



Communicators Talk

News from the NABE's Communications Section • Fall 1999

On the trail of little big feet

Okay, here's a short quiz for you: Who was the *second* person to fly solo across the Atlantic? Who was the *sixth* man to set foot on the moon? Who was the *43rd* person to conquer the slopes of Mount Everest?

Did you ever stop to think about these ne'er-dowells whose exploits, however noteworthy, pale in comparison to their predecessors? If so, you know how I feel as I assume the reins of NABE's Communications Section from Jennifer Davis.

Jennifer (a.k.a. The Diminutive One) may be small in stature, but she has left me very large shoes to fill, indeed. I feel somewhat like the poor guy who had to bat immediately after Mark McGwire's 62nd home run. (Jennifer, a devoted Braves fan, will no doubt enjoy this reference to my beloved – but, alas, mediocre – Cardinals.)

Seriously, the members of the Communications Section owe Jennifer a huge debt of gratitude for her hard work over the past year. She is truly one of a kind – and anyone who knows her will readily attest to that fact.

As for me, I am both honored and humbled to be chair of NABE's Communica-

tions Section, and I pledge to work hard throughout the next year advancing the interests of bar communicators, whether their jobs entail publications, public relations, website management, marketing, or any of the other dozen hats we all seem to wear at one time or another.

To that end, I want to encourage all members of the Section to contact me at any time with any questions, concerns or suggestions they may have about the Section. I am particularly interested in hearing from you as to how the Section's programs, services and materials may be improved to offer the maximum available help to you as you perform your jobs. Whether your bar organization is large or small, state or local, unified or voluntary, please be assured that your voice will be heard.

In the meantime, to the great surprise of many, I do actually have some goals I would like to see achieved during the next year. One of



Gary Toohey
Section chair

these is a concentrated effort to make sure that newer bar communicators feel welcome to participate in Section activities. It is vitally important that new Section members feel that they are welcome and encouraged to get involved in Section activities.

To that end, the Membership Committee, chaired by Carol Manning of Oklahoma, has been hard at work developing a comprehensive plan designed to ensure that new members of the Section are properly welcomed. The plan, still in its draft stages at this point, involves working with our friends at the Division for Bar Services to identify not only bar staffers who have actually joined the Communications Section, but all new NABE members whose job responsibilities may draw them toward membership in the Section. Printed items, welcoming materials and

personal contacts are all important elements of this plan, along with the offer to pair a newer member with one of the Section's "old hands" in a mentoring relationship.

Hand in hand with the work of the Membership Committee is our Leadership Development Committee. This committee was formed to address an emerging crisis in leadership (my ascension to the top of the heap should be evidence enough of this phenomenon). Long gone are the days when a bar communicator would work at

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the same job, in the same organization, for 20 years or more.

As a result, the process of identifying potential officers and executive council members has become increasingly difficult. The Leadership Development Committee, under the able leadership of former Section Chair Joyce Hastings of Wisconsin, is focusing on ways to get more Section members involved in leadership activities – such as chairing Section committees – as a means of developing a solid pool of members who have an understanding of the Section's goals and a commitment to leadership.

The work of both the Membership Committee and the Leadership Development Committee is crucial to

the continued vitality and success of the Communications Section, and I urge you to support the efforts of these two groups.

Another group that is doing yeoman work is our Communications Strategy Committee, which – despite the interference of Hurricane Georges at last year's Communications Section Workshop in New Orleans – is close to finalizing the draft of a comprehensive, unified communications strategy that we can all use within our own bar organizations.

The committee continues to work closely with Sarina Butler, associate executive director of the ABA Communications Group, to develop a series of message platforms and strategies for emphasizing such basic issues as the accessibility of the justice system, the inde-

pendence of the judiciary, the efficiency of the justice system, and the need for improved public understanding of the justice system.

All members of the Communications Section have received, or soon will receive, a copy of this draft communications plan from Sarina, along with a request for comments and suggested revisions. Please take the time to look over these materials when you receive them and send your comments and thoughts back to Sarina in a timely manner. Your comments and input have been crucial in getting the project to this stage of the process, and now is no time to stop. (When your next bar president drops in one day to tell you that she wants you to solve the image problem of the le-

gal profession, you'll be able to pull out the finalized communications plan to show her what you and your colleagues around the nation already are doing about it.)

These are just some of the examples of the many Communications Section committees that are working to make a real difference in our professional lives. If you are not yet serving on a Section committee, I urge you to make that commitment. Simply contact me to express your interest in serving, and I'll make sure you have an opportunity to get involved in an area of interest to you.

