



For immediate release

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Eminent Publishing Company Launches “The GET GOOD PRESS Series for Lawyers”

***Series of six practical PR handbooks shows lawyers and legal marketers
how to get interviewed, quoted, and featured in the media***

Highland Park, IL – Sept. 6, 2006 — Eminent Publishing Company today released the first two in a series of six media relations handbooks specifically targeted to lawyers, law firm marketing directors, and other legal marketing professionals.

Unlike most law-oriented public relations literature, which tends to be big-picture, theoretical, and lacking in tactical details, the GET GOOD PRESS handbooks provide comprehensive, practical how-to information with useful, real-life examples, case studies, and success stories. The authors, who have each won awards for media relations work they did for law firms, gathered this wealth of detail from their own experience as media relations consultants and from interviews with lawyers, legal marketers, journalists, and PR professionals across the country.

The titles of the first two handbooks, available from www.getgoodpress.com in both PDF and printed versions, are:

How to Get Quoted and Featured in the Media:

Become a highly quotable source, and pitch great story ideas that win media coverage
\$24.95 for PDF download and \$34.95 for printed/bound edition

How to Do the Interview:

A comprehensive guide to being interviewed by reporters—and impressing your audiences
\$24.95 for PDF download and \$35.95 for printed/bound edition

(more)

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“When it comes to meeting the press, lawyers tend to be the most cautious of all interview subjects,” noted David M. Freedman, a Chicago-based legal and financial journalist since 1978 and co-author of the series. “Often their caution is justified,” he said, noting that journalists ask probing questions about very sensitive and controversial legal matters, some of which stir the passions of the public.

“If lawyers are not prepared to respond articulately and diplomatically to media inquiries, they can plunge themselves – and possibly their clients – into hot water,” he said.

“But avoiding the press entirely is rarely the best option for lawyers,” adds Paula Levis Suita, principal at Smith & Suita Inc., a Boston-based PR and marketing firm, and co-author of the series. “In some instances, they have a duty to present a fair and accurate picture of issues that otherwise might be misunderstood by the press, the public, and the potential jury pool. Additional benefits of talking to the press include exposure in the marketplace, and third-party credibility (an implied endorsement of a professional’s expertise).”

Competition among law firms has increased dramatically in the past three decades as the number of attorneys (about 74 percent of whom are in private practice) per capita in the U.S. has doubled, and marketing budgets and staff within midsize and large firms have increased. Media relations has become an essential element in legal marketing.

Both authors have won national awards for their media relations work for law firms:

David M. Freedman has been a legal and business journalist since 1978, and has served as a media relations consultant to lawyers and financial advisers since 1999. He is the editorial director of Eminent Publishing (www.empub.com) and won a Your Honor Award for public relations from the Legal Marketing Association in 2001.

Paula Levis Suita is a co-founder and principal of Smith & Suita, Inc. (www.smithandsuita.com), a public relations firm in the Boston area. She has over 20 years of PR experience, and has served as a PR consultant to high technology, financial services, and legal firms since 1998. She began her career as a newspaper reporter, and has been honored by *PR News* with Legal PR Awards for “Excellence in Overall Media Coverage” and “Excellence in Media Feature.”

Eminent Publishing

Eminent Publishing Company (www.empub.com) helps develop books written for and by legal and financial advisers. GET GOOD PRESS is Eminent’s first independent publishing venture.