



**Zamo PR**  
& COMMUNICATIONS

**Tania Zamorsky**  
Founder

*capabilities*



## Strong Legal and B2B Experience

I have promoted the capabilities, credentials and perspectives of some of the country's leading law firms, ranging from AmLaw 50 firms to much smaller shops, strategically positioning their lawyers as thought leaders, with a strong focus on Corporate, Finance, Life Sciences, IP, Litigation, Family Law, Product Liability and Energy. Law firm PR clients have included:

- **Dechert** (in-house consultancy)
- **Kaye Scholer** (in-house/PR & Communications Manager)
- **Thompson Hine**
- **Morrison & Foerster\***
- **Fulbright & Jaworski\***
- **Thelen\***
- **Venable\***
- **Blank Rome\***
- **Golenbock Eiseman Assor Bell & Peskoe\***

Additional national and international agency clients have hailed from the non-profit, real estate, HR & employment, entertainment, tech, economic development, education and healthcare spaces. This allows me to operate comfortably in a wide range of vertical industries, for law firm clients.

- **The International Institute for Conflict Prevention and Resolution**
- **New York International Arbitration Center, AcumenADR and Arbitration Place**
- Healthcare staffing company, **HCL International**
- Non-profits **Toy Industry Ass'n** and **American Management Ass'n\***
- Tech and economic development entity, **USVI Research & Technology Park\***
- Real estate developer, **The William Kaufman Organization\***
- Dating service, **It's Just Lunch\***
- Celebrity lecture series, **SmartTalk Women\***

*\*Denotes clients assisted before I launched my own consultancy, while employed at other PR agencies.*



## THOUGHT LEADERSHIP

### HOW PROFESSIONAL SERVICE PROVIDERS CAN USE CURRENT EVENTS TO ENHANCE THEIR REPUTATIONS BY SERVING AS AN OBJECTIVE THIRD PARTY SOURCE...

**CASE STUDY:** When *The New York Times* published the article, “Vast Mexico Bribery Case Hushed Up by Wal-Mart After Top Level Struggle,” I reached out to members of my AmLaw100 law firm’s White-Collar Litigation & Investigations Practice to see if anyone might be available to serve as a media source on this breaking news.

The firm’s White-Collar group responded quickly, working together both to designate an appropriate spokesperson and to clear any potential client conflicts (always a critical step). Over the next three days, the partner made herself available for all media opportunities I proactively arranged and helped her to prepare for.

**The results?** More than 40 newspaper and online outlets highlighted this partner’s insights on FCPA issues and how they applied to the Wal-Mart situation.

In addition to the outlets listed in the sidebar, I helped to write/edit and place the following bylined articles:

**Thomson Reuters:**

“Wal-Mart Scandal Offers Early Lessons for Compliance and Crisis Management”

**Corporate Counsel**

“Wal-Mart Scandal Highlights Gray Areas in Whistleblower Laws”

WHAT CAN  
YOU TALK  
ABOUT?

## MEDIA COVERAGE

**This partner was quoted in the following stories:**

**Bloomberg:** “Wal-Mart Bribery Probe in U.S. Seen as Expanding to Consider Coverup Claims”

Picked up by:

*Bloomberg BusinessWeek*  
*The San Francisco Chronicle*  
*The Financial Post*  
*The National Post*  
*The Gazette*  
*The Portland Press Herald*  
*Montreal Gazette* and  
*Money News*, among several other outlets

**Thomson Reuters:** “Analysis: In Wal-Mart Probe, a “Black Box” of Possible Fines”

Picked up by:

*Chicago Tribune*  
*CNBC*  
*Reuters India*  
*Yahoo! Finance* and  
*Yahoo! Canada*, among other outlets

**USA Today:** “Public Company Foreign Bribery Cases Rarely Go to Trial”



# Bloomberg Law

US Law Week



Photographer: August de Richelieu

Aug. 11, 2023, 4:00 AM

## How Lawyers Can Lead Thoughtfully Through Proactive PR



**Tania Zamorsky**  
Zamo PR and Communications

***PR and media relations play an enormous role in the business of law by promoting firms' capabilities and increasing brand awareness, writes Tania Zamorsky of Zamo PR and Communications.***

Some might assume that public relations is all about celebrities, products, or parties—but surely not lawyers and the like.

But as I learned when I moved from legal practice into legal marketing almost 20 years ago, PR and media relations play an enormous role in the business of law, helping to drive critical awareness of capabilities and brand. When you see a lawyer

quoted in a top-tier outlet, odds are that a PR person—at least initially—made that happen.

### Reservations, Rebutted

A historically cautious bunch, some lawyers are suspicious or even fearful of PR.

However, if approached thoughtfully and professionally—with an understanding of how to work effectively with journalists, and of course steering clear of client conflicts—PR's potential rewards exponentially exceed its risks.

Others may feel too busy to talk to the press. I once had a professional (albeit, medical) say, “My rate is X hundred dollars an hour—is the reporter going to pay me for my time?”

Of course, PR is something that professional service providers pay for. They do so because they understand that earned editorial coverage from serving as an objective third party source on matters that aren't their own gives them a level of credibility that comes across as far more trustworthy than any advertisement or “advertorial.”

Even if someone isn't devoting an entire story to you, being regularly quoted as a source in top-tier outlets and industry trades can make you seem like the source to clients researching you—an extremely valuable outcome.

### How to Get Started

So how does one build the foundation for proactive PR? Where do you start? What should you talk or write about? After all, thought leadership doesn't mean churning out commentary simply for its own sake, without critical context or a strategy that drives your business objectives.

First, identify your professional passion, specialty, or niche. If you're particularly skilled at or knowledgeable about one specific



thing, such as a sub-category of a broader practice area, consider focusing some of your effort there. You might become the go-to person on that subject.

Think about your ideal audience and goal. Let others frantically and simultaneously chase the trending topic of the day. PR is too time-consuming to be used simply to show your smarts. What kind of client or other audience are you trying to attract? For what type of matter or specific project? Focus your efforts and your offered commentary or content there.

Find out what your clients are most concerned about or interested in right now. Out there on the ‘front lines,’ you’re in an ideal position to spot the trends or developments that truly matter now. The real-world answers to these questions will help shape and tell a newsworthy story. Reporters will want to tell it as well.

Ask yourself if you’ve recently made any distinctions in your work or business, or changed a strategy or approach. The answer to these questions may not be hard “breaking news,” but they can still lead to a perfectly respectable story or feature article.

You already know what’s newsworthy; you just don’t know that you know it. Any area that is unsettled or in flux, where some controversy exists, is potential news or editorial.

Reporters appreciate legitimate leads. If you give someone an idea to run with, they will likely quote you in the story. Even if you can speak only on background, you’ve established yourself as a helpful future source.

