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MrBeast Hired Matthew Hiltzik, A Famed Crisis PR 'Fixer'

Story by Kim LaCapria • 1mo • 7 min read



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- Amid various controversies, MrBeast hired a crisis management team led by notorious "fixer" Matthew Hiltzik.
- MrBeast (Jimmy Donaldson) has faced backlash over safety concerns involving contestants in his challenges, and Hiltzik's team responded to the allegations.
- Hiltzik declined to formally work with Harvey Weinstein in 2017.

Embattled YouTube star [MrBeast](#) has been under increasingly intense scrutiny all summer, and has retained the services of Matthew Hiltzik, a notable "Hollywood fixer" known for "crisis PR."



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Backing up a little bit, this summer has involved a ton of controversies involving prominent YouTubers, creating something of a feedback loop on the platform.

In May and June, [YouTuber Cody Ko was embroiled](#) in one such controversy, with allegations of misconduct levied by fellow YouTuber Tana Mongeau.

Very shortly thereafter, MrBeast (real name Jimmy Donaldson) came up in the larger context of allegations against his longtime friend, former roommate, [and collaborator Ava Kris Tyson](#) — who was accused of inappropriate interactions with a young fan.

Initially, those claims seemed shaky, as the alleged victim (@LavaGS on Twitter/X) vociferously denied anything unseemly had happened ... until [@LavaGS changed his position](#), and called for an investigation.

Rumors continued circulating, though, and [MrBeast's ex-girlfriend Maddy Spidell](#) waded in with a vague series of statements about her famous former flame.



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Against the backdrop of a stream of rumors, several collaborators and former employees came forward, including Nerdy Nummies YouTuber Rosanna Pansino, who had [previously accused Jimmy](#) of treating her unfairly during a collaboration.

Rosanna has been both following and calling attention to MrBeast's allegations all summer, and on August 13, [she tweeted and claimed](#) that Jimmy retained the services of Matthew Hiltzik:



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 **MrBeast**
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MrBeast

Birthname Jimmy Donaldson

Birthdate May 7, 1998

Birthplace Wichita, Kansas, U.S.

Profession YouTuber

Net worth \$100,000,000

Nationality American

Bio

One of the most popular YouTubers, known for his ambitious challenges and philanthropy, is MrBeast. He has achieved impressive feats like reading every word in the dictionary and counting from 0 to 100,000 for 40 hours straight.

His latest act of kindness involved paying for eye surgeries and "curing" the blindness of 1,000 people. Thanks to these incredible challenges and generous giveaways, [MrBeast has amassed a whopping 131 million subscribers](#), making him the most subscribed YouTuber in history.

Early Life/Education

Jimmy Donaldson, widely recognized by his YouTube alias MrBeast, has successfully established himself as an influential content creator within a short span of time.

Born on May 7, 1998, he spent his formative years in Greenville, a city nestled in eastern North Carolina. His academic journey led him to graduate from Greenville Christian Academy in 2016, a private high school located in the same region.

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Matthew Hiltzik

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From Wikipedia, the free encyclopedia

Matthew Hiltzik (born May 12, 1972) is an American lawyer and publicist. He is the founder of Hiltzik Strategies, which represents high-profile organizations and individuals such as various politicians and [Hollywood](#) figures. He has also occasionally been an executive producer on documentaries and written for magazines.

Early life [edit]

Hiltzik was born on May 12, 1972.^[1] He grew up in [Teaneck, New Jersey](#). He attended the [Yavneh Academy](#).^[2] He graduated from the [Ramaz School](#).^[3] He attended the [Cornell University School of Industrial and Labor Relations](#) and then the [Fordham University School of Law](#).^[4]

Career [edit]

Hiltzik is a member of the [New York State Bar Association](#).^[5] After law school, he worked as press secretary and deputy executive director of the [New York State Democratic Committee](#) under Judith Hope, the first woman to head a major political party in New York. While in that role, he worked on the 1998 campaigns of [Chuck Schumer](#) and [Eliot Spitzer](#), and [Hillary Clinton's Listening Tour](#) in July 1999. In December 1999, Hiltzik joined [Miramax](#) as head of corporate communications. He became senior vice president of corporate communications and government relations, and was involved in public relations for Miramax Films, [Miramax Books](#), [Miramax TV](#), [Talk magazine](#), philanthropic and political fundraising and crisis management.^[6]

