

In-house lawyers and the media

Media opportunity landscape and media training

ACC LEC



Our time today

Media landscape for in-house lawyers

Opportunity space

Preparing for interviews

Practice and workshopping



Introductions

Your name

Company and home
base

ACC role/outgoing
role

Your goals for today



Media landscape for in-house lawyers



Discuss Your media experience

The state of media storytelling

The media is your conduit

- Use the media to reach larger audiences, engage stakeholders and build brand recognition.
- Reporters want emotional, human stories rooted in reliable data.
- Lawyers are often viewed as corporate gatekeepers; reporters jump at the chance for an interview.



QUARTZ



Bloomberg
Law®



FAST
COMPANY



The
New York
Times

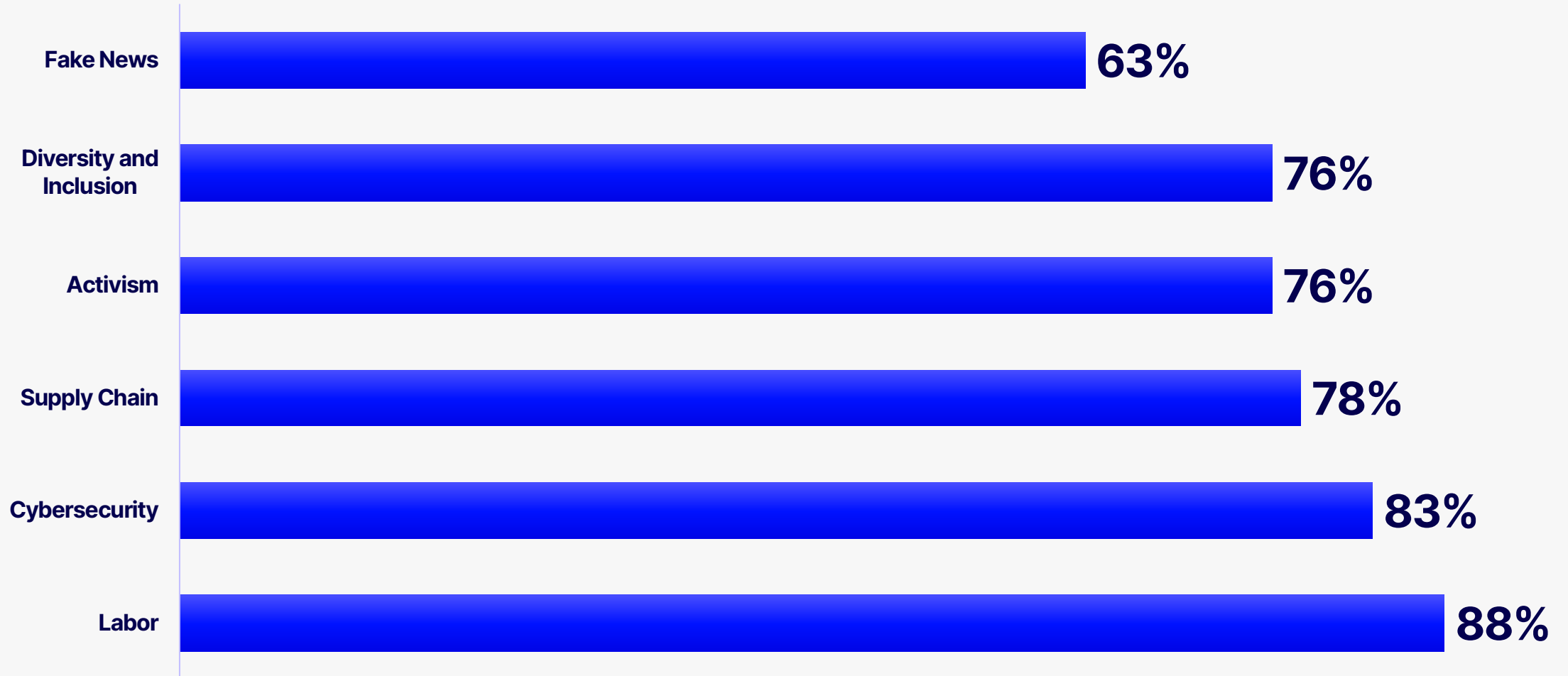


WALL STREET
JOURNAL

What makes the news



What's keeping our clients up?



