

# 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.

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. If your firm has a newsletter or blog, share it with reporters.

## KNOW YOUR EDITORS

- **Assignment editors** 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, discuss your concerns with the reporter's editor.
- **Editorial page editors** decide the content of the editorial section of the newspaper. They write editorials, and determine what Op-Eds (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.

## 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.

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



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