

NEWS & INSIGHTS

LIGHTFOOT RECEIVES 2018 NATIONAL LMA 'YOUR HONOR' AWARD FOR MEDIA RELATIONS



Firm recognized at Legal Marketing Association's annual

conference for white collar practice PR campaign

BIRMINGHAM, Ala. (April 30, 2018) — Lightfoot, Franklin & White LLC has received national recognition from the Legal Marketing Association (LMA). The firm received a national 2018 Your Honor Award in the Media Relations/PR category at LMA's annual conference in New Orleans. Lightfoot's Director of Marketing & Business Development, Emily B. Woloschuk, accepted the award at the event on April 11.

The firm was recognized for its recent media and marketing strategy supporting the firm's **White Collar Criminal Defense and Corporate Investigations practice**. The public relations campaign garnered national media attention and generated new business for the practice.

Lightfoot previously received a first place regional Your Honor Award from the Legal Marketing Association Southeast (LMASE) for the PR campaign.

"We're honored to receive recognition from the Legal Marketing Association on a national stage," said Lightfoot managing partner Melody Eagan. "This project was all about showcasing the knowledge and experience of our attorneys while providing their valuable perspective to the media and the public. It's gratifying to see that work recognized in such a big way."

The firm developed and executed the media strategy in collaboration with its PR agency **Reputation Ink** when Lightfoot's white collar lead attorney, **Jack Sharman**, was retained as special counsel by the Alabama House of Representatives Judiciary Committee to guide its **impeachment investigation** of then-Governor Robert Bentley. The effort included **building a standalone website** that provided media and the public with the full findings of Sharman's investigation, along with all supporting documents.

The team also proactively leveraged Sharman's experience and **positioned him as a national thought leader** on the ongoing investigation into President Donald Trump and alleged Russian meddling in the 2016 presidential election. He was featured in numerous publications including The New York Times, The Wall Street Journal, The Washington Post, USA Today, The New York Daily News, Business Insider and Bloomberg. Sharman also appeared on NBC's "Today Show" as well as MSNBC's "11th Hour with Brian Williams" and "Meet the Press Daily."

The firm's case study **"How Lightfoot lawyers have earned their stripes in high-profile government investigations"** offers an overview of the work that led to the awards.

The LMA Your Honor Awards recognize excellence in legal marketing by promoting projects and programs that showcase innovation and return on marketing dollar investment. A panel of expert judges award candidates in 16 categories, encompassing work related to business development, business of law, client services, communications, marketing management and leadership, and technology.

"The Your Honor Awards winners showcase the best in the legal marketing industry, from creativity and execution to achievement and overall excellence," said Betsi Roach, LMA Executive Director. "LMA is proud to celebrate member achievements and highlight the brilliant work our community is doing, further affirming our position as a thought leader in the legal industry."