

THE LIST

PUBLIC RELATIONS FIRMS

Ranked by 2013 L.A. County revenue

► NEXT WEEK

The Largest Residential Developers in L.A. County

THE PACESETTER: The L.A. office of public relations firm Edelman tops the list of the largest firms ranked by fee income in Los Angeles County. The Chicago firm reported \$28 million in local fee income last year, a \$7 million increase from 2012. The company's entertainment practice works on red-carpet events, product integration and entertainment technology launches. In addition, the local office works with companies in the biotechnology, health care, financial services and energy industries. The local office also has several pro bono clients including CareNow, CoachArt, Point Foundation and Partnership for L.A. Schools. Edelman employs 140 public relations professionals in its L.A. office.

WEST LOS ANGELES: New Murphy O'Brien clients include Beverly Hills Conference and Visitors Bureau, Andaz Maui at Wailea, Leverage Global Partners and Lynx Grills.

LANGUAGE: At Imprinta Communications Group, 85 percent of the employees speak foreign languages including Chinese, Spanish, Tagalog, Vietnamese, Korean, Khmer and Hmong.

STATE BUSINESS: Fiona Hutton & Associates opened an office in Sacramento this year.

Big Earners
Firms ranked by average fee income per account executive. (in thousands)

Ame Co.	\$612
Englander Knabe & Allen	526
Davies	506
Imprinta Communications Group	311
IW Group	262
S. Groner Associates	250
Fiona Hutton & Associates	248
Consensus	245
Zeno Group	237
Cerrell Associates	235

