



Weekly TV Show Launches to Help Businesses Navigate the Pandemic

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mConnexions

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One year since COVID-19 restrictions forced many businesses in Michigan to close their doors, some permanently, it has become more important than ever to make sure businesses have access to the resources they need.

Launching on Monday, March 15, *Expert Connexions* is a new TV show that features guest speakers in the legal, marketing, sales, and leadership fields, aimed at helping people navigate the changes to business brought on by the pandemic.

Among the specialists featured each week on *Expert Connexions*, Foster Swift attorneys will address topics that include how to adjust business operations during the pandemic, what you need to know about changes in employment law, how to protect your intellectual property, and more in the Legal Connexions segment of the show.

Show host and executive producer Julie Holton began *Expert Connexions* as a series of live interviews on Facebook on March 15, 2020, just prior to the first statewide shutdown. The series' massive viewership in the first few weeks made it apparent that more people needed access to the information the show provided. Foster Swift attorneys were among the first featured guests. Recordings of previous interviews can be found on the firm's coronavirus resource page: www.fosterswift.com/f-coronavirus-legal-resource-page.html.

"Our team at mConnexions is passionate about helping these businesses because we live it ourselves every day. This is why we have teamed up with WLAJ-TV to create *Expert Connexions*, a show designed to connect our audience to the experts they need to run their business and respond to changes in their everyday lives," said Holton.

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Expert Connexions airs every Monday morning at 9:00 a.m., immediately following Good Morning America on WLAJ ABC 53 in the greater Lansing viewing area. It can also be streamed online at www.wlns.com/expertconnexions/.