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Providing legal commentary to the media is an invaluable way to educate your local community, and maybe even the nation, on the legal proceedings of an important current event. Not to mention, it can lead to great exposure for you and your firm.

But how do you go about approaching the media in the first place? From bringing a fresh perspective and reaching out without hesitation, five legal experts and executives from [Forbes Legal Council](#) discuss the best ways to approach the media with unique legal commentary on a current event.



From top left to right: James Goodnow, Anthony Johnson, Lawrence Buckfire, Brian Draves, Linda R. Evers. Photos courtesy of the [+]

1. Find Your Unique Take

Bring a fresh perspective. If all you do is spout off the same talking points that are permeating the news cycle, you're less likely to land a media opportunity. Every media outlet wants a unique story that will be valuable to its audience. The key is to have the fresh take on the story that can give the media outlet a competitive advantage — and will offer quality news to its consumers. - [James Goodnow, Fennemore Craig, PC](#)

2. Remember That Your Input Is Valuable

Assume that the media outlet needs you more than you need them, mainly because they do. In the internet and social media age, traditional media outlets struggle to keep up. No media outlet can compete with the crowdsourced information pipeline created by the masses. They need industry experts and commentators of all sorts to keep up with the demand for news. Know your value and be persistent. - [Anthony Johnson, Johnson & Vines, PLLC](#)

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Martin Jones, Cox Business

You've been working diligently to grow your business, and you've started to see significant traction. After months of effort trying to connect with your target