

The Five Keys to Successful Public Programming

by Dan Cirucci, Philadelphia Bar Association

- 1) KNOW YOUR AUDIENCE.**
Nine times out of ten, your audience isn't just the public. Rather, it's one or more specialized publics. Who are these publics and how do you plan to reach them?
 - 2) DO SOMETHING DIFFERENT.**
List every idea that comes to mind for reaching your audience. Make a long list. Include everything. Then, throw out all the ideas except the top two or three. That's where you will want to concentrate your efforts.
 - 3) RELATE TO THE PUBLIC.**
This is a public program — remember? So the theme, the activities, the ideas, the location, the time (indeed, every element of the program) must be planned and staged and worded and promoted in ways that the public can understand and relate to.
 - 4) PERFORM A SERVICE.**
Public service is the best form of public relations. You gain credibility when you perform a service. If you're not serving the public in some way, what's the point?
 - 5) PROMOTE. PROMOTE. PROMOTE.**
You don't have a big budget so you must be resourceful in promoting. Partner, if necessary. Your plan: Tell them that you're gonna tell them. Tell them. Tell them that you told them. No matter how relevant or helpful or informative the program may be, don't ever assume that a crowd will simply appear. Be relentless in your advance promotion.
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**DON'T BE GOOFY;
PLAN NOW TO JOIN US IN
ORLANDO IN SEPTEMBER!**

**The Wonderful World of Bar Communications 2005
NABE Communications Section Workshop will be held
Wednesday, September 28 through Saturday, October 1 at
the Hilton Walt Disney World Resort in Orlando, FLA.**

**Come early and stay late! Make your reservations NOW to
receive our group rate of \$169 for up to three days before
and three days after the workshop: call Hilton
Reservations at 1-800-548-8690 and indicate you are
attending the NABE Communications Workshop.**

**QUESTIONS? Contact Francine Walker,
The Florida Bar, fwalker@flabar.org
or at 850-561-5762**

insights on “**Membership Matters: What Members Want and How To Tell Them About It.**” Her program was an equal hit here, and the video of the new faces of our membership will stay with me a long time!

- Our other communication section sponsored program was **The Web Café** – a take-off on our popular Pub-Pub concept – and it received the best reviews of all programs evaluated from the Salt Lake City program! Yvonne McGhee coordinated this winning effort and has already agreed to do so again for Chicago!
- Friday’s first-ever **Communications Section Strategic Planning Session** provided the perfect finale to the week. Under the creative guidance of facilitator Elizabeth Derrico, section leaders and members began the work of producing a blueprint for the future of the section. It was truly incredible to see the amount of work accomplished in that three-hour session! You will be hearing a lot more about this exciting plan in the months to come and our goal is to have the plan ready for your review in Chicago. I think you will be amazed and thrilled about the future look of our section!

And, speaking of the future, the NABE Program Committee has enthusiastically adopted our proposed “*Lifting the Fog from the Blog*” program idea for Chicago – thanks to the groundwork already begun by section program chair, Sharon Nolan, and Dan Cirucci. Everyone we have talked to is thrilled at the aspect of this program as well as the return of *The Web Café* at the Annual Meeting in August.

Elsewhere in this issue you will find information on our 2005 Call for Nominations. I urge each of you to consider being involved in the leadership of this section. There is a place for you – whether you want to take the first step toward getting involved or if you have been part of the section and are now able to get more involved. Just talk to a few of us who were where you are now and took that step. Not one of us would trade our experiences in section leadership for anything! Please complete and return a nomination form – I predict you will feel the same way.

Lastly, please pick up your pen right now and mark down these workshop dates: **Orlando is Sept. 28 – Oct. 1, 2005; Albuquerque is Oct. 11 – 14, 2006.** Trust me – when you hear what is planned for both of these workshops, not going just won’t be an option!

Let me finish with just a word about a very special and now honorary member of our section, Ginger Banks, formerly of the Texas Bar. For the legions of you who know Ginger, you will be glad to know that she is recovering well from major surgery, which by the way, was done while we were all in Salt Lake City. She said that just knowing we were all together and thinking of her was a special blessing to her. Her spirit and marvelous sense of humor have remained intact!

It seems appropriate to simply add, “*Hats off to each of you for helping make this section so great!*”

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