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# Philadelphia was Electric!

By Mark Mathewson, section chair, Illinois State Bar Association



**T**hat's why attendees are still buzzing about the 2007 NABE Communications Section Workshop, held in October in the beautiful City of Brotherly Love. The amazing Mark "Mr. T" Tarasiewicz, along with Adrienne Cornwall and the entire Philly Bar crew—plus a long list of NABECOMM volunteers, and you know who you are—did a spectacular job of presenting one of the biggest and best workshops ever. Special thanks to the programming committee and all the presenters for cutting-edge sessions and to Chris Morganti's sponsorship committee for \$20,000 in sponsorship income. (You read that right, folks.)

A highlight for me was watching NABECOMM legend and former Philadelphia Bar Association exec Dan Cirucci accept the Richter Award (*see* article, below), our section's highest honor, in his native city among longtime friends and colleagues. Sometimes a prophet is honored in his hometown.

In other words, you missed a lot if you missed the workshop. The good news: This very newsletter contains beautifully crafted summaries of workshop programs written by master communicators. More good news: This year, for the first time, selected workshop programs will be available online. Legalspan was on the scene, recording equipment in hand, and they'll be uploading programs soon for our viewing pleasure. We'll let you know via the NABECOMM list serve as soon as they're accessible.

Yet more good news: There's another workshop next year. (Always remember that NABECOMM newbies. Another year, another workshop.) And it's in Austin, one of America's hippest cities, live music capital of the USA. The dates are October 22-25, 2008. Plan to be there and do your part to Keep Austin Weird.

For those of you head to the NABE Midyear Meeting in Los Angeles in February, be on the lookout for programs about building useful intranets and honing your public-speaking skills (they rejected my proposed title: "How to Talk Good"). Our section has a hand in both.

Meanwhile, your fearless section leadership is busily working to implement the NABECOMM strategic plan. Two principal goals this year are to (1.) fine-tune our committee structure and otherwise make it easier for NABECOMM members to volunteer and participate, and (2.) beef up our presence at nabenet.org. We'll be plugging away at these and other tasks.

Finally, farewell to the remarkable human being I regard as the executive director of NABE. Jill Werner, still NABE staff director as I write this, is leaving to take what sounds like a wonderful opportunity with the ABA Membership and Marketing Department. Our loss is their gain. Jill is the hardworking, wise, good-humored, levelheaded association staffer I aspire to be. I know you'll all join me in wishing her the best. She promises to stay in touch. ■

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## Daniel Cirucci Receives Prestigious Richter Award at 2007 NABE Communications Section Workshop



Daniel A. "Dan" Cirucci (right) is a lecturer in corporate communications at Penn State University's Abington campus. A 2003 inductee into the Philadelphia Public Relations Hall of Fame, he was the Philadelphia Bar Association's associate executive director for communications and public affairs for 28 years. He received his bachelor's degree from Villanova University and his master's degree from Rowan University. He has served as president of the Philadelphia Chapter of the International Association of Business Communicators (IABC), as secretary of the National Association of Bar Executives (NABE) Public Relations Section, and on the NABE Communications Section Executive Council. ■

# Luminary Awards Shine Light on Excellence

**E**leven bar associations and their communications professionals recently received Luminary Awards at the annual National Association of Bar Executives (NABE) Communications Workshop, held this year in October in Philadelphia, Pennsylvania.

The NABE Communications Section's Luminary Awards program, created at the Albuquerque Communications Section workshop in 1992 and named for the New Mexican "luminaria," recognizes excellence in bar publications (including Web sites) and outstanding efforts in marketing and public relations activities.

Special thanks go to the Luminary Awards sponsor **Thomson West** for providing an impressive statuette that winners now proudly display. Appreciation also goes to fellow NABE Communications professionals who served as judges.

