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## June 2016

Welcome to News with Edge!

NLJ Best of the Midwest

Where's Waldo? Find your Voice in a Cluttered Landscape

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## Welcome to News with Edge!



This month's feature looks at ways to make your voice heard in a cluttered news environment. The PR landscape has undergone significant change in the digital era, and gaining the attention of media today can be as difficult as finding Waldo in a sea of red-striped shirts.

Every organization in search of media coverage starts out as Waldo – everything looks the same to the reporter. It is your job to give them the tools to find you and to help them see your relevance, making them want to include your news in their pipeline. This month's feature gives you tips from an insider on how to do just that.

Enjoy this edition of News with Edge!

*Amy Juere*

Amy L. Juers, MBA  
Founder and CEO  
Edge Marketing, Inc.

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## The National Law Journal Best of the Midwest Survey

Vote for Edge!

As a proud (Minneapolis based) Midwest agency, we are thrilled to be nominated in the [The National Law Journal's Best of the Midwest!](#)



The survey captures readers' favorite providers in Chicago, Minneapolis, Detroit, St. Louis, Kansas City, Cleveland, Cincinnati or Indianapolis.

Edge is nominated in the following categories:

- 3. Best law firm PR Agency
- 7. Best LEGAL MARKETING & BRANDING services
- 10. Best SOCIAL MEDIA CONSULTANCY for law firms.

[Vote today!](#)

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## Where's Waldo? Find Your Voice in a Cluttered News Landscape



Your company wants to announce a new product, talk about a new hire, gain attention for a speaking event or be featured for a recent acquisition. The news hits the wire, but the silence is deafening. What went wrong? The reality is that the PR landscape has changed and gaining the attention of media in a cluttered news landscape can be as difficult as finding

Waldo in a sea of red-striped shirts.

Media outlets continue to evolve into a 24-hour/day news cycle. This development has increased the workload for staff reporters, it has increased the amount of articles written by “contributors” and it has made it even more important to understand the reporter’s area of coverage in order to gain media attention and cut through the competition. These three points should serve as a starting place to find your voice.

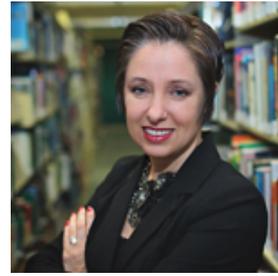
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## About the Author

With a decade of experience up her sleeve, from agency work to corporate efforts to her own client initiatives, Doreen Clark focuses her energy on the magic of PR. She creates strategic plans that increase client visibility and generate the “ah” factor. After all, Clark believes that clients should be given the tools to perform the illusion of walking on water too.

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## Did You Know...?

When cutting through the clutter, consider this:

Resources journalists want to see most:

1. Press releases & story leads (42.3%)
2. Expert interviews (19.6%)
3. Products to review (17.1%)

Journalists prefer this method of contact: Email (93%)

Journalists consider this method of contact off-limits: Phone (37%)

Social media pitches (30.2%)

Source: [Cision State of the Media Report 2016](#)

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## Industry Stories and News

**Read the latest top stories and industry news!**

[What's on the Frontier in Legal Tech?](#)

[International Ediscovery: Best Practices Around the World](#)

[How Much Manual Practices May be Costing Your Firm](#)

[Linked to Legal: A Q&A with Ben Robbins, LinkedIn's E-Discovery and IG Expert](#)

[Accounting Today: 2016 Top 100 Firms and Regional Leaders](#)

[Finance Execs Anticipate Growing Compliance Costs](#)

[12 Questions You Should Ask Your Cloud Provider](#)

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## Upcoming Events

## Check out these upcoming industry events!

IoT, Cybersecurity and Social Media Conference, July 12

2016 New York Accounting Show and Conference, July 13-14

American Accounting Association Annual Conference, August 6-10

ALA Business of Law Conference, Sept 8-10, Boston

ILTACON 2016, August 28 - September 1

PREX16 Conference on Preservation Excellence, Sept 14-15

ARMA Live Conference & Expo, Sept. 25-27

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