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Sitrick Strikes Again: This is not going to do anything to damage Mike Sitrick's reputation as the PR guy you want in your corner if you decide to play hardball with the media.

Frustrated by numerous gossip column articles with no basis in fact, Sitrick client Ron Burkle set up a sting--monitored by the FBI and the DA--in which a gossip writer for the New York Post solicited a \$220,000 bribe to keep Burkle's name off Page Six.

At a time when many PR people are prepared to absorb any indignity to avoid alienating reporters, it's great to see someone who's prepared to fight back--and sometimes, to play almost as dirty as the media themselves.

posted by Paul A. Holmes @ [9:39 AM](#)

About Me

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Paul Holmes is editor of The Holmes Report, a weekly electronic newsletter for the public relations industry. He has more than 20 years of experience writing about the public relations business on both sides of the Atlantic. He runs the SABRE Awards competition for excellence in public relations programming and publishes the annual PR Agency Report Card, profiling 150 leading PR firms. He also consults with PR firms, on marketing, positioning and HR issues, and works with clients to help them identify the best agencies for their needs.