HOW TO PROMOTE YOURSELF IN THE MEDIA: A TOOLKIT FOR LAWYERS

Pennsylvania Bar Association
Commission on Women in the Profession
Promotion of Women Committee
2014
Welcome to the 2014 Media Toolkit ("Toolkit") of the Pennsylvania Bar Association’s Commission on Women in the Profession ("Commission"). The Promotion of Women Committee ("Committee") designed this Toolkit to support the Commission’s endeavors to increase the visibility of women in the profession and to provide our members with a resource to use when dealing with the media and seeking publicity.

The Toolkit provides practical information about how to prepare a media release and communicate with the media, as well as a directory of newspapers and television stations throughout the Commonwealth of Pennsylvania. The Committee is developing a separate Social Media Toolkit to provide our members with a resource to use to achieve their social media public relations and marketing goals.

We hope that the Toolkit will inspire women in the profession in their public relations, promotion and marketing efforts.

Maria A. Feeley
2013-2014 Promotion of Women Committee Co-Chair

Tameka L. Altadonna
Ursula Marks, PBA Committees Coordinator
Marcy C. Mallory, PBA Communications Director
The Pennsylvania Bar Association
PENNSYLVANIA BAR ASSOCIATION
COMMISSION ON WOMEN IN THE PROFESSION
MISSION STATEMENT

The mission of the Pennsylvania Bar Association ("PBA") Commission on Women in the Profession is to assure full and equal participation of women in the PBA, the legal profession, and the justice system. In order to achieve this mission, the Commission is to:

1. Identify opportunities that enable women lawyers to participate fully in the work, responsibilities, and rewards of the profession. Included in this objective are issues relating to the advancement of women within law firms, job opportunities for women, gender discrimination in the profession, and ways and means by which women can utilize the Bar Association as a continuing organization to help solve and resolve problems unique to women in the profession.

2. Monitor the current status of women in the legal profession, identify their career paths and goals, and promote their advancement and achievement.

3. Develop educational programs to address discrimination against women lawyers and the unique barriers they encounter in pursuing their professional careers.

4. Make recommendations to the PBA Board of Governors and House of Delegates for action on issues the Commission identifies.

5. Make recommendations to the Courts, legislature, and other groups within the justice system on issues the Commission identifies through approval of the Board of Governors and House of Delegates.

PENNSYLVANIA BAR ASSOCIATION
COMMISSION ON WOMEN IN THE PROFESSION
PROMOTION OF WOMEN COMMITTEE
MISSION STATEMENT

The Promotion of Women Committee shall, consistent with and in furtherance of the mission of the Commission, consider matters and engage in activities related to the overall status of women in the legal profession. The Promotion of Women Committee shall implement any activity only with the prior approval of the Executive Council. The Executive Council, in consultation with the Committee, may, in its discretion, appoint the following subcommittees: Professional/Personal Leadership Development/Business Development; Women in Leadership; PA/Local Bar Associations; Elected and Appointed Judicial and Political Positions; and Mentoring Program.
# Table of Contents

- Communicating with Your Local Media .................. 5
- Drafting Media Releases .................................... 5
- Sample Media Release ........................................ 7
- Submitting a Release to Your Local Media .................. 9
- Local Media Directory ....................................... 10
- Letters to the Editor/Op-Ed Pieces ......................... 14
- Local TV and Radio Interviews .............................. 14
- Handling Calls from the Media .............................. 15
- Opportunities for Publicity in PA Bar Association Publications .......................... 16
COMMUNICATING WITH YOUR LOCAL MEDIA

When you promote yourself through the local media, you communicate with the public, your community, neighbors and clients about your professional and personal accomplishments, so that they can gain a better understanding of you, your practice, and the positive contributions you have made to their communities.

So, how do you go about getting media attention?

**Think about what you do inside and outside of your law firm or legal department - Remember, what you do can generate publicity, but you have to tell the media about it!**

First, you need to decide what you want to communicate about yourself or your law firm or legal department.

Perhaps you want to communicate about an extraordinary result for a client, a leadership or board appointment, a significant pro bono or public service initiative, a recent speaking engagement, publication you authored or award you received. Or, you may want to tout the addition of new partners or attorneys to your law firm, or a move to a new location or office. You also might want offer your opinion on a hot topic or new development in the law.

Once you have identified what it is that you seek to communicate, you need to determine how to communicate that information to the media. A typical method for communicating with the media is through a media or press release.

**DRAFTING MEDIA RELEASES**

Media releases provide a way to communicate with the media, and are an essential tool to get the word out about you, or your law firm or legal department. But, there is an art to drafting an effective media release.