Beyond all that, the next big blip on the radar screen is the annual Communications Section Workshop. This year's event will take place October 19-23 at the historic Menger Hotel in San Antonio. This year's workshop chair, Kimberly Smith of the Kentucky State Bar Association, and her committee are cooking up a real hoedown in this beautiful, historic and fun-filled Texas metropolis.

For more information about the workshop – including how to make travel and hotel arrangements – please see Kimberly's article on page 4. If you are interested in concentrated communications-related educational programming, laughter-filled social events (and a great time with NABE's most fun-filled Section), you won't want to miss this gathering.

I hope to see you in October deep in the heart of Texas!

Who is it?

This Section veteran (and Southern belle) grew from a curly-haired youngster into the dedicated, professional communicator we all know and love. Can you guess who it is?

If you have a guess as to the identity of this little cutie, send it to Gary Toohey at The Missouri Bar, P.O. Box 119, Jefferson City, MO 65102, or e-mail to garyt@mobar.org. We'll print the correct guesses (if any) in the next issue.

Good luck!



Minutes of the NABE Communications Section business meeting

by Ginger Banks,
Section secretary

Chair Jennifer Davis called the regular business meeting of the NABE Communications Section to order on August 4, 1999, in Atlanta.

Communications Strategy

Sarina Butler gave an overview of the Communications Section's and the ABA staff's roles in developing a communications strategy for bar associations. The goal was to identify topics about which all bars speak and related messages that are clear, simple, and strong. The process started approximately a year ago.

A Communications Section committee identified topics and worked with the ABA staff and consultant Michael Sheehan to shape the messages. A goal and problem statement was also established for each message. Sarina suggested that each bar association using the message platforms work out strategies, objectives, and background materials for each topic. Sarina reviewed each topic and asked for input.

Janet Eveleth said the overall communications strategy plan will be sent to all Section members for input. The plan also will be reviewed during a session at the Section's workshop in San Antonio, TX during October 1999. Chair Jennifer Davis encouraged Section members to use the message platforms.

Committee Reports

1999 Section Workshop. Workshop Chair Kimberly Smith reported that the workshop will be in San Antonio, TX, Oct. 20-23 at the Menger Hotel. The workshop will start Wednesday at 1 p.m. and end at noon on Saturday. Kimberly said a good response from potential sponsors was received. The workshop will have several educational tracks, including public relations, management, and technology. Section members should send their ideas to Kimberly for the program, which will be finalized during the next few weeks.

Program Committee. Jennifer Davis encouraged everyone to attend the session, "Promoting Public Understanding and Confidence: Strategies and Partnerships for the 21st Century," which will be held Aug. 5 in Atlanta. The session was planned by the Section.

Research. Betty Braden reported that the committee conducted a survey of NABE members regarding research. A report about the survey results is being written by Cynthia Spanhel.

Marketing. Susan Andres mentioned the Marketing Handbook that the Section produced last year. The handbook is made available free of charge to each Section member. Additional copies may be ordered. The committee is producing an addendum to the handbook

regarding successful marketing campaigns. The addendum will be available during the fall 1999 Communications Section Workshop.

New Member Outreach. Carol Manning announced that the committee has four subcommittees: Recruitment, New Members, Members, and Workshop Greeting. The committee is getting reports from the Division for Bar Services to identify new members.

Leadership Development. Joyce Hastings noted that the Section is experiencing changes. Turnover in bar workers have led to stress on the infrastructure of the Section. She said it will be important to formalize member outreach activities. Goals will

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Answers to last issue's "Who is it?"

Congratulations to Elizabeth Derrico of the Division for Bar Services and Evelyn Sullivan, executive director of the Lancaster (PA) Bar Association, for correctly identifying the subject of last issue's "Who is it?" as Communications Section veteran **Brad Carr** of the New York State Bar Association.

Elizabeth, who worked with Brad at the NYSBA prior to joining DBS, wrote, "I dispute the fact that Brad Carr was ever a baby - but it has to be him. All clues point to our boy Brad (who turns 50 in September), so the photo is nearly an antique."

Meanwhile, Evelyn, who clearly knows Brad well, said, "The only person I know who could sit still and look like he's ready to get into a bunch of trouble is Brad Carr."

Nice guessing, Elizabeth and Evelyn!



Workshop news

NABEEEEEEHAAAAA! Bar communicators poised to invade Alamo City

by Kimberly Smith,
chair, workshop committee

Mexican general Santa Ana may have done it first, but history will repeat itself in October when another invading force – bar communicators – descend upon the site of the Alamo for the 1999 Communications Section Workshop. This year's

workshop – three and one-half days chock full of educational programs of relevance to bar communications professionals – will take place October 20-23 in San Antonio.