"The NABE Luminary Awards provide recognition for excellence in the field of communications," said Ken Brown, Luminary Awards chair. "These award winners represent the best in their field nationwide, so they and their associations can be proud of this special recognition."

The 2007 Luminary Award winners are:

## **Excellence in Web Sites**

A Web site effort that exemplifies excellence in usefulness, ease of use, content and design in meeting the needs of the Web site's targeted audience.

### **Large Bar**

Richard Martin Sr.  
New York State Bar Association

### **Small Bar**

Nancy Gallego  
El Paso Bar Association

## **Excellence in Publications**

A publication effort that exemplifies excellence in writing, editing, and design in meeting the needs of the publication's



*Ken Brown (far left), Luminary Awards chair, and Gretchen DeSutter (far right), Thomson West, pose with 2007 award recipients; awards are sponsored by Thomson West.*

targeted legal audience. Awards are given in two categories: Special Publications and Regular Publications.

## **Special Publications**

Special Publications include but are not limited to: annual reports, anniversary books, calendars, directories, consumer education publications, and special issues of a regular publication.

### **Large Bar**

Kevin Priestner  
State Bar of Texas

### **Medium Bar**

Melanie Henry  
The Mississippi Bar

### **Small Bar**

Christine Cendagorta  
Washoe County Bar Association

## **Regular Publications**

Regular Publications include but are not limited to: magazines, periodicals, journals, e-newsletters, newspapers, newsletters, and CLE materials.

### **Large Bar**

Kevin Priestner  
State Bar of Texas

### **Medium Bar**

Darlene Hutchinson Biehl  
Dallas Bar Association

### **Small Bar**

Dorothy "Dottie" McCallen  
Memphis Bar Association

## **Excellence in Public Relations**

A public relations effort that exemplifies effectiveness of communications in getting the bar's message across to its members and the public.

### **Large Bar**

Kevin Priestner  
State Bar of Texas

### **Medium Bar**

Darlene Hutchinson Biehl  
Dallas Bar Association

### **Small Bar**

Nancy R. Paul  
Montgomery Bar Association

*(Continued on Page 18)*

# Putting the Sizzle Back in Law Day

By Brad Carr, Alabama State Bar Association

Law Day is a unique, special event that continues to endure, and as the 50th anniversary looms near in 2008, the NABE communications Section Workshop featured a panel program titled, "Promoting Law Day: Ideas that Sizzle."

Carol Manning, director of communications at the Oklahoma Bar Association, and Holly Wilkerson, local bar services coordinator at the State Bar of Texas, shared their experiences and offered tips to spark the imagination.

## The raison d'etre

Manning, who noted she has lived through a dozen Law Day observances, said the reason why bar associations should spend so much time promoting this event is because, "It's an opportunity to highlight the community involvement of lawyers."

Wilkerson explained a few of the ways the Texas bar promotes Law Day. These include conducting a statewide contest for high school students that involves writing an editorial based on the Law Day theme. She said that originally students were encouraged to write essays but by switching to editorials, there was more news value for local papers to publish the material. The bar also sponsors a poster contest for school children as well as a photography contest for students. The state bar found that by making Law Day an event, rather than a one-dimensional program, it was able to obtain greater public and media recognition.

## A picture is worth ...

Manning described how the Oklahoma Bar uses audio-visual media to promote Law Day. For the past 29 years, the bar, in conjunction with Oklahoma's statewide PBS TV station, has broadcast a one-hour "Ask a Lawyer" show as a companion to a day-long program where lawyers at various locations throughout the state will provide free legal information. Last year, 360 lawyers manned the phone banks and responded to 2,500 inquiries.

A new feature of the bar's 2007 Law Day program was the introduction of human interest stories that were videotaped and used as breaks during the PBS program. Manning said the key was to show the public how lawyers helped every day people who faced legal problems with immigration, adoption and securing disability benefits. This type of "third party" endorsement brings more credibility than if the bar told the audience about the good things that lawyers do everyday. According to Manning the tab for producing the PBS program ran \$15,000 for the taping along with another \$9,500 to pay for the cost of the toll-free telephone lines that had to be installed.

