

STEVEN RUBENSTEIN
Executive Vice President
Rubenstein Associates

THE FACTS

FIRM FOUNDED: 1954

SPECIALTIES: Strategic media relations, reputation management, and crisis communications for global corporations, media and entertainment companies, special events, sports teams, financial services organizations, real estate concerns, educational and cultural institutions, law firms, healthcare providers, not-for-profit organizations, businesses executives, and public figures

STAFF: 165

CLIENTS: 450

HIGH-PROFILE CLIENTS: News Corporation, David Letterman, TriBeCa Film Festival

OFFICE STYLE: Power office. Framed magazine covers of high-profile clients, from Letterman to the Yankees, cover the walls. The American flag greets visitors in reception. There are gorgeous views of Central Park.

FRAMED PICTURE ON DESK: Steven at the top of Mount Kilimanjaro

THE ANSWERS

BEST NYC EVENT THAT YOU PLANNED? The TriBeCa Film Festival. It's an event that has been so good for the city. I'm very proud of our work on it.

CLIENT YOU WISH YOU HAD? The Academy Awards. I want to convince them to bring it to New York.

CAN CLIENTS CALL YOU AT 3 A.M.? They are allowed to and they do. Sometimes radio will call at 4 A.M. when they're on a big story. I'm happy when they call, I love my job and I think working on a story is exciting.

SECRET HIDING IN YOUR BOTTOM DESK DRAWER? My running shoes.

NON-OFFICE ACTIVITY YOU DO IN YOUR OFFICE? I'm the biggest workaholic. I even work all day Sunday.

PLACE YOU GO TO ESCAPE YOUR OFFICE? Playing guitar with my band.

FAVORITE NYC MOMENT? 1976, the first time I went into Yankee stadium and saw the lights and the field.

REPORTED BY SARA BLISS

PORTRAIT BY THADDEUS HARDEN