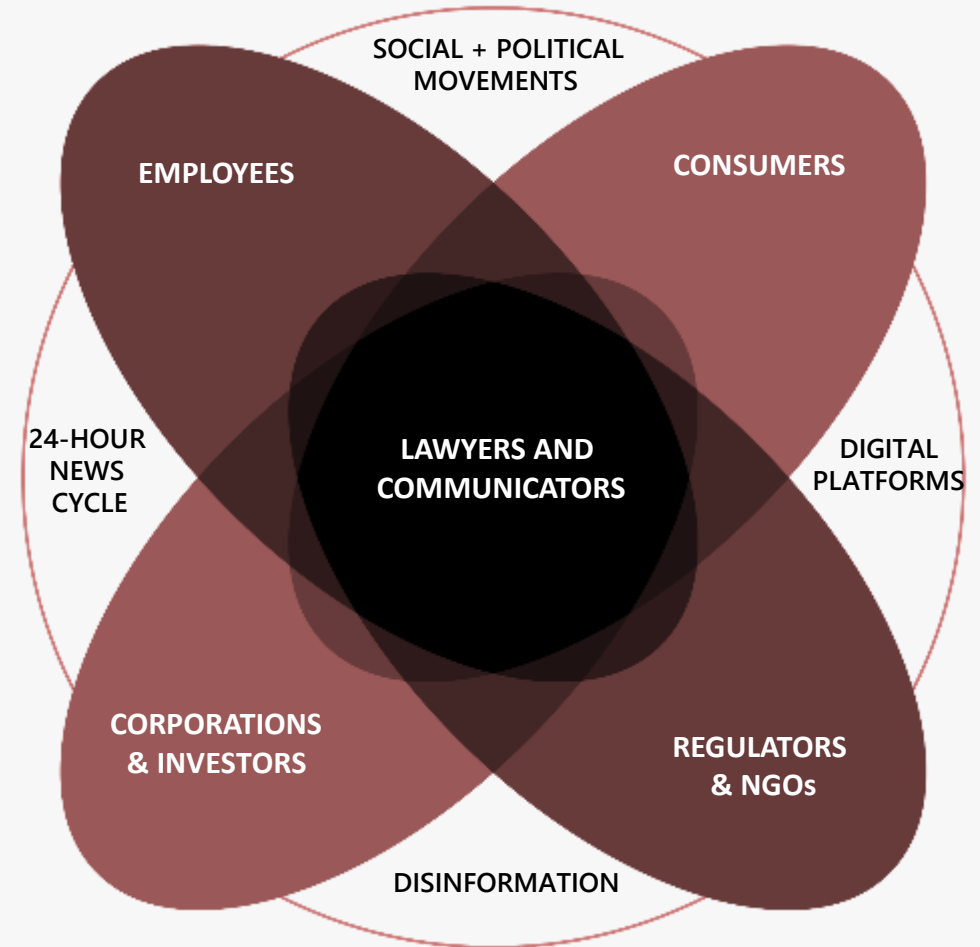
Legal & comms: Better together

Today's complex issues require aligned legal and communications strategies

—created by integrated teams of legal and communications experts working together to *maintain license to operate* and *preserve enterprise value*.