Although it applies more to bylined articles than news stories, everyone loves a “tip” story. Fill in this blank in a way that might speak directly to what’s important to your clients: “Five Tips for \_\_\_\_\_” or “10 Things You Need to Know About \_\_\_\_\_.” Don’t worry, you won’t reveal all; you will simply skim the surface, inspire curiosity and/or concern, and then invite the reader to contact you for further information.

Any first-year law student can provide a staid summary of a fact pattern and ruling. To help your soundbite or other content stand out: Consider being a bit bold (even provocative, if appropriate), address an existing controversy, offer a new angle, and explain why your information really matters and the specific impact it could have. Most importantly, what do the people impacted need to do now?

## After Being Quoted or Published

Share your coverage on your firm and personal website, blog, and/or social media platforms, and enlist colleagues to do so as well.

To build momentum, consider pitching the topic more broadly—maybe with a different angle—to other media or in other forms. If you’ve been quoted in one outlet, offer to write an article in another. Is the topic timely and important enough to support a client alert or even a webinar? Discuss with your marketing team.

Following these tips can help your thought leadership stand out from the sometimes mindless content cacophony—and truly shine.

*This article does not necessarily reflect the opinion of Bloomberg Industry Group, Inc., the publisher of Bloomberg Law and Bloomberg Tax, or its owners.*

## Author Information

[Tania Zamorsky](#) is the founder of Zamo PR and Communications, which specializes in B2B/professional services providers (particularly law firms) and nonprofits.

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## A PEACEFUL LAUNCH

### A PR CASE STUDY

When former General Counsels of MasterCard and 3M paired up to launch the New York-based Alternative Dispute Resolution (ADR) venture, AcumenADR, I secured coverage for them in all relevant legal/business & ADR trades, with stories that stressed this powerhouse dispute resolution duo's personification of the in-house/outside counsel perspective and deep business understanding. (Click logos to view coverage)



Bloomberg Law

## Big Law Business

THE  
**GLOBAL LEGAL POST**

## CORPORATECOUNSEL

## LAW.COM

## New York Law Journal



LAW.COM  
**Former MasterCard, 3M General Counsel Form New ADR Firm**  
| Corporate Counsel

## Former MasterCard, 3M General Counsel Form New ADR Firm

BY KRISTEN RASMUSSEN

TWO FORMER prominent general counsel are teaming up to use the business expertise they gained in-house to offer alternative dispute resolution services.

Noah Hanft, GC at MasterCard Worldwide from 2001 to 2014, and Richard Ziegler, top lawyer at 3M from 2003 to 2007, announced they are launching New York-based AcumenADR on Monday.

Hanft, who most recently served as president and CEO of ADR provider and think tank International Institute for Conflict Prevention & Resolution for five years, and Ziegler, most recently a senior litigation partner and co-chair of the international arbitration practice at Jenner & Block from 2007 to his retirement from the firm May 31, met in 1980, they estimate, and have been friends since.

They decided to team up when their paths began to cross in the ADR space and realized they were "philosophically aligned in terms of dispute resolution," Hanft said in an interview. In addition to his role at Jenner, Ziegler has served as a member of the board of directors of CPR since 2016.

"When it comes to disputes, there's a solution orientation when you're running a business," Hanft said. "You're not thinking

about the business of litigation. ... [Business leaders] are focused on putting disputes behind them and not spending a lot of time and money on litigation."

Specifically, he added, companies involved in mediation do not want mediators who are mere

both hats because I had a significant amount of business responsibilities," he said. "The last thing you want to do is be tied down in litigation. It's incredibly distracting to a company."

Ziegler echoed Hanft's sentiment that the pair's experience as GCs provides unique insight into and understanding of "what drives commercial disputes between businesses."

"In my early days as GC at 3M, I felt like I was earning an on-the-job MBA," he said in an interview. "It wasn't until I got inside that I understood what makes businesses tick and animates decisions."

Although not expected to be jointly retained on matters, Hanft and Ziegler are sharing expenses, including a website and office space, which helps eliminate loneliness and provides the collegiality common to practicing law in a firm, Ziegler said.

"I find being the neutral [party] very satisfying," Ziegler said of his passion for ADR. "Having spent decades as a litigator and counselor, it is wonderfully satisfying to assist parties represented by able lawyers unable to reach a settlement on their own to reach a settlement. It's interesting and invigorating."

messengers but those who "really understand the commercial realities and how corporations and boards of directors think."

And arbitration, Hanft said, is "an incredibly flexible way to deal with disputes" and "a process that avoids massive discovery expenses and gets you to a conclusion in a much more efficient way."

"When I was GC at MasterCard, I was fortunate enough to wear



Noah Hanft



Richard Ziegler

@KristenRasmussen can be reached at krasmussen@alm.com.



Are your partners rising stars, MVPs, under 40 or the like? I know how to extract and curate the details of their accomplishments and position them in a way that helps them to shine,...*and* regularly get selected for prestigious industry recognition.

## AWARDS & RECOGNITIONS

2022  
LAW360<sup>®</sup>  
**RISING  
STAR**



**Erin Luke**  
Thompson Hine

Age: 39  
Home base: Cleveland  
Position: Partner  
Law school: Saint Louis  
University School of Law  
First job after law school:  
Associate at Reinert Welshaar  
& Associates PC

## SAMPLE WINNING SUBMISSIONS INCLUDE



**40**  
They've Got Next: The 40 Under 40  
**40**



**Renee Zaytsev**  
Thompson Hine

**Bloomberg Law**

Click images to read stories...



# GETTING TO KNOW YOU

## CASE STUDY

As with most things, in the world of alternative dispute resolution, people tend to pick and recommend other professionals they already know. So how do new mediators and arbitrators ever break in and get their shot to be appointed to a matter? This is especially important when you are also trying to enhance diversity in the field.

For client, CPR Dispute Resolution, I conceived of and oversaw the creation of a brochure allowing readers to really "get to know" some of CPR's talented female neutrals, through a series of detailed interviews that showcased their unique backgrounds, experiences and personalities.

## 14 COUNTRIES REPRESENTED

GERMANY  
SWITZERLAND  
ITALY

NIGERIA

INDONESIA

SINGAPORE

## WHAT WAS THE MOST DIFFICULT CHALLENGE YOU FACED AS A NEUTRAL?

## WHAT MAKES YOUR STYLE OF CONFLICT RESOLUTION UNIQUE?

## WERE YOU EVER THE FIRST TO DO SOMETHING?



**LILLIAN STENFELDT**  
ARBITRATOR

"I am first in my family to go to law school and become an attorney. I was the first student from my public high school to graduate from Stanford University. I am the only student from my high school to work in a big law firm for 3 decades. I was the only female member of my law firm to serve on the management committee for 4 years. I have been a first and only partner at my law firm who also earned a Master's degree in Organizational Behavior prior to going to law school."



**DEBORAH COLEMAN**  
ARBITRATOR & MEDIATOR

"As a result of an early act of advocacy, I became the first girl in Mecklenburg County, N.C. to take Industrial Arts instead of Home Economics in seventh grade. Years later, I became the first woman admitted to the partnership of the law firm where I worked until I set up my own practice."



