

# Dallas Business Journal

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## THE LIST

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# PUBLIC RELATIONS AGENCIES

Ranked by 2005 local fee income

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COMMUNICATIONS

Rank	Name Address	Telephone fax	2005/2004 local fee income/ 2005 gross billings (in millions)	Number of local clients/ range of hourly rates	Specialties	Notable local clients	Local public relations employees/ top local executive(s)/ year established locally	Parent company or owner/ headquarters/ Web site
1	<b>Richards/Gravelle</b> 6750 N. Central Exp., Ste. 1100 Dallas 75231	214-891-5306 214-891-5625	\$3.69 \$2.53 \$4.50	35 \$85-\$255	Brand development, cause branding, consumer marketing, corporate, public affairs	The Dallas Morning News, Tynell Inc., Behringer Harward, Children's Choice, Harvest Partners	26 Ruth Fitzgibbons 1993	The Richards Group Dallas www.richardsgravelle.com
2	<b>Edelman</b> 3131 Turtle Creek Blvd., Ste. 500 Dallas 75219	214-443-7560 214-443-7393	\$3.10 \$3.10 \$3.50	7 \$120-\$350	Consumer/lifestyle, corporate communications, issues and crisis management, reputation management	Boy Scouts of America National Council, MetroPCS, Shell, Nissan, Hilton Anatole, The Allen Group	39 Teresa Henderson 1983	Daniel J. Edelman Inc. Chicago www.edelman.com
3	<b>Dawson/Duncan Communications Inc.</b> 4803 Cole Ave., Ste. 330 Dallas 75214	214-520-7550 214-520-7568	\$2.93 \$1.02 \$3.28	17 \$75-\$300	Integrated marketing communications, branding, media relations, graphic design	Guaranty Bank, Verizon, North American Coal Corp., Temple-Inland Inc.	6 Reslyn Dawson Thompson, Lowell Duncan/1986	Dawson/Duncan Communications Inc./Dallas www.dawsonduncan.com
4	<b>Sunwest Public Relations</b> 5420 US Hwy., Ste. 1475 Dallas 75240	214-373-1601	\$2.90 \$2.70 NA	25 \$65-\$350	Full service	EconMobil, Kall Development Co., National Dairy, Haas Wheat	21 Andrew M. Stern 1982	Sunwest Communications Inc. Dallas www.sunwestpr.com
5	<b>Michael A. Burns &amp; Associates Inc.</b> 3333 Lee Pkwy., Ste. 450 Dallas 75219	214-521-8596 214-521-8599	\$2.40 \$2.30 \$2.48	36 \$40-\$300	Business-to-business, consumer, technology, investor relations, international, public affairs	Fujitsu, American Leather, Amstar Energy Corp., Thompson's Water Seal, Warrantech Corp.	30 Michael A. Burns 1989	Michael A. Burns Dallas www.mabapr.com
6	<b>Vollmer Public Relations</b> 1505 LBJ Fwy., Ste. 340 Dallas 75234	972-486-4780 972-486-4791	\$2.24 \$1.96 \$2.34	15 \$70-\$300	Public relations, marketing communications, crisis management, investor relations	Austin College, Cedar Hill ISO, First Horizon Bank, Lobo Tarrillo Factory, The Smart Circle	13 Dwain Stevens 1996	Helen Vollmer Houston www.vollmerpr.com
7	<b>Michael &amp; Partners</b> 16175 Addison Rd., Ste. 550 Dallas 75081	972-716-0500 972-716-0199	\$2.20 \$1.80 \$2.20	14 \$70	Consumer, energy, financial, health care, professional services, technology, telecom	Challenger, EDS, Manuel, Masergy, NRG, Radiologic, SOURCE, Trinity Hunt	20 Heather Capps, Kenneth Kacmer 1996	NETMA Corp. Dallas www.michaelpartners.com
8	<b>The Point Group</b> 3949 Sherry Ln., Ste. 1600 Dallas 75225	214-378-7970 214-378-7968	\$2.06 \$2.30 \$2.35	17 \$700-\$300	Media relations, corporate communications, crisis communications	Centex Homes, W Dallas, Victory Residences, Sprint PCS, Texas Instruments, Pier One, Gatehouse	10 David R. Kniffen Sr. 1985	David R. Kniffen Sr. Dallas www.thepointgroup.com
9	<b>Levenson &amp; Brinker Public Relations</b> 717 N. Harwood St., Ste. 2000 Dallas 75201	214-692-6857 214-880-0628	\$1.52 \$1.40 \$30.30	30 \$75-\$285	Community relations, corporate image development, crisis communications	ALDM USA, Dallas Center for the Performing Arts Foundation, Fossil Rim Wildlife Center	19 Stanley R. Levenson, Cindy Brinker 2004	Levenson, Levenson & Hill Inc. Dallas www.levensonbrinkerpr.com
10	<b>Carol Reed Associates</b> 1332 McKinney Ave., Ste. 855 Dallas 75204	214-871-0783 214-871-7231	\$1.30 \$1.30 NA	28 \$75-\$450	Public relations, event planning and production, government affairs, fundraising	HEB, Dallas Cowboys, Foundation for Community Empowerment, Toby Shook	7 Carol Reed 1994	Carol Reed Dallas NA
10	<b>M/C/C</b> 8131 LBJ Fwy., Ste. 275 Dallas 75251	972-480-8383 972-669-8447	\$1.30 \$1.30 \$1.30	15 \$100-\$300	Technology	L3, Systimax, AccuData	5 Mike Crawford 1986	Mike Crawford Dallas www.mccom.com