Media releases should be brief, typically no more than two double-spaced pages. And, when drafting a media release, you should lead with the most important information, always including the basics: *who, what, when, where and why.*

Releases also must identify a contact person, someone who can speak for the law firm or legal department and be readily accessible to answer reporters’ questions.
Your media release should be brief, clear and to the point. It should include a headline that catches the reader’s attention and summarizes the subject of the release.

The body of the media release should be written as you would want it to appear in a publication. The first sentence should expand the information contained in the headline and fill in the story for the reader, providing a clear and concise summary of the subject of the release.

A sample media release is provided below.
FOR IMMEDIATE RELEASE

LOCAL LAWYER HELPS HIGH SCHOOL STUDENTS LEARN ABOUT THE REAL WORLD

(CITY) (Date) – Jane Smith, a partner in the Mechanicsburg law firm of Smith, Doe and Pro, volunteered recently to teach high school seniors at Cumberland Valley High School about their legal rights and responsibilities. Smith served as a volunteer with the “Stepping Out” program for high school seniors sponsored by the Pennsylvania Bar Association and the Cumberland County Bar Association.

Designed to help graduating seniors make the often-intimidating first step into adulthood, the “Stepping Out” program provides students with valuable information on legal matters such as renting an apartment, buying a car, driving under the influence, and marriage and divorce. During the program at Cumberland Valley High School, Smith talked with students about their legal rights and conducted an interactive question and answer session.

- more -
Jane Smith Helps Cumberland Valley High School Students

“Knowing your legal rights and responsibilities is an essential part of making a positive and successful transition from childhood into adulthood,” Smith explained. “The ‘Stepping Out’ program works to teach students, in an enjoyable manner, about their rights and ease some of their anxieties about life after high school.”

In preparation for the activities, each participating student received a 30-page “Stepping Out” booklet detailing various areas of the law. Teachers were encouraged to review the booklets with their students.

A 2004 graduate of The Pennsylvania State University Dickinson School of Law, Smith is a member of the Pennsylvania Bar Association and the Cumberland County Bar Association.
SUBMITTING A MEDIA RELEASE TO YOUR LOCAL MEDIA

If you do not have a marketing or public relations department or a team of media relations professionals at your disposal, you must build your own relationships with local editors and reporters, because they are the professionals who will receive your media release and decide whether to cover your story.

Generally, media releases for newspapers should be submitted to the News Editor. Media releases for television stations should be submitted to the Assignment Desk or the Assignment Editor. Media releases for radio stations should be submitted to the News Director or the Program Director.

Some newspapers have reporters assigned specifically to the legal or courthouse “beat.” If your local newspaper has a legal beat reporter, make sure to make connections with him or her.

We have developed the media list below as a tool for you, but you should tailor the list to include the local media that is most important to you and your practice, such as daily and weekly newspapers and radio and television stations.

The following media list includes live links (to follow link, place your cursor on the highlighted name and then CTRL + Click cursor) to Pennsylvania television stations, radio stations and newspapers. Editors and reporters change frequently, so make sure that you are sending your information to current personnel.

Most media outlets prefer to receive media releases via email, but be sure to research and follow each media outlet’s preferences for submission.

After you have submitted your media release, make follow-up calls to the appropriate person, most likely the Assignment Editor, News Editor, News Director or Program Director. Most do not answer their phones, but do not be discouraged. Leave a voicemail message about your release. If they are interested in covering your story, they will call you back.
PENNSYLVANIA LOCAL MEDIA DIRECTORY

Television Stations:

Allentown - WFMZ (Ch. 69)  Philadelphia - WTXF (Ch. 29)
Altoona - WTAJ (Ch. 10)     Philadelphia - WCAU (Ch. 10)
Bethlehem - WLVT (Ch. 39)    Philadelphia - WHYY (Ch. 12)
    Erie - WSEE (Ch. 35)      Philadelphia - WYBE (Ch. 35)
    Erie - WQLN (Ch. 54)      Philadelphia - WPAS (Ch. 57)
    Erie - WXFP-TV 66 (FOX)   Philadelphia - WPFL (Ch. 17)
    Erie - WJET-TV 24 (ABC)   Pittsburgh - WTAE (Ch. 4)
    Erie - WICU-TV 12 (NBC)   Pittsburgh - KDKA (Ch. 2)
    Harrisburg - WHTM (Ch. 27)Pittsburgh - WBGN (Ch. 66)
    Harrisburg - WHP (Ch. 21) Pittsburgh - WPX (Ch. 11)
    Harrisburg - WITF (Ch. 33)Pittsburgh - WQED (Ch. 13)
    Johnstown - WATM (Ch. 23)  Pittsburgh - WPCW
    Johnstown - WWCP (Ch. 8)Scranton - WNEP (Ch. 16)
    Johnstown - WJAC (Ch. 6)  Scranton - WYOU (Ch. 22)
    Lancaster - WGAL (Ch. 8)  Scranton - WOLF (Ch. 56)
Pennsylvania Cable NetworkScranton - FOX (Ch. 56)
Pittston - WVIA (Ch. 44)      Scranton - PAX (Ch. 64)
Philadelphia - WPVI (Ch. 6)  Scranton - WB (Ch. 38)
Philadelphia - KYW (Ch. 3)University Park - WPSX (Ch. 3)

