

THE LIST

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TOP OREGON & S.W. WASHINGTON PUBLIC RELATIONS FIRMS

RANKED BY 2013 PUBLIC RELATIONS REVENUE

Name / prior rank / URL	Address / phone	PR revenue	Notable clients	Metro PR employees	Creative director(s)	Local senior executive(s)
1 Edelman ② edelman.com	520 S.W. Yamhill St., Suite 800 Portland, Ore. 97204 503-227-5767	\$6.13M	Kashi Foods, Bear Naked Granola, Les Schwab Tires, Tree Top Inc., Banfield Pet Hospital, Ecova, Smarsh, Microsoft, Climax Portable Machining and Welding Systems, Anker, VTEch	NA	NA	Danielle Veneski
2 Gallatin Public Affairs ③ gallatinpublicaffairs.com	920 S.W. Sixth Ave., Suite 250 Portland, Ore. 97204 503-220-0780	\$5.63M	Pacific Seafood, University of Oregon Foundation, City of Beaverton, Nike, Northwest Credit Union Association, Oregon Rural Electric Cooperative, Facebook	10	NA	Dan Lavey
3 Metropolitan Group ④ metgroup.com	519 S.W. Third Ave., Suite 700, Suite 700 Portland, Ore. 97204 503-223-3299	\$5.4M	USDA Forest Service, Metro, American Public Health Association (APHA), Oregon Education Investment Board, Native Arts and Cultures Foundation, The Ford Foundation, Center for Community Change, New Seasons Market	26	Eric Friedenwald-Fishman	Eric Friedenwald-Fishman, Kiernan Doherty
4 LANE ⑤ lanepr.com	905 S.W. 16th Ave. Portland, Ore. 97205 503-221-0480	\$4.11M	Travel Oregon, Travel Portland, Consumer Cellular, Rejuvenation, Pendleton Woolen Mills, Moonstruck Chocolate Company, Davidson Companies, Thoma Bravo LLC	NA	NA	Wendy Lane Stevens
5 Pac/West Communications ⑥ pacwestcom.com	8600 S.W. St. Helens Dr., Suite 100 Wilsonville, Ore. 97207 503-685-9400	\$4.03M	Smart Growth Coalition (Nike, Intel, Genentech, Esco and Tektronix), ODOT Drive Less Save More, Oregon Building Trades, NECA/IBEW	22	Shannon Parker	Paul Phillips
6 CMD ⑦ cmdagency.com	1631 N.W. Thurman St. Portland, Ore. 97209 503-223-6794	\$3.5M	HP, Intel, Microsoft, Daimler, Western Star, NW Natural, ASUS, Banner Bank, Columbia Sportswear, JELD-WEN, Carl Zeiss, Tektronix	15	Brad Wignall	Dan Hergert, Mike Cobb, Phil Reilly
7 CFM Strategic Communications Inc. ⑧ cfm-online.com	1100 S.W. Sixth Ave., Suite 1425 Portland, Ore. 97204 503-294-9120	\$2.9M	Providence Health & Services, AirbnB, SAIF Corp., Nestlé Waters, Central City Concern, Salem-Keizer Transit, Oregon Winegrowers, Manufacturing 21	8	NA	Gary Conkling
8 Brand Definition ⑨ brand-definition.com	1200 N.W. Naito Pkwy., Suite 390 Portland, Ore. 97209 503-715-0990	\$1.8M	Harman, Hitachi, NewTek, Hisense, Enterprise Ireland, DNP, Lynx, ASSA ABLLOY, SunBrite	7	NA	Travis McGee, Daniel O'Connell
8 Maxwell PR LLC ⑩ maxwellpr.com	3934 S.W. Corbett Avenue Portland, Ore. 97209 503-231-3086	\$1.8M	Argyle Winery, Columbus Foods, Diamond of California, Dr. Praeger's Sensible Foods, Kettle Brand, McMenamins, Oregon Cherry Growers, Pacific Foods, Pamela's Products, Travel Astoria-Warrenton, USA Dry Pea & Lentil Council	17	NA	Jennifer Maxwell-Muir
10 Gard Communications ⑪ gardcommunications.com	1140 S.W. 11th Ave., Suite 300 Portland, Ore. 97205 503-221-0100	\$1.74M	AAA Oregon/Idaho, Ambre Energy, Campbell Global, Puget Sound Healthcare, Oregon Health & Science University, Standard Insurance, Transportation Safety/Oregon Department of Transportation	NA	John Plymale	Brian Gard, Liz Fuller
11 Dunthorpe Marketing Group Inc. ⑫ dunthorpemarketing.com	8825 S.E. 11th Ave., Suite 100 Portland, Ore. 97202 503-236-4242	\$1.68M	Blackbaud, Fluke Corporation, Mentor Graphics, Kinser Software, Indeed	30	NA	Susan Linman
12 DVA Advertising & Public Relations ⑬ dvaadv.com	109 N.W. Greenwood Ave., Suite 103 Bend, Ore. 97701 541-389-2411	\$1.2M	PacificSource Health Plans, Bandon Dunes Golf Resort, Central Oregon Visitors Association, Tourism Walla Walla, Santa Ynez Valley Marketing Alliance, Chambers Bay Golf Course	0	Gary Fulkerson	Justin Yax
13 R/West ⑭ r-west.com	1430 S.E. Third Ave., Third Floor Portland, Ore. 97214 503-223-5443	\$1.16M	Tonkin, Oregon State Lottery, Intel, First Tech Federal	6	Elizabeth Morrow-McKenzie	Sarah Simmons