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12	<b>Cooksey Communications Inc.</b> 5525 N. MacArthur Blvd., Ste. 530 Irving 75038	972-980-0662 972-980-0832	\$1.30 \$1.04 \$1.30	TS \$150-\$300	Public relations, media relations, community relations, issues management, strategic	Devon Energy, Gaylord Texan Hotel & Resort, Wind, Gotshal & Manges LLP	7 Gail Cooksey 1994	Gail Cooksey Irving www.cookseygr.com
12	<b>Hopkins &amp; Associates Inc.</b> 650 Exposition Ave. Dallas 75226	214-628-0066 214-628-0076	\$1.70 \$1.00 NA	6 \$75-\$250	Media relations, corporate issues, community relations	Toyota USA	7 Martlyn Pippin 1976	Hopkins & Associates Dallas www.hopkinspr.com
14	<b>Gittins &amp; Granado</b> 3500 Oak Lawn Ave., Ste. 650 Dallas 75219	214-361-0400 214-599-9299	\$1.06 \$0.68 \$1.07	TS \$75-\$300	Integrated corporate communications, branding, media relations, crisis communications	Chief Oil & Gas, Cresta Bella, Global Tec, Jackson Walker LLP, The Plaza Turtle Creek, XTO Energy	7 Ernst Gittins, Vicki Granado 2001	Gittins & Granado LLC Dallas www.gittinsgranado.com
15	<b>The Powell Group</b> 4514 Cole Ave., Ste. 1200 Dallas 75205	214-522-6085 214-522-6091	\$0.90 \$0.83 \$1.33	TS \$50-\$300	Consumer retail and nonprofit specialties	NA	6 Becky Powell-Schwartz 1989	Becky Powell-Schwartz Dallas www.powellgroup.net
16	<b>The LeMaster Group</b> 5950 Berkshire Ln., Ste. 225 Dallas 75225	214-706-6000	\$0.85 \$0.88 \$0.85	TS \$125-\$400	Crisis communications, issue and public strategy, preparation for media interviews	Hicks Holdings, American Airlines Center, DFS, Town of Highland Park, Steiner and Associates	6 Lisa LeMaster 1996	Lisa LeMaster Dallas www.lemastergroup.com
17	<b>Paige Hendricks Public Relations Inc.</b> 1253 W. Magnolia Ave. Fort Worth 76104	817-924-2300 817-924-2312	\$0.78 \$0.45 \$0.78	TS \$45-\$150	Public relations consulting	Casa Manana, Dallas Academy of Ophthalmology, Fort Worth Academy, DFB Pharmaceutical	8 Paige Hendricks 1978	Paige Hendricks Fort Worth www.phprinc.com
18	<b>The Harrell Group</b> 208 N. Market St., Ste. 325 Dallas 75202	214-954-9544 214-954-9545	\$0.74 \$0.58 \$0.98	TS \$40-\$250	Crisis and issues management, media relations, environmental, litigation support	Mary Kay Inc., Communities Foundation of Texas, The Collier Foundation	5 Jackson Harrell 1998	Jackson Harrell Dallas www.theharrellgroup.com
19	<b>Lovell Public Relations</b> 8008 N. Central Exp., Ste. 1410 Dallas 75206	972-788-4511 972-788-4522	\$0.72 \$0.59 \$0.89	8 \$75-\$300	Consumer with retail, hospitality, entertainment specialties, cause-related marketing	Valley View Center, The Parks at Arlington, Vista Ridge Mall, Buckner Ophthalmic Care International	7 Betty A. Lovell 1998	Betty A. Lovell Dallas www.lovellpr.com
