

ATTORNEY MEDIA INTERVIEW LESSONS

from Trump's Axios appearance



Hi Shelby,

For public relations professionals, the Trump presidency has been a rollercoaster of emotions. Putting aside politics, Trump flouts the standard rules of engagement with the media in a way no other U.S. president has done before. Sometimes his disregard for PR best practices works to his benefit. Other times, it doesn't — in dramatic fashion.

Take, for example, last month's "Axios on HBO" interview with Trump. In the segment, Trump committed several PR cardinal sins, providing an extraordinary example of how *not* to conduct a media interview.

In a recent article for *Law360*, I provide four lessons that lawyers can take from the president's Axios interview to avoid a similar disastrous outcome.

Until next time, happy marketing!

Michelle

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Today, reporters are forced to do more with less, crank out stories faster than ever before and are increasingly focused on clicks and views at the expense of solid, introspective reporting. This means errors happen — lots of them. What do you do when the media gets your story wrong?

WHAT WE'RE READING

- Leveraging your firm's knowledge for a greater share of voice and market — The "Excess Share of Voice" (ESOV) rule in marketing goes like this: Brands that maintain a higher share of voice relative to their size will grow. In this article, Passle argues that law firms must capitalize on their clients' need for certainty, clarity and knowledge to benefit from the ESOV effect. (*Passle*)
- Advertising in recession — long, short, or dark? — Peter Field, a LinkedIn B2B Institute Research Fellow, examined 50 case studies from the Institute of Practitioners in Advertising (IPA) covering the 2008 - 2009 recession to see what we can learn from marketing practices and outcomes during that time and apply them to our current recession. (*LinkedIn*)

WHAT WE'RE DOING



I was interviewed recently by Elise Holtzman, JD, PCC, of The Lawyer's Edge and we covered a range of law firm marketing and PR topics, including:

- Our research on marketing during a recession
- The differences between marketing and public relations
- Whether lawyers still need to worry about PR and traditional media outlets
- The best ways to get media attention from a publication
- Why "no comment" is a big no-no and my alternative suggestion
- The only way to grow and develop a reputation in your industry? Consistent and ongoing thought leadership

[Check out the podcast here!](#)

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Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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