Rank	Agency • name • address • website	Fee Income ¹ • 2013 • 2012 (L.A./total)	Clients (partial list)	Specialties/Industries (partial list)	Profile • L.A. professionals • offices (L.A./total) • headquarters • year founded	Top Local Executive • name • title • phone
1	Edelman 5900 Wilshire Blvd., 24th & 25th Floors Los Angeles 90036 edelman.com	\$28.0/\$734 \$21.0/\$656	Microsoft, Sunkist, Activision, Qualcomm, Starz, Nestle, Mattel	consumer, digital entertainment, government, health care, retail, technology, travel	140 1/66 Chicago 1963	James Williams/Gail Becker General Manager/ Chairwoman (323) 857-9100
2	Davies 225 Santa Monica Blvd., Floor 3 Santa Monica 90401 daviespublicaffairs.com	10.1/12.7 9.3/12.0	WND	real estate	20 1/3 Santa Barbara 1983	John Davies CEO (310) 395-9510
3	Murphy O'Brien Inc. 11444 W. Olympic Blvd., Suite 600 Los Angeles 90064 murphyobrien.com	8.8/8.8 7.4/7.4	Catalina Island, Chrysalis, Ocean Avenue South, Shutters on the Beach, Tender Greens, Cheesecake Factory	consumer, real estate, travel, digital media	38 1/1 Los Angeles 1989	Karen Murphy O'Brien Chairwoman, CEO (310) 453-2539
4	Englander Knabe & Allen 801 S. Figueroa St., Suite 1050 Los Angeles 90017 englanderpr.com	8.4/8.7 8.1/8.5	Motorola, Westfield, AT&T, Maximus, L.A. Police Protective League, Legalzoom.com, Waste Management	government, health care, real estate, technology, public affairs, crisis, advocacy	16 1/2 Los Angeles 2005	Harvey A. Englander Managing Partner (213) 741-1500
5	Zeno Group Inc. 2850 Ocean Park Blvd. Santa Monica 90405 zenogroup.com	5.4/35.9 3.9/25.0	Kia Motors America, Apollo Group, Inc., Evolution Fresh, T-Mobile USA, Inc., Wargaming America, El Pollo Loco	consumer, digital entertainment, technology, travel	23 1/16 New York 1998	Jay Joyer Executive Vice President (310) 566-2290
6	Rogers Finn Partners 1875 Century Park East, Suite 200 Los Angeles 90067 finnpartners.com	5.1/44.4 6.2/32.3	Logitech, Hyundai Hope on Wheels, BevMo, Natural History Museum, Bosch, L.A. Jamba Juice, Dole Packaged Foods	consumer, digital entertainment, government, health care, retail, technology, travel	31 1/8 New York 2011	Ron Rogers Managing Partner (310) 552-6922
7	Ame Co. 802 N. Edgemont St. Los Angeles 90029 theamecompany.com	4.9/15.3 N/A/N/A	Alex DeBogorski, Ice Road Truckers, Ronnie Negus, Real Housewives, Remy Holwick, Mynxii White	television, entertainment, comedy, fashion, beauty	8 1/2 Los Angeles 2007	Mary Ann McQueen Butcher President (310) 492-5815
8	Phelps 901 Wilshire Blvd. Santa Monica 90401 phelpsagency.com	4.1/4.1 3.2/3.2	American Licorice, Dunn-Edwards Paints, LAX, Monrovia Growers, TetraPak, Tahiti Tourism, Gas Co., Whole Foods Market	consumer, government, health care, retail, technology, travel	21 1/1 Santa Monica 1981	Joe Phelps/Judy Lynes CEO/V.P. (310) 752-4400
9	Cerrell Associates Inc. 320 N. Larchmont Blvd. Los Angeles 90004 cerrell.com	4.0/4.0 4.5/4.5	American Beverage Assn., Bombardier Transportation, Hanjin International Corp., Microsoft Corp.	campaigns and issue management, local government and land use planning, energy	17 1/1 Los Angeles 1966	Hal Dash Chairman, CEO (323) 466-3445
10	Consensus Inc. 626 Wilshire Blvd., Suite 1000 Los Angeles 90017 consensusinc.com	3.7/3.7 5.7/5.7	BNSF Railway, Metro, Equity Office, Honeywell International, Exposition Construction Authority, Westfield	government, real estate	15 1/1 Los Angeles 1986	Josh Gertler President (213) 438-1755
11	MPRM Communications 5670 Wilshire Blvd., Suite 2500 Los Angeles 90036 mprm.com	3.4/3.4 3.5/3.5	YouTube, Arsenio Hall Show, Focus Features, Universal Studios Home Entertainment, Sony Pictures Home Entertainment	consumer, digital entertainment, technology, film, home entertainment	23 1/1 Los Angeles 1998	Mark Pogachefsky/ Rachel McCallister President/Chairwoman (323) 933-3399
12	Ballantines PR 644 1/2 N. Robertson Blvd. West Hollywood 90069 ballantinespr.com	3.4/3.4 3.4/3.4	Caesarstone Global, City of West Hollywood, Lionsgate, Mandarin Oriental, Sunset Marquis Hotel & Spa, Universal Music Group	consumer, digital entertainment, retail, technology, travel, fitness	17 1/1 Los Angeles 2000	Sarah Patricia Grace Roberts President (310) 454-3080
13	Imprinta Communications Group 300 S. Raymond Ave., Suite 9 Pasadena 91105 icgworldwide.com	2.8/3.2 2.1/2.5	Southern California Gas Co., Metro, California State University Northridge, Charter Communications	consumer, government, health care, real estate, retail, travel, utilities, transportation	9 1/2 Pasadena 2001	Ronald W. Wong CEO, President (626) 300-6620
14	S. Groner Associates Inc. 100 W. Broadway Ave. Long Beach 90802 sga-inc.net	2.5/2.6 2.6/2.8	U.S. Environmental Protection Agency, Geosyntec, Waste Management Inc., Carollo Engineers	government, health care, technology	10 1/2 Long Beach 1998	Stephen Groner President (562) 597-0205
15	Konnect Public Relations 888 S. Figueroa St., Suite 630 Los Angeles 90017 konnect-pr.com	2.3/2.3 1.2/1.2	Fatburger, Dave & Buster's, Menchie's, Lakeshore Learning Materials, Munchkin, Sky Zone Indoor Trampoline Park	consumer, retail, food and beverage, franchise, baby and children's products	31 1/1 Los Angeles 2009	Sabina Gault CEO, President (213) 988-8344
16	JMPR Public Relations Inc. 5850 Canoga Ave., Suite 300 Woodland Hills 91367 jmprpublicrelations.com	2.3/2.4 2.0/2.0	Infiniti, Bentley Motors, Airstream, Stacks Bowers, Pep Boys, Meguiar's Car Care, Bugatti Automobiles, L.A. Auto Show	consumer, retail, travel	17 1/1 Woodland Hills 1977	Joseph Molina President (818) 992-4353
17	Fiona Hutton & Associates 12711 Ventura Blvd., Suite 280 Studio City 91604 fionahuttonassoc.com	2.2/2.2 1.7/1.7	Clear Channel Outdoor, Health Net, Southern California Water Committee, Metro, Calif. Hospital Association	government, health care, real estate, public affairs, communications, issues management	9 1/2 Studio City 2001	Fiona Hutton President (818) 506-0601
18	Casey & Sayre 12517 Venice Blvd. Los Angeles 90066 caseysayre.com	2.1/2.1 2.1/2.1	AT&T, Broad Foundation, Arent Fox, Climate Action Reserve, Hilton Prize, Kingston, Metro, Woodridge Capital	consumer, digital entertainment, real estate, retail, technology, social media	10 1/1 Los Angeles 1979	Barbara Sayre Casey CEO (310) 636-1888
19	IW Group Inc. 8687 Melrose Ave., Suite G540 West Hollywood 90069 iwgroupinc.com	2.1/2.1 2.1/2.1	California Wellness Foundation, Nielsen Media Research, Verizon	consumer, government, health care, retail, technology	8 1/3 West Hollywood 1990	Nita Song President, COO (310) 289-5500
20	Blaze Public Relations 225 Santa Monica Blvd., Third Floor Santa Monica 90401 blazepr.com	1.7/1.7 1.4/1.4	Famous Brands, Marriott International, Madison Holdings, International Spirits, Michael's Restaurant Group	consumer, health care, real estate, retail, travel	10 1/1 Santa Monica 1990	Matt Kovacs President (310) 395-5050