**PATRICIA D GALLOWAY**  
ARBITRATOR

"I was the first woman tunnel inspector in the State of Wisconsin in 1979. I was the first woman elected President of the American Society of Civil Engineers in 2004 in its 152-year history at that time. I was the first non-engineer elected to the College of Commercial Arbitrators and remain the only non-lawyer member."



# LOOK WHO'S JOINED ADR'S MOST EXCLUSIVE CLUB

## HOW CAN PARTIES HELP TO ENSURE PROGRESS AT IMPASSE?



**NANCY F LESSER**  
ARBITRATOR & MEDIATOR

"I try not to use the word 'impassé' with parties. Eventually, we know most cases will resolve prior to trial. The question is when, and on what terms. If we have not made progress in a mediation session, I often suggest that parties take a pause in a few weeks. Sometimes and have the parties need more time to think about the progress all the parties need is more time to think about the progress they did make in mediation and how unpleasant the alternatives are. I find that the vast majority of my cases settle when the parties have time to think through their options."



**JOAN STEARNS JOHNSEN**  
ARBITRATOR & MEDIATOR

"The best way to break impasse is to avoid it altogether. To me, thorough preparation such as failing to bring the appropriate authority or parties, having unrealistic expectations, inexperience in negotiation matter area, miscommunication, or clashes in negotiation style. The best techniques for breaking impasse once it has happened is first to always leave the door open and allowing all parties to 'save face.' It is also very important to analyze the nature of the impasse. Not all impasses are equal. For example, it does not make sense to address an impasse that is intended as a tactic in the same way you would break an impasse that is the result of the other side sincerely believing that further negotiation would not be fruitful. Depending on the particular impasse, often just taking a break can help. Another effective technique is taking a break. Advocates should think about changing the issues being discussed, the person taking the lead in the negotiation, even changing where the negotiation is taking place may help depending on the particular circumstances."



**DEBORAH COLEMAN**  
ARBITRATOR & MEDIATOR

"A mediator should not declare an impasse without trying some tools to help break it. But if there is truly impasse on a material point, the mediator can turn the parties' attention to narrowing the issues in dispute, choosing a process and timetable for resolving a disputed issue, agreeing on the non-monetary terms of a potential settlement agreement, or planning further discovery and motion deadlines."



**KAREN MILLS**  
ARBITRATOR

"Parties need to examine and evaluate what their real basic needs are, not what their rights are. When a dispute has arisen, the transaction is already compromised, and there is usually no point insisting on exactly what was agreed upon in the first place if it cannot work for the other side. Best to find a solution that both sides can live with, even if not what either side desires most."



Welcome to the "CPR DateBook," in which we periodically provide you with details on CPR's upcoming events in one place for easier planning purposes. These listings will also contain helpful tips, highlights and links to breaking CPR news and initiatives, as well as CPR resources you may want to explore or reuse. CPR is always hard at work to provide information and other tools to help you advance your dispute resolution goals. To print the DateBook, first open it in your browser [here](#).

## KEYNOTE ANNOUNCED FOR BRAZIL CONGRESS

Adriana Braghetta,  
LO Baptista Advogados, on  
"The Effect of Mediation on Arbitration"



Mrs. Braghetta co-coordinates the arbitration team in the firm. She has 20 years of experience in judicial disputes and in national and international arbitration, acting both as a lawyer and an arbitrator. Her practice comprises civil, commercial and corporate matters, in a wide range of sectors (energy, construction, real estate, software, franchising, pharmaceuticals, banking, among others).

## CPR 2017 5th BUSINESS DISPUTE MANAGEMENT CONGRESS IN BRAZIL

### "Challenges & Opportunities in Times of Crisis"

Universidade Paulista, May 18, 2017  
8:00 am to 1:00 pm

Préço: Grátis. Cópia: 125 - Centro,  
CPR 80.020-010, Curitiba, Paraná, Brazil

FOR MORE INFORMATION & TO  
REGISTER CLICK HERE



...with an onsite visit  
from senior CPR staff

As one of many valuable benefits, CPR members are entitled to have senior CPR staff come to their location in order to give their team an in-person review of our benefits, as well as a training on Strategic Considerations, Rules and Drafting (for which we can also offer [GRI credit](#)).

In order to take full advantage of this benefit, some of our members set up video conferencing with other offices. Please contact our VP of Membership Services, Niki Boronovsky at 646-753-6906 or [nboronovsky@cpradr.org](mailto:nboronovsky@cpradr.org) to schedule your

## CPR SPEAKS



Noah J. Hanft, on Business Informational Risks - Chicago, IL

CPR President & CEO Noah J. Hanft is speaking today at the IADC's Corporate Counsel College, on a panel entitled "The Enemy Within," about informational risks for businesses, at the LondonHouse Hotel in Chicago, Illinois. The panelists will discuss the likely pressure points and leverage issues presented by a litigation or investigation environment based on a company's own risk reporting. For more information and to register click [here](#).



Olivier P. André, on ADR in the Energy Industry - Houston, TX

CPR VP Olivier André will speak at Friday, April 28 in Houston, Texas on the panel "Choosing the Right Energy Arbitrator in 40 Minutes: Where to Start?" Along with his fellow panelists, Olivier will explore the critical factors that drive arbitrator selection, including the increasing impact of arbitrator challenges, conscious or subconscious bias and the "IBM" factor - the perceived benefit of arriving on the side of caution. [URGENT!](#)

## GOT MANUAL?

The CPR Corporate Counsel Manual for Cross-Border Dispute Resolution

In order to take full advantage of this benefit, some of our members set up video conferencing with other offices. Please contact our VP of Membership Services, Niki Boronovsky at 646-753-6906 or [nboronovsky@cpradr.org](mailto:nboronovsky@cpradr.org) to schedule your

