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HARNESSING THE POWER OF PUBLICITY:

Maximizing Media Coverage in the Electronic Age

**Effective use of media exposure (earned media) by law firms
means greater market share.**

This simple formula is more critical than ever as the competition for legal business continues to heat up. But to implement it, law firms must understand that technology has radically changed the rules of publicity and newsgathering. Lawyers who focus on writing and rewriting news releases, use the regular mail, or think in terms of paper, are writing history, not news. Today's watchwords are anticipation and speed – anticipating tomorrow's headlines and responding quickly to provide your lawyers as resources to help reporters cover them. Fortunately, technology also offers a variety of innovative tools to help you accomplish these objectives.

This Primer is designed to help you understand:

- The changing nature of newsgathering
- How to develop relationships with reporters and give them what they need
- How to turn your attorneys into 3rd party experts quoted regularly by the media
- The plethora of technologies available to help you
- How to develop your own strategies for using these technologies to target and maximize the kinds of exposure that will enhance your firm's marketing efforts

The Value of Publicity

Aggressive Competition Means You Need to Be Proactive in Dealing With The Media. The nature of the competition for legal clients is changing rapidly. The typical law firm is no longer competing just with the firm down the street – now you’re also competing with law firms around the country and even around the world. You’re also competing with the Big 6 accounting firms; the Big 6 already are winning up to 40% of the legal business in Europe, and this trend is rapidly spreading to the U.S. And the Big 6 are very aggressive about marketing, spending vast amounts of money and capital, and using cutting edge technology.

In order to maintain clients and grow your business in this environment, you have to be first in the minds of your prospects. Otherwise you’ll end up like Johnny Richard Wright; the second African-American to play for the Brooklyn Dodgers after Jackie Robinson broke the color barrier. If your firm and its lawyers don’t find ways to position themselves as market leaders in the eyes of buyers of legal services (primarily General Counsels), they too run the risk of becoming historical footnotes.

It used to be enough to be known as a firm of great lawyers. But today, providing great practitioners is only the entry point for consideration by General Counsels. To distinguish your firm and its lawyers and create “top-of-the-mind” awareness amongst target audiences, you need to use a variety of marketing tools - the marketing mix or umbrella.

The Marketing Umbrella

- Market Research
- Marketing and Advertising
- Electronic Marketing
- Individual Lawyer Sales Training
- Legal Ghost Writing & Publishing
- Strategic Public Relations

Publicity: A Powerful Tool. Publicity is the most powerful tool in the marketing umbrella for putting the name of your firm and its top lawyers in front of clients and on prospect's short lists. Consistent media exposure is the best way to position yourself as a market leader.

The Value of Publicity
<ul style="list-style-type: none">• Makes existing clients think they were smart to hire you• Increases top-of-mind awareness• Makes prospects more likely to look upon you favorably• Supports other marketing functions• Provides third party validation of your expertise• Helps attract top-caliber personnel

The most important value of publicity is the safety factor. What publicity really accomplishes is to make your clients and prospects think of your firm as a familiar & safe choice. Nothing is more powerful in this regard than the validation the independent media confers by designating your firm and its lawyers as experts in a given practice area. The more often you're mentioned in the media (reach and repetition), the more likely your name will make the prospect's short list.

Creating Publicity Opportunities

So how do you generate media exposure? How do you put your lawyers and firm on the journalist's radar screen? **By Giving Reporters What They Need, When They Need It!**

The Need For Speed. It's critical to understand that the entire process revolves around the reporter's needs. Journalists cover what they and their editors perceive to be news. Your role is to provide them with resources and information to help them. And it's the journalist's timetable, not the lawyer's timetable that counts. In this electronic age,

stories break instantly and reporters need to respond instantaneously. Hesitation is costly.

Case Study: He or She Who Hesitates Remains Anonymous

Recently we received early morning calls from CNN and other major TV outlets about a story they were working on and looking for attorney-experts to plug-in. We immediately left messages for the clients we thought would best fit the stories. But because these attorneys didn't get back to us for 2 hours, they lost out and the media used different experts.