¹ In millions.
N/A - Not Available Note: The information on this list was supplied by representatives of the firms themselves. Firms are ranked by L.A. County net fee income. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors

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PUBLIC RELATIONS FIRMS

Rank	Agency • name • address • website	Fee Income ¹ • 2013 • 2012 (L.A./total)	Clients (partial list)	Specialties/Industries (partial list)	Profile • L.A. professionals • offices (L.A./total) • headquarters • year founded	Top Local Executive • name • title • phone
21	VPE Public Relations 1605 Hope St., Suite 250 South Pasadena 91030 vpepr.com	\$1.4/\$1.4 \$1.4/\$1.5	Southern California Edison, Disneyland, California Wellness Foundation, Verizon, Televisa Foundation, El Monte Promise	consumer, government, health care, retail, technology, Hispanic marketing	10 1/1 South Pasadena 1988	John Echeveste/ Patricia Perez Partners (626) 403-3200
22	Olmstead Williams Communications 10940 Wilshire Blvd., Suite 1210 Los Angeles 90024 olmsteadwilliams.com	1.4/1.4 1.3/1.3	Ernst & Young, Brentwood Associates, Bruin Biometrics, Cynvenio Biosystems, DreamHammer	digital entertainment, government, health care, technology, travel, legal, accounting	6 1/2 Los Angeles 2008	Tracy Olmstead Williams CEO, President (310) 824-9000
23	Costa Communications Inc. 8265 W. Sunset Blvd., Suite 201 Los Angeles 90046 costacomm.com	1.2/2.5 0.8/2.5	Fox, CBS, Weinstein Co. Sony, Warner Bros., DreamWorks, Education Through Music	consumer, digital entertainment, government, retail, technology, travel	6 1/4 West Hollywood 1986	Ray Costa CEO (323) 650-3588
24	JPR Communications 5950 Canoga Ave., Suite 430 Woodland Hills 91367 jprcom.com	1.1/1.1 1.2/1.2	N/A	technology	9 1/1 Woodland Hills 1990	Judy Smith/Mark S. Smith Principal/Executive V.P. (818) 884-8282
25	SPPR Inc. 5969 W. Washington Blvd., Suite 2B Culver City 90232 spprinc.com	1.1/1.1 1.0/1.0	Anchor Bay Films, Image Entertainment, Weinstein Co., Viva Entertainment, Blanc Biehn Productions	digital entertainment, technology, entertainment, home entertainment, theatrical	6 1/1 Culver City 1992	Sue Procko CEO, President (310) 836-6200
26	Castillo & Ruig Communications 2901 Ocean Park Blvd., Suite 217 Santa Monica 90405 discovercrc.com	1.1/1.1 1.0/1.0	Montage Residences Deer Valley, Park Hyatt Aviara, Pronghorn, An Auberge Resort	consumer, real estate, travel, travel, resort real estate, and golf	8 1/1 Santa Monica 2009	Spencer Castillo/ Pieter Ruig Co-Founders (310) 664-8840
27	Hoyt Organization Inc. 23001 Hawthorne Blvd., Suite 200 Torrance 90505 hoytorg.com	1.1/1.1 1.1/1.1	USC Lusk Center for Real Estate, Nadel Architects, Pircher, Nichols & Meeks, Kennedy Wilson Brokerage, BH Properties	health care, real estate, retail, real estate, research institutions, retail, architecture, legal	10 1/1 Torrance 1984	Leeza L. Hoyt President (310) 373-0103
28	Bob Gold & Associates 1640 S. Pacific Coast Highway Redondo Beach 90277 bobgoldpr.com	1.1/1.2 1.1/1.1	Deluxe Entertainment Services Group, Residents Medical, Everest Foundation	consumer, digital entertainment, health care, real estate, technology	10 1/3 Redondo Beach 1997	Bob C. Gold CEO, President (310) 320-2010
29	PadillaCRT 617 W. Seventh St., Suite 604 Los Angeles 90017 padillacrt.com	1.1/32.4 1.2/13.0	Hass Avocado Board, Bridgestone Americas, ZeroWater, Wilsonart	consumer, government, health care, retail, technology, travel, food, beverage and nutrition	7 1/6 Minneapolis 1996	Max Martens Vice President (310) 659-5380
30	Blaine Group Inc. 8665 Wilshire Blvd., Suite 301 Beverly Hills 90211 blainegroupinc.com	1.0/1.0 1.0/1.0	CalCap Partners, LawFund Management Group, Rebecca Crownover, CFO Edge, Affordable Healthcare Review	consumer, digital entertainment, health care, retail, technology	10 1/1 Beverly Hills 1975	Devon Blaine CEO, President (310) 360-1499

¹ In millions.
N/A - Not Available

Note: The information on this list was supplied by representatives of the firms themselves. Firms are ranked by L.A. County net fee income.

