

Law Day 2008

Promotional Ideas

The idea behind Law Day is the promotion, within local communities, of the American justice system and those who participate. These promotional ideas are intended to help you get the word out about Law Day and Law Week programs in your community.

GROUP, ORGANIZATION OR BUSINESS NEWSLETTERS: Contact groups, organizations or businesses (i.e. universities, technology centers, Rotary Club, United Way, Goodwill Industries, Jaycees, etc.) in your county and ask them to insert information about Law Day activities in their newsletters. The information must benefit their readers (i.e., Ask A Lawyer provides an opportunity for free legal advice).

RELIGIOUS GROUPS NEWS BULLETINS: Most churches have an informational section at the end of their weekly prayer service flyer. Contact the churches, temples, synagogues and mosques in your county and ask them to include information about Law Day activities that will benefit their members. Don't forget to include a contact phone number.

LOCAL MERCHANTS: Contact local merchants and ask them to display Law Day posters in their shop windows. Use the posters or coloring contest entries from your county contest as signs. Be sure to add your county's Ask A Lawyer phone number, date, time on the artwork. You might also supply them with some Law Day stickers, which they can give to their customers' children.

PROMOTIONAL FLIERS: Place fliers about Law Day, Ask A Lawyer and local Law Day contests in places such as: senior centers, grocery stores, libraries, day care centers, video stores, doctors' offices, co-ops and farm supply stores or ask the local newspapers to insert them in their Sunday editions.

ELECTRONIC PUBLIC SERVICE ANNOUNCEMENTS (PSA): The OBA will provide 10- and 30-second PSAs to your local radio stations at no charge. The OBA will supply you with a script of the PSAs we send to your local stations. Contact your local stations and ask them to add a tag line with the Ask A Lawyer phone number for your county.

ONLINE EVENT CALENDARS: Does your city have a Web site with a local events calendar? Why not add Law Day, Ask A Lawyer and local Law Day events? Be sure to include the words "FREE Legal Advice."

PIZZA DELIVERY: Ask your local delivery service to put a flier (that you supply) on top of the pizza box as a community service.

NEWSPAPERS: Ask local newspapers to print human interest stories about Law Day, the Ask A Lawyer program, and any Law Day contests your county may be conducting. Ask them to run a few PSAs and/or advertisements about Law Day activities in your area. Be sure to suggest photographs. If you cannot get local media to run PSAs/advertisements for free, contact local law firms and see if they may want to sponsor the Law Day ads. Some newspapers will even make a 2- or 3-page pullout section about Law Day with law firms purchasing advertising to pay for it.

DROP-IN ADVERTISEMENTS: Drop-in advertisements are small ads printed within a larger ad (i.e., supermarket ads, auto dealer ads, hardware store ads, etc.). These ads are small and most businesses should not mind adding them to their normal sale ads. Be sure to promote drop-in ads to the businesses as a service to the community.

LOCAL BANKS: Contact local banks and ask if it would be possible to insert small mailers about Law Day in with their client's monthly statements. Contact your local banks as soon as possible.

TIME AND TEMPERATURE MESSAGE: If your area has a call-in time & temperature service, see if it would be possible to have a brief message about Law Day community service activities and a telephone number placed on the service.

BILLBOARD: Rent a billboard or portable sign, with funds from your county bar association, and display a Law Day message with the date and time of Ask A Lawyer and the local and 800 telephone numbers. If your county bar does not have the funds to rent a sign or billboard, ask to have one donated. In smaller towns you may be able to place signs near downtown intersections. Your local cable television provider probably has a public information bulletin board that broadcasts 24 hours a day at little or no cost.

CHAMBER OF COMMERCE: Work with local chambers of commerce, they may be able to help you inform their members about Law Day. Most chambers of commerce have a newsletter.

MAYORAL PROCLAMATION: Ask the mayors in your county to proclaim May 1 as Law Day or other dates as Law Week. This may be connected to any Law Day contests being held in your county. Ask the OBA Communications Dept. for a copy of the governor's proclamation if it is not posted on www.okbar.org.

RADIO PROGRAM: Go on a local radio program and conduct a question and answer show. You can keep the topic narrow and use OBA pamphlets to help you answer questions that you are not sure about. Or you could be a guest on a popular radio show(s) and give details about upcoming Law Day community service projects.

LOCAL SPORTING EVENTS: Have announcers at local sporting events (i.e. high school and college baseball games, etc.) make announcement(s) about Law Day and Law Day activities in your area.

Things to Keep in Mind

The shorter the message, the better.

When printing fliers, use brightly colored paper. Bright colors catch the eye best.

When posting fliers on bulletin boards, be sure they are at least 8 ½" by 11" in size. Print **FREE LEGAL ADVICE** in bold print, so it will attract attention.

If you are unable to get free radio or TV time for PSAs and advertisements, ask local lawyers or law firms to sponsor PSAs and advertisements.

Ask influential attorneys and judges to help you arrange television, radio and newspaper stories and advertisements.

Don't rely on just one form of communication to get the word out. A combination of methods will work best.

Ask other local bar members to announce Ask A Lawyer and other Law Day activities at civic or professional meetings they attend.

Create some additional promotional ideas tailored to your county and the people who live there. You know the people in your county best, so don't be afraid to use that knowledge to help promote Law Day.

Keep in mind that the goal of Law Day is to promote the legal profession as a whole, not an individual or his/her law firm.

If you would like to share any of your ideas or if you have any questions about Law Day, please contact Melissa Brown at the OBA Communications Department at (405) 416-7017 or (800) 522-8065, e-mail melissab@okbar.org or Law Day Committee Chair Giovanni Perry at giovanni.perry@cox.net.