Internal “Buy-In”. An important part of your job is to educate your firm’s lawyers about how the process works and get them to “buy-in”. To be effective, you need them to trust your instincts as to what constitutes a good opportunity for media exposure, and to respond according to the journalist’s timetable.

Many firms successfully address this issue by designating an internal gatekeeper - someone who knows the pulse of what’s happening in the firm and develops an on-going educational and “buy-in” relationship with the key lawyers. These internal relationships are important; if your attorneys are waiting until they have a crisis before calling you in, that’s the wrong time to start figuring out how well you communicate with each other.

The look of success. A good way to start building these relationships is to ask your attorneys what success looks like to them, so you’re not guessing as to what kinds of media exposure they’re really after. Chances are they don’t know, which gives you a chance to enhance your credibility by starting to identify “success” in partnership with them.

Turn Your Lawyers Into Expert Commentators

Often, the first step in the internal education process is helping lawyers understand the limitations of “big-case” publicity and the power of 3rd party expert commentary.

“Big-Case” Media. When thinking of publicity, lawyers most often think about “Big Case” publicity. There’s no question that the successful culmination of a big case usually offers a great news hook and, when handled properly, generates uniformly positive coverage for the client and the lawyer. But it’s not a good idea to rely primarily on big case media to generate the kind of media exposure that will grow your business. As often as not, there are reasons that big case media can’t be initiated (e.g. the client doesn’t want press, the case will be appealed, or the lawyer waits too long to inform the publicist and it’s become “old news”). More importantly, even in the largest firms, lawyers can’t work on enough big cases to support the type of constant media reach and repetition necessary to drive business development. Need proof? Quick, name the other named partner in Johnny Cochran’s firm. You probably can’t, even though he’s a highly regarded lawyer in his own right. That’s because big case media, by itself, doesn’t have enough on-going life to support a firm’s marketing efforts.

Expert Commentary. A much more powerful form of law firm publicity is to work your lawyers into the newsstream, the flow of information from which journalists gather their expert sources. As mentioned earlier, nothing enhances your chances of landing on a prospect’s short list like having the independent media validating your expertise.

While many stories have a shelf-life of only a day, many of the more complex and interesting stories last several days or longer, or come back to the fore for return engagements. Knowing what journalists are working on, what they are likely to cover next, and getting into the stories early means more coverage in more media, and less work by the lawyers and their publicists to get it.

We call this the newsstream, the cycle of a news story from first inception to final analysis. By tracking news, anticipating the next story and providing useful, substantive information, a lawyer can provide journalists with the information they need exactly when they need it, and become a frequently quoted expert on an issue.

The Value of Personal Relationships: As we will explore in a minute, powerful technologies exist to help you work your lawyers into the newsstream. But it's important to remember that technology has its limits; personal relationships will always matter with media.

You can't place a feature story in the *Wall Street Journal* without two things: (1) A good story; and (2) The opportunity to pitch it to the right journalist. Developing personal relationships with journalists is the surest way to guarantee that opportunity. And when you nurture them by helping out journalists in ways beyond the immediate story you're trying to place, personal relationships can pay unexpected dividends.

Case Study: Turning A Negative into A Positive

[eXTRA/ Tire Co. Case]

Picking Your Experts. So you're determined to work some of your lawyers into the newsstream. But which lawyers should you push?

To maximize your publicity efforts, identify two or three lawyers who have viable expertise in practice areas that are growing -- i.e. areas that are (1) ripe to bring your firm more business; and (2) more likely to generate significant media attention. And remember, to become effective spokespeople, these lawyers have to be available enough to respond quickly. Strike a balance between someone who's so busy that she can't take the call when the *New York Times* calls to do a feature, and someone who's got lots of time because they aren't such a well-respected practitioner.