14 Hubbell Communications ⑮ hubbellcommunications.com	2104 S.E. Morrison St. Portland, Ore. 97214 503-796-3013	\$1.04M	Western States Petroleum Association, Pacific Power, Omega Morgan, Tesoro Savage	NA	NA	Ward Hubbell
15 Prichard Communications ⑯ prichardcommunications.com	620 S.W. Fifth Ave., Suite 702 Portland, Ore. 97204 503-517-2772	\$775,389	Robert Wood Johnson Foundation, Reclaiming Futures, M. J. Murdock Charitable Trust, Mac's List, The Math Learning Center, Institute for Democratic Education in America, Portland Bureau of Environmental Services, etc.	6	NA	Mac Prichard
16 Bradshaw Advertising ⑰ bradshawads.com	811 N.W. 19th Ave. Portland, Ore. 97209 503-221-5000	\$750,000	NA	NA	NA	Barbara Bradshaw
17 Coates Kokes ⑱ coateskokes.com	421 S.W. Sixth Ave., Suite 1300 Portland, Ore. 97204 503-241-1124	\$534,851	Adventist Health, Avista, Energy Trust, Oregon Health Authority, Oregon Zoo, Willamette View	NA	NA	Steve Kokes, Jeanie Coates
18 AdPearance ⑲ adpearance.com	1634 S.W. Alder St. Portland, Ore. 97205 503-548-1320	\$500,000	Spirit Mountain, Chrysler, Pacific Office	4	NA	David Steinberg, Aaron James
19 Grady Britton ⑳ gradybritton.com	107 S.E. Washington St., Suite 300 Portland, Ore. 97204 503-228-4118	\$393,000	Bob's Red Mill, Neil Kelly, Clean Energy Works, Port of Vancouver, Travel Portland, Entek, Knowledge Universe, Future State, Hoy Realty Group	4	Andy Askren	Andy Askren, Paige Campbell
20 HMH ㉑ hmhagency.com	1800 S.W. First Ave., Suite 200 Portland, Ore. 97201 503-295-1918	\$377,067	WatchGuard, Fluke Networks, Oregon Community Credit Union, TriMet, Montana Lottery, Idaho Power, Crescent Communities, Husqarna, Thomas Built Buses, Daimler Trucks Parts & Service Marketing, Mercedes Benz Financial Services, Tolko, TruWood	2	Shawn Kelley	Ed Herinckx
21 MKTX Inc. ㉒ mktx.com	6125 N.E. Cornell Rd., Suite 380 Hillsboro, Ore. 97124 503-646-6589	\$321,209	Franklin Electric, Schmitt Industries, Lightfleet, TenAsys, Delta Computer Systems	4	Joseph Santana	Robert Patterson
22 Leopold Ketel ㉓ leoketel.com	118 S.W. First Ave. Portland, Ore. 97204 503-295-1918	\$302,657	Benchmade Knives, DeBortoli Australian Wines, Omega Morgan, OPB, Oregon Humane Society, Silverton Health, The Oregonian	2	Jerry Ketel	Jerry Ketel, Terra Spencer
23 A. Wordsmith ㉔ awordsmithcomm.com	420 S.W. Washington St., Suite 205 Portland, Ore. 97204 503-227-0833	\$197,281	ACME Business Consulting, ProKarma, Kush Handmade Rugs, Oblity Consulting, Stay Pet Hotel, Far West Fibers, LifeCycle Adventures, XPLANE	2	NA	Ann Smith
24 Funk/Levis & Associates ㉕ funklevis.com	931 Oak St. Eugene, Ore. 97401 541-485-1932	\$153,119	Lane Community College, Lane County Government, Benton County Government, ISTE, University of Oregon	2	Anne Marie Levis	Anne Marie Levis
25 BDC Advertising ㉖ bcdadvertising.com	708 Main St., Suite 200 Oregon City, Ore. 97045 503-723-5723	\$85,000	Renaissance Marine Group, Gamakatsu, Yakima, Oregon Iron Works, Maxima, Duckworth Boats, Brown & Brown Insurance, IPT, Dura Industries, Lamiglas, West Marine	1	Alex Brauer	Alex Brauer

¹ Formerly known as Definition Branding & Marketing

NOTES: NA = not applicable, not available or not approved ☉ = Not ranked in 2013.

► CLOSER LOOK

\$46.5M

Combined 2013 public relations revenue from the 25 companies on The List.

43%

Percentage of the total revenue from the companies on The List that comes from public relations.

LARGEST PR EMPLOYERS

The companies on The List serve various functions, but here are the ones with the most employees dedicated solely to public relations.

Dunthorpe Marketing Group	30
Metropolitan Group	26
Pac/West Communications	22
Maxwell PR LLC	17
CMD	15

ABOUT THE LIST

Information was obtained from firm representatives through questionnaires and could not be independently verified by the Portland Business Journal. In case of ties, companies are listed alphabetically.

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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 Brandon Sawyer at bsawyer@bizjournals.com.

