

Public reputation and media relations consultant Vivian Hood promoted to senior leadership team at Jaffe PR

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Twitter Headline: Jaffe#PR's Vivian Hood promoted to EVP, Client Services

Jaffe PR, the leading law firm public reputation specialist agency, has promoted Vivian Hood to executive vice president, Client Services.

As a public reputation consultant at Jaffe PR with more than 15 years of law firm media relations experience, Hood delivers smart senior-level insights and in-depth knowledge of business and industry media covering the legal industry to law firm clients across the country.

“Vivian’s perceptive understanding of what makes a story news, while providing excellent service, is extremely valuable to our clients,” said Jay Jaffe, president & CEO of Jaffe PR. “She regularly mentors our staff on targeted PR strategies for our law firm clients, and she has managed many long-term client relationships. In this expanded role, she will be able to serve our clients firm-wide with her strategic counsel. She will also support Jaffe PR’s business development, and coach and manage staff on client relationship techniques and services. We look forward to her increased contributions to our clients and our company.”

Hood provides perceptive PR counsel on litigation PR and crisis matters, gets clients’ bylined articles published in relevant trade publications, secures opportunities for attorneys to be speakers at the right industry events and conferences, helps firms make sense of lawyer rankings and lists, and advises on the use of 2.0 media such as social networks and blogs for law firm business development. She gets praise from her clients for being able to translate complex legal issues so reporters quickly understand the news potential.

Hood takes pride in developing long-term relationships with her clients, many of whom she has worked with for five to 10, or more, years. While some programs rely on immediate results, others depend on long-range planning and recognizing the value of working with someone like Hood, who fully knows and understands the firm’s culture, philosophies, management style, practices and public reputation to manage effective law firm media relations strategies.