# NEWSLETTERS

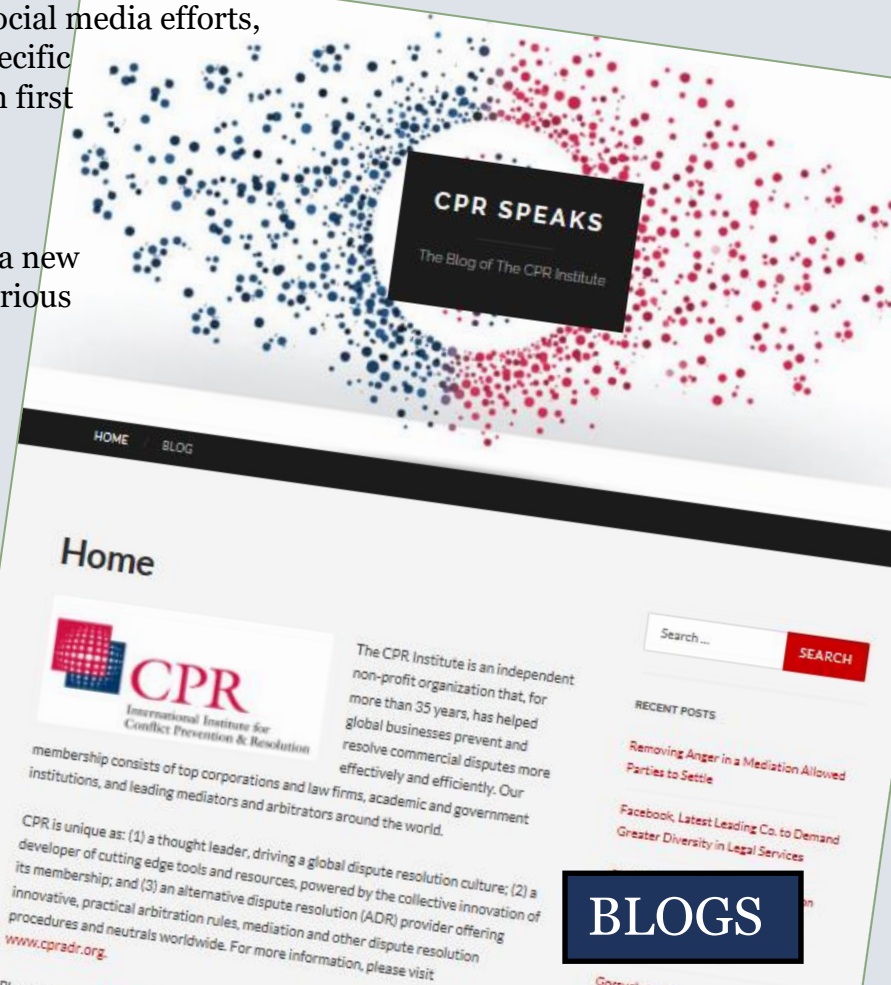
For think tank and legal non-profit, The CPR Institute, I created and wrote/edited/designed a weekly **email marketing newsletter** that:

- Promoted news, events and initiatives
- Significantly reduced number of "one-off" emails client was sending
- Drastically reduced unsubscribe requests
- Facilitated and increased collaborative marketing partnerships with other organizations
- Increased traffic driven to internal website pages by **22,300%** in the first year
- Through email marketing and social media efforts, increased new user visits to a specific client product page by 1,094% in first few months alone

I also created, curated and edited a new blog, **CPR Speaks**, along with various themed features such as:

- "The Neutral's Notepad"
- "The Membership Minute"
- "ADR Around the World"
- "The EU View"

# EMAIL MARKETING





## SOCIAL MEDIA



I have launched and implemented coordinated **social media strategies** for numerous clients across multiple platforms, and with an ever increasing emphasis on video, audio and other **rich media elements**, which have increased website visits exponentially and have encouraged greater interactivity and engagement by stakeholders.

These campaigns have included **both organic and sponsored initiatives**.

## INTERNAL COMMUNICATIONS

As PR & Communications Manager for the AmLaw 100 law firm then known as Kaye Scholer, our team wrote and edited an internal newsletter, strengthening firm knowledge, culture and morale, and supporting cross-selling and collaboration between practice groups. We utilized this communications vehicle to **shape, share and reward best practices**.

### Kaye Scholer Daily/Friday

#### BEST PRACTICES

##### Writing Effective Bylined Articles and Client Alerts

As part of the Firm's strategy to build and enhance our practices through thought-leadership activities, our Product Liability practice recently launched a program whereby all associates and counsel are expected to write at least two bylined articles and/or client alerts in 2013. The program has already gotten off to a good start with an article on new rules for cadmium usage scheduled to run on Manufacturing.net, a top online industry outlet, and the placement of a column on the Judicial Panel on Multidistrict Litigation that will run on an ongoing basis in Law 360. Pieces centered around a very narrow area of a law or that are appropriate only for a very select target audience will be published in-house as client alerts.

In the event that other lawyers or practices are inspired by Product Liability's program, here are some basic rules to keep in mind when drafting client alerts:

#### CLIENT SPOTLIGHT — JANUARY 25

*Each Friday, we feature client matters, new assignments from current and first-time clients, business development tips and pro bono work.*

#### FEATURED MATTERS

##### BANK OF AMERICA MERRILL LYNCH PROVIDES \$150 MILLION CREDIT FACILITY TO AMERICAN RESIDENTIAL PROPERTIES, INC.



Kaye Scholer represented Bank of America, N.A., as administrative agent, and Merrill Lynch, Pierce, Fenner & Smith Incorporated, as sole lead arranger and sole bookrunner, in a \$150 million credit facility provided to an affiliate of American Residential Properties, Inc. The facility provides American Residential Properties with the right to increase the size of the overall facility to \$300 million.

American Residential Properties, Inc. is an Arizona-based REIT that acquires, renovates, leases and manages single-family properties in select communities across the United States. Proceeds of the credit facility will be used by American Residential Properties primarily to finance investments in the single-family housing sector.

The Kaye Scholer team included Partner Ed Gabbay (pictured), Counsel Alan Glantz and Associate Thomas Porrovecchio.

#### TODAY'S PRESS COVERAGE

Sports Video G...



# SPECIAL PROJECTS - Surveys

THOMPSON  
HINE

Always Innovating

## AN ESG SNAPSHOT: Survey Confirms Companies Are Responding to Increasing Expectations

Investors and other key stakeholders are increasingly applying environmental, social and governance (ESG) criteria when evaluating risks and growth opportunities within companies. As concerns over sustainability, climate change and social justice grow, corporate ESG response is being carefully scrutinized. Companies that fail to provide sufficient transparency or embrace accountability in these areas may face reduced interest in investment, decreased performance, re-election challenges with directors and reputational damage.



I have significant experience working with law firms on survey-related PR and marketing initiatives, first gleaned while working for several years on **Fulbright & Jaworski's** annual Litigation Trends Survey. For the past three years, I have helped **Thompson Hine** demonstrate its significant capabilities and thought leadership in the rapidly changing area of ESG by compiling and analyzing survey results, and then drafting a report – for review and supplementation by the lead partners and in-house PR team – that summarized the main trends, and offered key insights and recommendations. I have also drafted accompanying press releases and related bylined articles. Our inaugural report was covered by such outlets as *Corporate Counsel*, *AmLaw*, and *Law360*.

**CORPORATECOUNSEL**  
The Business Magazine for In-House Counsel  
corpocounsel.com | October 1, 2021

### Survey: In-House Counsel Face Significant Challenges with ESG Efforts

A survey of 134 in-house counsel and other senior business executives nationwide found that the three most pressing ESG concerns in the next year were data collection/verification, ESG regulatory activity and staffing.

By Trudy Knockless

Companies are facing increasing pressure to improve and expand their ESG efforts, and much of the hard work to make that happen is falling on in-house legal departments.

