

MEDIA TRAINING FOR LAWYERS:

Learn to Survive and Thrive in the Spotlight

It is arguably one of a trial lawyer's greatest fears: to lose a case in the media before jury deliberations even begin. Thus lawyer after lawyer utters a terse "No comment!" to the gaggle of reporters on the courthouse steps—and promptly shoots him- or herself in the foot.

Why does saying "No comment!" backfire? Because refusing to talk to the media never kills the story. It just gives your more media-savvy opponent a chance to program the jury pool during the six o'clock news.

In truth, facing the cameras during a high-profile trial is *not* ill-advised. It is merely inevitable. Whether you like it or not, you are an eyewitness to a major news event and the press *will* seek you out. That becomes problematic only if you don't know what to expect, how best to respond, or how to use the media to your client's strategic advantage. Even in the age of the 24-hour news cycle driven by smart phones, *Twitter*, *Instagram*, and all the rest, there's a way to stay in control.

At *The Strategic Image*, we'll train you to face the limelight, preserve your ethics, and stay on top of your case. As former media insiders (*60 Minutes*, *20/20*, *Frontline*, and more), we know how reporters think and operate and know how you can work with them to best advantage—even in the age of "Fake News." With our guidance, you'll avoid getting blindsided, avoid being taken out of context, and will be prepared to handle all comers, from local reporters and *Twitter*-savvy activists to the venerable reporters from *CBS News*, *FOX News*, or *The Washington Post*.

Whether we coach you in advance of trial, or guide you through the quagmire of microphones on the courthouse steps, you will learn how to...

- Anticipate the reporters' moves
- Field the toughest questions
- Handle the toughest interviewers
- Avoid being taken out of context
- Avoid being sanctioned by the court
- Serve your client's best interests
- Stay ahead of the story and in control of your case

Operating in the limelight can be stressful, but only if you're unprepared. *Carpe diem*: CONTACT US.

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FREE 90-MINUTE NO OBLIGATION CONSULTATION
CALL US @ 1-773-783-5900**