

The PR Consulting Group

CRISIS, PUBLIC AFFAIRS
AND LITIGATION SPECIALIST

New York

PR Consulting Group founder James Haggerty literally wrote the book on litigation public relations. In 2003, he published *In the Court of Public Opinion: Winning Your Case with Public Relations*, the first book to focus on the importance of media relations during a legal crisis. The book proved to be a smart public relations move. Since the publication of that book, PRCG has morphed into something of a hybrid legal/PR consultancy, employing mix of lawyers, writers and media professionals, focusing on litigation communications, environmental business, crisis management, and professional services marketing, offering the client deep domain expertise and a solid understanding of the legal, media and public opinion issues swirling around their businesses, and in 2007 starting a small law firm.

For the reason, PRCG is called in by a corporation's general counsel as often as by its public relations director and is viewed as bridging the gap between the legal and communications functions in an organization in a way that streamlines the process

of responding during litigation, regulatory investigations and other legal crises. (The firm is also called in by other PR firms who don't have its distinct expertise in-house.)

PRCG has grown by about 20 percent in each of the past two years, winning new business while holding on to some of its largest and longest-tenured clients. In 2007, the firm continued its work for the Natural Resources Defense Counsel, one of the nation's largest environmental NGOs; Sims Group (the largest recycling company in the world); and Bloomberg and advised Consumers Union, the publisher of *Consumer Reports* magazine, in its infant car seat crisis. On the litigation front, high-profile work ranged from employment discrimination and EEOC claims to antitrust to media law to product liability suits, including lawsuits over the presence of benzene in soft drinks, federal raids on transportation companies in the continuing worldwide antitrust crackdown, and First Amendment cases involving reviews of medical equipment and supplies.

The firm has decade-long partnership with Washington D.C.'s Hyde Park Communications, headed by fellow lawyer Jeffrey Sandman.