

# MEDIA KIT



[www.lisa-coppola.com](http://www.lisa-coppola.com)

## When you need a legal source you can trust



When you're on deadline and need a legal source able to speak on a wide-range of topics, consider Buffalo attorney Lisa Coppola.

Ms. Coppola brings more than 25 years of experience to the table. Since graduating from Syracuse University College of Law, summa cum laude, she has been honing her craft with some of the best-known firms in the city. A former equity partner at Hodgson Russ LLP, Ms. Coppola is highly respected in the community as a zealous advocate for her clients, an accomplished businesswoman, and a tireless volunteer.

While Ms. Coppola is able to speak on a diverse number of topics, she has focused her career in several areas where she has deep understanding of the legal nuances your readers, listeners, and viewers will want to know about. Those areas include:

- **Employment Law**

As you cover corporate litigation, labor and employment lawsuits, employment discrimination, and other hot-button issues, Ms. Coppola can be your voice to break down the legal jargon and leave your audience with a succinct, sharp take on the legal angles of the case.

- **Charter Schools**

Charter schools (and traditional public schools in general) have been in the spotlight in recent years. No matter the angle you are covering, Ms. Coppola is an excellent source. She represents the largest charter school in New York

State and has experience dealing with the multitude of challenges charter schools face in a community. She has also worked for public school districts and is well rounded in all aspects of education law.

- **Business Law**

Not only does Ms. Coppola have decades of experience working on behalf of business owners, she herself is a small business owner. She sees the myriad issues facing businesses from all sides and is able to offer insightful commentary on a host of legal challenges that will add to any story you are reporting on.

- **Commercial Litigation**

In many instances where small business owners are forced into litigation, they look to smaller, nimble firms to provide a more hands-on approach to their case. For many organizations, losing a significant commercial litigation matter can be the end of their business. In times like that, Ms. Coppola steps in and puts her depth of experience to work to resolve the matter in the most expeditious, beneficial manner for the client. This experience has seen her work across many different industries and it positions her to comment on a wide variety of business litigation matters garnering media coverage.

- **Personal Injury**

In the shadow of the “billboard firms,” Ms. Coppola puts the personal in personal injury work. She accepts a select number of P.I. cases and works closely with her clients to ensure the best results are achieved. Along the way she has gained immeasurable insights into the complexities of areas including workplace injuries, construction site injuries, and more.

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Over more than two decades of practicing law, Ms. Coppola has amassed a deep understanding of the law across most fronts, thus she isn't limited to these practice areas; they are merely her current areas of focus.

Most important to you, Ms. Coppola understands the media. She:

- understands the importance of a deadline and works to be very accessible
- is experienced and comfortable on camera or behind a microphone
- knows how to boil down big issues to succinct “sound bite quotes”

To schedule Ms. Coppola for an interview or media appearance as a source or commentator, contact:

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