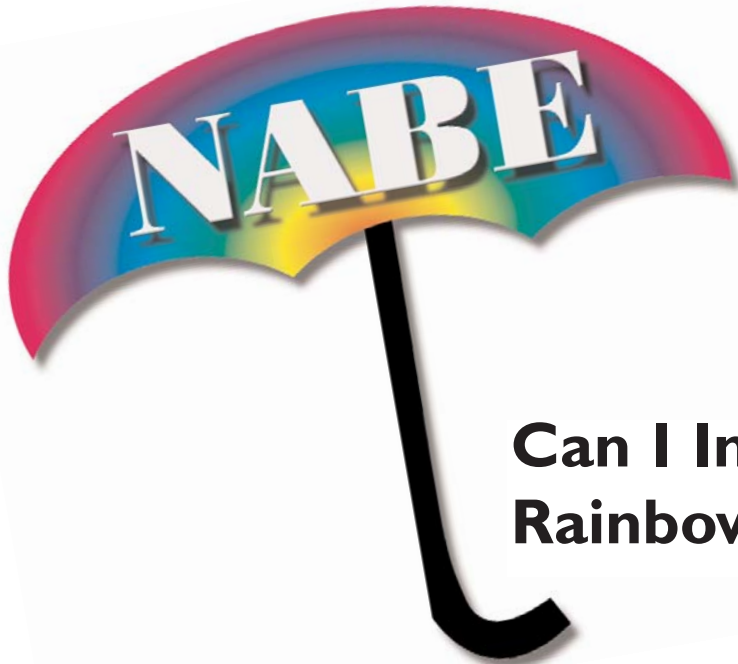




Communicators Talk

News from the NABE's Communications Section • Fall 2002



Can I Interest You in a Rainbow Umbrella?

A leading insurance company in my native city of Hartford, Conn., employed a red umbrella as its logo in advertisements dating back to the 19th century. I always thought the umbrella was a perfect symbol for an insurer: protection from the elements and security in an uncertain climate.

If I were to design a logo for the NABE Communications Section, it would be a rainbow-colored umbrella. The rainbow represents the wide variety of

functions our members perform for their bar associations. Our members manage and edit publications, supervise web sites, serve as public relations counselors, oversee marketing and graphic design, draft speeches for bar leaders, and write news releases and articles. Some of our members are responsible for several of these areas at once. Some of our

members do it all as executive directors of bars, ranging from large to small, from statewide to

Christopher Blake
SECTION CHAIR



regional. The umbrella represents the vitality, inclusiveness, and strength of our section, as well as its commitment to achieve excellence in bar communications.

The challenge facing our section leaders is to deliver to this diverse group of members relevant and timely educational programs, to provide helpful information and to facilitate networking among our peers. Simply put, our job as leaders of this section is to help you perform your job better. In order to do that, we need to know what programs and services you want and how we can improve our existing programs to serve you more effectively.

Membership Survey

To help guide our future direction, the section's Executive Council will be developing a membership survey

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questionnaire to be distributed within the next three months. It has been five years since the section surveyed its membership. Much has changed during that time. Bar associations have zoomed past the first generation of web sites into more interactive sites full of substantive content that is constantly updated. Bar print publications, once a staple of our communications services, are now being supplemented and in some cases replaced by e-mail newsletters and online versions of print magazines. Who knows what technological advances loom on the horizon?

For our section to remain equipped to meet the ever-changing needs of our members, we need to periodically take the pulse of our membership. I welcome any feedback or suggestions from members as to how we can better serve you. I will keep you updated on the progress and results of our membership survey as the process unfolds.

Section Workshop

According to our last membership survey in 1997, the section workshop was rated as the most important activity we sponsor. The workshop brings together section members for three days of outstanding educational programming in bar communications. The 2002 Section Workshop, held September 25-28 in Alexandria, Va., was a resounding success. Cynthia Kuhn and her workshop committee did a fabulous job of organizing and coordinating this workshop, which requires more than a year of advance planning. The Luminary Awards luncheon on Friday brought well-deserved recognition to a number of our members. We thank West Group for its continued support of this program. I encourage all section members to participate in the Luminary Awards next year.

