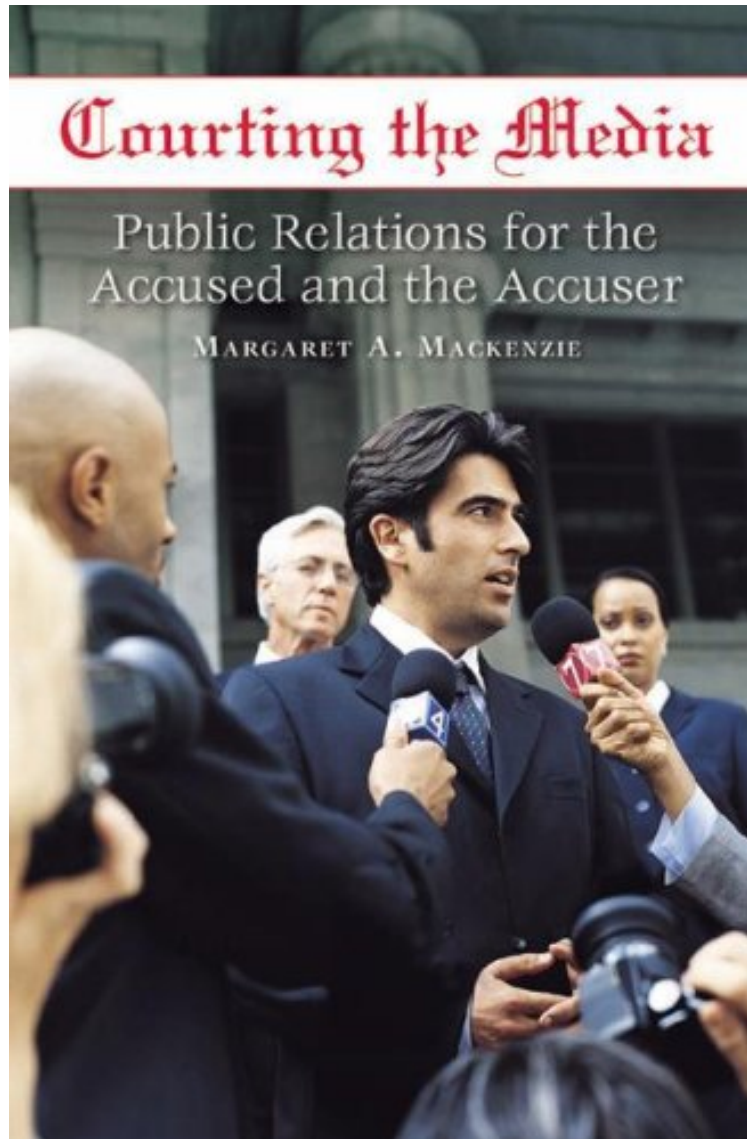


Courting the Media: Public Relations for the Accused and the Accuser

Margaret Mackenzie

ebooks / Download PDF / *ePub / DOC / audiobook



[Download](#)

[Read Online](#)

#5419076 in Books 2006-11-30Original language:EnglishPDF # 1 9.50 x .82 x 6.58l, .99 #File Name: 0275991253204 pages | File size: 67.Mb

Margaret Mackenzie : Courting the Media: Public Relations for the Accused and the Accuser before purchasing it in order to gage whether or not it would be worth my time, and all praised Courting the Media: Public Relations for the Accused and the Accuser:

1 of 1 people found the following review helpful. Getting the message to the mediaBy Nora K. BrillLaw, public

relations Margaret Mackenzie's "Courting the Media" is a book defense lawyers will read for information on how best to present their clients. It's also a book for the lay person who wonders why some of the accused fare better with judge and jury than others, though the crime may have been the same. Public relations specialist Mackenzie has carved out an unusual niche; she works with renowned and successful lawyers to offset the wall of accusations that can descend before the accused has the chance to present an explanation. All too often, a sensationalist media will fall on a case with fangs drawn, making judgments -- or at least influencing public opinion -- before all the facts are in. It's her job to temper the onslaught of second-guessers with mitigating factors and fresh information for which she has dug deep with the instincts of a Sam Spade. Mackenzie's book highlights her experiences in cases of national importance. "Courting the Media" is written in an easy, readable style which will satisfy the law profession with its tone and topic, while letting the general reader in on information that usually is the bailiwick only of professionals.

Media relations are not just for the rich and famous. Mackenzie takes readers behind the scenes of high-profile cases in which men, women, and even children were thrust into the spotlight many because they were victims of unwarranted prosecution by the justice system and inaccurate depiction by the press. With media-savvy guidance from Mackenzie, these people and their lawyers successfully challenged the prejudiced portraits that police and prosecutors tried to present. In this book, Mackenzie also weighs in on celebrity cases, analyzing how they and their lawyers used the media to their advantage, or how they failed to do so. Mackenzie is a consummate expert in the use of media relations in the court of law. Her conviction that a right to demand a fair portrayal by the press must not be reserved for the prosecution or the wealthy has propelled her career as she has fought for the falsely accused, the unjustly portrayed, and their families. The media coverage of suspects or defendants by CNN, the nightly news, the New York Times, or the local paper affects the court of public opinion, even before their trials, and is often as important as what happens in front of a judge or jury. Private industry and corporations have long used media consultants. Prosecutors have public information officers to advise their lawyers. To level the playing field, all lawyers need to be ready to represent their clients before the media as well as the jury. Not only can this be done ethically, but as Mackenzie shows in this book, given what defendants are up against today, it may be unethical to ignore the media when the other side is using every possible opportunity to advance their portrayal of the accused or the victim.

"Mackenzie, founder of a public relations firm that specializes in court-related work and high-profile criminal trials, explains the importance of media relations for both the accused and accuser in trials. In each chapter, she describes a media relations challenge, including cases involving celebrities (O.J. Simpson, Russell Crowe, Robert Blake), custody disputes, serious and white-collar crimes, and Andrea Yates. She includes a chapter on media training for lawyers. The book was written for subjects and lawyers of high-profile cases and those interested in them." - Reference Research Book News "It is an anecdotal book, easy to read, and authoritative. It focuses mainly on public relations strategies and tactics in high-profile criminal cases (including white-collar), though Mackenzie also talks about dealing with the press in high-profile custody disputes, personal injury cases, and others." - Law Marketing Bibliography "As public interest in court cases grows, so too does media involvement and coverage. A smart lawyer recognizes that the media play a significant role in swaying public opinion in high-profile cases and, accordingly, looks to an expert like Marti Mackenzie to shape perceptions in a manner consistent with his or her view of the case." (Johnnie Cochran, October 21, 2004) "Courting the Media lifts the curtain on the media relations often employed by prosecutors and police to tip the scales of justice before a suspect is ever formally charged. Access to media, in order to influence public opinion and obtain a fair trial, promotes important civil liberties concerns. Marti Mackenzie gives helpful practical advice to lawyers and their clients who do not have public relations expertise through lively accounts of actual high-profile cases." (Professor Nadine Strossen, President, American Civil Liberties Union New York Law School) About the Author MARGARET A. MACKENZIE is the founder of Professional Profiles, a public relations firm with a unique specialization court-related work, especially high-profile criminal trials. She teaches people who have never had to deal with the media how to present their side of the story when an accusation forces them into the media spotlight. Mackenzie has stood alongside many of the nation's top criminal defense lawyers, but has also worked with civil litigators, including those who successfully sued the tobacco industry for billions of dollars. She can be reached at www.lawyerpr.com.