PRSourceCode's 5th Annual "Top Tech Communicators" Awards

The IT Editorial Community's Ranking of the Best of the Best
Top Tech PR Agencies and Top Tech PR Pros

September 21, 2010

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Introduction and Methodology

Objectives: Recognize the technology PR agencies, corporate PR departments, and PR professionals who add the most value to the journalist-PR relationship

Methodology: Online survey of more than 800 technology journalists and bloggers, conducted in Q3 2010

Award Categories: Top Tech PR Agencies

- Large (top five agencies with >100 employees)
- Mid-sized (top five agencies with 31-99 employees)
- Small (top five agencies with < 31 employees)

Top Tech Corporate PR Departments

Top Tech PR Pros (individual honors)

Top Tech Large Agencies

>100 Employees

#1

Edelman
www.edelman.com

- 2nd consecutive year as a Top Tech Communicator



#2

Text 100
www.text100.com



#3

Schwartz Communications
www.schwartzcomm.com

- 4th consecutive year as a Top Tech Communicator



#4

SHIFT Communications
http://www.shiftcomm.com/



#5

Weber Shandwick Worldwide
www.webershandwick.com

- 5th consecutive year as a Top Tech Communicator



Top Tech Mid-sized Agencies

31-99 Employees

#1 SS|PR
www.sspr.com
- 2nd consecutive year as a Top Tech Communicator

#2 LaunchSquad
www.launchsquad.com
- 2007 Top Tech Communicator

#3 O'Keeffe & Company
www.okco.com
- 2007 and 2008 Top Tech Communicator

#4 OutCast Communications
www.outcastpr.com
- 2007 Top Tech Communicator

#5 Access Communications
http://www.accesspr.com

Top Small Agencies

<31 Employees

#1 INK Public Relations
www.ink-pr.com

#2 Silicon Valley PR
www.SiliconValleyPR.com

#3 Dodge Communications
www.dodgecommunications.com
- 3rd consecutive year as a Top Tech Communicator

#4 Kulesa Faul
www.kulesafaul.com

#5 Kesselring Communications
www.linkedin.com/in/lesliekesselring

Agency Runners-up

Though not in the top five, the following agencies received a notable number of votes from participating journalists

Large Agencies
(>100 employees)

Burson-Marsteller

cohn&wolfe

WAGGENER EDSTROM WORLDWIDE

Mid-sized Agencies
(31-99 employees)

HORN GROUP

LOIS PAUL & PARTNERS

sparkpr

Small Agencies
(<31 employees)

C. BLOHM & ASSOCIATES INC.
Public Relations for the Education Industry

EASTWICK

techimage

Corporate Top Tech Departments

(Listed Alphabetically)

- Apple
  http://www.apple.com/pr/

- Brocade
  http://www.brocade.com
  - 2nd consecutive year as a Top Tech Communicator

- Cisco Systems
  http://www.cisco.com/
  - 4th consecutive year as a Top Tech Communicator

- Compellent
  http://www.compellent.com/

- Computer Sciences Corporation (CSC)
  http://www.csc.com/

Corporate Top Tech Departments

(Listed Alphabetically)

- Dell
  http://www.dell.com/
  - 2nd consecutive year as a Top Tech Communicator

- EMC Corporation
  http://www.emc.com/
  - 2007 Top Tech Communicator

- Hewlett-Packard (HP)
  http://www.hp.com/
  - 3rd consecutive year as a Top Tech Communicator

- IBM
  http://www.ibm.com/us/en/
  - 4th consecutive year as a Top Tech Communicator

- Intel
  http://www.intel.com/
  - 2008 Top Tech Communicator

Corporate Top Tech Departments

(Listed Alphabetically)

- Microsoft
  http://www.microsoft.com
  - 2007 and 2008 Top Tech Communicator

- Motorola
  http://www.motorola.com/us

- NetApp
  http://www.netapp.com/us/
  - 2007 Top Tech Communicator

- Siemens Healthcare
  http://www.usa.siemens.com/entry/en/

- Symantec
  http://www.symantec.com/index.jsp
  - 2007 and 2008 Top Tech Communicator

Agency Top Tech PR Pros

(Listed Alphabetically)



Jodi Amendola
CEO
Amendola Communications



Charlene Blohm
President
C. Blohm & Associates, Inc.



