

7 Steps to Get Your Cases Featured in the Press

www.matthewvella.info



1. Identify Newsworthy Cases

Not every case is media-worthy.
Choose cases that:

- Set a legal precedent
- Involve high-profile individuals or businesses
- Relate to trending issues (e.g., AI, privacy, human rights)
- Have a compelling human-interest angle

There is always an exception...

Well-crafted stories with the right headline and hooks, that adhere to strict and rigorous journalistic standards, are **irresistible**. Never underestimate **the power of the story** to carry any legal case to the public's attention



2. Define Your Core Story

Journalists need a hook. Craft a one-liner that sums up the significance of the case, like:

- "Landmark ruling changes employment rights for platform workers"
- "Family wins historic compensation claim against hospital negligence"

Don't get bogged down in too many details

You have to resist that legal mind's compulsion to pack in precise legal jargon right at the top... otherwise you can bore readers and lose the strength of the initial pitch



3. Keep It Journalistic, Not Promotional

Your press release should sound like a news article, not an ad. Stick to the facts and avoid legal jargon. **Make it easy for journalists to copy-paste your content.**

Clear writing reveals clear-mindedness

A pitch will fail the instant a piece of copy sounds like insufferably promotional - make it journalistic and let the story tell your success (or even... communicate your debacles authentically! 💡)



4. Craft a Strong Headline & Opening Paragraph

Your headline should be clear, concise, and engaging. Ex:

- "Judge Awards €2 million in Landmark Data Breach Case"

The first paragraph should answer Who, What, When, Where, Why, and How in 2–3 sentences.

Call it 'the human SEO'

The keyword here is... **keywords**

... and brevity



... and punchiness

... and so much more



5. Include Expert (YOUR!) Quotes

Journalists love quotes from legal experts. Add:

-  A quote from the lead lawyer explaining why the case matters
-  A client quote (if permissible) to add a human touch




Current press standards lack this touch

Law firms can take ownership of their entire industry by adding their expert quotes to these stories






6. Make It Easy for Journalists to Contact You

Your press release should include:

-  Your contact details (name, email, phone number)
-  Any relevant images (court sketches, client photos, legal team)
-  Supporting documents (court ruling, case details)

7. Send to the Right Journalists & Follow Up

-  Research journalists who cover legal news & court cases
-  Send a personalised email with your press release
-  Follow up: nothing wrong in finding out if the journalist will be using the story



Next Steps: Need Help Writing & Sending Your Story?

I specialize in crafting court case stories that get published.

Drop me an email now and I will follow up with a phone-call to discuss your media strategy!

hello@matthewvella.info

www.matthewvella.info