The headquarters for this popular annual gathering is the Menger Hotel, a newly restored facility directly across the street from the Alamo and near San Antonio's fabulous River Walk. Rooms at the Menger Hotel are available to workshop attendees at a special group rate of \$108 single/double. To make hotel reservations, contact the Menger Hotel at (210) 223-4361 or toll-free at (800) 345-9285. Be sure to tell the hotel you are with NABE's Communications Section when making reservations. But hurry – the Section's room block expires on September 26. A limited number of rooms are available for Saturday night, October 23, so arrange your hotel accommodations early if you desire to stay over for an extra night in the Alamo City.

The registration rate for the meeting is \$250 per person for all Communications Section members who register by September 26 – a

real bargain considering that this price includes all educational programs and a number of social and meal functions throughout the meeting. For additional information on registration, please refer to the meeting registration form inserted in this newsletter.

Meeting planners have cooked up a spicy combination of "track" programming focusing on publications, public relations, technology, and management. This "pick and choose" programming will be supplemented by plenary sessions addressing issues of importance to all bar communicators.

However, all work and no play makes bar communicators dull boys and girls,

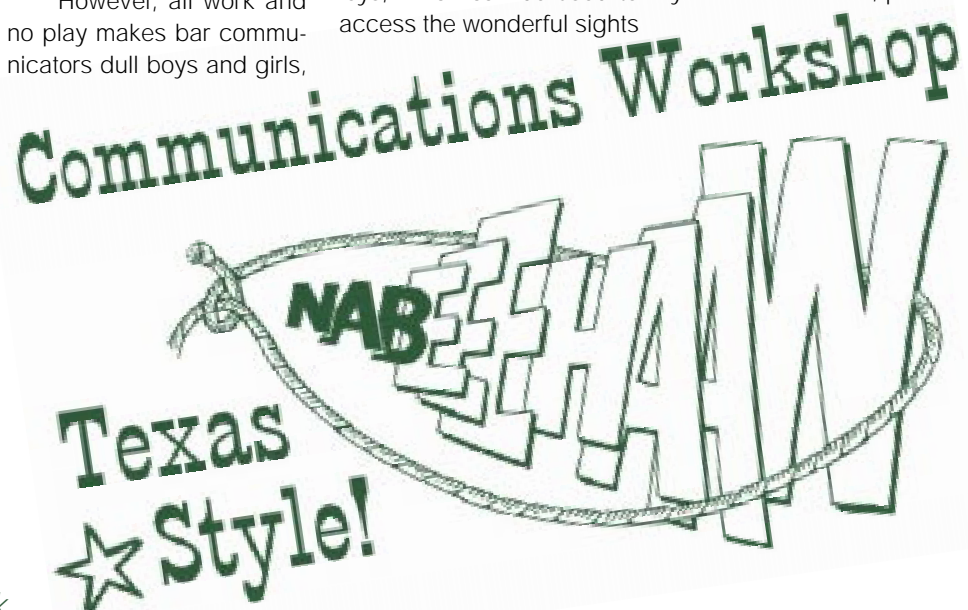
so we've also planned a great lineup of social activities. For example, on the opening day of the workshop – Wednesday, October 20 – we've planned a reception at one of San Antonio's best restaurants, Rio Rio. Enjoy authentic Tex-Mex hors d'oeuvres and, of course, your beverage of choice as we greet old friends and make new ones. Following the reception, we've planned a cruise along the beautiful Paseo Del Rio. We'll also organize "dine arounds" for those interested in continuing their evening with a late dinner.

The athletically inclined will want to welcome the new day on Thursday, October 21, with a morning jog along the famous River Walk. Later that day, we've arranged for all registrants to receive complimentary passes to San Antonio's famous trolleys, which can be used to access the wonderful sights

around the city. We'll have plenty of information about where to go and what to see and do in this charming metropolis.

Is this all too tame for you? You'll be eating your words on Friday evening, October 22, when we board a bus bound for the Far West Rodeo. Dress in western wear for this hootin', hollerin' good time, where you'll have the chance to hear top recording artists, enjoy live rodeo competition, learn how to do the "Texas Two-Step," and – if you've got the nerve – tackle the mechanical bull. Of course, there will also be plenty of time to relax around the "waterin' hole."

It's going to be a great time, and we want you to be a part of it. So make your hotel and travel arrangements, return the accompanying registration form, and you're as good as there. See you in San Antonio, partner!



