

2019 Committee Report: Public Relations

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Facebook –

The LLA's Facebook page continues to be an effective method of communicating with the public. Approximately 97 posts were made on the LLA's Facebook page in 2019!

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2019 were:

LLA welcomes Lycoming College intern – 2,528 people reached
LLA President Frey receives “gavel” from Past President Heverly – 1,253 people reached
Valentine's Day lawyer joke – 521 people reached
Job Well Done for cths. dog and handler – 1,675 people reached
LLA's Wills for Heroes announcement – 2,049 people reached
LLA donates \$1,000 to CASA to honor Mowrey – 879 people reached
LLA Foundation donation to NPLS – 1,232 people reached
Wills for Heroes (W4H) group photo – 3,418 people reached
W4H volunteer attorneys work in pairs – 533 people reached
W4H provides docs to heroes – 1,006 people reached
W4H attorney volunteer has military background – 807 people reached
W4H docs include Last Will, HCPOA and POA – 692 people reached
W4H collaboration includes coordinators and floating experts – 977 people reached
W4H thank you all volunteers – 1,098 people reached
W4H Sun Gazette article – 1,066 people reached
Cths. dog nominated for hero award – 1,081 people reached
LLA Public Service Award to Susan Earl – 1,119 people reached
LLA has Superior Court Judges present CLE – 668 people reached
LLA Thanks to Superior Ct. Judges for visiting – 728 people reached
LLA congratulates members who were successful in primary race – 1,073 people reached
J.McCoy appointed to Juvenile Court Judges' Commission – 2,942 people reached
LLA Past President Tira appointed to Common Pleas Court – 3,954 people reached
Gov. Wolf's Paralegal Day proclamation – 757 people reached
LLA Foundation grants \$2,000 to Montoursville Mock Trial – 3,989 people reached
LLA represented at PA Bar Association's YLD Summit – 617 people reached
LCL helpline info – 687 people reached
LLA Past President Tira sworn in as judge – 3,058 people reached
LLA's YLD announces Project Linus project – 1,688 people reached
LLA members accept pro bono PFA cases (DV Awareness Month) – 2,350 people reached
LLA members have Project Linus blanket making session – 875 people reached
LLA's YLD announces Angel Tree Toy Drive – 716 people reached
LLA has private meeting w/Chief Justice after admission to SCOTUS – 1,528 people reached

Paid posts in 2019 were as follows:

Lawyers in Our Community 2018 – 2,301 people reached
LLA's Fair Share Award Recipients – 2,715 people reached
LLA honors Mowrey w/Nichols Community Service Award – 1,643 people reached
LLA honors Hillman w/Wood Pro Bono Award – 429 people reached
LLA Foundation provided \$18,000 so far in 2019 – 3,001 people reached
LLA donates \$500 to West End Christian Community Center – 1,335 people reached
LLA's 4th Annual Quizzo event held at office – 794 people reached
All LLA 2019 news can be viewed on website – 1,326 people reached

The LLA also maintains the Lycoming County Law Day Facebook page. Posts are made to announce and promote the Law Day Competition. Posts are also made to announce and celebrate the winners.

Press –

The LLA has a good relationship with the Williamsport Sun Gazette. In addition to publishing a number of editorials written by LLA members, the Sun covered the following LLA events: Law Group Plans Events for Milestone (Feb. 17, 2019); Wills for Heroes (March 26, 2019); Students Show Creativity at Law Day (May 4, 2019); Superior Court Visits Williamsport (May 8, 2019); Appeals State Court Wraps Up Visit Today (May 9, 2019); New Attorneys Take Oath (December 22, 2019).

In 2019 the LLA submitted 14 photos and captions to the Sun. Each submission was published in the newspaper! The submissions were: (1) Frey Elected President; (2) Mowrey Wins Nichols Award; (3) Hillman Wins Wood Award; (4) Donation to CASA; (5) Law Day Competition Announced; (6) CCBL Award; (7) Public Service Award to Earl; (8) LLA visits students at Lyco. College; (9) Donation to WECCC; (10) Chief Justice visits LLA members; (11) Project Linus; (12) County Presents Citation to LLA; (13) LLA Supports Montoursville Mock Trial; and (14) Angle Tree Holiday Toy & Clothing Drive.

*The LLA had also submitted photos and captions, which were published: (1) LLA Donation to NPLS; (2) LLA Sponsors W4H; (3) LLA Grant to JSSF; (4) City Council Citation to LLA; (5) LLA Grant to Mock Trial Team; (6) LLA Grant to Court for Jury Videos.

The LLA had three paid ads published in the Williamsport Sun Gazette: (1) Recognition of LLA Fair Share Recipients (\$300); (2) Recognition of W4H Attorney Volunteers, Notaries and Witnesses and Event Sponsors (\$380); Results of Judicial Retention Survey (\$137).