, winning a place on *Inc.* magazine's 2009-2012 list of fastest growing private companies.

New firms joining the rankings include Seven Twenty Strategies, Washington, D.C., public affairs firm, posting a 22% gain to \$5.4 million; 360

Public Relations, Boston, with a 13.6% gain to \$4.7 million; Blick & Staff Communications, St. Louis, \$3.9 million; Hiron & Company, Indianapolis, \$3.2 million; energi PR, Montréal; \$2.2 million, and Ripp Media/Public Relations, New York, +16% to \$2 million.

Sachs Media Group, Tallahassee, returning to the list, posted an 18.5% gain to \$4.3 million.



## Rankings of PR firms by net fees, pg. 44

Firms in the top 50 with strong growth included CRT/tanaka, Richmond, Va., up 12% to \$13 million; SS|PR, Northfield, Ill., up 19% to \$12.9 million; Jackson Spalding, Atlanta, up 16% to \$12 million; Fahlgren Mortine, Columbus, up 17.7% to \$12.3 million; Merritt Group, Reston, VA, up 28.8% to \$9.2 million; Development Counsellors Int'l, New York, up 19% to \$8.6 million, and Matter Communications, Newburyport, Mass., up 21% to \$7 million.

Among firms under \$1 million, Marketing Maven Public Relations, Camarillo, Calif., had the biggest gain — up 88% to \$703,577.

## Digital growing fastest at Edelman

Richard Edelman, President and CEO of Edelman, said the majority of the firm's practices had "significant growth" but that the "biggest increases" were in digital.

Said Edelman: "This is being driven by the inclusion of digital components into the majority of the work we do for clients. We're seeing a changed competitive landscape where clients are turning to PR, digital and media buying shops for big ideas, and no longer just the creative agencies.

"We are accepting that challenge and structuring ourselves accordingly, with the hiring of Michael Berland and launching of our new research unit, Edelman Berland, naming Jackie

Cooper Global Chair, Creative Strategy and appointing Steve Rubel our Chief Content Strategist."

## W2O's Weiss says talent drives growth

Jim Weiss, Chairman and CEO, W2O Group, said the firm's 30% growth was driven by its continuing policy of "hiring and developing the best and brightest talent in the business, adding experts in all areas of digital/online/social and mobile communications."

Said Weiss, in explaining the firm's name change from WCG: "We established W2O Group as a means to broaden our footprint and commercialize new businesses and foster entrepreneurial ideas and risk-taking . . . with a net. We formed Twist Marketing to add a new dimension to client marketing and formed W2O Digital to enhance a core competency and eventually reinvent the whole space. We also invested in new technologies and platforms to envision, optimize and measure content and deliver visual storytelling in new and fresh ways."

Weiss said W2O developed the next generation of analytics providing clients in diverse industries with game-changing insights to better understand and grow their businesses. "Beyond our foundational business in healthcare, we introduced new capabilities in corporate and strategy and expand-



Edelman  
President and CEO  
Richard Edelman



Dodge Comms.  
CEO Brad Dodge



Jim Weiss,  
Chairman and CEO  
of W2O Group

Continued on page 38

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” -- Warren Buffett

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ed our technology and consumer practices. We gained more than 20 new clients representing major global brands and business sectors we never had access to," he said.

W2O also continued to broaden its global footprint by further enhancing the agency's London and EU presence and strengthening, deepening and expanding its network in other key countries and markets around the world.

It also formed a partnership with Syracuse University's Newhouse School called the Center for Social Commerce imparting industry-leading skills and acumen to students, professors, staff and clients. Weiss said W2O also initiated a formal client satisfaction effort to gain specific insights from clients on its work, thinking and partnership.

"It's going to get even more interesting in 2013 with more game-changing hires, partnerships, alliances, acquisitions and accomplishments," he said. "As we enter our 12th year in business, we expect the same or similar diversified revenue growth this year as we have every other year in our history. To foster, support and sustain healthy growth into the future, we are also making infrastructure investments and improvements from formalizing our learning and development process under W2O University; to establishing career progression and performance appraisal programs; to strengthening everyone's skills to perpetuate individual and firm growth; and enhancing HR and finance systems and processes designed to make doing what we do every day easier and more streamlined to benefit our people and our clients."

#### Big wins fueled MWW's growth

Michael Kempner, President and CEO of MWW, said the firm's 11% growth was driven by major client wins including Atkins Nutritionals, Verizon, Booking.com, and Virgin America.

The West Coast team won a number of consumer and technology accounts including Kendall-Jackson, Sanuk, Danhov, Twist, Blurb and Nimbuzz.

Also helping growth was the acquisition of two firms, Enso Communications, Los Angeles, and Capital Public Affairs, Trenton, one of New Jersey's leading PA and government relations firms. Partner and president Steven Some joined as SVP and GM of the Trenton office along with core members of CPA's leadership team including Stephen Reid and Tom Cosentino. MWW absorbed CPA's clients including Atlantic Wind Connection, BEST Transportation,

Corizon Health, LS Power Development, Rite Aid, Stop & Shop and Langan Engineers, among many others.

The New York office doubled in size, adding 18,000 square feet, and the San Francisco office moved into new space reflective of the Silicon Valley tech culture in the Financial District.

MWW launched a new corporate identity, including a new logo and tagline — "Matter More" — that reflects the agency's independence and commitment to building and accelerating relevance for clients. The rebrand included signage rights atop longtime headquarters in New Jersey as well as a new logo, tagline, and a revamped website and digital presence.

"The rebrand was an important step in redefining the agency's image and establishing MWW's Matter More philosophy," said Kempner.

The firm launched NetRelevance, a proprietary measurement and analytics tool that helps brands anticipate actions and guide outcomes. The platform, in use by a number of clients, is distinct from existing measurement tools in its ability to provide more than just measurement of message volume after a program is complete, said Kempner. It was developed by MWW's communications leaders and Ph.D.'s on an "active analytics" platform that provides insights into relevance and propensity for future actions, not just the traditional approach that uses historical data to measure messaging via ad equivalency or other standard metrics, he said.

Over the past year, MWW won more than 100 industry awards including International Business Awards "PR Agency of the Year," American Business Awards "PR Agency of the Year," *Bulldog Stars* "Digital Agency of the Year," *PR News* "Top Place to Work in PR," and Best in Biz "PR Campaign of the Year."

Kempner says the firm will continue to focus on growth of its core practice and will invest in new program offerings, talent acquisition and retention, and new business development including expanding existing client relationships.

Areas of focus include: corporate communications and consumer marketing, research and analytics, consumer technology and digital content, and digital marketing/social media.

#### Finn Partners grew 36% to \$32 million

Peter Finn, founding partner of Finn Partners, said that although the firm only

launched late in 2011, "It has already gained the momentum, talent and forward-looking planning that will ensure exponential success in 2013 and beyond."

Its 36% growth rate to \$32 million was helped by the acquisition of tourism marketing specialist M. Silver and Assocs., New York and Ft. Lauderdale, and Healy & Schulte, Chicago.

Prior to its launch, Finn Partners had acquired the Rogers Group, Los Angeles.

Finn said the firm's strategy is to build its U.S. foundation, focusing on key practice areas and geographies, and then putting emphasis on building each core competency through collaboration. The firm will continue to look for strategic acquisition opportunities in 2013, making non-organic growth a strategic pillar of its future.

Finn Partners also expanded globally in 2012 — adding its second international office — by hiring former WagEd technology leader Chantal Bowman-Boyles to open and run its London office. The London office is the agency's gateway to Europe and is already working with several of the firm's U.S. based clients by effectively expanding scope to include global work, said Finn.

In the U.S., Finn Partners is advancing its position in the ranking of independent firms, and is keeping steadfast to its commitment of being a Best Place to Work in the industry.

Employee benefits have been expanded to include a personal wellness subsidy for every employee. This includes free fruit and healthy snacks in the office for the staff; updating its 401K plan; absorbing all cost increases for healthcare benefits; introducing a remote work policy; and growing its bonus pool by more than 50%. This is in addition to fostering optimal work/life balance though extra time off for staff during the summer and December holidays.

Finn points to the firm's prestigious



MWW President and CEO Michael Kempner



Peter Finn, Founding Partner of Finn Partners

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and expanding client list as proof of its commitment to excellence. The top 15 clients account for approximately 30% of the firm's revenue and include Hyundai, Vonage, Rosetta Stone, Jamaica Tourist Board, Logitech, IEEE, Pinnacle Vodka, the Embassy of Korea and Blue Cross Blue Shield. New business wins since the start of 2012 include the launch of Google's Lunar X Prize, Hilton Garden Inn, Hampton Hotels, the Verizon Foundation, Exact Target, Fifth Third Bank, Fujitsu America, FTD and the American Association of Orthodontists.

Finn says the agency will continue to grow faster than competitors through a combination of organic and non-organic growth.

"We will also stay focused on hiring, training, retaining and rewarding the industry's best talent," said Finn. That policy, he said, will deepen client partnerships and evolve the agency's portfolio of services. He says the firm has "a unique collaborative culture" and notes it was named a best new agency in 2012 by an industry trade publication.

**Account wins boosted Allison**

Scott Allison, Chairman and CEO, and Andy Hardie-Brown, Co-Founder

and COO, Allison+Partners, said about 80% of the firm's 29% growth to \$25 million came from new business wins.

Every office had growth with record gains in San Francisco, New York, Phoenix, Washington D.C. and San Diego, they said.

The consumer, technology and corporate practice groups had major wins including Pioneer, ASICS, Toyota, Microsoft, Omnicore and General Mills, among others.

**Zeno Spurred 49% to \$20.7 million**

Barby Siegel, CEO of Zeno Group, sister company of Edelman which spurred 49% to \$20.7 million, said growth was fueled by a range of new business wins and organic growth of both cornerstone and legacy clients.

"We saw significant expansion of top-ten clients ranging from 40-60%," she said. "In addition, the opening of Zeno Redwood Shores in Silicon Valley enabled us to re-start our technology practice, which contributed to the firm's overall performance as did our growing consumer marketing and healthcare practices."

**Gibbs & Soell broadened strategy**

Luke Lambert, President and CEO,

Gibbs & Soell, said, "Last year was the primary launch year in our transition from a business model focused on public relations services to one encompassing a broader business communications strategy."

"The transition included a rebranding of the agency, along with an expansion of our service offering, strategic hires to strengthen key aspects of the business, and the addition of new practices," he said.

Lambert said the 34% increase in revenues to a record \$19.7 million was evenly divided between organic growth and new clients.

"We feel business communications, which aligns business and communications strategies to drive results for our clients, is a unique approach in our industry," he said.

**French | West | Vaughan added accounts**

French | West | Vaughan, Raleigh, grew 29% to \$17.1 million, its second best year ever in its 15-year history. This followed a year when billings were flat.

About 60% of the gain was from an "impressive slate of new business wins," said chairman and CEO Rick French. These included

Arena, a global performance swimwear brand that gained prominence at the London Olympic games; Skins athletic apparel; SaS, the world's largest privately-held software and data analytics firm; the Southwest Athletic Conference, North Carolina State Univ.; TigerSwan, a global security and contract defense company, and Strata Solar.

Longtime agency clients that increased their PR/marketing spend included Wrangler, the world's



Scott Allison, President and CEO of Allison+Partners



Zeno Group CEO Barby Siegel



Rick French, CEO and Chairman of French | West | Vaughan

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Continued on page 43





“Edelman was founded with a vision to help companies and brands carry their message through free media and to establish a credible voice within the market place. The media has changed, but the mission of Edelman has not.”

**Richard Edelman,**  
President and CEO

## PR Firm of the Decade

*Advertising Age and The Holmes Report*

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As we mark an important milestone for our firm – and an important moment for our industry – happy anniversary, Edelman, from Dan and the entire Edelman family.

Onward,

*Richard Edelman*  
Richard Edelman

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## PR FIRMS GREW IN 2012

Continued from page 40

largest-selling denim brand; Swiss energy giant ABB; New Delhi-based Gemesis Diamond Company, Italian coffee and filter maker Melitta; and Hood River Distillery, makers and distributors of a large portfolio of spirits brands.

FWV was ahead of most PR firms in adding creative, media buying and digital media via its 2003 acquisition of leading regional ad shop West & Vaughan, said French. He said the firm's digital and social media practice grew 46% last year and this trend continues in 2013 as the agency adds additional SEO, PPC and digital media planning specialists.

### Atomic boosted staff to 117

Atomic, a Grayling agency, boosted staff to 117 from 92 in growing 13% in revenues to \$17 million.

Andy Getsey, Co-Founder and CEO, said the firm made important new hires including Chris Knight, previously at Cohn & Wolfe, and Scott Samson of MWW, who became VPs in the San Francisco office.

Joining as Senior Digital Strategists were Chris Brown of Grey Digital, New York, and Shane Jordan of Draft FCB, San Francisco.

Martha Shaughnessy, a seven-year Atomic veteran, was promoted to SVP/Managing Director in San Francisco. Michaela Gross joined as MD in Munich. She was MD at Harvard PR, Munich.

"We're working more closely with Grayling which has 70 offices in 40 countries," said Getsey, noting that Grayling recently added Pete Pedersen of Edelman as global CEO.

The enlarged Atomic is now "attracting a broader range of brands and a broader span of client size," he said. "With the additional scale and resources Grayling brings us, we're enthusiastic about what the future holds."

Atomic opened an office in Orange County, Calif., and completed development of ComContext 4, the firm's own

analytics platform. It has a new user interface, data visualizations, a PDF-based reporting format and additional social data fees from Sysomos and Traackr. An Energy and Sustainability Group was started in the fourth quarter.

### Coyne PR tops \$20 million

Coyne PR topped the \$20 million mark in 2012 as fee income jumped 11 percent. CEO Tom Coyne noted that the Parsippany, N.J.-based firm's consumer lifestyle division grew 64 percent, while its social media division increased 60 percent in both revenue and staff by adding clients including Mary Kay, Stanley Steemer, Playmobil and Novartis.

Winning multiple Chrysler brands helped the automotive division revenue rise 31%. The healthcare team also landed big wins, including Chapstick, and business results for clients last year included 4.5 million new Facebook likes for Burger King and more than a billion media impressions for Disney Cruise Lines.

Key account wins for the agency included Skinnygirl Cocktails, Red Robin Gourmet Burgers, Heathrow International Airport, Daytona International Speedway, United States Golf Association, UPS Sustainability, David's Bridal and VTech.

Coyne also partnered with Grammy-winner CeeLo Green to reintroduce the iconic Meow Mix cat food jingle after a 16-year hiatus and generated 535 million media impressions in three weeks.

It served up Red Robin as the first national chain to use Ghost Pepper and launched the brand's Beer Milkshake for two of their most successful launches to date.

The firm elevated the image of Heathrow Airport in the U.S. as the host airport of the 2012 London Olympic Games with key national broadcast placements including Bloomberg TV, CNBC, CNN and "The Today Show," reaching over 171 million viewers.