Workshop news

Tentative Schedule of Events

In addition to timely plenary sessions, this year's workshop will feature "track" programming addressing publications, public relations, technology, and management functions. For more information, contact Kimberly Smith of the Kentucky Bar Association, (502) 564-3795, or e-mail ksmith@kybar.org.

WEDNESDAY, OCTOBER 20

11:30 a.m. – 12:30 p.m.

Buffet Lunch and Welcoming Remarks

12:45 – 3:00 p.m.

Plenary Session: *"Management and Leadership – In the Name of Teamwork"*

3:00 – 3:15 p.m.

Break

3:15 – 4:30 p.m.

Concurrent Programs:

- Communications Technology: *"What's Out There and How It Works"*
- Public Relations: *"You Can Master Media Relations"*

4:00 – 5:30 p.m.

Publications Pub: The Quick Critique
Advice from the pros on taking your publications over the top. Bring samples and learn, learn, learn!

6:30 p.m.

Reception at Rio Rio
YEEHAAA! Join your friends and colleagues for authentic "Tex-Mex" appetizers and beverages overlooking San Antonio's Paseo Del Rio. Then, enjoy the . . .

8:30 p.m.

Paseo Del Rio Cruise
Celebrate the end of your first day in San Antonio with a picturesque and tranquil river cruise.

Late Night.

Dine Arounds

THURSDAY, OCTOBER 21

6:30 a.m.

River Run/Walk

Welcome the new day with a refreshing run or walk along San Antonio's famous River Walk.

7:45 a.m.

Best and Worst Breakfast
Share that wonderful – or bleakest – experience of the past year with your friends and colleagues. Remember, there's strength in numbers!

9:00 – 10:15 a.m.

Concurrent Programs:

- Technology: *"Weaving Your Own Web"*
- Public Relations – *"Image Advertising: Bellying Up to the Bar"*
- Publications: *"Quality and Quantity: Building More (and Better) Print and Web Advertising Revenue "*

10:15 a.m.

Break

10:30 a.m.

Plenary Session: *"Developing a Communications Strategy"*

12:15 p.m.

San Antonio Trolley Excursions

Grab your complimentary trolley pass, hop on the trolley, and explore the many highlights of San Antonio with a group or on your own! There are many fascinating tour options, including Mission Conception, Mission San Juan, the beautiful King William Historic District, and more! For those staying over, the pass is good on Saturday, too!

7:30 p.m.

Dine Arounds

FRIDAY, OCTOBER 22

6:30 A.M.

River Run/Walk

7:30 a.m.

Breakfast

8:30 – 10:30 a.m.

Plenary Session: Management and Leadership

10:30 a.m.

Break

10:45 a.m. – 12:00 noon

Concurrent Programs:

- Technology: *"Websites 301: How to Build a Better Website"*
- Publications: *"Copyrighting and You"*

12:00 noon

Luminary Awards Luncheon

2:00 p.m.

Concurrent Programs:

- Technology: *"Weaving Your Own Web"*
- Public Relations: *"Getting Your Gears in Gear: Strategic Planning for Associations"*
- Publications: *"Putting Your Publication on the Web – Effectively"*

3:30 p.m.

Break

3:45 – 5:00 p.m.

Plenary Session: *"Body Language – What You Say Is What I Hear"*

6:00 p.m.

Reception

7:00 p.m.

Dine Arounds

8:30 p.m.

Trip to the Far West Rodeo

Put on your Western shirts, blue jeans and boots for this excursion to the Far West Rodeo, a state-of-the-art country western entertainment complex combining top national recording artists, live rodeo competition and all the music and fun you could hope for.

SATURDAY, OCTOBER 23

8:30 a.m.

Breakfast

Join the winners of this year's Luminary Awards competition to see how they do that voodoo they do so well!

9:30 a.m.

Communications Section Business Meeting

11:00 a.m.

Happy Trails to You . . . Until We Meet Again

Minutes of the NABE Communications Section business meeting

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be to increase member participation and awareness in the Section and build a culture to involve members in Section activities. The committee is developing further strategies that will be discussed during the 1999 Communications Workshop.

Nominating. Joyce Hastings presented the slate for the Section's Executive Council and moved its election, which was done unanimously. Executive Council members for 1999-2000 are: Chair: Gary Toohey, The Missouri Bar; Vice Chair: Christine Cendagorta, Washoe County Bar; Treasurer: Susan Andres, Alabama State Bar; Secretary: Ginger Banks, State Bar of Texas; Council Members: Wendy Jones, South Carolina Bar; Paul Nickell, Oregon State Bar; and Kimberly Smith, Kentucky Bar Association.

Newsletter. Gary Toohey reported that the next issue of the Section's newsletter is being prepared.

