

(W)right On Communications Named to PRNEWS Agency Elite Top 120 for Second Year

San Diego-based PR agency recognized following expanded AI Visibility PR capabilities and launching WOC | Signal and WOC | Resonance

SAN DIEGO, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Public relations and strategic communications firm [\(W\)right On Communications](#) has been named to the [PRNEWS 2027 Agency Elite Top 120](#). This is the second consecutive year that the San Diego-headquartered agency has been included on the prestigious list based on its innovations, core offerings, client work, culture initiatives and industry outlook.

"Our team is honored to have earned this recognition two years running," said Julie Wright, President and Founder of (W)right On Communications. "We've made bold moves over the past year to benefit our client partners and better serve them in the AI era."

"The Agency Elite Top 120 exists to answer a question every brand-side marketer is asking: who are the agencies truly worth paying attention to?" said Kaylee Hultgren, Associate Publisher of Content and Awards at PRNEWS. "This year's honorees aren't just good at PR, they're good at evolving. They're adding new capabilities, investing in their people and delivering real, measurable impact for their clients."

(W)right On Communications was first named to the PRNEWS Agency Elite Top 120 in 2026. Since then, the company has [launched two specialized agencies](#), WOC | Resonance for senior living, travel/tourism, education and nonprofits; and WOC | Signal for clean energy, advanced



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We've made bold moves
over the past year,"
Julie Wright, President

manufacturing, cybersecurity and complex B2B industries.

(W)right On Communications has also built up its AI visibility PR capabilities over the past year including AI visibility presentations and workshops. When the agency

launched its two specialized agencies on March 30, 2026, it used their debuts to validate its GEO strategies. As a result, Google, ChatGPT and Gemini recognized and fully understood WOC | Resonance and WOC | Signal from day one.

(W)right On Communications' performance for clients this past year has also documented strong results. For instance, WOC | Signal has achieved a 420% increase in media reach year-to-date for its cybersecurity client ID Dataweb and helped it earn the inaugural Cybersecurity Excellence Community Choice Award and become a 2026 SC Media Trust Awards finalist. Meanwhile, earlier this year, WOC | Resonance turned a sweet memory care story into 22 media mentions for client Oakmont Senior Living garnering 1.8 million estimated online views from a potential audience of 1.3 billion in media outlets with an average Domain Authority of 90, placing the coverage in the top 15% of industry benchmarks.

About (W)right On Communications

Recognized by Forbes, Newsweek, PRNEWS and others, (W)right On Communications is an award-winning strategic communications and public relations firm advising organizations operating in complex reputational and market environments where growth, scrutiny and stakeholder expectations intersect. Founded in 1998, the firm supports clients across North America and internationally. (W)right On Communications operates through two specialized agencies — WOC | Resonance and WOC | Signal — and provides shared expertise in crisis communications, creative strategy, AI visibility PR and executive media training. Learn more at <https://wrightoncomm.com>.

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