



# Certification Matters

## Publicize Your Specialization

By TBLS Staff



We would like to congratulate all the new Board Certified attorneys and paralegals on officially receiving specialization in your desired fields. Attaining Board Certification is not an easy task and all 237 of you should be recognized amongst your community. The Texas Board of Legal Specialization and the Supreme Court of Texas officially decreed the certificates of special competence at the Annual Induction Ceremony on February 14, 2014. [Click here](#) to view the photos of the ceremony and honorees.

In addition, we would like to send you a template news release for you to use to publicize this honor. Please [click here](#) to contact TBLS' Denise Schumann to request the template news release.

After you receive the news release, be sure to change the information that's highlighted in yellow to match your credentials. Once completed, we recommend emailing the news release to any publications you wish to target, such as your local newspaper and/or Business Journal magazine. We recommend contacting the publication directly for guidance on who to send the news release to. TBLS is already corresponding with the statewide legal publications regarding the overall induction ceremony.

If you need any assistance regarding media outreach, contact Pierpont Communications' Sylvester Palacios at 512-448-4950 or [spalacios@piercom.com](mailto:spalacios@piercom.com).

