

Rank 2007	Firm name	Telephone	# of FTE employees ¹	# of FTE employees ¹	Percent of income derived solely from PR	Service specialties	Notable area clients	Principal(s)	Year est. AZ
2006	Address	Web or e-mail	Advertising Support staff	Local National ²					
1	Riester 802 N. Third Ave. Phoenix 85003	602-462-2200 www.riester.com	20 120 0	120 120	35%	strategic planning, media relations, publicity, spokesperson training, internal crisis communications	Arizona Lottery, Casino Arizona, Arizona Science Center, Big Brothers Big Sisters, St. Vincent DePaul, KidsCare	Tim Riester, president, CEO	1989
2	CKPR 1850 N. Central Ave., 18th Floor Phoenix 85004	602-417-0699 Fax 602-252-4208 www.ckpr.biz	18 DND 2	20 92	100%	strategic and creative public relations and integrated marketing programs	Bashas', Blue Cross Blue Shield of Arizona, CityNorth, Classic Residence by Hyatt, Cox Communications, IMAX Theater	Lisa Noble, sr. v.p., director	1981
2	Gordon C. James Public Relations 4715 N. 32nd St., Ste. 104 Phoenix 85018	602-274-1988 Fax 602-274-2088 www.gcjpr.com	18 0 1	19 23	100%	media relations, strategic planning, crisis communications, event planning and management	APS, Arizona Department of Commerce, Resolution Copper, Pricewaterhouse Coopers, China Mist Tea	Gordon James, president	1990
4	Barclay Communications 2999 N. 44th St., Ste. 300 Phoenix 85018	602-277-3550 Fax 602-277-1217 www.barclaycommunications.com	17 6 4	27 27	60%	strategic planning, brand development, market research, public relations, media relations, advertising	1st Nat'l. Bank of AZ/NV/NM, Williams Gateway Airport Authority, Phoenix Rescue Mission, Paradise Bakery & Cafe, Morton's	Michelle Kershner, v.p., g.m., John Willie, principal	1985
5	Canyon Communications Inc. 1630 S. Stapley Drive, Ste. 117 Mesa 85204	480-775-8880 Fax 480-775-8882 www.canyoncomm.com	15 4 1	20 20	55%	business-to-business public relations strategy, media relations and event management	Southwest Microwave, e2e, Coolwell, Fertizona, Ryley Carlock & Applewhite	Nancy Landl, president	1999
6	Off Madison Ave 80 E. Rio Salado Parkway, Ste. 711 Tempe 85281	480-505-4500 Fax 480-505-4501 www.offmadisonave.com	14 42 5	60 60	30%	Full service internal/external communications, media training and crisis preparedness/execution	Nike, Vitabath, Claire Burke, Farnam Cos., AmSafe, National Academy of Sports Medicine, Verathon, Valenti International	David Anderson, partner, general manager	1998
7	E.B. Lane 2201 E. Camelback Road Phoenix 85007	602-258-5263 Fax 602-258-2799 www.eblane.com	12 50 1	63 63	23%	strategic public relations counsel, local/national media relations, media training, crisis communications	Wal-Mart, AZ Super Bowl, Health & Wealth Raffle, Am. Foundation, Ariz. Bank & Trust, Taylor Woodrow Homes, Alter Group	Beau Lane, CEO, Melanie McBride, v.p., public relations	1962
7	Moses Anshell 20 W. Jackson St. Phoenix 85003	602-254-7312 Fax 602-254-1661 www.mosesanshell.com	12 40 6	55 55	20%	strategic PR, integrated marketing, crisis communications, public affairs, social media	Pinnacle West, AZ Tourism, US Airways, Suncor, ADHS, AZ Dental Assn., Cenpatico, AZ Assn. of Realtors, Shutters	Jos Anshell, CEO, Louie Moses, president	1982
9	B.J. Communications Inc. 340 E. Palm Lane, Suite 275 Phoenix 85004	602-277-9530 Fax 602-234-3397 www.bjc.com	11 0 1	11 12	100%	media relations, community outreach, public involvement, special events	Starbucks, Phoenix Transit, BHP Copper, Grand Canyon University, Valley of the Sun United Way, McCarthy, Catholic Healthcare West	Sara Fleury, president	1983
