



These are a few of the brochures and newsletters produced for McDermott, Will & Emery by Daniel J. Edelman, Inc., of Chicago. One brochure is written in English, Spanish and Portuguese.

Making Public Relations Work for You

By Steven A. Meyerowitz

JACK Agnew, the president of the Boston-based public relations firm of Agnew, Carter, McCarthy Inc., had completed the first draft of a law firm brochure that he had been asked to prepare, and he gave it to the firm's lawyers to review.

Steven A. Meyerowitz, a lawyer, is a free-lance writer in Cliffside Park, N.J., who writes frequently on legal and business matters.

By the time Agnew incorporated all the changes that the lawyers required or recommended, he was on his eighth draft. It contained only general statements about the nature of the law firm and its practice. The law firm's managing partner, disappointed by the product, complained to him, "You know, any law firm could say this."

That brochure was never completed. Many lawyers are disappointed after their first brush with a public relations firm. But for Minneapolis lawyer Stephen R. Bergerson, and for other lawyers who

know how to select and work with public relations firms, the benefits of having public relations consultants outweigh the drawbacks. The byword is, "If you want results, market; if you don't, don't."

Bergerson marketed. A former account executive with an advertising agency, he joined the law firm of Kinney & Lange several years ago with the idea of developing an advertising law practice for the firm. To do so, he hired public relations consultants to write and place advertisements for the firm. Those ads resulted in several feature stories about the