Radio Stations:

Allentown (WJCSFM)  Lebanon (WWSMAM)
Altoona (WBRXFM & WBOXFM)Mechanicsburg (WTPA FM & WNCEFM)
Altoona (WVAMAM)      Media (WPLY100FM)
Altoona (WPRRFM)      Metro Radio Network
Altoona (WRTA AM)     McElhattan (WQBR)
Altoona (WRTAAM)      Millersburg (WQLV FM)
Bala Cynwyd (WREB FM) Milton (WMP & WLEV FM)
Bala Cynwyd (WNNW AM) New Carlisle (WJST-FM)
Bala Cynwyd (WOGL FM) Philadelphia (WWDB AM-FM)
Bala Cynwyd (WPRN)    Philadelphia (KYW AM)
Bala Cynwyd (WMGK FM) Philadelphia (WHYY FM)
Bala Cynwyd (WMMR FM) Philadelphia (WJJZ FM & WUSFM)
Bala Cynwyd (WWDB AM/FM) Philadelphia (WRTI FM/WRTY/WJAZ)
Bala Cynwyd (WXTU FM) Philadelphia (WYSP FMPhillysburg (WUBZ)
Bala Cynwyd (WYXR FM & WIOQFM) Pitllsburg (WPHB)
Berwick (WKABFM)      Pittsburgh (WAMO-AM/FM & WSSZ-FM)
Bloomburgs (WFFY - FM) Pittsburgh (WBZZ/WZPT/WDSY)
Boyertown (WBYNFM)     Pittsburgh (WSSH-FM & WJAS)
Bradford (WESB & WBRR) Pittsburgh (WTJ)
Butler (WUBT/WLER-FM/WISR) Pittsburgh (WRRK)
Carisie (WIOAM)        Pittsburgh (WQED)
Carlisle (Wireless Radio Network) Pittsburgh (WYEP FM)
Chambursburg (WCHA AM/FM & WIKZFM) Pittsburgh (WDUQ FM)
Clarion (WWCH & WCC - FM) Pittsburgh (WTAE AM)
Clearfield (WOKW FM)   Pittsburgh (WTAE AM)
Coudersport (WFRM AM/FM)  
Danville (WPGM AM/FM)  
DuBois (WDBAFM & WREQ)  
Dushore (WQZIFM)  
Erie (WJETFM)  
Erie (WLKK AM)  
Erie (WRIE/WXKC/WXTA - FM)  
Ephrata (WIOV AM/FM)  
Gettysburg (WGTY 107.7FM)  
Gettysburg (WGET 1320 - AM)  
Greencastle (WAYZ FM)  
Greencastle (WCBG/WSRT - FM/WHGT)  
Hanover (WHVR & WYCR - FM)  
Harrisburg (WCAT-FM)  
Harrisburg (WHP-580)  
Harrisburg (WRVV)  
Harrisburg/York (WQXA-FM)  
Harrisburg (WTCYAM & WNNKFM)  
Harrisburg (WKBO/WRBT/WWKL)  
Hawley ( WYCY - FM)  
Hollidaysburg (WFGY/WMHA/WFBG)  
Hollidaysburg (WALY)  
Honesdale (WDNB-FM)  
Honesdale (WDNH-FM)  
Honesdale (WPSN-AM)  
Huntingdon (WQHG FM)  
Indiana (WDAD)  
Indiana (WQMU FM)  
Johnstown (WNTJ AM)  
Johnstown (WQJX/WODZ/WUZI)  
Johnstown (WGLUFM & WQKKFM)  
Kane (WLMIFM)  
Lansdale (WNPV Radio, 1440 AM)  
Lancaster (WDACFM)  
Lancaster (WJTLFM)  
Lancaster (WLAN AM/FM)  
Lancaster (WROZFM)  
Lancaster (WLPA & WEGKF M)  
Pittsburgh (KDKA AM)  
Pittsburgh (KQV AM)  
Pottstown (WPAZAM)  
Radio Pennsylvania  
Reading (WEEAU)  
Reading (WRAW & WRFY - FM)  
Renovo (Y 106.9)  
Scranton (WICK/WWDL FM)  
Selinsgrove (WQSU FM)  
Selinsgrove (WWBE-FM/WYGL-AM/FM/WLGL-FM)  
Sellersville (WBYO FM & WBYX)  
Shamokin (WISL AM/FM)  
Shiremanstown (WWII AM)  
State College (WBUS)  
State College (WPSU-FM 91.5)  
State College (WTLR FM & WUJUFM)  
Springhouse (WVCH FM)  
St. Marys (WKBI AM/FM)  
Sunbury (WKOK/WEHG/WQKKFM)  
Thordale (WCOJAM)  
Troy (WHGLAM & WTZNAM)  
Tyronne (WTRNAM)  
Uniontown (WMBSAM)  
Warren: (WNAE (AM), WKNB (FM)- WRRN (FM))  
Washington (WJPA AM/FM)  
Waterford (WCJLFM)  
West Chester (WCHE AM)  
Whitehall (WAEB AM/FM/ WKA PAM/ WZZOFM)  
Wilkes-Barre (WARM/WMG/WBHT)  
Wilkes-Barre (WILK AM)  
Wilkes-Barre (WARM AM)  
Williamsport (WLYC AM 1050)  
Williamson (WKS8)  
Williamson (WRAK)  
Williamson (WZXR FM)  
Williamson (WBZD FM)  
York (WARM 103FM)  
York (WSBA AM)  
York (WSOX)  
Newspapers:  
Allentown - Pulse Weekly  
Allentown - Morning Call  
Allentown - Muhlenburg Weekly  
Altoona - Mirror  
Ambler - Ambler Gazette  
Ardmore - Main Line Life  
Ardmore - Main Line Times  
Aspinwall - Valley Herald  
Bangor - Blue Valley Times  