The workshop programs covered a wide range of topics that are of paramount interest to bar communicators these days: electronic publishing, public perception of the legal profession, eliciting member feedback, crafting bar messages, developing an organizational brand, web site design, and media relations. Members had an opportunity to visit the U.S. Supreme Court or the Jacqueline Kennedy exhibit at the Corcoran Gallery of Art. We also had the pleasure of being surrounded by the simple beauty of the colonial architecture of our host city, Alexandria.

Planning is under way for next year's Section Workshop, which will take place from October 15-19, 2003, at the Millennium Hotel in downtown St. Louis, Mo. Workshop Chair Gary Toohey, who served as our Section chair in 1999-2000, welcomes your suggestions and participation in the planning of this event.

Listserve and Web Site

Our section's listserve, nabecomm, is one of the most valuable services we offer to our members. If you have a question, a problem or an issue that you are grappling with, you can get instant information, help and guidance from the many talented and knowledgeable section members by posting a query to the listserve. Our members use our listserve daily. It is one of the most active NABE listserves. I encourage all section members to utilize our listserve. It is one of the best forms of networking and sharing of knowledge that we offer.

We will be working with the NABE board and the ABA Division for Bar Services to come up with a plan of action for our section of the NABE web site. We would ultimately like to see the Communications Section part of the site serve as a comprehensive resource where our members can go to find out about best practices in bar communications, links to related web sites, materials from past workshops and other news of interest to bar communicators. I have appointed a task force to develop a plan to present to our Executive Council at the 2003 NABE Annual Meeting in San Francisco. I will keep you updated on any new developments.

A special 'thank you'

It is at once a humbling and exhilarating experience to be selected to serve as your section chair. We have been blessed with outstanding section chairs throughout the years and I have learned much from observing each in action. I owe a special debt of gratitude to my immediate predecessor, Chris Cendagorta, who went way above the call of duty by agreeing to serve for a second year as chair when two successors to the position left bar work for other positions. Chris's steady leadership and levelheaded approach have kept our section on the right course. I know I speak for the entire section when I say, "Thanks, Chris, for a job well-done."

Finally, a message to our new section members. I encourage you to get involved in our section. You will learn from experienced bar communicators who freely share their knowledge and expertise and you will make lifelong friends in the process. That's quite a promise, but, in my experience, the section has delivered.

In case you are wondering, the Travelers Property Casualty Corp. will lose its treasured red umbrella logo to Citigroup of New York, its parent company. Citigroup is spinning off the Travelers over the next two years, returning the insurer to independent status. The Hartford-based insurer is looking for a new logo and has asked its employees for suggestions. Here's one outsider's thought: how about a rainbow umbrella?

Communications Section Workshop Draws 80

Workshop Features Outstanding Programs and Award Presentations



Nearly 80 members of the NABE Communications Section gathered recently in Alexandria, Va., for the section's annual workshop, which featured cutting-edge educational programs on bar communications, publications, public and media relations, marketing and web site design.

The section workshop took place at the Hilton Old Town, from September 25-28, 2002.

Cynthia Kuhn of the DC Bar and her workshop committee did a tremendous job of organizing and coordinating this event, which requires more than a year of advance planning.

Highlights included programs on web site redesign, creating an organizational brand, training bar spokespersons, dealing with the news media, paperless publications and conducting effective member research.

Luminary Awards

The Luminary Awards Luncheon, held on September 27, featured the presentation of the prestigious award by Gretchen DeSutter and Kyle Christensen, senior corporate communication specialists for West Group, which sponsors the award with the section. Award recipients were:



Excellence in Regular Publications

Small Bars: New Orleans Bar Association, Peggy Cotogno

Honorable Mention: Baton Rouge Bar Association

Medium Bars: Connecticut Bar Association, Jennifer M. Lewis

Large Bars: State Bar of Arizona, *Arizona Attorney*

Excellence in Special Publications

Medium Bars: Philadelphia Bar Association, Mark A. Tarasiewicz

Large Bars: Florida Bar, Florida Bar Public Information and Bar Services Department