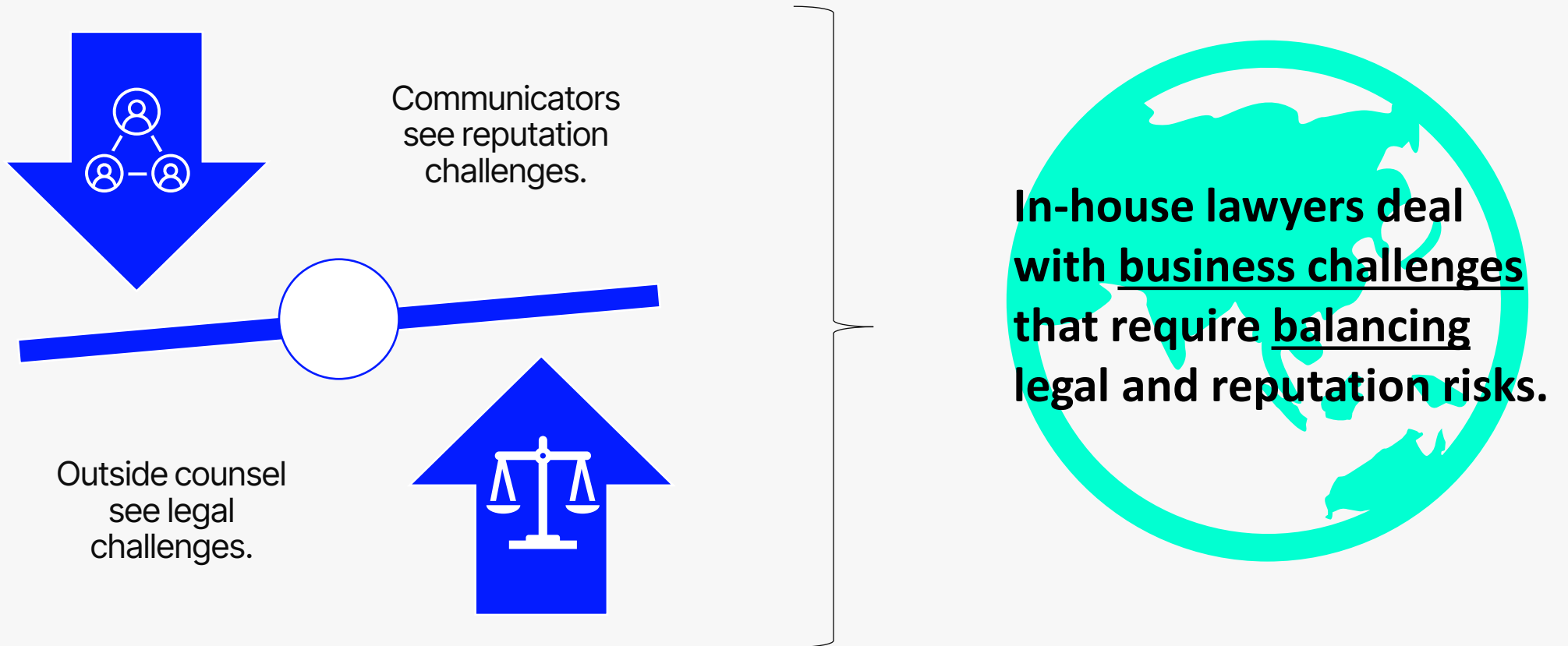
Swift, strategic communications can do things that legal intervention alone cannot do

—rapidly intercepting information flows to manage key audiences, control the public record, influence opinion, and preserve reputation.



In-house lawyers help create balance

Protecting a brand's reputation and license to operate through crises or complex legal affairs requires collaboration between legal and communications teams. The legal department sits at the heart of this collaboration.





Opportunity space



Why are in-house lawyers quoted?

Official company statements

“Chicago Bears Hire Krista Whittaker as EVP of Legal and Business Affairs, Chief Legal Officer”

“US SEC Seeks \$2 Billion from Ripple Labs”

Trend stories

“How Adobe is Managing the AI Copyright Dilemma, with General Counsel Dana Rao”

“Return to Office Mandates Can’t Fix Stagnant Post-COVID Worker Productivity”

Takes on the legal profession

“How the Law Department Can Unlock Your ESG Strategy”

“The Modern General Counsel: Lead the Way”



Discuss ... Shifting to a proactive mindset

When is an in-house lawyer the wrong spokesperson?

When is an in-house lawyer the right spokesperson?

Where can we look for proactive opportunities?



Think outside the interview ...

1

Bylined articles

Articles on the legal profession, advocacy matters, industry trends

2

Thought leadership on social

LinkedIn posts

Longer-form LinkedIn content

3

Company news

Internal communications (newsletters, memos)

Intranet content or similar

4

Speaking opportunities

Internal (Town halls/All hands)

External (ACC events, other industry or professional panels)



What proactive stories come to mind? Where can you find opportunity space to be a spokesperson? Why do these make compelling stories?