That's one of the findings of a new survey of



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Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | customerservice@law360.com

### Cos. Face Data Collection Challenges Amid ESG Strategy

By Clarice Silber

*Law360* (September 30, 2021, 4:50 PM EDT) -- Companies across all major industries have undertaken or are currently examining how to integrate environmental, social and governance policies into their overall strategy, but public and private corporations alike are citing data collection and verification to be their biggest challenge in tackling their ESG reporting, according to the results of a new report.

Business law firm Thompson Hine LLP's ESG snapshot report released this week found that 28% of companies surveyed have an ESG strategy in place, while 34% have not yet formally adopted ESG efforts but expect to do so in the next one to two years. The report included responses from 134 in-house counsel and senior business executives across a variety of industries, company sizes and locations.

**THE AMERICAN LAWYER** | THE AM LAW LITIGATION DAILY  
An ALM Publication  
September 30, 2021

### 'A 'Damned If You Do, Damned If You Don't'- Type Thing: ESG Disclosures and the Prospect of Future Litigation

Heidi Friedman and Renee Zaytsev of Thompson Hine, whose firm just surveyed 130-plus corporate leaders about their approach to environmental, social and governance matters, discuss whether the market's current focus ESG issues might spur litigation.

By Ross Todd  
September 30, 2021

There's clearly something wrong with me. The fact that certain investors are loudly demanding corporate commitments and disclosures on issues related to environmental, social and governance matters causes most normal people to think: "Hey... That's nice. For once, a corporate focus on something other than quarterly earnings and profit margins."





Whether ghostwriting or merely editing, I am skilled at adopting just the right tone, from professional to playful, and reaching any audience, from CEO to "Generation Z."

I understand who, and *how*, to pitch for ideal editorial placement.

# ARTICLES

and other editorial

## THE WALL STREET JOURNAL.

COMMENTARY

### Our Class-Action System Is Unconstitutional

By George Krueger and Judd Serotta  
Updated Aug. 6, 2008 12:01 a.m. ET

There's a hidden tax imposed on companies that do business in the United States that hinders their international competitiveness and eventually filters down to consumers.

This "tax" takes the form of certain class-action attorneys who, like a roving shadow, look for any opportunity to claim that a business has done something wrong -- for example, provided misleading consumer advertising -- without concern for whether any member of the public actually thinks he or she was harmed. To avoid high legal fees and litigation distractions, corporations very often settle, paying out millions of dollars.

But while the attorneys collect fees based on the amount of the settlement, few allegedly

OpEd drafted (after partners interviewed and for their review) and placed for law firm Blank Rome

the award. Perhaps they have not



Dr. Seuss Enterprises, L.P.  
v.  
Penguin Books USA, Inc.

States Court of Appeals, Ninth

Bulletin, Summer 1997

The Parody is NOT in the Bag

Once upon a murder trial,  
An author thought it worth his while  
To write a rhythmic sort of book  
Which at the murder trial did look.

He wrote of Cats and Hats, you see.  
He claimed it was a parody.  
A Court of Appeals did not agree . . .  
Let's take a look at why, shall we?

Authors setting out to write parodies should be absolutely certain they understand the legal definition of same before proceeding. Penguin and Dove, publisher and distributor, respectively, of the 1995 book, *The Cat NOT in the Hat!*, By Dr. Juice, a satire about the O.J. Simpson murder trial, learned this lesson the hard way. The U.S. Court of Appeals for the Ninth Circuit affirmed an earlier federal district court order prohibiting the publication and distribution of this infringing work, which included such lines as, "A happy town/Inside L.A./Where rich folks play/The day away./But under the moon/The 12th of June./Two victims flail./Assault! Assail!/Somebody will go to jail!/Who will it be?/Oh my! Oh me!"

The late Theodor S. Geisel, the man behind the doctor, wrote and illustrated over 45 books, approximately 25





**Cutting Edge Companies: Using Dispute Resolution Techniques to Address Workplace Conflict**

Helena Tavares Erickson  
Senior Vice President, Dispute Resolution Services & Corporate Secretary, CPR

As recently summarized in this publication, in recent years so-called "alternative" dispute resolution has been evolving significantly, offering parties many new options to address old potential concerns.

One of the most interesting domestic trends in the increasing—and increasingly flexible—use, by cutting edge companies, of innovative alternatives, including preventative methods, in the arena of employment relations.

Beyond mere mediation or arbitration, employers now are utilizing strategically a wide array of tools—such as integrated conflict management systems, online collaboration tools, employee hotlines, peer review, ombuds (whether subscribing to the Ombuds Standards of Practice or not), and coaching—all towards the end of preventing workplace disputes that might otherwise lead to lengthy and costly litigation.

In late 2013, following broader 1997 and 2011 studies, the International Institute for Conflict Prevention and Resolution (CPR) working through its Employment Compensum Subcommittee, and Cornell University's Scheinman Institute surveyed companies (pulled from the 2011 Fortune 1000 survey and CPR's corporate membership list) that had implemented particularly innovative and varied

employee dispute resolution policies and practices. They reached out to attorneys and managers—not necessarily GC's—who had principal design and oversight responsibility for employer-employee disputes. Fifty-one companies ultimately provided complete survey responses.

**"Almost 50 percent of large U.S. corporations are now using alternative dispute resolution as their main vehicle for resolving workplace disputes."**

Of these respondents, 26 were in the corporate legal department, 13 in HR and 12 were ombuds or headed autonomous or semi-autonomous offices that managed the company's ADR program. Ninety-nine companies were identified and 57 were interviewed. Other survey criteria included identifying companies that used both interest-based and rights-based options—not only arbitration and mediation, but a that used both interest-based and rights-based options—not only arbitration and mediation, but a that used both interest-based and rights-based options—not only arbitration and mediation, but a

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• CPR Institute •

## 10 Arbitration Myths—and Realities

Noah Hanft  
CEO, CPR

**On** the part of in-house counsel and law firm lawyer alike, when it comes to weighing the pros and cons of arbitration as opposed to litigation, myths and misconceptions abound. Some of these may have been based in fact, at one time, but have never been re-adjusted in light of several recent and somewhat radical developments in the field.

This article will attempt to set the record straight and report on the current realities of this powerful "alternative" option.

**MYTH #1: Arbitration costs a lot, and can last forever.**

**REALITY:** Just as with litigation, a badly managed arbitration can be costly. However, because of its inherent flexibility, arbitration provides more of an opportunity to manage costs. In fact, some provider organizations now offer rules that enable parties to use expedited proceedings to address issues in a more efficient manner, and to exercise additional control by providing only for those administrative functions needed. Parties today can also set the parameters for how long a proceeding can last. (By way of example, when expedited proceedings are not specified, administered arbitrations from one provider of administered arbitrations, CPR (with which the

author is affiliated), are designed to take no more than one year.)

