

MEDIA & MARKETING, CONT.



Laura B. Desmond
Global CEO
Starcom MediaVest Group,
Chicago
Age: 45
Business: Media planning and buying
Revenue (millions): \$809.0*
*Advertising Age estimate



Janet Wood Diederichs
President
Janet Diederichs
Consultants, Chicago
Director of the Americas
Iprex, Chicago
Age: 81
Business: Public relations consulting
Revenue (millions): Not available



Howard C. Draft
Executive chairman
DraftFCB, Chicago
Age: 56
Business: Advertising,
marketing
Revenue (millions): \$1,175.0*
*Advertising Age estimate



Alison Draper
Publisher
Chicago Reader, Chicago
Age: 46
Business: Newspaper publishing
Revenue (millions): Not available



Daniel J. Edelman
Chairman
Daniel J. Edelman Inc.,
Chicago
Age: 90
Business: Public relations
Fee income (millions): \$450.2



Fred Eychaner
President
Newsweb Radio Co., Chicago
Age: 66
Business: Radio
Revenue (millions): Not available



Scott N. Flanders
CEO
Playboy Enterprises Inc.,
Chicago
Age: 57
Business: Publishing, entertainment,
online and licensing businesses
Revenue (millions): \$240.4



David E. Garland
Publisher, vice-president
Time Out Chicago,
Chicago
Age: 43
Business: Magazine publishing
Revenue (millions): Not available



Alvin Golin
Chairman
GolinHarris International
Inc., Chicago
Age: 81
Business: Public relations
Revenue (millions): Not available



Larry L. Grisolano
CEO
AKPD Message & Media,
Chicago
Age: 45
Business: Political media consulting
Revenue (millions): Not available



Jeremy L. Halbreich
Vice-chairman, CEO
Sun-Times Media Holdings
LLC
Chairman, interim CEO
Sun-Times Media Group Inc., Chicago
Vice-chairman, CEO, Amercomm LLC
Age: 58
Business: Newspaper publishing
Revenue (millions): \$253.0* (Sun-Times
Media Holdings LLC).
*Crain's estimate



Hermene Hartman
Publisher, CEO
Hartman Publishing,
Chicago
Age: 62
Business: Publisher of N'Digo
Revenue (millions): Not available



Donald Hayner
Editor-in-chief
Chicago Sun-Times,
Chicago
Age: 59
Business: Newspaper publishing
Revenue (millions): \$253.0* (Sun-Times
Media Holdings LLC)*
*Crain's estimate



Christie A. Hefner
Former chairman, CEO
Playboy Enterprises Inc.,
Chicago
Age: 57
Business: Publishing, entertainment,
online and licensing businesses
Revenue (millions): Not applicable



Drew M. Horowitz
Executive vice-president
Bonneville International
Corp., Chicago
Age: 58
Business: Radio, broadcasting
Revenue (millions): Not available



Tony W. Hunter
President, publisher, CEO
Chicago Tribune, Chicago
Age: 49
Business: Media
Revenue (millions): \$3,103.3 (Tribune
parent Tribune Co.)



Donald J. Jackson
Chairman, CEO
Central City Productions
Inc., Chicago
Age: 66
Business: Television production, sales
and syndication
Revenue (millions): Not available



Richard J. Jasculca
Chairman, CEO
Jasculca/Terman &
Associates Inc., Chicago
Age: 62
Business: Public affairs, public relations
Revenue (millions): \$5.6



Earl Jones
President, market manager
Clear Channel Radio,
Chicago
Age: 53
Business: Radio
Revenue (millions): Not available



Gerould Kern
Senior vice-president, editor
Chicago Tribune, Chicago
Age: 60
Business: Newspaper
publishing
Revenue (millions): \$3,103.3 (Tribune
parent Tribune Co.)



Jack Klues
CEO
VivaKi, Chicago
Age: 54
Business: Media planning
and buying
Revenue (millions): Not available



Margie Korshak
Chairman
Margie Korshak Inc.,
Chicago
Age: 71
Business: Public relations,
advertising
Revenue (millions): Not available



Peter G. Krivkovich
President, CEO
Cramer-Krasselt, Chicago
Age: 63
Business: Advertising, public
relations, digital
Revenue (millions): \$148.6



William H. Kurtis
President
Kurtis Productions Ltd.,
Chicago
Age: 69
Business: Documentary production
Revenue (millions): Not available



John D. La Sage
Consultant
Burson-Marsteller, Chicago
Age: 73
Business: Public relations
Revenue (millions): Not available



Donna M. Lapietra
Vice-president
Kurtis Productions Ltd.,
Chicago
Age: 60
Business: Documentary production
Revenue (millions): Not available



John J. Lewis
President, CEO
Nielsen Consumer Group,
North America, Schaumburg
Age: 53
Business: Market research
Revenue (millions): \$4,808.0 (Nielsen Co.)