Using Technology to Leverage Publicity Opportunities

Three steps are required to effectively work lawyers into the newsstream:

1. A strategic approach to news which moves beyond providing journalists with information. It must include an understanding of how journalists think, what they need and when.
2. Incoming or news tracking software, which seeks out needed information and delivers it to the publicist's computer.
3. Outgoing or push technology which provides journalists with information in a timely manner.

The Process in a Nutshell. First we use a variety of inbound technologies to gather information about the news cycle. Then we figure out ways to plug our attorney-experts into developing news trends. Finally, we use outbound technologies to communicate with the appropriate journalists.

By combining inbound and outbound technologies, you leverage your chances of providing journalists with what they need, when they need it. And as we will discover, technology can be used both to enhance your chances of garnering publicity, and to expand its reach and power once you get it.

Newstracking/Inbound Technologies. Think of information the same way a Wall Street analyst thinks of the stock market. We track information and watch how it changes and breaks, on a real time basis, every day, often 24 hours a day. We also want to identify which reporters and which media outlets are covering the specific issues we're interested in.

There are several incoming newstracking technologies which, when used in concert, provide a very large net to help us catch news developments as they are occurring or are about to occur. With this information, law firms are positioned to capitalize on the contemporaneous opportunities these trends offer.

a. NewsPage: We start newstracking every morning with NewsPage. It provides tailored tracking of the news in dozens of different fields; whichever topic areas of interest you designate -- e.g. an IP firm will want to track patent news. NewsPage sends you an e-mail by around 7:15 A.M. EST which highlights the day's developments concerning the requested issues and provides access to the complete stories. It's a way to begin to put your fingers on the pulse of the day's news. Best of all, it's really inexpensive, under \$20 a month. NewsPage software can be downloaded from the Internet (www.NewsPage.com) or by e-mail (NewsPage_Direct@npd.individual.com).

b. Dow Jones Clip File & Nexis-Lexis: Most law firms are familiar with Dow Jones and Nexis-Lexis. While both are constantly improving, neither is perfect. If you use only one you're getting nowhere near full market coverage. Combined, they offer a powerful way to track news. Each allows for individual story/attorney tracking, and for the more sophisticated user provides clip files so that the user can input key phrases and have stories delivered either on their server or to their e-mail as soon as articles containing the key words appear. Most importantly, Dow Jones & Nexis offer the best way to identify exactly which reporters are writing about issues of interest to your firm; information which can quickly pay big dividends.

Case Study: The Power of News Tracking

An attorney, headed to Norway as a delegate to ISO 14,000 (a conference to internationalize environmental standards), sent us a news release and asked us to obtain coverage of his participation. While we knew that his “story” was really not news and one of those “only your spouse and parents care” stories, we recognized other possibilities.

Using Dow Jones and Nexis-Lexis, we identified that, to that point, only 28 reporters in the world had written about ISO 14,000. We faxed the lawyer one page of talking points to take with him on the plane and told him to take his lap-top and write about events as they broke at the conference. When he identified something newsworthy, we contacted the 28 reporters and gave them background information about the attorney and about what was happening at the conference.

Result: 24 of the 28 journalists interviewed our client.

He became the Market Owner -i.e. the “go-to guy” for ISO 14,000 stories.

c. **ProfNet**: If you only have \$1500 for your entire media budget, ProfNet is the first thing to buy. It’s an e-mail service for journalists to find experts to use as sources. Many journalists swear by ProfNet, it’s how they get their information. ProfNet is the best technology investment a law firm can make, and can be obtained through PR Newswire.

Four times a day you will receive 18-22 requests from journalists seeking sources for their stories. Armed with this information, you can contact journalists and provide them with interview sources at the moment they need your firm’s experts.

