

KOCH COMM JOINS NATIONAL PR NETWORK, EXPANDING CLIENT ACCESS ACROSS 50+ U.S. MARKETS

Oklahoma City firm brings local expertise to the network while adding nationwide senior-level capacity for clients.

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“

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*Kim Koch Thompson, founder
of Koch Comm*

[Group](#), the exclusive nationwide network of senior-level public relations, strategic communications and marketing specialists in more than 50 U.S. markets, today announced Koch Comm as the newest member of its network and the only affiliate firm in Oklahoma. The partnership expands PRCG's reach into Oklahoma while giving Koch Comm greater capacity with a country-wide footprint to better serve their clients. It also preserves the personalized, senior-level counsel that has defined the firm since its founding in 2005.

"Kym and her team bring exactly the kind of senior-level judgment and community standing we look for in every

market we enter," said Elizabeth Edwards, president of PR Consultants Group and founder of the strategic communication and behavioral research and engagement agencies Volume PR and Engagement Science Lab. "We've seen Koch Comm's work in Oklahoma and their track record with high-profile launches and crisis situations alike. That's what made this an easy decision to bring them onboard. Adding them gives our clients a real foothold in a state we haven't had strong representation in until now."

Through PRCG, Koch Comm can assemble a customized team of senior-level professionals with trusted local and industry expertise to support each client's specific needs, from multi-state infrastructure initiatives and executive communications programs to public affairs campaigns, crisis response and community engagement efforts. Clients gain coordinated support across more than 50 U.S. markets through a single strategic partner.

"Joining PR Consultants Group gives every Koch Comm client a vetted PR partner in every US

market, without the gamble of us trying to establish a relationship with a firm we've never worked with," said Kym Koch Thompson, founder of Koch Comm. "I love that it works both ways: other PRCG members who were with regional and national brands that need someone who truly knows Oklahoma now have a direct line to us."

"Clients call us before a crisis becomes a headline as well as when it already has," Koch Thompson said. "Our team spent years managing crisis communications at the highest levels of state government as well as for Fortune 100 companies. Often the best result is the story that never runs. Pair that with our integrated marketing strategy, and clients get counsel that's both intentional and measurable."

Koch Comm recently coordinated the media launch of OKANA Resort & Indoor Waterpark, one of the most significant tourism investments in Oklahoma City's history, generating more than 200 news stories reaching 6.7 million readers and viewers — an example of the kind of high-stakes, high-visibility work the firm brings to the PRCG network.



Kym Koch Thompson, Found, Koch Comm

About Koch Comm

Koch Comm is an Oklahoma City-based digital media and public relations firm founded by Kym Koch Thompson in 2005, following a 20-plus-year career at the highest levels of Oklahoma public life, including roles as Public Information Director and Legislative Liaison for the Oklahoma State Bureau of Investigation, Press Secretary to Gov. Brad Henry, and Director of Public Relations for Cox Communications. The firm provides public relations, crisis communications, content marketing, and digital and social media strategy for clients across Oklahoma and beyond. Recent recognition includes The Journal Record's "In the Lead: Women-Owned Businesses" honor for three consecutive years (2024–2026) and its 2026 "Most Admired CEOs" list, along with AAF Addy Awards, AMA Marketing Excellence Awards and a [Ragan PR Media Relations Award](#). Koch Thompson is co-founder and board chair of [Oklahomans for the Arts](#), the state's only arts-advocacy organization, and serves on the boards of the Mid-America Arts Alliance, Oklahoma Blood Institute, Oklahoma Quality Foundation and the Oklahoma City Chapter of the Committee on Foreign Relations. She is also a ten-year member of the Entrepreneurs' Organization, OKC chapter. For more information, visit kochcomm.com, email info@kochcomm.com or follow the firm on Facebook, Instagram and LinkedIn.

About PR Consultants Group

PR Consultants Group is an exclusive nationwide network of independently owned senior-level public relations, strategic communication, and marketing firms in more than 50 U.S. markets. Founded in 2000, the network gives organizations the ability to hire one trusted agency as their primary strategic partner and, through that firm, access a national bench of senior specialists across geographies, industries, and disciplines — from crisis communication and public affairs to media relations, digital PR, AI PR, and community relations. Every PR Consultants Group firm is led by an award-winning agency principal who provides direct strategic counsel and hands-on execution. When a client's needs expand — a crisis in another state, a political dimension requiring public affairs expertise, a product launch across a dozen markets — their agency activates senior practitioners across the network. The result is the national reach and coordination of a large agency with the senior-level accountability, responsiveness, and cost discipline that only independent firms deliver. Expertise. Everywhere. Learn more at <https://www.prconsultantsgroup.com>.

