

# LAWLINE QUICK GUIDE

A Resource for Lawline Faculty



## ABOUT LAWLINE

Lawline is the leading provider of online continuing legal education (CLE) nationwide. With over 120,000 attorneys trusting Lawline with their CLE compliance, [Lawline](#) creates timely and engaging content that supports attorneys throughout their careers. The company has received multiple awards recognizing its superior product, customer 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 topics, critical legal developments, and content requests from our customers
- State-specific courses that target viewers from the largest CLE markets

## MARKET TRANSMISSION

- CLE programs are recorded remotely from your location, webcasted live using the Zoom application, 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 approved for CLE in a minimum of 15 states, with approved provider status in additional top markets
- We provide our faculty with 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:

Sarah Mills  
Program Attorney  
Phone: 646.448.3288  
Email: [sarah.mills@lawline.com](mailto:sarah.mills@lawline.com)

## THREE STEPS TO CREATING A PROGRAM

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### 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 (50 or 75 minutes if your program is specific to NY, NJ, or FL law).
- Schedule a Zoom test. Your Lawline Contact will set up a Zoom test prior to the program date to review logistics with you for the day of the program.

### 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 (more details below)

### 3. Program Day - What to Expect and Best Practices

- *Be Prepared.* Join the Zoom Meeting fifteen minutes before your program is scheduled to begin. Make sure you are logged into your slides and are prepared to navigate them during the presentation.
- *Look Professional.* Please make sure you will be filming against a clean background to achieve a sleek, professional look during the program. If you wish to use a Virtual Background, please let us know in advance. For attire, solid colors and business or business casual dress is preferred. You can review our Zoom tutorial for faculty [here](#).
- *Fill the Time.* To meet CLE accreditation requirements, you must speak for the full 60 or 90 minutes of time (50 or 75 minutes if your program is specific to NY, NJ, or FL law).
- *Don't Stop in the Middle.* The program is a live broadcast with a live audience, so we cannot stop until the end of the program.



## AFTER THE PROGRAM: NEXT STEPS

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### 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

### Teaching Credit Certificates

We will email you your teaching credit certificates for any states you are admitted in. Your certificates will also always be available in your Lawline account.

### Branding and Marketing

- You are welcome to use a firm-branded Virtual Background. Please make sure to have this ready in advance of the Zoom test so we can troubleshoot any problems and make sure you look good.!
- You may also use a Law Firm branded Powerpoint slide deck.
- Upon request, we will create 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.
- Feel free to share your program details on your social media channels.!



## FREQUENTLY ASKED QUESTIONS

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### **How are Lawline programs recorded?**

All Lawline Programs are live webcasted and recorded remotely using Zoom. This will be our process through at least April 30, 2021. Your program attorney will send you detailed instructions for recording your Lawline program. A member of our team will also conduct a test with you in advance of the program to ensure that you are completely familiar with the recording process.

### **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.

Please also include a final slide with 3 - 5 key takeaways to help the viewer review what they have learned. You can find examples of takeaways attached to your confirmation email.

We cannot play audio or video that are embedded in the Powerpoint. If you wish to play media during the program, please discuss this with your Lawline Contact prior to the program.

### **Can I include supplemental materials?**

Absolutely! You are not required to provide supplemental materials, but we encourage the inclusion of material such as sample agreements or other legal documents, links to resource libraries, citations to cases, or other information that would be useful to attorneys practicing in this area.

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 log into Zoom?**

Please join your Zoom meeting fifteen minutes prior to your program start time. You can find the Zoom meeting link in the calendar invitation for your program, or in the instructions emailed to you by your Lawline Contact.

### **Will my course have a live audience?**

Yes, your course will be webcast live. You will not be able to see the attendees, but viewers will be watching live remotely from their computers and mobile devices. They will be able to see both you and your slides as you present.

### **Can viewers ask questions?**

Yes. Viewers can ask questions throughout the duration of a program. Customer questions will be sent to you via the chat function in Zoom. 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 so that attorneys can receive their full CLE credit.

### **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 what states you are admitted in.

### **Can I play video clips during the program?**

We cannot accommodate video or audio clips during the live webcast. However, we can incorporate video and audio afterwards during our post-production process. This means that viewers who watch the program on demand will be able to see hear the supplemental media you have provided. Please discuss any media you wish to play 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.

## TOP LAW FIRMS

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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

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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