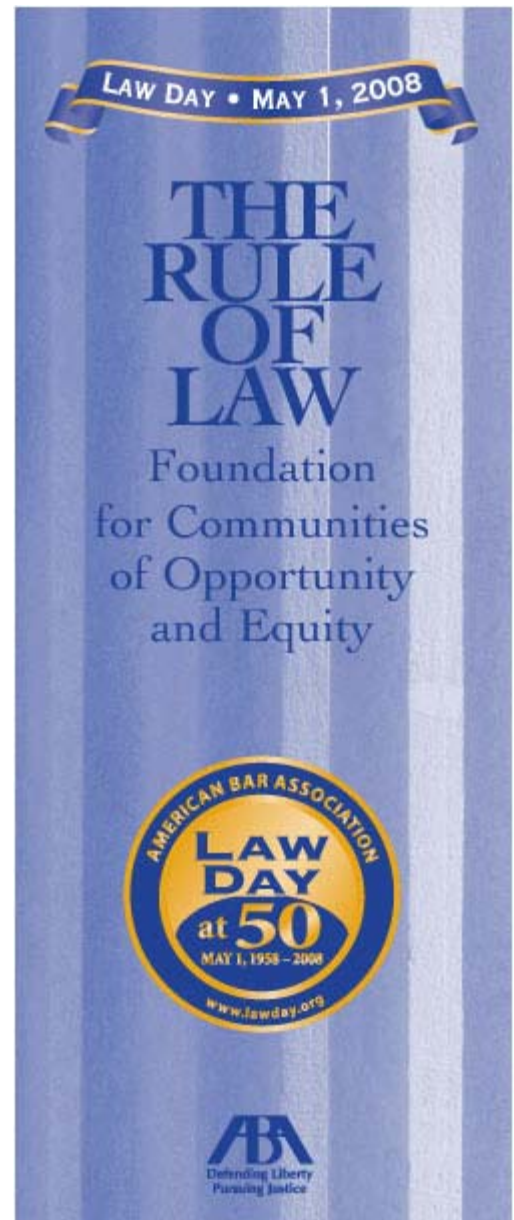
## Adding a new wrinkle

Like many state bar associations, both Texas and Oklahoma provide local bars (particularly those without full-time staff) with Law Day materials produced by the ABA Division for Public Education. However, Manning did mention that the bar decided not to use the 2007 theme suggested by the ABA and instead chose its own - "Elections: Democracy in Action."

Oklahoma also added some sizzle to its Law Day activities by introducing two new categories: a diorama contest for secondary school students. Manning said this kind of activity fits well with the 5-8 grade curriculum. There is also an online "Test Your Citizenship Knowledge Quiz" which uses the actual questions from the test administered to immigrants seeking to become U.S. citizens.

## Size doesn't matter

Special events such as Law Day often are an integral part of a public relations campaign and it's important to remember that these events are created to shine the spotlight on people. The concept is really quite simple: generate excitement and use creativity to achieve public and media recognition. ■



# Building and Integrating E-Communication Vehicles

By Barbara S. Straczynski, New Jersey State Bar Association

Creating an impression is more potent than acting from one's center," said Lao Tzu, a Chinese philosopher. After opening with this quote, Gina Furia Rubel, esq., presented an overall scheme at the Friday morning plenary at the October Workshop for carrying an association's brand across all vehicles when designing e-communications. Rubel is president of Furia Rubel Communications.

E-communication opportunities—e-zines, e-newsletters, e-mail blasts, podcasts, Web sites, webinars, blogs, social networking sites and more—are growing in usage as quickly as new possibilities are invented. Rubel presented the following statistics:

- 50 million people a day under the age of 30 get their news from the Internet,
- YouTube has revolutionized the way people view video,
- MySpace is currently the most popular Web site in the U.S., and
- On average, there are 26 electronic devices in each American home.



