

# PHOENIX BUSINESS JOURNAL

## THE LIST

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### PUBLIC RELATIONS FIRMS

RANKED BY NUMBER OF LOCAL PUBLIC RELATIONS EMPLOYEES

PR firm name / 2017 Rank Website	Address Phone	# of local PR employees	# of local employees	PR % of total business	Notable clients	Top local executive
<b>1</b> Zion & Zion ① zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	43	43	NA	NA	Aric Zion, aric@zionandzion.com; DuGue Zion
<b>2</b> Allison+Partners ② allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 623-201-5500	29	29	100%	Toyota, BCISAZ, GPEC, Adalens, Dignity Health	Cathy Planchard, cathy@allisonpr.com; Lisa Schmidke
<b>3</b> Fingerprint ③ fingerprintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	25	30	NA	Maricopa Homes, Connections Academy, GrayCastle Security, Local Motors, Sonoran Institute	Michelle Olson
<b>3</b> Amendola Communications ④ acmarketingpr.com	9280 E. Rainbow Dr., #104 Scottsdale, AZ 85260 480-464-8412	25	25	85%	GlobalMed, HealthDI, Equality Health	Jodi Amendola, j Amendola@acmarketingpr.com; Ted Amendola
<b>5</b> OH Partners ⑤ ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85018 602-254-6159	22	110	NA	Arizona Lottery, Glia River Hotels & Casinos, Flora Bowl	Matthew Owens; Scott Harley, s.harley@owensharley.com; Matt Moore; Brad Casper
<b>6</b> LAVIDGE ⑥ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	20	76	21%	Enterprise Bank and Trust, Sagewood, ACDH, Banner Health, Sonora Quest Laboratories, Rawley Executives International, Vistancia	Bill Lavidge
<b>7</b> Off Madison Ave ⑦ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85006 480-505-4500	19	44	26%	Arizona Office of Tourism, E65 Fitness, EVDI Medical Imaging	Roger Hunt; David Anderson
<b>7</b> Gordon C. James Public Relations ⑧ gcjpr.com	5080 N. 40th St., #350 Phoenix, AZ 85018 602-274-1988	19	19	100%	APS, Arizona Science Center, Delta Dental of Arizona, Shea Homes of Arizona, Vitalyst Health Foundation	Gordon James, gjames@gcjpr.com
<b>9</b> RIESTER ⑨ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	18	108	16%	AZ Dept. of Health, Casino Arizona, Citizens Clean Elections Commission, Heard Museum, Phoenix Rising FC, Talking Stick Resort, UnitedHealthcare	Tim Riestler, triestler@riester.com; Christina Borrego, cborrego@riester.com
<b>10</b> KB Woods Public Relations ⑩ kwoods.com	7229 E. 1st Ave., #202 Scottsdale, AZ 85251 602-261-3883	16	16	100%	PayPal, Mobile Mini, Phoenix Business Journal, Davis Demographics	Keith Woods
<b>11</b> Santy ⑪ santy.com	8370 E. Via de Ventura, #6-100 Scottsdale, AZ 85258 888-679-3685	15	24	40%	ADHS, Arizona DES, Goettl Air Conditioning, Kitchell, Verizon, Circle the City, Peter Piper Pizza, The Sunny Plumber, Mark-Taylor Residential, APS	David Santy, dsanty@santy.com
<b>11</b> ON Advertising Inc. ⑪ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	15	25	35%	Arnet, ASU, Hines Development, Cavanagh Law Firm, Pioneer Packaging, City of Phoenix, state of Arizona	John Hernandez; Ron Merritt
<b>13</b> Knoodle ⑬ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	14	20	NA	Falgun Homes, Chan Roberts A/C & Plumbing, RED Development, Mandalay Homes	Rosaria Cain, rosariac@weareknoodle.com
<b>13</b> MMPR Marketing ⑬ mmpmarketing.com	3939 E. Campbell Ave., #120 Phoenix, AZ 85018 602-264-2655	14	14	NA	Upward Projects, Village Health Clubs & Spas, Salt River Fields, Vintage Partners, Huss Brewing Co.	Margo Kessler, margo@mmpmarketing.com; Grant Crowe
<b>15</b> 48 West Agency ⑮ 48westagency.com	515 E. Grant St., #150 Phoenix, AZ 85004 602-428-1361	12	12	40%	Pulican Products, Gallagher & Kennedy, The Luh Lounge, NI LLC, Genesys Aerosystems	Lugh Dow, lugh@48westagency.com
<b>15</b> Decibel Blue ⑮ decibelblue.com	7524 E. Angus Dr., #2 Scottsdale, AZ 85251 480-494-2583	12	12	50%	Dunkin' Brands, M Culinary Concepts, Teft & Needle, Elements Manager, Phoebe Lash Studio	David Eichler, david@decibelblue.com; Diane Eichler
