

LPL WELCOMES YOU TO

The Newsroom



Launching the Newsroom

The latest innovation from LPL is here. And it's one that focuses on a better way to reach our advisors and prospects and deliver engaging content.

The [Newsroom](#) is a new site that houses all the insights, updates, and tips that benefit advisors and their businesses. Built within LPL.com, it provides one-touch access to videos, podcast, blogs, thought leadership articles, and more, delivering a robust portfolio of content carefully developed and curated, and all designed to keep advisors informed, engaged, and inspired.

Easy to Use

At launch, Newsroom content will fall under three main banners: **Read, Watch, and Listen**. Each will house content that you can access from any digital device in the manner that's most convenient. Whether in blogs, podcasts, or videos, the Newsroom provides expert insights and analyses of the topics that shape our industry.

Content Advisors Can Use

Some of the Newsroom series are well established, while others are brand new. Each series allows for sharing information in a different way—from quick updates to story-driven features—helping advisors find the content that matters to them. Here we provided a snapshot of the purpose and intended audience for each series.

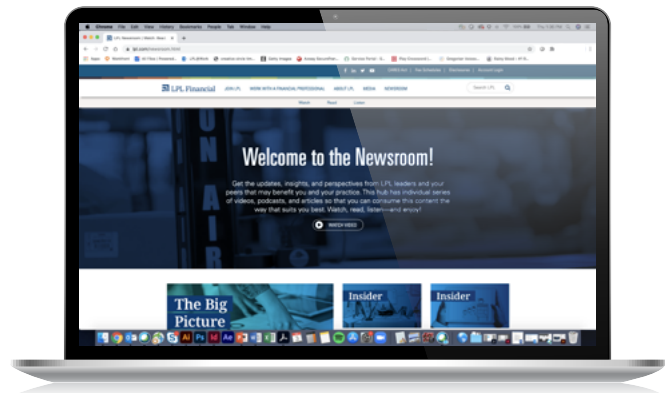
Public vs. Private

While much of Newsroom content will be public facing and help build the LPL brand, some will be gated to protect proprietary information, and more importantly, give our own advisors a deeper dive into content they need. For example, the robust library of Focus videos and breakouts will all be available on the Newsroom, and that will stay “behind the gate.” *If you're already signed in to ClientWorks, you'll have direct, single-sign-on access to the gated site.*

Dynamic Content, Shaped by Us

Newsroom content will follow structured editorial calendars and guidelines but we'll solicit (and enthusiastically accept) contributions from all LPL staff and advisors. The submission process is easy, and the Marketing & Communication consultants you typically partner with can manage your request. You can also always email us at editorial@LPL.com to submit ideas, suggestions, or advisor feedback you may hear!

With a seamless network of touchpoints that enable LPL advisors to stay current on news from LPL, while accessing the topics that are most relevant for shaping their businesses, the Newsroom is our latest opportunity to connect with our advisors and strengthen our brand and reputation within the industry.



THE NEWSROOM:

Series Overview



The Big Picture Watch Read Listen

Synopsis: This quarterly thought leadership series will feature interviews with LPL and industry leaders, advisors, and clients, as they discuss challenges, client expectations, trends, the future of our industry, and what LPL is doing to help solve for these.

Audience:

LPL Advisors

Prospective Advisors

Investors

Employees



LPL Advisor Showcase Watch Read

Synopsis: This bi-weekly video and blog series features advisor peers and business owners that share their own unique and personal stories on how they built their successful practice with LPL resources and support.

Audience:

LPL Advisors

Prospective Advisors

Employees



myLPL Watch Read

Synopsis: myLPL features brief profiles of employees and advisors. This is a get-to-know-you series that is both personal and thoughtful. Above all it's a collection of wonderful feel-good interviews where we highlight the great people at LPL doing great work.

Audience:

LPL Advisors

Prospective Advisors

Employees



Practice Pointers Watch Read

Synopsis: Blogs and quick-hit videos designed to help advisors take their practices to the next level. These bite-sized tips and best practices are sub-branded for different areas of business, such as marketing, technology, and operations.

Audience:

LPL Advisors

Prospective Advisors

The Newsroom: Series Overview



Insider Read

Synopsis: Similar to its original format in *LPL Magazine*, this weekly blog series will feature a rotating slate of short articles and updates from LPL and sponsor partners.

Audience:

LPL Advisors

Prospective Advisors

Employees



Executive Exchange Watch

Synopsis: LPL executives share insights on the strategic direction of the firm in this monthly video series, including the latest firm priorities and what LPL advisors can expect from their partner.

Audience:

LPL Advisors

Employees



Street View Watch

Synopsis: LPL Research's signature video series that delivers a quick-hit perspective and insightful guidance on the economy and markets to benefit advisors and their clients.

Audience:

LPL Advisors

Prospective Advisors

Investors

Employees



LPL Live Watch

Synopsis: This live broadcast will share news and offerings from LPL and how advisors can improve efficiencies in your practice. Led by a dedicated host for each show, LPL leaders, subject-matter experts, advisors, and sponsor partners discuss the topics and issues that matter the most.

Audience:

LPL Advisors

Prospective Advisors

Employees



The Weekly Wire Watch

Synopsis: This animated video sums up what advisors may have missed, and what they may want to make sure to catch up on, from the prior week. It will include clips and highlights from across the series that were featured each week.

Audience:

LPL Advisors

Prospective Advisors

Employees

The Newsroom: Series Overview



Market Signals Listen

Synopsis: A podcast where LPL Financial Research Chief Market Strategist Ryan Detrick and guests discuss current market trends and outlooks, and share insightful projections each week.

Audience:

LPL Advisors

Prospective Advisors

Investors

Employees



The LPL Share-Cast Listen

Synopsis: This bi-weekly podcast features the latest insights from experts across LPL and our sponsor partners. It provides an opportunity to highlight leaders and share news and updates on the cutting-edge topics that affect LPL advisors.

Audience:

LPL Advisors

Employees

Visit the Newsroom to Read, Watch, or Listen to our exciting content at www.lpl.com/newsroom and follow us on social media to get updated when we post new content for your favorite series.

