

2020 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. Given the pandemic, which caused the cancellation of many LLA events, only 59 Facebook posts were made on the LLA's Facebook page in 2020.

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2020 were:

- Services for Kristine Waltz – 548 people reached
- Skip Greevy Recognized by LLA for 50 Years of Membership – 583 people reached
- LLA Public Service Award to Jerri Rook – 1,198 people reached
- Recognition of LLA Fair Share Award Recipients – 837 people reached
- Montoursville Mock Trial w Attny Advisor Nicole Ippolito – 1,212
- LLA's Wills for Heroes Announcement – 2,776 people reached
- LLA Donation to Historical Society – 963 people reached
- LLA Donation to CCI – 516 people reached
- National Love Your Lawyer Day – 1,243 people reached
- LLA Member Performs Marriage Ceremony for an LLA Member – 571 people reached
- J.Brown Interviewed about LLA's Landlord/Tenant Mediation Project – 730 people reached
- LLAF Grant Awarded to CASA – 1,309 people reached
- Lawyers in Our Community 2020 - 412 people reached

There was one paid post in 2020:

- Lawyers in Our Community 2019 – 1,872 people reached

Press –

The LLA and LLAF have enjoyed an outstanding relationship with the Williamsport Sun Gazette in recent years. In 2020 fourteen photo and caption submissions were made to the Sun. Each was published in the newspaper and/or online. Those submissions are as follows:

1. President Lovecchio Elected at LLA Annual Meeting
2. Kristine Waltz Honored with Pro Bono Awards
3. Gary Weber Honored with LLA Community Service Award
4. Skip Greevy Becomes 50 Year Member of Bar Association
5. Jerri Rook Honored with LLA Public Service Award
6. LLAF Donation to NPLS
7. LLAF Recognizes Joe Rider
8. Law Day Competition Announced
9. LLA Donation to Historical Society
10. J.Tira sitting for LLA Judicial Portrait
11. LLA Donation to CCI
12. LLAF Grant Award to CASA
13. New Attorney Admission Ceremony
14. Angel Tree Holiday Drive

One article was published in the Sun Gazette about the Landlord/Tenant Mediation Project, which was administered by the LLAF.

In addition, a number of editorials written by LLA members were published throughout the year.

The LLA had one paid ad published in the Williamsport Sun Gazette: (1) Recognition of LLA Fair Share Award Recipients (\$300).