



FALK COMMUNICATIONS
AND RESEARCH

Highlights from The Law Firm Growth Podcast with Jan Roos

How to Be the Attorney that The Wall Street Journal Calls

As a Public Relations and Marketing Communications professional, I advise law firms on Media Relations and other Communications activities.

Public Relations is *the development of a mutually beneficial process whereby an organization communicates with its various publics*. Marketing is transactional.

Consider who is on the other side and engage them.

Introduce yourself to reporters with a **Media Profile** that describes your background and answers three questions: <http://bit.ly/2tMUOZ3>

- Why *YOU and not your colleague or competitor?*
- Why *NOW if there is a change in the market or industry?*
- Why should people care? *How will your idea or insight help an individual, company or corporation Save TIME, Save MONEY or Make MORE MONEY?*

Example of an attorney quoted in *The Wall Street Journal*; skill and timing.

File litigation and get a news story.

Online news media change the media universe. More online publications which did not exist in the past.

Social media is a platform to distribute news stories: LinkedIn, Twitter, Facebook.

Niche publications for every industry and geographic area.

Consider: industry media, legal media, metropolitan business magazines, general news.

Attorneys can name the problem and provide a checklist that points to a solution.

Podcast recording: How to Be the Attorney that The Wall Street Journal Calls with Janet Falk (28 minutes) <http://bit.ly/2O8B4GA>

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