Coyne delivered twenty, nine-person pedal buses to the Republican and Democratic National Conventions on behalf of Humana's Freewheelin', the nation's largest bike-sharing program, giving more than 2,500 rides — totaling 1,849 miles. ●



Coyne PR CEO  
Tom Coyne



Andy Getsey, Co-Founder and CEO  
of Atomic

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

Firm		2012 Net Fees	Employees	% Change from 2011	
1.	Edelman	New York	\$655,900,289	4,518	+12.4
2.	FTI Consulting	New York	168,572,000	686	-5.4
3.	APCO Worldwide	Wash., D.C.	121,800,000	606	+1.0
4.	Waggener Edstrom Worldwide	Belleuve, WA	118,426,000	939	+2.2
5.	W2O Group	San Francisco	62,005,000	262	+30.0
6.	Ruder Finn	New York	56,148,000	485	-2.5
7.	Text 100 Global PR	San Francisco	50,930,028	472	+1.0
8.	MWW	E. Rutherford, NJ	42,875,000	207	+11.0
9.	ICR	Norwalk, CT	36,554,283	97	+14.0
10.	DKC	New York	32,896,560	154	+22.0
11.	Finn Partners	New York	32,293,000	233	+35.8
12.	Qorvis Communications	Wash., D.C.	29,500,000	102	flat
13.	Allison+Partners	San Francisco	25,000,000	130	+29.3
14.	Regan Communications Group	Boston	22,906,000	71	+10.0
15.	Zeno Group	New York	20,798,925	128	+49.4
16.	Coyne PR	Parsippany, NJ	20,027,000	110	+11.0
17.	Taylor	New York	19,800,000	95	+3.7
18.	Gibbs & Soell	New York	19,734,890	115	+34.0
19.	Cooney/Waters Group	New York	18,961,000	65	-7.2
20.	French   West   Vaughan	Raleigh	17,186,330	84	+29.0
21.	Atomic	San Francisco	17,000,000	117	+13.0
22.	Padilla Speer Beardsley	Minneapolis	16,875,860	86	-5.0
23.	Peppercom	New York	16,172,652	81	new
24.	Prosek Partners	New York	15,019,717	60	+19.4
25.	Hunter PR	New York	14,554,310	82	+17.3
26.	5W Public Relations	New York	14,188,564	92	+14.0
27.	RF   Binder Partners	New York	13,136,803	75	+5.5
28.	CRT/tanaka	Richmond, VA	13,009,202	74	+12.4
29.	Makovsky	New York	13,000,000	51	+8.3
30.	SS PR	Northfield, IL	12,929,500	62	+18.9
31.	Fahlgren Mortine	Columbus	12,397,732	69	+17.7
32.	Jackson Spalding	Atlanta	12,095,500	82	+16.0
33.	Sparkpr	San Francisco	11,280,339	39	+8.5
34.	Kaplow	New York	10,850,000	59	+8.0
35.	Levick Strategic Communications	Wash., D.C.	10,793,299	51	-13.4
36.	Rasky Baerlein Strategic Communications	Boston	10,689,403	39	+8.4
37.	Davies	Santa Barbara	10,520,971	34	+20.0
38.	Zimmerman Agency	Tallahassee	10,100,000	42	+8.0
39.	Widmeyer Communications	Wash., D.C.	9,839,514	37	+8.0
40.	LaunchSquad	San Francisco	9,387,224	85	+26.0
41.	Merritt Group	Reston, VA	9,220,283	42	+28.8
42.	The Hoffman Agency	San Jose	8,650,000	92	-5.0
43.	Development Counsellors International	New York	8,619,995	47	+19.0
44.	Horn Group	San Francisco	8,000,000	45	+1.3
45.	Airfoil Public Relations	Southfield, MI	7,867,069	51	-3.0
46.	Gregory FCA	Ardmore, PA	7,300,000	44	-10.0
47.	Crosby Marketing Communications	Annapolis	7,146,709	42	-2.2
48.	Hager Sharp, Inc.	Wash., D.C.	7,092,777	48	-17.8
49.	Matter Communications	Newburyport, MA	7,000,000	58	+21.0
50.	Max Borges Agency	Miami	6,910,743	36	+36.4
51.	Public Communications Inc.	Chicago	6,546,731	50	+36.7
52.	Connect Marketing	San Francisco	6,354,475	33	-4.0
53.	Lou Hammond & Associates	New York	6,318,272	40	+6.2
54.	GYMR	Wash., D.C.	6,002,402	26	+0.6
55.	Bliss Integrated Communication	New York	5,698,000	33	-4.0
56.	McNeely Pigott & Fox Public Relations	Nashville	5,640,530	55	-5.8
57.	rbb Public Relations	Miami	5,603,460	38	+3.6
58.	Dodge Communications	Alpharetta, GA	5,510,756	42	+53.0
59.	Seven Twenty Strategies	Wash., D.C.	5,440,107	23	+22.0
60.	Spectrum	Wash., D.C.	5,330,489	32	-6.9
61.	Pierpont Communications	Houston	5,307,382	31	+20.0
62.	Dye, Van Mol & Lawrence	Nashville	5,290,921	47	-1.2
63.	Singer Associates	San Francisco	4,907,595	12	+15.0

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

Firm		2012 Net Fees	Employees	% Change from 2011	
64.	Linhart Public Relations	Denver	4,899,244	28	+6.5
65.	Jarrard Phillips Cate & Hancock	Brentwood, IL	4,862,846	18	+27.0
66.	FoodMinds	Chicago	4,859,213	17	+38.0
67.	ReviveHealth	Santa Barbara	4,850,000	17	+5.4
68.	360 Public Relations	Boston	4,752,383	30	+13.6
69.	Morgan & Myers	Waukesha, WI	4,671,762	30	-15.0
70.	CooperKatz & Co.	New York	4,622,315	31	+13.6
71.	Jones Public Affairs	Wash., D.C.	4,516,759	23	+2.5
72.	Cerrell Associates	Los Angeles	4,505,793	21	+1.0
73.	Inkhouse Media + Marketing	Waltham, MA	4,455,312	29	+45.0
74.	L.C. Williams & Associates	Chicago	4,404,394	26	flat
75.	Ron Sachs Communications	Tallahassee	4,345,720	21	+18.5
76.	Intermarket Communications	New York	4,312,805	18	-10.8
77.	Standing Partnership	St. Louis	4,100,532	29	+14.9
78.	Borders + Gratehouse	San Francisco	4,093,355	23	+37.2
79.	Blick & Staff Communications	St. Louis	3,993,860	15	-5.2
80.	The Phelps Group	Santa Monica	3,460,000	18	+6.0
81.	Dukas Public Relations	New York	3,438,000	16	+1.4
82.	Hirons & Company	Indianapolis	3,290,000	45	+4.6
83.	The Morris + King Company	New York	3,181,416	23	+18.5
84.	Bateman Group	San Francisco	3,090,395	21	+32.3
85.	Schneider Associates	Boston	2,926,010	18	-14.0
86.	Trevelino/Keller	Atlanta	2,888,624	16	+44.0
87.	MCS Healthcare PR	Bedminster, NJ	2,877,962	17	-23.7
88.	Brandware Public Relations	Atlanta	2,676,866	13	+4.2
89.	J Public Relations	San Diego	2,646,586	23	+54.3
90.	MMGY Global	New York	2,522,452	19	-13.8
91.	Kohnstamm Communications	St. Paul	2,345,479	16	+29.5
92.	energi PR	Montréal	2,292,129	15	+3.5
93.	Rosica Communications	Paramus, NJ	2,190,493	8	flat
94.	Ripp Media/Public Relations	New York	2,057,821	7	+16.0
95.	O'Malley Hansen Communications	Chicago	2,000,000	11	-32.2
96.	Beehive PR	St. Paul	1,981,655	12	+14.4
97.	The Hodges Partnership	Richmond, VA	1,744,790	16	-13.9
98.	Trylon SMR	New York	1,605,194	6	-11.4
99.	Cashman + Katz Integrated Comms.	Glastonbury, CT	1,585,000	22	+4.0
100.	VPE Public Relations	S. Pasadena	1,452,488	15	+3.6
101.	Hope-Beckham	Atlanta	1,372,000	14	+3.1
102.	Konnect Public Relations	Los Angeles	1,309,993	21	+95.3
103.	BLAZE	Santa Monica	1,297,370	10	+26.0
104.	Open Channels Group	Ft. Worth	1,251,576	8	-1.5
105.	Maccabee	Minneapolis	1,222,940	6	-8.0
106.	Katcher Vaughn & Bailey PR	Nashville	1,154,436	9	-3.7
107.	TransMedia Group	Boca Raton	1,143,027	12	+10.0
108.	Red Sky PR	Boise	1,126,923	13	-9.0
109.	Landis Communications	San Francisco	1,100,000	10	-20.0
110.	Catapult PR-IR	Boulder, CO	1,082,615	7	+3.6
111.	Perry Communications Group	Sacramento	1,607,800	8	-12.0
112.	K/F Communications	San Francisco	1,067,303	9	+37.0
113.	WordHampton PR	E. Hampton, NY	892,347	9	flat
114.	The Harrell Group	Dallas	873,618	2	+36.5
115.	Furia Rubel Communications	Doylestown, PA	866,781	5	+16.0
116.	BizCom Associates	Addison, TX	861,222	8	+8.0
117.	Butler Associates	New York	857,225	5	+40.0
118.	Edge Communications	Encino, CA	715,924	3	-13.3
119.	Marketing Maven Public Relations	Caramillo, CA	703,577	10	+88.0
120.	CJ Public Relations	Farmington, CT	672,262	7	-16.2
121.	Focal Point Communications	Burlingame, CA	637,800	1	+7.0
122.	Feintuch Communications	New York	613,607	4	-26.0
123.	Phillips & Company	Austin	573,587	10	-18.0
124.	Bridge Global Strategies	New York	530,225	4	+37.5
125.	At The Table Public Relations	Tampa	441,039	4	+0.8
126.	Weiss PR Associates	Baltimore	382,289	2	+5.2
127.	Stuntman PR	New York	378,267	3	flat

# Just because it's virtual, doesn't mean it's not real

**Gen Y consumers understand that online communication doesn't imply simulated communication. Engagement that occurs in digital spaces isn't any less meaningful than what we might encounter in the "real world."**

By Karmina Zafiro

Several weeks ago, I attended a San Francisco Public Relations Round Table Lunch featuring Kit Yarrow as a guest speaker.

Kit Yarrow, if you don't already know, is a consumer research psychologist, author and professor at Golden Gate University. Her latest book, "Gen Buy," takes a look at Generation Y's purchasing behaviors and what makes them tick.

Yarrow's presentation was insightful, and most of her findings rung true for me personally. However, Yarrow made a passing reference about the lack of depth in social media interaction that got me thinking.

There's a prejudice, primarily among older generations, against digital communications. Interactions that take place via social media or text message are viewed as less meaningful than face-to-face or verbal communication. I disagree.

Gen Y understands how online forums, instant messaging and online gaming

opened up our worlds. It allows us to find people with similar niche interests and expand our social networks beyond the people we meet "in real life." For Gen Y, "virtual" does not mean simulated — our activities in the "virtual" world are very real to us. We're the generation that pays real money for virtual gaming goods. We're the generation that "meets" the President on Reddit.

We prefer to communicate digitally because we communicate differently, not because our relationships lack depth.

**1. We grew up in the age of multitasking and digital communications facilitates this.** We can switch seamlessly from work projects to GTalk to Facebook to Twitter. We hold multiple conversations across multiple platforms.

**2. Because of the volume of our communications, we need our conversations to be archivable and searchable.** If we forget what time an event starts, we don't need to pester the harried host with a phone call.

We just pull up the details on Evite or Facebook. Joining a project midway and need to catch up? Have relevant emails forwarded to you and read through the email threads to get a better idea of the project's progression and current status.

**3. Digital communications allow us to share in the banalities of each other's lives, and we like it.** Some may scoff at mundane status updates about what one had for dinner or what one wore to a party, but think about your conversations with your closest friends. Aren't those conversations about nothing in particular?

**4. Our vocabulary now includes multi-media.** We use pictures, animated gifs, emojis and video/audio clips to creatively convey our thoughts. Digital communications enable us to enrich our conversations with more than just words. An exquisitely selected meme is worth a thousand words.

The same principles apply to companies:

**1. Companies should have a multi-platform approach to reaching audiences.** Your audiences will be spread out across different channels online and offline. Pinpoint those channels and prioritize resources accordingly.

**2. Make your information easily searchable.** People often conduct their own online research. Facilitate their search by optimizing content on your own channels and have an active online presence.

**3. Talk with your audiences. Listen to their stories. Share your stories.** Provide behind-the-scenes details about your product or company. People appreciate getting to know their favorite products and companies. Have a meaningful presence on social media. Don't wait until you wish you had a Twitter audience or Facebook page to support your brand during a viral crisis. Don't miss opportunities to have your brand's fans and supporters affirm you on a daily basis.

**4. Communicate visually and creatively.** Consider an infographic to display content in a shareable way or a cleverly captioned image to make your point.

If you feel disconnected from your audiences, it's not because they have nothing to say. You may just not be listening in the right places.

*Karmina Zafiro is Director of Digital and Social Media at Fineman PR in San Francisco.* ●



Karmina Zafiro

2013 Annual Event

## DIRECTORS/PRODUCER FORUM & NEW DIRECTORS SHOWCASE

MAY 23rd | 10am-9pm | DGA Theatre | NYC

Join SHOOT and our 2013 Event Sponsors for an informative and entertaining day-time Forum filled with speakers, panels, networking followed by a fun-filled evening including the debut screening of SHOOT's 11th Annual New Directors Showcase reel, panel introducing the new directors, and after-party.

**AFTERNOON SESSION TO FOCUS ON ENTERTAINMENT PR**  
**"PR: The Difference Between Good Work & Award Winning Work"**  
 will explore the new & traditional public relations methods Directors, Producers, Production Co.s, studios, agencies can integrate into their work process to increase their success rate in award shows & film festivals and landing new projects. Learn & make new contacts.  
 > More details online or call Session Moderator @ (203) 227-1699 x12

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# LEADING GAINERS AMONG PR FIRMS

Firm		2012 Net Fees	Employees	% Change from 2011
<b>Firms in the top 25</b>				
1. Zeno Group	New York	\$20,798,925	128	+49.4
2. Finn Partners	New York	32,293,000	233	+35.8
3. Gibbs & Soell	New York	19,734,890	115	+34.0
4. W2O Group	San Francisco	62,005,000	262	+30.0
5. Allison+Partners	San Francisco	25,000,000	130	+29.3
6. French   West   Vaughan	Raleigh	17,186,330	84	+29.0
7. DKC	New York	32,896,560	154	+22.0
8. Prosek Partners	New York	15,019,717	60	+19.4
9. Hunter Public Relations	New York	14,554,310	82	+17.3
10. ICR	Norwalk, CT	36,554,283	97	+14.0
<b>Firms ranked 26 through 50</b>				
1. Max Borges Agency	Miami	6,910,743	36	+36.4
2. Merritt Group	Reston, VA	9,220,283	42	+28.8
3. LaunchSquad	San Francisco	9,387,224	85	+26.0
4. Matter Communications	Newburyport, VA	7,000,000	58	+21.0
5. Davies	Santa Barbara	10,520,971	34	+20.0
6. DCI	New York	8,619,995	47	+19.0
7. SS PR	Northfield, IL	12,929,500	62	+18.9
8. Fahlgren Mortine	Columbus, OH	12,397,732	69	+17.7
9. Jackson Spalding	Atlanta	12,095,500	82	+16.0
10. CRT/tanaka	Richmond	13,009,202	74	+12.4
<b>Firms ranked 51 through 100</b>				
1. J Public Relations	San Diego	2,646,586	23	+54.3
2. Dodge Communications	Alpharetta, GA	5,510,756	42	+53.0
3. Inkhouse Media + Marketing	Waltham, MA	4,555,312	29	+45.0
4. Trevelino/Keller	Atlanta	2,888,624	16	+44.0
5. FoodMinds	Chicago	4,859,213	17	+38.0
6. Borders + Gratehouse	San Francisco	4,093,355	23	+37.2
7. Public Communications Inc.	Chicago	6,546,731	50	+36.7
8. Bateman Group	San Francisco	3,090,395	21	+32.3
9. Kohnstamm Communications	St. Paul	2,345,479	16	+29.5
10. Jarrard Phillips Cate & Hancock	Brentwood, TN	4,862,846	18	+27.0
<b>Firms ranked 101 through 127</b>				
1. Konnect Public Relations	Los Angeles	1,309,993	21	+95.3
2. Marketing Maven PR	Camarillo, CA	703,577	10	+88.0
3. Butler Associates	New York	857,225	5	+40.0
4. Bridge Global Strategies	New York	530,225	4	+37.5
5. K/F Communications	San Francisco	1,067,800	9	+37.0
6. The Harrell Group	Dallas	873,618	2	+36.5
7. BLAZE	Santa Monica	1,297,370	10	+26.0
8. Furia Rubel Communications	Doyelstown, PA	866,781	5	+16.0
9. TransMedia Group	Boca Raton	1,143,027	12	+10.0
10. BizCom Associates	Addison, TX	861,222	8	+8.0

# RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

Firm 2012 Net Fees Empl.

