



Highlights from The Lunch Hour Legal Marketing Podcast

Why Her and Not Me? How You Can Be the Attorney Reporters Call – with Janet Falk

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

When attorneys conduct Media Relations outreach, they must consider *Who is on the other side of the table?*

How do you communicate to others outside your own legal sphere?

Reporters call the people they know. They do not call an attorney they have not heard of.

Professionally introduce yourself with a Media Profile that describes your background as an attorney and hot topics that a reporter might want to cover.

Key questions are: Why YOU? Why NOW? Why should someone CARE?

Tie an insight to a business situation.

Consider your target market and which industry publications they read.

Locate reporters at industry publications by the masthead and on the publication's website.

Contact reporter: SOURCE Attorney to comment on Regulation 123.

Follow reporters on social media; re-tweet and comment on their stories.

Reporter contacts are helpful; good stories are better.

Nurture the relationship with the reporter; provide updates and client alerts; comment on their stories; suggest an idea.

When you are quoted in a news story, **merchandise** it. Share it on social media, in your email signature, on your website, drive more clicks to the news story link that will help the story be seen more widely and help the reporter.

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Set an alert for your name and law firm name to catch other publications picking up the news story.

An attorney can discuss their passion and advocacy for a nonprofit organization or cause with reporters.

Develop a story idea that is not only about the attorney, but the attorney AND someone else. Perhaps a client or a nonprofit organization. Then package it as a story, the attorney as a source, plus the third party to give corroboration or additional color and detail.

Reporters want a **Media Profile** that describes your background: <http://bit.ly/2tMUOZ3>

Podcast recording: Why Her and Not Me? How You Can Be the Attorney Reporters Call with Janet Falk (55 minutes) <http://bit.ly/394NG9V>