Thinking Like a Reporter to Promote Your Legal Case

Promoting a legal case requires a different set of skills and tactics compared to defending a client in the court of public opinion, writes Bruce Vincent of **Muse Communications**. His blog post focuses on cases that lawyers and their clients want reported, rather than those that should remain below the media's radar.

First, he advises, ask: "Is my case media-friendly?"

"Being honest with yourself and your client on the front end is crucial. No one wants to waste time or money promoting a story that honestly has little chance of generating positive coverage," Vincent explains.

He also gives advice on thinking like a reporter and acting like a news producer.

Read the article.