Bath - Home News  
Beaver - Beaver County Times  
Bethlehem - Brown and White  
New Hope - New Hope Gazette  
Newtown - Advance of Bucks County  
Norristown - Montgomery Life  
Norristown - Times Herald  
North Irwin - Norwin Star  
Northern Cambria - Star-Courier  
Oakmont - Oakmont Advance Leader Star  
Oil City - Derrick  
Oxford - Chester County Press  
Oxford - Oxford Tribune  
Penn Hills - Penn Hills Progress Star  
Perkasie - News-Herald
Bethlehem - Eastern Pennsylvania Business Journal
Birdsboro - Southern Berks News
Blairsville - Blairsville Dispatch
Bloomburg - Press Enterprise
Bloomburg - Valley Times
Bloomburg - Voice
Boyertown - Berks-Mont Newspapers
Boyertown - Boyertown Area Times
Bradford - Bradford Era
Brentwood - South Hills Record Star
Bridgeville - Bridgeville Area News Star
Bristol - Bristol Pilot
Butler - Butler Eagle
Carlisle - Carlisle Sentinel
Carnegie - Carnegie Signal Item Star
Chambersburg - Gazette
Chambersburg - Public Opinion
Clarion - Clarion News
Clifton Heights - Delaware County Daily Times
Coatesville - Coatesville Ledger
Columbia - Columbia Ledger
Connellsville - Daily Courier
Conshohocken - Conshohocken Recorder
Coraopolis - Coraopolis Record Star
Corry - Daily News
Coudersport - Potter Leader-Enterprise
Cranberry - Cranberry Journal Star
Cresson - Cresson-Gallitzin Mainliner
Daleville - Weekly Journal
Danville - Danville News
Downtown - Downingtown Ledger
Doyleston - Central Bucks Life
Doyleston - Doylestown Patriot
Doyleston - Intelligencer
DuBois - Courier-Express
Easton - Express-Times
Easton - Express-Times
Easton - Lafayette
Ebensburg - Ebensburg News Leader
Ebensburg - Mainline Newspapers
Edinboro - Independent-Enterprise
Elizabethtown - Elizabethtown Chronicle
Emlenton - Progress News
Erie - Erie Times-News
Erie - Suburban Advertiser
Forest City - Forest City News
Fort Washington - Montgomery Newspapers
Fort Washington - Springfield Sun
Franklin - News-Herald
Gettysburg - Gettysburg Times
Girard - Cosmopolite Herald
Glenside - Glenside News
Greensburg - Tribune-Review
Hamburg - Hamburg Area Item
Hanover - Evening Sun
Harrisburg - Central Penn Business Journal
Harrisburg - Mode
Harrisburg - Patriot-News
Hatboro - Public Spirit
Haverford - Bi-College News
Havertown - News of Delaware County
Philadelphia - 1st Headlines
Philadelphia - Al Dia
Philadelphia - All Around Philly
Philadelphia - Daily Pennsylvanian
Philadelphia - El Hispano
Philadelphia - Hawk
Philadelphia - Philadelphia Business Journal
Philadelphia - Philadelphia City Paper
Philadelphia - Philadelphia Daily News
Philadelphia - Philadelphia Inquirer
Philadelphia - Philadelphia Public Record
Philadelphia - Philadelphia Sunday Sun
Philadelphia - Philadelphia Times
Philadelphia - Philadelphia Tribune
Philadelphia - Philadelphia Weekly
Philadelphia - Philadelphia
Philadelphia - Temple News
Philadelphia - Triangle
Philly (Center City) - Center City's Weekly Press
Philadelphia (Chesterhill) - Chesterhill Local
Philadelphia (Juniata) - Juniata News
Philly (North Philly) - North Philadelphia Bulletin
Philadelphia (Northeast) - Northeast News
Philadelphia (Northeast) - Northeast Times
Philly (University City) - University City Review
Philadelphia (West Oak Lane) - Leader
Phoenixville - Phoenix
Pike - News Eagle
Pittsburgh - 1st Headlines
Pittsburgh - Duquesne Duke
Pittsburgh - New Pittsburgh Courier
Pittsburgh - Pennysaver