Excellence in Public Relations

Small Bars: Arkansas Bar Association, Pat Jones

Medium Bars: Iowa State Bar Association, Symposium on Domestic Abuse

Large Bars: Washington State Bar Association, Proud to be a Lawyer Task Force

Excellence in Web Sites

Small Bars: Northwest Suburban Bar Association, Adra F. Campbell, chair, web site committee; Nairee Hagopian, executive director

Honorable Mention: Clark County Bar Association, Kimberly A. Smith

Medium Bars: Tennessee Bar Association, Barry Kolar



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Understanding the Web Services Concept

By Toby Brown

In my last column I covered something very practical; technology audits for your members. So I thought for this column I would switch to a futuristic topic. There is significant activity occurring in the geek arena, which is creating a new type of infrastructure for delivering applications and services over the Internet. This new infrastructure is being referred to as web services. Web services will likely have an impact on your members, so now is a good time to gain an understanding of it.

Evolution

To better understand web services, let's explore the developments that preceded this. The first development was the Internet, which allowed sharing of information between many individuals, systems and organizations. The second development was that of hosted applications or

Web services are combinations of applications that provide a broader solution to clients.

what you likely know as Application Service Providers (ASPs). This development allows for the sharing of applications across the Internet. This is significant because it allows for collaborative tools and services. Instead of creating a document and sending it to the client, now lawyers can collaboratively create and manage the document with their clients. The result is a far more dynamic service, which clients are finding valuable.

This leads us to web services. Web services are combinations of applications that provide a broader solution to clients. Instead of sharing one application (e.g. word processing), imagine sharing a group of applications that allows a more complete solution for clients. Let's use a typical residential real estate transaction as an example. A home buyer would need at least the following applications/services in order to complete a home purchase: search a multiple listing service database, submit a loan application, receive title services, obtain mortgage insurance, effect mortgage closing and record documents. A web services solution approach might combine these services into one über service tool. The various applications could even be running from different servers at different locations. However, data would flow seamlessly and securely between applications. So that once the buyer enters their name and address in a loan application, that

information would be available for all other documents and services to access.

By combining these applications into one service, the result will be; better, faster cheaper. Customers will have quicker and simpler access to their home purchase information. Service delivery times could be greatly reduced. And with efficiency gains, costs could be reduced. With a little imagination, you can envision this approach applying to a multitude of services (banking, insurance, estate planning, ...).

A couple of questions may come to mind. How far off are these web services? Well, in our example above, not that far. There currently exist many of the separate applications mentioned above, and efforts are underway to develop standards for sharing information across these applications. So it's just a matter of time before providers start combining these hosted applications into web services environments.

Another category of question is: How serious is this effort? Who is pushing for web services and how hard?

Behind the Curtain

Once Dorothy and the gang figured out who was actually pulling the Oz's levers behind the curtain, they became much less afraid. The moral (for our purpose) is to look behind the curtain and ascertain how big this thing really is. The curtain to pull back is that of standards efforts for web services. More standards equal broader implementation. Behind this curtain is some pretty scary goings on. Microsoft, Sun, Versign and IBM are positioning to see who will control web services security standards. Security of the data flowing between web applications will be of paramount importance. Therefore this standard will be pivotal in who controls a multitude of markets. If I were Dorothy and saw these four titans standing behind the curtain, getting back to Kansas would no longer be a priority.

"Yes Basil, but what does it all mean?"

Web services, in a nutshell, is the automation of business, consumer and government services over the Internet. Even with the Dot.com bubble bursting, significant progress on this front continues. All of the hype is gone, but the tools continue to evolve and business continues to look to technology for cost savings and service capabilities.

As might be expected, this provides both an opportunity and a threat to lawyers. Web services is an

approach lawyers can use in the delivery of services to their clients. But other industries can and are looking to use these same legal-type service tools. When a mortgage company or bank starts offering residential real estate services through its web portal, they will likely tread on lawyers' turf. Business processes almost always include a legal component.

Recommendations

As a bar association there are a couple of ways you can help your members understand web services. The first is to have some understanding yourself of web service, and watch for opportunities to share that knowledge with members. Second, watch for applicable web services standards efforts that might impact your members. Although this might sound like a technical task, it is relatively simple. There are a number of lists you can subscribe to that give alerts and notices of web services and XML standards issues. This includes new standards groups, articles on the subject and when new web services are deployed.