In 2000, Hiltzik took a brief leave from Miramax to re-join Hillary Clinton's senatorial campaign as the director of Jewish relations.^[7] Hiltzik worked on outreach in the [Reform](#), [Conservative](#) and [Orthodox](#) communities for Clinton's campaign, including making inroads with women in the [Hasidic](#) community.^[8] He met with leaders in New York's Jewish communities, including the [Bobovers](#) Hasidic section.^[9]

Hiltzik teamed up with the British publicity company [Freud Communications](#) to start up their American branch in 2005.^[10] He became [Katie Couric's](#) publicist and spokesman shortly before her move from [NBC](#) to [CBS](#) in 2006.^[11] She acknowledged his role in her career in her 2021 memoir *Going There*.^[12]

Hiltzik went out on his own in early 2008 to start up Hiltzik Strategies.^[13] He maintained his political roots advising [Jose Antonio Vargas's](#) DefineAmerican campaign to address immigration policy in the United States and pass the [DREAM Act](#),^{[14][15]} and [Thomas DiNapoli](#) in his successful bid for [New York State Comptroller](#). Hiltzik served on New York City Mayor [Bill DeBlasio's](#) 2014 Inaugural Committee.^[16] He also advised [Reshma Saujani](#), founder of [Girls Who Code](#), in her primary against Rep. [Carolyn Maloney](#).^[17] Hiltzik advised political strategist [Lis Smith](#) on crisis management, and encouraged her to write a book about her experiences, which was published as *Any Give Tuesday* in 2022.^[18]

In 2017, Hiltzik was listed on [Sports Business Journal's "Power Players"](#) list.^[19] In August 2021, [Business Insider](#) ranked Hiltzik as one of the top public relations people in crisis management, citing his experience working with high-profile clients like [Brad Pitt](#), [Eric Schmidt](#), [Katie Couric](#) and [Kelly Ripa](#).^[20]

Hiltzik is known for his work helping to build the public image of high profile women including [Hillary Clinton](#), [Ivanka Trump](#), [Nicole Shanahan](#), [Couric](#), and [Ripa](#).^{[21][22]}

He handled public relations pro bono for [Darnella Frazier](#), the young woman whose recording of the murder of [George Floyd](#) helped to inspire [protests against police brutality](#) and played a key role in the [conviction of Derek Chauvin](#).^[23]

Hiltzik and his team were engaged by attorneys to support litigation in the [Johnny Depp trial](#), and Hiltzik played a primary role in rehabilitating the actor's image during his successful defamation case against [Amber Heard](#).^[24] Hiltzik kept a low profile in the media in the aftermath of the trial, while working to encourage support for Depp and revitalize his career.^[25]

Hiltzik is also known for coordinating publicity for the [80th Golden Globe Awards](#), which saw the ceremony return to live television after a brief hiatus. In 2023, he was included on [Crain's New York Business](#) list of the most notable leaders in public relations and [The Observer's "PR Power List"](#).^{[26][27]} He was part of a panel on [echo chambers and polarization in media](#) at the [Cornell University College of Arts and Sciences](#) on April 19, 2023.^[28]

[The Observer](#) listed Hiltzik Strategies as one of the top crisis and reputation management firms in 2024, noting that it had "significant growth" in its client base.^[29]

Matthew Hiltzik



Hiltzik in November 2020

Born	May 12, 1972 (age 52)
Education	Cornell University (BSILR) Fordham Law School (JD)
Occupation(s)	Lawyer, publicist
Spouse	Dana
Children	3

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The Harvey Weinstein cover-up: How censorship, settlements and silence kept the allegations out of the news

The Takeaway

October 11, 2017

By T.J. Raphael



Film producer Harvey Weinstein attends the 2016 amfAR New York Gala at Cipriani Wall Street in New York, Feb. 10, 2016.

Andrew Kelly/Reuters

For a decade, journalist [Paula Froelich](#) was the deputy editor of the New York Post's celebrity and gossip section, Page Six. Like many others who have traveled in Hollywood circles, she has a story about the now-infamous media mogul, Harvey Weinstein.

Her story begins in the year 2000, when Froelich attended a party — a party where Weinstein was also a guest.

"All of New York media was there," she says. "All of a sudden, there was a skirmish breaking out. I was around it when it happened. [Journalist] Rebecca Traister had asked Harvey something about his anger issues, because they had been bubbling up as of late. He called her a very bad word that started with a 'c.'"

According to Froelich, Weinstein physically assaulted Traister's then-boyfriend, the journalist Andrew Goldman, after he confronted the Hollywood executive.

