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For Immediate Release

C. Blohm & Associates, Inc., Among Top 3 Small PR Firms in PR SourceCode Annual Study

Madison-area PR firm recognized by journalists in information technology industry

Cottage Grove, Wis. (July 28, 2009) – [C. Blohm & Associates, Inc.](#), a public relations firm serving the education market, was ranked among the top three small public relations firms in the information technology industry in a survey of more than 500 journalists. The annual “[Top Tech Communicators](#)” study conducted by PR SourceCode highlights journalists’ opinions on the IT industry’s top PR agencies, corporate PR departments, and individual PR professionals. PR SourceCode is a content service provider serving the journalism, conference, industry accolade, and public relations communities within the IT industry.

The study identifies the top five large, mid-sized, and small PR agencies, as well as corporate PR departments and individual PR professionals, ranked by IT journalists based on the value they bring to the editorial process through their responsiveness, reliability and overall recognition of editorial needs.

“Editors recognized the [C. Blohm & Associates] team for being responsive, proactive, and thorough in their work,” said Cole Smith, PR SourceCode national account director.

Those surveyed included editorial staffs from leading IT trade publications including InformationWeek, Security Magazine and eWEEK, as well as leading publications in the education technology industry. The survey results emphasize the importance of meaningful and authentic relationships between trade media and PR professionals to deliver timely, newsworthy stories online or in print.

“Being involved in the education sector of the information technology industry, we are honored to be ranked among other top PR firms within the industry,” said Charlene Blohm, President of C. Blohm & Associates. “We recognize the importance of the PR professional – journalist relationship and work hard to maintain our editorial relationships through our ability to deliver newsworthy content and provide journalists with 24/7 accessibility.”

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About C. Blohm & Associates, Inc.

Established in 1991, C. Blohm & Associates, Inc. (CB&A), is a public relations firm specializing in the education industry. Through savvy media relations and Web 2.0 knowledge, CB&A connects members of our client family with the people who directly influence the audiences they need to reach – educators, administrators, parents, and potential investors. From sophisticated launches of educational technology products to traditional promotions, C. Blohm & Associates offer a complete portfolio of communication services. CB&A partners with a diverse group of clients who create products for the preschool, K-12, homeschool, and higher education markets. For more information, visit www.cblohm.com.

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