

"You have to build credibility. You have to have people believe your client is a good guy and you're an honest lawyer."

Joel Androphy, Berg & Androphy Litigator and frequent media legal analyst

Headline-making clients, marquee names, the go-to lawyer for legal commentary on TV, on the radio and in press articles. How do lawyers become media savvy?

Learn the media secrets of "super lawyers" like criminal defense attorney **Joel Androphy**, trial attorney **Mark Lanier**, litigator and anti-trust attorney **Allan Van Fleet**, litigator **Roland Garcia**, appellate attorney **Lynne Liberato**, criminal defense lawyer **George Parnham**, and other attorneys who represent many practice areas.

Media Masters features taped commentary from these attorneys about their years of experience with the media. Media Masters' training not only delivers up to three hours of ethics credit, it also teaches attorneys how to generate positive publicity for themselves, their clients and their firm.

We Know What The Press Wants And What Lawyers Need.

With combined experience as journalists, attorneys and businesspeople, Media Masters is comprised of trainers who know how to protect and promote the bottom line of any business.

President and founder of Media Masters, Miranda Sevcik has over 15 years experience as a journalist having served as an anchorperson, investigative reporter, and news producer for NBC and CBS News.

Vice President Rose Moriarty has over 12 years combined experience as a lawyer and as a business owner.

Legal Consultant Wade D. Moriarty has over 13 years of experience as a litigator and has tried numerous cases to verdict involving various legal issues.



Miranda Sevcik ♦ Rose Moriarty
404 Heights Blvd.
Houston, Texas 77007
Miranda Sevcik 713 515-9729
Rose Moriarty, Esq. 713 854-7663

www.mediamastersonline.net



*Opening Doors To Positive
Publicity For Lawyers, Their
Clients, And Their Firm*

www.mediamastersonline.net

**Miranda Sevcik 713 515-9729
Rose Moriarty, Esq. 713 854-7663**

"Litigation Entertainment"

**The reality-show starring you,
your client and your firm.
Are you ready?
Write your own script with
Media Masters training.**

At Media Masters, we teach attorneys to star in their own legal reality show. We will teach you how to write the script that benefits you and your client before the first camera starts rolling.

Media pre-planning results in the ability to generate positive exposure for you and your firm, and protect the financial future of the client.

"You really do your client a disservice if you're not prepared for the media."

**Roland Garcia, Greenberg
Traurig Litigator**

We work with individual attorneys and firms on a consultative basis or as part of an office-wide training activity.

Our instructors are trained to help each client with a custom-designed seminar to reflect the media information that each particular practice area needs.

Services Offered

Attorney Reputation Branding

Personal consultation that will position a firm and its attorneys as experts in their practice areas. Coaching includes taped interview training, publicity plans and image consultation.

Customized Media Plan Development

Development of a custom designed media publicity plan for high profile cases or clients. Publicity pre-planning allows attorneys the upper hand when communicating with journalists before, during and after trial.

"Controlling Media Publicity For A Client in Crisis" Media Training

MCLE credit hours 3.0 (all ethics)

Instruction includes:

- Assessing a client's publicity potential and needs.
- Legal communications team development.
- Media action plan development.
- Pre-trial media relations.
- Interview techniques for the attorney and client.
- Trial publicity preparation.
- Protecting the client from trial publicity.
- Generating positive publicity for a lawyer and firm.

(This course can be modified to suit individual credit needs)

Production Services

Expertise includes drafting firm brochures, biographies, web content and press releases. Additionally, Media Masters produces and edits videos for mediations, arbitrations and trials.

"We have to have a media plan. We can't just know we're right and say the truth will come out."

**Lynne Liberato, Haynes and
Boone Appellate Attorney**

Add value to services for clients and create an insurance policy against negative publicity with Media Masters' specialized training.



404 Heights Blvd
Houston, Texas 77007

**miranda@mediamasteronline.net
rose@mediamasteronline.net**