We send brief e-mails to our clients about Prof-Net opportunities and grade them in order of importance to the firm: e.g. for a Boston firm, a story in a national publication or in Boston-area media would be graded higher than a story in a Toronto paper. It’s important not to grab an attorney’s valuable time for a luke-warm opportunity.

d. On-Line Newspapers: Virtually every major U.S. newspaper and many of the smaller ones have web-sites that give you real-time tracking of localized news and local angles on national stories. It's not quite the same as having a local office, but the next best thing. Bookmark these sites as you use them & use them often!

On-line newspapers are written and updated on a constant basis. As a result, you can often get an early peak at the next day's big stories. Use this "head-start" to position your lawyers as experts.

Case Study: Using Tomorrow's News Today

By monitoring on-line newspaper sites, we knew on a Sunday that a breaking story in the Monday *Wall Street Journal* would be the Boeing-McDonnell Douglas merger. With a day's "head start" we were able to work one of our clients into the WSJ piece as a third party expert. As a result of appearing in the WSJ story, the client also received coverage on CNBC, NPR, Dow Jones News Wire, Business Week, the Toronto Globe & Mail and in several major city Business Journals.

On-Line Newspapers & Sources

[Take from Power Point Slides]

e. Electronic Editorial Calendars: By plugging in key words, a law firm's publicist can identify dozens of opportunities in business and trade publications which will be covering issues of concern to the firm and its clients over the coming months. The calendar will tell you what topics a given publication is developing, what the deadline is for submissions and who to contact. When you have "soft" news, you can find ways to work your attorneys into important upcoming issues of publications that cover their area of expertise.

Several editorial calendar software programs are available, but the best is Media Map, a data base of journalists. It's very powerful and very expensive -- \$25,000 for their full package, but you can get elements of Media Map for a lot less. The full package gives you up to 275,000 journalists in your data base as well as numerous electronic editorial calendars.

Note: like all electronic media support software, Media Map is thorough but not all inclusive. There are many editorial calendars (including many for legal publications) that are not included. A publicist shouldn't rely exclusively on the software -- where the firm wants to target specific publications that aren't included, just call the publication's advertising department and ask them to send you their most recent editorial calendar.

Supreme Court Calendar: The Washington Post Home Page offers an excellent U.S. Supreme Court calendar. This is another good way to track the flow of upcoming news. For example, if there are four sexual harassment cases on the docket, you know there will be sexual harassment stories coming up and you can start positioning your expert on the topic.

Other Excellent News Sources

CNN Quick News (www.CNN.com/QUICKNEWS)

Infobeat (www.infobeat.com)

Patent News (e-mail: patent-news@world.std.com)

Outbound and Push Technologies

Now that you've been tracking the news, how do you start reaching the right reporters in a manner that makes it likely that your attorneys will appear in important news stories? It's a mix between identifying the key reporters you want to reach, and providing them with timely information.

The Basics

Reporter Relationships: Nothing will replace good relationships with and phone calls to reporters. No matter how much technology you use to support your publicity efforts, telephone calls should always be a part of the plan. Obviously, speed and timing are the most important factors. If your attorney can't get back to journalists on the journalist's timetable, don't initiate the contact because it will ultimately hurt your relationship with the reporter.

Private Newswires: For the biggest stories, it's a good idea to use PR Newswire (www.prnewswire.com) or BusinessWire (www.businesswire.com) for mass electronic distribution of your news. These excellent services operate like private AP wires, they disseminate your story into thousands of newsrooms across the country. And they're not expensive -- roughly \$400-500 depending on the length of your release. While they don't guarantee interviews, they put your lawyers into the newsstream through on-line databases such as Nexis, America On-Line and Compuserve (i.e. your attorneys' names will now appear when reporters do background research in the subject area).

Simple Synergy

Put your firm newsletter on e-mail and make it available to key reporters.

