

# LEX LOCI

FEBRUARY 2013

*"Everything should be made  
as simple as possible, but  
not simpler."*

Albert Einstein



Northern  
Kentucky  
Bar  
Association

Jane Underwood\*

## THE NORTHERN KENTUCKY BAR FOUNDATION GRANT INFORMATION

The Northern Kentucky Bar Foundation (NKBF) seeks, "to promote the administration of justice, to educate the public about the importance of law in their daily lives, and to enhance the image of the legal profession in our local community." Under this mission, the NKBF awards grants to local programs which embody the above attributes in relation to the legal profession and the law in general.

NKBF grants are usually in the range of \$500 - \$1,000 but will and can fluctuate up or down depending on the program.

If you are interested in obtaining an NKBF grant, please forward a letter detailing the program for which you are seeking funding, a general idea of the donation amount being sought, and any other information you believe would help us understand how your program helps to serve the NKBF mission. Please note how our sponsorship will be published in your materials.

Please forward your grant requests to:

Northern Kentucky Bar Foundation  
c/o Julie L. Jones,  
Executive Director  
529 Centre View Boulevard  
Crestview Hills, Kentucky 41017



**Northern  
Kentucky  
Bar  
Foundation**

Every attorney wants to be found – by prospective clients searching for an attorney or by other attorneys looking to refer a client to a lawyer in another jurisdiction or practice area. This column will detail some tried, true and new ways to get your name out in front of your clients, both new and returning!

Many people look to the Martindale-Hubbell Law Directory to publicize their practice or to find a lawyer. It has been published for more than 140 years. The front of each volume consists of the professional biography listing arranged by state, city and then attorney name. This free listing is brief. To be listed with a longer professional biography in the main section of the volume, attorneys or firms must pay a fee. Martindale-Hubbell is also known for its attorney ratings. The online version of Martindale-Hubbell may be found at <http://www.martindale.com>, with the same information available at <http://www.lawyers.com>. The information at [martindale.com](http://www.martindale.com) is arranged for the attorney user, while the search capabilities and presentation at [lawyers.com](http://www.lawyers.com) is arranged for the consumer searcher. Both sites are powered by LexisNexis and Martindale-Hubbell. You can also view the print version of the directory in our Reference Collection.

The state bar associations have an official directory in print. The Kentucky Legal Directory, the Ohio Legal Directory and the Indiana Legal Directory published annually by Legal Directories Publishing Company (<http://www.legaldirectories.com>) are recognized as the official directory of each state's bar association. The "Blue Book" directory of attorneys has been published since 1938. Chase Law Library owns the Kentucky Legal Directory (<http://www.legaldirectories.com/KentuckyLegalDirectory.aspx>) and the Ohio Legal Directory (<http://www.legaldirectories.com/OhioLegalDirectory.aspx>). Attorneys and firms are listed in sections alphabetically, by county and city, and by professional biography. The basic listing is free. The longer biographical listing is available for a fee. The print directories include sections on federal and state government, legal professional associations, and city listings with zip codes, area

codes and counties. The directories may also be searched on the web by going to <http://www.legaldirectories.com>. Click on "Find a Lawyer" located on the left side of the page for a basic search by attorney name, firm or location. A basic web listing is complimentary, with an additional fee for longer biographical listing. For more information contact a sales specialist at 1-800-447-5375 ext. 116.



The state bar associations provide basic online lawyer locators for the public. To search the Kentucky Bar Association site (<http://www.kybar.org>) click on "Lawyer Locator" on the left side of the page. Search using name, city, county or section. To find members of the Indiana Bar Association (<http://www.inbar.org>) roll the cursor over "Public Information" and choose "ISBA e-Directory." Members may be located by name, law firm, location, committees or sections. A list of presidents of county bar associations in Indiana may also be generated. To find a lawyer on the Ohio State Bar Association web site (<http://www.ohiobar.org>) click on "For Public" and then choose "About Lawyers." Click on "Find a Lawyer" located halfway down the page. The results include contact information complete with the attorney's phone number and law school.

Prospective clients often contact the local bar association for lawyer referrals and contact information. The Northern Kentucky Bar Association (<http://www.nkybar.com>) has an online form for its lawyer referral service, but its "Lawyer Locator" and "Directory" are available for use by members only. The Northern Kentucky Bar Association does have an app for its directory available for iPhone, iPad and Android mobile devices. The Cincinnati Bar Association (<http://www.cincybar.org>) has a searchable legal directory of its members. Choose "News and Resources" and click on "Legal Directory" to search. The public

profile lists the member's name, address and phone. Members may log in for a longer profile including the member's practice area, other languages spoken, and committee memberships. The Cincinnati Bar Association links both to a lawyer referral service and to the new Cincinnati Lawyer Finder. An attorney must be a member of the Cincinnati Bar Association to be listed. For a fee, an attorney may list two practice areas per profile with ten pages of attorney information per profile. Once the searcher chooses an area of law, the results may be filtered by location and years of practice. The profiles include not only the contact information for the attorney, but also the attorney's qualifications, history, fees and personal information under "Getting to Know Me." Contact Maria Palermo at [mcpalermo@cincybar.org](mailto:mcpalermo@cincybar.org) or (513) 699-1402 for more information.

