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STRATEGIC AGENCY OF THE YEAR: SITRICK & COMPANY

Not many firms can boast a client roster so rich and varied that it includes Rush Limbaugh and Eminem, Roy Disney and Marvin Davis, but Sitrick & Company is unique, the number one choice of celebrities in crisis and for high-profile corporate leaders with an urgent need to communicate to the media and financial community. Sitrick boasts perhaps the most concentrated congregation of journalistic talent in the public relations business. The vast majority of its senior professionals are former editors, reporters, and correspondents at such publications as Newsweek, the Wall Street Journal, the Financial Times, CBS News, and NPR, with most of the others having spent time in senior corporate communications positions. It's a line-up that gives Sitrick instant credibility, and provides clients with wise, seasoned counsel in high-stakes, bet-the-company contests (litigation, bankruptcy, mergers and acquisitions) where its combative approach—and its willingness to defy industry conventional wisdom—is a huge asset.

Revenues were up 20 percent in 2003, after 40 percent growth the year before, with the crisis, litigation, restructuring, corporate governance and entertainment practices all performing well. Critical assignments including handling Chapter 11 filings for a number of new clients, including Cable & Wireless USA, Consecro, Mirant Corporation, AMERCO (U-Haul), and Hawaiian Airlines; litigation support for the Rigas family in the Adelphia case, MasterCard International, and MTV networks in its fight with Spike Lee over the Spike TV network; crisis management for Eminem (over racism charges), Rush Limbaugh, and Solutia (PCB issues); the resignation of Roy Disney and Stanley Gold from The Walt Disney Company and their subsequent challenge to Michael Eisner; Marvin Davis's attempt to acquire Universal Entertainment from Vivendi; the Lord of the Rings Oscar campaign; and corporate counsel for WorldCom, McDonald's and Glaxo SmithKline.