

# **Making Your Law Firm Media Savvy from Top to Bottom**

President Donald Trump's complaints about anonymous media sources and unauthorized White House news leaks are symptoms of a lack of planning that offers an important lesson in crisis communications for law firms, writes Bruce Vincent of **Muse Communications**.

"If the President or his emissaries had properly established a few key rules and a solid media game plan before the inauguration, it's possible that Team Trump would be spending a lot more time advancing the administration's policies rather than responding to media bombshells," according to Vincent.

His advice for the administration includes: establish a media chain of command, treat a crisis communications like a fire drill, managing expectations, and conducting a crisis communications follow-up.

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