## CONNECTICUT

1. ICR	Norwalk	\$22,465,153	48
2. Cashman & Katz	Glastonbury	1,585,000	22
3. Regan Comms. Group	Hartford	770,375	N/A
4. CJ Public Relations	Farmington	672,262	7

## CHICAGO

1. Edelman		\$92,816,750	576
2. FTI Consulting		15,499,997	52
3. SS PR		12,929,500	62
4. Zeno Group		8,363,263	56
5. Gibbs & Soell		4,873,621	28
6. FoodMinds		4,859,213	17
7. L.C. Williams & Associates		4,404,394	24
8. Finn Partners		3,507,000	22
9. APCO Worldwide		2,306,483	7
10. O'Malley Hansen Communications		2,000,000	11
11. Taylor		1,425,098	4
12. MWW		1,306,000	4
13. Allison+Partners		257,767	5

## FLORIDA

1. Zimmerman Agency	Tallahassee	\$10,100,000	42
2. Max Borges Agency	Miami	6,910,743	36
3. rbb PR	Miami	5,603,460	38
4. Ron Sachs Comms.	Tallahassee	4,345,720	21
5. Finn Partners	Ft. Lauderdale	1,325,009	9
6. TransMedia Group	Boca Raton	1,143,027	11
7. Edelman	Orlando	1,092,085	4
8. At The Table PR	Tampa	1,094,039	4

## LOS ANGELES

1. Edelman		\$12,835,170	116
2. Davies	Santa Barbara	10,520,971	34
3. Finn Partners		6,187,000	25
4. ReviveHealth	Santa Barbara	4,850,000	17
5. Cerrell Associates		4,505,793	22
6. Zeno Group		3,865,737	23
7. Phelps Group	Santa Monica	3,460,000	18
8. MWW		2,787,000	15
9. ICR		2,765,394	7
10. W2O Group		2,639,000	12
11. Allison+Partners		2,600,000	12
12. J Public Relations	San Diego	1,734,206	14
13. VPE Public Relations	S. Pasadena	1,452,488	15
14. Konnect PR		1,309,993	21
15. BLAZE		1,297,370	10
16. CRT/tanaka		1,230,000	6
17. Allison+Partners	San Diego	884,000	6
18. Marketing Maven PR	Camarillo	703,577	10
19. Focal Point	Burlingame	637,800	1
20. FTI Consulting		606,902	3
21. Taylor		402,990	2

## MASSACHUSETTS

1. Regan Comms. Group	Boston	\$18,063,000	40
2. Rasky Baerlein Strat. Comms.	Boston	10,689,403	39
3. Matter Communications	Boston	7,000,000	58
4. 360 Public Relations	Boston	4,752,383	30
5. Inkhous Media + Marketing	Waltham	4,455,312	29
6. Schneider Associates	Boston	2,926,010	18
7. ICR	Boston	2,772,444	8
8. FTI Consulting	Boston	2,363,888	7
9. Text 100 Global	Boston	2,000,000	13
10. RF   Binder Partners	Boston	1,113,000	10
11. LaunchSquad	Boston	1,044,300	10

Firm 2012 Net Fees Empl.

## MIDWEST CITIES

1. Padilla Speer Beardsley	Minneapolis	\$15,972,539	80
2. Fahlgren Mortine	Columbus	12,397,732	69
3. Airfoil PR	Detroit	7,867,069	51
4. Standing Partnership	St. Louis	4,100,532	29
5. Blick & Staff Comms.	St. Louis	3,993,860	15
6. Morgan & Myers	Waukesha, WI	2,805,052	N/A
7. Kohnstamm Comms.	St. Paul	2,345,479	16
8. Beehive PR	St. Paul	1,981,655	12
9. Morgan & Myers	Waterloo, IA	1,865,948	N/A
10. Maccabee	Minneapolis	1,222,940	12
11. Red Sky PR	Boise	1,126,923	13

## NEW JERSEY

1. Coyne PR	Parsippany	\$15,950,000	60
2. MCS Healthcare PR	Bedminster	3,771,495	19
3. Communications Strategies	Madison	3,446,709	15
4. Rosica Communications	Paramus	2,208,755	15

## NEW YORK

1. Edelman		\$129,735,759	889
2. Ruder Finn		33,698,000	138
3. DKC		32,896,560	154
4. W2O Group		30,783,000	140
5. MWW		30,293,000	146
6. FTI Consulting		22,488,500	77
7. Cooney/Waters Group		18,961,000	65
8. Finn Partners		17,109,000	134
9. Prosek Partners		15,019,717	60
10. Hunter PR		14,554,310	82
11. 5W Public Relations		14,188,564	92
12. Makovsky + Co.		13,000,000	51
13. RF   Binder Partners		10,900,000	64
14. Taylor		11,557,243	58
15. Kaplow		10,850,000	59
16. APCO Worldwide		9,450,827	38
17. Allison+Partners		9,100,000	45
18. Development Counsellors International		8,619,000	46
19. ICR		8,551,292	33
20. Text 100 Global PR		8,500,000	46
21. Lou Hammond & Associates		6,318,272	40
22. Bliss Integrated Communication		5,698,000	39
23. Zeno Group		5,021,592	30
24. CRT/tanaka		4,780,000	N/A
25. The Horn Group		4,700,000	24
26. Gibbs & Soell		4,688,241	33
27. CooperKatz & Co.		4,622,315	31
28. Intermarket Communications		4,312,805	18
29. Dukas Public Relations		3,438,000	16
30. Morris + King Co.		3,181,416	27
31. Widmeyer Communications		2,935,951	8
32. MMGY Global		2,522,452	19
33. Regan Communications Group		3,317,000	7
34. Text 100 Global PR	Rochester	2,225,000	15
35. Coyne PR		2,123,000	13
36. Ripp Media/Public Relations		2,057,821	7
37. LaunchSquad		1,869,973	16
38. Tylon SMR		1,605,194	6
39. J Public Relations		912,780	7
40. Padilla Speer Beardsley		903,321	N/A
41. WordHampton PR	E. Hampton	892,347	9
42. Butler Associates		857,225	5
43. Feintuch Communications		613,607	4
44. Bridge Global Strategies		530,225	5
45. Stuntman PR		378,267	2



# RANKINGS OF PR FIRMS BY CITY/GEOGRAPHY

Firm		2012 Net Fees	Empl.
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## PENNSYLVANIA

1. Gregory FCA	Ardmore	\$7,300,000	44
2. FTI Consulting	Philadelphia	3,930,943	14
3. Furia Rubel Comms.	Doylestown	783,025	4

## SAN FRANCISCO & NORTH CALIFORNIA

1. Edelman	Mountainview	\$23,281,428	108
2. Atomic		17,000,000	106
3. W2O Group		14,072,000	64
4. Sparkpr		11,280,339	39
5. Edelman		9,543,620	116
6. The Hoffman Agency	San Jose	8,650,000	92
7. LaunchSquad		6,472,951	59
8. Allison+Partners		5,800,000	35
9. Text 100 Global PR		5,200,000	42
10. Singer Associates		4,907,595	12
11. Borders + Gratehouse		4,093,335	23
12. Zeno Group		3,848,333	19
13. Edelman	Sacramento	3,334,695	14
14. The Horn Group		3,200,000	17
15. Bateman Group		3,090,454	21
16. APCO Worldwide	Sacramento	2,541,141	11
17. Finn Partners		1,507,000	19
18. APCO Worldwide		1,324,721	8
19. Landis Communications		1,100,000	10
20. K/F Communications		1,067,303	9
21. MWW		901,000	4

## SOUTHEAST

1. French   West   Vaughan	Raleigh	\$17,186,330	84
2. Edelman	Atlanta	14,555,750	98
3. Jackson Spalding	Atlanta	12,095,500	82
4. Gibbs & Soell	Raleigh	10,031,554	54
5. Taylor	Charlotte	6,414,670	31
6. CRT/tanaka	Richmond	6,320,000	N/A
7. McNeely Pigott & Fox	Nashville	5,640,530	65
8. Dodge Communications	Alpharetta	5,510,756	42
9. Dye, Van Mol, Lawrence	Nashville	5,290,921	47
10. Jarrard Phillips Cate & Hancock	Brentwood	4,862,846	18
11. ReviveHealth	Nashville	4,850,000	17
12. Trelvelino/Keller	Atlanta	2,888,624	16
13. Brandware PR	Atlanta	2,676,866	13
14. The Hodges Partnership	Richmond	1,744,790	16
15. Allison+Partners	Atlanta	1,400,000	9
16. Hope-Beckham	Atlanta	1,372,000	14
17. Katcher Vaughn & Bailey	Nashville	1,154,436	9

## TEXAS

1. W2O Group	Austin	\$10,114,000	46
2. Edelman	Austin, Dallas, Houston	9,141,781	54
3. Pierpont Comms.	Houston, Austin	5,307,382	31
4. MWW	Dallas	3,129,000	11
5. M/C/C	Dallas	1,632,000	26
6. Open Channels Group	Ft. Worth	1,251,576	8
7. The Harrell Group	Dallas	873,618	2

Firm		2012 Net Fees	Empl.
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8. BizCom Associates	Addison	\$861,220	8
9. Allison+Partners	Dallas	624,155	2
10. Phillips & Co.	Austin	639,767	2

## WASHINGTON, D.C.

1. Edelman		\$57,813,382	278
2. APCO Worldwide		56,924,169	212
3. Qorvis Communications		29,500,000	102
4. FTI Consulting		15,499,997	52
5. Levick Strategic Comms.		10,793,299	49
6. Merritt Group	Reston, VA	9,220,282	42
7. Crosby Marketing Comms.	Annapolis	7,146,709	42
8. Hager Sharp		7,092,797	48
9. Widmeyer Communications		6,903,563	29
10. GYMR		6,002,402	26
11. Seven Twenty Strategies		5,440,107	23
12. Spectrum		5,330,489	32
13. Jones Public Affairs		4,516,759	23
14. MWW		4,459,000	15
15. Rasky Baerlein Strategic Comms.		2,654,000	10
16. Finn Partners		1,844,000	15
17. Allison+Partners		744,000	6
18. CRT/tanaka		679,000	3
19. Weiss PR Associates	Baltimore	382,289	2

## WESTERN CITIES

1. Edelman	Seattle	\$40,488,942	112
2. Edelman	Portland	5,546,882	40
3. Linhart PR	Denver	4,899,244	28
4. APCO Worldwide	Seattle	2,707,836	12
5. Allison+Partners	Phoenix	2,200,000	10
6. Catapult PR/IR	Boulder	1,082,615	7
7. Allison+Partners	Seattle	518,078	2

## LIST OF MAJOR HOLDING COMPANIES AND THEIR PR SUBSIDIES

**Havas:** Abernathy McGregor Communications, Lexis, M Group, Arnold Worldwide, Euro Booth, OutCast Communications, RSCG Worldwide, Text 100.

**Huntsworth:** Citigate, Grayling, Huntsworth Health, Red.

**Interpublic Group:** Carmichael Lynch Spong, Current, DeVries Public Relations, GolinHarris, IW Group, Mullen, PMK\*BNC, Roger & Cowan, SiboneyUSA, Tierney, Weber Shandwick.

**MDC Partners:** Allison+Partners, Exponent, Kwitten + Co., Lime PR + Promotion, Sloane & Co., Veritas Communications.

**Next Fifteen Communications Group:** 463 Communications, The Blueshirt Group, Bite

**The Omnicom Group:** Brodeur Worldwide, Clark & Weinstock, Cone, Fleishman-Hillard, Ketchum, Kreab Gavin Anderson, Porter Novelli.

**Publicis Group:** Kekst & Co., MSLGroup, Publicis Consultants, Winner & Associates.

**WPP:** Blanc & Otus, Burson-Marsteller, Cohn & Wolfe, Food Group, Hill & Knowlton, Ogilvy PR Worldwide, Prime Policy Group, Public Strategies, Robinson Lere & Montgomery, Wexler & Walke.

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

■ 5.13



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## ALLISON + PARTNERS

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**Scott Allison, Chmn. & CEO**  
**Andy Hardie-Brown, Co-founder & COO**  
**Scott Pansky, Co-Founder & Senior Partner**  
**Jonathan Heit, Pres. & Senior Partner**

Allison+Partners is an international communications firm driven by a collaborative approach to innovation and creativity. The result is freshly imagined, customized approaches that provide concrete, measurable strategies to drive market and executive leadership. As Allison+Partners has grown, we've never lost the qualities that set us apart from other agencies.

These include: It's about the work, Cross-industry expertise, Senior people on every piece of business, Small enough to be agile, large enough to have impact.

Clients: ASICS, B&G Foods, Beiersdorf, Best Western International, California Tobacco Control Program, Center for Transportation and the Environment, CHG Healthcare

Services, DreamWorks Animation, Dropbox, EMPLOYERS, Energy Upgrade California, General Mills, Goldman Environmental Prize, Healthcare Leadership Council, Healthways, International Game Technology, LA Fitness, National Association of Children's Hospitals, Orbitz, ORG Public Interest Registry, Pernod Ricard, PhRMA, Pioneer, Progressive, RetailMeNot, Samsung, Toyota and The Vitamin Shoppe.

## APCO WORLDWIDE

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**Margery Kraus, Founder and CEO**

Founded in 1984, APCO Worldwide is an independent global communication, stakeholder engagement and business strategy firm with offices in more than 30 major cities throughout the Americas, Europe, the Middle East, Africa and Asia. We challenge conventional thinking and inspire movements to help our clients succeed in an ever-changing world. Stakeholders are at the core of all we do. We turn the insights that come from our deep stakeholder relationships into forward-looking, creative solutions. APCO's clients include multinational companies, trade associations, governments, NGOs and

educational institutions all looking for a partner who can provide a new kind of thinking. Our diverse and hands-on global team of more than 600 experts comes from the environments clients need to reach — we are former elected leaders; journalists; ambassadors; business and non-profit executives; government officials; market researchers; and communication and Internet experts — and works to create and implement strategic and tailored solutions designed to advance clients' objectives. The firm is a majority women-owned business.

## ATOMIC

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**Andy Getsey, Co-Founder & CEO**  
**James Hannon, Co-Founder & Chief Digital Officer**

Atomic mixes PR with digital and social media, video and content optimization, enhanced with communications analytics for strategy building, creative planning and detailed program measurement. Many Atomic clients achieve increases of 100% or more across multiple measures of campaign performance compared to pre-Atomic baselines, often on lower budgets than before. Atomic has powered numerous breakthrough campaigns for progressive technology, consumer and entertainment brands from start-ups like Mint.com, LivingSocial and Smule, to growing mid-stage companies such as LinkedIn, Ingres and Lending Club as well as large brands and leading publicly traded companies including Polaroid, Pioneer, Intuit, IMAX, ArcSight and Sony. Atomic has offices in San Francisco, New York, Los Angeles, Orange County, London and Munich. We're part of Grayling, a leading global agency with more than 40 offices in 32 countries around the world. More information: [atomicpr.com](http://atomicpr.com).