Georgiana Comsa
Managing Partner
Silicon Valley PR



Julia Graham
Account Supervisor
Weber Shandwick Worldwide



Tony Keller
Vice President
SS|PR



Steve Kerns
Managing Supervisor
Fleishman-Hillard



Thea Lavin
Account Supervisor
Schwartz Communications



Melissa Neumann
Executive Vice President
Eastwick Communications



Cathy Palmen
Account Director
Interprose Public Relations



Brian Parrish
Vice President and Principal
Dodge Communications

Denotes consecutive years as a Top Tech Communicator

Corporate Top Tech PR Pros

(Listed Alphabetically)



Bill Abelson
Sr. Manager of External Communications
Motorola, Inc.



David Callisch
Vice President of Marketing
Ruckus Wireless



Brenda Christensen
Public Relations
Servoy

Lee Davis
PR Manager
Cisco Systems, Inc.



Bruce Frymire
Director of Corporate Communications
CyberSource Corporation

Jennifer Lavelle
Manager, Branding and Advertising Communications
Siemens Healthcare



Leslie Moore
Sr. Specialist, Entertainment and Consumer PR
Plantronics, Inc.

Keith Nowak
Sr. Public Relations Manager
HTC



John Patterson
Sr. Manager of Public Relations
Raytheon Missile Systems

Jim Sheehan

SeaChange International

Honorable Mentions

Though not in the top five, the following individuals received a notable number of votes from participating journalists

- Sandra Fathi, Affect Strategies, Inc.
- Lou Hoffman, The Hoffman Agency
- Dan Green, Tech Image Ltd.
- Heather Fitzsimmons, Mindshare PR
- Holly Hagerman, Connect Public Relations
- Alex Kirschner, OutCast Communications
- Katherine Maxwell, O'Keeffe & Company
- Starr Million Baker, INK Public Relations
- Lois Paul, Lois Paul & Partners
- Christine Perkett, PerkettPR

Year-Over-Year Analysis

The following agencies, corporate PR departments, and individuals have ranked as Top Tech Communicators for two or more consecutive years:

Top Tech PR Agencies

5th Year	Weber Shandwick Worldwide
4th Year	Schwartz Communications
3rd Year	Dodge Communications
2nd Year	SS|PR
2nd Year	Edelman

Top Tech Corporate PR Departments

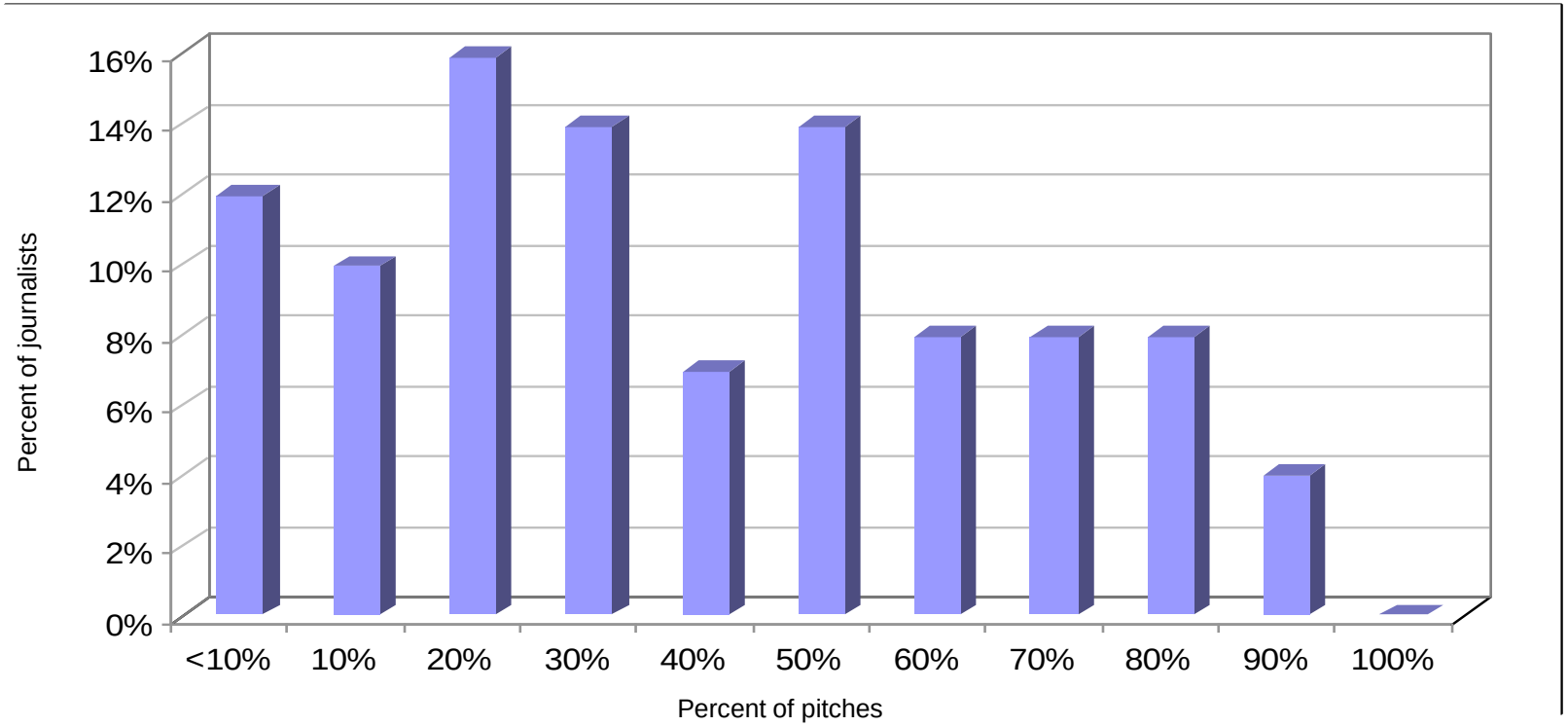
4th Year	Cisco Systems
4th Year	IBM
3rd Year	Brocade
2nd Year	Dell
2nd Year	Hewlett-Packard (HP)