Andrew Mason
CEO
Groupon, Chicago
Age: 29
Business: Social networking
site that offers users daily discounts to
businesses
Revenue (millions): Not available



Randy Michaels
President, CEO
Tribune Co., Chicago
Age: 57
Business: Newspaper
publishing
Revenue (millions): \$3,103.3



Alberto Mier y Teran
Vice-president, general manager
Univision and TeleFutura television
groups, Chicago
Age: 43
Business: Television
Revenue (millions): Not available



Mark A. Modesto
Former president
DraftFCB North America,
Chicago
Age: 56
Business: Advertising, marketing
Revenue (millions): \$1,175.0*
*Advertising Age estimate



Matt Moog
CEO
Viewpoints Network LLC,
Chicago
Age: 40
Business: Social networking Web site
Revenue (millions): Not available



Tonise Paul
President, CEO
Energy BBDO, Chicago
Age: 53
Business: Advertising
Revenue (millions): \$1,671.3*
*Advertising Age estimate



Douglas K. Ray
Chairman, publisher,
president and CEO
Paddock Publications Inc.,
Arlington Heights
Age: 62
Business: Publisher of *Daily Herald* and
Reflejos, host of two Web sites
Revenue (millions): \$73.0*
*Crain's estimate



Mike Renda
Vice-president, general manager
WFLD-TV/Channel 32, WPWR-TV/
Channel 50, Chicago
Age: 56
Business: Television
Revenue (millions): Not available



Linda Johnson Rice
Chairman
Johnson Publishing Co.,
Chicago
Age: 52
Business: Publishing, cosmetics, televi-
sion production
Revenue (millions): \$200.0



Desiree Rogers
CEO
Johnson Publishing Co.,
Chicago
Age: 51
Business: Publishing, cosmetics, televi-
sion production
Revenue (millions): \$200.0



Jack Rooney
President
Ogilvy Chicago, Chicago
Age: 52
Business: Advertising
Revenue (millions): \$1,754.1 (Ogilvy &
Mather Worldwide)*
*Advertising Age estimate



Nancy A. Ruschinski
President, chief operating
officer, U.S. operations
Daniel J. Edelman Inc.,
Chicago
Age: 48
Business: Public relations
Fee income (millions): \$440.1



George I. San Jose
President, chief operating
officer
San Jose Group, Chicago
Age: 53
Business: Advertising, marketing and
public relations
Revenue (millions): \$9.1



Bob N. ScarPELLI
Chairman, global chief
creative officer
DDB Worldwide, Chicago
Age: 57
Business: Advertising, marketing
Revenue (millions): \$2,223.2*
*Advertising Age estimate



Daniel J. Schmidt
President, CEO
WTTW-TV/Channel 11,
Chicago
Age: 56
Business: Public broadcasting
Budget (millions): \$56.6



Joseph A. Sciarrotta
Chief creative officer,
co-managing director
Ogilvy Chicago, Chicago
Age: 48
Business: Advertising
Revenue (millions): \$1,754.1 (Ogilvy &
Mather Worldwide)*
*Advertising Age estimate



Karen Seamen
Executive vice-president,
chief operating officer,
general manager
Cramer-Krasselt, Chicago
Age: 54
Business: Advertising, public relations,
digital
Revenue (millions): \$148.6



Gary L. Slack
Chairman, CEO
Slack Barshinger & Partners
Inc., Chicago
Age: 56
Business: Marketing firm
Revenue (millions): \$10.0



Richard S. Stoddard
President
Leo Burnett Worldwide Inc.,
Chicago
Age: 47
Business: Advertising
Revenue (millions): \$777.3*
*Advertising Age estimate



James L. Terman
President, chief financial
officer
Jasculca/Terman &
Associates Inc., Chicago
Age: 62
Business: Public affairs, public relations
Revenue (millions): \$5.6



Lawrence J. Wert
President of central and
western region
NBC Local Media
WMAQ-TV/Channel 5,
Chicago
Age: 54
Business: Television, Internet
Revenue (millions): Not available



Marty Wilke
Vice-president, general
manager
WGN-TV/Channel 9,
Chicago
Age: 46
Business: Television
Revenue (millions): Not available



