

WHO does WHAT in the NEWSROOM?

A guide to media roles



Hi Shelby,

As the COVID-19 pandemic continues to change the way we live our lives and do business, more and more law firms are shifting budgets from events and in-person networking to activities that can be done remotely, including media relations.

To be effective at media relations, however, you must understand the various roles in newsrooms, from editors to reporters, news directors and more.

In today's blog post, the newest member of the Rep Ink team, Kevin Beaugrand, walks you through how newsrooms are staffed so that you can ensure you are targeting the best person for your media pitch.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **COVID-19: Implications for law firms** — In this excellent report from McKinsey, the authors look at lessons from past downturns that can help law firms respond to near-term challenges. One key insight: Relevance in your communications is key. Clients are flooded with information, but the law firm that provides relevant information for these challenging times will win. *(McKinsey)*
- **INSIGHT: Law Firms Should Focus on Business Development Hiring in Pandemic** — Two law firm CMOs explain why it's important to invest in business development staff during the pandemic to keep the business you have and expand new business. *(Bloomberg Law)*
- **Why are professional services websites so hard to get right?** — This article explains why the conflict between a dynamic business and a static web property makes professional services websites so difficult to build. *(Passle)*

WHAT WE'RE DOING



We are excited to introduce you to the newest member of the Rep Ink team (and author of today's blog post), Kevin Beaugrand.

A former broadcast journalist and professional musician, Kevin is a skilled writer, media relations pro and video expert. Read more about Kevin in [his bio](#) and if you'd like to reach him, email him at kevin.beaugrand@rep-ink.com.

GUIDE: THE LAWYERS' GUIDE TO GETTING PUBLISHED IN THE MEDIA

Media coverage can build a brand — and boost a law practice — like no other marketing tactic. Getting quoted in a story, being interviewed on a TV show or authoring a bylined article imports credibility, trust and status.

If you're an attorney looking to build your reputation and your practice, "The Lawyers' Guide to Getting Published in the Media" will unveil how to get the results we've achieved for law firms throughout the country.

[Learn More](#)

Want to be covered in the media?



[DOWNLOAD NOW](#)

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.

CONTACT US:

Reputation Ink
P.O. Box 13190
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com