With so much competition, and more change around every corner, the importance of a bar association's brand cannot be overemphasized.

The brand that is out there, or not out there, is how the organization is perceived by members, nonmembers, and the public-at-large. Good brand perception can deliver high attendance at programs and outstanding volunteers to lead the organization because great people want to be part of a vital, recognizable organization. Effective brand perception can bring the association financial support. Donors are more interested in working with an organization with an exceptional reputation. All the association's good works and other projects must be associated with the brand. Increased membership, high attendance at meetings, great leadership, and financial support are all results of effective and consistent branding.

All designs should be integrated with the elements of a brand, including logo or standards, color palette and its usage, typeface and typography, font size and style, and language. Consistency and repetition of these key components will make the association's e-vehicles instantly recognizable.

Rubel looked at brand memory, pointing out that 40 percent of brand memory is devoted to a logo or standard. Branding 101 tells us that the association's logo or standard should be on every communication sent by the organization. This means on every page of the Web site, e-zine, e-mail, etc. A 40 percent memory statistic successfully reinforces the obvious. The Tennessee Bar Association Web site at <http://www.tba.org> was the example Rubel used where the effective use of Tennessee Bar Association, TBA, and tbalink logos can be seen on the pages.

The importance of color choices and the usage of color take up 30 percent of brand memory, the next large chunk after the logo or standard. The District of Columbia Bar Association Web site at <http://www.dcbbar.org> was the star example here with their consistent usage of violet on the pages for lawyers, yellow on pages for the public, and green for bar services pages. By maintaining a consistent color scheme adapted to each of the three primary segments of the Web site—lawyers, the public, bar services—visitors can more easily navigate the Web site. The ease of use associated with color will sit well in the Web visitors' brand memory.

Taking up 15 percent of brand memory is typeface/typography, and that is matched by language for the remaining 15 percent. The Santa Clara County Bar Association, at <http://www.sccba.com>, was demonstrated as using typeface well by carrying through no more than three typefaces consistently and repeated usage of a slogan on their pages.

For a case study, Rubel used the Philadelphia Bar Association Web site as an example (<http://www.philadelphiabar.org>), showing effective branding throughout their Web site, e-zines, e-newsletters, podcasts, videocasts, and webcasts. Using standards, logos, color, and typeface, the various Web pages and e-products were all readily identifiable as the Philadelphia Bar. The brand was also well integrated in their print publications, direct mail pieces, directories and brochures.

Rubel left attendees with two short lists of Branding Dos and Don'ts:

- **Do** create a clear message, limit the number of fonts and color scheme used, design a banner and logo, be consistent and thorough, and create a brand standards book.
- **Don't** overuse graphics and color, switch images and logos, send out multiple messages, use flashy banners and ads, or fail to integrate everywhere.

She also provided some useful branding resources, including the following Web sites: <http://www.allaboutbranding.com>, <http://www.brandchannel.com>, <http://www.brandweek.com>, <http://www.buildingbrands.com>, and <http://www.marketingprofs.com> as well as the following books: Building Strong Brands by David Aaker, Emotional Branding by Marc Globe, Experiential Marketing by Bernd H. Schmitt, The 22 Immutable Laws of Branding by Al and Laura Reis, and Unleashing the Idea Virus by Seth Godin. ■

# Communicators Have Catastrophes?

By Holly Wilkerson, State Bar of Texas

**W**hat happens in Philly, stays in Philly," exclaimed Kelley Jones King, the moderator for Great Catastrophes You Can Learn From. "We are not going to share your secrets, just your advice on how to handle sticky situations with grace."

