

[The Joy Of Watching Pro-Bono Seeds Grow: Harlem's Alain L. Locke-P.S. 208 in the News](#)

March 9th, 2010 by Kara

I frequently talk about the value of letting your clients and potential clients know what is truly important to you. Whether you share via cross branding on [Facebook with a personal page](#) and a [Fan Page](#) for your business, or communicate the pro-bono work you're doing with your favorite school, charity or other type of organization — the key is in the sharing.

There is nothing more rewarding to me than to see Alain L. Locke Elementary School-P.S. 208, the public school in Harlem I am in partnership with, being all the greatness that they are!

I am incredibly proud of the work they are doing not only by providing and exemplary education for the children in attendance, but by keeping the community informed of their activities and accomplishments.

I worked with them to establish and maintain their social media platform, [alainlocke.org](#), in order to support their commitment to our community. Their efforts were recently profiled in the [New York Times](#) and I wanted to share the article with you.

Yes, I am the “marketing company” referred to...

[Pressed by Charters, Public Schools Try Marketing](#)



Hugs & Kudos to Principal Green and the wonderful Alain L. Locke teachers and staff!

Other articles you may be interested in:

[Social Media PR affords legal firms the opportunity to be moved “Beyond Words”](#)

[50 ways Legal Marketers can incorporate “Social Good” into their “Social Media Strategy”](#)

[Karasma Media & Alain L. Locke – P.S. 208 Receive PENCIL’S 2008-2009 Emerging Partnership Award](#)

Karasma Media and Alain L. Locke-P.S. 208 Launch PENCIL's Principal For A Day on 10/10 WINS

Kara Smith of Karasma Media on Fox 5 NY – As PENCIL's Principal for A Day" at Alain L. Locke Elementary School-P.S. 208

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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