To give you one example of the direct impact of web services standards on the legal arena, I point to a recent new standard effort on Digital Signature and Time Stamping Protocols. An industry analyst is quoted stating: "Commerce between companies and supply chains requires time-stamping and signing services from trusted sources ..." Which is another way of saying that online business must be legally binding for it to be useful.

For the most part, lawyers are absent at these efforts. Which means the river is starting to flow around lawyers. This is where your bar association can step in. By educating your members about these issues and getting involved in them, you will be adding some definite long-term value to your membership.

Hopefully this article has given you a basic understanding of web services and their growing importance to business and the legal profession. I encourage you to explore this concept and stay up on it as it continues to evolve and impact the profession.

Good luck!

Toby Brown is the VP of Business Development and Sales for CaseData Corp (www.casedata.com). CaseData provides Litigation Technology Services to law firms and corporate counsel. Toby also serves as a technology consultant for the Utah, Maine, Massachusetts, Rhode Island and New Hampshire bars.

2002-2003 Communications Section

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Communicators Talk is a newsletter published quarterly by the National Association of Bar Executives Communications Section as a membership benefit. To submit materials for the next issue, please send copy to Kimberly A. Smith at designks@loganrec.com.

Communications Section Workshop Draws 80

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Section Awards



E.A. "Wally" Richter Leadership Award

The prestigious E.A. "Wally" Richter Leadership Award was bestowed on Joyce Hastings, a former Section chair. Hastings is the director of communications for the State Bar of Wisconsin. The award recognizes a section member "for outstanding achievement in the field of communications, for extraordinary service to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section."

Section Chair Chris Blake, director of communications for the Connecticut Bar Association, presented the award to Joyce on behalf of Ginger Banks, chair of the Richter Award Committee, who was unable to attend the luncheon.



Anne Charles Award

The Anne Charles Award for Distinguished Service to the NABE Communications Section was presented to Paul Nickell, editor of the *Oregon State Bar Bulletin* and a dedicated section member for a number of years. The award is presented to a member of the section who has made a significant contribution to advancing the goals of the section through committee service or other section volunteer efforts.

Arlene Abady, managing editor of the *Colorado Lawyer*, who won the first Anne Charles Award last year, presented the award to Nickell.

The luncheon also featured welcoming remarks by Thomas R. Tinder, president of NABE.

Plans are under way for the 2003 Section Workshop, which will take place in St. Louis, Mo., from October 15, 19, 2003, at the Millennium Hotel. Gary Toohey, a past section chair, is the workshop chair.

www.nabenet.org

Whether you're trying to locate a colleague in another state, or checking in to stay current with the latest news and information, we've put together a variety of resources to make your visit worthwhile.

NABE Communications Section Website

Section Creates Task Force to Study Web Site Needs

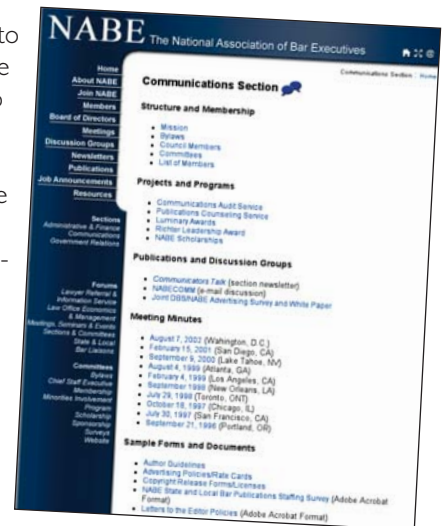
The Communications Section has formed a task force to study potential improvements to the section's page on the National Association of Bar Executives web site (www.nabenet.org).

The task force has a two-fold charge: to study the available resources from the American Bar Association Division for Bar Services and the Communications Section treasury for maintaining, updating and enhancing the NABE Communications Section page on the NABE web site and to recommend a plan of action to create a Communications Section page on the NABE web site that will provide the resources and information needed to further the section's mission of providing education and information to bar public relations professionals and other bar association or organization staff members responsible for communications, marketing, bar publications and public relations counsel.

