



CLIENT:

PDXWIT

A.wordsmith crafted a strategic public relations approach, positioning the PDXWIT founder as a thought leader in the technology space and garnering local and national media attention for the organization.

Client Description

[PDX Women in Tech](#) (PDXWIT) is a local nonprofit that embraces diversity and tackles the cultural norms that adversely affect women, non-binary and underrepresented communities in Portland's technology industry.

Project Description

A.wordsmith began working with PDXWIT in 2018 to generate awareness of the organization and its State of the Community report. In January 2019, A.wordsmith began pursuing editorial opportunities that would further position the organization's founder Megan Bigelow as a thought leader in front of a target audience of senior tech executives, women and underrepresented groups, and tech employees considering a move to Portland.

Key Results

A.wordsmith secured an ongoing bi-monthly column called "Inclusion, Inc." on CIO.com for Bigelow. This top-tier publication receives more than 500,000 unique visitors a month and is an authoritative source in tech news and insights. A.wordsmith also secured an op-ed article for PDXWIT board member Maureen Jemison in the Oregonian, generating more than 6,000,000 unique monthly visitors. These placements brought PDXWIT to regional and national audiences and provided education on diversity and inclusion issues in tech. In addition, A.wordsmith has secured multiple placements for the annual State of the Community report over the past two years as well as ongoing attention for Bigelow and her unique opinions in the industry.

Coverage Highlights:

- **CIO.com:** [Inclusion, Inc. bi-monthly column by Megan Bigelow](#)
- **Oregonian:** [When You're One of the "Olds" in an Industry that Values Youth](#)
- **GeekWire:** [There's a big difference between how men and women see employer salary policies](#)
- **Portland Tribune:** [Portland's lil' bro' tech culture](#)
- **Portland Business Tribune:** BizTribCast Women in Tech Megan Bigelow
- **KGW:** [Straight Talk with Laurel Porter](#)
- **Oregon Business:** [Addressing barriers to gender equality in tech](#)
- **Portland Monthly:** [Portland Tech Leaders Talk about the State of the Industry](#)