Pittsburgh - Pitt News
Pittsburgh - Pittsburgh Business Times
Pittsburgh - Pittsburgh City Paper
Pittsburgh - Pittsburgh Post-Gazette
Pittsburgh - Pittsburgh Tribune-Review
Pittsburgh - Renaissance News
Pittsburgh (North Side) - Northside Chronicle
Plum - Plum Advance Leader Star
Plymouth Meeting - Colonial
Pocono Pines - This Week in the Poconos
Portage - Portage Dispatch
Pottstown - Mercury
Pottsville - Pottsville Republican
Quarryville - Solanco Sun Ledger
Reading - Reading Eagle-Times
Roxborough - Roxborough Review
Royersford - Spring-Ford Reporter
Sayre - Evening Times
Schwenksville - Valley Item
Scranton - Aquinas
Scranton - Independent-Observer
Scranton - Aquinas
Scranton - Electric City
Scranton - NEPA News
Scranton - Scranton Times-Tribune
Selinsgrove - Crusader
Sewickley - Sewickley Herald Star
Hazleton - Standard-Speaker
Hazleton - Standard-Speaker
Honesdale - Wayne Independent
Huntingdon - Juniataian
Huntingdon Valley - Globe
Indiana - Indiana Gazette
Irwin - Standard Observer
Jenkintown - Times Chronicle
Johnstown - Tribune-Democrat
King of Prussia - King of Prussia Courier
Kittanning - Leader Times
Kutztown - Keystone
Kutztown - Kutztown Area Patriot
Lancaster - Intelligencer Journal
Lancaster - Lancaster New Era
Lancaster - Lancaster Online
Lancaster - Sunday News
Lebanon - Lebanon Daily News
Lehighton - Times News
Lehighton - Explode Times
Lehighton - Express
Levittown - Bucks County Courier Times
Lewisburg - Bucknellian
Lewisburg - Lewisburg Daily Journal
Lewisburg - Sentinel
Lock Haven - Express
McConnellsburg - Fulton County News
McKeesport - Daily News
Meadville - Meadville Tribune
Media - Town Talk
Meyersdale - New Republic
Middletown - Press & Journal
Milford - Pike County Courier
Millersburg - Upper Dauphin Sentinel
Milton - Milton Daily Standard
Monessen - Valley Independent
Monroeville - Monroeville Times Express Star
Montgomeryville - North Penn Life
Moon - Moon Record Star
Morgantown - Tri County Record
Morrisville - Yardley News
Moscow - Weekly Journal
Mountaintop - Mountaintop Eagle
Murrysville - Murrysville Star
Nanty Glo - Nanty Glo Journal
New Bloomfield - Perry County Times
New Castle - New Castle News
New Castle - New Castle News
Souderton - Souderton Independent
State College - Centre Daily Times
State College - Daily Collegian
State College - Voices of Central Pennsylvania
Stroudsburg - East Pocono Community News
Stroudsburg - Pocono Record
Sunbury - Daily Item
Swarthmore - Phoenix
Tarentum - Valley News Dispatch
Titusville - Titusville Herald
Titusville - Times-Courier
Towanda - Daily Review
Turtle Creek - Woodland Progress Star
Union City - Brown Thompson Newspapers
Union City - Times-Leader
Uniontown - Herald Standard
Valley View - Citizen-Standard
Villanova - Villanova Panorama
Warren - Times Observer
Warrendale - North Hills News Record
Washington - Observer-Reporter
Wayne - Wayne Suburban & Times
Wayne - News Eagle
Waynesboro - Record Herald
Waynesboro - Greene County Messenger
Wellsboro - Wellsboro Gazette
West Chester - Daily Local News
West Grove - Avon Grove Sun
Wexford - North Journal Star
Wilkes-Barre - Beacon
Wilkes-Barre - Citizens' Voice
Wilkes-Barre - Times Leader
Wilkes Barre - Weekender
Williamsport - Williamsport Sun-Gazette
Wyalusing - Rocket-Courier
York - York Daily Record
York - York Dispatch
York - York Sunday News
LETTERS TO THE EDITOR/OP-ED PIECES

