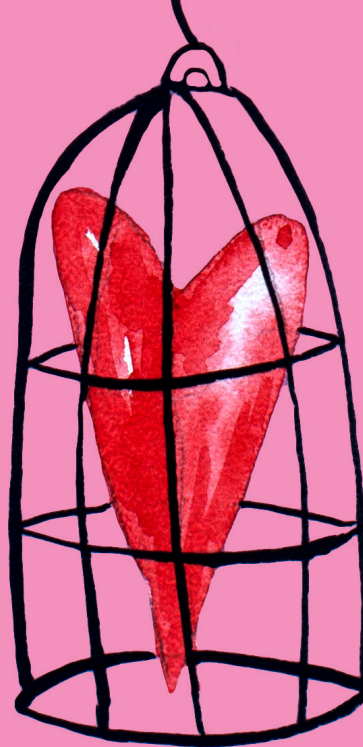


CASE STUDY:

SEX, LIES AND A 'LOVE GOV'



↓
**Leveraging
an attorney's
high-profile
experience to
garner national
press coverage
and drive new
business**

REPUTATION^{ink}

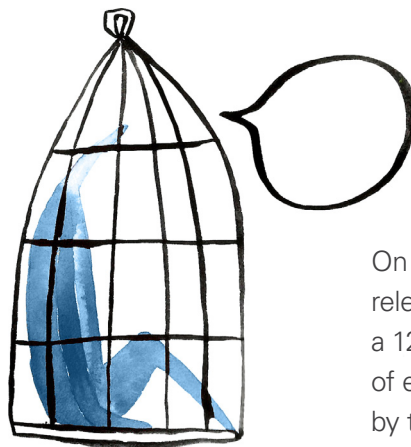
904.374.5733 | info@rep-ink.com

Here's the setup:

Alabama Governor Robert Bentley was being investigated for using campaign resources to cover up an alleged affair with a senior staffer—and our client was spearheading the investigation. **Challenge accepted.**

Litigation firm [Lightfoot, Franklin & White's](#) white-collar lead attorney Jack Sharman was retained as Special Counsel by the Alabama House of Representatives Judiciary Committee to guide its impeachment investigation of then-Gov. Bentley.

As the firm's PR agency, our job was nuanced and critical:



On April 7, 2017, Sharman and his team released the findings of their investigation in a 123-page report, with 3,000 more pages of exhibits. Bentley, dubbed the "Love Gov" by the media, resigned three days later.



Positioning a thought leader on a national stage

We carried out responsive and proactive media work on the case, securing numerous interviews and earning significant press coverage for Sharman's investigation in the following outlets:

- [The New York Times](#)
- [The Wall Street Journal](#)
- [The Washington Post](#)
- [USA Today](#)
- [NBC's Today Show](#)
- [AL.com](#)
- [WBRC](#)

The firm hosted Sharman's investigative report and its exhibits on a dedicated website, [BentleyInvestigation.com](#), to provide the media (and the public) everything on public record about the investigation. Our team promoted the site and pitched it as a resource to journalists.

Within the first 30 hours of going live, the site had more than **16,000 downloads**. It has now been viewed more than **50,000 times**, successfully placing Lightfoot, Franklin & White at the forefront of the media and public discussion surrounding the investigation.

Building momentum: Proactive PR at the next level

On May 9, 2017, U.S. President Donald Trump fired then-FBI Director, James Comey. The same month, Robert Mueller was appointed as special counsel for the Trump-Russia investigation.

We capitalized on the opportunity and tapped our network of journalists once again. Our team pitched Sharman as an expert source on the developing national story, highlighting the Bentley investigation as well as his prior role as Special Counsel to the U.S. House Financial Services Committee for the Whitewater investigation involving President Bill Clinton.

Sharman was quoted across national media outlets, including [Reuters](#) (twice), [Bloomberg](#), [The New York Times](#), [The Washington Post](#), [USA Today](#) and [Business Insider](#). He was also a guest on MSNBC's "[The 11th Hour with Brian Williams](#)."



Results you can measure

Our strategy was recognized by the Legal Marketing Association Southeastern Region with a **2017 Your Honor Award for Media Relations**.

IN ALL, OUR TEAM SECURED:



NATIONAL MEDIA COVERAGE

including an interview on **NBC'S THE TODAY SHOW**, which reaches 4.635 million viewers per week, as well as articles in **THE WALL STREET JOURNAL, THE NEW YORK TIMES, THE WASHINGTON POST & U.S. NEWS & WORLD REPORT.**

385,470 TV HOMES REACHED

reached by a regional television **INTERVIEW BROADCAST**

26 PRINT & ONLINE MEDIA OUTLETS, with coverage overall, reaching more than 200 MILLION SUBSCRIBERS & VIEWERS plus the reach of two wire services (Reuters & Bloomberg)

THOUSANDS OF IMPRESSIONS

across social media, including Twitter, LinkedIn & Facebook

More than 16,000 DOWNLOADS on BentleyInvestigation.com

in the first 30 hours & more than 50,000 TOTAL VIEWS so far

“Reputation Ink’s media strategy resulted in **NATIONWIDE COVERAGE** for our law firm. They successfully placed Lightfoot in the conversation, which positioned the firm as **A RELIABLE NEWS SOURCE** for other government investigations.”

– Emily B. Woloschuk, Lightfoot’s Director of Marketing and Business Development



While these results have substantially elevated the profile of the firm and its attorneys, the true ROI?

NEW BUSINESS.

As a result of our PR campaign, the firm was retained for a high-profile public corruption case within weeks—*and we’re just getting started.*



Interested in having your attorneys quoted in national media outlets?
Contact us to take your law firm public relations program to the next level:
904 374.5733 or info@rep-ink.com.