


# Help Us “Spot” Stories for LMA’s Advocacy Initiative

## What We Are Trying To Do

Legal marketing and business development professionals play critical roles inside law firms, but there is still an opportunity to increase attorneys’ awareness and appreciation for those positions. Through LMA’s Advocacy Initiative, we are raising the profile of the thousands of communications, marketing, business development, technology and client services professionals, and addressing issues of importance to our members. In order to do this, however, we need your help. We are looking to you to “spot” stories that support our Advocacy Initiative, and could be used for media pitches, blog posts, Strategies Magazine articles and more.

## The Stories We Want To Tell

Below are the four pillars of our Advocacy Initiative and the key messages we are communicating for each. Suggested stories should align with one or more of these pillars:

 <h3>Professional Advocacy</h3> <p>Legal marketers continue to gain influence at law firms of all sizes. We are deeply involved in business development, pricing, branding, client relationship management and firm strategy – critical components of a law firms’ success.</p>	 <h3>Ethics and Legal Marketing</h3> <p>At LMA, we ensure truthfulness and transparency in legal marketing to educate consumers and protect practitioners. We are driving change industry-wide by advocating for more consistent and contemporary standards.</p>	 <h3>Diversity and Inclusion</h3> <p>LMA maintains a longstanding commitment to diversity and inclusion in the legal marketing profession and the legal industry. We believe that welcoming and appreciating all people and seeking diverse perspectives enables our members to better serve their firms, clients and communities.</p>	 <h3>Innovation Among Disruption</h3> <p>Market forces are rapidly changing the business of law. At LMA, we ensure our members are on the forefront of these changes and always ready for the “next big thing.”</p>
<b>Sample Story Topics</b> <ul style="list-style-type: none"><li>• Success stories about the impact legal marketers are making at firms</li><li>• Individuals’ awards and recognition for work beyond traditional communications roles</li></ul>	<b>Sample Story Topics</b> <ul style="list-style-type: none"><li>• Stories about state bar adoption of the ABA model rules.</li><li>• Local implications of ABA model rules change</li><li>• Events/initiatives focused on ethics in legal marketing</li></ul>	<b>Sample Story Topics</b> <ul style="list-style-type: none"><li>• Successful D&amp;I initiatives led by legal marketers</li><li>• D&amp;I-focused LMA events &amp; activities</li><li>• Success stories tying D&amp;I to revenue generation</li></ul>	<b>Sample Story Topics</b> <ul style="list-style-type: none"><li>• Effects of data, analytics, and AI on the legal marketing profession</li><li>• New technologies being used by legal marketers</li><li>• Examples of marketers leading innovation conversations and initiatives in their firms</li></ul>

## What We Need From You

Specifically, the stories we are looking for you to “spot” should be:

<b>Informative</b>	Stories should help educate attorneys and the broader legal community about the critical role legal marketing professionals play in law firm growth and business strategy.
<b>Interesting</b>	Stories should offer interesting information, such as data, and/or human interest angles that will capture the attention of a legal beat reporter.
<b>Visual</b>	We are also seeking visual content that brings stories to life. Examples include, but are not limited to, photos, infographics or videos.

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# Send Advocacy Stories Ideas to [Strategies@legalmarketing.org](mailto:Strategies@legalmarketing.org) – Subject: Advocacy

## How Do I Share?



## Story Spotter Submission

It's easy to submit story ideas to the LMA team; just answer the **Five Ws: What, Who, Where, When and Why**. When submitting your idea, please also remember to attach any visuals (i.e., images, infographics, videos) that you think are relevant and include a short description of each. The sample answers below can help guide you in this process.

### Example 1: Innovative D&I Initiative Being Pioneered by an LMA Member

<b>WHAT</b>	<b>Sample Answer:</b> This story is about an innovative D&I initiative being pioneered by an LMA member in New York. The newly minted "Inclusivity Committee" at Sullivan & O'Malley seeks to secure equal opportunities – both professional and otherwise – for all firm employees. The committee operates alongside the firm's longstanding Diversity Committee.
<b>WHO</b>	<b>Sample Answer:</b> This story involves Kathryn Orman, Chief Marketing Officer at Sullivan & O'Malley.
<b>WHERE</b>	<b>Sample Answer:</b> Sullivan & O'Malley is a mid-market firm with locations in Los Angeles, Chicago, and New York. Kathryn sits in New York, where the firm's marketing department is based.
<b>WHEN</b>	<b>Sample Answer:</b> Kathryn was named CMO in February 2018, and launched the firm's Inclusivity Committee committee in August 2018.
<b>WHY</b>	<b>Sample Answer:</b> The story aligns well with LMA's Diversity and Inclusion pillar and demonstrates the importance of the second, often forgotten half of "Diversity & Inclusion." Sullivan & O'Malley's Inclusivity Committee makes clear that D&I initiatives at law firms should be focused not only on creating a more diverse workforce but also on encouraging each employee to bring their whole selves to work.

### Example 2: Marketing Campaign Advocating for Adoption of New ABA Model Rules

<b>WHAT</b>	<b>Sample Answer:</b> This story is about a targeted marketing campaign being organized and run by legal marketing professionals in Illinois advocating for adoption by the Illinois State Bar of the changes recently made to the ABA Model Rules governing lawyer advertising.
<b>WHO</b>	<b>Sample Answer:</b> The story involves an informal group of legal marketing professionals from multiple law firms in Chicago, IL who have joined forces to spread the word about the Model Rules change and advocate for adoption of the new rules by the state bar.
<b>WHERE</b>	<b>Sample Answer:</b> The story takes place in the state of Illinois, primarily in Chicago.
<b>WHEN</b>	<b>Sample Answer:</b> This story is currently in progress. The ABA Model Rules were amended in August 2018, but the campaign to have the new rules adopted by the Illinois State Bar is ongoing.
<b>WHY</b>	<b>Sample Answer:</b> This is an interesting story because it aligns with LMA's Ethics and Legal Marketing pillar and showcases both the strength of the local legal marketing community and the need for simplified, standardized rules governing attorney advertising.