



"How to Launch a Legal-Themed Podcast, and Why"

AMENA KHESHTCHIN-KAMEL, J.D. AND CHASE R. TURRENTINE, ESQ.

Mission, Audience, Team

- ▶ Why do you want to start a podcast?
 - ▶ Benefits to firm/attorney:
 - ▶ Grow your brand
 - ▶ Bring in clients
- ▶ Improve your proficiency as attorneys

Grow your brand and bring in clients

- ▶ Attorneys need to take whatever ethical avenues they can in order to get noticed and differentiate themselves.
- ▶ Attorney websites, billboards, (CLEs – wink), bus bench ads, client testimony, publishing articles.
- ▶ Media participation can increase name recognition.

Improving your proficiency as attorneys

- ▶ “Those who can’t do, teach”?
 - ▶ Alternatively, “Those who can’t teach, can’t do.”
- ▶ The effort of preparing and executing a podcast also has the benefit of sharpening one's knowledge on the presented topic or area of law.

Building the Website

- ▶ Wordpress, Wix, etc. – there are many website providers you can go with, perhaps the same one that does your firm website.
- ▶ Make website simple and clear.
- ▶ Topic clarity and simplicity.
- ▶ Make it clear that you are not giving specific legal advice.
- ▶ Notice the trend: “simple and clear.”

Distribution

- ▶ Soundcloud
- ▶ Youtube
- ▶ Local syndication
- ▶ iTunes
- ▶ Website
- ▶ The list goes on

Best Practices

- ▶ Research and prepare for your appearance.
- ▶ Cite to sources – cite checking is crucial for reliability and proper discussion.
- ▶ Listen to the episode and provide a recording of the episode to guests before releasing to ask for necessary edits.
- ▶ Again, you want to protect yourself as an attorney in the journalism space.

Ethical duties

- ▶ 1.1 Competence
- ▶ 1.6 Confidentiality
- ▶ 7.1 and 7.2 Advertising
- ▶ AZ Lawyer's Creed of Professionalism

AZ Lawyer's Creed of Professionalism

- ▶ **With respect to the public and to our system of justice:**
- ▶ I will remember that, in addition to commitment to my client's cause, my responsibilities as a lawyer include a devotion to the public good;
- ▶ I will keep current in the areas in which I practice and, when necessary, will associate with, or refer my client to, counsel knowledgeable in another field of practice;
- ▶ As a member of a self-regulating profession, I will be mindful of my obligations under the Rules of Professional Conduct to report violations of those Rules;
- ▶ I will be mindful of the need to protect the integrity of the legal profession and will be so guided when considering methods and contents of advertising;
- ▶ I will be mindful that the law is a learned profession and that among its desirable goals are devotion to public service, improvement or administration of justice, and the contribution of uncompensated time and civic influence on behalf of those persons who cannot afford adequate legal assistance.

Other options

- ▶ As a lawyer, you can participate in journalism in many ways as either journalist or guest expert...
 - ▶ Radio shows and interviews
 - ▶ Being a guest on (as opposed to hosting) a podcast
 - ▶ Blogging
 - ▶ Sponsoring any of the above

Doing Podcasts/Radio as Guests

- ▶ Providing legal expertise in area of law that you practice or teach as a guest legal expert on podcast or radio is easy to do.
- ▶ Reach out to podcasts with episode pitch (we accept these as a podcast).
- ▶ Or, accept the invitation to guest appear on a podcast if the podcast has a good track record with reputation, guests and episode releases.
- ▶ You can request to see sample of questions to be asked during interview to protect yourself.
- ▶ Make it clear that you are not offering specific legal advice on air.

Blogging

- ▶ There are countless legal bloggers out there, so how do you make yours stand out?
 - ▶ As with a show, pick a niche legal topic
 - ▶ Write what you are most knowledgeable about – makes for easy pairing with your law firm area of law
 - ▶ Make timely posts as scheduled
 - ▶ Market your blog
 - ▶ Make it visually appealing, incorporating various photographs, video, and audio to target audiences
 - ▶ Bio is everything – relatability counts

Sponsoring Podcasts

- ▶ You can also always sponsor a local legal podcast
 - ▶ Podcasts could use the money for production gear, flying in guests, making swag, and the list goes on!
- ▶ Why sponsor?
 - ▶ Getting your name out there on podcast swag and gifts that will be shared all over social media
 - ▶ Can sponsor on a specific episode that deals with the topic your law firm covers
 - ▶ Careful with who you choose to sponsor – listen to their episodes and make sure it is alright to align yourself and the firm with a podcast of that type.
 - ▶ Can always partner with the podcast you sponsor so that the podcast can produce some episodes together with your firm on co-selected legal topics --- makes for good partnerships and marketing

Thank you for listening...

Questions?