YOU CAN ALSO COMMUNICATE WITH THE MEDIA BY DRAFTING LETTERS OR OPINION PIECES

Most newspapers have a section dedicated to reader responses and guest editorials called op-ed pieces (named so because they appear on the page opposite the Editorial column). By authoring a letter to the editor or an op-ed piece, you can communicate your viewpoint as an individual on issues, as well as your expertise on a particular subject matter. For example, if the Legislature is debating a bill on which you are a subject matter expert, you could draft a piece summarizing the substance of the bill, highlighting the important issues, and explaining how the bill, if passed, would impact the community.

To make your op-ed or letter appealing to editors, give it a creative title, but be aware that most publications will not use your headline. Be sure to keep your op-ed or letter within the publication’s word limit and submit it to the publication in the format the publication requires. Many letters or op-ed pieces can be submitted online, so visit your newspaper’s website for instructions.

LOCAL TV AND RADIO INTERVIEWS

Local TV news and talk radio shows provide additional public relations opportunities. For example, Pennsylvania’s version of C-Span is the Pennsylvania Cable Network (PCN), which often looks for experts on legal issues for its public service programming.

Through these outlets, lawyers can provide a service to the public by addressing issues that are of interest to viewers and listeners, while at the same time, communicating that they are subject matter experts with respect to the topic or issue at hand.

If you know of a timely and interesting topic, call the producer of a show or program to “pitch” your idea. When you make the call, be prepared to succinctly explain the topic and relevant issues, and be ready to demonstrate your expertise.

When you do get that interview, here are some simple tips to remember:

- Be prepared and know the subject.
Listen carefully to the question, and think before you speak.
Be friendly, factual and frank.
Be clear on your message and make sure it comes across in your interview.
Avoid legal jargon that can confuse your message.
Learn to talk in short sentences; brief answers work best. Long discourses often end up on the cutting room floor, and you risk being quoted out of context.
If you keep your response to a few major points, you will have better control over what is printed or aired.
Remember your message. Repeat your message.
Anticipate questions, and practice answering them in advance.
Never lose your cool.
Don’t be afraid to say, “I don’t know.”
Always adhere to the Rules of Professional Conduct.

HANDLING CALLS FROM THE MEDIA

As you build your relationship with the media, you might become a resource for them. When a reporter calls you for a comment on a particular issue, always return the call as soon as possible — most reporters are on strict deadlines. If you are unfamiliar with a particular issue or area of law about which the reporter is inquiring, offer to put him or her in touch with others who may be experts in certain fields.

If you are somehow involved in the story, be prepared to deal with the media. Consider whether readers will think you are hiding something if they see that you were unavailable or declined to comment, or whether “no comment” is the best response. If a reporter takes you by surprise, consider telling the reporter that you will call him or her back when you have had the opportunity to gather all of the facts.

AVOID ASSUMPTIONS WHEN DEALING WITH THE MEDIA
You should never assume that a reporter is “off duty,” or that he or she is your “friend” or “on your side.” He or she has a job to do, and making assumptions can lead to an unfavorable quote or story.

You should also never assume that a reporter is familiar with the legal issues involved in your case. Be prepared to explain and prove your expertise.

