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Revive Receives "Best Agency to Work For" National Award

Santa Barbara-based **Revive** (www.revivepr.com), a national public relations firm specializing in Health Services and Healthy Living, received the "The Best Boutique Agency to Work For" award from *The Holmes Report*.

Revive topped the largest competitive field in the history of the "Best Agency" awards, with more than 75 agencies vying for the top award. *The Holmes Report* noted Revive's focus on people first, along with the enthusiasm of employees' responses to the survey, as the determining factors for the competition's judges.

"In all employees at all levels, we value character, integrity, sense of humor, intelligence, health care industry knowledge, and a sense of dedication more than anything else," says **Brandon Edwards**, founder and president of Revive. "Working at Revive really is more than a job, and our culture and values reflect that. We believe that a healthy work environment and a strong culture promote team stability, and stable high-functioning teams create greater value for our clients. Everything we do is designed to achieve that goal – value for clients – and I think everyone at Revive is proud of this industry recognition."

"When people feel at home on their team and in the office, and they're engaged in the work they're doing, it shows in our client results," says **Joanne Thornton**, executive vice president and founder at Revive. "Despite our incredibly fast growth, we've managed to maintain a sense of investment at the individual level. That's something to be proud of and something we will continue in the future."

BEST OF THE 'DOG BLOGS

The Op-Ed As A Platform For Storytelling



Posted on the *Ishmael's Corner* blog on May 5 by Lou Hoffman

Cracking The New York Times, The Washington Post or a like target with an op-ed is not for the squeamish.

Your storytelling must be crisp, clever and ideally contrarian with a clear point of view (my high school English teacher would be pleased that I was paying attention to the alliteration lesson).

And after articulating the issue, the close must answer the question, "So what can be done?"

An op-ed titled "[An Old Scourge Needs a Modern Solution](#)" in The New York Times/IHT last year provides a good roadmap on what it takes to craft a winning op-ed ...

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