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ALL ATTORNEY ADVERTISING, MARKETING AND COMMUNICATION MUST COMPLY WITH
RULES REGULATING THE FLORIDA BAR SUBCHAPTER 4-7 INFORMATION ABOUT LEGAL SERVICES.

Promoting Board Certification: Media Relations 101

Know Your Reporters. Call your local media organizations and ask the names and direct numbers for reporters who cover the legal beat or your specialty areas. You might want to work with the consumer reporter at a TV station and the legal-beat reporter at a newspaper, for example. Call the reporters and introduce yourself. Offer to be a resource when they are seeking commentary and interviews from a legal expert.

Know your editors.

- **Assignment editors** (for print, TV and radio) decide which stories to cover – and assign reporters to cover them. Find out who assigns stories, and the format that person prefers for media advisories (e-mails that let the media know about story ideas). Weekend and weekday assignment editors differ. Always call to ensure that assignment editors get your advisories; they receive many requests for news coverage every day and one-page advisories are easily misplaced.
- **News editors** edit reporters' stories for accuracy and content. If a reporter quotes you inaccurately or makes a grossly inaccurate statement in a story, you might want to complain to her editor.
- **Editorial page editors** decide the content of the editorial section of the newspaper. They and their staffs write editorials, and determine what Op-Ed (articles that appear on the page opposite the editorials) and letters to the editor are included. At larger publications, for example, one editor might be in charge of writing all editorials related to legal issues. Call the appropriate editor before submitting letters to the editor and Op-Ed articles to ensure that word counts and formats are correct. Some editorial page editors also monitor blog content and can influence what is permitted to be posted.

Provide Useful Information. Offer to introduce yourself in person to the reporters who cover your specialty area. Leave behind a certification brochure, including your business card and/or contact information and after-hours numbers in the event a reporter might want to reach you for comment on breaking news.

Keep in Touch. Call or e-mail your reporter contact list at least once every six months to ensure that your list remains accurate and that reporters remember you. Send reporters updated background information or new communications tools – brochures, fact sheets, news clips (all available at www.floridabar.org/certification) – as they become available.

Regularly Send Communications Tools. To establish and maintain regular contact with news organizations, get in the habit of sending reporters your firm's schedule or newsletter.

Ensure Accessibility. Once you provide reporters with your contact information, be available when they call you. Answer their questions promptly and accurately, and become known as a useful source. Once you've established a rapport with a reporter, he might call you for quotes on other stories.