



Public Reputation Management  
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**JAFFE PR LAUNCHES NEW LEGAL NEWS SITE FOR  
LEGAL MARKETERS AND REPORTERS**  
*Jaffe Legal News Service distribution is now 24/7*

**Washington (May 25, 2010)** -- Jaffe PR, the leading law firm Public Reputation services agency, has launched a new, redesigned website for the legal community at [www.jlms.com](http://www.jlms.com). The new Jaffe Legal News Service (JLNS) remains the go-to location for law firm news, serving 900 reporters, editors and bloggers who have used the site for more than a decade to identify attorney sources, story ideas, and the latest insights on legislation and legal trends. In addition, the JLNS is a free news release distribution service for law firm marketers and attorneys, reaching key media audiences.

The redesigned JLNS site continues the Jaffe PR practice of delivering strategic public reputation services built around Web 2.0 technology. Journalists will now receive items in real-time via RSS newsfeeds. When news items from domestic and international law firms are submitted, they will post immediately to the [JLNS](http://www.jlms.com) website. Law firm marketers and attorneys can easily submit press releases at no cost. Once approved by the JLNS editor, the releases will post immediately to the website and go out via RSS to reporters.

“For more than 13 years, the JLNS has connected law firms to journalists, and our opt-in subscriber base has grown substantially to include editors looking for bylined articles, reporters looking for sources, and bloggers looking for story ideas,” said Liz Lindley, Senior VP, Public Reputation Services. “The free Legal Wire section is a smart alternative to the costly newswires often used by law firms, and the Top Stories section presents lawyers’ opinions on trends, business issues, legislation, and breaking news.”

Reporters wishing to sign up for the JLNS RSS feed can visit <http://www.jlms.com>.

Law firm marketers and attorneys can register to submit news items to the JLNS at <http://www.jlms.com/submit-item>.

For more information on the JLNS, please contact Liz Lindley at [llindley@jaffepr.com](mailto:llindley@jaffepr.com) or 201-767-2690.

**Jaffe PR** is a complete [Public Reputation](#) resource, devoted solely to law firms and legal associations. Media relations is at the heart of our work for clients. Around this core are in-house specialists providing reputation consulting, creative services from branding to websites,

Moving Law Firms Up the Public Reputation Curve



and search engine optimization. Integrated teams fully support clients in growing and managing their Public Reputations and attracting new business opportunities. Beyond this are other valued resources unique in the industry, including WritersForLawyers™ to provide all forms of content, LexSpeak™ to identify and support speaking engagements, and RankingsForLawyers™ to navigate and capitalize on numerous ranking possibilities.

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