Red Banyan Outlines Communications Considerations for Legal Services

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Red Banyan, a legal PR firm that works alongside attorneys, law firms, organizations, and individuals on media, reputation, and litigation communications, has developed an expanded resource explaining how communications strategy can support legal services when lawsuits, investigations, allegations, regulatory scrutiny, or other disputes attract public attention. The resource examines how messaging, media relations, spokesperson preparation, monitoring, reputation management, and coordination with legal counsel can help people and organizations make more deliberate communications decisions before, during, and after a legal matter.

Legal disputes often develop in two distinct environments simultaneously. The formal legal process addresses the facts, filings, arguments, and legal outcomes, while media coverage, online discussion, public statements, and search results can influence how clients, employees, investors, business partners, professional peers, and other audiences understand the situation.

Public relations does not determine what happens in court and should not be used to influence judges, juries, regulators, or other legal decision-makers. Its role is different. Communications professionals focus on the public-facing environment surrounding a case, including how information is presented, how media inquiries are handled, what stakeholders need to know, and how reputational concerns develop while the legal process continues.

?A legal strategy and a communications strategy have different jobs, but they should not operate in isolation,? Evan Nierman said. ?Public statements, media responses, and stakeholder communications need to reflect the realities of the legal matter instead of creating a second set of problems outside the courtroom.?

Preparation can begin before a dispute becomes highly visible. That may include reviewing known facts, identifying likely audiences, assessing reputation risks, developing approved messaging, preparing designated spokespeople, establishing procedures for media inquiries, and clarifying who has authority to approve public communications. Coordination with counsel is particularly important because communications

decisions may involve confidential information, sensitive allegations, pending filings, and information that may not be appropriate for public discussion.

Once a matter becomes public, circumstances can change quickly. Court filings, testimony, rulings, media reports, social posts, or new allegations may create additional attention. Monitoring can help determine whether a development requires a response, a factual correction, a limited clarification, or no public statement at all. Not every headline or online comment benefits from amplification.

Media inquiries require the same deliberate approach. Ignoring a journalist does not necessarily prevent a story from moving forward. Reporters may rely instead on court records, opposing parties, public documents, social media posts, or other available information. At the same time, automatically responding to every inquiry can create unnecessary risk. The appropriate decision may involve a prepared statement, background information, an interview, a limited response, or a decision not to comment substantively.

For organizations evaluating communications support for legal services, the resource also identifies several common mistakes that can lead to avoidable complications. These include overusing ?no comment,? speaking off the record without a clear strategy, entering interviews without preparation, allowing emotion to drive public statements, and failing to coordinate communications decisions with legal counsel.

Spokesperson preparation can reduce some of those risks. Attorneys, executives, clients, and other representatives may face questions regarding allegations, court documents, prior statements, business practices, or matters outside the immediate dispute. Media training can help designated speakers identify the most important points, practice concise responses, prepare for difficult questions, and understand when to return to approved information.

?Preparation creates time to think before pressure takes over,? Kelcey Kintner said. ?Clear roles, approved messages, and an understanding of how media inquiries will be handled can make communications more disciplined when a legal matter begins moving quickly.?

Reputation concerns may also continue after proceedings end. News stories, search results, social posts, videos, commentary, and other digital material can remain visible long after the most active phase of a dispute. Post-matter communications may involve accurately explaining an outcome, updating stakeholders, addressing lingering misinformation where appropriate, strengthening legitimate online profiles, developing credible new content, or rebuilding visibility around current work and expertise.

The communications needs of a legal matter can also vary significantly depending on the circumstances. Criminal and white-collar cases may generate intense attention before disputed facts have been tested in court. Employment matters can involve sensitive personal information and active internal audiences.

Regulatory investigations may create uncertainty among investors, employees, customers, business partners, and policymakers while limiting what can be said responsibly. Class actions and mass tort matters can involve large groups of people, multiple jurisdictions, and prolonged media interest.

Law firms face their own communications considerations. Attorneys can become part of the public story surrounding a major case, while firms may also need to address leadership changes, controversial representations, mergers, acquisitions, expansion into new markets, or other developments that attract attention. Outside active disputes, media interviews, contributed articles, expert commentary, and other thought leadership can help attorneys establish a credible public profile before scrutiny arises.

A specialized communications approach should therefore reflect the facts, audiences, media environment, legal considerations, and reputational risks surrounding each matter rather than applying the same response to every situation. Legal counsel remains responsible for legal advice and the legal implications of public disclosures, while communications professionals evaluate media, messaging, reputation, stakeholder concerns, and public response.

The practical next step is to review communications procedures before they are needed under deadline pressure. Organizations and law firms can identify who will handle media inquiries, establish approval processes, confirm spokesperson responsibilities, review confidentiality protocols, assess likely audiences, and determine how emerging coverage will be monitored. Red Banyan?s expanded resource provides a framework for reviewing those issues and identifying potential gaps before a legal matter develops into a broader communications challenge.

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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