Panelists Brad Carr, Kat Hinson, Cheryl Dodd, and Darlene Hutchinson Biehl shared the following pearls of wisdom to an audience of eager communicators:

- Know when to ask for help! If you find yourself sinking, plunging into water deep above your head, seek help! The trick to any trade is finding the right assistance at the right time.
- Don't surprise your boss! Good or bad, your boss should be aware, ready to accept praise or criticism.
- At the end of the day, ask yourself, is the crisis really a crisis? So what if the banner for National Adoption Day did not have the sponsor's name spelled correctly? Is the banner important or is it important that 75 children began lives with new families?
- Remember that when dealing with the media, you are dealing with unpredictability! You send press releases attached to cookie bouquets or boxes of goodies, call every editor friend you have left from your journalism days, and introduce the young, fresh-out-of-college reporters to the local hot spots while "spinning" your agenda. The world still spins! Don't be 100 percent assured that the media will cover your Law Day event. No one can predict the next natural disaster or important political announcement that the media will find more important than Law Day.
- Check Web sites linked to your homepage! Sections, committees, affiliated bars ... we try to share information, but are we sharing appropriate information? Check the links on your site to ensure proper connections. Do the links navigate to actual bar-related sites?
- Admit your mistakes! The quickest way to lose credibility is to lie or make excuses to your boss or volunteers. Owning up to mistakes and seeking ways to repair the damage is the best way to gain trust and respect! ■

## We'll be Direct



When your bar has an executive-level opening, you want qualified candidates who understand what your bar does. The DBS Job Announcement Service can help by e-mailing executive-level openings to more than 800 bar professionals nationwide. Priced for a modest bar budget—announcements start, and end, at \$250—it's the shortest distance between your bar and the right candidate.

Learn more at <http://www.abanet.org/barserv/jas>

# Reaching Diverse Populations

By Bonnie Sashin, Boston Bar Association

**A**merica's top 10 cities are now majority minority, and in less than 50 years, minorities will account for more than half of the working population. While diversity may once have been confined to race and ethnicity, the concept has been redefined to encompass gender, lifestyle, and geography. Younger lawyers expect a diverse work environment, and corporate clients are demanding that their work be handled by diverse teams of lawyers.

Within that context, David Brown, an award-winning marketing and public relations consultant specializing in reaching diverse populations, cited three critical career junctures in which bar associations can help: recruitment, retention, and promotion.

Among the preliminary observations he offered:

- In most major cities, specialty or minority bar associations should be reviewed as complements, not competition;
- The history of exclusion needs to be acknowledged but need not be the focus;
- Becoming diverse is a process, not a task or a task force, and it requires a long-term investment;
- Diversity needs to trickle down, but also bubble up, and must constantly be pursued;
- If your bar association is not really ready for diversity, but prints something on a brochure suggesting that it is, the negative impact will be long-lasting, making it that much harder to get people to come back.

Brown provided his own 10 Commandments for Reaching Diverse Audiences:

1. Do not patronize; the person who's being marketed to determines whether he's being patronized;
2. Do not limit thy messaging to advertising alone; just placing a person of color in your membership book without electing people of color to leadership positions won't work;
3. Recognize the power of Word of Mouth (if you have a bad experience, you will tell 10 people; if you have an extraordinarily good experience, you might tell only one person);
4. Acknowledge the influence of trusted institutions (churches, friends, law school mentors), and recognize that trust resides in the person you're trying to reach;
5. Know that "official" institutions are largely distrusted; if you have never done outreach to diverse populations people will ask why;
6. Build membership through respect and plug people into areas that validate who they are;
7. Build your relationships beyond "the event" (e.g. Black History Month), communicating that you value a long-term relationship;
8. Do not attempt to "speak the language," but speak in terms of what's going to resonate with the audience you're trying to reach;
9. Avoid stereotypes, which can only be determined by people being stereotyped; and
10. Do not try to seek the "magic bullet" that unlocks the secret key to target audience. ■