Oprah G. Winfrey
Chairman
Harpo Inc., Chicago
Age: 56
Business: Multimedia
entertainment
Revenue (millions): \$315.0



Linda S. Wolf
Former chairman, CEO
Leo Burnett Worldwide Inc.,
Chicago
Age: 62
Business: Advertising
Revenue (millions): Not applicable



Rodney A. Zimmerman
Senior vice-president,
market manager
CBS Radio Chicago,
Chicago
Age: 57
Business: Radio and digital media
Revenue (millions): Not available

NON-PROFIT



Ellen S. Alberding
President
Joyce Foundation, Chicago
Age: 52
Business: Charitable
foundation
Budget (millions): \$612.2



Michael B. Arrington
President, CEO
Arrington Foundation,
Evanston
Age: 67
Business: Charitable foundation
Budget (millions): \$2.9



Marysue Barrett
President
Metropolitan Planning
Council, Chicago
Age: 46
Business: Public policy planning
organization
Budget (millions): \$3.5



Rev. Willie T. Barrow
Chairman emeritus
Rainbow/Push Coalition,
Chicago
Age: 85
Business: Civil, social and economic
rights organization
Budget (millions): Not available



Marjorie C. Benton
Philanthropist, fundraiser
Evanston
Age: 77
Business: Philanthropy
Budget (millions): Not available



Marca L. Bristol
President, CEO
Access Living of
Metropolitan Chicago,
Chicago
Age: 57
Business: Policy, advocacy and
community service organization for
people with disabilities
Budget (millions): \$4.1



Vicki B. Escarra
President, CEO
Feeding America, Chicago
Age: 56
Business: Hunger relief
organization
Assets (millions): \$27.3



Dennis J. Fitzsimons
Chairman
McCormick Foundation,
Chicago
Age: 60
Business: Charitable trust
Assets (millions): \$1,200.0



Janet Froetscher
President, CEO
National Safety Council,
Itasca
Age: 50
Business: Accident-prevention education
Budget (millions): \$37.0



Robert Gallucci
President
John D. and Catherine T.
MacArthur Foundation,
Chicago
Age: 64
Business: Philanthropic foundation
Assets (millions): \$5,128.0



Cardinal Francis E. George
Archbishop
Archdiocese of Chicago,
Chicago
Age: 73
Business: Roman Catholic Church
operations, education and charitable
services
Assets (millions): \$495.0



Sandra P. Guthman
CEO
Polk Bros. Foundation,
Chicago
Age: 66
Business: Charitable foundation
Assets (millions): \$344.6



David D. Hiller
President, CEO
McCormick Foundation,
Chicago
Age: 57
Business: Charitable trust
Assets (millions): \$1,290.0

