

Red Banyan Attorney Resource Clarifies the Role of a Legal PR Firm

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Red Banyan, a public relations firm providing crisis response, strategic communications, reputation management, media training, and legal communications services, recently launched an attorney-focused resource that explains the role of a legal PR firm in high-stakes legal matters. The resource addresses a practical challenge facing attorneys, law firms, executives, and individuals when litigation or an investigation attracts public attention: legal developments can quickly become media and reputation issues as well. The information is designed to help readers understand how communications planning, media preparation, monitoring, and coordination with legal counsel can reduce avoidable mistakes before, during, and after a highly visible matter.

Legal disputes no longer unfold only through court filings, hearings, and formal proceedings. News reports, social media discussions, online commentary, and search results can create a parallel public narrative that develops independently of the legal process. Customers, employees, investors, clients, business partners, and professional peers may encounter those narratives long before all facts have been established. Red Banyan has published additional analysis on why a legal PR strategy is critical for law firms facing public scrutiny, exploring these dynamics in greater depth.

That environment can make early communications planning especially important. Before public scrutiny intensifies, organizations and individuals can identify likely questions, determine which audiences may require information, assess possible reputation risks, and establish procedures for handling media inquiries. Preparing core messages and approval processes in advance can also reduce the likelihood of inconsistent or hurried responses when circumstances begin moving quickly.

Media preparation becomes another consideration when attorneys, executives, clients, or other spokespeople are likely to receive questions. Interviews involving litigation can move rapidly from expected subjects to allegations, court filings, opposing claims, past statements, or unrelated business practices. Preparation can help spokespeople distinguish verified information from speculation, communicate approved points clearly, and recognize when a question requires further review.

?An interview can create problems even when the spokesperson understands the case well,? said Evan Nierman, founder and CEO. ?The challenge is often communicating complicated information clearly while questions are arriving in real time. Identifying the central points in advance, preparing for difficult questions, and knowing when not to speculate can make the difference between a measured response and an avoidable distraction.?

Media relations also requires more than simply responding whenever a reporter calls. Journalists covering legal matters may be interpreting lengthy filings, competing allegations, and rapidly changing developments under deadline pressure. Communications professionals can help organize relevant information, prepare statements, provide appropriate context, and identify factual inaccuracies when correction is warranted.

A response does not always require an interview or a detailed public statement. Depending on the circumstances, an appropriate approach may be a brief clarification, background information, a reference to publicly available material, or a decision not to comment substantively. The key consideration is whether the decision is deliberate and coordinated rather than made reactively.

Monitoring can help inform that decision. News coverage, social posts, online discussions, and search results can reveal which aspects of a legal matter are receiving attention and whether inaccurate information is beginning to spread. Tracking those developments can help determine whether clarification is needed or whether responding would simply draw more attention to an issue.

When a matter becomes especially visible, a legal PR firm may also assist with crisis communications, reputation management, rapid-response planning, message development, and stakeholder communications while coordinating public-facing decisions with attorneys. Legal counsel remains responsible for legal advice and strategy, while communications professionals focus on how approved information is presented to the media and other audiences.

That coordination is particularly important because a response that appears useful from a reputation standpoint may raise legal concerns. The reverse can also occur: a response based entirely on legal caution may leave employees, customers, investors, or other stakeholders with legitimate questions that go unanswered. Establishing a process for reviewing statements and determining who has approval authority can help prevent conflicting messages.

?The most useful communications decision is not always the fastest or most visible one,? said Kelcey Kintner, Senior Vice President. ?Some developments require a prompt response, while others are better monitored without adding more attention. The decision should account for the facts that are confirmed, the audiences that are affected, the legal considerations involved, and what the communication is actually

intended to accomplish.?

Emotional reactions can further complicate public-facing decisions. Lawsuits, investigations, allegations, and regulatory matters can create significant pressure for the people involved. An angry social media post, an impulsive interview, or an immediate response to criticism can become part of later coverage and create an additional issue that did not previously exist.

A structured communications process can create space between an emotional reaction and publication. Before releasing a statement, decision-makers can consider what the message accomplishes, who needs to receive it, how different audiences may interpret it, and whether the language is consistent with the broader legal and communications strategy.

The need for careful communication does not necessarily end when litigation concludes. News articles, social posts, videos, and search results can remain visible long after a matter has been resolved. Post-case communications may therefore include accurately describing an outcome, correcting factual inaccuracies where appropriate, updating key stakeholders, or improving the visibility of current, accurate information.

Law firms and attorneys can face a related challenge because high-profile cases may affect the reputations of counsel and the parties involved. Attorneys may become part of a story through media interviews, public statements, professional commentary, or criticism surrounding the clients they represent. Consistent communication and thoughtful media preparation can help keep public attention from becoming an unnecessary distraction from legal responsibilities.

Proactive communication can also extend beyond active disputes. Bylined articles, interviews, expert commentary, and other forms of thought leadership can help attorneys establish a public record of expertise over time. Credibility developed before a high-profile matter arises can provide additional context when an attorney or law firm later encounters heightened scrutiny.

Measuring the effectiveness of legal communications also requires context. A large amount of media coverage is not automatically a positive outcome. More useful indicators may include whether coverage accurately reflects available facts, whether approved messages remain consistent, whether spokespeople are prepared, whether media inquiries are handled effectively, and whether important audiences receive appropriate information.

The attorney-focused resource published by Red Banyan brings these considerations together to help readers understand the communications issues that can accompany litigation, investigations, and other legal disputes. Its central point is that public relations does not determine judgments, verdicts, or regulatory outcomes; communications planning addresses the separate but important public environment that can

develop around a legal matter.

Attorneys, law firms, organizations, and individuals anticipating a sensitive legal issue can take a practical first step by reviewing existing communications procedures before media attention begins. That review can identify who will handle press inquiries, who has authority to approve statements, which spokespeople may need preparation, how coverage will be monitored, and how communications personnel will coordinate with legal counsel. Addressing those questions early can expose gaps while there is still time to correct them, rather than discovering them after a legal matter has already become a public story.

About Red Banyan:

Red Banyan is an award-winning strategic communications firm specializing in high-stakes reputation management. The firm advises business leaders, organizations, institutions, and high-profile individuals operating in scrutinized or regulated environments where perception, trust, and brand equity directly influence outcomes. Drawing on deep expertise across strategic communications and brand building, crisis communications, legal and litigation PR, government relations, media training, and online reputation management. Red Banyan delivers disciplined, strategy-led communications designed to support business growth and navigate moments that test it.

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