



I'm a Celebrity Too!

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Working for law firm clients is far cry from representing celebrities. In fact, I am somewhat offended when people call me [a publicist](#). Instead, I think of myself as a public relations professional. That's because it's my job to get my clients media mentions in professional and business outlets -- not [TMZ](#) or [Inside Edition](#).

[Jonathan Jaxson](#), a former publicist (2007-2009) for [Kim Kardashian](#) will soon be releasing a 'tell all' book "Don't You Know Who I Am?" He is cashing in on her fame [by revealing stories about his work in Hollywood](#) and the secrets to working with celebrities. He says there is an appetite for this knowledge and 'staged PR stunts.' [Now Kardashian has hired a high profile Hollywood lawyer who reps celebrities to go after Jaxson.](#)

While some lawyers might think they are legal industry celebrities, it is tough to generate as much exposure as a celebrity and probably not appropriate anyway. The only attorney who can stage a media event or "stunt" is Gloria Allred. Not because of who she is [but who she represents](#). This was evident in [the profile on her on yesterday's CBS Sunday Morning](#). Otherwise, getting the same kind of coverage that TV, movie or reality stars expect is not possible for most lawyers. And it's our obligation to manage their expectations that really this kind of coverage is not going to happen. It's a hard pill to swallow for some attorneys who believe in their own celebrity status and therefore feel they deserve that level of coverage. But we owe it to them to be honest.

Is there a market for a 'tell all' book about working with lawyers?