<b>15</b> Evolve PR and Marketing ⑮ evolveprandmarketing.com	4300 N. Miller Rd., #212 Scottsdale, AZ 85251 602-550-1810	12	12	75%	Waymo, HomeSmart International, The Maguire Group, Hickman's Family Farms, LGE, Dr. Pablo Pritchard, Fred Pike, Phoenix Children's Hospital	Jennifer Kaplan
<b>15</b> The SPR Agency ⑮ thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	12	12	NA	Taylor Morrison, Darling Homes, Sea Suncoast Bottlers, Skyestone	Al Stevens; Christy Stevens, christy@thespragency.com
<b>19</b> The James Agency ⑲ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-348-8710	11	30	20%	Camelot Homes, Travel Cova Mesa, Spirato's Pizzeria, The Gifts Hotel + Spa, Colleen's Dream Foundation	Veronique James, veronique@thejamesagency.com
<b>19</b> The Knight Agency ⑲ knight.agency	6895 E. Camelback Rd., #118 Scottsdale, AZ 85251 480-447-9996	11	11	100%	BAR Hotel Management, Scottsdale League for the Arts/Scottsdale Culinary Festival, Burns Past Elimination	Cody Knight; Erica Knight
<b>21</b> Rose + Moser + Allyn Public and Online Relations ⑳ rosmoalpr.com	7144 E. Starbuck Dr., #400 Scottsdale, AZ 85251 480-423-1414	10	10	NA	Barnett-Jackson, Arizona Automobile Dealer's Association, Celebrity Fight Night, Colorado River Indian Tribes, Callum Homes, Paul Goldschmidt, Larry Fitzgerald	Jason Rose, jrosmoalpr.com; Jennifer Moser
<b>22</b> HighGround Inc. ㉒ ahighground.com	830 N. 4th Ave. Phoenix, AZ 85003 602-528-3684	9	9	NA	Salt River Project, Maricopa County, AZ League of Cities & Towns, Environmental Defense Fund, ACT, Accenture	Chuck Coughlin; Doug Cole
<b>22</b> Rainmaker Integrated ㉒ rmimpr.com	17470 N. Pacemaker Way Scottsdale, AZ 85255 480-305-2017	9	11	40%	Avila Homes, Belics Consignment	Jackie Wright, jackie@rmimpr.com
<b>24</b> Kiterocket ㉔ kiterocket.com	515 E. Grant St. Phoenix, AZ 85004 602-443-0030	8	11	NA	NA	Martijn Perik, martijn@kiterocket.com; Dave Richardson
<b>24</b> Knife & Fork Media Group ㉔ knifeandfork.com	11811 N. Tatum Blvd., #1065 Phoenix, AZ 85028 480-200-2766	8	8	80%	City of Scottsdale, Arizona Restaurant Association, Brownie Brittle	Susie Tiram, susietiram@coo.net
<b>24</b> STRATEGY forty-eight ㉔ strategy48.com	3636 N. Central Ave., #590 Phoenix, AZ 85012 602-277-4366	8	8	100%	American Lung Association in Arizona, Pinal Energy, The Mesa Group, Orion Renewable Energy Group, Sempia Energy	Troy Corder
<b>24</b> Caliber Group ㉔ calibergroup.com	120 S. Ash Ave., #8103 Tempe, AZ 85283 480-442-4505	8	15	50%	Roche, Accelerated Diagnostics, University of Arizona, Cottonwood Properties, Hughes Federal Credit Union	Linda Weber, lweber@calibergroup.com; Kerry Streiford, kstreiford@calibergroup.com

NOTES: NA = not applicable, not available or not approved \* = not listed in 2017

#### ► CLOSER LOOK

# 424

Total number of local public relations employees working for the 27 public relations firms listed on this page

# 737

Total number of local employees working for the 27 public relations firms listed on this page

#### HONORABLE MENTION

HMA Public Relations	7
Serendipity Consulting	6
ANDERSON Advertising & Public Relations	6
DRA Collective	6
CoWoos North America	6
DeManna Public Affairs	6
LuCorp Marketing	6
J. Lauren PR & Marketing	5
Felco Agency	5

#### ABOUT THE LIST

Information was obtained from representatives of the public relations firms through email surveys and could not be independently verified by the Phoenix Business Journal. From among the top 10 firms in last year's list, Stoves Levine Entertainment & Public Relations (No. 3) did not respond to our inquiries by deadline. Only those firms responding to our inquiries are listed.

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#### WANT TO BE ON THE LIST?

If you wish to be surveyed when The List is next updated, or if you wish to be considered for other Lists, email your contact information to Dale Brown at dbrown@bizjournals.com.