Follow Atomic on Twitter:  
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## BLISS INTEGRATED COMMUNICATION

500 Fifth Ave., Suite 300  
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Bliss Integrated Communication (formerly BlissPR) is a 38 year-old, NY-based strategic communications firm specializing in financial services, professional services and healthcare fields.

We treat every communication challenge as a business challenge. We absorb sale/marketing plans and business goals and objectives, and determine how communication can deliver against them and become a tangible business driver for our clients. Once a strategy is in place, we connect clients to customers, prospects and influencers using multiple platforms. Our goals are simple, yet highly-focused: market differentiation and meaningful engagement. Our programs create business impact. We work with clients to define success metrics and are held accountable for results. The greatest testament to ROI is the length of our client relationships. Our talented team operates in New York, Chicago and St. Louis. We extend our reach globally through our Worldcom Partners around the world and our affiliation with The Dudnyk Group of Companies.

## BUTLER ASSOCIATES, LLC

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203/564-1474

**Thomas P. Butler, President**

2011 winner of International Association of Firefighters (IAFF) best national radio cam-

paign, 2010 winner IAFF best U.S. P.R./Political campaign award. Ranked top 5 in New York market for its environmental and public affairs practice. Butler Associates campaigns range from winning *Fortune* 50 shareholder proxy battles, public affairs, legal and public safety campaigns, to visibility for top Wall Street firms and their CEO's. The Butler group includes seasoned pros, committed to their clients, who deliver consistent results. Its Litical Solutions division delivers mobile consumer engagement campaigns and award winning advertising for broadcast, internet and print.

Clients: Association of BellTel Retirees Inc., Christensen & Jensen, P.C., Empire Government Strategies, Mechanical Contractors Association of New York, New Rochelle Uniformed Fire Fighters Association Local 273, New York Affordable Reliable Electricity Alliance, ProtectSeniors.Org, Siebert Brandford Shank & Co., LLC., Stamford (CT) United Auto Workers Local 2377, Stamford (CT) Police Association, Stamford Professional Fire Fighters Association, Steamfitters Local 638, Thompson for Mayor 2013 (NY City Mayoral Campaign), Uniformed Firefighters Association (NY City), United Food & Commercial Workers Union, and Yonkers Fire Fighters Local 628.

**CATAPULT PR-IR  
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Ranked the leading technology PR agency in Colorado, Catapult helps B-2-B technology companies establish market-leading positions through focused positioning and messaging, market-changing strategies and aggressive media, industry analyst and social media programs.

Catapult's differentiator is its experience, market knowledge and partner-level involvement in all aspects of its client service. The PR strategies it develops often transform into business strategies that become a catalyst for true market leadership and accelerated growth. In many

cases, Catapult clients, regardless of their size, become driving forces within their markets and disrupt industry norms.

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

Clients include: Agile Alliance, CollabNet, CrowdIt, FreeWave Technologies, Inovonics, JNBridge, TapInfluence, and Tasktop Technologies.

**COONEY/WATERS  
GROUP**

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www.alembichealth.com  
www.thecorkerygroup.com

**Lenore Cooney, CEO**  
**Timothy Bird, Pres./COO**  
**Anita Bose, Chief Strategist**

Cooney/Waters Group, ranked among the top health care agencies in the U.S., is a group of companies focused exclusively on health and science across many therapeutic areas and health sectors in North America and internationally. The Group includes three sister companies: Cooney/Waters, a mid-sized firm that provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises; Alembic Health Communications, a firm which specializes in communications programs in the area of health advocacy; and The Corkery Group, a full-service public relations firm internationally recognized for its expertise in issue-oriented and product communications for some of the world's leading health organizations.

**COOPERKATZ &  
COMPANY, INC.**

205 Lexington Avenue, 5th Floor  
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Fax: 917/326-8997  
www.cooperkatz.com



**Meet Coyne PR! Our staff is what makes our agency great and enables us to work with clients that we have a great passion for, and who let us run with our creativity. The agency has been recognized with more than 100 industry honors in the last two years.**

CooperKatz & Company is a highly-regarded, results-driven marketing / public relations firm.

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

The CooperKatz team combines the professionalism and strategic thinking of a large agency with the nimbleness and client focus of a small firm. It has won numerous awards, including "Best Agency of the Year" in its size category and "One of the Best Agencies to Work For" by *The Holmes Report*. CooperKatz is a member of the Council of Public Relations Firms and the Public Relations Global Network, a consortium of independent agencies representing over 80 markets around the world.

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**Thomas F. Coyne, CEO**  
**Rich Lukis, President**  
**Brad Buyce, John Gogarty, EVPs**

**David Carter, Kelly Dencker, Jennifer Kamienski, Tim Schramm, SVPs**  
**Stacy Bataille, Linda Bernstein Jasper, Dr. Norman Booth, Chris Brienza, Reggie Dance, Joe Gargiulo, Kevin Lamb, Brian Murphy, Susan Murphy, Geoffrey Phelps, Michael Salzillo, Deborah Sierchio, Lisa Wolleon, VPs**

Coyne PR is one of the nation's leading independent public relations agencies. The agency represents some of the world's most well-known brands in a range of categories: Automotive, Beauty & Fashion, Entertainment, Food & Nutrition, Health, Media & Publishing, Pet & Animal, Retail, Sports, Technology, Travel & Hospitality, and Toy & Juvenile Products. We combine strategy and creativity to generate the best possible results for our clients — taking each and every client exactly where they want to be, and beyond.

The agency has been named Midsize Agency of the Year from *PRWeek* and *PR News*, Best Agency to Work For in America and Consumer Agency of the Year from *The Holmes Report*. These awards are a testament to the breadth and depth of our category experience, as well as a reinforcement of our agency philosophy, which is to provide best of class creativity, client service and results in an office environment that is consistently ranked among the best employers in the industry. Coyne PR specializes in media relations, brand building, product launches, events & promotions, CSR, social media, corporate communications, digital creative and crisis management. The agency also boasts a full

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**Crosby President Raymond Crosby leads his agency's team in "Inspiring Actions That Matter."**

**COYNE PR**

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service, internal design and digital department specializing in digital strategy, social media, design, video production, mobile apps and more.

**CROSBY  
MARKETING  
COMMUNICATIONS**

705 Melvin Avenue  
Annapolis, MD 21401  
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www.crosbymarketing.com

**Raymond Crosby, President**

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

Crosby helps clients make powerful connections with their customers, constituents and communities by tapping the motivations that shape attitudes and inspire behavior change. The firm's award-winning campaigns, which integrate paid, earned and social media, have touched the lives of virtually every American.

Crosby has specialized prac-

tices in Healthcare, Government and Social Marketing & Advocacy. The firm ranks among the top agencies in the Mid-Atlantic region, #45 on *O'Dwyer's* list of largest PR firms, and has headquarters in Maryland's state capital of Annapolis and offices in Washington, D.C.

Clients include Kaiser Permanente, DuPont, U.S. Dept. of Health and Human Services, Saint Agnes Hospital, Catholic Relief Services, Social Security Administration, USDA, the EPA's ENERGY STAR program, Veterans Administration, Apex Wind Energy and The Wallace Foundation. To review case studies and a creative portfolio, visit [crosbymarketing.com](http://crosbymarketing.com).

**CRT/TANAKA LLC**

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**Mark Raper, Chairman and CEO**  
**Patrice Tanaka, Co-Chair, Chief Creative Officer**  
**Mike Mulvihill, President**

CRT/tanaka is an award-winning public relations and marketing firm known for its inspiring workplace culture and approach to business. Headquartered in Richmond, Va. and New York, with offices in Los Angeles, Washington, D.C. and Norfolk, Va., CRT/tanaka features four integrated specialties — Food/Beverage/Nutrition, Health/Healthy Lifestyles, Consumer and Corporate/B2B. The agency has been recognized with more than 375 national and regional awards for its strategic counsel, creativity, workplace culture and community service. Clients include Air New Zealand, Avocados from Mexico, Barnes & Noble College, BISSELL Homecare Inc., Charles Schwab & Co., Hass Avocado Board, Quebec Maple Syrup Producers, Girl Scouts of the USA, Sprint Nextel, the U.S. Highbush Blueberry Council, Web.com, Wilsonart International and Wines from Rioja (Spain). More information about CRT/tanaka is available at [www.crt-tanaka.com](http://www.crt-tanaka.com).

**DAVIES PUBLIC  
AFFAIRS**

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**John Davies, CEO**  
**Rob Rice, SVP**

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

Davies has turned public affairs into an art. We provide thoughtful strategies, compelling messages and precise tactical execution to overcome controversy and crisis.

After having worked in countless contentious arenas over the last 30 years, we have chosen four specific areas on which to focus our depth of expertise: Real Estate, Energy & Environment, Mining and Crisis.

**DEVELOPMENT  
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INTERNATIONAL**

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www.aboutdci.com

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

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

duct spokesperson/media training.

Each one of our 50 staff has a "passion for places" which creates a culture of collaboration, idea sharing and a deep desire to achieve the investment and visitor attraction objectives of our client communities.

**DKC**

261 Fifth Avenue, 2nd Floor  
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www.dkcnews.com

**Sean Cassidy, President**

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

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

Among our clients include: AARP, Airbnb, *Billboard Magazine*, Caesars Entertainment, C.F. Martin & Co, Children's Health Fund, Citi, Continuum Health Partners, Delta Air Lines, Esquire, 50 Cent, Forest City Ratner Companies, Gannett /

— Continued on page 54

# Creative Edge.

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**It drives innovation.**

**It has a singular impact on  
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**DKC**

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USA TODAY, Jaguar Land Rover, James Hotels, Ken Burns, Kraft, LinkedIn, Marvel Entertainment, Match.com, McAfee, NBC Universal / Sprout, New Balance Athletic Shoe, New Era, New York Palace Hotel, PBS, Priceline.com, Rockwell Group, Bad Boy Entertainment/Sean "Diddy" Combs, Sesame Street, Showtime Networks, Stony Brook University, Tommy Bahama, ULTA, *Us Weekly*, USTA/US Open, Yahoo!.

**DODGE COMMUNICATIONS**

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 dodgecommunications.com/blog  
 Twitter: @DodgeComm

Dodge Communications, a fast-growing, award-winning agency serving emerging and established healthcare brands, helps companies build awareness, demonstrate thought leadership and generate demand. By enabling the convergence of public relations, marketing and digital media disciplines, Dodge's integrated communications approach allows clients to navigate an increasingly complex healthcare landscape for sustainable, measurable results. The knowledge, contacts and talent Dodge offers artfully combines effective and powerful positioning with precise message definition, skillful execution and dependable reach to positively influence key decision makers and stakeholders. With a passion for providing excellence in client service, Dodge has an impressive track record for client growth and retention and consistently delivers strategies that engage

The June issue of *O'Dwyer's* will profile International PR firms, as well as PR firms with a multicultural practice. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

prospects, optimize interactions and promote business.

**EDELMAN**

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**Richard Edelman**, *President and CEO*  
**Matthew Harrington**, *President and CEO, U.S.*  
**Alan VanderMolen**, *President and CEO, Global Practices and Diversified Insights Businesses*

Edelman is the world's largest public relations agency with 63 offices and more than 4,200 employees worldwide. Daniel J. Edelman founded the agency on October 1, 1952, in Chicago. His values and vision have led the firm, which remains independent and family-owned, through its 60 years of operation. His son Richard Edelman is now President and CEO.

Edelman is comprised of six global practices which make up its core competencies — Consumer Marketing, Corporate, Digital, Health, Public Affairs and Technology — each with related specialty areas of expertise. Edelman also owns specialty firms Blue (advertising), StrategyOne (research), Ruth (brands + experiences), DJE Science (medical education/publishing and science communications), MATTER (sports, sponsorship, and entertainment), and Edelman Consulting.

Edelman recently introduced the idea of transmedia storytelling through what it calls the Media Cloverleaf (traditional, hybrid, social and owned). The concept has produced innovative and award-winning work. Coupled with Edelman's entrepreneurial spirit and flexibility of thinking, the Media Cloverleaf concept has allowed the firm to stay ahead of the curve and quickly adapt to the changes that are regularly occurring within the marketing landscape.

Edelman's intellectual property such as the Edelman Trust Barometer and goodpurpose study continue to solidify the agency's position as the thought leader for the industry.

**ENERGI PR**

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**Esther Buchsbaum and Carol Levine**, *Co-Founders and Managing Partners*

energi PR is an award-winning, independently-owned, bilingual Canadian agency with offices in Toronto and Montreal. We service name brand clients across Canada and the US, and as the Canadian affiliate of the Public Relations Global Network (PRGN) we are able to service clients in markets around the world. We provide clients with fresh ideas and innovative approaches to building and strengthening brands with the seamless integration of traditional and new PR/social media.

We represent global, national and local clients and are committed to ethical practices, transparency and strategic excellence; offering the highest quality and standard of service.

energi PR specializes in the consumer and healthcare sectors and is well recognized for its thriving beauty, travel and pharmaceutical practices. We are founding members of the Canadian Council of PR Firms (CCPRF) and hold an A+ Accreditation from the Alliance des cabinets de relations publiques du Québec.

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**Neil Mortine**, *President & CEO*

Fahlgren Mortine offers a full range of public relations and marketing and communications services under one roof, from heady issues such as crisis management counsel to the creative and practical application of new media. With 60 public relations professionals and clients based in more

than 29 states, Fahlgren Mortine is headquartered in Columbus, Ohio, with twelve locations in seven states. In addition to our regional offices, we have the ability to reach audiences globally through our involvement with the Council of Public Relations Firms and membership in IPREX. But what matters most to our clients is our way of doing business. We're accountable, approachable and amenable to doing whatever it takes to help our clients succeed. It's enabled us to achieve a Net Promoter Score (NPS) that places us in what the creator of the NPS deems the "world-class" range, and it means our clients enthusiastically recommend us to others.

**FINN PARTNERS**

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**Peter Finn**, *Founding Partner*

Finn Partners officially launched late in 2011, and has already gained the momentum, talent and forward-looking planning that will ensure exponential success in 2013 and beyond. With a 36% year-over-year growth rate, Peter Finn has strategically built the agency's U.S. foundation, focusing on key practice areas and geographies, and then putting emphasis on building each core competency through collaboration. Finn Partners completed two acquisitions in 2012 with the addition of NY based tourism marketing specialist M. Silver and Associates, and Chicago-based Healy & Schulte. Finn Partners also expanded globally in 2012 — adding its second international office — by hiring former WagEd technology leader Chantal Bowman-Boyles to open and run its London office. Finn Partners London is the agency's gateway to Europe and is already working with several of the firm's U.S. based clients by effectively expanding scope to include global work. In the U.S., Finn Partners is strengthening its position as an emerging major independent firm, and is keeping steadfast to its commitment of being a Best Place to Work in the industry. The company is truly innovative in its approach to human resources — expanding

employee benefits including absorbing all cost increases for healthcare benefits and growing its bonus pool by more than 50% percent. The firm's top 15 clients account for approximately 30% of the firm's revenue, and include companies like: Hyundai, Vonage, Rosetta Stone, Jamaica Tourist Board, Logitech, IEEE, Pinnacle Vodka, the Embassy of Korea and Blue Cross Blue Shield. New business wins since the start of 2012 include Hilton Garden Inn, Hampton Hotels, the Verizon Foundation, Exact Target, Fifth Third Bank, Fujitsu America, FTD and the American Association of Orthodontists.

