

Lawline Guide to Filming a Program

FAQ and Resources for Speakers

About Lawline

We are dedicated to helping you take charge of your professional growth and provide you with the opportunity to live and breathe the reason you are an attorney. With timely, relevant, and robust educational content that covers a broad range of practice areas, our platform transforms traditional Continuing Legal Education (CLE) compliance into innovative and actionable takeaways that accelerate your ability to grow and serve your clients in the pursuit of justice. Lawline has received multiple awards recognizing its superior content, customer service, and company culture. Our success has been featured in The Wall Street Journal, Entrepreneur, Forbes.com, and the National Law Journal.

Content

Lawline produces high-end CLE programming for the legal market, including courses focused on specific practice areas and industries, programs that explore and expound on current events, critical legal developments, pressing issues that meet your educational needs, and state-specific courses that target viewers from the largest CLE markets.

Market Transmission

- Our programs are recorded remotely using Restream, 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 18 states, with approved provider status in additional top markets
- We provide our faculty with quarterly reporting on viewership and viewer feedback



STEPS TO CREATING YOUR PROGRAM

1 - SELECT A TIME AND DATE FOR YOUR PROGRAM

- Communicate with your Lawline Contact to select an available date and time for your program and determine the duration.
- Submit your signed faculty release.

2 - SUBMIT YOUR COURSE MATERIALS

Please submit the following course materials for your program by the agreed upon deadlines:

- Title, course description, and learning objectives
- Presenter bio(s) and digital photo(s)
- Slide deck (We accept PowerPoint, Apple Keynote, and Google Slides)

3 - SCHEDULE A REMOTE FILMING TEST

- If your program is a live webcast, you will schedule a remote filming test with our Production Team to ensure you are comfortable with the technology before your program is filmed. If you are filming a straight-to-on-demand program, your remote filming test will automatically be built into the program and will take place 30 minutes before the scheduled start time.

4 - BEST PRACTICES ON THE DAY OF YOUR PROGRAM

- *Be Prepared.* Please join Restream before your program is scheduled to begin. For live webcasts, we recommend joining 15 minutes early. For straight-to-on-demand programs, we recommend joining 30 minutes early. Be sure you are logged into your slides and ready to navigate them during the presentation. We will provide all necessary links in advance of the program.
- *Use An Appropriate Background.* Please make sure you are positioned against a clean and neutral background to achieve a sleek, professional look during the program. If you wish to use a Virtual Background, please let us know in advance.
- *Wear Professional Attire.* Solid colors and business or business casual dress is preferred.
- *Fill the Time.* Do not end early. To meet CLE accreditation requirements, you must speak for the full duration of your program.
- *Don't Stop in the Middle.* If you make a mistake, just keep going.
- *Have fun!* Thank you for presenting with Lawline.



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 of your program(s)
- 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

- **Multi-Platform Promotion:** All courses get YouTube exposure, and we create short-form videos (45–120 seconds) for Instagram and TikTok. Please reach out to your LSA if you're interested in receiving these clips.
- **Guest Blogging:** Share your expertise and boost your professional profile by guest blogging on the Lawline Blog, which receives over 25,000 visits per month. Reach out to your LSA if you're interested in creating a blog post.
- **Lawyers Who Learn Podcast:** Faculty can be featured on the Lawyers Who Learn podcast with Lawline CEO David Schnurman, reaching a dedicated audience of legal professionals and building thought leadership. Contact your LSA to receive the introductory questionnaire.



FREQUENTLY ASKED QUESTIONS

How are Lawline programs recorded?

- All Lawline programs are filmed remotely using Restream. A member of our Production team will conduct a test with you in advance of your program to ensure that you are completely familiar with the recording process.

What are the requirements for the slide deck?

- A slide deck, in a PowerPoint, Apple Keynote, or Google Slides format, is required. Our system cannot accommodate animations, transitions, or hyperlinks. Please use a large font size.
- The slide deck 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 slide deck.
- 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 videos that are embedded in the slide deck. 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.

Can I poll the audience?

- Yes! We encourage you to use polls throughout your program in order to engage with your viewers. Polls must be included in your slide deck and you must send us any poll questions as well as the corresponding slide numbers at least 2 business days before your program. We will input all questions into our polling feature and you will be able to see live results from viewers throughout your presentation.

How long before my program should I log onto Restream?

- Please join Restream 15 minutes before your program start time for live webcasts, or 30 minutes before for straight-to-on-demand content. You can find the Restream link in your calendar invitation or in the instructions emailed to you by your Lawline contact.

Will my program have a live audience?

- Live webcasts are aired to a live audience. You will not be able to see the attendees, but viewers will be watching live. Straight-to-on-demand programs will not have a live audience. You will be recorded internally with a member of our Production team. The program will later be put in our on demand catalog for members to view.

Can viewers ask questions?

- If filming a live webcast, then yes! Viewers can ask questions throughout the duration of your program. Viewer questions will be sent to you via the slide presenter link. 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?

- 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?

- Yes, we can incorporate video and audio. 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

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
- Cooley LLP
- 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 Helpert 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