Put Outbound Technology to Work

Phone calling and private news wires are only the minimal ("CYA") steps to take in order to obtain news coverage. Here are new outbound tools that every firm should use:

a. ProfNet Expert Database & Business Wire Expert Source: Both ProfNet and BusinessWire offer expert databases. You provide a brief but detailed biography of your attorney experts and list them by area of expertise (e.g. white collar crime, mergers & acquisitions, brownfields). The biographies contain a string of all of the attorney's expertise by key word. When a topic area highlighted in your attorney's bio becomes a big news story of the day, ProfNet and BusinessWire send a short list of experts, including your attorney, to thousands of reporters.

b. Create Your Own Legal News Service:

A legal news service is a powerful way to use basic e-mail to establish long-term relationships with reporters and increase the chances that they will consult with and quote your attorneys as experts. Use your legal news service to send information about breaking legal news to a selected group of journalists. It's important that you don't send items that are self-serving; the key is to strike a balance between providing helpful and timely information about developing news stories/trends and simultaneously increasing the likelihood that the journalists will quote a member of your firm.

Step 1: Target the key industries your law firm needs to speak to and identify key reporters

For example, if you specialize in health care, there are about 150 publications you should be communicating with on a regular basis; if you do environmental work there are about 110 publications, etc.

To identify key journalists and obtain their e-mail addresses, you can use many of the inbound technologies we've already identified:

1. **ProfNet:** Every time you get an e-mail request for an expert, you learn the name of another reporter and exactly what his or her beat and interest is.
2. **Bacon's Media Directories:** Bacon's printed directories (i.e. the books) are the best directories available listing publications and reporters by subject area.
3. **MediaMap:** detailed information on up to 275,000 journalists

4. **Dow Jones/Nexis:** The best way to see who's actually writing about the issues relevant to your firm's practice areas.

Step 2: Contact the Journalists and Get Their Permission

Once you put your list together, it's imperative to talk with each reporter first and ask them if it's okay to put them on your distribution list. Also, you should make it easy for reporters to unsubscribe if they later change their minds. Remember, what you're trying to do is build relationships with reporters and provide them with helpful information, not force feed them what they don't want.

Step 3: Target Your Information to Your Audience

Send information about breaking stories that your attorneys are following and can provide expertise about. Many stories will only be of interest to a portion of the reporters on your e-mail service, so make sure you sort appropriately before sending information. And make the information as specific and tailored to the reporter's interests as possible; journalists like nothing less than being sold a story that's not of interest to them.

Case Study: A Synergy of Strategy & Technology to Maximize The Potential of A Story

Our client won a major North Carolina Supreme Court Tax case.

Day 1: We placed the story as the lead front-page story, above the fold, in all 3 major newspapers in the state.

Day 2: We placed a favorable newspaper editorial.

Day 3: Using ghostwriters we had "on-call" we placed on Op-Ed.

Simultaneously we released the story on our Legal News Service and communicated directly with hundreds of other journalists specifically interested in tax issues.

Result: Fortune Magazine ran a major piece on a related tax matter and used one of the firm's attorneys as its exclusive expert source. Why - because we took advantage of serendipity; the reporter got the information about our clients and their major victory at the same time he was working on a tax story on a different matter.

When Dealing With A Reporter

- **If the reporter calls, always return the call; even if it's to inform him that you can't help with a particular story**
- **Work on the reporter's deadlines, not yours**
- **Shorter is better: Make sure your attorney can explain his or her story or analysis of an issue in a few sentences. If you don't get the journalist's interest in the first 30 seconds, you won't get the story. You need just enough to get the reporter's attention so she says: (1) Yes, I like the story; (2) It fits with what I'm doing; and (3) I want to talk with someone.**

Advanced Uses Of Technology

The Legal News Network

What we began as the world's first legal news service, has now grown to reach 15,000 journalist subscribers and has been converted into the Legal News Network (LNN). Like a mini-CNN, it incorporates the latest technology to exponentially increase its reach and power. In addition to the basic functions of an e-mail news service, LNN offers broadcast quality audio simulcast on national radio and the Internet, near television-quality Internet video and publication quality photographs.

