



Hi Shelby,

For many law firms, getting a mention in *The Wall Street Journal* is the ultimate public relations coup. Nothing says “you’ve made it” quite like a *WSJ* hedcut.

However, with the closure of the *WSJ Law Blog* in 2017, getting noticed by the *Journal* is now more challenging than in years past.

In today’s blog post, Rep Ink’s own attorney-turned-PR pro Eric Pesale tells you everything you need to know to get that coveted mention, including tips from Brent Kendall, the *Journal’s* legal bureau chief.

Until next time, happy marketing!

Michelle

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Related Posts



[How to leverage your next event sponsorship](#)

Sponsoring an event — whether an event discussion, seminar or workshop — is a great way to promote your law firm or legal tech company. Event sponsorships don’t come cheap, however, and often cost thousands of dollars. Here are some tips from Kevin Aschenbrenner for before, during and after the event to make sure every penny you’ve invested in sponsorship counts.



[Meet the legal media: Rebekah Mintzer, Bloomberg Law](#)

Bloomberg Law is known for its coverage of the business of law, particularly Big Law. It has become a go-to source for information on the legal industry as a whole, as well as specific practices with newsletters published under the Bloomberg Industry Group banner. In 2020, we sat down with Rebekah Mintzer (now the Legal News Editor at Thomson Reuters), to learn how she finds sources and story ideas, her preferences for working with law firm PR professionals and her tips for getting coverage.

OUR CLIENTS IN THE NEWS

As any legal PR pro knows, publicizing litigation wins can be tricky. However, one great spot to showcase litigation prowess is *ALM’s* “Litigator of the Week” column. Here are two recent hits we secured for our clients in this column. Congratulations to Jonathan and Michael for their achievements!



In July, Harris St. Laurent & Wechsler founding partner Jonathan Harris received **a prized runner-up designation** for his work securing the largest FINRA arbitration award ever given to an individual. Harris, who was among the lawyers who represented former D.E. Shaw star money manager Daniel Michalow in a defamation matter surrounding claims of sexual misconduct, secured a record \$52 million arbitration award for his client.



Additionally, Michael Ehrenstein of Ehrenstein|Sager received **a Litigators of the Week shout-out in April**. Michael received this accolade for his work dismissing breach of contract claims worth \$1.1 billion that a group of power plant developers filed against the Republic of Angola in the Second Circuit. Thanks to Michael’s efforts, the Second Circuit held that the developers should litigate their claims in Angola’s courts instead of U.S. federal courts.

MEET THE NEWEST REP INK'ER

We're excited to introduce you to our newest member of the Rep Ink gang:

MARJA MARTINEZ

Before making the switch to PR, Marja worked as a broadcast journalist writing hard-hitting news stories, creating compelling online content and engaging with thousands of viewers on multiple social media platforms. Now she's using the skills she honed as a reporter to help Reputation Ink's clients define and promote their brands and build trust within their communities.

[Read more about Marja's experience and her new role as a Rep Ink'er](#)

We continue to grow and add new Rep Ink'ers! Welcome to our newest team member, Marja Martinez. Prior to joining us, Marja chased hard-hitting news stories as an award-winning broadcast journalist in Texas and Oregon.

[Learn more here](#) and say hello to Marja!

ABOUT US:
 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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