BEWARE OF “OFF THE RECORD” CONVERSATIONS
Do not say anything to a reporter that you do not want to see in print or hear on the radio or television. Beware of using the terms “off the record,” “not for attribution,” or “on background.” These terms do not have universal definitions, and may mean different things to different reporters.

**YOU SHOULD NOT USE THESE TERMS UNLESS YOU AND THE REPORTER HAVE ESTABLISHED THE SAME UNDERSTANDING OF THE TERMS.**

**ENSURING FAIRNESS AND ACCURACY**
Remember that the Internet is a multiplier and your story or interview has the potential to go viral. If you feel the story was inaccurate, ask the editor or producer for a correction or write a letter to the editor. Use your own recording device if you are concerned about accuracy.

Remember, a free press does not mean a responsible one.

**OPPORTUNITIES FOR PUBLICITY IN PENNSYLVANIA BAR ASSOCIATION PUBLICATIONS**

**GETTING YOUR ANNOUNCEMENT IN “PEOPLE COLUMN” OF THE PENNSYLVANIA LAWYER MAGAZINE OR THE PENNSYLVANIA PAR NEWS NEWSPAPER**

According to past readership surveys of PBA member publications, the “People” column is consistently one of the PBA’s most read. If you are a PBA member and want the legal community to know about your appointment, promotion, recent speaking event or other law-related news, submit it for consideration as a “People” item.

The PBA does not run prospective notices, particularly for speaking or meeting events because they are subject to change. The PBA also does not include lawyer “best of” announcements or marriage or birth announcements. Given the PBA’s large member base, the PBA monitors how frequently individuals are listed in the column. Photos are welcome, in either black and white or color. If provided electronically, photos should be high resolution, minimum 300 DPI (dots per inch.)

Email “People” column items to editor@pabar.org or mail to the Pennsylvania Bar Association, Attn. People Column, 100 South St., P.O. Box 186, Harrisburg Pa. 17108-0186
The editors reserve the right to reject “People” submissions and to edit for style and length of announcement.

Accepted announcements will appear in either *The Pennsylvania Lawyer* magazine or the *Pennsylvania Bar News* tabloid, depending on when notices are received in the editorial cycle.

**Consider Joining The Pennsylvania Bar Association Media Response Team**

The PBA’s Media Response Team is a network of lawyers who are available to answer law-related questions from the media and serve as resources for news stories. The PBA is looking for volunteers to serve on this network.

When the PBA receives an inquiry from a member of the media, the reporter usually identifies the area of the law in need of explanation. When the PBA learns this area of need from the reporter, the PBA provides the reporters with the names and contact information from the Media Response Team list of several experts in this area. The reporter then calls one or more of these experts.

It is acceptable for the reporter to identify the volunteer lawyer and his or her law firm as the source of information, because the volunteer will not be commenting on any official policies of the Pennsylvania Bar Association.

The media focuses on different issues every day. From family law to criminal proceedings, the media covers the “hot topics” of the moment in all corners of Pennsylvania. If you or members of your law firm or legal department would like to serve on the PBA Media Response Team, please complete the attached form and FAX it to the PBA Communications Department.

If you have any questions, please feel free to contact either PBA Communications Director Marcy C. Mallory at 800-932-0311, ext. 2247, or PBA Communications Manager Jeff Gingerich at 800-932-0311, ext. 2216.
PENNSYLVANIA BAR ASSOCIATION MEDIA RESPONSE TEAM

Name: ___________________________ Law Firm (Name and City): ___________________________

Phone: ___________________________ E-mail address: ___________________________

AREAS OF INTEREST/EXPERTISE (Check only the areas about which you are willing to be interviewed)

PLEASE RETURN VIA E-MAIL TO: JEFF.GINGERICH@PABAR.ORG

___ Administrative Law
___ Agricultural Law
___ Alternative Dispute Resolution
___ Animal Law
___ Appellate Litigation
___ Bankruptcy
___ Business Law
___ Civil & Equal Rights
___ Civil Litigation
___ Constitutional Issues
___ Corrections
___ Criminal Law
___ Education Law
___ Elder Law
___ Election Law
___ Environmental & Energy Law
___ Ethics, Professionalism
___ Family Law
    ___ Adoption
    ___ Support/Custody
___ Gaming Law
___ Health Care Law
___ Immigration Law
___ Intellectual Property
___ Judiciary Issues
___ Labor & Employment Law
___ Lawyer Advertising
___ Lawyer Discipline
___ Legal Rights of the Disabled
___ Legal Services to the Public/Pro Bono
___ Military and Veterans’ Affairs
___ Minorities in the Law
___ Municipal Law
___ Nonprofit/Tax-Exempt Organizations
___ Real Property, Probate & Trust
___ Solo & Small Firm
___ Tax Law
___ Technology; Internet Law
___ Unauthorized Practice of Law
___ Utility Law
___ Women in the Law
___ Workers Compensation
See Your Name In Print – Writing For The Pennsylvania Lawyer

The Pennsylvania Lawyer is the Pennsylvania Bar Association’s award-winning feature magazine published by the PBA as a service to its members and the legal profession at large.

