

Overview of MWW Group Legal Communications Experience

MWW Group's experience ranges from providing public relations activities and counsel to law firms to working with law firms and their clients regarding bankruptcy/restructuring, mergers & acquisitions, litigation support and myriad crisis issues. We have partnered with numerous international and domestic law firms, including Skadden Arps, Jones Day, Kirkland & Ellis, Dewey LeBoeuf, Mayer Brown, Baker Hostetler, McKenna Long & Aldridge, Reed Smith, Greenberg Traurig, O'Melveny & Myers, Manatt Phelps, Gibson Dunn, Perkins Coie, Cole Schotz, Winston & Strawn and Sutherland.

RESTRUCTURING COMMUNICATIONS

MWW Group is the only full-service PR firm with restructuring communications as a core competency. We develop and implement complete communications programs in collaboration with management, legal, and financial advisors for companies undergoing restructurings in and out of Chapter 11 – such as Kaiser Aluminum, Bethlehem Steel, Williams Communications, Foster Wheeler, Motor Coach Industries, Linens 'n Things, Boscov's Department Store, Barney's and Montgomery Ward.

MERGERS AND ACQUISITIONS

In mergers and acquisitions, we provide communications strategies to companies buying, selling and combining entities. We have a particular expertise in managing outreach to company investors and employees, and in providing guidance on dealing with governmental, regulatory and community issues. Among the companies for whom we've done M&A work are Sun Microsystems, Dubai Aerospace Enterprise, United Healthcare-Oxford Health Plans, Anthem-Wellpoint, Grubb & Ellis, Tally Genicom-Printronic and RF Micro Devices.

LITIGATION SUPPORT

MWW Group's litigation support team helps ensure that our clients win in the Court of Public Opinion, as well as the Court of Law. With a new breed of legal issues that tend to multiply exponentially from regulatory investigations to class action lawsuits and the criminalization of civil cases in the post-Enron era, we understand that all of a client's constituencies need to know what a particular action means – and sometimes more importantly – what it doesn't mean.

MEDIA RELATIONS, MEDIA TRAINING AND MESSAGE DEVELOPMENT

At the core of any effective communications program is the development and delivery of key messages and themes. MWW Group works closely with clients to craft primary and secondary messages that tell the story the right way. We also conduct media training with spokespersons to determine how best to convey those messages. This practice is especially important when dealing with issues of litigation and/or crisis communications.

MWW Group ensures that the client knows what they should (and should not) be saying, and helps them better understand the media environment and what to expect.

Our team works to identify the media that will best promote our messages to key audiences, and then leverages our strong media relationships to achieve the best possible return on investment and maximum results.

REPUTATION MANAGEMENT AND LEADERSHIP POSITIONING

Leadership positioning is critical to the overall branding of a law firm, in that it positions key attorneys as authorities in their respective fields and builds on the firm's overall reputation. MWW Group customizes efforts according to firm marketing goals, industry dynamics and the attorney's unique personality. Done the right way, leadership positioning can strengthen a firm's presence within the marketplace. Over the years, MWW Group has worked with attorneys to develop them as 'faces' of a firm in order to foster relationships with important media outlets and key audiences.

ISSUES MONITORING AND RAPID RESPONSE

In the legal world, rapid response can have a significant impact on perception and outcome. That's why MWW Group has created its Rapid Response Team (RRT) for clients. The RRT monitors the news and, where appropriate, works with clients to facilitate interviews, craft editorials, bylines and Letters to the Editor. This rapid response exercise provides our clients with opportunities for tie-ins to a particular issue and helps establish the brand as an information source for the media and key audiences. This is especially important when dealing with legal issues that could ignite a significant response, including Attorney General actions, broad legislation with sweeping effects, and litigation, among others.

CRISIS COMMUNICATIONS AND VULNERABILITY ASSESSMENTS

Assuming control is the key to preventing a crisis and/or mitigating its impact on an organization, MWW Group's proprietary Crisis Action Protocol (C.A.P.) is designed to ensure that clients assume and maintain control during every phase of a crisis via Prevention, Management and Mitigation, and Post-Crisis Evaluation and Plan Maintenance. We know that all aspects of communications come into play during a crisis, whether it is big or small – public affairs, public relations, media training, message development, and internal communications – and we have the knowledge and experience needed to implement an integrated campaign geared towards effectively telling our client's story.

If you would like more information, please contact:

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