CRAIN'S LIST CHICAGO'S LARGEST ADVERTISING AGENCIES

Ranked by local full-time employees as of 12/31/09

Company	Head of Chicago office	Agency parent; city	Local employees as of 12/31/09; 12/31/08	Worldwide employees as of 12/31/09; 12/31/08	2009 local revenue; % change from 2008	2009 worldwide revenue; % change from 2008	Clients gained	Clients lost or resigned	Specialties										Top accounts
									Traditional advertising	Digital (including search, mobile and social media)	Direct marketing	Promotion and event marketing	Branding and identity	Business to business	Media buying and planning	Other			
1 LEO BURNETT WORLDWIDE INC. 35 W. Wacker Drive, Chicago 60601 www.leoburnett.com; (312) 220-5959	Thomas L. Bernardin Chairman, CEO	Publicis Groupe, Paris, France	1,423 1,458	9,096 9,160	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., Allstate Insurance Co., Kellogg Co., Halmark Cards Inc.	
2 DRAFTFCB NORTH AMERICA 101 E. Erie St., Chicago 60611 www.draftfcb.com; (312) 425-5000	Mark Modesto President, Draftfcb North America	Interpublic Group of Cos., New York	1,200 1,100	9,350 9,600	NA NA	NA NA	10	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	Boeing Co., Brown-Forman Corp., Del Monte Foods Co., MillerCoors LLC	
3 ABELSONTAYLOR INC. 33 W. Monroe St., Suite 600, Chicago 60603 www.abelson-taylor.com; (312) 894-5500	Dale Taylor President, CEO	Independent	386 377	392 383	\$67.5 2.3%	\$67.5 2.3%	8	7	✓	✓	✓	✓	✓	✓	✓	✓	✓	Allergan Inc., Takeda Pharmaceuticals North America Inc., Astellas Pharma US Inc.	
4 CRAMER-KRASSELT 225 N. Michigan Ave., 24th floor, Chicago 60601; www.c-k.com; (312) 616-9600	Peter G. Krivkovich President, CEO	Independent	273 249	537 511	NA NA	\$148.6 2.6%	6	2	✓	✓	✓	✓	✓	✓	✓	✓	✓	AirTran Airways, Crocs Inc., Porsche Cars North America Inc., Sealy Corp., Edward D. Jones & Co. L.P.	
5 EURO RSCG CHICAGO 36 E. Grand Ave., Chicago 60611 www.eurorscgchicago.com; (312) 640-6800	Ron Bess, CEO, Chicago; president, chief operating officer, North America	Havas, Suresnes, France	225 201	13,737 14,747	NA NA	\$1,750.0 -7.4%	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sprint Nextel Corp., Citibank N.A., Kraft Foods Inc., Beam Global Spirits & Wine Inc.	
6 OGILVY & MATHER CHICAGO 350 W. Mart Center Drive, 11th floor, Chicago 60654; www.ogilvy.com; (312) 856-8200	Jack Rooney President	WPP PLC, Dublin, Ireland	218 264	13,500 15,000	NA NA	NA NA	8	3	✓	✓	✓	✓	✓	✓	✓	✓	✓	CDW LLC, Kimberly-Clark Corp., S. C. Johnson & Son Inc., American Family Mutual Insurance Co.	
7 SHAKER RECRUITMENT ADVERTISING & COMMUNICATIONS ; 1100 Lake St., Oak Park 60301; www.shaker.com; (708) 383-5320	Joseph G. Shaker President, CEO	Independent	175 175	200 200	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	United Parcel Service Inc., CB Richard Ellis Inc., Walgreen Co.	
8 UPSHOT INC. 350 N. Orleans St., 5th floor, Chicago 60654 www.upshot.net; (312) 943-0900	Brian Kristofek President, CEO	EMAK Worldwide, Los Angeles	150 158	150 158	\$20.0 -9.1%	\$20.0 -9.1%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	Kraft Foods Inc., Procter & Gamble Co., Crown Imports LLC, Hilton Worldwide, Aircell	
9 ENERGY BBDO 410 N. Michigan Ave., 8th floor, Chicago 60611 www.energybbdo.com; (312) 337-7860	Tonise Paul President, CEO	Omnicom Group Inc., New York	140 175	140 175	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	Bayer A.G., Wm. Wrigley Jr. Co., Illinois Lottery, Chicago White Sox	
10 YOUNG & RUBICAM INC. 233 N. Michigan Ave., Suite 1600, Chicago 60601; www.chi.yr.com; (312) 596-3000	Kary G. McIlwain President, CEO	WPP PLC, Dublin, Ireland	123 105	6,463 7,289	\$140.0 NC	\$931.8 -10.1%	1	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sears Holdings Corp., Miller Brewing Co., Jim Beam Brands Co., Orbitz Worldwide Inc.	
11 BURRELL COMMUNICATIONS GROUP LLC 233 N. Michigan Ave., Suite 2900, Chicago 60601 www.burrell.com; (312) 297-9600	McGhee Williams Osse Fay Ferguson Co-CEOs	Publicis Groupe, Paris, France	113 124	116 127	\$18.4 -14.4%	\$18.4 -14.4%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., Procter & Gamble Co., Allstate Insurance Co., General Mills Inc.	