Kim Rowden is co-chair of the Newsletter Committee and will become chair as Gary phases out his involvement with the newsletter. The Wisconsin Bar will continue handling production of the newsletter and The Missouri Bar will continue to print it.

Communications Audit. Trudy Levindofske reported that there were no requests from bars for their communications activities to be audited during the last year. Trudy mentioned that smaller bars may really benefit from the audit since they gener-

ally have small staffs with multiple responsibilities.

Publications Counseling. Jennifer Davis said the purpose of this function is to provide publications critiques by Section members. She recommended sending publications to the counseling service as a way to reinforce ideas for changes that editors want to make. Jennifer suggested that Web sites be included in the counseling service.

Web Site/Listserv. Joyce Hastings, the Section's listserv administrator, suggested shifting the shepherding of the Listserv to the Web Site Committee. Web Site Committee Chair Roger Parris said that he is inventorying the Section's information on the NABE Web site, which needs to be updated. He said a goal is to encourage the sharing of information between bars on how they construct their Web sites. Roger encouraged Section members to join the committee.

Luminary Awards. Jennifer Davis said the Luminary Awards recognize the work of Section members in public relations, publications, and Web sites. Nominations are due by June 1. The awards are presented during the annual Section workshop. Jennifer reported that 1998-1999 Chair Christine Cendagorta had set up a database to track the awards and their judging.

Richter Award. Elizabeth Derrico reported that nomination forms will be sent to Section members at the end of August. The award is

presented during the Section's workshop to a Section member who has made outstanding contributions to the Section.

Scholarship. Jennifer Davis reported that two \$500 scholarships are available to attendees of the Section's workshop. One of the scholarships is designated for a first-time attendee. Notices about the scholarships will be sent to Section members within the next month.

Treasurer's Report

Gary Toohey reported that the Section is on solid financial ground. At the end of the 1998-1999 fiscal year, the Section had a surplus of \$8,831.

Year 2000 Workshop

Jennifer Davis said the Executive Council had identified possible locations for the 2000 Section workshop and wanted to get the Section's input. The choices: Daufuskie Island Club and Resort in South Carolina; a Holiday Inn in Alexandria, VA; and Grove Park Inn in Asheville, NC. A straw poll of the Section indicated that Daufuskie Island Club and Resort was the Section's choice.

Note: At the end of the Section meeting, the Executive Council decided to have the 2000 workshop at Daufuskie Island Club and Resort in South Carolina.

Anne Charles

Jennifer Davis offered a tribute to long-time Section member Anne Charles, who died recently after suffering

from cancer. Jennifer said that Anne worked behind the scenes to do a lot for the Section and always made everyone look good. Jennifer said Gary Toohey had drafted a resolution that will be presented during the NABE business meeting on Aug. 5, 1999. Jennifer also circulated cards for Section members to sign for Anne's family.

Division for Bar Services

Division Director Roseanne Lucianek mentioned that the ABA is a gold mine of information, which she encouraged Section members to use. In particular, Roseanne cited the Media Relations Division Web site that includes excellent resources and information about what is going on in the ABA.

Roseanne stated that if the ABA Board confirms the budget, the Division for Bar Services will get a research/information assistant. She also mentioned that the new ABA president will strive for continuity in messages regarding public confidence in the legal profession. Other themes important to him are diversity and technology. Elizabeth Derrico mentioned that Libby Bullock is the new ABA staff director for NABE.

Tribute to Outgoing Chair

Gary Toohey recognized outgoing Section Chair Jennifer Davis for her outstanding service.

The next business meeting is scheduled during the Communications Section workshop in San Antonio in October.

Bar communicators prepare for era of multidisciplinary practice

Despite action by the American Bar Association's House of Delegates to postpone consideration of a proposal that would lift a ban on fee-sharing between lawyers and other professionals, bar communicators nationwide are planning for the

day – a day some consider inevitable – when lawyers routinely engage in partnerships with professionals from other disciplines.

At the NABE Annual Meeting in Atlanta – held just days before the House of Delegates' vote – three veteran bar communicators outlined the challenges and opportunities likely to arise from an ongoing debate over the highly controversial issue of multidisciplinary practices (MDPs).

10 timely tips

Dan Cirucci, associate executive director of the Philadelphia Bar Association, outlined 10 tips for communicating MDP issues to lawyers, the general public and other key audiences. They include:

1. Begin collecting any and all available information about MDPs as a way of staying current on developments.

2. Be an accurate, up-to-date resource for members of the bar and the general public.

3. Don't use "legalese" to explain the issue. "You've got to be the one to simplify it and put it in terms that consumers can understand," Cirucci said.