The various features we've added demonstrate the types of add-on technology potentially available for your own legal news service and publicity efforts. Pick and choose those which you can use to enhance your own services.

1. Computerized targeted e-mailing: We have created software that identifies the exact beat and interests of each of the 15,000 subscriber journalists and delivers the outbound e-mails individually, i.e. each subscriber gets exactly what they're looking for and only what they're looking for. One of the best ways to create really close

relationships with reporters is to give them scoops now and again. With this technology, we have the power to hold back certain stories and offer them exclusively to a given reporter.

Be aware that this computerized personalization is very expensive -- it's running us about \$300,000. But you can invest time, in lieu of money, and customize your own e-mail service to certain degrees -- e.g. creating e-mail subgroups of journalists organized by their specific interests.

2. Simulcasting With Business Wire: All the stories we send out on LNN by e-mail simultaneously appear on Business Wire. This increases our reach to about 400,000 individuals a day.

3. Turning e-mail into "Smart" e-mail: The e-mails received by journalists are "hot-linked" to our website. If a journalist is interested in a given story, he or she clicks on the hot-link and is taken to our home page where he also gets:

- a. A news release, order, ruling or other background information on each case
- b. A biography and photograph of the attorneys involved
- c. A power-point presentation with audio allowing the attorney to "walk" the reporter through the bullet points of the story
- d. Broadcast-quality soundbites, downloadable by broadcast journalists for inclusion directly in their newscast.
- e. On-line press conference capabilities so that journalists can interact with key lawyers on the highest profile cases.

4. Linkage to Homepages and Search Engines: Numerous search engines and private news organizations will soon be carrying all or parts of LNN so that it instantly reaches tens of thousands of reporters. Linkage with key homepages provides additional exposure.

Your homepage, which should be promoting your news, should be linked to as many other homepages as possible. Put your firm and your stories in as many places as possible that journalists visit.

5. Radio Legal Network: We have sponsored radio time in major markets and put attorneys on the air talking about the legal news of the day. We also produce a two-minute daily newscast. Your firm can do this in your own market. It's a way to get your attorneys into broadcast in a more controlled, comfortable environment.

VideoPhones Are Here

For about \$30 you can get a camera and sound card and put them into your PC. This essentially creates a video phone by which you can communicate "face-to-face" with reporters and others.

General Counsel Television

The most important "buying relationship" for law firms is with General Counsels. That's why we've created the General Counsel Television Network (GCTV), a direct lawyer to General Counsel Internet television linkage. We identify what General Counsels are interested in so that when a legal story breaks, we don't just send it to journalists, but we also send it to General Counsels in a refined format, and only to those General Counsels interested specifically in that issue.

The General Counsel receives an e-mail about a story. If interested in further information, he or she can download a 5 minute video tutorial of your attorney talking about the breaking story. The General Counsel can also hot-link to our web-site and obtain additional background information, or contact the attorney directly through the same link.

Sounds Great But I Can't Possibly Afford It?

A lot of the soft technologies we've discussed are inexpensive (e.g. NewsPage, ProfNet, Basic e-mail services, etc.) To manually create your own outbound e-mail legal news service is also cheap, and you can customize it to a significant degree without adding any substantial cost besides employee time. Many of the other technologies are a lot more costly. We're currently spending hundreds of thousands of dollars to establish LNN and GCTV. As we mentioned earlier, Media Map costs around \$25,000; but if need be you can exist on Bacon's directories for about \$1100.

What you want to do is learn about the various elements and technologies that are available and select those that fit both your publicity plans and budget. As your success, plans and budgets grow, you can add additional pieces. If you really want to go full bore and take advantage of all of the technology, you can enlist the services of an outside firm that already possesses the technology.

Conclusion: Putting It All Together

Law firms should always be looking to publicity opportunities as a powerful way to support their business development goals. Technology provides many of the tools that law firms need to support a strategic, proactive and powerful public relations approach which can create the "top-of-mind" awareness that places the firm on prospective clients' short lists.

