

The 20 Most Powerful Publicists In Hollywood



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20.) John Wentworth, Executive Vice President at CBS Television Distribution

- Clients: “Dr. Phil,” “The Doctors,” “Rachel Ray,” “Entertainment Tonight,” “The Insider,” “Inside Edition,” “Excused,” “Judge Judy,” “Judge Joe Brown,” “Wheel of Fortune,” “Jeopardy!” and “Swift Justice With Nancy Grace.”
- Why he makes the list: He oversees the publicity of 12 syndicated shows. Before his current position at CBS, Wentworth was EVP of Marketing and Communications for 11 years at Paramount Network Television.

19.) Nicole Perna, BWR

- Clients: Jessica Chastain, Chloe Moretz, Sharon Osbourne, Jenna Dewan, Lucy Hale, Johnny Galecki, Ryan Phillippe, Diane Kruger, Nikki Reed, Kellan Lutz.
- Why she makes the list: Perna, who has been at BWR since 2002, was promoted in June to help develop new strategies to support talent in a changing digital landscape.

18.) Jill Fritzo, Publicist at PMK*BNC

- Clients: Kim Kardashian, Khloe Kardashian, Kourtney Kardashian, Brooke Shields, Shannen Doherty, Denise Richards, Kristin Chenoweth, Vanessa Hudgens, Michael Strahan.
- Why she makes the list: She reps all three of the Kardashian sisters. Nothing else really needs to be said. Last year alone, the Kardashian empire pulled in roughly \$65 million.

17.) Joy Fehily, Partner at Prime Public Relations and Communications

- Clients: Aaron Sorkin, Olivia Wilde, McG, Seth McFarlane and Graham King.
- Why she makes the list: Joy is the founding partner of PRIME Public Relations, which is a Los Angeles-based firm providing communications, brand management, marketing, strategic planning and social media services to the entertainment industry.

16.) Howard Bragman, Founder, Fifteen Minutes PR

- Clients: Stevie Wonder, Camille Grammer, Chaz Bono, Petra Ecclestone, Adrienne Maloof.
- Why he makes the list: With over 30 years of PR experience, Bragman now serves as an ABC News Consultant for “Good Morning America,” is the resident Public Relations Expert for “Entertainment Tonight,” resident Spin Doctor for HLN’s “Showbiz Tonight” and was a frequent contributor to “The Joy Behar Show.” He is the author of the book “Where’s My Fifteen Minutes?,” has over 118,000 followers on twitter and a deal with E! for a scripted series about PR — inspired by his real-life experiences. He’s a big deal.

15.) Danica Smith, Publicist at PMK*BNC

- Clients: Colin Farrell, Olivia Munn, Wanda Sykes, Mike Epps, Zach Braff, Matthew Fox, Michael Pena, Carmelo Anthony, Kim Cattrall.
- Why she makes the list: Longtime publicist and PMK executive, Smith is a masterful talent publicist representing actors, actresses, comedians, sports stars, and personalities.

14.) Nicole Perez-Krueger, Publicist, PMK*BNC

- Clients: Matthew McConaughey, Christina Aguilera, Lauren Conrad, Jewel, Whitney Port, Marisa Miller, Stacy Keibler and Jeff Lewis.
- Why she makes the list: A veteran entertainment industry publicist, Perez-Krueger joined PMK*BNC in June of 2011 from Rogers & Cowan. Perez-Krueger has an innate sense of media and is an expert at managing the images of her high-profile clientele.

13.) Amanda Lundberg, co-head of 42West's Entertainment Marketing Division

- Clients: Tom Cruise, Kelly Ripa, Bobby & Peter Farrelly, "Bridesmaids" director Paul Feig.
- Why she makes the list: As the co-head of 42West's Entertainment Marketing Division, Lundberg oversees film release campaigns, awards campaigns, and publicity initiatives for filmmakers.

12.) Jill Hudson, VP of Publicity at FOX

- Clients: Jill is the lead publicist on two of Fox's biggest shows, "American Idol" and "The X Factor." She also used to run publicity for the network's longstanding hit, "The Simpsons."
- Why she makes the list: According to Gaude Paez, Vice President of Corporate Communications at FOX, "Jill is one of the most well-liked and respected network publicists I know, and I don't think any list of top Hollywood publicists would be complete without her."

Her ability to manage huge brands like 'American Idol' and 'The X Factor' and work with high-profile talent like Simon Cowell, Paula Abdul, Jennifer Lopez, Steven Tyler, and Britney Spears makes her a huge asset for the FOX network."

11.) Adam Keen, EVP, Worldwide Publicity & Corporate Communications at Relativity Media

- Clients: Keen recently led the worldwide theatrical publicity campaigns for Relativity's box office hits "Act of Valor" and "Immortals," as well as the successful launches of "Mirror Mirror," "Limitless," Steven Soderbergh's "Haywire" and "Shark Night 3D"
- Why he makes the list: He's worked everywhere! Before joining Relativity, Keen was senior vice president of Worldwide Publicity & Corporate Communications at Overture Films, head of Entertainment and Brand Strategies Division at I/D Public Relations, and spent five years as the senior vice president of special projects at MGM & United Artists where he oversaw specialized publicity efforts for both the domestic and international divisions.

10.) Cindi Berger, Chairman and CEO of PMK*BNC

- Clients: Robert Redford, Mariah Carey, Billy Crystal, Barbara Walters, Simon Cowell, Rosie O'Donnell, John Legend and Harry Connick Jr.
- Why she makes the list: Berger got her start at publicity firm PMK as the receptionist and worked her way up the ranks to become chairman and CEO of PMK*BNC. She has led countless film campaigns and consults for The Weinstein Company. She also helped launch and continues to work on the award-winning talk show "The View" and "The Barbara Walters Specials."