4. Don't take an absolute position on the issue. Signal caution and careful study.

5. Build a dialogue on the issue through workshops, CLE sessions, open forums and inter-professional panels sponsored by your bar organization. "If they (members and the public) don't appear interested," Cirucci added, "you've got to find a way to make them interested that this is coming down, and they'd better get interested."

6. Use every available existing resource – web sites, publications, news releases, section and committee newsletters and special bulletins – to disseminate information about MDPs.

7. Encourage feedback through member surveys, individual members' views, letters and articles from all segments of the profession.

8. Make sure your organization's leaders are up to speed and out front as spokespersons on this issue.

9. Don't get defensive. Stay positive and up-to-date, framing issues in a way that consumers can understand.

10. Don't shy away from the issue. In fact, stay slightly ahead of it by continuing to monitor developments, news stories and possible shifts and turns. This will make you a timely and credible source of informa-



Flanked by Park Trammell of The Florida Bar (left) and Dan Cirucci of the Philadelphia Bar Association, Judith Dugar of the Louisiana State Bar Association discusses the challenges posed by MDPs to membership services efforts at bar organizations.

tion for both your members and the public.

Members, public require different approaches

For bar communicators, self-education is a crucial first step toward encouraging dialogue among both lawyers and the general public, agreed Park Trammell, director of The Florida Bar's communications division.

To that end, he said, bar communicators need to carefully analyze the information needs and interests of both groups, because MDP means something quite different to each.

Many lawyers, he suggested, may be too busy to really understand the intricacies of the issue. The best way to make them sit up and pay attention, he suggested, is to emphasize the potential economic impact of MDPs. "We have to recognize that multidisciplinary practice is a pocketbook issue," he said.

Although most of the MDP discussion has focused on

the potential pairing of lawyers and accounts within the same partnership, Trammell said bar communicators should also be aware of potential links between lawyers and other professions. Everyone from real estate agents to psychologists are potential partners for lawyers – not to mention potential connections not yet known or even contemplated.

Trammell agrees that any lawyer education project must include not only information *to* members, but also feedback *from* members. "We need to establish discussion opportunities in every possible way," Trammell said. "Two-way communication is a critical part of any member education effort."

Just as big a challenge, he said, is helping the general public understand why the MDP issue is important to them. Members of the public face many potential concerns related to MDPs, including their economic impact and their effect on one's

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Team approach urged to tackle public confusion over justice system

As representatives of any advertising agency will readily attest, capturing the public's attention is the easy part of any communications effort. The really difficult part of that effort is successfully using those fleeting moments to com-

municate a message. It's much the same story for bar communicators trying to improve public understanding and confidence in the legal system.

During NABE's Annual Meeting in Atlanta, a distinguished panel of communications professionals emphasized the importance of teamwork in framing messages that not only get *noticed*, but are also *retained*.

The session, entitled "Promoting Public Understanding and Confidence: Strategies and Partnerships for the 21st Century," focused on how bar associations, foundations and other professional, law-related organizations can work together to foster and promote public understanding of the law and the justice system.

Sarina Butler, associate executive director of the ABA

Communications Group, kicked off the program with a review of ABA research into public attitudes about the justice system. That research shows that while the public has a generally positive overall view of the justice system, there are many misconceptions, misunderstandings and gaps within the public's knowledge of the system's structure, purpose and operations.

In the wake of that research, Butler said, the ABA developed public "message strategies" designed to provide the framework for a response to the research findings. These strategies include: developing pop cul-

tural information tools; providing continued learning rather than one-shot informational programs; identifying areas and mediums that people use, then concentrating efforts there; and developing unified messages.

She went on to describe the work of the NABE Communications Section's Communications Strategy Committee, which is working with the ABA to refine four basic themes stressing access to justice, judicial independence, justice system reform, and public understanding of the justice system.

These messages will be *(continued on next page)*

Bar communicators prepare for multidisciplinary practice

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relationship with one's lawyer.

Trammell said bar communicators should give careful thought as to ways to help the public understand the potential impact of MDPs. Extensive use of the media is absolutely essential to such an effort, he added.

"In the end, we should remember that it's the public's perception that counts the most," he said. "Despite our members' interests, without clients there is no opportunity [for members] to practice law."

Using MDP to keep your bar relevant

Even though it will be some

time – if ever – before MDPs become a reality, Judith Dugar, membership director for the Louisiana State Bar Association, said a commitment to member service requires bar organizations to provide information to members who may eventually be interested in becoming part of an MDP.

