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In Recess

## Howling for Likes

*Jack, Irell litigator Andra Greene's Siberian husky, has amassed a large Instagram following.*

By Shane Nelson  
Daily Journal Staff Writer

**T**rial lawyer Andra B. Greene only sets an alarm clock when she's traveling. At home, her 10-year-old Siberian husky, Jack, won't let her sleep much past 5 a.m.

"In the mornings, if I haven't gotten up early enough for him, Jack will come over and howl in my ear," the Irell & Manella LLP partner said.

The black-and-white, brown-eyed canine, who weighs 50 pounds and stands nearly waist high next to Greene, also does a fair bit of howling around meal times or when he's interested in a trip outdoors. A breed closely related to wolves, huskies howl more than most dogs, but Jack is especially vocal, according to Greene, a lifelong dog lover who's owned huskies for nearly 20 years.

That distinctive howling has helped turn Jack into a rising Instagram star. Over the last year and a half, he's attracted nearly 19,000 followers on his account @jackiethehusky and is welcoming newcomers at a rate of about 100 a day, Greene said.

"Jack has some videos that have gotten over 60,000 views," she explained. "So that's 60,000 people watching my dog. It's crazy."

Greene first heard of Instagram accounts dedicated to pets from a fellow board member during a function for her son's school. The head of Irell's class action defense practice said she'd previously been a social media novice.

"I learned everything I know about social media from my dog," Greene said with a laugh, admitting her children helped her set up the Instagram account for Jack.

"They had to explain what hashtags were to me," she added. "But I wrote a bio and posted a cute picture of Jack and a few people followed him. Then my son and daughter told their friends. Pretty soon, Jack had like 20 followers."



Juliane Backmann / Special to the Daily Journal

Andra Greene of Irell & Manella LLP with her dog Jack, looking at his Instagram feed on her phone at her office in Newport Beach.

Greene said posting videos of Jack howling really boosted reaction, and she's since learned, thanks to some guidance from her marketing consultant brother, that sticking to her dog's brand generates the most interest.

"I also learned there are certain things people don't want to see," she said. "For example, people who follow huskies don't want other breeds in a picture. You won't get a lot of likes for that."

As the account grew in popularity, Jack was approached by a number of businesses to review products, including dog food and treats, leashes, clothing and toys. He recently wrapped up a review of a new stuffed chew toy inspired by North Korean dictator Kim Jong-Un.

Jack is also the star of a children's book entitled "Jackie and the Dastardly Dognappers," written by an author who first contacted the husky through Instagram's direct messaging. Now in its second printing, the book is part of a series aimed at parents interested in safely introducing young children to social media. Greene made no money off the project, but she did draft a contract that gave her some control over the book's

content and allowed her to maintain Jack's intellectual property rights.

"If I allow Jack to be used as the subject of a book, what am I giving away?" Greene asked herself during early discussions with the writer. "So I spelled out in writing what she could use or not use with respect to him."

Greene said at one point the book's author also started asking her legal questions — territory the attorney navigated thoughtfully.

"I had to be careful not to give legal advice," she said, laughing. "Jack is not licensed in any state."

Although the Instagram project has entailed quite a bit of legal learning for Greene, who said she now puts watermarks on all of her photos and videos following image thefts in the account's early days, the civil litigator has long been respected in her area of expertise.

"I think she's one of the leading woman trial lawyers in the country," said Irell & Manella partner Marc S. Maister, who described Greene as tenacious. "And she's probably the best deposition taker I've ever seen."

Cathy T. Moses, senior counsel at Cox Castle & Nicholson, called Greene "a really talented litigator."

"She's a fantastic, creative, brilliant attorney," Moses added.

Moses also follows Jack on Instagram, but she noted Greene's unique character plays a starring role in the popular social media account.

"The posts are really funny," said Moses, who called Jack's follower total staggering. "It's especially fun to see that side of Andra's personality."

Stephen A. Rossi, a friend and associate at Mitchell Silberberg & Knupp LLP who follows Jack, said the social media account provides an interesting contrast to Greene's work persona.

"It's really funny that Andra is a very serious, high-powered lawyer who also secretly runs her dog's Instagram account," Rossi said. "Andra works on very large, high-profile cases all the time. She's an extremely accomplished attorney, and ... she comes across as very, very serious. But this is a glimpse into her fun side. Everyone has that fun side, but you just don't always see it in a professional context."

Greene has thus far made a point of avoiding any financial gain from Jack's growing Instagram star power, but she hasn't ruled out making money from the social media account entirely, noting that it might be fun when she's ready to give up the law. For now, however, Greene said posting images and videos to please the husky's growing collection of fans helps provide a pleasant distraction from the conflict inherent in litigation.

"Managing Jack's account is a wonderful de-stresser," she explained. "And it makes me happy to know that he brings joy to so many people."

And Jack is always a welcome sight after a difficult day at work.

"He loves me regardless of whether I win or lose," Greene said. "His tail wags just the same."