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SCBA Spotlight on....Shawn Matian

When you meet Shawn Matian, you quickly realize why he has become so successful. His passion for legal defense work and his vision of protecting the rights of immigrants became very evident from the moment we sat down together. We walked into Shawn's law office and didn't know what to expect, but was surprised to find an office with an energetic, fast paced vibe. We were escorted into Shawn's main conference room where you find beautiful views of Mid-Wilshire Blvd straight ahead, and a streaming video of Shawn's awards and accolades to the right. Although the office, along with Shawn's phone, was buzzing, to his credit Shawn would not allow any interruptions during our SCBA interview.

Shawn is a man with a compelling life story. A son of an immigrant family who fled political and religious persecution in their home country and came to the United States with a dream. Shawn is the first born son of his immigrant family and wanted to set a benchmark for his siblings and extended family to be proud of. Matian has become a successful litigating attorney, criminal defense expert, immigration activist, legal consultant to the stars, and founder of the Los Angeles based law firm called The Matian Firm, APC. **And he also happens to be a big believer in the power of Radio and its ability to "make the phones ring".**

Matian has a diverse background, spending his early professional career after law school co-founding and leading an entertainment management company in Los Angeles. Matian explained, "Running a management company gave me incredible insight into advertising, budgets and productions. Little did I know then, but I was basically getting my degree in running successful media campaigns." But Shawn had a deeper passion, a bigger calling. "As you get older you tend to realize success itself isn't as satisfying as what you do

to become successful." Shawn's calling and lifelong passion to be a courtroom litigator got the best of him. After 3 years of running a successful entertainment company, Matian followed his dream and proceeded to launch his law firm. "As a teenager I knew exactly what I wanted to be. I watched old courtroom movies, and I knew that criminal defense was my calling. The excitement, the importance and pressure of criminal defense work is unmatched. It's not just about defending your client; it's about ensuring the government does not infringe upon our rights as a society."

Shawn's passion and focus quickly gave him the spark to start his legal defense firm and he immediately set his sights on the Hispanic community as his target demographic. "The Hispanic community in Southern California was the key for my business. Hard working, vibrant, good people, who came here for the same reasons my parents came here; a better life, a brighter future. And they need help." Matian then created a brand-name, "La Liga Defensora", translated

The League of Defenders, which is exactly what he had planned to do, to create a law firm that defended the rights of this community that he loves so much.

He created the brand and now looked for ways to make the phones ring. Starting with a 250 square foot office, a credit card, and his phone, La Liga Defensora was born when Matian booked his first radio ad buy. The firm has now grown to cover two office floors in a historic building on Wilshire Blvd.

After successfully litigating thousands of cases, Matian began growing his firm and radio budgets. La Liga Defensora boasts a diverse staff that understands the cultural needs of the firm's clients. In just eight years, La Liga Defensora has become a leading criminal defense firm in California, and has found the "sweet spot" for a highly personal and service intensive business, emphasizing reasonable payment terms that work for its clients.

Avvo.com, the Yelp of legal defense firm client reviews, has given La Liga Defensora an impressive 9.3 out of 10 star rating for its service and attention to its many clients. He credits his rapid growth to his "amazing team" which includes his media agency, 711 Media and to Southern California Radio. **"Radio made me",** said Shawn. **"Radio to our firm is critically important. To this day we still grow through radio. You need a plan, you need a product, but make no mistake about it, Radio makes the phones ring."**

Lou Petracci, Principal at 711 Media has developed a very successful formula for La Liga Defensora in partnering with Southern California Radio by utilizing unique call-in numbers within their copy at various stations, extensive personal endorsements, and key Radio station sponsorships that places La Liga Defensora at the center of the community.

While La Liga Defensora is well aware of digital media and all the other choices advertisers have today, Shawn's focus is on "building our brand", and for him, the best media to do that with is Radio. "Radio is a very big deal to us as it builds our brand everyday", exclaims Matian. While his laser like focus and intense passion for his legal defense business is apparent, when the discussion turned toward immigration, his demeanor became more impassioned and committed as he talked sincerely about being an advocate for his immigrant clients.

His commitment to "a check on government" and the "inherent right of all individuals to avoid intrusion by the government" has led Shawn Matian to launch an immigration division of his ever expanding legal defense firm.

Shawn has personally selected a team of legal professionals to defend and advise the Hispanic community on all matters to do with immigration and their status in the U.S. Matian's team of accomplished lawyers include former U.S. Justice Special Task Force attorneys, former Federal Prosecutors, seasoned State and

Federal trial lawyers, former District Attorneys, and a support staff of 50 dedicated, multi-lingual members. His family's own immigration story has given him a unique and personal perspective of the immigration issues facing so many Southern Californians. Family stories about "oppression and hate in a foreign land" gave Shawn more "skin in the game" since immigration had touched his family so directly. "To me, our firm has always been about product over profit and this holds true for our immigration division as well", said Matian.

Shawn clearly has his eyes on expansion as he sees his formula of "product first" and "building a great team" working in other Hispanic communities in other states. **The power of Radio not**

only “makes his phones ring” but supports his belief of bringing a message of hope to so many immigrants and others needing expert legal defense, and inspires him to grow his use of Radio every day.

The SCBA salutes Shawn Matian, and his team at the Matian Firm. We honor his passion and commitment to helping others with legal defense, and of course, his unshakeable belief in the **pure power and persuasive use of Southern California Radioto continue his expansion.** You can learn more about the Matian firm and their many legal defense services at <http://www.defensora.com/> or in English at <http://www.matianlegal.com>.

Southern California Broadcasters Association

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