Top Tech PR Pros

4th Year	Jodi Amendola, Amendola Communications
4th Year	Brian Parrish, Dodge Communications
2nd Year	Tony Keller, SS|PR
2nd Year	Julia Graham, Weber Shandwick Worldwide

From the Journalists

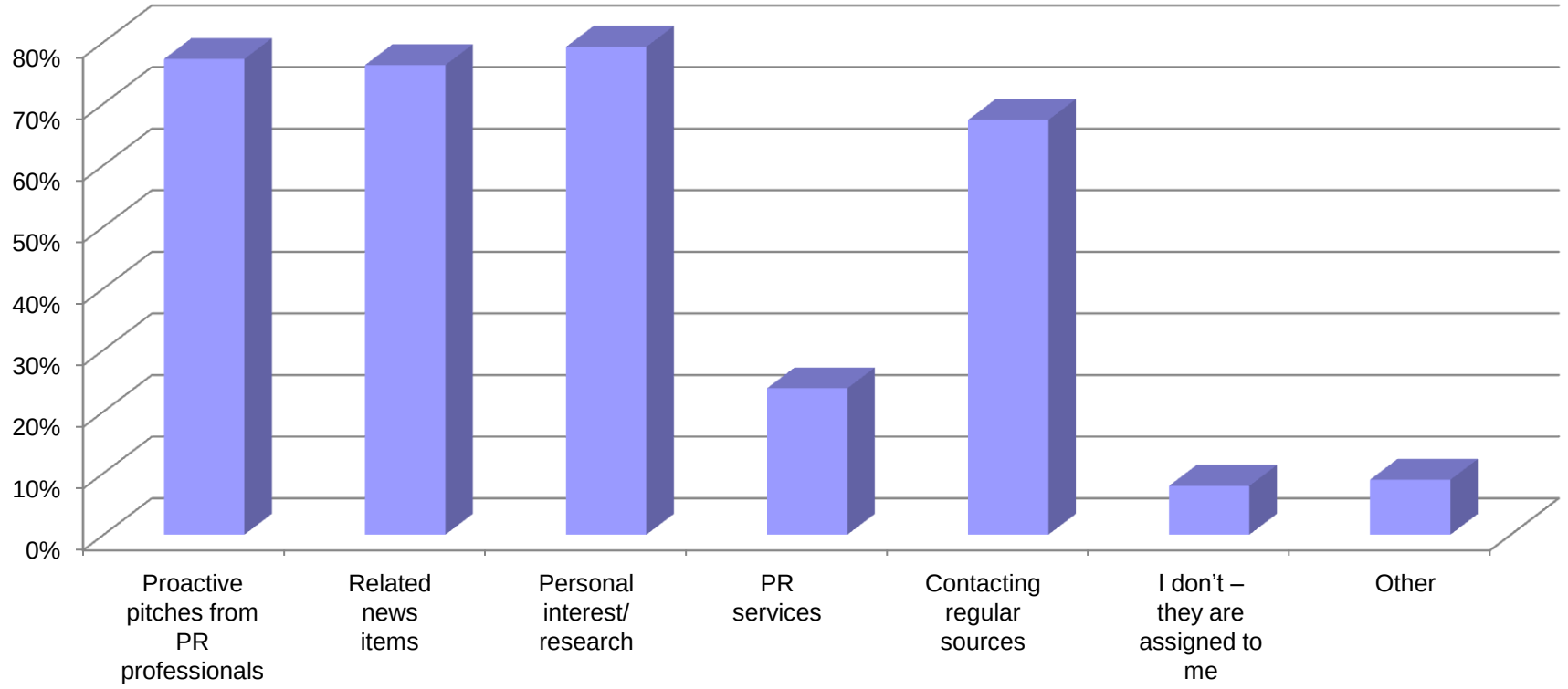
Approximately what percent of PR pros' pitches are on target with your needs and interests?