That process involves not only identifying those segments of the bar that are likely to be most affected by the advent of MDPs (such as members of trust law and tax law committees), but also exploring how many informal partnerships already exist among members of these groups.

She suggested that the

best way to keep up to speed on future developments in this controversial area is to first become familiar with the status quo. In a handout entitled "An Association Six-Step Program for MDP," Dugar suggested that bar organizations:

- Revisit how their state defines the practice of law and who holds the ultimate authority for the regulation of the practice of law;
- Revisit ABA Model Rule 5.4, which is at the crux of the MDP debate;
- Undertake a comprehensive review of the statutes governing the unauthorized practice of law;
- Analyze those areas of

the bar (particularly sections and committees) that will be most affected by MDPs and consider their current level of interaction with ancillary professions;

- Continue to emphasize the value of association membership and how the organization can assist individual members in the practice of law as a way of recruiting and retaining members and keeping the organization focused; and

- Undertake a constant and ongoing review of the relevance of the bar association's initiatives and discard those that aren't working or aren't relevant to members' needs.

Atlanta in review

distributed at an early date to all members of the Communications Section, Butler said, along with a request for comments and suggestions. That process will be an integral part of a quest to develop common messages that all bar organizations can emphasize as part of a national effort to dispel myths about, and improve public perceptions of, the justice system.

The next speaker – Mabel McKinney-Browning, director of the ABA Division for Public Education – expressed concern as to the interest level of teenagers and younger adults on issues related to the justice system. She said surveys show younger people are often disconnected from government and related topics. The dynamic, constantly-shifting nature of the law, combined with greater competition from technology (such as websites and cable television) add to the challenge of reaching younger

people with reliable information, she said.

In response, the Division for Public Education has developed its own strategies for improving communication with its audiences. These include: linking to others and developing strategic partnerships; meeting educational needs through creation of high-quality materials; utilizing the news media to reach the public; and involving influential individuals in educational efforts related to the justice system.

Jennifer Davis, communications director for the State Bar of Georgia, said bar communicators must focus upon improving the experience clients have with their lawyer and improving their understanding of lawyers' role in the justice sys-



Greeting one another at the opening reception in Atlanta were (left to right) Cynthia Hill of the District of Columbia Bar; Don Eveleth, spouse of Janet Eveleth, Maryland State Bar; Jim Sajevic of the Kansas City Metropolitan Bar Association, and Cheryl Bruce and Joe Conte, both of the State Bar of New Mexico.

tem. "Lawyers are the foundation of the freedoms we enjoy," Davis said.

She then described the bar's "Client Care Kit," a packet of client materials designed to improve the overall experience clients have with their lawyer and to improve public understanding of the role of lawyers within the justice system. The kit includes brochures describing the working partnership between lawyers and their clients and dispelling myths about lawyers, as well as forms by which clients can keep track of the law office personnel addressing their situation and the status of their legal matter. The Client Care Kit has been sent to every member of the State Bar of Georgia.

An example of a strategic partnership designed to improve public understanding of the legal system was offered by Diane O'Steen, executive director of the Atlanta Bar Association. She described a weekly half-hour

television show, "Layman's Lawyer," produced for the past 12 years through a partnership between the bar's young lawyers' section, a local television station, and the Georgia Civil Justice Foundation. The program, which explains a timely legal issue in terms that most people can understand, is primarily financed by the Georgia Civil Justice Foundation.

The program closed with a presentation by Alabama State Bar communications director Susan Andres, who described an ongoing partnership between the state bar and Alabama's broadcasters' association. She said a membership survey indicates that 81% of the bar's members support its efforts to improve the public perception of the legal profession.

She wrapped up her presentation by showing "To Serve the Public," a video presentation highlighting the public service efforts of Alabama lawyers.



Wendy Jones of the South Carolina Bar, Carol Manning of the Oklahoma Bar Association, and Susan Andres of the Alabama State Bar enjoy their visit to the "World of Coca-Cola" in Atlanta.

In memory of Anne Charles

by Dean Kinley, editor and general manager,
State Bar of California

None of us believes that our friend and colleague Anne Charles is really gone. We keep looking at the door, anticipating her entrance, stylish and elegant, with a newly bought outfit and a story to tell about someone or something.

In death as in life, Anne has a presence. She never set foot in our new building downtown, yet we await her return, as if last night she clicked off the lights to her new office and stepped in for the ride down the elevator.

One look from Anne would tell us what she thinks of the new furniture. One giggle would reveal her thoughts on the childish internal politics of the after-move. One lunchtime would render a clear-cut verdict, yea or nay for all time, on a nearby restaurant.

