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Where Business Gets Down To Business

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Who's Who in Public Relations

Public relations has always mattered. But as the economy tanked, ad budgets dwindled and mega scandals emerged, PR last year became an even bigger business. "Crisis management" became the buzz word.

On Long Island, many PR firms quietly carved out niches by narrowing their focus on technology firms, restaurants, professionals, or other specialties.

This list of players in the publicity game draws primarily from PR firms, but it also includes some ad agencies aggressively seeking to build their PR operations.

We didn't include in-house public relations staff, but there's a special treat at the end of this section: a collection of who's new in PR.

Andrew Edson

President
Edson & Associates Inc.

When you're Washington Mutual, the nation's biggest mortgage banker, and you're opening on Long Island, who do you call for some extra help with local public relations?

The answer for WaMu was Andrew Edson, president of Edson Associates, which specializes in public relations for financial firms.

Edson founded the Jericho-based company in June 1996 and currently does PR for insurer The St. Paul Cos., the Silver Institute and DataTreasury Corp., based in Melville.



Edson & Associates won a Silver Anvil from the Public Relations Society of America last year for a survey on "cyber risk" he helped prepare and publicize for The St. Paul Cos.