Founding Partner Peter Finn says the agency will continue to grow faster than other mid-size agencies this year through a combination of organic and non-organic growth. Above all else, and perhaps the greatest accomplishment of Finn Partners to date, is the agency's unique collaborative culture. Having been named a best new agency in 2012 by an industry trade publication, Finn Partners is in many ways still evolving. However, the formula is working and with the firm's dedicated focus on its people, clients and overall growth, the company looks forward to continued success.

Clients: Bosch Home Appliances, Dole Packaged Foods, Hyundai & Hope on Wheels, Jamaica Tourist Board, Liz Claiborne Inc., Logitech Shumei, International Silver Spring Networks, The Jim Henson Company, The North Face, Robert Wood Johnson Foundation, Rosetta Stone, StubHub, TomTom, Treasury Wine Estates, Verizon Foundation, and Vonage.

**FOODMINDS INC.**

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**Laura Cubillos, Bill Layden, Sue Pitman, Partners**

FoodMinds is a food and nutrition consulting and communications company specializing in food, nutrition, health and wellness. We harness communications, science and public affairs to establish unique selling propositions

and produce novel food and nutrition programs. We create pathways for new opportunities and growth that transform perceptions and influence decisions and actions. In short, we don't just tell your story better — we help you tell a better story that makes a difference.

Clients Include: American Heart Association, Applegate, Can Manufacturers Institute, Council for Responsible Nutrition, Dairy Management, Inc., Dairy Research Institute, Grocery Manufacturers Association and Food Marketing Institute, Hass Avocado Board, Kellogg, Micropharma, Midwest Dairy Association, Nat. Confectioners Association, Néstle, Nutrient Rich Foods Coalition, Sabra Dipping Company, United States Dairy Export Council, The Winning Combination, and Welch's.

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**Rick French, Chairman & CEO**  
**David Gwyn, President / Principal**  
**Natalie Best, Executive Vice President / Director of Client Services / Principal**

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 84 research, public relations, public affairs, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Dallas, Los Angeles and Tampa offices.

FWV is ranked as the #20 largest independent PR firm in the U.S. and the #1 PR firm in the Southeast by O'Dwyer's. The first and only N.C.-based firm to capture a coveted "Agency of the Year" award (*The Holmes Report*), as well as the first N.C.-based company to top the list of the world's fastest-growing agencies as measured by year-over-year percentage growth (*PR Week*), FWV's national and international clients include Wrangler, Justin Boot Company, the International Gemological Institute, RBC Bank, Saft, Arena USA and Moe's Southwest Grill restaurants.

In addition to its core public relations business, FWV is home to one of the nation's fastest emerging and groundbreaking digital services practices. A leader in launching head-turning, results-driven marketing campaigns, FWV executes multifaceted digital and social media initiatives to stimulate product trials, awareness and purchase on behalf of some of the world's foremost companies and brands, including Wrangler, Gemesis Diamond Company, Teradata Corporation, Melitta Coffee, the United States Polo Association, Central Intercollegiate Athletic Association (CIAA) and Hood River Distillers (Pendleton Whisky, Pendleton 1910, Yazi Ginger Vodka, Broker's Gin and SinFire Cinnamon Whisky).

**GIBBS & SOELL,  
INC.**

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

Gibbs & Soell is an independent business communications firm with headquarters in New York and offices in Chicago, Raleigh, N.C., and Basel, Switzerland. The firm's global network extends across nearly 40 countries through its PROI Worldwide partnership. G&S integrates business and communications strategies, using a full range of communications services, to build sustainable relationships for clients along the entire value chain. We inspire action that drives results.

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

Our four practice groups —

Business Consulting, Consumer Marketing, Employee Engagement and Sustainability Consulting — bring dedicated resources, best practices and tools to leverage business communications strategies for maximum impact.

Partial client roster: ACC/Cybersecurity. American Society of Home Inspectors, Archdiocese of Newark, NJ, Areva, Borro.com, Catholic Cemeteries, CEMEX Commonfund Group, DECA-Golf Buddy, Dow Chemical Company, Florida East Coast Railway, Firestone Building Products, Gevo, Häfele America, Hardwood Manufacturers Association, Harris Interactive, Head USA/Racquet Sports and Winter Sports, HomeServe USA, Honeywell, Intertek, Investment Program Association

LORD Corporation, ME Global, Million Dollar Round Table, Mitsubishi Electric Automation, National Elevator Industry, Inc., Nomaco Engineered Foam Solutions, Panasonic Home & Environment Company, Panasonic Tools, Ply Gem, Inc.

Rexel Development SAS, Schindler Elevator, Schumacher Homes, Siemens, Syngenta, Trade Commission of Spain, Trimble Navigation, Trudeau Corp., Wenger/Swiss Army and Footwear, Xuber.

**GREGORY FCA**

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Gregory FCA is a full-service, strategically integrated public relations firm with over 23 years of experience in national media relations, investor relations, financial communications, and content marketing. The 46th largest firm in America, Gregory FCA was among the first PR firms in America to incorporate social media into integrated communications campaigns.

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

Our staff includes top minds in writing, public relations, and finance — MBAs, former journal-

Continued on page 56



**GYMR Partners Patrick McCabe and Sharon Reis.**

**GREGORY FCA**

Continued from page 55

ists, and bloggers — with the knowledge, creativity, and experience to execute sophisticated corporate communications, media relations, social media, and investor relations programs.

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

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

**GYMR, LLC  
(GETTING YOUR  
MESSAGE RIGHT)**

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**Patrick J. McCabe, Partner**  
**Sharon M. Reis, Partner**

Sharon Reis and Patrick McCabe, partners at GYMR Public Relations, said the firm is privileged to have spent the last 15 years working with many of the country's "most prominent foundations, corporations, medical societies, health associations, nonprofit advocacy groups and federal agencies."

Among events coordinated last year was the award winning national launch of the Gordon and Betty Moore Foundation's Patient Care Program, which seeks to engage patients and families in their care within a supportive healthcare delivery system in an effort to reduce preventable medical errors and unnecessary healthcare costs.

The firm also continued its communications support for the groundbreaking "Choosing Wisely" campaign, which addresses overuse and waste in health care by presenting recommendations from physician groups of specific tests or procedures that are commonly used but not always necessary.

**HAGER SHARP,  
INC.**

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**Garry Curtis, President & CEO**  
**Debra Silimeo, Executive VP**

Hager Sharp has embraced one ideal since its founding in 1973: Helping clients develop and deliver communications that make a difference by improving people's lives. We are a mid-sized employee-owned firm providing strategic communications, public relations, marketing, and public affairs leadership to not-for-profit and government clients. With a proven track record of success and concentrations in health, education, and safety, we offer a deep reservoir of experience to help translate even the most complex issues into clear, actionable communication.

To ensure all of our engagements are guided by "top of the class"

expertise, Hager Sharp builds account teams of seasoned communication professionals with deep knowledge and experience in their clients issues — supported by dedicated experts in strategic planning and research, digital strategy, and media relations. Walk our halls and you'll find professionals in communication, social marketing, media relations, and digital engagement working alongside former reporters, public health experts, teachers, and researchers. These close collaborations result in insightful counsel, creative solutions, and measurable results. Our strengths include: integrated national campaigns and social marketing programs, social media and online engagement, data translation and visualization, partnerships that leverage our clients' audience reach and engagement, media relations, and multicultural outreach.

Clients include: Annie E. Casey Foundation, Centers for Disease Control and Prevention, National Institute of Diabetes and Digestive and Kidney Diseases, U.S. Dept. of Health and Human Services/Office on Women's Health, President's Cancer Panel, ETS, U.S. Dept. of Education/National Center for Education Statistics, U.S. Dept. of Homeland Security/United States Fire Administration.

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**Bob Hope, President & Co-Founder**  
**Paul Beckham, Chairman & Co-Founder**

Hope-Beckham Inc. (HBI) is an independently owned public relations and experiential marketing firm based in Atlanta.

Formed in 1994 by Paul Beckham and Bob Hope, the agency got its start creating and touring the only women's professional baseball team, the Colorado Silver Bullets, for Coors Brewing Company. From its sports-focused roots, HBI has become one of the top independent public relations firms in the country and currently employs 20 employees.

In its 19-year history, the firm has won many awards and honors, including top independent PR agency in nine categories; Professional Services, Environment,

Beauty & Fashion, Healthcare, Food & Beverage, Financial, Home Furnishings, Sports & Leisure, and Technology.

HBI represents local and national clients that give the firm high marks for creativity and the ability to generate publicity.

Clients include: Aaron's, Arrow Exterminators, Atlanta Track Club, Atlanta Silverbacks, Belk Inc. Southern Division, Buckhead Theatre, Chick-fil-A Foundation, Comcast Cable Communications, East West Manufacturing, General Growth Properties, Greenberg Traurig LLP, Hooters of America, McBurney Power, National Center for Missing and Exploited Children, Partnership Against Domestic Violence, Premier Exhibitions, Georgia Education Articulation Committee, Technical College System of Georgia, TOUR Championship by Coca-Cola, U.S. Road Sports.

HBI believes in establishing collaborative partnerships with each of its clients and strongly encourages account team members to communicate and interact directly with its clients. HBI prides itself on providing effective account management, which starts with senior account leadership maintaining a very active role in the account through streamlined communication, strategic counsel and effective day-to-day account management.

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**Jason Winocour, Senior Partner**  
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**Donetta Allen, Partner**  
**Gigi Russo, Partner**  
**Erin Hanson, Partner**

Combine limitless creativity and enthusiasm with research-based strategic counsel, outstanding traditional media relations and social media savvy and you have Hunter Public Relations, one of the most recognized mid-sized firms in marketing communications.

Founded in 1989, practice areas in consumer products and services include food and beverage





**ICR CEO and Co-Founder  
Thomas M. Ryan.**

age, wine and spirits, home and lifestyle, health and beauty, consumer technology, and toys and games.

Hunter PR's long-term clients include some of the most respected consumer packaged goods companies in America. Revitalizing mature brands, creating buzz around new products and building awareness among key influencer groups are among the firm's specific areas of expertise. Specialized research, social media, Hispanic, entertainment, cause marketing, digital and graphic design services round out the agency's insight based, 360-degree approach.

Named as both a "Best Digital PR Firm" and a "Best Place to Work," Hunter Public Relations is proud to be a communications firm where the best brand teams and companies keep their business and the best talent in the business wants to work.

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

Established in 1998 and privately-held, ICR partners with companies to develop and execute strategic communications programs that achieve business goals, build credibility, and enhance the value of the enter-

prise. The firm's pairing of capital markets veterans and senior communications professionals provides a highly-differentiated offering, one that continues to serve as the foundation for significant growth. Today, ICR has approximately 350 clients across 20 industries and is one of the largest independent agencies in North America maintaining offices in Boston, Los Angeles, New York, Connecticut, San Francisco and Beijing.

In 2012, ICR once again saw double digit revenue growth driven by new client wins including Del Frisco's Restaurant Group, Tumi Holdings, Rouse Properties, Green Mountain Coffee Roasters and Renewable Energy Group. Additionally, the ICR XChange, ICR's annual investor conference, which in 2012 hosted 175 private and public company management teams and more than 1,900 attendees, experienced dramatic year-over-year growth.

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**Jamie Lynn Sigler, Founding Partner**  
**Sarah Evans, Partner**

J Public Relations (JPR) is a savvy, connected and proven bi-coastal public relations firm specializing in high-end travel, hospitality and lifestyle clientele. With offices on both coasts, in New York City and Southern California, JPR is committed to delivering high-impact results through creative, customized campaign strategies and marketing partnerships. The campaigns are designed to have personal appeal while maximizing visibility across a broad range of top-tier media outlets, and social media platforms. The firm is known for creating a "buzz" among media, influencers and industry insiders. A clear strategy is based on specific client goals, "wish lists" and revenue-driving markets and verticals.

Solid and long-standing relationships with top journalists and freelancers nationwide, coupled



**Hunter PR worked with JELL-O and former San Francisco 49er, Ronnie Lott, to deliver thousands of cups of JELL-O Pudding to San Francisco residents following their team's loss in the Super Bowl. Pudding Surprise, a TV spot that aired immediately following the game, announced that JELL-O pudding would be delivered in San Francisco, putting a smile on a town that has its spirits down. The program garnered approximately 200 media placements and 115 million media impressions.**

with world-class experience, has earned the team a reputation as trusted resources for journalists working on consumer, design, food and beverage, trade, busi-

ness and lifestyle articles, as well as journalists in key regional markets.

— Continued on page 58



**J Public Relations Founding Partner Jamie Lynn Sigler (left), with Partner Sarah Evans (right).**

**J PUBLIC RELATIONS**

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The team is comprised of publicists, strategists, tastemakers, social media mavens, foodies and travelers. JPR fully operates as an extension of clients' internal marketing teams, providing boutique, personalized service and attention to detail in all of the facets of successful PR and marketing campaigns.

Current Client List: Block 16 Hospitality Group, Las Vegas; Fairmont Hotels & Resorts; Hotel Chandler, New York City; Lake Placid Lodge, Lake Placid; L'Auberge de Sedona, Arizona; MetWest Terra Hospitality, San Francisco; MetWest Terra Hospitality, Jackson Hole; Paresa Resort, Thailand; Rancho Bernardo Inn, San Diego; Rancho Valencia, San Diego; Rancho La Puerta, Mexico; Royal Palms Resort and Spa, Phoenix; Sheraton San Diego Hotel & Marina Surf & Sand Resort, Laguna Beach; Tanque Verde Ranch, Tucson; The Chanler, Newport, Rhode Island; The MODERN, Honolulu; The Regent Palms Turks and Caicos; The Surrey Hotel, New York City; Topnotch Resort & Spa, Vermont; THE US GRANT, San Diego; Vanderbilt Grace Hotel, Newport, Rhode Island; Washington School House, Park City, UT; The White Barn Inn, Kennebunkport, Maine; Windham Hill Inn, Vermont; Westin Gaslamp, San Diego; The 40/40 Club, New York City; Hornblower Cruises & Events, New York City; Enlightened Hospitality Group, San Diego; Belleclaire Hotel, New York City; The Ivy, Baltimore; True Food Kitchen, San Diego; Katsuya, San Diego; Sprinkles Cupcakes, San Diego and National Celebrity.

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

Jackson Spalding provides full-service public relations and marketing for industry-leading consumer and B2B clients: legal, financial services, consumer, healthcare, transportation, real estate and sports. Our creative team offers branding, design, advertising, web development, multimedia production and media planning/buying. Our coaching team provides a full range of client training including media coaching, public speaking, presentation development, meeting facilitation and team-building.

We are one of the largest independent public relations and marketing firms in the Southeast, helping a wide range of organizations and corporations build and protect their brands. Our values-driven culture has attracted gifted team members from many disciplines. We are proud of our multiple "Best Places to Work" awards and believe our culture contributes to our record of longstanding client relationships.

AlliedBarton Security, Alostair Bank of Commerce, Automated Logic, Chick-fil-A, Inc., Children's Healthcare of Atlanta, College Football Hall of Fame, Cousins Properties, Cumberland CID, Delta Air Lines, Federal Home Loan Bank, Georgia Transmission, IDI, McKenna Long & Aldridge, LLP, Monastery of the Holy Spirit, Mueller Water Products, North Fulton CIO, Rollins / Orkin, Primrose Schools, Publix Super Markets, Rogers Electric, SCANA Energy, Skanska USA Building, Synovus Banks, The Coca-Cola Co., University of Georgia College of Public Health.

