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## **The Inter/Media Foundation Helps Public Counsel Recruit Lawyers and Other Professionals to Increase Its Pro Bono Services**

**ENCINO, CA (June 7, 2007)** – The Inter/Media Foundation, will step up to the bar to assist Public Counsel, the largest *pro bono* public interest law firm in the world, with recruiting additional lawyers and other professionals to meet the growing demand for its free legal and other services, by those who cannot afford them.

The Inter/Media Foundation, a non-profit created by the founders of the Inter/Media Group of Companies—one of the largest advertising and marketing conglomerates in the Western U.S.—supports charitable organizations by helping them create fundraising programs and delivering their message to a national media audience at highly reduced or no cost to the organization.

“Like any organization, a nonprofit needs to determine its Brand Identity,” said Robert Yallen, President of the Inter/Media Group of Companies, who is also a member of the California bar. “The first mission for us is to establish a Brand Print for Public Counsel. This is the critical architecture that becomes the foundation for all communications. Our goal is to forge all messaging and imaging with a laser focus to definitively project Public Counsel’s identity.”

Founded in 1970, Public Counsel is the largest public interest *pro bono* law firm in the world. It is a beacon of hope and justice for those who have nowhere else to turn. Last year, with the help of more than 3,700 volunteer lawyers, law students, social workers and others, Public Counsel provided more than \$66 million worth of free services to nearly 26,500 people, including abused and abandoned children, families living in abject poverty, homeless veterans, the neglected elderly and weary refugees.

**(more)**

Nationally, Public Counsel has been a leader in developing model programs and assisting other *pro bono* public interest law firms to bring these programs to their communities. In addition to serving the vast Los Angeles metropolitan region, Public Counsel is actively helping to strengthen *pro bono* public interest law internationally. The founders of Brazil's *Instituto Pro Bono*, that country's first public interest *pro bono* law firm, credit Public Counsel and its President and CEO, Dan Grunfeld, as playing an instrumental role in its creation. Since that time, Public Counsel has played a central role in nurturing other *pro bono* programs in Brazil, Argentina, Europe, Africa, China and Australia.

Through its Inter/Media Foundation, Inter/Media—headed by Robert and Sydney Yallen—is utilizing the resources and expertise of its seven companies to “give back” to society by helping those who support worthwhile causes. To support the fundraising efforts of selected worthy charitable organizations, Inter/Media is providing the means for them to create promotional spots and disseminate fundraising television, radio and print public service announcements across the country, as well as secure online media.

Inter/Media is also embarking on a PR campaign to support Public Counsel's drive for recruiting more attorneys and other professionals, including paralegals, business executives, accountants, social workers, doctors, psychologists and students. The first efforts will be directed toward the organization's annual William O. Douglas Award Dinner on June 19 at the Century Plaza in Los Angeles, where former United States Secretary of State and Ambassador to the United Nations Madeleine K. Albright will be honored.

“We welcome the support of an organization as well respected and as well connected as Inter/Media to help get our crucial message out. There are so many more people who need our help, who we must turn away just because we don't have enough *pro bono* lawyers and other volunteers. We hope this campaign will inspire people to pick up the phone or go online to match up with the cases that need their assistance,” said Grunfeld.

For more information Public Counsel, visit [www.publiccounsel.org](http://www.publiccounsel.org) or call 213-385-2977.

#### **About Inter/Media Group of Companies**

Inter/Media Advertising® is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units—Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive™ (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions®-Editorial, and InterQuantum™ (retail brokering, marketing consulting)—which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

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