**MYTH #2: Arbitration does not allow parties the broad discovery options they may need.**

Many assume that—unlike litigation, with its liberal discovery rules—arbitration leaves parties with little to no opportunity for discovery, setting the stage for some potentially nasty surprises.

**"On the part of in-house counsel and law firm lawyer alike, when it comes to weighing the pros and cons of arbitration as opposed to litigation, myths and misconceptions abound."**

**REALITY:** Arbitration is, for the most part, a contractual creation. The parties are free to decide for themselves processes to be utilized, including how much discovery they will allow, which will limit costs.

## CASE STUDY:

For think tank and legal non-profit, The CPR Institute:

- I ghost-wrote, edited and/or placed a six-article series with *InsideCounsel* magazine
- I then repurposed these articles into valuable marketing collateral by turning them into an illustrated special report for use in business development and recruitment

• CPR Institute •

## Important Trends in International Dispute Resolution

Beth Trent  
Senior Vice President, Public Policy, Programs and Resources, CPR

**Business** is global. Dispute resolution is global. Trends that originate in one jurisdiction can, and often do, have an impact around the world. To succeed, businesses and their counsel must stay abreast—and hopefully get ahead—of those trends. Three current trends present important opportunities and challenges to the in-house counsel community and merit close attention.

**Development of a Framework for Expedited Enforcement of Conciliation/Mediation Settlement Agreements**

It is widely agreed that the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards (1958) ("New York Convention") has played a critical role in the growth of arbitration over half a century. As of January 2015, over 150 countries have adopted the New York Convention, giving the validity of commercial arbitration awards and enabling expedited enforcement of awards in convention States has made arbitration a more attractive form of dispute resolution for cross-border disputes.

For the fact that most companies continue to use litigation/mediation to be the most efficient and cost-effective form of dispute resolution, its growth on that, if a party reneges on an agreement, the time and resources invested in the process are lost due to a lack of a global and streamlined enforcement mechanism.

**"Trends that originate in one jurisdiction can, and often do, have an impact around the world. To succeed, businesses and their counsel must stay abreast—and hopefully get ahead—of those trends."**

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## Online Dispute Resolution (ODR) and the Future of Law

Beth Trent  
Senior Vice President, Public Policy, Programs and Resources, CPR  
Colin Rule  
Chairman & COO, Modria

Commercial transactions routinely circle the globe in milliseconds. But if a problem arises, resolutions are still largely tied to paper-bound, in-person processes. Business has gone virtual, but the resolution of disputes is still primarily a face-to-face endeavor. To stay relevant to the challenges presented by global business we need to adapt our resolution systems to the new realities of a networked world.

This is the focus of the field of Online Dispute Resolution, or ODR, the application of information and communications technology to the task of resolving disputes. ODR emerged as dispute resolution for online commerce in the late 1990s, but it has since expanded to most areas of civil redress. As ODR solutions have evolved they have increasingly been applied to higher value and more complex cases. Because ODR need not be tied to precedent or jurisdiction, ODR solutions work the way the internet works: distributed, customized and scalable.

The chief challenge faced by ODR is that the pace of change in the law is often frustratingly slow. It is tempting to explain this slowness by saying that lawyers are resistant to change, but the new generation of legal leaders are far more open to technology than their predecessors. The reality is that the law is intentionally designed to move slowly and deliberately. For

the law, a system in which due process is essential, "creative disruption" (the mantra of technology innovators) is anathema.

**"Business has gone virtual, but the resolution of disputes is still or. To stay relevant to the challenges presented by global business we need to adapt our resolution systems to the new realities of a networked world."**

The law, however, is not immune to change. Driven by pressures to provide greater access to justice, greater relevance to the needs of today's economy, and the growing importance of information security—the law is evolving to incorporate ODR because this solution is uniquely capable of keeping pace with those issues. As technology creates opportunity, it also poses new challenges, and technology is essential to addressing those challenges.

For example, as technology has expanded our reach,

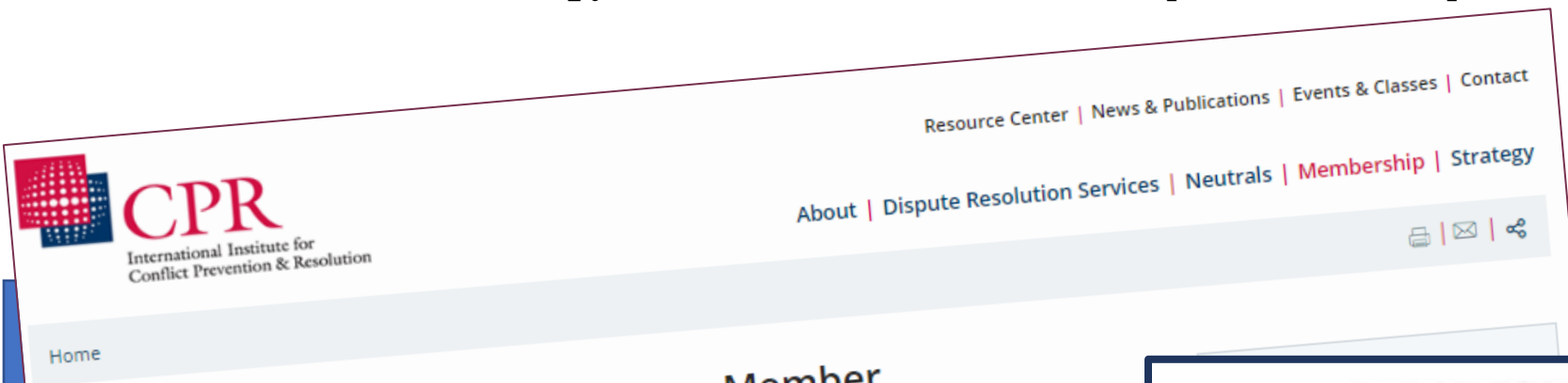
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# WEBSITE STRATEGY AND COPY

I led the non-profit CPR Institute through an RFP process for its new and highly responsive website, selecting and working with both outside web developers and CRM vendors to build a new platform that was more modern, user-friendly and functional.

For CPR and numerous other clients, I have also regularly created **clean, compelling copy** that has advanced their membership, business development and other goals.



## Why Become a Member

Membership Levels and Benefits

FAQs

Join / Renew

Membership List

Update My Information

View My Committees

View My Events

## Why Become a Member

### Do Better, While Doing Good

Whether you are a corporation, law firm, neutral, or an academic or government entity, CPR membership offers you the opportunity to address your business conflicts more effectively, by taking full advantage of our cutting edge dispute prevention and resolution resources and services. Our all-in-one approach provides the most cutting edge and affordable methods by which you can anticipate and address your dispute prevention, mitigation and resolution needs. Membership is also the only way that you can have 24/7 website access to CPR's proprietary Panels of Neutrals, which comprise the most highly qualified mediators and arbitrators around the world, with real experience in the subtleties of more than different practice areas and industries.

