

# Successfully Navigating Media in Law Firm Mergers

Recent breaking news about the potential union of Dallas' Winstead and Atlanta-based Troutman Sanders is another example of how the media can quickly become a factor in private law firm mergers, writes Bruce Vincent in a **blog post** for Muse Communications.

"While it remains to be seen whether the media interest will impact any eventual union between Winstead and Troutman, the way the news became public provides key insights for other law firms that may be considering a merger," he writes.

Vincent outlines some of the most important steps to take in such a situation. He discusses informing important audiences, such as clients; handling media requests; and the right way to follow up.

**Read the article.**