9	Front Page Public Relations 2844 E. Michelle Way, Ste. 1101 Gilbert 85234	480-218-4441 Fax 480-218-4442 www.frontpagepr.com	11 1 1	13 13	90%	public relations, media relations, community relations, search engine marketing, Web site design	clients are all national/international	Robert Hoskins, president, CEO	1995
9	Mullen Public Relations 3636 N. Central Ave., Ste. 1000 Phoenix 85012	602-222-4343 Fax 602-222-4330 www.mullenpr.com	11 0 3	14 14	100%	international/national services through IPREX, a consortium of worldwide PR agencies	Desert Mountain, Estrella, Linthicum, Michael Pollack, Pointe South Mountain Resort, Sunbelt Holdings	Debbie Mitchell, president	1965
12	Brodeur 2201 E. Camelback Road, Ste. 115B Phoenix 85016	602-954-0044 Fax 602-954-0544 www.brodeur.com	10 0 1	11 125	100%	branding, messaging and positioning, PR, public affairs, issues management, launch services	Avnet, C3IP Communications, eFunds, Helios Education Foundation, The 41st Parameter, Trimble Outdoors	Andrea Coville, CEO	1998
12	HMA Public Relations 3610 N. 44th St., Ste. 110 Phoenix 85018	602-957-8881 Fax 602-957-0131 www.hmapr.com	10 DND DND	DND DND	95%	media relations, issues management, crisis and employee communications, special events	Administaff, ABIL, BVA Inc., CIGNA, Grant Thornton, Intero, Keats, Connelly and Assoc., Lewis and Roca, P.I.P.E., Subway, SMACNA	Scott Hanson, president, Abbie Fink, v.p., g.m.	1980
12	MMPR/Margo Media 1940 E. Camelback Road, Ste. 207 Phoenix 85016	602 264-2655 Fax 602 264-2633 www.margomedia.com	10 1 2	13 13	75%	brand strategic planning, national/local media relations, community relations, advertising	FireSky Resort, Chipotle, Robert McGrath, Dr. Schwartz, EEG, Wildfish, Scottsdale League for the Arts	Margo Kesler, CEO	1997
12	Olson Communications Inc. 11811 N. Tatum Blvd., Ste. 2050 Phoenix 85028	480-368-7999 Fax 480-368-8999 www.olsoncomm.com	10 0 2	12 12	100%	media relations, communications strategy, issues management, community outreach and involvement	Fox Restaurant Concepts, Scottsdale Culinary Institute, Shea Homes, Trilogy Communities, Valley Forward, Swaback Partners	Michelle Olson, president, Dana Arnold, v.p.	2002
16	Denise Resnik & Associates 5045 N. 12th St., Ste. 110 Phoenix 85014	602-956-8834 Fax 602-957-3159 www.resnikpr.com	9 0 4	13 13	100%	strategic business/marketing plans, media/community/employee relations, issues management	DMB Associates, CDK Partners, El Dorado Holdings, SFAZ, Jackson Street, Goodmans, Opus West, Mortgages Ltd, W Developments	Denise Resnik, president	1986
16	Hamilton, Gullett, Davis & Roman 300 W. Clarendon Ave., Ste. 460 Phoenix 85013	602-266-6565 Fax 602-266-5095 www.hgdr.com	9 1	10 10	100%	integrated communications, public affairs, strategic thinking and tactical solutions	Bashas', Arizona Cardinals, Rock 'n' Roll Arizona Marathon, Salt River Project, TGen	A. Hamilton, W. Gullett, K. Davis, S. Roman, B. Dill	2002
16	Highground Inc. 830 N. Fourth Ave. Phoenix 85003	602-528-3684 Fax 602-528-3686 www.azhighground.com	9 1 2	12 12	60%	message framing, strategic issue mgmt, public opinion research & analysis, government relations	Allied Waste, DMB Associates, Fiesta Bowl, Salt River Project, Maricopa County, MV Transportation, Wyndham Phoenix Hotel	J. Charles Coughlin, CEO, president	1996
16	Martz Agency 7020 E. Acoma Drive Scottsdale 85254	480-998-3154 Fax 480-998-7985 www.martzagency.com	9 3 6	45 45	27%	media relations, community outreach, issue/crisis management, strategic planning	Barrett-Jackson, Cricket Communications, Gallagher & Kennedy, Montelucia, Optima Camelview, Haven, Macayo's	Carrie Martz, CEO	1980
16	Walker Agency 15855 N. Greenway-Hayden Loop, Ste. 160 Scottsdale 85260	480-483-0185 www.walkeragency.com	9 DND 1	2 10	100%	automotive, real estate, marine, electronics, optics	Toyota, Lexus, Scion, Yamaha, Show Low Bluff, FoodSaver, Bushnell Sports Optics	Mike Walker, Dennis Phillips, Pete Walker	1982
