

# Why HER and Not ME? How YOU Can Be the Attorney Reporters Call

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- **They do not call an attorney they never heard of**

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- **Follow the Rules of Professional Conduct (not CLE)**

# Meet Janet Falk

- **Public Relations and Marketing Communications professional**

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- **Independent consultant advising attorneys, business executives, consultants**

# Rules of Professional Conduct and Model Rules

- **Rules on Advertising: 7.1 - 7.4**
- **Model Rules 1.0, 1.6, 3.6**

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# Rules of Professional Conduct and Model Rules

- Rules on Advertising: 7.1 - 7.4
- Model Rules 1.0, 1.6, 3.6
- Do not refer to yourself as an expert or specialist
- Do not give anything of value
- **Do not use superlatives. Refer to the methodology of a ranking**

# Why Be in the News?



# Why Be in the News?

- **Attract clients**



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- Recruit employees
- Advocate
- **Speak at a conference**

# Tools of the Trade

- **Media Profile**
- **Press Release**



# Media Profile

- **Not a cv listing education and clerkships**

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- Not a cv listing education and clerkships
- **Not a bio summarizing representative matters**

# Media Profile

- Not a cv listing education and clerkships
- Not a bio summarizing representative matters
- **Not a list of articles in legal and industry publications**

# Media Profile

- Introduction

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- Introduction
- **Why YOU ?**

# Media Profile

- Introduction
- Why YOU ?
- **Why NOW ?**

# Media Profile

- Introduction
- Why YOU ?
- Why NOW ?
- **Why should readers care ?**

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**Save Time, Save Money, Make More Money**



# Media Profile

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**“a 50-word explanation of what an attorney knows about a subject to determine whether it is worth calling the attorney”**

# Sample Media Profile

- **Contact information**
- **Name of attorney**
- **Name of law firm**
- **Street address**
- **Phone number**
- **Email address**

# Sample Media Profile

- Contact information
- **Three to five sentences that broadly sketch your background and practice**

# Sample Media Profile

First Lastname is a partner in the New York office of/at Law Firm. She has experience in litigation of specific industry, representing companies in federal and state courts throughout New York (and New Jersey). In addition, she has represented clients in complex litigation matters including contract law, general commercial disputes and product liability, such as the defense of pharmaceutical companies and financial services firms.

# Sample Media Profile

- Contact information
- Three to five sentences that broadly sketch your background and practice
- **Three to five bullet points that are more specific about your background and practice**

# Sample Media Profile

**Focus on litigation in specific industry market:**

- **Product liability**
- **Environmental clean-up cost claims against clients**
- **Consumer fraud and class action suits**

# Sample Media Profile

- Contact information
- Three to five sentences that broadly sketch your background and practice
- Three to five bullet points that are more specific about your background and practice
- **Three trends that are not being widely discussed and people need to know more about**



# Sample Media Profile

## Trends on the horizon/Upcoming hot topics

- An issue that should be getting more news coverage and requires a knowledgeable attorney to simplify technical aspects
- A new regulation that requires companies to change operations
- How the law regarding this topic will affect businesses

# Sample Media Profile



## Sample Quote

# Sample Media Profile

“The top companies in the specific industry are gearing up for the implementation of Regulation ABC, well before the January date. This allows the operations team sufficient lead time to test all systems and the marketing group to prepare for customer feedback.”

# Sample Media Profile

## Contact:

To speak with Name, please contact Janet Falk at 212-677-5770 or [Janet@JanetLFalk.com](mailto:Janet@JanetLFalk.com).

# Case Study

- **Attorney with a Bankruptcy practice meets reporter to discuss Airline industry**

# Case Study

- **Attorney comments on the Boston Marathon bombing case**

# Write YOUR Media Profile and Ask for a FREE 30-Minute Consultation

## Consider

- Why YOU ?
- Why NOW ?
- Why should readers care ?

**Save Time, Save Money, Make More Money**

- Trends/Hot Topics
- Focus on specific industry, legal issue or client

# Press Release

- **Permission of client**



# Press Release

- Pay attention

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- **Press Release distribution services**

**PRWeb**

**eReleases**

# Anatomy of an Effective Press Release

- **Snappy headline and Subject line**

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- **Refer to a household name**

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- **What do you want the news story to say**

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- **Your Quote**

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- Link to stamped copy of complaint or other court document
- Your Quote
- **About Name of Law Firm**



# Case Study

## Sexual Harassment case in the Broadcasting industry

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Sexual Harassment case in the Broadcasting industry

- **Client gave permission**
- **Pre-press release calls to alert media**

# Case Study

Sexual Harassment case in the Broadcasting industry

**9:00 am**

**11:00 am**

**1:00 pm**

# Case Study

Sexual Harassment case in the Broadcasting industry

9:00 am

11:00 am

1:00 pm

**5:00 pm Defense counsel called to initiate settlement talks the same day**

# Who, What, When, Where and Why



# Who, What, When, Where and Why

- Who do you want to read the news story

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- Who do you want to read the news story
- **What idea will they read about**

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- **When: Is it time-sensitive**



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- **Where do they look for news**

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- What idea will they read about
- When: Is it time-sensitive
- Where do they look for news
- **Why will they care**

# Contact

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Monthly newsletter

E-book: How YOU Can Be the Attorney Reporters Call

FREE 30-minute consultation

NYLJ Best Practices for the Solo Practice