

Contact: Jim Mathias

Director of Marketing, Communications and Public Affairs

Phone: 610.994.3660

Cell: 610.213.2669 (24/7 Media Inquiries)

Fax: 610.279.4321

Email: [jim@montgomerybar.org](mailto:jim@montgomerybar.org)



## Montgomery Bar Association

100 West Airy Street

P.O. Box 268

Norristown, PA 19404-0268

**FOR IMMEDIATE RELEASE: September 4, 2009**

**REQUEST FOR MEDIA WEB LINKS and ON-AIR MEDIA COVERAGE**

### **Montgomery Bar Partners with MCCC and MCIU for *Judicial Candidate Media Project***

With an unprecedented seven open seats on Montgomery County's Court of Common Pleas, this November's highly contested Judicial Election is extremely important to the Montgomery Bar and to local residents. As part of its ongoing outreach efforts, the Montgomery Bar Association recently solicited support from the Montgomery County Community College (MCCC) and the Montgomery County Intermediate Unit (MCIU) for their parts in a unique community media partnership. *The Judicial Candidate Media Project* is an original concept aimed at helping hundreds of thousands of voters in Montgomery County put a face and personality to the campaign ads that will no doubt blanket our roadsides and airwaves in the weeks ahead. Under the leadership of President Mark Kearney, the MBA has secured commitments from all 14 judicial candidates to appear in studio and on camera for two- to three-minute interviews conducted at the MCCC's recently completed television studio on September 11<sup>th</sup>. Volunteer student/teacher production teams from MCCC have been lined up to record candidate interviews, conducted by President Kearney, in a consistent and impartial format. On-screen captions and bios of each candidate, titles, and transitions will be added by students in post-production. All production work will occur at MCCC's newly completed Advanced Technology Center; a state of the art, hands-on production hub located at Central Campus in Blue Bell.

Final footage will be available to the public in two formats: First, a full-length video, compiling interviews of all 14 candidates in alphabetical order will allow the program to air on student and community access channels throughout Montgomery County for the remainder of September through Election Day. Arrangements for the video to air on public access channels are being coordinated through supporting partners at the Montgomery County Intermediate Unit. Secondly, 14 individual candidate segments will be hosted locally on the MBA's website, [montgomerybar.org](http://montgomerybar.org).

#### **The MBA is currently seeking opportunities to inform the public of this important voter resource.**

Several media outlets have already agreed to provide links to the project from their respective websites.

The Bar Association and its partners are actively seeking the following support from local media:

- **opportunities to advise the public of this unique voter resource via on-air features/interviews;**
- **opportunities for public service announcements;**
- **opportunities to link this project from appropriate pages on media websites**

To learn more about *the Judicial Candidate Media Project*, please contact Jim Mathias, Director of Marketing, Communications and Public Affairs for the MBA at 610-279-9660, Ext. 232.

# # #

#### ***About the Montgomery Bar Association...***

*Celebrating 125 years of service, the Montgomery Bar Association (MBA) is one of our nation's oldest and most respected bar associations, representing over 2,100 legal professionals in Montgomery County, Pennsylvania. Now, as then, the MBA exists to uphold legal and ethical standards in our legal community. As the third largest Bar in Pennsylvania, the MBA has a longstanding tradition of service to its membership and to the community. For members, the MBA offers an important arena for networking, professional development and education. For the community, the MBA serves as a legal resource offering education, legal assistance, funds and resources for individuals and agencies in need. The Association is actively engaged in public service through community outreach, free educational events offered throughout the year, programs like the Montgomery Child Advocacy Project, the Mock Trial Competitions for high-school students, its Lawyer Referral Service, free Speakers Bureau, YouTube Video Contest and more. For more information on the Montgomery Bar Association, visit [www.montgomerybar.org](http://www.montgomerybar.org).*