20	<b>MarketWave</b> 15851 Dallas Pkwy., Ste. 1030 Addicks 75001	972-661-0711 972-661-0267	\$0.66 \$0.41 \$0.75	7 \$58-\$190	Food/restaurant, technology, energy, legal, health care	Pizza Hut, TDU Energy, Sprint, Century Healthcare	5 Tina Young 1990	Techcom Partners LLC Addicks www.marketwave.biz
21	<b>Jetstream Public Relations Inc.</b> 14130 Midway Rd., Ste. 220 Dallas 75244	972-789-9456 972-789-9189	\$0.61 \$0.44 \$0.61	8 \$35-\$150	Technology, wireless, health care, business-to-business, start-ups, entrepreneurs	airBand Communications, InnerWireless, MEDHOST, Parallel Investment Partners	7 Tony Katsulos 2002	Tony Katsulos Dallas www.jetstreampr.com
22	<b>Smitty Ink Media Group LLC</b> 1529 Paulsboro Dr. Garland 75043	972-240-0044 409-368-6731	\$0.58 \$0.47 \$0.83	TS \$75-\$250	Entertainment, event production, global public relations, product launch	Erykah Badu, minic, Nokia, Paulette Green/Ebby Holiday	3 Jeff "Smitty" Smith, Paul Levantine 2002	Smitty Ink Ltd. Garland www.smittyink.com
22	<b>Todd Co.</b> 4110 E. 20th, Ste. 204 Arlington 76017	817-516-8633 817-516-9331	\$0.58 \$0.45 \$1.20	TS \$85-\$225	Media relations, publicity, special events	City Garage, Colonial National Invitation, City of Arlington recycling, Sandlin Homes	4 Britt Todd 1985	Private NA www.toddcompany.com
24	<b>BizCom Associates</b> 15851 Dallas Pkwy., Ste. 1030 Addicks 75001	972-490-0903 972-661-0267	\$0.55 \$0.53 \$0.35	8 \$50-\$190	Franchising, entrepreneurs, restaurants, home products and services	HomeVestors, Vent-A-Head, Montgomery Farm, Bennigan's, Emerson Partners	5 Scott White 1999	BizCom Associates Addicks www.bizcompr.com
25	<b>Stratagen Corp.</b> 3400 Nickenham Dr. Flower Mound 75022	972-724-3049 972-691-2175	\$0.50 \$0.40 \$0.58	1 \$45-\$125	Crisis planning and management, reputation management, strategic alignment	Fresh Express, Texas Choice Premium Seasonings & Rubs	5 Barbara H. Hines 2001	Stratagen Corp. Flower Mound www.stratagencorp.com

NOTE: A number of companies did not participate because they could not reveal local fee income due to provisions of the Sarbanes-Oxley Act: Weber Shandwick, Bunson-Maerteller, Publicis Dialog, Ketchum, Gallo/Harris International, GCJ Group, Allyn & Co., Reishman-Hillard, Witherspoon Advertising and PR, which ranked No. 21 last year, declined to submit a survey questionnaire.

NA: Not available

Source: The companies

Research: Jerry Gunter and Pavan Li



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