"He threw Andrew across the room into a table, and then got him into a headlock, jammed him out the front doors onto the streets," Froelich says. She adds that Weinstein was screaming profanity that cannot be printed here. Froelich called Weinstein's publicist the next day to discuss what happened.

"He basically said, 'You know, you don't need to do this piece,'" she says, adding that the public relations representative, Matthew Hiltzik, said he had spoken with other reporters who promised they would not cover the incident.

Instead of complying with the request, Froelich decided to pursue the story.

"I started getting calls from a Fox News reporter begging me not to do the story, [and] my boss started going, 'I don't know if we should do this story,'" she says. "I looked at him and said, 'If we don't do this story, I quit.'"

She wrote up her account of the skirmish, but when it was published, she said it looked "nothing like" the version she had penned.

As more and more women detail allegations of sexual harassment against Weinstein — including



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megastars like [Gwyneth Paltrow](#) and [Angelina Jolie](#) — another story is beginning to unfold.

According to Froelich, self-censorship of the press helped keep these accusations buried from the public for decades. And it's not just her. On Tuesday, journalist Ronan Farrow [told](#) Rachel Maddow that he faced a great deal of pushback from multiple news outlets when he attempted to publish his explosive story on Weinstein, which was [released by The New Yorker this week](#).

"People don't want to report on the table; they want a seat at it," Froelich says of media censorship.

Though she says she ultimately turned down a film and TV deal with Weinstein, Froelich does say that his company, Miramax, published a book she wrote in 2003. But connections between journalists and Weinstein run deep and may have contributed to the self-censorship.

"There were a lot of people in the industry who had book deals — there was a reporter who had a documentary with Harvey," she says. "Everyone had some sort of consulting deal — he would just pass them out willy-nilly."

The harassment and assault allegations surrounding Weinstein were an open secret in Hollywood, and to many entertainment reporters, Froelich says. For example, in 2013, the actor and comedian, Seth MacFarlane, made a joke about the accusations while announcing nominees for the Academy Awards. The NBC sitcom, "30 Rock," also made light of it in one episode.

"It was not a joke, but people were making jokes about it," Froelich says. "The problem is, even with the media, the watchdog, if I'm not there and I don't see it happen, I have to rely on a source to tell me. That source is going to get slammed down by lawyers. If you don't come from a lot of money, if you're not some billionaire's daughter, how are you going to afford that lawyer? It's a bully tactic."

"We all knew the story, but you can't back it up until something like this happens," she says, referencing the [financial settlements](#) paid to Weinstein's alleged accusers, which were just released to the media this week.

When it comes to covering up lewd or even criminal sexual behavior, Froelich argues that the practice is incessant in Hollywood.

"I think it's gone on every day, in every different level," she says. "There have been other people who have had allegations against them, but if you're still powerful, it's hard to take them down. I do believe that the only reason this came out now is because Harvey wasn't that powerful anymore. If he was still getting five to 10 Oscar nominations a year or ruling the Oscars, would this have happened? Probably not."

Though Weinstein has been [fired from Miramax](#), Froelich says she doesn't believe many more star actors or celebrities will come out to speak against him.

"Absolutely not," she says. "Here's the thing: They want to work. All these guys know each other. It's a massive good ol' boy system, and if you want to work, you keep your mouth shut."

This story originally appeared on [The Takeaway](#).

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Film and print media [edit]

He was executive producer of the documentary films *Documented*,^[30] *The Barn*,^[31] the award-winning *Paper Clips*^[32] and *Holy Land Hardball*,^{[33][34]} and co-produced the documentary *Connected*.^{[35][36]} He is also a contributor to the Jewish magazine *Tablet*.^[37]

Recognition and board memberships [edit]

In 2012 Hiltzik was honored by the [New York Board of Rabbis](#) for his work in the Jewish community.^[38]

In July 2015, he was the first public relations professional to be named to the board of directors of the [New York City Economic Development Corporation](#), a not-for-profit corporation that promotes economic growth throughout New York City.^{[39][40]}

Hiltzik sits on the Board of the Ghetto Film School.^[41] In the summer of 2020, during the coronavirus pandemic, Hiltzik suggested that the school's film competition focus on the subject of connection during isolation and lockdown.^[42]

Personal life [edit]

Hiltzik lives in [New York City](#) with his wife, Dana, and their three children.^{[37][43]}

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External links [edit]

- [Matthew Hiltzik](#) at IMDb

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