Researched by David Nusbaum

Rep Count
Top largest independent firms, ranked by L.A. County PR professionals.

Edelman	140
Murphy O'Brien	38
Rogers Finn Partners	31
Konnect	31
Zeno Group	23
MPRM Communications	23
Phelps	21
Davies	20
Cerrell Associates	17
Ballantines	17

Source: Business Journal research

ADVERTISING AGENCIES *Continued from page 17*

Rank	Company • name • address • website	L.A. County Employees • current • 2013	Gross Billings ¹ • 2013 • 2012 (county/total)	Clients (partial list)	Profile • headquarters • offices (county/total)	Creative Director • name	Top Local Executive • name • title • phone
41	Kovel/Fuller 9925 W. Jefferson Blvd. Culver City 90232 kovelfuller.com	38 39	WND \$102/\$102	Yokohama Tire Co., Sizzler USA, Mercury Insurance, Cash Call, Western Sky Financial, Morgan-Drexen, Hollywood Park Casino	Culver City 1/1	Lee Kovel	John Fuller President (310) 841-4444
42	RateSpecial Interactive 234 E. Colorado Blvd., Suite 600 Pasadena 91101 ratespecial.com	38 35	23/23 24/24	Experian Consumer Direct	Pasadena 1/1	Eugene Lee	David Tam/ Thomas McErlane CEO/President (626) 376-4702
43	Sensis 811 Wilshire Blvd., Suite 2050 Los Angeles 90017 sensisagency.com	36 33	11/11 12/12	Ameritas College, Southern California Gas Co., United Healthcare, LA Care, Versailles Restaurant, Portos Bakery	Los Angeles 1/3	Polly Beale	Jose Villa CEO, President (213) 341-0171
44	Fraser Communications 1631 Pontius Ave. Los Angeles 90025 frasercommunications.com	28 35	54/54 62/62	First 5 California, Lexus, MarketSmith, East West Bank, Saint John's, MWD	Los Angeles 1/2	Sergio Belletini	Renee Fraser CEO, President (310) 319-3737
45	Media Design Group 3250 Ocean Park Blvd. Santa Monica 90405 mediadesigngroup.com	23 33	45/45 55/55	Baby Chick Productions, CF Entertainment Inc., Creative Services Adv. Inc., T-Toner Co. Inc., Launch DRTV	Santa Monica 1/1	Ben Zimmerman	Stacy Durand President (310) 584-9200
46	Sagon/Phior 2107 Sawtelle Blvd. Los Angeles 90025 sagon-phior.com	22 20	32/35 34/38	Princess Cruises, Nissin Foods, Conduvis Technologies, Microsoft, Rodney Strong Wine Estates, F&M Bank	Los Angeles 1/4	Rio Phior	Glenn Sagon CEO, Partner (310) 575-4441
47	Liquid Advertising 499 Santa Clara Ave. Venice 90291 liquidadvertising.com	20 20	WND 34/34	Blizzard Entertainment, EA Mobile, Slacker Radio, PopCap Games, Epic Games, Monster Products	Venice 1/1	Alison Hamon	Will Akerlof President (310) 450-2653
48	Paolucci Communication Arts 2516 Via Tejon, Suite 114 Palos Verdes Estates 90274 paoluccicomartms.com	19 20	7 6	Aztec Tents, City of El Segundo, City of Redondo Beach Waterfront Revitalization, Insignia by City Ventures	Palos Verdes Estates 1/1	Chris Salling	Mark Paolucci President (310) 791-2755
49	Gary Group 2040 Broadway Santa Monica 90404 garygroup.com	18 14	26/26 23/23	Golden Boy Promotions, Record Labels, Time-Warner Cable	Santa Monica 1/3	Mary Baker	Rick Rogers President (310) 449-7600
50	A Hundred Years 810 S. Santa Fe Ave. Los Angeles 90021 ahundredyears.com	15 WND	WND WND	UCLA Health System, Creative Artists Agency, Los Angeles County Museum of Modern Art, California Hospital Medical Center	Los Angeles 1/1	Zach Szukala	Marc Mertens CEO (323) 939-9789

¹ In millions.
N/A - Not Applicable
WND - Would Not Disclose

Note: The information on this list was supplied by representatives of the companies themselves. Agencies are ranked by number of L.A. County employees and 2013 L.A. County billings, respectively.

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