

Sitrick & Company

Crisis management experts with investor relations, media relations and public affairs expertise

Los Angeles and New York
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Sitrick & Company approaches a public relations challenge in much the same way a lawyer approaches a trial: it does its due diligence, researches the

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A Strategic Communications Firm

client and the issue, develops a strategy and then presents its case to the target audience the way a lawyer presents his or her case to a judge or jury. That means providing as much concrete evidence as possible to support the client's argument to convince the "jury" (in this case, either the media or a client's key constituents). It's an approach well-suited to Sitrick's areas of expertise, which typically find the firm working with corporations or individuals who are "on trial" in the court of public opinion.

Sitrick concentrates on corporate, financial, transactional and crisis communications, in addition to general reputation management, and also boasts one of the strongest entertainment practices in the country. The firm also hosts 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 seasoned media relations 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.

The firm now has 55 people in three offices, and while the L.A. headquarters continues to grow at a healthy pace, it was New York that experienced a breakthrough year in 2004, under the leadership of Jeff Lloyd, who transferred to the east coast last year. New clients included the Washington Redskins, the Major League Baseball Players Association, Interscope Records, the cast of The Simpsons (during its high-profile contract negotiations with Fox), the Writers Guild of America, Johnny Depp, Leap Frog Enterprises, Tower Records, Maxim Crane, Brasil Telecom, Hard Rock Hotels and Epson America. The firm managed public relations for Roy Disney and Stanley Gold in the high-profile campaign that resulted in an unprecedented 45 percent no confidence vote against Michael Eisner at the Disney Company, handled the communications during more than 20 Chapter 11 cases (including Solutia, Interstate Baking, Mirant, Tower Records, and Conesco) and provided strategic counsel for New Line Cinema's 2004 Oscar campaign for The Lord of the Rings: The Return of the King.