



A STRATEGIC COMMUNICATIONS FIRM SHOULD BE PART OF A LEGAL TEAM

Litigation counsel could use strategic communications to great effect in support of their clients' goals. In today's environment, the court of public opinion plays as much a role in our lives as the court of legal opinion. To help ensure law firms' clients have the best chance of winning in both courts, law firms should welcome strategic communications professionals to the litigation team.

OFFENSIVE STRATEGIES: AMPLIFYING EXPOSURE OF CRITICAL CASES

FRAME story to highlight key facts of a case

GENERATE press exposure to expand public awareness

UTILIZE public pressure to ensure law enforcement and/or regulatory agency response

APPLY public pressure against opposition to promote timely and appropriate settlement

EXPOSE bad actors and/or credibility issues

PREPARE talking points and media coaching for witnesses and plaintiffs

DEFENSIVE STRATEGIES: DEFENDING AGAINST PUBLIC EXPOSURE OF HIGH-PROFILE CLIENTS/CASES

FRAME the story to highlight key facts of a case to lend support to defendant's case

GENERATE press exposure to amplify defendant's story

UTILIZE public pressure to affect a response from law enforcement and or courts

PROTECT reputation of high-profile defendants, brands, or connected organizations

EXPOSE bad actors and/or credibility issues

PREPARE talking points and media coaching for witnesses and defendants

PROBLEM VS. SOLUTION

Problem: A law firm and/or victim is having trouble attracting the attention or action of law enforcement officers in pursuing an investigation into a group of fraudsters.

Solution: RB drafts a communication to the police department, to be sent from the law firm or victim, inquiring about the status of their investigation and urging them to take the matter seriously on the victim's behalf. Shortly thereafter, RB leverages its media connections to apply pressure to law enforcement. Media contact the department inquiring about the case and requesting copies of the police report so they may review in preparation for an upcoming media story. Fearing a negative story about their officers and actions, the department moves forward by assigning a dedicated officer to pursue an investigation. Defense counsel may always employ the option of a media story now that the media have been primed.

Problem: Plaintiff's lawyers engaged the press to plant a story attacking the defendant. The lawyers misrepresented the case's facts in the hopes of pressuring the defense into a rushed or unfair settlement.

Solution: To correct the misrepresentations put forth by plaintiff's counsel, Red Banyan's team contacts the reporters covering the case. RB offers counter points and facts that help regain control of the narrative. RB was not only able to defend against unchecked falsehoods but was able to offer new facts that damaged the plaintiff's credibility in the eyes of the public and courts.