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News
For Immediate Release

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Stevens Strategic Communications, Inc. Adds Los Angeles Public Relations Partner as Part of its Public Relations Global Network.

(Cleveland, OH) November 9, 2015—Stevens Strategic Communications, Inc. and its 46 member Public Relations Global Network (PRGN) announced it has selected The Hoyt Organization, Inc., a Los Angeles-area based full-service public relations agency, as its newest affiliate according to Ed Stevens, APR+M, PRGN President and CEO of Stevens Strategic Communications, Inc. The induction into the global consortium was made during PRGN's twice-yearly meeting, which just concluded in Dubai.

"Adding The Hoyt Organization to our network means we now have an added ability to offer on-the-ground services in Los Angeles," said Stevens. "Additionally, the firm's expertise adds a great deal of experience not only to our local team serving Ohio and surrounding areas, but also our global base serving the world."

Founded in 1986, The Hoyt Organization (www.hoytorg.com) is a public relations agency based in Torrance, California, in the county of Los Angeles. As a full-service strategic communications firm that provides complete public relations counseling and crisis communication services, The Hoyt Organization specializes in developing public relations programs for business to business and business to consumer-based companies that focus on the real estate, financial and professional services, retail, legal, technology and healthcare industries. The Hoyt Organization has created and executed programs encompassing all phases of PR, including communications, corporate image enhancement, media relations and digital and earned media services. Current clients include Auction.com, Sotheby's International Realty, USC Lusk Center for Real Estate, Westwood Financial Corp., Genton Property Group for the Four Seasons Private Residence, Los Angeles, among others.

"Today's business climate is global and it's critical that we be able to serve companies in that capacity," said Leeza Hoyt, APR, founder and CEO of The Hoyt Organization. "Joining PRGN is a logical extension of our ongoing efforts to grow our business in Southern California and around the country. It extends our reach into the world's most significant global marketplaces where we now have the ability to provide on-the-ground coverage."

The PRGN partners meet twice a year in cities around the world. The next meeting will be held in April 2016 in Washington, D.C. At each meeting, the firm's leadership discuss ways the network and its client base can collaborate in local markets around the world.

Agency members are independent, local, owner-operated public relations and communications agencies that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide. If a company or organization is interested in the services of PRGN's local agency network, go to www.PRGN.com for more information.

PRGN is actively recruiting PR members in China, Africa, Belgium, Vancouver and other areas around the world. If a PR agency is interested in joining the network, visit the PRGN website's [member recruitment](#) section for more information or email its membership chair, C.L. Conroy, at CL@conroymartinez.com.

Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in markets around the world. With revenues of more than \$110 million (U.S.D.), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of almost 50 independent public relations firms and more than 900 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally.

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