Lightfoot

NEWS & INSIGHTS

LIGHTFOOT WINS 2017 LMA SOUTHEAST 'YOUR HONOR AWARD' FOR MEDIA RELATIONS

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Lightfoot, Franklin & White LLC received top honors in media relations at the 2017 Legal Marketing Association's (LMA) Southeast Conference. The firm was recognized for its recent media and marketing strategy supporting the firm's **White Collar Criminal Defense and Corporate Investigations practice**.

Lightfoot received a "Your Honor Award" for a public relations campaign that garnered national media attention and generated new business for the firm. LMA Southeast awarded Lightfoot first place in the "media relations" category at the organization's recent annual conference in Charlotte, North Carolina.

"It is very gratifying to see this project receive such a significant award from our legal marketing peers," said Emily B. Woloschuk, Lightfoot's Director of Marketing & Business Development. "It was a project we take great pride in and are happy to see it recognized in this way."

The firm developed and executed the media strategy in collaboration with its PR agency **Reputation Ink** when the Lightfoot's white collar lead attorney, **Jack Sharman**, was retained as special counsel by the Alabama House of Representatives Judiciary Committee to guide its **impeachment investigation** of then-Governor Robert Bentley. The effort included **building a standalone website** that provided media and the public with the full findings of Sharman's investigation once it was made public, along with all supporting documents.

The team also proactively leveraged Sharman's experience and **positioned him as a national thought leader** on the ongoing investigation into President Donald Trump and alleged Russian meddling in the 2016 presidential election.

In addition to elevating the profile of the firm and its attorneys, the media strategy also generated new business for Lightfoot's White Collar Criminal Defense and Corporate Investigations practice.

The firm's case study **"How Lightfoot lawyers have earned their stripes in high-profile government investigations"** offers an overview of the work that led to the award.