

LAWLINE STUDIO QUICK GUIDE

A Resource for Lawline Faculty



ABOUT LAWLINE

Lawline is the leading provider of online continuing legal education (CLE) with over 120,000 attorneys trusting [Lawline](#) with their CLE compliance. Offering legal education nationwide, Lawline strives to create timely and engaging content that supports attorneys throughout their careers. The company is headquartered in downtown Manhattan and has received multiple awards recognizing its superior product, service, and company culture. Lawline's success has also been featured in The Wall Street Journal, Entrepreneur, Forbes.com, and the National Law Journal.

CONTENT

Lawline produces high-end CLE programming:

- Heavily marketed live-webcasted curriculum events featuring a series of courses focused on specific practice areas and industries
- Stand-alone programs throughout the year respond to hot legal topics and content requests from our customers
- State-specific courses that target viewers from the largest CLE markets

MARKET TRANSMISSION

- Programs are recorded and webcasted live from our state-of-the-art NYC studio, and later showcased in our easy-to-search on-demand library
- Marketing is targeted to Lawline users nationwide from a wide variety of practice areas
- Programs are automatically accredited in a minimum of 15 states, with approved provider status in additional top markets
- Quarterly reporting on viewership and viewer feedback
- [Click here for our Featured Faculty Spotlights](#)

YOUR LAWLINE CONTACT

If you have any questions you may reach out to:

Angelica Cesario
Lead Program Attorney
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LAWLINE VOTED TOP
ONLINE CLE PROVIDER!
THE NATIONAL LAW JOURNAL

THREE STEPS TO CREATING A PROGRAM

1. Select a time and date for your program.

- Communicate with your Lawline Contact to select an available date and time for your CLE program and determine whether the duration will be 60 or 90 minutes.

2. Submit Your Course Materials by the agreed upon deadlines.

- Lawline asks each presenter to submit the following course materials for each program:
 - Title, Course Description and Learning Objectives
 - Presenter bio(s) and digital photo(s)
 - Microsoft PowerPoint Presentation

3. Program Day - What to Expect and Best Practices

- *Arrive Early.* Arrive 30 minutes before the program for a studio orientation.
- *Program Duration.* To meet CLE accreditation requirements, you must speak for the full 60 or 90 minutes of time.
- *One Take.* The program is a live broadcast with a live audience, so we cannot stop until the end of the program.
- *Attire.* Solid colors and business or business casual dress is preferred.

AFTER THE PROGRAM: NEXT STEPS

On-Demand

Within one week after filming, your program will be available for viewing in Lawline's on-demand library.

Quarterly Reports

At the beginning of each quarter, you will receive a report of the following:

- Total views
- Viewer rating
- Comments and feedback

Branding and Marketing

- Send us your firm logo in a true vector file (.ai, .svg, or .eps format) to have it prominently displayed in the video
- You will have access to professionally edited clips from your program for use on social media, websites, and in other promotional materials
- At your request, we can provide a discount code for your program to share with colleagues and clients



FREQUENTLY ASKED QUESTIONS

Where are Lawline studio programs filmed?

All Lawline Studio Programs are live webcasted and recorded in our NYC offices located at:

**61 Broadway (Between Rector Street and Exchange Place) Suite
1105 (11th Floor)
New York, NY 10006**

What are the requirements for the PowerPoint?

A PowerPoint presentation, in a .ppt or .pptx file format, is required. Our system cannot accommodate animations, transitions, or hyperlinks. Please use a large font size.

The PowerPoint should (1) be useful standing alone without the accompanying video and (2) serve as a general resource after course completion. We recommend at least 30 (detailed, text-based) slides for a 60-minute presentation. Statutes, opinions, regulations, pleadings, etc. must be accompanied by an explanation of their relevance and any related practice tips. If you use hypotheticals, you must include a written discussion and/or responses somewhere in the PowerPoint.

Can I include supplemental materials?

Absolutely! You are not required to provide supplemental materials, but you may submit them if you wish. Send any supplemental materials to your Lawline Contact in PDF format. They will be made available to viewers for download.

How long before my program should I arrive?

Please arrive 20 - 30 minutes before your program so we can get you oriented with the studio before the program begins.

Will my studio course have a live audience?

Your course will have a live online viewership. There will be no one in the studio with you, but viewers will be watching live remotely from their computers and mobile devices.

Can viewers ask questions?

Yes. Viewers can ask questions throughout the duration of a program. Customer questions will be displayed on a studio monitor in front of you. You are not obligated to answer questions, and there is no guarantee that any questions will come in.