Journalists acknowledge PR's value, but there is room for improvement

From the Journalists

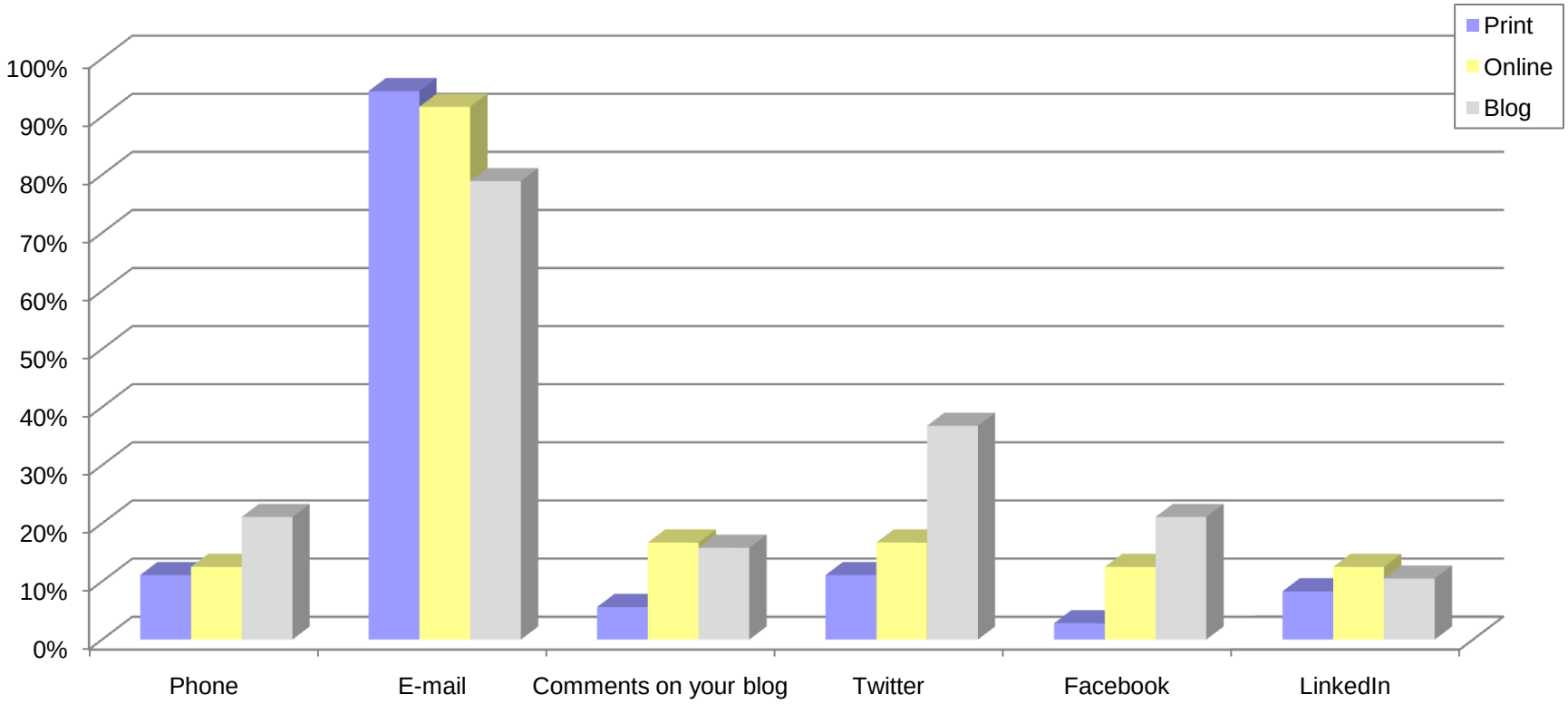
How do you find sources and/or story ideas?



