



FIVE FAST TIPS FOR AN ATTORNEY TO MAXIMIZE A MEDIA TELEPHONE INTERVIEW

Every attorney should plan to be in the news. Whether promoting the law firm, an issue or a case; sharing industry or legal insights; or reminding lapsed clients and referral sources of valued relationships, articles in legal media, industry magazines and local newspapers can shine a positive light on a law firm's practice and client successes.

Let's consider that a phone interview has been arranged with a reporter at a legal, business or trade newsletter. Here are five tips to maximize that discussion.

1. A reporter is NOT your friend. ANYTHING you say can be used in print and recordings. You may think the reporter has agreed that a discussion is *off the record* or *on background* or *not for attribution*. Make sure the reporter has agreed to this status at the start of the interview. Be circumspect.
2. PREPARE. Make a list of THREE important points. Print it in **16 point type**. This list will keep you focused and define the topic under discussion. Remember, it is a *phone interview*, so the reporter cannot see you looking at your notes.
3. DEVELOP A MEMORABLE EXAMPLE for each of the three points. Use the **four A's** -- **Acronym, Analogy, Anecdote, Alliteration** -- to catch the reporter's ear and help the reader remember what you said. Use a visual image: some people might value *the key to unlock perennial problems*. Be creative!
4. Get the REPORTER'S PHONE NUMBER and EMAIL ADDRESS, so you can easily follow-up with: any materials you offered; additional details that were clarified later; or thoughts that escaped you in the heat of the moment.
5. DO NOT ASK for nor expect to receive an advance look at the article or your quote. Instead, say, "We've covered a lot of technical material here. If you need any help to further clarify these details, please give me a call and I'm happy to go over it with you."

BONUS: Plan NOW to promote the news story on your website. social media and in your newsletter.

Want to practice? Need more tips? Contact me at Janet@JanetLFalk.com or 347/256-9141. Book an appointment at: <https://go.oncehub.com/Janetfalk>