The ABA's Bar Leader Toolkit is an electronic newsletter full of tips, letters to the editor that your bar association can modify and use, and much more. If you would like to subscribe to receive the Toolkit, contact Michael Ward, DBS Information Research Specialist with the American Bar Association, at (312) 988-5349 or at <mailto:wardm@staff.abanet.org>. Future issues will cover the following themes:

- |            |                               |           |                                  |
|------------|-------------------------------|-----------|----------------------------------|
| ■ December | Law Day                       | ■ June    | Disaster planning                |
| ■ February | Independence of the judiciary | ■ August  | Attorney-client privilege        |
| ■ April    | Work-life balance             | ■ October | Overcoming resistance to lawyers |

# Getting Future Members From Law Schools

By Holly Wilkerson, State Bar of Texas



**W**hat advantages do bar associations have over most organizations? Bars know who their future members are, which are law students. While identifying future members is easy, engaging law students is not simple.

René Eiche, assistant executive director of the Kansas Bar Association, moderated a panel discussion to offer insight on the mystery of reaching law students as potential new members. Panelists (pictured, from left to right) included Michael Lee, a Drexel University law school

student; Maureen Olives, director of public interest programs at Temple University Beasley School of Law; and Carl "Tobey" Oxholm III, vice president and general counsel of Drexel University.

Bars that have dialogue with law students have learned that students want to *be* lawyers, not just think like lawyers. For example, in medical school students practice procedures. Law school does not offer comparable application; therefore, law students are thirsting for opportunities that thrust them into the lives of "real lawyers." Interaction with attorneys allows students to find the answers to questions such as: What is life like on a daily basis for a family lawyer? What practice areas are thriving in my favorite city? How can I personally grow and not become bogged down with billable hours and late nights?

Panelists gave the suggestions that have proven successful in attracting law students:

- Allow law students to join the bar as non-voting members. Give them access to publications, list serves, sections, and committees.
- Offer an opportunity for a student member to be published in the bar journal. Add a law student section to your publication. Challenge students to write substantive law articles, worthy of publication. Students will jump at the chance to be published before graduation.
- Include students in bar social events. Networking is of great interest.
- Recognize students in areas such as pro bono or professionalism. This will create loyalty to the organization.
- Introduce students to the city, beyond the bubble of law school. Organize a bus tour for law students. Visit neighborhoods and discuss the practices needed in each area.
- Bring lawyers to the law schools. Invite section leaders to serve on panel discussions about various practice areas at the law schools.
- Encourage students to volunteer with attorneys for public service projects.
- Educate students on legal roles that are not always focused upon in law school, such as public interest.
- Hold brown bag lunch sessions of legal education for students.
- Ask your leadership to visit law school campuses to educate students about bar opportunities and how involvement can enhance a legal career.

A common student attraction is cookies. No joke. As discussion filtered throughout the room, panelist and audience members agreed that students are excited by delicious cookies. Looks like there is one easy step in recruiting law students! ■

# Partnerships That Work

By Pamela Labbe, Baton Rouge Bar Association

**S**peakers Bob Silvy with the Business Journal Newspapers, Michelle Stuhl with the Philadelphia Business Journal, and Adrienne Cornwall with the Philadelphia Bar Association discussed how partnerships with local business journals can work for bar associations. One of the reasons associations should consider approaching business journals when interested in partnering with them is because of their reach to growing companies.

According to Silvy, subscribers of The Wall Street Journal are similar to those who subscribe to business journals. Executives who need local market information are the "sweet spot" for business journals.

The Association for Corporate Growth (ACG) does supplements. The benefits of participating in supplements is that it allows you to brand, improved membership and position members as experts.



## Three content models:

1. Buy an ad, get a story
2. Buy a sponsorship, get an ad and a story
3. Edit independent of ad sales(which helps maintain consistency).

## Keys for success:

1. Publisher relationship
2. Association champion
3. Local editorial director
4. Minimum lead time
5. Adhere to deadlines

Stuhl shared the story of how the idea of partnering with a bar association came about. The Association originally wanted help in promoting Law Week.

