

2017 Committee Report: Public Relations

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Facebook –

The LLA's Facebook page has been an active method of communication between the bar association and the public. In addition to news, photos and jokes, the Facebook page makes posts about upcoming CLE offerings and LLA events.

The most popular (at least five hundred people reached) Facebook posts, all of which were unpaid/organic posts, of 2017 were:

Ryan Tira elected LLA President – 1,337 people reached
Pro Bono Awards for Attorneys and Firms – 2,414 people reached
Liz White joins Executive Committee – 974 people reached
Jen Ayers receives Pro Bono award – 869 people reached
Tammy Weber joins LLA Foundation – 1,539 people reached
LLAF donation to North Penn – 804 people reached
Chief Justice Marshall establishes doctrine of Judicial Review – 555 people reached
McCoy's article on forthcoming Courthouse dog – 2,101 people reached
Scorekeepers for High School Mock Trial Competitions – 977 people reached
Wills for Heroes sign-up sheet – 3,708 people reached
Penn State Law's Career Fair – 546 people reached
Be Kind to Lawyers Day – 2,025 people reached
Wills for Heroes volunteer attorneys – 2,144 people reached
W4H post with J. Feese & J. Yates, and J. Zurich, S. Sholder & B. Hoffman – 1,704 people reached
PBA's Judicial Evaluation results – 893 people reached
Revocable Living Trust Consumer Warning – 1,098 people reached
Lyco. Cnty. Custody Case Video – 1,178 people reached
Tammy Weber to Chair PBA Elder Law Section – 2,354 people reached
July Bar Examination – 585 people reached
Tammy Weber and Julie Steinbacher (current PBA Chair and Past Chair) – 559 people reached
Rob Hoffa and Tammy Weber with FindLaw – 704 people reached
September E&E CLE flyer – 535 people reached
Tammy Weber throws first pitch for Crosscutters – 615 people reached
Editorial regarding courthouse security – 543 people reached
Knoebel's photos – 1,351 people reached
McCoy gets domestic violence Proclamation – 1,178 people reached
Jerri Dawes (McCoy's secretary) gets award for domestic violence work – 3,560 people reached
D. Drier & Bower in Halloween costumes – 730 people reached
PAVoteSmart.org – 683 people reached
Angel Tree flyer – 7,697 people reached
Angel Tree toy drop off – 1,331 people reached
Christmas joke – 500 people reached

Only one paid Facebook post was made in 2017:

LLA Gives Back to Community – 4,616 people reached

Press –

The Sun Gazette has been invited to several LLA events over the year.

The Sun has attended most and published articles, or photos, regarding the following:

- The LLA Foundation's Donation to North Penn Legal Services;
- Donation Honoring the Fair Share Award Recipients;
- Lycoming County's Law Day Celebration;
- The LLA's Wills for Heroes Event;
- The New Attorney Admission Ceremony; and
- The YLD Committee's Annual Toy/Clothing Holiday Collection to Benefit the Salvation Army.

Additionally, the Sun Gazette has published a number of editorials written by LLA members and authored an editorial about security at the county courthouse and district court offices.