9.) Lewis Kay, COO/EVP, Entertainment at PMK*BNC

- Clients: Jimmy Kimmel, Amy Poehler, Will Arnett, Zooey Deschanel, Louis CK, Tracy Morgan, Chris D'Elia, Joel McHale, Sarah Silverman and Paul Scheer.
- Why he makes the list: He reps the kings and queens of comedy. Kay also oversaw efforts to grow the agency's overall social media presence by a whopping 4,300 percent in just two years and is an expert in how to effectively utilize social media tools to enhance any communications strategy.

8.) Nanci Ryder, Co-Founder of BWR

- Clients: Katie Holmes, Mila Kunis, Ewan McGregor, Viggo Mortensen, Blake Lively, Johnny Galecki, Renée Zellweger, Amber Valletta, Matt LeBlanc, Eric Dane, Rose McGowan, Terrence Howard.
- Why she makes the list: The "R" in BWR stands for Ryder.

7.) Leslie Sloane Zelnik, Publicist and co-president, BWR

- Clients: Katie Holmes, Blake Lively, Kate Beckinsale, Megan Fox, Zoe Saldana, Diane Kruger, Michael J. Fox, Sarah Michelle Gellar, Emmy Rossum, Lucy Hale, Gretchen Mol, Melissa McCarthy, Chris Rock, Jason Biggs, Penn Badgley, Edgar Ramirez, Nikolaj Coster-Waldau, Chris O'Donnell, Mariska Hargitay, Keke Palmer, Katharine McPhee, Lauren Graham.
- Why she makes the list: Despite saying “God I hate stuff like that” when contacted about this list, Cindy Guagenti — the managing director at BWR Public Relations — then recommended Leslie Sloane as one of her top picks to get a spot on our list.

6.) Shawn Sachs and Ken Sunshine, Co-CEOs, Sunshine Sachs

- Clients: Leonardo DiCaprio, Ben Affleck, Barbra Streisand, Bette Midler, Cyndi Lauper, Darren Criss, Demi Lovato, Guy Fieri, Harry Belafonte, Jessica Lu, Jon Bon Jovi, Karlie Kloss, Kathy Griffin, Katie Lee, Leonard Cohen, Lin-Manuel Miranda, Malin Akerman, Naomi Campbell, Nick Lachey, Novak Djokovic, Ryan Lochte, The Band Perry, The Jonas Brothers (Joe, Nick, Kevin), Trace Adkins, Trisha Yearwood, Tyler Perry, Andre Benjamin.
- Why they make the list: A quiet yet super powerful PR firm, their clients range from celebs and corporations to nonprofits and politicians.

5.) Ina Treciokas, Publicist & Partner at Slate PR

- Clients: Harrison Ford, Woody Harrelson, Sarah Jessica Parker, Leslie Mann, Anna Paquin, Owen Wilson, Liev Schreiber, Jon Favreau, David Schwimmer, George Lopez, Justin Theroux, Anjelica Huston, John Leguizamo, Eddie Izzard.
- Why she makes the list: After working at ID PR, Ina co-founded Slate PR. At the time, ID founder Kelly Bush called the departing senior EVP one of her best friends. According to Deadline, “It seems like she is leaving at a time when Kelly is expanding the company into other more lucrative revenue streams, like brand representation and management, while Ina enjoys actual client representation.”

4.) Kelly Bush, Founder & CEO, ID PR

- Clients: Ben Stiller, Tobey Maguire, Ellen Page, Drake, Christopher Nolan, Javier Bardem, Diane Lane, John Malkovich, Alicia Keys.
- Why she makes the list: This NYT profile of Bush discusses how she persuaded Sony to cast Tobey Maguire as the lead in “Spider-Man” by lining up a sexy magazine shoot, can get nasty headlines removed from Google, and jokingly says her goal for ID PR is “world domination.”

3.) Robin Baum, Publicist & Partner at Slate PR

- Clients: Johnny Depp, Ryan Gosling, Dakota Fanning, Chris Hemsworth, Daniel Craig, Alexander Skarsgard, Kate Bosworth, Naomi Watts, Orlando Bloom, Antonio Banderas, Melanie Griffith, Benicio Del Toro, Jared Leto.
- Why she makes the list: Her client list speaks for itself.

2.) Meredith O’Sullivan, Head of West Coast Talent Department at 42 West

- Clients: Jessica Biel, Reese Witherspoon, Will Smith, Ryan Reynolds, Rachel McAdams, Halle Berry, Rosario Dawson, David Spade, Scott Caan.
- Why she makes the list: In addition to repping A-list talent, O’Sullivan is the head of the West Coast talent team at 42West — overseeing all staff.

1.) Stephen Huvane & Simon Halls, Founders of Slate PR

- Clients: Jennifer Aniston, Neil Patrick Harris, Ryan Gosling, Harrison Ford, Kirsten Dunst, Anne Hathaway, Johnny Depp, Channing Tatum, Ryan Murphy, Ridley Scott, Jude Law, Matthew Broderick, Annette Bening, Frances McDormand, Sam Mendes, Nathan Lane, Ang Lee, Brett Ratner, Gore Verbinski and Tom Ford.
- Why they make the list: After a long career in public relations and with a few brothers in the ‘biz, including CAA powerhouse agent Kevin Huvane, Stephen Huvane is deeply entrenched in Hollywood.