The group will report its findings and recommendations to the section at the 2003 NABE Annual Meeting in San Francisco. The Task Force may report

preliminary findings to the section executive council from time to time as it deems appropriate.

Members of the task force include Joyce Hastings, 1997-98 section chair; Joe Conte, Roger Parris, Chris Cendagorta, 2000-2002 section chair, and Mark Mathewson. Ex-officio members of the task force are Ann Scarle, NABE Board Liaison, and Chris Blake, current section chair. Conte, who currently chairs the section's electronic services committee, will serve as chair of the task force.



*Places to go...
People to see...*

Lori Ruello, an active member of the Communications Section for many years, has left her job as director of communications at the Louisiana State Bar Association.

Cheryl Bruce, the Communication Section chair for 1995-96, has left her position as executive director of the State Bar of New Mexico.

Roger Parris, director of communications for the Erie County Bar Association, is recovering at home from his recent stroke.

Do you need information — and you needed it yesterday?

Do you have the germ of an idea, but wonder if anyone else has any experience along these lines?

Is your president wondering why you don't know what every other bar organization in the country is doing in a particular area?

CALL THE ABA'S DIVISION FOR BAR SERVICES

It's a clearinghouse for information.

Division for Bar Services
541 North Fairbanks Court
Chicago, IL 60611-3314
Phone: 312-988-5356; Fax: 312-988-5492
E-mail: derricoe@staff.abanet.org

Workshop Recap

Winning Editorial Calendars

By Joe Conte, STATE BAR OF GEORGIA

For those of you who missed the recent Communications Workshop in Alexandria, here is a quick recap of the breakout session entitled "Developing Editorial Calendars that Inspire Readers and Keep Advertisers Coming Back for More." This session was conducted by Matt Silverman (State Bar of Arizona), Sam Lipsman (Los Angeles County Bar) and Joe Conte (State Bar of Georgia). Each panel member offered a unique perspective on how to produce top-notch publications.

In Arizona, a mandatory bar, the Arizona Attorney has a circulation of 17,000. The Los Angeles Lawyer has a circulation of 20,000 and is produced the Los Angeles County Bar, which is a voluntary organization. The Georgia Bar Journal, a product of the mandatory State Bar of Georgia, has a circulation of 30,000. Although each magazine is unique in its approach and mission, the panelists agree that the most important consideration is to do what works for the individual organizations we serve.

The Arizona Attorney has a clearly defined mission and uses its editorial calendar to stay on message. This approach is successful, according to Silverman, because it keeps the publication from being derailed. The LA Lawyer's editorial calendar is a working document, says Lipsman, as it changes with the situation at hand. It is not uncommon for advertisers to be held for a particular story if that story changes publication dates because of author or board delays. In Georgia, Conte says the editorial calendar serves as a strong mechanism for adherence to established deadlines. He says it also helps balance the content between substantive legal works and departmental features.

At the right is a general guide for preparing winning editorial calendars, prepared by Silverman.

Creating an Effective Editorial Calendar Focusing on Content and the Audience

Overall mission and goal

- Don't have one? Create one
- Revisit, revise, stay on track

Be more than an In-box:

- Determine what stories/themes should be covered
 - Put them on you calendar
 - Find author to write
 - Write yourself
 - Hire a freelancer
- Unsolicited articles are an important part of the process
 - Publication by and for the attorneys
 - Enhances ownership
 - Makes workload manageable
 - Expand by creating sidebars

The Planning Process

- Get Input:
 - President and Executive Director
 - Governing Board
 - Editorial Board
 - Sections
 - Bar Staff
 - Emerging trends, themes

Creating an Effective Editorial Calendar Focusing on Content and the Audience

- Reader Survey
 - Content oriented
 - Measure progress
 - Change direction?
- Determine your readers demographics
 - Public vs. private lawyers
 - Small and solos vs. large firms
 - Largest areas of practice

Content Review

- Stories for everyone
 - Ethics
 - Law office management
 - Technology
 - Profiles
- Columns and regular features
 - Good place to regularly fulfill recurring needs
 - Review: Do they fit your goals?
 - Time to refocus or retire?
- Role as Bar's official communications vehicle
 - How does this fit in with your Mission and goals?
 - Is there a formalized process to get this information?
 - How it will be packaged/presented?

