

KC STARS | PUBLIC RELATIONS AGENCIES

(ranked by 2007 net fee income)

2008 Rank	Agency name Local address Internet	Phone	Net fee income 2007 2006	Number of accounts Local National	Local employees Year founded	Specialty services offered (partial)	Client list (partial)	Top officer(s)
1.	Barkley Public Relations 1740 Main St. Kansas City, MO 64108 www.barkleyus.com	816-842-1500	\$3,895,000 \$3,068,329	5 15	19 1964	cause branding, social media, media relations, crisis management, corporate	Helzberg Diamonds, March of Dimes, Lee Jeans	Mike Swenson, president
2.	Parris Communications 4510 Belleview Ave., Suite 110 Kansas City, MO 64111 www.parriscommunications.	816-931-8900	\$3,172,000 \$3,161,000	32 5	12 1988	crisis communications, media relations, public issues, strategic communications	Stowers Institute for Medical Research, AMC Entertainment, University of Kansas	Roshann Parris, president and CEO
3.	McCormick Company 1201 N.W. Briarcliff Pkwy., Suite 200 Kansas City, MO 64116 www.mccormickcompany.com	816-584-8444	\$2,920,000 \$2,920,000	5 9	48 1926	public relations, media relations, interactive, crisis planning	DuPont, Eli Lilly & Co., Pioneer Hi-Bred, CCP	Laura Mayfield, president
4.	Trozzolo Communications Group 802 Broadway, Suite 300 Kansas City, MO 64105 www.trozzolo.com	816-842-8111	\$2,594,590 \$2,244,000	26 8	36 1989	media relations, public affairs, strategic communications	Sprint Center, Kauffman Foundation, Children's Mercy Hospital	Pasquale Trozzolo, CEO Angelo Trozzolo, president
5.	Corporate Communications Group Inc. 10975 Benson Drive, Suite 150 Overland Park, KS 66210 www.ccgcorp.com	913-451-2990	\$2,351,000 \$2,508,000	27 14	22 1974	strategy design, brand positioning, crisis communications, public issues management	N/A	David Westbrook, president and CEO
6.	MMG Worldwide Public Relations 4601 Madison Ave. Kansas City, MO 64112 www.mmworldwide.com	816-472-5988	\$2,342,600 \$1,970,000	2 17	130 1981	strategic planning, media relations, event planning and crisis communications	Colorado Tourism Office, Midwest Airlines, The Hertz Corp., The Mayflower-London	Don Montague, chairman and CEO, Clayton Reid, president
7.	Morningstar Communications 6700 W. 121st St. Overland Park, KS 66209 www.morningstarcomm.com	913-851-8700	\$1,700,000 \$1,700,000	14 18	15 1997	integrated marketing, social/new media, strategic communications and planning	Hallmark Business Expressions, Verizon Wireless, SCI, Stinson Morrison Hecker	Eric Morgenstern, president and CEO
8.	Sturges Word Communications 104 W. Ninth St., Suite 100 Kansas City, MO 64105 www.sturgesword.com	816-221-7500	\$1,500,000 \$1,250,000	25 10	12 1995	public and media relations, branding, graphic design, event management	Toy and Miniature Museum, Walton Construction, Tivol	Melissa Sturges, Linda Word, co-owners
9.	Boasberg\Wheeler Communications 4700 Belleview, Suite 100 Kansas City, MO 64112 www.bwcom.com	816-960-3101	\$1,500,000 \$1,500,000	7 5	14 1981	marketing communications, media relations, executive consulting, Web design	UMB Financial Corp., Coventry Health Care, Kansas Health Policy Authority	Larry Wheeler, CEO
10.	Nicholson Kovac Inc. 600 Broadway Kansas City, MO 64105 www.nicholsonkovac.com	816-842-8881	\$1,229,855 \$1,134,000	5 20	131 1981	integrated marketing communications, interactive, research	M&I Bank, FMC Corp., TORO	F. Peter Kovac, president and CEO
11.	Ink Inc. 511 Delaware St., Suite 200 Kansas City, MO 64105 www.inkincpr.com	816-753-6222	\$1,100,000 \$1,000,000	7 28	6 1997	pay for performance public relations, new media campaigns, media training	Imperium Renewables, Hair Club for Men, Project Insight, Kansas City T-Bones	Dick Grove, CEO
12.	GlynnDevins Advertising & Marketing 11230 College Blvd. Overland Park, KS 66210 www.glynndevins.com	913-491-0600	\$782,300 \$600,300	3 26	5 1987	strategic planning, media relations, media training, crisis communications, events	available on request	Randy Eilts, director of public relations
13.	Nation Ranch 2405 Grand Blvd., Suite 600 Kansas City, MO 64108 www.nationranch.com	816-926-9022	\$265,000 \$240,000	13 8	3 2002	brand management, public relations, crisis communications	Missouri Division of Tourism, Executive AirShare	Bill Patterson, president
14.	Bottom Line Communications 11835 Roe Ave., Suite 130 Leawood, KS 66211 www.bottomlinecom.com	913-338-5760	\$257,345 \$243,600	11 4	3 1996	public relations, media relations, media training, crisis communications	Paint Pro Inc., La Superior Food Products, Kansas City Sports & Fitness	John Landsberg, president

Information was compiled from questionnaires sent to area public relations agencies. Several agencies declined to disclose net fee income. Fleishman-Hillard, a wholly owned subsidiary of Omnicom, did not disclose its 2007 net fee income. Net fee income in 2003 for its Kansas City office totaled \$17.33 million. When tied, agencies are ranked by number of local accounts.