

## **2023 Committee Report: Public Relations**

**By: Michele Frey**

Facebook –

The LLA’s most effective method of communicating with the public continues to be its Facebook page. In 2023, the LLA made about 40 Facebook posts.

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2023 were:

Elizabeth White Elected LLA President – 910 people reached  
Law Day Competition Announcement – 2,222 people\*  
Law Day Competition Deadline Reminder – 2,896 people reached\*  
High School Mock Trial – 837 people reached  
Acknowledgment of 2021 & 2022 Wood Award Recipients – 854 people reached  
Law Day Committee Work Session – 1,178 people reached  
YLD Linus Blanket Collection Results – 601 people reached  
Art Winner Karlee Brouse – 896 people reached\*  
Art Winner Lila Butters – 1,039 people reached\*  
Art Winner Isabella Newcomer – 631 people reached\*  
Art Winner Kathryn Niklaus – 7, 268 people reached\*  
Essay Winner Olivia Regan – 926 people reached\*  
Essay Winner Luke O’Brien – 1,318 people reached\*  
Essay Winner Emma Strickland – 1,184\*  
PBA Evaluations for Primary Candidates – 507 people reached  
Law Day Celebration Flyer – 534 people reached\*  
2023 Winner w Judges – 2,980 people reached\*  
Law Day Winner Karlee Brouse w Teacher – 669 people reached\*  
Law Day Winner Lila Butters Performs – 539 people reached\*  
Law Day Winner Isabella Newcomer Presents – 604 people reached\*  
Law Day Winner Kathryn Nicklaus Presents – 697 people reached\*  
Law Day Winner Olivia Regan Presents – 527 people reached\*  
Overall Law Day Winner Gets Big Check – 1,815 people reached\*  
Thank You Law Day Committee – 717 people reached\*  
Law Day Ceremony YouTube Video – 557 people reached\*  
Fountain, bell, clock, weathervane at Cths. – 4,655 people reached  
Angel Tree Collection Announced – 616 people reached  
New Attorney Admission – 769 people reached  
Angel Tree Donations - 580 people reached  
Lawyers in Our Community 2023 – 695 people reached  
Pres. Liz White in PA Lawyer Magazine – 679 people reached

There were two paid facebook posts in 2023:

Grand Prize Sponsored by District Attorney – 3,726 people reached\*  
Lawyers in Our Community 2023 – 3,566 people reached

\*Post made to Lycoming County Law Day’s FB page (not Lycoming Law Association’s page).

Press –

The LLA and LLAF's good relationship with the Williamsport Sun Gazette continued in 2023 with several submitted photos being published either in the newspaper and/or on the Sun's website.

As is usually the case, several editorials written by LLA members were published throughout the year.

The LLA had no paid ads published in the Williamsport Sun Gazette in 2023.