



## **The Complete Package**

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Let's face it, the media doesn't always want to hear from a lawyer. Despite the fact that lawyers think they have interesting anecdotes which will make every story better, in reality reporters more often want to speak directly to the people who can bring life to the story and offer personal anecdotes about their involvement in their cases. Not second hand stories.

It's rare when a story in a magazine, newspaper or on TV and radio begins with a lawyer, unless the lawyer is the subject of the story. Reporters must tell interesting stories and include people who can illustrate a situation or problem that led them to hire a lawyer in the first place.

So, how do attorneys get a reporter's attention? Offer the complete package. This includes:

- 1) Getting the client's permission to speak to the media.
- 2) Providing a client who can speak.
- 3) Offering actual court documents to substantiate the case.
- 4) Provide the case number, court location and judge hearing the case.
- 5) If the news will be on TV or radio, be sure that your clients are willing and able to meet with broadcast journalists in person and offer locations where the producer or reporter can get video and sound for their package.

If this story is a general trend and development feature, the basic premise is the same.

- 1) Offer a client as an example to illustrate the trend.
- 2) Provide facts, research or supporting documents that show why this is a timely trend.
- 3) Be prepared to speak to the reporter about your own experiences and offer interesting anecdotes or solid advice which will showcase why the attorney is as an expert on the subject.

Now you've got the complete package. Wrap it up nicely and you will wrap up media coverage for yourself and your firm.