

2021 Committee Report: Public Relations

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Facebook –

The LLA’s most effective method of communicating with the public continues to be its Facebook page. In 2021 the LLA made 49 Facebook posts.

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2021 were:

- Project Linus Flyer – 500 people reached
- Women in Judiciary – 1,198 people reached
- Linus Blanket Collection – 634 people reached
- Yoga in Park Group Photo – 1,193 people reached
- Paralegal Day State Proclamation – 1,905 people reached
- LLA Annual Picnic Photo – 929 people reached
- CASA Recognition – 1,872 people reached
- LLA Foundation Grant to Mock Trial – 873 people reached
- National Love Your Lawyer Day – 1,569 people reached
- Courthouse Dog’s Passing – 5,655 people reached
- Angle Tree Collection Announcement – 565 people reached
- Dieter & Frey Oath of Office – 15,907 people reached

There was one paid facebook posts in 2021:

- Lawyers in Our Community 2021 – 4,569 people reached

Press –

The LLA and LLAFF continue to enjoy an outstanding relationship with the Williamsport Sun Gazette. In 2021 eight LLA/LLAF photos submitted, and each were published. Those submissions are as follows:

1. Martino Elected President at LLA Annual Meeting
2. LLA Bar History Book
3. Tira Judicial Portrait Unveiling
4. LLAFF Donation to NPLS
5. Golden Crowbar to Lovecchio
6. LLAFF Grant to Montoursville Mock Trial
7. New Attorney Admission
8. Angel Tree Holiday Drive

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

The LLA had no paid ads published in the Williamsport Sun Gazette in 2021.