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A Unique Strategy to Litigation Communications

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Amy Greenfield, Esq. is managing partner of [Van Prooyen Greenfield, LLP](#). She is a lawyer, a communicator, and a businesswoman, but most importantly Amy is an **entrepreneur**. She has found an innovative way to approach public relations and continues to set herself apart from the pack.

Her firm, with locations in both New York and San Francisco, has a focus on public relations and litigation communications. They are a pioneer in **merging public relations expertise with a law firm structure**. Whereas there are a large number of PR Firms out there, Amy brings the added benefit of a strong legal background. Her added edge comes from the fact that her competition constantly has to beware of certain gray areas in the laws revolving around communications. There are attorney client privileges that cannot be violated. Many times, these privileges control the message that is acceptable to deliver to the public. In fact, many times public relations firms get themselves into trouble by releasing documents that are confidential, and that can have a cataclysmic impact in a high profile case.



Ms. Greenfield's knowledge and background in law provides her the ability to combine these sets of skills and deliver the highest quality public relations consultation. Amy has surrounded herself with attorneys, former product managers, former reporters and editors from the largest news agencies, public policy experts and award-winning communicators; all of whom deliver the **highest quality support and service to the firm's clients**. She has been involved with a number of high profile cases in such fields as technology, financial and entertainment.

Amy Greenfield has filmed two lectures for [Lawline.com](#). The first, [NY Advertising Rules 2007](#), deals with recent changes to New York advertising laws, and the second, [Litigation Communications](#), in which she and Lori Teranishi go over some of the ways that law firms can use public relations to their advantage. Both demonstrate **Ms. Greenfield's passion and commitment to the field, her business, and her clients.**