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4C TUESDAY, NOVEMBER 22, 2016

Public relations firms are merging

BY RHETT MORGAN

Tulsa World
rhett.morgan@tulsaworld.com

TULSA — A Tulsa public relations consulting firm has beefed up its staff to better serve its clients.

Propeller Communications and Waller & Co. announced Monday that they are joining forces. The combined company, 1335 E 11th St., will operate under the Propeller Communications mantle and will be headed by Propeller founder Jesse Boudiette.

Waller & Co. founders and principals Barrett Waller and [Mary Waller](#) will join Propeller's leadership team, the former as vice president and the latter as executive strategist.

"It gives our existing clients, as well as future clients, an additional resource of staff talent," Boudiette, agency presi-

"We found that we worked so well together on the Vision campaign that it made us realize how great the two firms might be combined. We just kind of went from there."
[Barrett Waller](#)

dent, said in a telephone interview. "A lot of us do the same things, but we come from different backgrounds and we have different industries of expertise that we can offer. That gives our clients a deeper bench to pull from when they have opportunities or, unfortunately, sometimes challenges that they face."

Boudiette first broached the idea of the firms coming together a few years ago, [Barrett Waller](#) said.

"We've been looking for a way to work on a project together, and we actu-

ally had the chance when we worked on Vision," Barrett said. "We found that we worked so well together on the Vision campaign that it made us realize how great the two firms might be combined. We just kind of went from there."

The assimilation brings to 11 the number of Propeller Communications employees.

The combined staff has a broad range of experience. On the corporate side, the team has worked in newspaper and magazine newsrooms, hospitals, nonprofits, an

electric utility, a publicly traded bank, a university, consumer packaged goods, publishing and an insurance agency.

On the agency consulting side, the company combines the best of Propeller and Waller & Co., with staff also having worked for other agencies in Oklahoma, St. Louis and South Bend, Indiana.

The Wallers founded [Waller PR](#) in 1999, and Boudiette started Propeller in 2012. The combined agency offers public relations strategy, media relations and media spokesperson training, crisis communications, paid advertising and media buying, content development and copy writing, as well as digital communications and social media.

Propeller began offering in-house graphic design and creative services in 2015.



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Two local PR firms merging

COMBINATION • Propeller Communications, Waller & Company join forces

By Rhett Morgan
Tulsa World

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Boudiette

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B. Waller

"It gives our existing clients, as well as future clients, an additional resource of staff talent," Boudiette, agency president, said in a telephone interview. "A lot of us do the same things, but we come from different backgrounds and we have different industries of expertise that we can offer. That gives our clients a deeper bench to pull from when they have opportunities or, unfortunately, sometimes challenges that they face."



M. Waller

Boudiette first broached the idea of the firms coming together a few years ago, Barrett Waller said.

"We've been looking for a way to work on a project together, and we actually had the chance when we worked on Vision," Barrett Waller said in a phone interview. "We found that we worked so well together on the Vision campaign that it made us realize how great the two firms might be combined."

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Rhett Morgan 918-581-8395
rhett.morgan@tulsaworld.com
Twitter: @RhettMorganTW
