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**CommunicationsMatch Partners with National Black Public Relations Society  
to Help Companies Find Diverse PR & Communications Agencies**

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NEW YORK, NY, January 17, 2017 - CommunicationsMatch, a PR and communications agency and freelancer search and engagement platform, has established a partnership with the National Black Public Relations Society, Inc. (NBPRS) and will be adding its members to the more than 5,000 agencies and professional profiles listed on its matching search engine.

CommunicationsMatch has also created a new member organization and designation category to its search tool enabling companies to refine agency searches by membership of NBPRS and other industry organizations. With the addition of this functionality, companies can use the site to identify, shortlist and engage agencies and professionals by industry and communications expertise, location, agency size, keywords, women and minority ownership, disclosed client relationships, organization membership and accreditations.

“The PR and Communications industry have a long way to go when it comes to diversity, both in terms of professionals and agency search,” said [Neil Foote](#), president of the National Black Public Relations Society, Inc. “When it comes to finding agencies, we need to move away from the old boy network as a source for finding people and firms, which simply perpetuates the status quo,” he added. “We need platforms like CommunicationsMatch that support diversity and increase the exposure of our member firms and professionals when companies are searching for communications firms.”

Foote discusses the issue of diversity in the PR industry, how it needs to do better and provides some specific steps to improve diversity in a new [Communicators-to-Communicators 3-Minute Insights Video on the CommunicationsMatch YouTube channel](#).

“As we approach National Black History Month, we are delighted to be working with NBPRS to create greater visibility for Black-owned PR agencies and diverse professionals among companies seeking communications partners,” said Simon Erskine Locke, Founder & CEO of CommunicationsMatch. “Supporting a more diverse communications industry is part of our DNA. This partnership is an important step in our efforts to help companies find agencies and professionals that meet their communications needs.”

CommunicationsMatch offers powerful PR and communications agency search and engagement tools and resources to help companies save time and money, achieve better search outcomes and build stronger brands. [Click here for a short video on how the search tool works](#). With 5,000 profiled agencies and individuals, companies can search for agencies and freelancers by industry and communications expertise, location, size, clients, keywords, ownership, diversity, and more to find those that match their needs. CommunicationsMatch also offers agency search resources including guides and research, as well as search services and tools through partner companies. Visit [www.communicationsmatch.com](http://www.communicationsmatch.com) for more information.

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