What happens when you "put it all together" and effectively implement the strategies and techniques discussed in this primer? **Short-term success which leads to longer term success which leads to conditions that make your job easier.**

Case Study - Putting It All Together

In the summer of 1997, a large Chicago law firm asked that one of its partners, Robert Fishman, receive media coverage as the newly appointed President of the American Bankruptcy Institute. Similar to big case publicity, they wanted to leverage the prestigious appointment into press coverage that had value to their clients and prospects, and that touted Fishman as a commercial bankruptcy expert.

Step 1: Educate the Client

Because of the timing (the request came two months after the appointment) and the absence of much of a newshook for this kind of story, we told the client that the best they could probably hope for would be the little one paragraph items in the back of trade publications (known as the OMASC story - Only Mom and Spouse Care). But we also explained that the firm's objective of obtaining coverage of Mr. Fishman's expert status could be better achieved by using the techniques described in this primer. The firm agreed to give us some time to take advantage of serendipity and work Fishman into the newsstream as an expert commentator on bankruptcy matters.

Step 2: Prepare For An Opportunity

Using the incoming newstracking technologies described earlier, we monitored upcoming stories and bankruptcy-related news trends and identified key reporters most interested in commercial bankruptcy stories. We made contact with many of these reporters to introduce them to Mr. Fishman and his expertise - i.e. just to plant the seeds. Eventually we identified a trend that was perfect to exploit. On a Thursday, the newspapers reported that the Barney's Department Stores were filing for bankruptcy protection. Three days later, on Sunday afternoon, electronic tracking reported that a major Monday morning story would be that Chicago-based Montgomery Ward's was filing for bankruptcy. Suddenly there was a trend -- two high profile retail bankruptcies back-to-back indicated that the next day's stories would not only report the news, but would also provide a "tail" of stories analyzing the possibility of a trend in the industry.

Step 3: Exploit the Opportunity for Maximum Results

Now that serendipity had provided a golden news opportunity, we contacted all of the key reporters again, both by phone and electronically. Instead of writing a news release, we prepared a one paragraph backgrounder about Fishman's availability and opinion on the Ward's bankruptcy and distributed it on our Legal News Service. This information reached 3,400 journalists at the same time as their assignments to write analysis stories on the Ward's bankruptcy.

The result: On Monday morning, contemporaneous with the breaking of the Ward's story, Mr. Fishman was interviewed and quoted by all the major Chicago papers

- a. 3 front pages stories in the *Chicago Tribune*
- b. 3 stories in the *Chicago Sun Times*
- c. He was quoted in all the wire service stories
- d. His quotes appeared on the Internet sites of the Chicago papers which further broadened the distribution

A great start; but only the beginning. Because Fishman appeared as a major bankruptcy expert in connection with this story, he kept getting interviewed in subsequent bankruptcy stories (including Sears) and appeared on Network Television, CNN, National Public Radio, etc.

Step 4: Your Expert Becomes Your Advocate

Once you successfully position one of your firm's partners as a media expert, it dramatically increases the "buy-in" to what you're doing. The attorney/expert will carry your message for you and become your biggest advocate.

Here's what Robert Fishman had to say:

The “visibility” return on this media attention had been incredible. And what is most amazing is that the bulk of the return had been received by my partners, who had heard from their contacts and clients about my media appearances. The feedback has been extremely positive and more frequent than I might have imagined.

The concept of “earned media” appears to have a snowball element to it. Once I began to be quoted in the newspapers, other reporters started calling me, and I received repeated inquiries from reporters doing follow-up pieces. My colleagues now believe me to be a media “darling”, which thought I have no intention of denying.

Lastly, an attorney interested in media coverage must be very sensitive to the timeliness element of news reporting. Getting back to a reporter tomorrow, when they need a story today, is not good enough. If you want to develop a working relationship with the media, you must meet their needs, and timing is one of their greatest needs.