The process involves striking a written agreement and a timeline, including the publication date, ad space/editorial deadlines, obligations of both parties, minimum review required to publish, ratio of editorial vs. advertising space, paper stock, ratio of editorial vs. advertising in supplement, number of copies bar association receives, cost of additional copies, and how supplement is marketed to attract advertisers.

The next step in the process would be external and internal marketing. Things involved in this step include a co-authored letter from publisher and chancellor (or president of the association) mailed to firms, flyers about supplement e-mailed to bar members, promotion in Philadelphia Bar Reporter e-mail newsletter, ads in the Philadelphia Business Journal promoting the supplement, business journal and bar representative speaking at bar association events about supplement, using established deadlines, and seeking appropriate authors.

Cornwall was in charge of bundling the editorial content, coordinating the Bar Leader, and coordinating with Stuhl at the business journal. They tapped members to get the most of the articles and bar staff members wrote a few articles as well. They positioned their members as experts and as resources in the community. The bar association and business journal collaborated for topic ideas.

Managing copy was the next step. This included predetermining word count with production; copy editing material prior to sending it to the business journal to minimize proofing stage changes; deferring design, layout, and pagination to host publication; and having at least two bar staff proofreaders.

When managing artwork, the bar association opted to use eye catching cover schemes for marketing to the savvy business community and combinations of stock art, staff photography, bar logos, and head shots where appropriate inside.

The finished product was received about a week after the final proofing stage had been completed. The bar association displayed the supplement at all bar events. Bar leaders, judiciary, and committee sections were targeted. Marketing collateral included a letter that used the image of the supplement's cover.

When coming up with other partnership activities, you should always try to use your members as resources. Attorneys can provide answers to questions during newscasts, and coverage could be provided about events such as Law Day or Law Week. This benefits the association as well as giving the media news or an event to cover.

"Always think of the intended audience for the publication," Silvy said. "Choose topics that are highly valued, relevant, and right now." He also stressed the importance of having good hooks to grab the readers' attention. ■

# The Next Generation of Communications

By Stacey Shrader, Tennessee Bar Association

**T**hough I had been to Philadelphia on two previous occasions, I could not help but revisit the city's historic area while in town for the NABE Communications Workshop this past October. On Thursday afternoon during a break in the programming, I strolled down to get another look at the Liberty Bell, Independence Hall, Declaration House, and the rest of the "must sees." It was great to get lost in history for a few hours.

Fast forward 200 years and 24 hours and I found myself in a breakout session promising to educate me about the next generation of communications. Former Philadelphia Bar Association Associate Executive Director Dan Cirrcui (now a lecturer in corporate communications at Penn State) opened the session with the observation that we Americans are "virtually assaulted by communication vehicles" in our personal and professional lives, and that as communication professionals we bear the additional burden of being expected to understand and utilize these vehicles. If the session had ended there, the message would have been depressing indeed. For a moment I was nostalgic for the days of the quill pen. Thankfully, three Philadelphians joined Cirrcui on the panel to help us better understand the changing landscape of mass communication.

Jeff Jubelirer, with the strategic communications firm Ceisler Jubelirer, spoke first and addressed the challenges of operating in this new media paradigm, which allows very little time to build relationships with reporters, gather facts before responding, or to proactively create news stories. While the profession

has become accustomed, for the most part, to the 24/7 news cycle, new mediums (such as blogs, social networking sites, and YouTube, whose mantra by the way is "broadcast yourself") make everyone a journalist. In this new world how does the communication professional play offense and not just defense? A self-proclaimed sports junkie, Jubelirer offered seven football analogies for staying ahead of the competition:

1. Play the game—Recognize that the media is not going away. Be a credible third party resource even when you don't have a stake in the game. Meet the media before the crisis.