And CPR membership also provides you with the opportunity to support the mission of driving a thoughtful dispute resolution culture worldwide. This is a responsibility that we, as a non-profit think tank, take very seriously and do our best to honor. Your contributions, financial and intellectual, are what enable us to accomplish this important goal, creating a global landscape where business and innovation can flourish.

### A Whole Greater Than the Sum of its Parts

CPR members are in extremely good company, among leading companies and law firms, as well as government officials, retired judges, highly experienced neutrals and leading academics. For almost four decades, CPR has been the only organization where different stakeholders come together and collaborate (on CPR's understanding of



Graphic by CS Designworks



I also have significant experience (*some gained while subcontracting for outside website development firms*) writing attorney practice/industry group descriptions and bios for a number of well-known law firms. I strive to create copy that tells your story, showing potential clients who you are, what makes you different and why they need to hire you—*now*. Links to recent website copy samples are provided below.

## Warner Norcross + Judd →

- [Aerospace and Defense](#)
- [Automotive](#)
- [Financial Institutions](#)
- [Health Care](#)
- [Private Client and Family Office](#)
- [Intellectual Property](#)
- [Labor and Employment](#)
- [Resources, Energy & Environment](#)
- [Cybersecurity and Privacy](#)
- [Data Analytics and EDiscovery](#)

### LAW FIRM PRACTICE GROUP DESCRIPTIONS AND ATTORNEY BIOS


Warner Norcross + Judd



## Aerospace and Defense

PRINT EMAIL PDF DOC SHARE

Warner Aerospace and Defense attorneys are trusted by leaders in this sector to operationalize their strategies, connect to potential partners for ventures, maximize their opportunities and problem-solve. The team can comprehensively handle most complex global and national issues from national policy, federal budget opportunities, strategic partnership support as well as merger and acquisition support to aid our clients. An agile, more responsive and effective hands-on alternative to the traditional Washington, DC firms, count on a real-world Warner team who will care about – and know exactly how to advance – your business and goals.


CARRINGTON COLEMAN

Professionalism Industries Services News/Insights

Family Office – Family Wealth

OVERVIEW SIGNIFICANT MATTERS PRIMARY CONTACTS AREAS OF FOCUS RELATED PROFESSIONALS

PRINT PDF EMAIL

Families that have created significant wealth need counsel that offers both sophistication *and* simplicity. Via elegantly structured tax and estate planning strategies, family capital stacks, investment vehicles, and fierce adherence to family values, Carrington Coleman delivers this elusive combination for our clients. And we do so in a way that is both finely attuned and specifically tailored to them.

Whether for “classic” family operated businesses, family investment offices, or any structure in between, Carrington Coleman can meet the full range of a family office’s needs. Here’s how:

We make molehills out of mountains

Family offices have little time or patience for inefficient legal machinations. They count on Carrington Coleman for sleekly streamlined services, and solutions to even their toughest business and personal challenges. Clients can also count on our discretion, as well as our sensitivity to both family hierarchy and complex multi-generational dynamics.

Whether a family’s wealth originally stems from real estate, oil and gas, Wall Street, or other sources, we provide sage counsel *in the context of* that industry. We accomplish this by staffing smartly and partnering seamlessly with colleagues who possess significant knowledge and experience in those fields. We keep the big picture, and long term client relations, in mind at all times.

[more →](#)

## Carrington Coleman →

- [Family Office](#)
- [Manufacturing](#)
- [Non-Profit](#)
- [Public Entities](#)
- [Retail and ECommerce](#)
- [Hospitality](#)



# ANNUAL REVIEWS AND REPORTS

For the CPR Institute, I conceived of theme/concept; interviewed appropriate stakeholders to create all content; and then worked closely with an outside graphic designer to compile Annual Reviews from 2016 – 2020. Click links below to view.





# Concept, script and direction for CORPORATE VIDEOS



## SO WHAT IS CPR ?

[CLICK TO PLAY SAMPLE 1](#)

MORE VIDEOS



[CLICK TO PLAY SAMPLE 2](#)





## SPEECHES

### Introduction for CPR Corporate Leadership Award, honoring AT&T: (prepared for CPR President and former MasterCard General Counsel, Noah Hanft)

"We are back this evening in the beautiful American Museum of Natural History, which celebrates the grandeur and diversity of the natural world. While corporations are not living organisms in the cellular sense, they too have a natural lifecycle, an ebb and flow. **The decisions of their leadership determine whether a company will either continuously evolve and thrive, as AT&T has, or falter and become as extinct as the rearing Barosaurus skeleton that joined us for cocktails this evening in the Theodore Roosevelt Rotunda.** Every sophisticated company will encounter some legal obstacles in its life cycle, but the way its leadership decides to resolve those battles, or prevent them in the first place, goes far in ensuring that company's ultimate survival.

This year, CPR celebrates its 40<sup>th</sup> anniversary. Since 1977, we have been facilitating continuously enhanced levels of collaboration between Corporate Counsel and their law firms, as well as collaborating with our own membership to develop cutting-edge tools, rules and other thought leadership in the field of ADR. AT&T is part of that rich CPR history, joining us in 1990 and signing CPR's Pledge that same year.

Each year, at this event, CPR honors a corporation that has demonstrated notable leadership in the field of conflict management. AT&T and David McAtee II have demonstrated a deep and constantly evolving commitment to our mission of finding new ways of resolving commercial disputes while preserving business relationships. In AT&T, under David McAtee's guidance, we see a legal department run with a keen business mindset, with skilled lawyers utilizing the same creative and strategic approaches that their business counterparts of dinosaur, they are a prototype of what CPR strives to help all corporations achieve in ADR.



# AWARDS

**WINNER, FIRST PLACE  
LEGAL MARKETING ASSOCIATION  
2013 “YOUR HONOR” AWARD  
FOR MEDIA RELATIONS CAMPAIGN  
“CURTAINS UP”**

## From the LMA Awards Program:

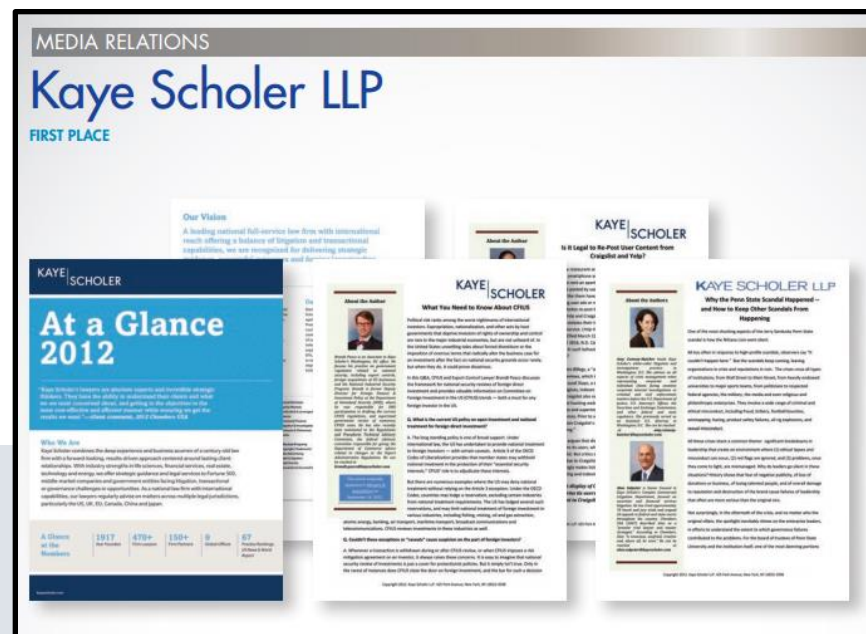
“Despite Kaye Scholer’s illustrious 95- year history, leadership traditionally regarded PR as something to avoid, rather than embrace.

