



Find people
who need you

How to create a media relations strategy

1. Understand your firm's media relations policy. Connect with your firm's marketing person, whether that is the administrator, marketing manager or director. Then work with that person to make sure your goals are aligned with the overall goals of your firm and that they don't encroach on any of the other lawyers at your firm.
2. Consider who you're looking to target for business (this is your audience).
3. Develop a list of the media sources that reach your audience.
4. Prioritize your list based on the percentage of your target audience they reach.
5. Understand how each media source operates; style, tone, approach, slant if any, etc.
6. Decide on the top three to five sources that reach the maximum number of potential new clients. Get copies of their publications, read the articles and stories. If television or the airwaves are their mediums, watch and listen to learn more about the style and personalities of the journalists, reporters and editors.
7. Develop your news idea for each source.
8. Pitch the idea first. Include the following in your pitch:
 - a) Audience
 - b) Three key messages
 - c) What action you want the audience to take after reading your story.
9. When you have approval/agreement on the idea, then write the story
10. Hire a professional media trainer before approaching any media source in person.
11. Offer to provide thoughtful articles to targeted publications on a regular basis.

About news releases

Send out news releases regularly to your targeted list of sources and follow up by email and phone to offer further information and/or to schedule interviews.

But do not send them out just for the sake of it. Look at the story from the media's point of view. Is it interesting? Will it help to sell the publication or add value to the source?