How to Get Media-Ready for a High-Profile Trial

Trying a high-profile case under the media spotlight is rare for most lawyers, but it is becoming more and more common given the number of new media outlets and the growing public appetite for legal news and information, writes **Bruce Vincent** of **Muse Communications**.

“The delicate balancing act of effectively handling a client’s case while also protecting their public reputation is far from easy, but it can be done if you recognize the potential pitfalls and what to expect from reporters,” he explains in the Muse blog.

In his post, Vincent goes through the steps – starting with determining whether media truly are interested in the case, choosing who will communicate with reporters, being aware of which media outlets and individuals reporters are interested, and the challenges of answering questions from reporters while trying to stay focused on the trial.

Read the article.