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MEDIA BACKGROUNDER

Koch Comm: Trusted in Oklahoma. Connected Nationwide.

How Koch Comm Gives Clients Nationwide Scale Through PR Consultants Group

Koch Comm has two decades of experience supporting organizations in Oklahoma and across the country. As the exclusive Oklahoma member of PR Consultants Group, that experience is amplified by the scale and specialized expertise of a coordinated network of established firms in more than 50 U.S. markets.

Through PRCG, Koch Comm can assemble a team around each client's geographic, industry and specialized needs. The firm remains the client's primary strategic partner, coordinating the team and providing the personalized counsel that has defined Koch Comm since 2005.

Whether an organization is expanding into new markets, launching a multi-state initiative, navigating a crisis or engaging stakeholders across several communities, clients can expand their strategic communication support through one trusted strategic advisor.

Nationwide Reach Built Around Each Client

PR Consultants Group is an exclusive nationwide network of independently owned public relations, strategic communication and marketing firms. Every member firm is led by an experienced agency principal with deep local relationships and specialized expertise.

For Koch Comm clients, this model provides:

One trusted agency relationship. Koch Comm serves as the primary strategic lead and coordinates the work across markets and specialties.

A customized senior-level team. Each team is assembled around the client's objectives, audiences, geography and specific communication needs.

Trusted local expertise. PRCG members bring established media relationships, community knowledge and an understanding of the business and civic environments in their markets. Scalability without fragmentation. Communication support can expand across regions, specialties and issue areas while maintaining strategic continuity and a consistent organizational narrative.

Direct access to experienced counsel. Clients work with senior practitioners who provide both strategic guidance and hands-on execution.

How the Network Works

Koch Comm leads strategic direction and client coordination, drawing upon professionals from across the PRCG network as client needs require local-market knowledge or specialized capabilities. This might mean activating crisis communication support in another city, adding public affairs expertise to an infrastructure initiative, coordinating media outreach across multiple markets or bringing in an industry specialist for a complex business issue.

PRCG members have established working relationships with one another and deep connections within the markets and industries they serve. Clients benefit from coordinated counsel grounded in local and industry expertise.

The Full Scope of Modern Strategic Communication

PRCG amplifies Koch Comm's established capabilities, adding greater depth, scale and specialized expertise across five core service areas:

Public Relations. Media relations and earned media strategy; local and national outreach; executive visibility; editorial opportunities; spokesperson preparation; public affairs; crisis communication; reputation management; rapid-response counsel; issues management; litigation communication; and crisis media relations.

Strategic Communication. Research-grounded strategy, message development, audience analysis and campaign planning.

Digital Media. Digital strategy, social media and data-led storytelling that build visibility, credibility and authority across traditional and emerging discovery platforms. This includes AI narrative optimization and brand discoverability strategies designed to help organizations be recognized and represented accurately in AI-generated answers.

Community Engagement. Stakeholder engagement, grassroots outreach and locally informed communication in communities throughout the country.

Fractional Counsel. Senior-level communication counsel integrated into organizational leadership to help organizations navigate opportunity, change and crisis.

Strategic Communication in an AI-Driven Environment

AI-powered answer engines are changing how organizations are discovered, evaluated and described. Muck Rack's May 2026 analysis of more than 25 million links cited by ChatGPT, Claude and Gemini found that earned media accounted for 84% of AI citations. Paid and advertorial content accounted for just 0.3%.

Semrush has reported that the average visitor referred by AI search is worth 4.4 times as much as a traditional organic-search visitor, based on conversion rate.

These shifts suggest the quality of an organization's earned media, the authority of its content and the precision of its public narrative increasingly influence whether AI systems recognize, recommend and accurately describe that organization. Strategic communication must now account for both the people an organization needs to reach and the AI systems shaping how those audiences discover and understand it. A deliberate strategy gives organizations a stronger opportunity to be visible, accurately described and favorably positioned in AI-generated answers.

Local Counsel. Nationwide Capacity.

Through PR Consultants Group, Koch Comm combines nationwide depth and capacity with the responsiveness and personalized, senior-level counsel that have defined the firm since 2005.

It is a model built to meet clients wherever their businesses, projects and stakeholders take them.

Sources

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