Opportunity space prompts

Legal
profession

ACC

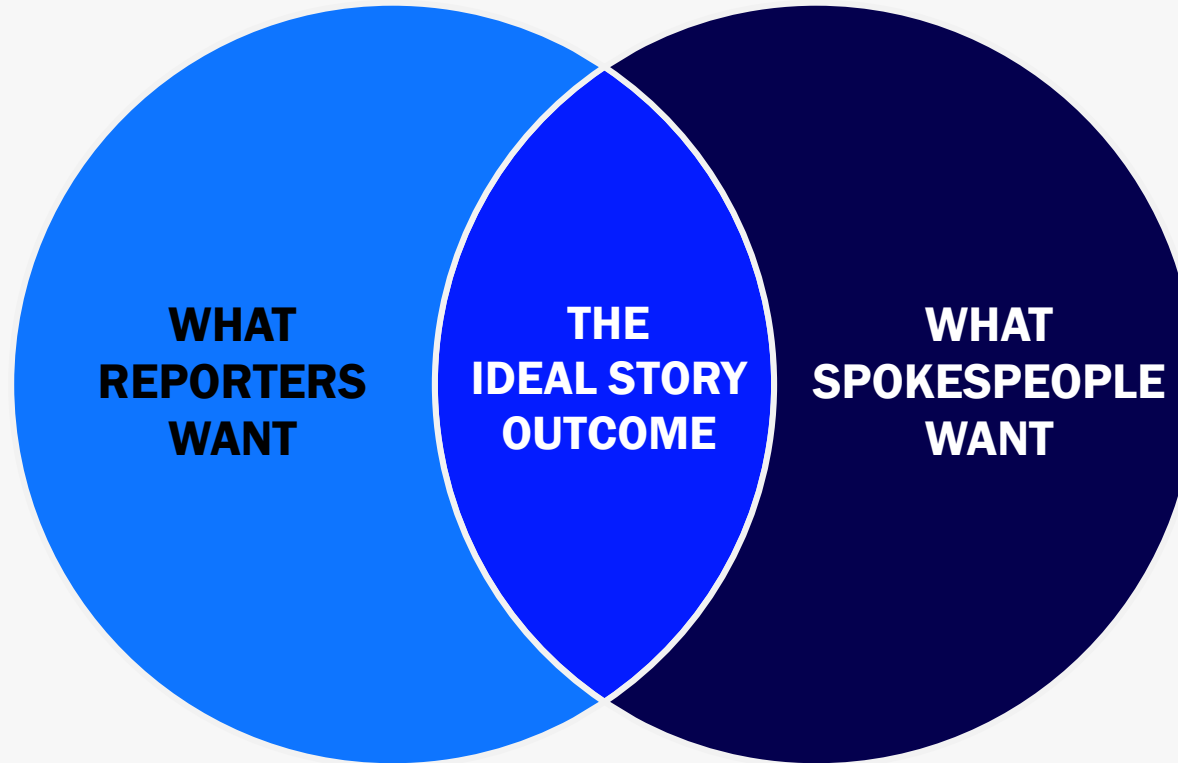
Company or
industry



Thinking like journalists today

DRAMA & CONFLICT

- Brief & Simple
- Timeliness & Trends
- A Clear Differentiator
- Human & Personal
- Audience Benefit
- Examples & Stories



FACTS & DATA

- Company-Centric Information
- Industry Jargon
- Subject Matter Details
- To Stay In "Safe Zone"

A recap: What makes the news

Ti**TIMELINESS**

It is happening now

Te**TENSION**

It highlights clashes of opinion, opposing viewpoints or general controversy

Su**SURPRISE**

It highlights “strange bedfellows” or another unusual circumstance

Ch**CHANGE**

It shares a new twist to an old story, telling the next phase or nuance of an ongoing trend

Pe**PERSONAL**

It connects to people’s lives or large numbers of people

Pr**PROMINENCE**

A known figure or issue is driving the coverage

Px**PROXIMITY**

It leverages a local angle (the closer you are to a story, the more you care about it)



Preparing for interviews



Elevator pitch

Former Twitter CLO
Vijaya Gadde
October 2019

[LINK](#)



IT'S A TRANSACTION
NOT A CONVERSATION

Come in with your
own agenda

Don't take the bait
if it gets negative

Remember, you're
always on the record





Know your audience

Establish credibility

- Practice your intro
- Tell the audience why you're the right person to deliver these messages

What does the audience need to know?

- Stick to three main ideas
- Avoid granular detail, keep it high-level



Establishing trust as a spokesperson

For your company

Establish integrity and dependability

- Why your company is honest and does what it says it will do
- Why you're a trusted expert on the matter at hand

For your industry

Demonstrate innovation and compliance

- What's new and why we should care
- What you're doing — and your proven track record — and why that matters

For your association (ACC)

Highlight dedication and ability

- What services, programming and connections ACC provides — and why
- Why ACC is the trusted source

For your profession

Draw attention to advocacy and credibility

- What topics are important for awareness
- Why in-house lawyers have an essential — and growing — role

Reverse your way of thinking





Elements of effective messaging

Targets your specific audience and addresses key concerns

Focused on the soundbite

Supported by credible, memorable evidence

Framed effectively and positively

Relatable, repeatable



What are your three main messages? What does your message pyramid look like?

