

Sitrick & Company

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

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It's hard to imagine anyone who works for Sitrick & Company ever getting bored. Where else are public relations executives likely to find themselves working with Steven Spielberg and Universal Pictures to defuse criticisms of the controversial Munich or Imagine Entertainment and Sony Pictures to head off concerns about the movie version of *The Da Vinci Code*, then turn around to help conservative talk show host Rush Limbaugh deal with allegations of drug abuse or support a group of Midwest investors in a lawsuit against the government of Venezuela on a major bond investment or handle a major M&A assignment or Chapter 11 filing?

Sitrick approaches a public relations challenge in much the same way a lawyer approaches a trial: it does its due diligence, researches the 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.

The firm 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. New additions in 2005 included Tom Vogel, former bureau chief for the *Wall Street Journal* in Venezuela and Bloomberg veteran James Craig, both of whom added depth to the firm's growing New York office; and Mark Saylor, is a former senior entertainment, city and business editor at the *Los Angeles Times*, and Kelly Mullens, who was a senior communications executive for Sony Corporation of America and Universal Music Group, both of whom joined the L.A. headquarters.

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, and transactions) where its combative approach—and its willingness to defy industry conventional wisdom—is a huge asset. Last year's assignments include 15 mergers and acquisitions including PacificCare's acquisition by United Healthcare Group and American Pharmaceutical Partner's \$6 billion merger with American BioScience; 10 Chapter 11 reorganizations including Delphi, Refco, Calpine, Interstate Bakeries and Collins & Aikman; and work with several companies battling short-sellers.

Revenues were up better than 50 percent, with the establishment of a Latin American practice group bringing in several new clients.