



Big News In Your World, Not in the Media

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When the law firm decided to develop a new website, the partners insisted that the launch would generate press. The PR professionals working at the firm were asked to write a news release and secure media coverage, or even a feature story that showed off the new features of the site that they insisted no other firm was using.

Too often, partners think that just because an event is important to their firm that the media will be interested in it too. This comes with partner moves, website launches, new practice groups and even name changes. But, a savvy PR professional knows that in even in the best case scenarios, as in the case of the new website, that kind of news will rarely get coverage. The reason is that it is truly not considered news.

When partners are eager to get the information to the public, I think it's the PR professionals' responsibility to manage expectations. Talk to your firm about how the media works, what reporters want, what makes news and the realistic possibilities for getting the firm's news published. Then offer solutions, such as writing a news release and posting it on the wire or website. Or sending an announcement to clients and contacts. Or even hosting a firm reception or setting up a reporter meet and greet. But, to suggest that reporters will want to write features about the firm's new website or name change is offering false hope. There are better ways to get in the press.