Pitching works. Pitch proactively – especially around related items in the news

From the Journalists

How do you prefer to receive information from PR pros?



E-mail is proven, but don't be afraid to try Twitter – with bloggers

From the Journalists

What advice can you give to PR professionals about how to better work with journalists?

#1) Lose the email pitch w/ the subject: "Story Idea"

#2) Find out what the site/blog/ publication is about in the first place before pitching anything."

"Tease me. Send me one really good paragraph that grabs my attention, rather than a long press release so that I actually want to read the full story."

"Reply fast – and if you cannot get a response, please fess up immediately. Don't leave us dangling."

"Be clear on the market problem that is being solved, in detail, the operational value proposition (how it makes the target market lives better) and the economic value prop. Back up any assertions with proof points and logical reasoning. Don't lecture – instead, converse and be interactive."

"Give us a bit more time for response to your inquiries (maybe two-three days), as we are often now juggling more inquiries and job duties."

From the Journalists

What do you see as the next big thing for journalism and PR?

"Strategic Media. News packaged for a specialized audience, leveraging research, data, and news you can use on demand."

"PR will become more active on social networks to get a better understanding of who journalists are and what they care about."

"Partnership. As journalists and PR professionals learn to work more effectively together to build and evolve not just story ideas, but story arcs, they will move beyond single-story pitches to ongoing relationships that deliver greater marketing value to their clients."

"Deeper integration with/of social networking. Further blurring of lines between Web sites that just publish information vs. traditional journalism sites with real analysis, in-depth reporting, and feedback. Globalization."

"Online video interviews to accompany or supplement written stories, making every journalist a 'TV' reporter or host."

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Sample of Participating Publications











































Recommendations

Looking to become a 2011 Top Tech Communicator?
Based on journalist feedback, here's how:

- **E-mail Is King** – E-mail is by far the preferred contact method for journalists across print and online publications, as well as blogs. Experiment with new media as well, but keep the e-mails coming

- **Branch Out** – If you don't currently reach out to bloggers via social media, you're missing out. Bloggers prefer to receive information through Twitter and Facebook more than either print or online reporters

- **Be Proactive** – 77 percent of journalists find sources and story ideas through proactive pitches from PR pros. Make sure you're contributing with on-target pitches. You'll get coverage, journalists will get stories, and you'll build relationships

- **Old Rules Still Apply** – While the industry has changed, journalists still want the same things: be timely in your response, don't overpromise and under-deliver, and know what they write before you contact them

Hear Top Tech Communicators discuss winning strategies and best practices at our upcoming complimentary Webinar, "PR Open Forum: Tips From the Top," October 26 at 1:00 p.m. ET

Featured panelists include:

Moderated by:



Steve Kerns
Managing Director
Fleishman-Hillard



Starr Million Baker
Co-founder and President
INK Public Relations



Melissa Neumann
Executive Vice President
Eastwick Communications



Cole Smith
National Account Director
PRSourceCode

Visit https://www1.gotomeeting.com/register/162717096 to register.

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- **PRSourceCode** connects the public relations (PR), journalism, conference, and industry accolade communities by providing timely, tech-focused, relevant editorial, speaking, and awards opportunities to PR professionals
- **Edit Forum** provides thousands of tech-related editorial features from 350+ leading technology trade and business pubs
- **Speaking & Awards Forum** offers targeted speaking and award opportunities from more than 2,000 qualified options from around the globe
- **Contact:** Cole Smith, National Account Director, csmith@prsourcecode.com

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