

Modernize Your Media Strategy: Five Aspects of Law Firm PR to Update for 2023 and Beyond

September 01, 2023

Competition for law firm media coverage has intensified, and the outlets from which to earn it have shrunk. Firms are issuing a steady stream of press releases and frenetically posting content, but is it landing anywhere? The rise of national “hub” and regional “spoke” coverage models have made news holes even smaller, but the payoff for landing coverage has never been more impactful.

Senior Communications and Public Relations Manager **Lauren Michaud Knotts** (Baton Rouge) will join a panel presentation, “Modernize Your Media Strategy: Five Aspects of Law Firm PR to Update for 2023 and Beyond,” at 2023 Legal Marketing Association Southwest (LMASW) Regional Conference in New Orleans, Louisiana on September 14, 2023. This workshop will explore five key aspects of law firm communications that have changed dramatically in recent years and the new ways of thinking about and approaching law firm media strategy.

[Learn more.](#)

Related people

Lauren Michaud Knotts