Building your message pyramid

Legal profession

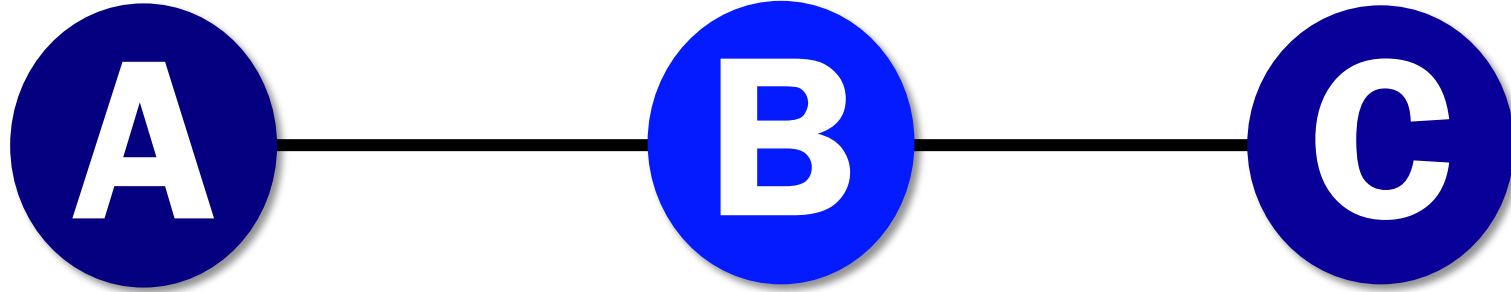
ACC

Company or industry



Practice and workshopping

Each question is an opportunity



**Address
the question**

**Bridge to your
key message**

**Conclude with
why it matters**

“ We are taking this situation very seriously... ”

“ But what’s important to remember is... ”

“ We are singularly focused on making this right... ”

Flagging: Calling out what's important

“

If there is one thought I can leave you with today (pause)...it is this:

”

“

Without a doubt, what really matters here (pause)...and that is:

”

“

I'd like to highlight an important point...

”

“

The most important thing to remember is...

”

“

I've talked about many issues today. The three most important takeaways are...

”

“

The primary focus is...

”



What would a tough question be? How would you bridge? How would you flag?

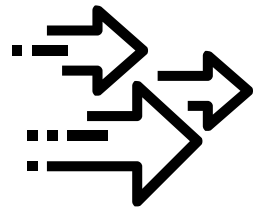
Putting your messaging into action

Legal profession

ACC

Company or industry

Ways we sabotage ourselves



Too much
detail

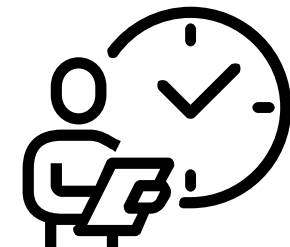


No
definitive
end

Too fast



Qualifying
language



Unnerving reporter techniques and solutions

- **Hostility:** Remain calm
- **Silent Treatment:** Speak if you have something to say; don't be afraid of silence
- **Interruptions:** Ask to not be interrupted and answer the question or bridge to another area
- **Multiple questions:** Answer as many or as few as you want. But first, clarify which questions you're answering
- **Negative questions:** Don't repeat negative inference. Address premise and immediately bridge to key messages.

Recapping our time today: Key takeaways



Look for the opportunity

Consider why an in-house lawyer is best suited for message delivery



Repeat your key messages

Think about your dream headline



Prepare

Understand your audience and their concerns



Use bridging

To answer tough questions



Have an agenda

Tell your story with examples and anecdotes



Be calm

Stick to your plan

Follow up questions?

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Thank you



Scenario 1

- **Your company is facing a significant ransomware attack that has forced the company to shut down critical IT systems.**
- **The company has decided to pay the ransom and has received a decryption key for its systems.**
- **We expect our systems to be back up and running normally within 2 business days.**

You are ambushed by a CNN reporter who is seeking more information about the attack and its impacts.

Scenario 2

- Your company has received 4 complaints that your most popular product, a portable speaker, can overheat and cause a fire. One allegedly led to a house burning down, which caused 2 severe injuries.
- The company has notified the CPSC but believes strongly – based on its own internal testing data – that the product is safe.
- We have made the decision to continue selling the product while the CPSC investigates.

You are ambushed by a Consumer Reports reporter who is seeking more information about the issue and claims a whistleblower alerted you to the problem ahead of the house fire allegedly caused by the product.