It appears every other month in January, March, May, July, September and November. It has a circulation of approximately 27,000. It is distributed to the news media and libraries as well as to members of the association.

The magazine is designed to supply useful information about the practice of law; to explore law-related trends and developments; to provide a forum for the expression of ideas, concerns and opinions; and to stimulate debate on professional and public issues that affect lawyers. All articles must relate to the legal profession in Pennsylvania.

Publishing goals in support of Pennsylvania Bar Association goals

The PBA seeks to publish articles that:

- Promote pride in the profession
- Encourage civility, ethical behavior and professionalism
- Create awareness of important trends and developments
- Help build sound, profitable practices
- Enhance the quality of legal life
- Improve service to clients and community
- Foster commitment to legal education
- Contribute to positive involvement in public affairs
- Educate and inform the public and the profession

Length and format

Feature articles generally run about 1,200 to 2,000 words, although the PBA sometimes publishes articles as short as 600 words and slightly longer than 2,000 words. The PBA’s ideal length is 1,500 words, although length always depends on the timeliness, importance, and complexity of the subject matter.

Articles must be written in journalistic style—NO FOOTNOTES OR ENDNOTES—generally following the guidelines of the Associated Press Stylebook. The source of quotations and information must be clearly attributed within the text. Appropriate documentation of pertinent facts and quotations may be required.

The PBA prefers to receive articles as Word files sent via email. Articles should be marked to the attention of the editor and sent to editor@pabar.org or marked to the attention of the editorial director and sent to PALawyer@editorialenterprises.com. The PBA accepts hard copy
submissions submitted by mail if printed in double-spaced, letter-quality format on white paper, without pen or pencil marks. Hard copy MUST be accompanied by an electronic version, preferably in Word on a CD or thumb drive. You should not send submissions in hard copy only.

**Queries and unsolicited manuscripts**

*The Pennsylvania Lawyer* prefers to receive advance queries about proposed articles by email, although unsolicited manuscripts will be considered. Telephone queries are not accepted. Writers querying *The Pennsylvania Lawyer* for the first time should include clips of previously published work, references, or other relevant credentials.

Your query should describe the article you have in mind, why the topic would be important or interesting to the readers of *The Pennsylvania Lawyer*, why you are uniquely qualified to write the article, and what specific approach or focus you would take. A tight, well-planned focus is crucial.

Remember that the editorial calendar usually is set four to six months in advance. The PBA sometimes opens space to accommodate a late-breaking article, but most of the time the articles are planned many months ahead.

The PBA requires writers to sign a publication agreement that allows distribution of the article by both print and electronic means. The PBA asks for first serial rights only but requires the right to exclusive publication in Pennsylvania. The publication agreement gives the PBA the right to edit for length, house style and accuracy, and to determine the title and captions used for the article.

**Tips for writers**

- *The Pennsylvania Lawyer* accepts legal humor and cartoons infrequently. The magazine publishes a regular humor column. The magazine also publishes regular columns on legal discipline, legal ethics, people notes, writing, and technology. These columns are not open to outside writers. Short personal-experience stories are accepted for the “War Stories” column. Book reviews also are accepted.

- Profiles are considered but are usually given lower priority than articles that focus on the practical, day-to-day aspects of lawyering; the business of law; law-office management; the impact of emerging legal trends; and the legal aspects of current public issues. Historical articles also are considered.

- Scholarly articles dealing with substantive law are not accepted. Such articles should be submitted to *The Pennsylvania Lawyer*’s sister publication, *The PBA Quarterly*. (The association also publishes the *Pennsylvania Bar News*, a biweekly newspaper containing news of association activities.)

- Articles should contribute in a positive way to the profession. For example, the exploration of a problem affecting lawyers should also examine the possible solutions to the problem. Opinion pieces and point-of-view articles are accepted, but political
polemics and attacks on individuals are not.

Correspond with:
Donald C. Sarvey, Editorial Director
The Pennsylvania Lawyer
P.O. Box 186
Harrisburg, PA 17108
PALawyer@editorialenterprises.com