12 ELEMENT 79 PARTNERS 200 E. Randolph St., Chicago 60601 www.element79.com; (312) 233-8100	Brian Williams President, CEO	Omnicom Group Inc., New York	104 130	104 130	NA NA	NA NA	6	2	✓	✓	✓	✓	✓	✓	✓	✓	✓	Leap Wireless International Inc., Amway Global, Alberto-Culver Co., ConAgra Foods Inc.	
13 A. EICOFF & CO. 401 N. Michigan Ave., Suite 400, Chicago 60611 www.eicoff.com; (312) 527-7100	Ronald L. Bliwas President, CEO	WPP PLC, Dublin, Ireland	100 100	100 100	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sears Holdings Corp., Liberty Medical Supply Inc., Bose Corp., Procter & Gamble Co.	
14 RHEA & KAISER MARKETING COMMUNICATIONS INC. ; 400 E. Diehl Road, Naperville 60563; www.rkconnect.com; (630) 505-1100	Diane Martin President	Independent	73 73	115 115	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	Bayer CropScience A.G., Aurora Health Care, Caterpillar Inc., DePaul University	
15 MARKETING SUPPORT INC. 200 E. Randolph St., Suite 5000, Chicago 60601 www.msinet.com; (312) 565-0044	David L. Weiner Chairman, CEO	Independent	70 70	70 70	\$11.9 0.5%	\$11.9 0.5%	6	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	Chamberlain Group Inc., Home Depot Inc., Elkey Manufacturing Co., Unilever N.V.	
16 MARKET SENSE 7020 High Grove Blvd., Burr Ridge 60527 www.market-sense.com; (800) 827-0170	Andrew Mahler CEO	Mx Group, Burr Ridge	65 90	65 90	\$7.2 -23.4%	\$7.2 -23.4%	9	3	✓	✓	✓	✓	✓	✓	✓	✓	✓	Certified Collectibles Group, Sealy Corp., vAuto Inc., Bosch Rexroth Corp., Maverick Technologies LLC	
17 SCHAFFER CONDON CARTER 168 N. Clinton St., Chicago 60661 www.schafercondoncarter.com; (312) 464-1666	Tim Condon CEO	Independent	65 58	65 58	\$14.0 17.6%	\$14.0 17.6%	9	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	Armour-Eckrich Meats LLC, Brunswick Corp., ConAgra Foods Inc., General Mills Inc.	
18 SAN JOSE GROUP 233 N. Michigan Ave., 24th floor, Chicago 60601 www.thesanjosgroup.com; (312) 565-7000	George L. San Jose President, chief operating officer	Independent	52 54	1,166 777	\$9.1 1.5%	\$69.7 2.7%	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	Hormel Foods Corp., Exelon Corp., Illinois Office of Tourism, Chicago White Sox, Abbott Nutrition	
19 HOFFMAN YORK 142 E. Ontario St., Chicago 60611 www.hoffmanyork.com; (312) 787-2320	David F. Sheehan President	Independent	51 27	128 101	\$12.0 13.2%	\$12.0 13.2%	6	2	✓	✓	✓	✓	✓	✓	✓	✓	✓	Advocate Health Care, Churchill Downs Inc., Four Winds Casino Resort, Chicago White Sox	
20 TRIBAL DDB WORLDWIDE 200 E. Randolph St., Suite 4000, Chicago 60601 www.tribalddb.com; (312) 552-6000	Paul Gunning CEO	Omnicom Group Inc., New York	50 50	1,200 1,200	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., OfficeMax Inc., Lutron Electronics Co., Emerson Electric Co., LensCrafters Inc.	
21 ESW PARTNERS 600 W. Fulton St., 3rd floor, Chicago 60661 www.eswpartners.com; (312) 762-7400	James A Signorelli Chairman, CEO	Independent	46 43	46 43	\$52.3 7.6%	\$52.3 7.6%	4	2	✓	✓	✓	✓	✓	✓	✓	✓	✓	Cosi Inc., Chicago KFC Advertising Co-op, Taco Bell Advertising Co-ops (Midwest)	
22 RUBIN POSTAER & ASSOCIATES 314 W. Superior St., Chicago 60610 www.rpa.com; (312) 644-3636	Lita Keller Regional account director	Independent	45 45	500 500	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	✓	NA	
23 GSD&M 410 N. Michigan Ave., 7th floor, Chicago 60611 www.gsdm.com; (312) 464-8200	Betty Pat McCoy Senior vice-president, managing director	Omnicom Group Inc., New York	40 50	450 500	NA NA	\$65.0 -9.7%	5	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	AARP, Golfsmith International Inc., MasterCard International Inc., L. L. Bean Inc.	
24 SLACK BARSHINGER & PARTNERS INC. 233 N. Michigan Ave., Suite 3050, Chicago 60601 www.slackbarshinger.com; (312) 970-5800	Gary Slack CEO	Independent	38 45	42 45	\$4.5 -14.5%	\$4.5 -14.5%	4	4	✓	✓	✓	✓	✓	✓	✓	✓	✓	National Starch LLC, Dow Corning Corp., Fellowes Inc., Google Inc., Underwriters Laboratories Inc.	
25 DAVIS HARRISON DION 333 N. Michigan Ave., Suite 2300, Chicago 60601; www.dhdchicago.com; (312) 332-0808	Doug Davis Partner	Independent	28 30	28 30	\$2.6 -3.7%	\$2.6 -3.7%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	Corn Products International Inc., Friendship Village of Schaumburg, Mori Seiki Co. Ltd.	