

Study Honors "Best of the Best" in IT PR as Ranked by IT Journalists

PRSourceCode Unveils Results of 3rd Annual "Top Tech Communicators" Study

Last update: 9:01 a.m. EDT Aug. 12, 2008

ALEXANDRIA, Va., Aug 12, 2008 (BUSINESS WIRE) -- PRSourceCode, a content service provider (CSP) serving the information technology (IT) journalism, conference, industry accolade, and public relations (PR) communities, today announced the results of its third annual "Top Tech Communicators" study, highlighting the editorial community's perspective on the IT industry's top PR agencies and corporate PR departments. The study identifies the top five large, mid-sized, and small PR agencies, as well as corporate PR departments and individual PR professionals, as ranked by surveyed IT journalists, based on the value they deliver on the editorial process in terms of responsiveness, reliability, and overall recognition of editorial needs.

Top PR Agencies

The Top Tech Communicators recognize the top five PR agencies within the categories of small, mid-sized, and large PR agencies, as identified by IT journalists. The 2008 Top Tech Communicators recognize the following agencies:

Large Agencies:

- 1) Schwartz Communications
- 2) Weber Shandwick Worldwide
- 3) Ruder Finn
- 4) Waggener Edstrom Worldwide
- 5) O'Keeffe & Company

"Ruder Finn has a powerful, collaborative technology practice with senior people around the globe that truly understand how editors, reporters, and bloggers drive brand awareness and perception within our client's industries," states Alicia Young, executive vice president of Ruder Finn. "We are honored to be recognized by the IT journalist community as a Top Tech Communicator."

Mid-sized Agencies:

- 1) Topaz Partners
- 2) Horn Group
- 3) PAN Communications
- 4) PerkettPR
- 5) Calysto Communications

"Unlike other industry awards, PRSourceCode's survey captures the opinions and preferences of journalists, which is an important measure of a firm's connections and reputation," says Shannon Latta, partner at Horn Group. "Clients expect us to have meaningful relationships in the editorial community, so we're proud to be recognized as a Top Tech Communicator three years in a row."

Small Agencies:

- 1) Dodge Communications
- 2) Amendola Communications
- 3) Engage PR
- 4) MSR Communications
- 5) Shev Rush PR

"Our primary goal at Shev Rush PR is to help our clients build visibility by meeting the needs of journalists, and to receive this award from the reporters and editors with which we work on a daily

basis is extremely gratifying and appreciated," notes Shev Rush, principal and founder of Shev Rush PR.

Of note, this is the third consecutive year that Horn Group, O'Keeffe & Company, Waggener Edstrom Worldwide, and Weber Shandwick have ranked as Top Tech Communicators by the IT journalism community, and the second consecutive year for Amendola Communications and Schwartz Communications.

Top Corporate PR Departments

IT journalists also identified the Top Tech Communicators for corporate PR departments of 2008. The following companies were ranked as having the top corporate PR departments of 2008: Accenture, Adobe, Alibre, Allscripts, Alltel Wireless, Autodesk, BNY ConvergeX, Brocade, Carestream Health, Catalyst Telecom, Cisco, Covisint, Deloitte, eClinicalWorks, Eclipsys, Fidelity National Information Services, Fiserv, Google, Hyland Software, i2 Technologies, IBM, Intel, Microsoft, National Instruments (NI), Parasoft, PriceWaterhouseCoopers, QLogic, Right Now Technologies, SAP, SAS, Sony, Sun Microsystems, Symantec, Telcordia, Tellabs, TESSCO Technologies, Unisys, Verizon, and Wolfram Research.

Corporate PR departments ranked as Top Tech Communicators for the second consecutive year include Accenture, Cisco, IBM, Microsoft, Sun Microsystems, and Symantec.

Methodology

PRSourceCode's third annual Top Tech Communicators study findings are based on an online survey of more than 800 journalists from IT and business publications.

"PRSourceCode's mission is to strengthen the relationship between the editorial and public relations communities; as such, we are pleased to honor these highly-respected PR teams through the Top Tech Communicators study," said Brent Papsen, national account director, PRSourceCode.

To download the full findings of PRSourceCode's Top Tech Communicators study - including a breakdown of all winners, year-over-year comparisons, and a list of individual PR practitioners recognized with "honorable mentions," please visit

<http://www.prsourcecode.com/TopTechCommunicators2008.asp>.

About PRSourceCode

PRSourceCode is a Content Service Provider (CSP) serving the Information Technology (IT) journalism, conference, industry accolade, and public relations communities. Founded by practitioners for practitioners, PRSourceCode focuses on rethinking traditional public relations processes and delivering innovative services that re-invent public relations best practices and better serve the editorial community. For more information, visit www.prsourcecode.com.

SOURCE: PRSourceCode
PRSourceCode