

## Texas

### SELECTED PR FIRMS

- Ally & Co.
- Burson Marsteller
- De La Garza PR
- Edelman
- Fieldhouse Hillard
- GG Group
- Greenleaf
- Greenleaf Delivery Canada
- Korn Ferry
- Lorenson & Barker
- Lotz Paul & Partners
- Luettgen Negele
- McCormack & Co.
- MCC
- Parsons Communications
- Porter Novelli
- Public Strategies
- Richard Creative
- Shelton
- Tobackin
- Waggoner Edstrom
- Walker Stanwick
- Walker PR

### FORTUNE 500 COMPANIES

Company	FLR06 Rev	CRK	CRK
ExxonMobil	1	206	
General Electric	2	96.7	
Energy East	25	5.4	
Wal-Mart	23	196	
AT&T	28	202	
IBM	29	423	
PepsiAmericas	45	38.2	
Lyons	48	38.5	
Publix	53	23.9	
IBM	55	26.7	
Electronic Data Systems	58	20.8	
JP Energy	68	34.8	
Lyondell Chemical	68	34.8	
Texas	72	24.5	
Walmart	72	24.5	
GE	82	12.8	
IBM	87	13.4	
East	89	13.1	
Bank Management	119	11.1	
BankAmerica	121	11.3	
Costco	124	12.8	
Enterprise Products	124	12.3	
IBM	126	12.8	
Continental	127	12.7	

The state doesn't say it all. "Texas is like a whole other country," Antonio Dallas, Houston, and Austin—two to mention a rapidly rising San Antonio—Texas offers one of the broadest business and political environments in the nation. It's a place where power, demand, higher prices (in fuel, gas, and electricity sectors), and calls for reducing emissions and promoting renewable energy are all in play. In politics, lobbyists from this region of the industry come with a million dollars for PR to pursue policy, while environmentalists and country singer Kinky Friedman generated ample ink in included attempts to become the first state governor since Sam Houston.

In those here, PR is prominent because it is a main channel for the industry, from home managed offshore platforms, but also able to contact emerging Hispanic middle class. With its favorable tax climate, Texas is home to 132 Fortune 500 companies, including only California with 136.

**THE AGENCY LANDSCAPE**  
MFW Group has built a Dallas office in July, in part to support Samsung, which announced a new structure of executive management and a new facility in Austin.

And as an experience, work has been difficult. With more than 15 million in industrial projects planned, Texas County's "Silent Prairie" leads all counties nationwide, according to Inland Information. "We have our eye on San Antonio. In fact, I am going to be attending there are business that that," says Jeff Hines, CEO of GCI Group. With Dell already in state, GCI is looking to increase its Texas footprint in 2007.

"There's healthy competition here," Hines says. "In Austin, we see an upswing. Fieldhouse Hillard and Edelman. Go to Dallas, and you see Weber Shandwick. In Houston, Volney is always a player to watch. There are a lot of independent and boutique agencies. You don't see this level of play in most markets."

Nearby in Dallas, Exxon-Mobil Corp. signs as the largest company in the world by revenue, but the city is also known for work and retail, including 7-Eleven, Blockbuster, EDS, Kimberly-Clark, Jiffy Lube, Conoco, Southwest Airlines, Texas Instruments, and Luby's.

The Dallas area has rebounded from the tech downturn, but to

# Something for everyone

► Much like the Lone Star State itself, the PR and business communities in Texas are large and fascinatingly diverse. By *Craig McGuire*



and service offerings. Some patterns in Dallas may be the long-standing representation of the state's "I'm-a-son-of-a-bitch" attitude, the difficulty recruiting top talent, and the lack of thought leadership.

"Communications in Texas is heavy traditional, and professional clients can be relatively slow to adopt new ideas generated in other parts of the country," says Hines, who recently topped Weblog Education after review.

Roger Frenkel, VP of corporate communications at American Airlines, is a vocal critic of the complexity of the market.

"Texas is like any other country because what works in Dallas may not work in Austin or San Antonio," Frenkel says. "Also, there is more of an emphasis on good corporate citizenship programs—not just pure philanthropy, but giving back to the community. That requires a bit of investment for an agency with the right talent."

### MEDIA INSIGHTS

The Texas Press Association lists Texas as having 50 dailies and 400 weekly paid-circulation papers. "I would say the media here are still more community based than the Northeast, so in some respects on other news from around the market," says Mike Doolittle, GM of HSB in Houston. "Also, there is a more local coverage of regional issues in Texas than anywhere else I've seen."

Major Dallas—The Dallas Morning News, American Chronicle, and Austin American Statesman—and traditional network broadcast media dominate Texas media, though they feel the same crunch as traditional outlets elsewhere. "Major cities like Dallas and Houston are one-stop shops," says MFW's Ball. "Texas media outlets have strength over the years, and building at newscasts while local."

to reach multichannel audiences. As for the recruitment of the agency, consider: Every Texas publisher of The Austin, says single-digit profit margins are competing (Austin's) where they need to be.

"They are not set to the 25% to 20% margin needed to pay the salaries of business press need for sustained agency growth," she says. Still, while the Texas PR industry seems to be gaining momentum, Teri Daley, incoming president of the PRSA Dallas chapter, notes that many agencies are going to change.

"Some companies are consolidating the number of agencies they work with as they look for efficiency," Daley says. "The rubric and metrics the industry are changing, which makes 2007 a pivotal year."

### THE CORPORATE WORLD

Based on the corporate side, need to get change is needed.

Mark Sumner, director of world-wide corporate communications at BBDO, believes, says the Texas market has a lot of talent to create new communication thinking



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