

Introduction



Plaintiffs' trial lawyers face tremendous competition wherever they practice, in whatever practice area. Most attorneys rely on advertising as their chief marketing tool; others use a public relations agency to handle the whole marketing job. But there's a quicker, easier and more effective way to stand out from the crowd: **media relations**.

Media relations is the art and science of getting your practice covered by the news media. No matter how many ads you buy, newsletters you distribute or Google hits you receive, nothing has the impact of a news article. An advertisement can only *tell* the public what your firm does; a news article *shows* you helping a plaintiff and *demonstrates* your abilities.

It is not by accident that some of your colleagues' cases show up on *60 Minutes* or *Dateline* – nor is it an accident that reporters seek them out to comment on a news event.

For well over a decade, the principals at Denney Media Group, Inc., have worked with former presidents of ATLA, members of ABOTA and members of the Inner Circle to consistently obtain prominent, favorable news coverage for their practices, both locally and nationally. And we are the only agency in the nation that specializes in this area.

Why Media Relations?

News coverage of your practice can be haphazard, occurring only when you file a new case or obtain a sizable verdict.

But a well-considered media relations strategy can keep your name in the news on an ongoing basis, targeting specific audiences within particular communities, states or regions. It is a powerful tool that can be employed in many ways: to develop a lagging practice area or nurture one you mean to develop.

Most public relations agencies emphasize advertising, newsletters and website tweaking. These premium services are so profitable to the agency, media relations is limited to issuing press releases.

The principals at Denney Media Group make the most of your firm's media relations potential by presenting you as a valuable resource for journalists: both as a source for news stories and someone with cases and experience who can help illustrate complex legal and social issues.



Your media relations program

We offer two levels of service:

Full-time representation — This is our highest level of service, in which we will be on call for an entire year implementing a coordinated strategy to improve the public visibility of yourself or your practice through the full range of practice areas.

Project work — This is a more limited and focused program, based on a specific case, the development of a new practice area, or any other work focused on a specific goal. The term of our work on such a project may be limited to a few months or for longer than an entire year.

Exclusivity -- May be added as a premium service for a specific geographic area in which we would not work with someone you consider a competitor.

Costs

Fees for a media relations program are considerably lower than for advertising or other marketing strategies. Our fees are negotiable and consider such factors as your particular market. The fee is all-inclusive and payable up front or by a payment schedule.



Experience

Medical Malpractice

We have brought media attention to dozens of medical malpractice cases in issues ranging from anesthesia error to psychiatric malpractice, showcasing our clients' skills, resources and experience. The cumulative effect has been to widen our clients reputation, both among the public and their peers, enabling them to expand the geographic bounds of their practice, even into states with more favorable liability statutes.



Personal Injury/ Wrongful Death

We have obtained news coverage for cases involving virtually every kind of personal injury or wrongful death; from causes arising from defective products to physical attack, in settings ranging from suburbia to oil rig platforms at sea. This includes industrial and transportation accidents, and injuries and deaths arising from dangerous consumer products, particularly in the area of non-crashworthy automobiles and defective tires.



General experience

We have also had extensive experience in many other practice areas, including aviation and rail disasters, terrorist attack, consumer class actions, age, gender, race and other bias class actions, and toxic tort cases, including tobacco cases. We have also had our clients interviewed on a number of legal issues in the news, providing many to rebut tort "reform" arguments in a variety of media venues.



Using media relations



Advertisements are self-serving statements which must be placed (paid) in one or more publications. A news article, by contrast, amounts to an endorsement of your firm's value and expertise by an independent third party. And news articles may not be limited to one publication; they can be distributed by wire services to hundreds of newspapers, magazines, broadcast venues and websites.

By demonstrating your firm's experience and by showcasing people actually helped by your work, media relations offers **three marketing advantages** to law firms:

- It can be focused on developing a practice niche or enhance the visibility of a practice area
- It can do so in states that may offer a better liability climate than your own
- It can provide a public forum for issue advocacy

Taken individually, any of these media relations advantages can assist your firm in standing out from the crowd. Denney Media Group can forge them all into a single strategy that can help you across a wide spectrum of areas, providing the single most cost-effective means of marketing your practice.

Two things you should know about us:

Our relationship with the news media — We have established a professional relationship with journalists from major newspapers and networks for over a decade because of the professional way we represent our clients.

Our respect for the practice of law — We have as much respect for the work and traditions of lawyers as you do. All our activities are in full compliance with Bar rules concerning media relations. We are aggressive on your behalf, but all of our efforts take second place to the interests of your clients' case.



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Information For:

Plaintiff's Lawyers



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