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**Liz Kaplow, Pres. and CEO**

Kaplow has always been focused on relationship-based PR. Now, with so many new forms of communication, cutting through the clutter with authentic storytelling has never been more relevant. We continue to evolve to offer our clients

the most effective holistic campaigns integrating traditional, social, digital and video production to reach consumers and influencers at every touch point. This year, Kdrive, our digital division, continued to increase its production of branded content across all platforms. We have developed proprietary methods for evaluating learnings from content performance that allow us to optimize our strategies and reporting to clients. Kstudio, Kaplow's video content creation and distribution center, has seen its profits double year-to-date. 2012 saw the launch of Knext, a new business unit within the agency specifically focused on the communications challenges of agile, young and driven entrepreneurial companies that have the opportunity to become significant consumer brands. Kaplow also launched The Outside/In Curriculum with the dual objective of contributing to the outside community in a meaningful way, and bringing news of the world into Kaplow and our clients.

Clients include: Avon Foundation, Avon mark, Cosmetic Executive Women, Skype, Shiseido, Timex, Target, Unilever (Nexxus and St. Ives), CVS/Pharmacy, Gurwitch (Laura Mercier, Revive and Nyakio), Shaklee and Luvocracy.

**KONNECT PUBLIC RELATIONS**

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**Sabina Gault, CEO**  
**Monica Guzman, PR Director**  
**Shelby Fox, PR Manager**  
**Jessica Hatcher, PR Manager**

Konnect Public Relations is a full-service, award-winning PR agency based in Los Angeles and specializing in media relations for a large variety of consumer brands. Areas of focus include: franchise, food & beverage, baby & children, as well as a select number of fitness, wellness and lifestyle brands. Each PR campaign is carefully tailored to align with the client's overall brand strategy and designed to generate visible

ROI. Konnect PR's team of ambitious, dedicated, enthusiastic publicists is known for the ability to create meaningful "buzz" for clients, while using tactics that enhance brand awareness with key demographics. Services include: national and in-market media relations, event creation and implementation, social media, crisis communications, brand management, celebrity seeding, etc. Clients include Fatburger, Nestlé Waters North America, Nautica, Capriotti's Sandwich Shop, Nuna, Ergobaby, SkyZone, Babiators and more. For more information visit [www.konnect-pr.com](http://www.konnect-pr.com).

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**Heather Sexton, Vice President**

L.C. Williams & Associates (LCWA) is a full-service public relations and research agency headquartered in Chicago. Our mid-sized company is made up of experienced, invested and creative individuals whose mission is to provide clients a refreshing agency experience based on trust, flexibility and the delivery of meaningful results on time and on budget.

Our independent agency employs 30 professionals whose specialties include marketing communications, media relations, social media, corporate relations, employee/labor communications, public affairs, crisis communications, special events, community relations, media training and more. The firm offers an in-house, full-service research capability, and an arts and leisure practice.

LCWA serves clients from a wide range of industries and is one of the top agencies specializing in home products. Our national reach is broadened globally by international affili-

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**L.C. WILLIAMS & ASSOCS.**

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ates through our membership in the Public Relations Global Network.

Among current clients: AbbVie, American Academy of Sleep Medicine, American Association of Endodontists, American Nurses Association, CareerBuilder, Chicago Children's Theatre, Columbia College, Contigo, Electrolux, Eureka, Everest College, First Alert, Frigidaire Professional, General Growth Properties, Merit School of Music, Owens Corning, Paramount Theatre, Pergo, Physicians Immediate Care, Pyramid Healthcare Solutions, Service Corporation International, Snow Joe, Tiffany & Co., Trex, UnitedHealthcare of Illinois, Vermont Castings.

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**Dawn Doty, APR, Vice President, Partner**  
**Kelly Janhunen, Account Director, Partner**  
**Kelly Womer, APR, ABC, Vice President, Partner**

Linhart Public Relations, a national public relations and corporate communications counseling firm based in Colorado, helps clients build and defend strong, engaging brands and reputations. Our key practice areas include consumer marketing, corporate communications, digital media, financial services, healthcare communications and employee engagement. We deliver business results for about 30 global, national and regional clients.

We're also recognized as an award-winning firm for our client work, business results and workplace practices. Linhart PR was named *PRWeek's* 2012 Boutique Agency of the Year and was a national finalist for this award in 2013. We also won

the national 2011 Top Small Company Workplaces award from *Inc.* magazine and Winning Workplaces, and we're regularly ranked on national Best Places To Work in Public Relations lists. Linhart PR is a member firm in Worldcom Public Relations Group, giving us global reach for our clients.

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**Lou Hammond, Founder and Chairman**  
**Stephen Hammond, President**  
**Terence Gallagher, Executive Vice President**

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

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

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

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**Ken Makovsky, President & CEO**

Makovsky, founded 33 years ago, has become one of the nation's leading independent global integrated communications firms by adhering to its original vision: specialization in key areas is the best way to build reputation, sales and fair valuation for the client. Our competitive edge is reflected in our brand energy line: "The Power of Specialized Thinking."

Makovsky's specialties include financial and professional services, health, technology and energy. Key services include digital branding, social media, change management, investor relations and research.

Headquartered in New York, Makovsky has agency partners in more than 30 countries and in 40 U.S. cities through IPREX, the second largest worldwide corporation of independent agencies, of which it is a founder.

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**Joe Boyd, CEO**  
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**Eliot Harrison, VP**

Creativity. Service. Results. For more than 25 years, MCS Healthcare Public Relations has focused solely on healthcare. Because our industry is always evolving, we're constantly adapting. From communicating the in-depth science behind groundbreaking therapies, to supporting advocacy groups and other organizations making a difference, we are in step with the issues and trends that impact the practice and delivery of medicine throughout the world.

MCS, through a well-established network of independent public relations agencies, oper-

ates in Canada, most Western and Eastern European countries, and Asia. With experience in virtually every therapeutic category, we provide our clients with a multitude of services, including product and corporate communications, issues management and crisis communication, media relations and media training, advocacy relations, business-to-business PR, and social media counsel. For more information visit [www.mcspr.com](http://www.mcspr.com).

Clients: BD (Becton, Dickinson and Company), BioQuell, Inc., CSL Behring, Genentech (Roche), Head & Neck Cancer Alliance, MannKind Corp., Merck, The Partnership for Maternal and Child Health of Northern New Jersey, PDR Network, Pernix Therapeutics, Qforma and Reckitt Benckiser.

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**Michael W. Kempner, President & CEO**

MWW is one of the nation's top mid-sized public relations firms and one of the top five largest independent global agencies. Our mission is, and always will be, to create relevance for our clients and make them "Matter More" to their key stakeholders.

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

Our clients choose us, stay with us and grow with us because we approach their business with the same passion as they do and with the same entrepreneurial spirit upon which this agency was built.



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**Jennifer Prosek, CEO of Prosek Partners.**

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**Tim Briggs, CFO**  
**Curtis Smith, Director of**  
**Business Development**

Padilla Speer Beardsley is a strategic communications firm with expertise in B2B and consumer marketing communications, investor relations, communications research, media relations, social media, creative and interactive, and crisis and critical-issues management. We're experienced in a broad range of sectors, including consumer products, agribusiness, manufacturing, technology, health care, environmental, retail, financial services and non-profits.

Clients range from *Fortune* 500 companies to emerging growth organizations: 3M, Allianz Life, American Express, Arctic Cat, BASF, Coppertone,

Cub Foods, Four Winns, Glaxo, H.B. Fuller, Imation, Land O'Lakes, Memorex, Oshkosh Corp., Pentair, Regis Corporation, Rockwell Automation, SAP, Transamerica Retirement Management, Tyco, UnitedHealth Group, University of Minnesota, US Bancorp, Valspar, and Vital Images.

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Peppercomm is an award-winning strategic communications and marketing firm with more than 100 employees headquartered in New York City, with offices in San Francisco and London. Combining the deep insight of established experts with the entrepreneurial spirit of an up-and-comer, our fun, independent culture allows us to excel strategically, think holistically, explore creatively, work nimbly, and continually attract and enlist strategic thinkers from a variety of fields.

We excel at listening, and putting ourselves in the shoes of our clients' audiences: examining where the conversation is headed and determining how to best engage on our client's behalf, while also serving audiences with content they want and need. Peppercomm embraces innovation, with an entrepreneurial drive and creative mind-set that breeds more possibilities and, arguably, more solution sets — like Audience Experience and Comedy Experience — than any other independent communication firm in the world.

**PHELPS**

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**Joe Phelps, CEO & Founder**  
**Judy Lynes, VP & PR Coach**

Looking for a great PR and social media team that will understand your brand, get you valuable media coverage and increase mar-

ket share? Phelps is the only marketing communications agency ranked in the top 20 for both public relations and advertising agencies by the *Los Angeles Business Journal*. Our skilled public relations professionals know how to get news coverage, maximize critical third-party endorsement and amplify your message via social media.

Whether your story is consumer-focused or needs to be told to business and trade communities, we deliver results. We have executed award-winning campaigns with industry leaders such as Whole Foods Market, Panera Bread, zPizza, Tahiti Tourisme, Monrovia Nursery, Tetra Pak and Dunn-Edwards Paints, to name a few. In partnership with Phelps Total Market LLC, a women-and-minority owned entity we are positioned to deliver comprehensive marketing communications that reaches ethnic groups within the general market.

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Ingrained in the way we think and work at Ruder Finn is Creative Edge: the freedom of imagination to see things in a new way and the sharpness of thinking to bring competitive advantage. For more than six decades, innovation and unwavering client service have been the hallmark of Ruder Finn's performance. As one of the largest independent agencies, we have the freedom to invest in the needs of clients and our staff and are committed to achieving the highest standards of professional excellence and integrity.

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Sparkpr is one of the world's largest independent technology public relations agencies. The firm is headquartered in San Francisco with offices in London, Cape Town, Los Angeles and New York. Sparkpr has represented technology and consumer clients ranging from stealth startups to *Fortune* 500 global companies and led tech companies through launches, growth, acquisitions and IPOs. Spark is known for its expertise in social media programs and has specialized practice areas focused on Consumer Tech, Digital Media & Advertising, eCommerce, Enterprise & IT, Financial Services, Gaming, Green Tech, Media & Entertainment, Mobile & Wireless, Music, Social Media and Venture Capital. Current clients include Barclays US, blinkx, Etsy, Greylock Partners, NEA, Nielsen, Pinnacle Engines, Rdio, and VEVO.

The agency has won numerous awards, including the 2012 "Technology Agency of the Year" by *The Holmes Report*, the 2012

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Founded in 1984, Taylor is guided by a clearly defined and ambitious vision that serves as an inspiration for every professional within our organization: to be the preferred brand counselor and public relations partner to a select portfolio of leading consumer brands by utilizing lifestyle, sports and entertainment platforms to engage consumers and drive business growth. Taylor's unique business model calls for an alliance with just 15 client partners, all category leading consumer brands such as: Allstate, Capital One, Coca-Cola, Diageo, Kraft, NASCAR, Nestle, Nike/Jordan, P&G, 3M, and Taco Bell, among others. The agency's roots are firmly planted in the world of sports and its legacy of developing and activating award-winning campaigns for leading marketers in support of U.S. and global sports sponsorships is unparalleled. Headquartered in New York, Taylor has offices in Charlotte, Los Angeles, Chicago and London. In 2010, *The Holmes Report* selected Taylor as "Consumer Agency of the Decade." Further recognition was bestowed upon the agency when a Harvard University case study was published. "Transformation at Taylor" closely analyzes the impact of the agency's strategic and financial performance prior to and following the Taylor management team's bold decision to lead organizational change.



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In 2013, Trevelino/Keller will extend its commitment to the start-up movement with the launch of Start-Opia, an online exchange between start-up companies, capitalists and service firms. Specific to project-oriented companies, the firm has launched Groovy Studios, a turnkey solutions platform for creative, web, video and PR needs.

As a strategy to expand its footprint with food/beverage, food service and packaged goods, Trevelino/Keller is launching Consume Brands, a unique consortium of four partners that offer Creation (Culinary Arts), Activation (Concept Incubation), Reputation (PR, Social, Brand

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Waggener Edstrom crafts communications strategies for companies that discover, invent and inspire. We give innovation a voice. Our independently owned firm has 19 offices around the world, and our Global Alliance affiliates expand the agency's reach to more than 80 additional international markets. Practices include Brand Strategy and Marketing, Healthcare, Public Affairs, Technology, and Social Innovation. We've been advancing influence with purpose since 1983. How can we help you? Visit us at WaggenerEdstrom.com, and let's communicate.

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

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**Scott Widmeyer, Chairman & CEO**

2013 marks the 25th anniversary of Widmeyer Comms., with offices in Washington and New York. The Widmeyer brand is "Independent Thinking." And we put our "indy thinking" to work for our clients ensuring they get results that are built around smart, bold approaches. Widmeyer provides a full array of services — strategic communications, top tier media relations, digital and social media, public opinion research, grassroots advocacy campaigns, writing and media training.

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Zeno Health's growth in 2012 was explosive. The work grew from a single office to global assignments. Areas of expertise include over-the-counter pharmaceutical products and nutraceuticals to medical and surgical devices and prescription biopharmaceutical products.

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# Lawyers as PR counselors: a lousy idea

By Fraser Seitel

I say this with a heavy heart but ... lawyers are suffering. Law school graduates in increasingly alarming degrees — or perhaps with “increasing alarming degrees” — are not finding work once they graduate.

According to *The New York Times*, every state but Wisconsin and Nebraska (and, of course, Washington, D.C.!) is producing more lawyers than it needs. According to the most recent statistics, across the country, twice as many people passed the bar exam (53,508) as there were openings for lawyers (26,239).



Fraser P. Seitel has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

So what, in light of this lawyer recession, is a self-respecting barrister expected to do? Why go into PR, of course.

And that brings us to the new book on “crisis management” by our old friend Lanny Davis. Davis’ book — “Crisis Tales” — is as good an illustration as any of why lawyers make lousy PE public counselors.

Davis, himself, has made a nice career of mainly being a BFF of the Clintons. Davis parlayed his early friendship with Hillary Clinton at Yale to latch onto Clinton coat-tails as a special counsel to President Bill Clinton. While he began by using his law degree as a lawyer, Davis morphed into a “spokesman” for the President during the unpleasant Lewinsky-laden impeachment years.

From there on, either unwilling or unable to make it as a high-priced Washington lawyer, counselor Davis turned to a new profession, which upon reading his latest paean to himself you might think he invented, “crisis management.”

Davis’s thesis in “Crisis Tales” is that the only person a besieged organization or individual should hire to represent it in a crisis is a practicing lawyer versed in both politics and media; an individual, well, like Lanny Davis.

PR people, he suggests, neither possess the legal chops nor the statutory “privilege” to ferret out the facts and stand up to the lawyers.

Davis’s breathtakingly self-serving arguments notwithstanding, here’s why he’s wrong, using his own five “revolutionary”

principles.

**#1. Get all the facts out.** Finding out what happened first, of course, is not a revelation (sorry Lanny). But Davis states that it’s impossible for PR people to acquire access to “all the facts,” since they legally can’t be covered by “attorney-client privilege.”

Wait a minute. What if the PR counselor is hired by the attorney, a move that would put the adviser under the lawyer-client privilege protection? For years, of course, this arrangement has been commonplace in crisis situations. But Davis seems unaware of this wrinkle that coincidentally torpedoes his primary premise.