Workshop Recap

Washingtonpost.com executive gives tips on creating useful sites

By Chris Blake, NABE COMMUNICATIONS SECTION CHAIR

News junkies (like myself) are thoroughly familiar with the various web sites sponsored by major news organizations. One of the most comprehensive and content-rich web sites is the award-winning [washingtonpost.com](http://www.washingtonpost.com). It has been recognized by national journalism and internet organizations as one of the best news web sites, garnering awards for excellence from *Editor & Publisher Magazine*, the National Press Foundation, the Online News Association and Yahoo! *Internet Life Magazine*.

The NABE Communications Section was privileged to hear a plenary presentation at its 2002 Workshop from Caroline H. Little, chief operating officer for [Washingtonpost.Newsweek Interactive \(WPNI\)](http://Washingtonpost.Newsweek Interactive), the new-media and electronic publishing subsidiary of The Washington Post Company and publisher of [washingtonpost.com](http://www.washingtonpost.com).

Little, who is a lawyer and a member of the Board of Governors of the DC Bar, gave a presentation entitled, "Electronic Publishing: What the Future Holds."

WPNI's mission is "to create a lifelong forum that empowers individuals and builds communities," Little said. Two pillars of its strategy are to establish the web site as the definitive place for online communities for the greater Washington DC market and to serve as the definitive place online for making Washington D.C. fathomable to anyone, anywhere in the world.

In designing and enhancing [washingtonpost.com](http://www.washingtonpost.com), WPNI executives focused on trying to "do what we do best and to use the medium and its capabilities." Finding your niche as a bar association is important for your web site development, she said.

The explosive growth of the Internet since 1993 has brought change to the world and to the online world. In 1994, there were 13.5 million online users. This year, there are 117 million web users and that figure is projected to reach 143 million by 2004, Little said.

In this rapidly-growing and evolving medium, Little emphasized that certain web basics still apply. These basics include the web's unique multi-media capabilities, its ability to provide incredible depth, its widespread accessibility and its nearly limitless potential. She urged the audience to recognize that the Internet is a unique medium, and should not be approached as simply a derivative of print, radio or television media.

Little outlined three important areas of focus for bar associations to analyze in order to tap into the potential of the web. The first area is to view the web as an approach to delivering information. "We view the Internet as a unique

medium with unique capabilities," she said. "We try to create incredible experiences for our users with interactive, multimedia tools and aesthetic design layouts."

Bar associations should also keep in mind the importance of knowing their audience. "Know who your audience is and what they are seeking from your web site," she said. Research and marketing studies can help to identify the audience and what they want from an association web site. Requiring users to register and provide basic information, in a quick and easy to use format, is a good way for web sites to collect demographic information about their users.

The third area of focus that Little commented on was the importance of balancing the interests of the two most important clients – your users and advertisers. The approach that WPNI has taken with its advertisers is to ask them what they are trying to achieve for their business through online advertising and how [washingtonpost.com](http://www.washingtonpost.com) can help them realize their goals, she said. From the user's standpoint, they want a non-disruptive online experience, which means a minimum of interruptions from pop-up ads and other intrusive advertising formats.

It all comes down to this question: how do you get users to keep coming back to your site? The answer, Little said, is through "content orbiting" – creating a site that features rich, relevant data in an interactive format, all in one place.

Little concluded her remarks by offering bar communicators these tips:

- Always focus on the unique capabilities of the web to deliver a multimedia experience.
- Utilize the unique fundamental features of the web.
- Ask your members what they want to get from your bar web site.
- Look for partnerships with vendors or other organizations that can enhance your site and provide value to the partnering organization.

Putting on her bar member hat, Little said, "I can tell you that as an attorney, what I would want from my bar web site is CLE information, online registration, the latest cases in all areas of the law, legislation with links to other sites, upcoming bar events and dues payment online."

While bar associations do not have the same resources as *The Washington Post* at their disposal to fortify their web sites, Little's presentation gave us many useful tips on how we can maximize the potential of our web sites and look to the future.