Should I reserve time for questions?

No. There is no guarantee that viewers will ask questions. As such, we do not recommend reserving time for questions. You should be prepared to fill the entire scheduled time slot.

Do I receive CLE credit for teaching with Lawline?

Yes! We will email you your CLE teaching credit certificate(s) once your program goes on-demand. Please notify us in advance of the program which states you are admitted in.

Can I play video clips during the program?

Yes; however, we cannot play video through the PowerPoint itself. If you wish to play video or audio clips during your presentation, kindly discuss it with your Lawline Contact at least two weeks prior to the program. We also ask that you submit your videos in electronic format (e.g. mp4 file or YouTube video) two weeks in advance.

Can I promote my program online?

Of course! Feel free to promote your program on social media, your website, or elsewhere! Some sample language you can use when you link to the course page: "Check out [Faculty Name] presenting with @Lawline on [Program Topic]!" This is also a great way to use any clips from your program to boost your online presence.

For more FAQs, check out our helpful video, ["Questions Frequently Asked by Faculty Members"](#)

TOP LAW FIRMS

Lawline brings in faculty from the top law firms in the country, including:

- Alston & Bird
- Anderson Kill
- Archer & Greiner
- Arent Fox
- Arnold & Porter
- Axinn, Veltrop & Harkrider
- BakerHostetler
- Ballard Spahr
- Becker & Poliakoff
- Best Best & Krieger
- Blank Rome
- Cadwalader, Wickersham & Taft
- Davis Polk & Wardwell
- Dechert
- Dentons
- Dickinson Wright
- DLA Piper
- Drinker Biddle & Reath
- Duane Morris
- Epstein Becker & Green
- Farrell Fritz
- Fitzpatrick, Cella, Harper, & Scinto
- Foley & Lardner
- Fox Rothschild
- Fragomen, Del Rey, Bernsen, & Loewy
- Gibbons
- Gibson, Dunn & Crutcher
- Gordon Rees Scully Mansukhani
- Greenberg Traurig
- Haynes and Boone
- Herrick Feinstein
- Hogan Lovells
- Holland & Knight
- Hughes Hubbard & Reed
- Hunton & Williams
- Jackson Lewis
- Jenner & Block
- Jones Day
- Katten Muchin Rosenman
- Kelley Drye & Warren
- Latham & Watkins
- Lewis Brisbois Bisgaard & Smith LLP
- Littler Mendelson
- Locke Lord
- Loeb & Loeb
- Mayer Brown
- McDermott Will & Emery
- McElroy, Deutsch, Mulvaney & Carpenter
- Morgan, Lewis & Bockius
- Morrison & Foerster
- Norton Rose Fulbright
- O'Melveny & Myers
- Orrick, Herrington & Sutcliffe
- Paul Hastings
- Pepper Hamilton
- Proskauer Rose
- Reed Smith
- Rivkin Radler
- Ropes & Gray LLP
- Seyfarth Shaw
- Sheppard, Mullin, Richter & Hampton
- Sidley Austin
- Skadden, Arps, Slate, Meagher & Flom
- Squire Patton Boggs LLP
- Steptoe & Johnson
- Sullivan & Cromwell
- Tannenbaum Helpers Syracuse & Hirschtritt
- Venable
- Willkie Farr & Gallagher
- Winston & Strawn

TOP PUBLIC INTEREST LAW ORGANIZATIONS

Lawline faculty hail from the top public interest law organizations in the nation, including:

- American Civil Liberties Union
- Bay Area Legal Aid
- Brennan Center for Justice at NYU School of Law
- Bronx Defenders
- Bronx Legal Services
- Brooklyn Defender Services
- Brooklyn Legal Services Corporation A
- Center for Appellate Litigation
- Center for Constitutional Rights
- Center for Safety & Change
- Emery Celli Brinckerhoff & Abady
- Juvenile Law Center
- Legal Action Center
- Legal Aid Society
- Legal Services NYC
- Manhattan Legal Services
- NAACP Legal Defense and Educational Fund
- National Immigration Law Center
- New York Civil Liberties Union
- New York Legal Assistance Group
- Public Justice
- The Bronx Defenders
- The Harry and Jeanette Weinberg Center for Elder Justice
- The Human Trafficking Pro Bono Legal Center
- The International Center for Transitional Justice
- The Lawyering Project
- The Susan B. Anthony Center
- Transgender Legal Defense and Education Fund
- Urban Justice Center