21	Amendola Communications 10149 N. 92nd St., Ste. 103 Scottsdale 85258	480-664-8412 Fax 480-659-3531 www.acmarketingpr.com	8 1.5 1	10.5 10.5	85%	Strategic counsel, media relations/public relations and image building campaigns, marketing	Shea Commercial, Prudential CRES Real Estate, Dermacare Laser & Skincare Clinics, McKesson Specialty, Fertility Treatment Center	Jodi Amendola, CEO, Ted Amendola, president	2003
21	Crosby/Wright 5907 N. Rocking Road Scottsdale 85250	480-367-1112 Fax 480-368-9913 www.crosby-wright.com	8 8 3	19	50%	PR services targeted to luxury brands, strategic communications and planning, media relations	The Ritz-Carlton Community Paradise Valley/Scottsdale, Glimcher Ventures Southwest, Taneko Japanese Tavern, Sandstrom OnTV Co.	Valerie Crosby, principal	1990
21	PRfect Media Inc. 11022 S. 51st St., Ste. 201 Phoenix 85044	480-706-6880 Fax 480-706-6778 www.prfectmedia.com	8 3 0	11 11	70%	public relations, advertising, video services, public affairs, graphic design	Corrections Corporation of America, state of Arizona, BestBill, Baird, Williams & Greer, J.R. Filanc Construction, Parsons Walls	John Hernandez, CEO	1994
21	The Lavidge Co. 6263 N. Scottsdale Road, Ste. 190 Scottsdale 85250	480-998-2600 Fax 480-905-9282 www.lavidge.com	8 35 4	47 47	100%	strategic planning, media/community relations, crisis communication, special events	Celebrity Fight Night, DriveTime, Discount Tire, Accenture Match Play Championships, Banner Health, Meritage Active Adult, Najafi Cos.	Bill Lavidge, CEO	1997
25	Critical Public Relations 3636 N. Central Ave., Ste. 590 Phoenix 85012	602-277-4366 Fax 602-274-8339 www.criticalpublicrelations.com	7 0 1	8 8	100%	crisis communications, medical relations, issues management, community relations, special events	Resolution Copper, Mesquite Power, Waste Management, Value Options, Motorola, Fluid Conservation Systems, Archaio, El Paso Corp.	Troy Corder, manager	2000
25	Rose & Allyn Public Relations 7051 E. Fifth Ave., Ste. B Scottsdale 85251	480-423-1414 Fax 480-423-1415 www.roseandallynpr.com	7 0 3	7 17	80%	media, publicity, crisis, community relations, public affairs, strategic planning, political	Vestar, Ellman, Kinder/Morgan, Pink Taco, Diageo, PIR, Barrett-Jackson, Univ. of Phx., Havasupai, Midwestern University	Jason Rose, Lisa Perez, Stacy Pearson, Robbie Sherwood	1996

Source: Representatives of the public relations firms. Information on this list was supplied in whole or in part by individual companies through questionnaires. If you wish to be considered for this list in the future, or any of our other lists, please visit www.bizjournals.com/phoenix/boi_survey/ to complete a nomination form. In case of ties, agencies are listed alphabetically. DND - did not disclose NL - not listed in 2006

Note: To make this list more public relations specific, firms were asked for and are ranked by

the number of public relations personnel. It is not uncommon for employees to have cross-over between public relations and advertising. Firms gave their employee numbers based on the division of time of their particular staff.

¹ A full-time equivalent employee is equal to two or more part-time employees whose work week totals 40 hours. ² Includes local figures.

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attempt is made to ensure the thoroughness and accuracy of the list, omissions and errors sometimes occur. Please send corrections or additions on company letterhead to Research Director, 101 N. First Ave., Ste. 2300, Phoenix 85003.

Research by Dale Brown and David Wylie

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