



NEWS WITH EDGE

April 2026



Hello from all of us at Edge!

The media landscape has changed dramatically. Newsrooms are leaner, attention is harder to earn, and the old playbook of broad pitching and transactional outreach no longer delivers the same results.

In today's environment, relationships matter more than ever.

In this month's article, Vicki LaBrosse explores why trust and credibility have become the true currency of modern media relations. She breaks down how the rise of niche outlets, independent journalists, newsletters, podcasts, and AI-driven search is reshaping PR for legal tech, accounting tech, and professional services brands. Most importantly, she explains why meaningful relationships with the right journalists create far more value than volume-based outreach ever could.

We continue that conversation in our latest Edge Unscripted episode, where Vicki sits down with Steve Salkin, editor in chief of Law.com's Law Journal Newsletters, for an honest look at what earns media attention today. From why most pitches fail to how trusted relationships drive coverage, Steve shares practical insights for any brand trying to stand out in a crowded market.

Together, the article and podcast reinforce a simple truth: visibility is earned through relevance, expertise, and trust.

If you'd like to chat about media strategy, building stronger industry visibility, or navigating PR in an AI-shaped landscape, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,



Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



The Human Edge in PR: Why Relationships Matter More Than Ever

In today's crowded media landscape, breaking through takes more than just another pitch. In this episode of Edge Unscripted, Vicki LaBrosse sits down with Steve Salkin of Law.com to unpack what editors actually value, from meaningful analysis to authentic relationship-building.

Tune in to learn how PR professionals can move beyond transactional outreach and become trusted, go-to sources.

Let's go off script! [Click to check it out on YouTube!](#)



Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? [Let us know!](#)



APPLE
PODCASTS



Spotify®



The New Media Landscape: Why Relationships Matter More Than Ever

The media landscape has undergone a fundamental transformation over the past decade, and for PR professionals in legal tech, accounting tech and professional services, the shift is particularly pronounced. Traditional playbooks built around press releases, broad media lists and transactional pitching are no longer sufficient. Today, influence is fragmented; editorial teams are leaner; and the competition for attention is fiercer than ever.

Amid this disruption, one truth has become increasingly clear: relationships, not reach, are the most valuable currency in modern media relations.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Vicki LaBrosse is managing director and global director of public relations at Edge Marketing, where she provides strategic communications counsel to executives in the legal, accounting and professional services sectors.

Known for her strong media relationships and strategic insight, she helps organizations navigate complex, competitive landscapes and elevate their industry influence.



INDUSTRY BUZZ & EVENTS

Accounting Today

The biggest opportunities for accountants

Legal IT Insider

DeepJudge partners with Epiq to help law firms apply AI at scale

Legaltech News

Law Firms Including Hogan Lovells, Cadwalader Form Global Legal Tech Alliance

CPA Practice Advisor

Cyber Risk is Capital Risk: A CFO's Perspective for Financial Services Leaders

Have your say:

Cast your vote for the top vendors or providers of services in the Texas legal industry.

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 33-36, 72-75, and 111-114.

Voting closes on May 1st!



***"Learn from
one of the best!"***

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#), available on Amazon!



Feel free to forward this newsletter to a colleague, and contact us with any questions or comments.

Edge Marketing, Inc.

1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)