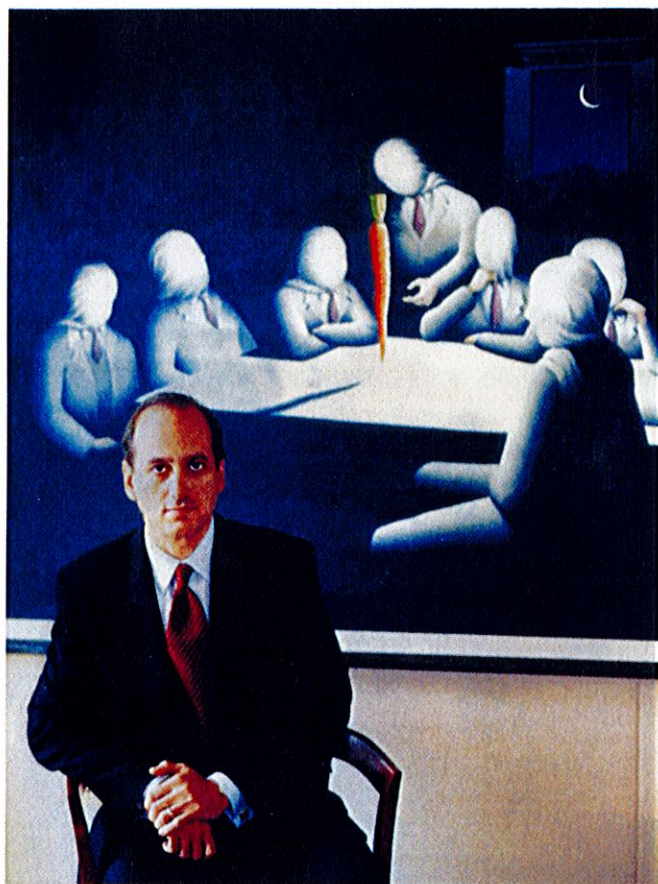


# LA

los angeles magazine



MICHAEL SITRICK,  
AKA THE SPIN  
DOCTOR OR THE GREEN  
BERET OF PR.

## crisis controllers

(BECAUSE THE PRESS,  
THE PAPARAZZI  
AND THE PRENUPTIALS  
CAN BE MORE DAMAGING  
THAN THE CRITICS)

## SPIN DOCTOR

He's been dubbed a "\$400-an-hour fireman," an "image rescuer" and a "Green Beret of PR," but to celebrities with an image crisis, Michael Sitrick is a reputation savior. "What we do is identify the problem, develop a solution and work to change or improve perceptions," says Sitrick, author of the new book *Spin* (due in April). "We make problems disappear." He swoops in when pants are down, fists are up or "difficult" has become a star's middle name and manages to "spin" the public's perception in the celebrity's favor. When the press portrayed Kim Basinger as a "spoiled little rich girl" after she lost her *Boxing Helena* lawsuit and then filed for bankruptcy, when Christian Slater was accused of hitting his girlfriend, when the tabloids screamed that Kelsey Grammer was playing more than patty-cake with a baby-sitter, the stars all called on Sitrick.

Sitrick & Co., 310-788-2850