Several popular attorney directories are available online and offer free basic listings to attorneys. Recent research detailing online traffic to lawyer directories listed the Justia (<http://lawyers.justia.com>) and Avvo (<http://www.avvo.com>) attorney directories in the top five online attorney directories (Avvo and Justia Legal Directories Grow at Expense of Findlaw, Lawyers.com, and Martindale-Hubbell, Kevin O'Keefe's Real Lawyers Have Blogs (June 10, 2011), <http://kevin.lexblog.com/2011/06/10/avvo-and-justia-legal-directories-grow-at-expense-of-findlaw-lawyers-com-and-martindale-hubbell/>).

Justia (<http://www.justia.com>) has offered a free listing to U.S. attorneys in its "Lawyer Directory" (<http://lawyers.justia.com>) since 2009. Attorneys who support organizations posting free legal information online such as the non-profit Legal Information Institute (<http://www.law.cornell.edu>) receive higher placement in the search results. By registering, attorneys may ask or answer questions in Justia's Legal Answers or participate in Justia Legal Birds and Blawgsearch communities.

Avvo (<http://www.avvo.com>) allows attorneys to "claim" their attorney profile already available on the site and populate it with more information. Avvo is easy to

search by practice area, name, city, state or zip code. Results may then be filtered by practice area, city and Avvo attorney rating. Avvo has an attorney rating system based on a ranking from 1 to 10. The rating is a mathematical model taking into account public information about the attorney and current information added by the attorney to the profile. Clients may also rate an attorney. Avvo examines the client review before posting it. The basic attorney listing is free. For a more robust listing, an attorney may sign up for Avvo Pro for \$49.95 a month. Display ads and sponsored listings, showing the attorney at the top of the search results, are available for purchase also. The ads and sponsored listing are priced by the practice areas and the targeted counties or zip codes requested. They cost from \$50 to \$200 a month. For more information call (800) 441-3596.

Rocket Lawyer (<http://www.rocketlawyer.com>) is a self-help legal document site also offering a lawyer directory feature. Attorneys may register and create a profile for free. Users searching for an attorney are asked a series of questions concerning their legal issue and then referred to a local attorney. A more traditional lawyer directory may be searched by state, city, zip, name and keywords. It is located at the bottom of the home page under "More Legal Resources." Attorneys may also gain exposure on the web by contributing content to the Rocket Lawyer site. Rocket Lawyer was founded in 2007 and is partially funded by Google. For more information contact attorney services at (888) 627-1193 or [attorneyservices@rocketlawyer.com](mailto:attorneyservices@rocketlawyer.com).

Social media is a good place to hang out a virtual legal shingle. LinkedIn (<http://www.linkedin.com>) is a social media site for business professionals available since 2003. Information on LinkedIn may be accessed in more than one way. The easiest search is on Google or Bing using the search terms "lawyer LinkedIn Kentucky family" (to find an

attorney listed on LinkedIn practicing family law in Kentucky). LinkedIn results are included in the search engine's results list. The short profile shows the name, location, education, summary of experience and website. Signing on to LinkedIn provides a longer profile. Prospective clients aware of LinkedIn but without a LinkedIn account may visit LinkedIn and click on "Service Provider Directory" at the bottom of the page, choosing "Attorneys." The resulting list of attorneys may then be refined by state and city. The short entry gives the attorney's name, location, current and past positions, and law school without the need to log on to LinkedIn. Prospective clients with a LinkedIn account may log in and search the site for an attorney. The same search may be used to find attorneys with a presence on Facebook (<http://www.facebook.com>) by substituting Facebook for LinkedIn in the search terms.

Attorneys marketing legal expertise must have the firm's information in front of the public to get business. Younger clients tend to bypass print directories for the convenience of the web to locate services. Many clients may be using search engines or social networking sites such as Facebook to either locate attorneys or to view the attorney's internet "reputation" before hiring. The internet not only shows the client "official" information such as the firm's web page, but also enables the client to follow the trail of the attorney's activities - clients rating the lawyer, the lawyer's blog posts, speaking engagements and interaction with Facebook or LinkedIn.

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