Anne did not quibble with her beliefs. She generally knew what she wanted – especially from her personal shopper at Macy's – and persuaded others, whether it be reporters or good friends, to go along.

She knew she wanted a teal golf bag when she took up the sport a few years ago. And teal shoes. And teal head covers. And teal tees. And teal golf balls. We told her it was a bit much.

She laughed, said she knew that, and bought them all anyway. Eventually, she bought what could be construed as a teal car.

But Anne, too, could be convinced to try others' suggestions. A new wine. A different restaurant. An offbeat

movie. Certainly a new fashion boutique with ever-ready plastic in hand.

And, of course, she never hesitated to tell us later what she thought of our suggestion. Her memory of the good was long and enthusiastic; her dismissal of the bad was instantaneous, but often with a humorous story, told through tears of laughter, at some appropriate point down the road.

For more than a dozen years, Anne played the role of communications guru for the State Bar of California. In true form, that always meant understanding and manipulating the politics of the moment. She survived bosses who didn't know how to turn out the lights and administrators who tried – but failed – to force her to hold meaningless press conferences or retaliate against insistent and critical reporters.

Twice, as the bar was beaten and bowed by legislative and gubernatorial power plays, Anne was laid off, but, ultimately, she never went anywhere. She played the system with as much elegance and charm as she put in her dealings with the media, and, at least professionally, became the true survivor.

Earlier in her life, Anne

dabbled in the world of politics. Her only run for political office ended in a monumental loss. She always said of it, "Hey, I gave it a good try," and chalked it up as a great learning experience.

Her run for the NABE board of directors was just as important to her as that run two decades earlier for the California Assembly. She made a plan, called her friends from across the country and started a campaign strategy, winning the seat just as the State Bar of California started coming apart at the seams.

"Bad timing," Anne would say, as she wondered aloud – with one quip after another – whether she's be able to keep her seat if she lost her job.

Her role on that board only capped an active involvement with NABE that spanned more than a decade. She touched many of your lives just as she did ours.

In fact, on one of our NABE trips, our friend Paul Nickell won out over Anne in a bid to take home an unusual wine bottle. In true form, Anne never let Paul forget his victory.

A year later, Paul sent home with me, for Anne, an unusual bottle of its own. It's a fish. With gills. Anne and I laughed every day at it, on its perch in her office.



Anne Charles

Last year, when she was about to be laid off, she gave me the fish bottle. But as her job was extended month after month, in true Anne form she snatched it back.

A few weeks before she died, Anne came to the office on a Saturday, when the building was empty, to clear our her things for our move downtown. She still had hope of returning some day. She placed the fish bottle on my desk with her last post-it note to me: "It's your turn to hold on to the bottle."

If she walked into my new office now, she would see the fish bottle high on its new perch, over my head, in memory to her. She'd instantly tell me if it was in the right place (most likely, not). Or – my preference – she'd snatch it back and say it's time for her to keep it again.

I look at that bottle now and see that it's teal. Or, like her car, close enough. Our impeccable – and determined – and elegant Anne would have liked that.

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

Comings and goings ...

A warm Communications Section greeting to **Michelle Zeringue**, who is the new director of publications for the Baton Rouge Bar Association. She replaces **Melissa Curry** in that position.

Gwen Moritz has resigned as communications coordinator for the Nashville Bar Association. She and her family have moved back to their hometown of Little Rock, where Gwen is now working as editor of *Arkansas Business*, a weekly business tabloid.

A fond "so long" also goes to **Kristina Klopp**, who has resigned her position as director of communications for the Cincinnati Bar Association to take a position in the marketing department at General Electric.

Movin' on up ...

Ginger Banks, the erstwhile secretary of the Communications Section, is now the director of the State Bar of Texas' new Information Technology Division. The division

includes the computer services department, *Texas Bar Journal*, printing, graphics and the state bar's web site.

Kudos ...

Congratulations to **Clifton Barnes** of the North Carolina Bar Association, editor of *North Carolina Lawyer*, which recently was honored with an APEX Award of Excellence for Special Publications in a national contest sponsored by Communications Concepts, Inc.

In addition, the North Carolina Bar Association's communications program was recognized with the Grand Award for Publication Excellence for Communications Programs – the first time it has ever claimed top honors in the rigorous competition. Also winning an award was **Cathy Larsson**, assistant director of communications-external, who received an Award of Excellence in the Media Kit & News Release Writing category.

Calendar

October 19-23, 1999

NABE Communications Section Workshop
San Antonio, TX

Feb. 8-11, 2000

NABE Midyear Meeting
Dallas, TX

July 6-9, 2000

NABE Annual Meeting
New York, NY

1999-2000 Communications Section

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