Furthermore, Davis suggests that in light of client privilege, attorneys characteristically learn all the facts from their client about the case. Since when? The fact is, contrary to Davis’s convenient explanation, no rule requires lawyers to know what the truth is or even try to extract it from a client. Alan Dershowitz was once famously asked if he thought his client, O.J. Simpson, was guilty. Said the lawyer, “That’s not my job, and I didn’t ask.” In other words, lawyers might be skeptical of a client’s story but are under no obligation to fact-check it. The lawyer’s job is to defend the client. Period.

PR people — real PR people — enjoy no such luxury. Their own reputation is on the line if they insist that a guilty client is innocent. So PR people must try to learn the truth to protect their own reputations.

**#2. Put the facts into simple messages.** Anybody who’s ever been forced to sit at a conference table, enduring the incessantly-convoluted, legalistic droning of a self-important attorney knows how laughable Davis’s second principle is.

Lawyers, by and large, are horrible communicators, with little knowledge of how the media operate or how normal people get through to other normal people outside the rarefied environment of a courtroom. This is one of the reasons lawyers and their clients need professional communicators to interpret their arguments for public consumption.

**#3. Get ahead of the story.** Davis’s third rule is another that makes sense, sounds great, and has been around for years as standard crisis management fare but is often impossible to pull off. Hired by the Sofitel hotel chain in the Dominique Strauss Kahn alleged sexual assault case, Davis, himself, unsuccessfully tried to convey the hotel’s chamber maid’s innocence, before DSK walked when the case was thrown out.

Clearly, trying to “control the agenda” is something every crisis manager seeks. Davis crows about how he has “leaked” information in advance to friendly journalists, as if, again, he was the first to come up with such a novel concept.

What experienced crisis managers learn is that responding to new facts or information — particularly in today’s 24/7 social media environment — and sharing with everyone is often a lot more critical than dumping positive client data with a media friend, often enraging less-friendly journalistic competitors who don’t appreciate the favoritism.

**#4. Fight for the truth using law, media and politics.** AKA: Hire a legally-trained person like Lanny Davis for your crisis management needs.

Davis’s contention that a media-savvy lawyer is always best is belied by his own work for imprisoned CEO Martha Stewart, disgraced Congressman Charles Rangel and HealthSouth CEO Richard Scrushy, not to mention lyin’ old Bubba.

In each case, lovable Lanny’s clients made their lives miserable by continuing to resist telling the truth until, in every case, it was too late. A competent PR professional would have insisted that they tell the truth. If they chose, despite the advice to keep fibbing, an ethical PR counselor, fearing reputational guilt by association, would have stepped down.

By contrast, Lanny Davis wrote about how well he did for each in his new book.

**#5. Never represent yourself in a crisis.** Davis’s fifth rule, besides being totally wrong (If you’re the best you know at “crisis management,” of course you follow your own instincts if you get in trouble!), is also the source of his own great personal embarrassment.

Basically, Lanny was taken to task for pocketing money from a number of ethically-suspect clients, highlighted by his brief but lucrative assignment for a murdering African thug. He has been trying ever since to reclaim his reputation, meticulously altering his Wikipedia page and producing this book extolling his wonderful work for numerous high profile clients.

Nothing wrong, of course, with trying to correct the record. But in so doing, there’s a sixth principle that Crisis Counselor Davis might consider next time around.

**#6. If I already paid you good money to represent me,** for godsakes don’t go blabbing about our confidential relationship in a self-serving book to save your own crumbling credibility. ●

# How to manage a PR firm in uncertain times

By Richard Goldstein

**T**his month's column comes from a recent Buchbinder newsletter modified for the PR industry.

With an economy that apparently can't decide whether or not it's recovering — in December, the Federal Reserve forecast economic growth for 2013 at 2% to 3.2%, with unemployment at 6.9% to 7.8% — ongoing gridlock and gamesmanship in Washington, and political and economic uncertainty in many other parts of the world, especially with Iran, Syria and North Korea, you might want to simply postpone major business decisions. After all, why wait until the forecast is, if not better, at least a little clearer?

**Why you shouldn't wait.** As tempting as the idea of putting off the inevitable may appear, it does not make sense to put decisions and investments on hold indefinitely. In fact, doing so can lead your agency into a downward spiral. Chances are, other PR firms are figuring out how to take advantage of uncertainty and they're moving forward. So, standing still really means moving backward.

What's more, it may be wishful thinking to expect that the uncertainty will vanish or even diminish. Some observers content that today's rapid pace of change and continued uncertainty are likely to become a way of life.

**Leading in uncertain times.** To succeed, PR executives and owners must become comfortable leading amid change. That means developing processes that are agile and resilient, rather than fearful and fragile. It also requires making decisions that incorporate both the firm's strategy and its goals, as well as the uncertainty within which it operates. Here are six guidelines that can keep your PR firm on track:

**Be curious.** To determine where your PR firm might be headed, identify the

demographic, technological, cultural and other changes occurring outside your company, and possibly outside the PR industry and traditional markets.

**Assess how those changes might impact the PR industry and your firm.** For example, while it's impossible to know exactly how the United States will look in 20 years, the trends toward a more ethnically diverse and older population have been well documented.

**Gain insight on how to succeed in today's world.** In addition to your leadership team, talk to employees at all levels and from across departments. Network with peers at companies within and outside the PR industry.

**Figure out what you know.** The business world is constantly changing, so you need to change with it. Soak up as much information as you can through trade journals and trade associations gatherings.

**Challenge your assumptions.** Given the pace at which change is occurring, strategies and tactics that worked in the past may not work in the future. As markets, technology and industries advance, you must determine whether your current plans are still relevant. If they are not, determine how your firm can stay ahead of the competition, and, as Nike puts it, "just do it."

**Focus on flexibility, agility and resilience.** In times of uncertainty, company leaders and employees need to operate flexibly, agilely and resiliently. That often requires continually asking some "what if" questions and planning for a range of scenarios. For instance, what if a major client entered bankruptcy? What if your banking partner tightened its credit standards?

Examining questions like these on a regular basis can help you act prudently, rather than rashly. For example, by identifying the expenses that could be cut before you actually need to start chopping, you will be less likely to ax programs or projects that might help your PR firm down the road. Assessing the impact of tighter credit conditions before they occur should provide more time to hunt for alternative sources of funding.

## Identify needed action steps

Once you have examined the challenges and opportunities facing your

PR firm, outline the steps you will take to address them. This may mean adjusting your strategy to account for changes in the market, or developing new tactics to reach increasingly diverse client groups.

**Communicate honestly and promptly.** Especially in uncertain times, employees need to know how the company is doing and their role in its performance. While you do not want to gloss over or ignore the threats that may face your business, convey the opportunities ahead and the role that employees can play in helping the organization take advantage of them. ●



**Richard Goldstein** is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

## PR News Briefs

### FORMER TOP LAW SCHOOL LENDER CREATES PR POST

The largest private lender for law school students until a change in 2010 is raising its PR and public affairs profile with the creation of a new post in Washington, D.C., as it revamps its mission and legal education comes under scrutiny for its cost.

Access Group, based in West Chester, Pa., said it has created the new position of senior VP for public affairs, policy and members services, and will bring in Capitol Hill education vet Kathleen Smith in late May to fill it.

Access, which had been the top originator, holder and servicer of federally guaranteed private loans, saw its mission change after Congress in 2010 stopped most private lenders from issuing government-backed loans for students. AG, originally part of the Law School Admission Council, which administers the LSAT entrance exam for law schools, is a non-profit membership organization with 191 law school members accredited by the American Bar Association.

AG said Smith will lead development of two goals from its newly adopted strategic plan: establishing the group as a "leading voice in the public debate" on legal education, and keeping and expanding programs — scholarships, conferences — to member school administrators, students and prospective students.

Smith has been chief of staff to the U.S. Dept. of Education's acting deputy assistant secretary for policy, planning and innovation for the past four years and earlier was president, chief of staff and director of communications for the Education Finance Council, the D.C. association for student lenders.

A surge in defaults by law students during the financial crisis, coupled with a decline in legal employment has sparked internal and external debates among law schools about the costs and benefits of legal education.

The Health Education Reconciliation Act of 2010 made the U.S. Department of Education the sole provider of federally guaranteed student loans.

# Full employment for crisis pros

By Richard E. Nicolazzo

I'm often asked why crisis communications counselors are so busy. One needs to look no further than the management failures that recently occurred at Rutgers University.



**Richard E. Nicolazzo** is managing partner of Nicolazzo & Associates, a strategic communications and crisis management firm headquartered in Boston, Mass.

PR nightmares at prestigious institutions continue accelerating at a rapid pace. In the case of Rutgers, a number of administrators were involved in a decision to "rehabilitate" (rather than fire) basketball coach Mike Rice whose outrageous, abusive behavior was caught on video and leaked to ESPN.

Give university president Robert Barchi credit for taking responsibility, but the damage had already been done. "This was a failure of process," he said at a press conference. "I regret that I did not ask to see this video when Tim (now the former athletic director) told me of its existence."

Quite frankly, it's hard to imagine that an experienced university president would not ask to see a video of this nature.

The PR fallout from this episode was swift and damaging. Even the governor of New Jersey got involved. Besides Rice, athletic director Tim Perneti, interim senior vice president John Wolf, and assistant coach Jimmy Martelli all quit. Four careers permanently damaged for no good reason.

Other examples of poor judgment abound.

J.P. Morgan Chase & Co. CEO James Dimon had his reputation sullied when risk managers didn't do their job. A report by the U.S. Senate's Permanent Subcommittee on Investigations found that the bank's top risk manager had called warnings about trading losses "garbage."

Due to engineering failures, Boeing's launch of the 787 Dreamliner turned into a PR fiasco. According to a report in *The New York Times*, when testing the batteries before production, engineers relied on the same test used for tiny cellphone bat-

teries to gather data about the safety of the heftier lithium-ion units on the new jet.

The Jerry Sandusky debacle at Penn State is another prime example of what happens when senior leaders in key positions fail to use sound judgment. At a recent Pennsylvania state senate hearing, a senator stated that the PSU board was left "flat-footed" because former administrators such as Graham Spanier, Gary Schultz and Tim Curley testified to a grand jury but most of the board didn't even know about it.

## Maintaining institutional integrity

In a disturbing, reoccurring pattern, we are seeing large organizations make decisions that impact their institutional integrity. It's as if they have lost their moral compass. Despite the world of communications we live in, senior executives and administrators are not protecting the integrity of management and the brands of their institutions.

How does crisis management play into this dynamic?

Very simply, top inside communications executives and trusted outside counselors are usually not at the decision-making table.

Let's play out the Rutgers situation a different way. A meeting is held in the president's office and all the facts are laid out (including playing the video). A senior VP of communications at the college or a veteran counselor from an outside firm specializing in crisis management gets to opine on the matter.

Having been in similar situations during my 30-plus year career, I'm hard pressed to believe that the counselor wouldn't warn about the need to understand that the institution they represent is larger than one individual, and that serious PR and reputational damage would ensue if the coach was allowed to stay.

Just think about Joe Paterno's behavior in the Sandusky scandal. For years, he thought it was all about Penn State football and his legacy. When the story came out, it was the institution that suffered the most damage.

Bad decision-making at the senior management level is having an effect on crisis communications. Increasingly, crisis teams are called into situations where operational failures cause spiraling crises.

This creates an environment in which senior executives call in the communica-

tions team after the fact and ask them to "spin our way out of it."

In my view, spin is long dead.

People are simply too smart to fall for lame excuses like the ones that Rutgers trotted out. Anyone with sound judgment and values who watched the video would have concluded that the coach had to go immediately.

While the position of senior communications executive has been somewhat elevated in recent years, there is still a long way to go.

Now is the time for management to put the insights, perspective and street smarts of communications executives to work at the decision-making table.

Right next to the CEO would be perfect. ●

## PR News Briefs

### BOND HOLDER CRITICIZES BANKRUPTCY PLAN

Kekst and Company is supporting PR for Assured Guaranty as the unsecured creditor of bankrupt Stockton, Calif., makes the public case that the city's Chapter 9 plan is unfair.

Assured backed pension obligation bonds and could face a loss of around \$100 million, according to Reuters, under a city plan to pay its pension fund and mostly skip the bond payments.

The city of 300,000 residents was allowed to move into federal bankruptcy protection by a federal judge April 1, despite the objections of creditors. It owes \$900 million to the California Public Employees Retirement System, its largest obligation, and has continued to make payments amid cuts to various services.

The bankruptcy judge, Christopher Klein, did not yet decide whether the pension payments must be altered.

Bermuda-based Assured Guaranty said Stockton's current plan "falls short of the fairness requirements mandated" by the federal bankruptcy filing. Kekst managing director Jeremy Fielding in New York and associate Donald Cutler in San Francisco are supporting AG's in-house team, Robert Tucker, managing director of IR and corporate comms., and Ashweeta Durani, VP of corporate comms.

CalPERS general counsel Peter Mixon fired back at AG, calling the company's public criticism "unfortunate."

"Unlike insurance companies, policemen, firefighters and other public employees are not in a position to evaluate credit risk of their employers," said Mixon.

Assured, which asked the judge to reject the bankruptcy petition with other creditors including National Public Finance Guaranty Corp., Frankling Advisors and Wells Fargo Bank, said it remains committed to working with the city.

Stockton city manager Bob Deis blasted the creditors' opposition and what he said was an unwillingness to negotiate. "It's unfortunate that we have been forced to spend millions of dollars, thousands of hours and almost a year on this effort," he said in a statement.

# Big Data's big opportunities, challenges for PR

**"Big Data: A Revolution That Will Transform How We Live, Work, and Think"**

By **Viktor Mayer-Schonberger and Kenneth Cukier**

Eamon Dolan/Houghton Mifflin Harcourt  
(March, 2013) • 256 pages

"The past is prologue," wrote clairvoyant William Shakespeare in "The Tempest," predicting the rise of Big Data and the booming PR business of predictive analytics.

Savvy firms like Edelman, Atomic, W2O and Weber Shandwick are in the forefront of the effort to find the "what" rather than "why" things happen, which is at the core of Big Data.

For as Viktor Mayer-Schonberger and Kenneth Cukier write in their just released book, "Big Data," the key to Big Data is to overcome the brain's "cause and effect" orientation.

The authors give the following example. "Take the following three sentences: Fred's parents arrived late. The caterers were expected soon. Fred was angry." Due to causality, a person will instantly surmise that Fred is upset because his parents were late. There is however no evidence to back that up. Fred could be angry because his beloved Mets blew another game, or that the caterers are finally showing up a day late.

Big Data is about "correlations." There's no rhyme or reason why consumers run to Wal-Mart before a hurricane to stock up on Pop-Tarts, strawberry in particular. But based on past sales data and weather information, the retailer moves Pop-Tart displays to the front of the stores to take advantage of the correlation between Pop Tarts and hurricane forecasts. Pop Tarts, as usual, fly out the door.

It's also the reason that New York City number crunchers use residential brickwork permits to predict "illegal conversions," the cutting up of a house into smaller units to pack in more renters. If you're fixing up the place, it's highly unlikely that one day you are going to turn it into a dumping ground.

Mike Flowers, whom Mayor Bloomberg hired as NYC director of analytics, told VM-S and KC: "I am not interested in causation except as it speaks to action. Causation is for other people, and frankly it is very dicey when you start talking about causation ... I need a specific data point that I have access to and tell me it's significant."

VM-S and KC also address the many dark sides of Big Data. In 2009, Google, based on searches for phrases like "medicine for cough and fever" tracked the outbreak of the HINI flu before the Centers for Disease Control and Prevention. That's because Google used real-time info, while the CDC received its feedback from doctors and health facilities a week after a patient was treated.

