



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 to do when the media gets it wrong

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- 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*)

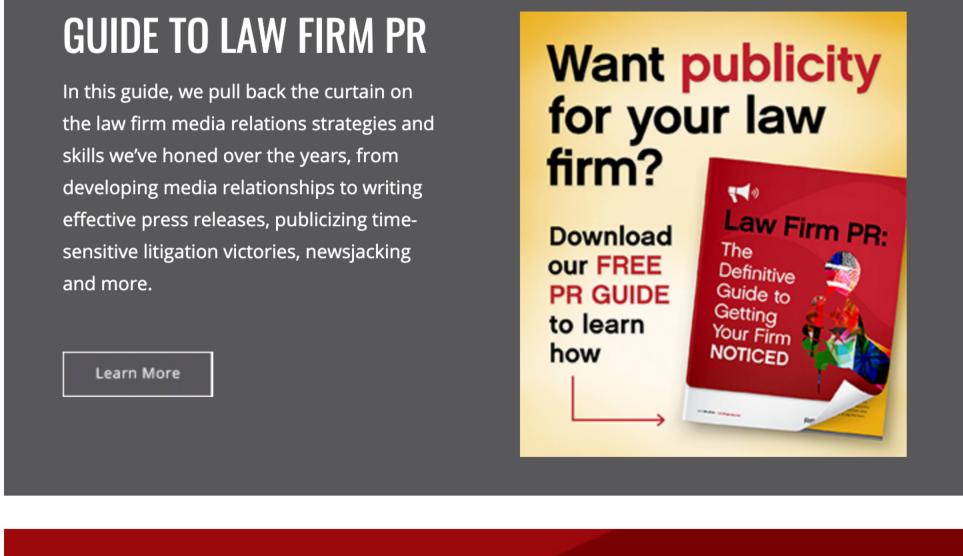
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