Media coverage was almost nonexistent, as was the comfort level among attorneys when it came to generating publicity. The election of a new Firm Managing Partner, however, heralded a shift in the firm’s marketing strategy, including PR.

In September 2011, the firm hired its first-ever Director of PR & Communications and PR Manager, and subsequently an Awards & Rankings Manager and PR Coordinator. Our charge: Help drive business by going from being “one of the best law firms no one’s heard of” to one whose elevated profile reflects our true standing as a top-notch AmLaw 100 firm. How to get there: Develop a comprehensive thought-leadership program positioning our lawyers as knowledgeable third-party sources who comment on key legal and business issues in those media outlets clients rely on most for their information.

Under an 18-month plan, the first 12 months’ results were: ■■ Practices ranked in US News: Best Lawyers doubled and number of attorneys ranked in Chambers Global increased 50%. ■■ Monthly media coverage rose from 29 stories to 119 within first three months, a 400% increase. ■■ Tier 1 (high-value) stories now account for 22% of all coverage--up from 9% last year ■■ Secured 110 interviews; 26 background briefings; wrote, edited and/or placed 51 bylined articles; and pitched more than 230 different story angles ■■ 75% of all coverage now-thought leadership; up from 36% a year ago Curtains Up at Kaye Scholer ■■ 40% of the attorneys who generate the most visits to their bios on our website each week do so as a direct result of PR efforts. ■■ Since launching our Twitter feed six months ago; we’ve tripled our number of followers; 85% are journalists. ■■ PR activities generated at least three new business opportunities.”

These efforts prompted the following statement from one of our DC partners: “The impact we’ve seen as a result of our thought leadership outreach is invaluable. We have noticed that when we go to a pitch meeting with new clients, you can see that they did their research and pulled a copy of all the stories in which we are quoted. While I can’t say that we were hired for new work solely because of press coverage, many of the executives comment that ‘Kaye Scholer is everywhere— obviously the key player in the National Security space.’”





**WINNER, FIRST PLACE**  
**LEGAL MARKETING ASSOCIATION**  
**2014 "YOUR HONOR" AWARD**  
**FOR MEDIA RELATIONS CAMPAIGN**  
**"ALL THE RIGHT**  
**INGREDIENTS"**

**Food, Beverage & Supplements**  
**Thought-Leadership Campaign"**

Kaye Scholer was half-way through an 18-month integrated PR and marketing communications campaign focused on raising awareness of its Food, Beverage and Supplements (FBS) capabilities to drive new business.

Though the firm only had a limited number of FBS clients, attorneys and staff wanted to target

the sector because of a marked increase in food-related suits over the two prior years that alleged similar claims as those that Kaye Scholer successfully defeated on a regular basis for its pharma and other life sciences clients, particularly when it came to product liability and IP litigation matters.

But considering the firm's somewhat limited footprint advising FBS companies, the only way to penetrate the market further was to first demonstrate its knowledge of the industry and capabilities in this sector by developing the cachet that came with being widely quoted in credible media outlets that FBS executives rely on most for news and information. Thus, public relations was to lead the way for business development outreach rather than the reverse as usually is the case for legal marketing initiatives.

To achieve this, the firm established a "formalized" group of FBS lawyers, who worked directly and in an integrated fashion with both our PR and business development staff to secure a veritable "blitz" of bylines, news briefings and quotes in top-tier business and food trade publications, which were then repurposed in communications to FBS clients and prospects to show them that Kaye Scholer had "all the necessary ingredients" to effectively resolve their complex legal issues. Halfway through the campaign, Kaye Scholer was already well on its way to achieving its goals.





## SERVICES



### PR & MEDIA RELATIONS

Press Releases  
Media Kits  
Interviews  
Background Briefings  
Media Training  
Product Placement



### CONTENT & STRATEGIC COMMUNICATIONS

Messaging  
Writing & Editing  
Proofreading  
Articles & OpEds  
Newsletters  
Speeches & PowerPoints  
Website Design\* & Copy  
Law Firm Practice Group  
Descriptions & Bios  
Social Media & Blogging  
Crisis Communications



### MARKETING

Email Marketing  
Product Launches  
Brochures & Other  
Marketing Collateral\*  
Annual & Special Reports\*  
Videos\*  
Events  
Speaking Engagements  
#CustomEventHashtags

*\*Where necessary, I can partner with skilled design and production affiliates, while managing the project for you fully*





**CONTACT:**

Tania Zamorsky

Zamo PR &  
Communications

[tania@zamopr.com](mailto:tania@zamopr.com)

917.723.5975

Before founding Zamo PR in 2019, Tania previously served as VP, Marketing and Communications for legal ADR services provider and think tank **The International Institute for Conflict Prevention & Resolution (CPR)**

As Manager of PR & Communications for AmLaw100 law firm **Kaye Scholer LLP**, she developed and implemented strategies and content promoting the firm's capabilities and thought leadership offerings. Tania was also VP and Account Director, respectively, at **GS Schwartz & Co.** and **Ripp Media**, where she provided strategic PR and marketing services; issues and reputation management and crisis response; and top-tier publicity for a wide range of legal, B2B, non-profit and consumer clients.

A former practicing attorney, Tania was Staff Counsel for **Time Warner** and **Bertelsmann** partnership, **Bookspan** (along with subsidiaries **Doubleday Entertainment** and **YES Solutions LLC**), responsible for drafting and negotiation of agreements for AVM products, consultants and third-party services. As Staff Attorney and Director of Legislative Policy for **The Authors Guild**, her primary emphasis was on IP issues, contract review/negotiation and dispute resolution.

Tania was a writer/editor for **American Lawyer Media** from 2000-2005. Other professional and personal publication credits include *Women on Business*, *National Law Journal*, *Law.com*, *Prima Materia* and *Woodstock Times*, as well as six children's book adaptations for Sterling Publishing.

From the C-Suite to Generation Z, she is adept at crafting just the right message—via just the right medium—to help you refine and tell your story in the most compelling way possible.