



## **August CLE for Philadelphia-Area Attorneys: Case-Specific Legal Media Relations by Legal Media Relations Expert Richard Lavinthal**

Philadelphia, PA, July 13, 2008 --(PR.com)-- Attorneys in solo and midsize firms in the Philadelphia-South Jersey region who want to manage their own case-specific legal media relations can learn how to professionally publicize (or minimize coverage of) big cases at an August 5th Bucks County Bar Association CLE presented by nationally known legal media relations expert Richard Lavinthal.

During a decade at the U.S. Department of Justice Lavinthal was spokesman for three U.S. Attorneys, including the Hon. Samuel A. Alito, Jr., and the Hon. Michael Chertoff, and handled communications assignments for three U.S. Attorneys General. Later, he was the first Director of Communications for the N.J. Division of Criminal Justice and, after that, Director of Criminal Justice Programs for APBnews in New York City.

Lavinthal's clients have been quoted or featured in national print, broadcast and online media including the National Law Journal, Associated Press, Dow Jones and Reuters wires, the Washington Post, New York Times, Chicago Tribune, and the ABC and CBS television network. This year Lavinthal already has developed and executed breaking news legal media relations for attorneys who've won more than a half billion dollars in civil settlements and verdicts.

“Savvy lawyers know the value of best-practice, case-specific legal media relations. Unlike advertising, it can deliver authoritative, legal marketing, branding, client advocacy and attorney recognition messages in one fell swoop to influencers, potential clients and co-counsel,” Lavinthal said.

“This CLE is narrowly focused on case-specific breaking news preparation and execution,” Lavinthal said. “Attorneys will learn steps they must take to ethically promote their big cases, skills I've acquired over decades of news reporting and legal media relations, and part of the reason why attorneys from Los Angeles to New York City have retained PRforLAW, LLC for their big cases.”

To reserve a seat for the luncheon and lecture call Bucks County Bar Association MCLE Coordinator, Mary Lou Smith at 215-348-9413, Ext. 110. For more information visit the bar association's MCLE page, [http://www.bucksbar.org/html/MCLE\\_calendar.htm](http://www.bucksbar.org/html/MCLE_calendar.htm). For more information about Richard Lavinthal visit [www.Lavinthal.com](http://www.Lavinthal.com) and [www.PRforLAW.com](http://www.PRforLAW.com). A CLE registration form is also available at each Web site.

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