What if a future government during an outbreak used the Google data to order a mandatory quarantine of flu-related searches? That would snare healthy people who searched Google for flu info because either they want to protect themselves or were just curious about the epidemic.

And then there's the specter of "prediction-based punishment," where Big Data is used to arrest people before a crime is committed. Think, "Minority Report."

VM-S and KC wrote: "The core problem with relying on such predictions is not that they expose society to risk. The fundamental trouble is that with such a system we essentially punish people before they do something bad. And by interven-

ing before they act (for instance by denying them parole if predictions show there is a high probability that they will murder), we never know whether or not they would have actually committed the predicted crime. We do not let fate play out, and yet we hold individuals responsible for what our predictions tells us they would have done. Such predictions can be easily disproven.

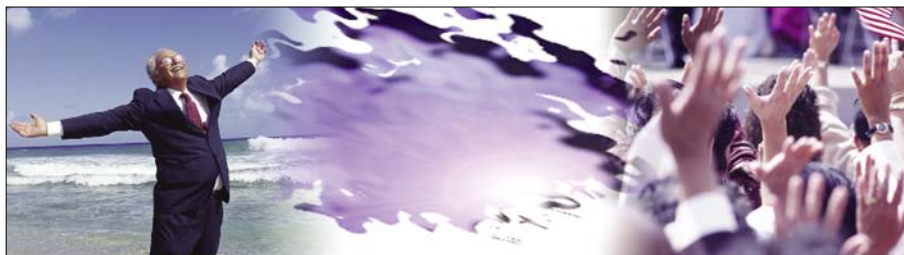
"This negates the very idea of the presumption of innocence, the principle upon which our legal system, as well as our sense of fairness, is based."

As for privacy, forget about it. In the world of Big Data, the notion of "notice and consent"

goes out the window. Much of data's value will lie in secondary uses, the vast majority of them may have been unimagined when the data was collected.

"Big Data" is a fascinating book. It's a primer on how Big Data is going to fundamentally change the world for the better and perhaps worse. ●

—Kevin McCauley



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## House to probe NIH PR spending

Two House committees have kicked off an investigation into PR spending at the National Cancer Institute after an editorial in the respected journal *Nature* questioned spending in the NCI's office of communications.

In a letter to National Institutes of Health Director Fred Collins, members of the House Energy and Commerce Committee and Appropriations Committee said they will examine spending by the offices of communications or PR at the NIH's 27 Institutes and Centers to "help us understand" the amount of funds spent on PR.

The *Nature* editorial noted the NCI spent about \$45 million in fiscal year 2012 on its office of communications and education, or OCE, which is double what the FDA spent on PR, including its numerous drug and food safety announcements.

The Congressmen want a list of PR and communications contracts, annual PR office budgets and expenditures from 2010 through projected 2013 budgets. "The OCE spending concern comes at a time of cuts to research from budgetary sequestration and when the NCI success rate for grant applications is at an all-time low of 14%," said the letter, signed by six congressmen.

The committees expected a reply from Collins by April 25.

The Congressmen include Fred Upton (R-MI), Marsha Blackburn (R-TN), Joe Barton (R-TX), Joe Pitts (R-PA), Michael Burgess (R-TX), Jack Kingston (R-GA), and Rodney Alexander (R-LA). ●

## NRA lobbyists, PR firms targeted

Pro-gun control activists are targeting seven "K Street" PA firms and lobbyists used by the National Rifle Assn. in an April protest that kicked off in Washington's McPherson Square. The move follows the Senate's failure to pass a measure requiring background checks for gun purchases, something that is approved by 90% of Americans.

FTI Consulting, owner of NRA lobbyist C2 Group since March; Burson-Marsteller's Prime Policy Group, which receives \$20,000 a month from the NRA; Crossroads Strategies; Schockey Scofield; Forbes Tate; SNR Denton, and Greenberg Traurig are among targets of the action, Cliff Shectter, spokesperson for the gun control umbrella group told *O'Dwyers*.

The Coalition says its goal is to "drag the lobbyists out of the shadows where they prefer to operate and expose exactly how the NRA subverts democracy." The NRA spent \$1.3 million in federal lobbying during the past six months.

Today's highlights will include the unveiling of an anti-NRA artwork by Shepard Fairey, who did the memorable Obama 2008 campaign poster and a march down K Street where participants will hold giant images of NRA checks made out to lobbyists and crime scene photos depicting the effects of gun violence.

The coalition members include Public Campaign, Moveon, Public Campaign, CREDO, The Other 98%, New Yorkers Against Gun Violence and Occupy the NRA. ●

## Former senator lands at Carmen

Former Nebraska Governor, Senator, and decorated Vietnam war hero Bob Kerrey has joined the Carmen Group as Client Project Leader.



David Carmen, who has known Democrat Kerrey for a decade, believes his firm's clients will benefit from Kerrey's "acute understanding of national security."

Carmen was once PR Director of President Reagan's Citizens for America grassroots organization.



Kerrey

Kerrey, 69, attempted a political comeback in 2012 but his effort to retake his Nebraska's senate seat was thwarted by Tea Party-backed Deb Fischer.

He served as President of the New School in New York for a nine-year period that ended in 2010.

While credited for doubling the university's endowment, Kerrey had a somewhat rocky relationship with the student body.

As a member of the elite Navy SEAL team, Kerrey earned the Congressional Medal of Honor. After exiting the Senate, he was named to the National Commission on Terrorist Attacks Upon the U.S., the 9/11 Commission. ●

## Gambling gets new face in D.C.

Geoff Freeman, a public affairs vet of APCO and the U.S. Travel Association, will take the reins of the American Gaming Association in July.

He takes over the gambling industry's main trade group July 1 from Frank Fahrenkopf, the industry's face and one of D.C.'s top lobbyists for the past 17 years. Fahrenkopf announced his exit in January.



Freeman

In a statement, AGA chairman Richard Hadrill of Bally Technologies said Freeman has the "skills to build coalitions and execute grass roots campaigns."

Freeman led public and government affairs for the USTA before being promoted to COO in 2011 and is credited with building up the travel industry trade group's Washington profile.

Freeman was a VP for issues management at APCO Worldwide and led its pharmaceutical industry push to provide drugs to low-income people, the Partnership for Prescription Assistance. Earlier, he directed government affairs at Freddie Mac.

Fahrenkopf will be retained as a consultant to the AGA through the end of the year.

AGA's members include casino operators, financial services companies, vendors and gambling trade groups.

Holly Wetzel is VP of communications for the AGA. ●



## Iranians light 'The Torch' for PR

The Paris-based National Council of Resistance of Iran is working with former New Jersey Senator Bob Torricelli's Rosemont Associates to promote political change in Iran by educating policy makers and the general public about the "injustice of the current Iranian regime," according to a federal filing.

Under the oral agreement between the two parties, Rosemont receives \$35K a month.

Working with legal firm Mayer Brown in D.C., Torricelli, known as "The Torch" in his Senate days, helped pave the way for the recent delisting of the Mujahedin-e Khalq, another Iranian opposition group, from the U.S. State Dept.'s list of foreign terrorist organizations.

On behalf of NCRI, Torricelli will meet with U.S. government officials, counsel on overall strategy, and give speeches.

He is working on a month-by-month basis. ●



## Moffett works to rebuild Somalia

Former Connecticut Congressman Toby Moffett has been hired by the Central Bank of Somalia to lead its effort to recoup funds frozen in U.S. banks following the collapse of its government in 1991 and ensuing chaos.

Various warlords ruled the country until the restoration of a central government in Mogadishu last year under President Hassan Sheikh Mohamud, which was recognized by the U.S.

*The Wall Street Journal* reported today that a dramatic decline in piracy off Somalia's coast could stimulate economic growth in Somalia.

"Somalia could start to redevelop some of its wrecked harbors and fishing fleets, and redirect some of the millions of dollars spent each year to protect ships delivering goods to the country," reported the WSJ.

The CBS, according to Moffett's engagement letter, has put a "high priority on engaging the international institutions as well as the Federal Reserve System to fully restore our relationship with them."

Abdusalam Omer, governor of the CBS, plans to be in Washington later this month for the annual spring meeting of the IMF. ●

### FARA News



## NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals. For a complete list of filings, visit [www.fara.gov](http://www.fara.gov).

**Rasky Baerlein Strategic Communications, Inc.**, Boston, MA, **registered April 3, 2013 for Province of Alberta - Ministry of International and Intergovernmental Relations**, Edmonton, Alberta, Canada, to provide strategic advice on how to enhance web presence in the U.S., assist in communicating priority issues and promote the energy and environmental positions to the executive and legislative branches of government as well as other U.S. institutions.

**Ogilvy Public Relations Worldwide**, Washington, D.C., **registered April 2, 2013 for Embassy of Chile**, Washington, D.C., to provide communication and public relations services in the promotion of Chile's 2013 Year of Innovation activities in the United States and to advance Chile's goals of positioning itself as a center of innovations and entrepreneurship.

**Jones Walker, LLP**, Washington, D.C., **registered April 15, 2013 for Centrale Bank of Curacao and Sint Maarten**, Willemstad, Curaçao, to assist with issues related to technical assistance the Centrale Bank of Curaçao and Sint Maarten provides to banks and other financial institutions to help promote the safety and soundness of the financial system in Curaçao and Sint Maarten.

**Bryan Cave, LLP**, Washington, D.C., **registered April 8, 2013 for Republic of Palau**, Melekeok, Palau, to assist with the formal review of its relationship with the United States Government pursuant to the Compact of Free Association between the two countries.

### Lobbying News



## NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit [www.senate.gov](http://www.senate.gov).

**Civitas Public Affairs Group LLC**, Washington, D.C., **registered April 26, 2013 for Citizens for Responsible Energy Solutions**, Washington, D.C., for issues related to energy production, energy efficiency and economic benefits of energy sources.

**Capitol Hill Strategies, LLC**, Washington, D.C., **registered April 25, 2013 for Principal Financial Group**, Washington, D.C., for tax treatment of life insurance and related savings/retirement products.

**The Campbell Spencer Group**, Chevy Chase, MD, **registered April 25, 2013 for Fix the Debt Coalition, Inc.**, Washington, D.C., to assist with gaining bipartisan support for legislation that will reduce the national debt.

**Capitol Hill Partners**, Washington, D.C., **registered April 25, 2013 for Girl Scouts of the United States of America**, New York, NY, for science technology engineering and math programs (STEM), financial literacy, healthy living and pension policy.

## SEARCH ENGINE OPTIMIZATION



**Monument Optimization**, Washington, DC. 202/904-5763. [john@monumentoptimization.com](mailto:john@monumentoptimization.com); [www.monumentoptimization.com](http://www.monumentoptimization.com). John Stewart, President.

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- Missouri (2)
- Michigan (2)
- Massachusetts (2)
- Illinois (2)
- California (2)

**Browse by Job Function**

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July 18, 2011 Vol. 44 No. 27

**NEWS CORP CALLS IN EDELMAN**  
Enthralled News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its British operation.  
The No. 1 independent PR firm is providing communications and PA counsel to News International's management and standards committee heading the internal inquiry into the hacking of a murdered 13-year-old girl's voicemail, allegations of snooping into the calls of family members of soldiers killed in Afghanistan and victims of the London terror attacks.  
Alex Bigg, Edelman's managing director for corporate affairs, and James Lunde, managing director for PA, handle the account.  
They report to Will Lewis, general manager of News International, which is responsible for Rupert Murdoch's British papers.  
(More on the News Corp. crisis on page 3)

**THEME PARK OPERATORS SEEK PROPOSALS**  
The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.  
The International Association of Amusement Parks and Attractions represents the interests of 4,000 individual members from entities like zoos, theme and amusement parks, museums and aquariums.  
The Alexandria-based group, led by new CEO Chip Clery, is looking for media relations support with experience in crisis communications and the travel/tourism PR sector as it proactively engages consumers through the media and reacts to situations ranging from financial, legislative and operational issues. The IAAP wants two on-site staffers to assist its press team and one team member viewed in crisis support.  
Colleen Mangrove, manager of media relations, is taking pitches with on-person meetings slated for mid-August in Virginia for potential key account personnel. Work is expected to begin in early December.  
Download the RFP at [odwyerpr.com/rfp](http://odwyerpr.com/rfp).

**AFPC Worldwide has recruited Calla Mackay,** former communication and partnerships director at the European Federation of Pharmaceutical Industries and Assn., as director of its healthcare practice in Brussels. Mackay is a 20-year veteran of the healthcare scene, holding posts at Weber Shandwick, Aventis and O'Grady Laboratories.  
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You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.

Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, [odwyerpr.com](http://odwyerpr.com), which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.

Let your PR firm with O'Dwyer's pick up new business  
7 of a weekly flow of new business leads from our listings, some of which have resulted in business for the firm. The O'Dwyer listings has paid off for us."  
- Marc Venturi, Venturi/Carroll, U.S.

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We have received RFP calls as a result of our listing on odwyerpr.com. We have signed up a number of clients that way."  
- Lou Harwood, Lou Harwood & Nelson, U.S.

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**ISRAELI BRAYS TOURISM RFP**  
Israel's Ministry of Tourism has drafted an RFP for PR services in North America to develop and implement a strategic PR plan for the Israeli tourism sector.

**FIN FINANCE ENTERTAINERS SEEK PR**  
The financial institution used by the U.S. government to push private funds toward global projects that benefit U.S. troops prior to conducting a PR search with an RFP process open through late August.

**DISCOVERY BAY DISCOVERS MWW**  
Discovery Bay Games, the Seattle-based company that produces game, apps and accessories for Apple's iPad, has selected MWW Group as agency of record.

**KODAK GETS PR HELP IN TAKEOVER DEFENSE**  
Kodak, the imaging giant embroiled in a long turnaround push, is working with Jane Frank, Wisconsin-Bronson-Agustin as it prepares up

RFPs and Other Solicitations for PR Services

Company	State	Industry	Posted	Status	File	Source	Website
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--
Bank of America	FL	Bank	8/1/11	Open	PDF	New	--

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Get the latest RFP announcements and pick up new business

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THE FINANCE ISSUE  
BY THE HEADLINES (AND THE MARKET) HAS TURNED THE FINANCE...  
THE UNINTENDED CONSEQUENCES OF SEC REGULATION  
INTEGRATING PR AND IR  
DOES YOUR COMPANY NEED A DISCLOSURE REFRESH?  
RANKINGS OF TOP FINANCIAL PR & IR FIRMS

O'Dwyer's magazine, now in its 27th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

- Editorial Calendar:**
- January, *PR Buyer's Guide/Crisis Comms.*
  - February, *Environmental PR & Public Affairs*
  - March, *Food & Beverage*
  - April, *Broadcast Media Services*
  - May, *PR Firm Rankings*
  - June, *Multicultural/Diversity*
  - July, *Travel & Tourism*
  - August, *Prof. Svcs. & Financial/Investor Rels.*
  - September, *Beauty & Fashion*
  - October, *Healthcare & Medical*
  - November, *Technology*
  - December, *Sports & Entertainment*

FINANCIAL PR SERVICES & INVESTOR RELATIONS  
TRAVEL & TOURISM COMMUNICATIONS

Contact magazine editor Jon Gingerich to profile your firm in an upcoming issue: [jon.gingerich@odwyerpr.com](mailto:jon.gingerich@odwyerpr.com)

O'Dwyer's 2013 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,600 firms are listed. 7,000 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

- Public Relations
- Crisis Communications
- Social Media
- Integrated Marketing
- Branding
- Corporate Advertising
- Investor Relations
- Lobbying
- Employee Communications
- Proxy Solicitation
- Internet PR
- International PR
- Product Publicity

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