2. Share the playbook—Show decision makers that working with the media can be beneficial.

3. Be on the field—Always be accessible. Call reporters back even when you don't know the answer and then promise to find it. Don't rely on press releases; get in front of the media and speak live whenever possible.

4. Advance the ball—Show leadership before a crisis hits.

5. Watch the game clock—Understand and respect reporters' deadlines.

6. Minimize turnovers—Get in front of an issue and set the tone for the debate, otherwise the other side will. Don't assume the truth will win out; make sure it does.

7. Use trick plays—Strengthen your hand by building coalitions and using unbiased third parties to speak on your behalf.

Finally, Jubelirer offered three tips for playing good defense when are forced to do so:

1. Study the offense—Prepare for future crises by developing response scenarios and testing your message.

2. Hit back smarter, not harder—Provide better information than the opposition and keep the tone from escalating.

3. Choose your battles—It is not possible to respond to every attack or criticism; be smart about the ones you choose to fight.



While Jubelirer covered the challenges of the new media paradigm, Viacom executive Joanne Calabria focused on its benefits. While this environment is fast-paced and competitive, the proliferation of media vehicles means more ways to get out your message. Seems the average Joe can even buy his own cable show now! This new environment also provides an opportunity to test messages in one format (online, for example) before using them in mainstream outlets. And finally, in the new world, media touches every member of the family, every social demographic, and every corner of the world. The bottom line? This new environment allows organizations to reach more people through more (and more diverse) channels.

*(Continued on Page 15)*

# Who are Your Members?

By Christine Morganti, State Bar of New Mexico

**Y**ou have 30 seconds to get your busy members' attention and tell them what you want them to do. One look at the caveman marketing piece below and you will know that René Eichem, assistant executive director of the Kansas Bar Association, takes her advice seriously.

If you are wondering whether or not some members were offended, don't worry. A disclaimer is included on the back of the card, and it is so funny that I don't think anyone could have been upset.

Eichem reminded us that we cannot simply lump all of our members into one category. For most bar associations, our members are composed of judges, attorneys, paralegals, and law students. They are of different gender types and age groups. These different groups

respond best different marketing techniques.

Membership recruitment and retention are the two main reasons why bar associations need to reach their members. Eichem urged us to create a written membership recruitment and retention plan. The sample plan she provided included the timeline for marketing, a one-page membership form, letter offering automatic membership renewal by credit card, clever letters that are sent to members who have not renewed their membership, and an internal spreadsheet of dues payments and demographics. She stressed the importance of tracking the effectiveness of different marketing materials.

She advised bar associations to make it easy for members to renew. Simply send them an invoice instead of a five-

page renewal form that contains information the bar already has in its database. I am sure that I was not the only person in the room who was very envious of this method.

Eric Mann, executive director of the Clark County (NV) Bar association, spoke about generational differences and the ways in which we should try to reach baby boomers, Gen X, and Gen Y. In brief, he told us that new members want everything. Boomers try to keep up. Long-time attorneys don't want to know. According to Mann, boomers like to see it, touch it, and smell

it, so they prefer printed magazines and postcards. He encouraged us not to let them fade away as the new generations join the bar. We should put them to work mentoring, providing pro bono work, and assisting in other projects. The bar should provide social events at which they can catch up with old friends and associates.

"Gen X-ers were born between 1965 and 1980," explained Mann. "They want everything now, including an interactive Web site with forms, blogs, and CLE. They need information on opening their own law firms. They want fun, networking activities."

He informed us that Gen Y-ers were born between 1977 and 2002 and are the fastest growing segment of the workplace. Although they require more hand holding, they are better listeners than Gen X and find the older generation more valuable. They expect to make top dollar on their first job and want new challenges. Put their energy to good use.

Mann stated, "Survey, survey, survey. Don't assume. Ask members what they want." He recommended using survey monkey, which costs \$19.95 per month. Implementing the recommendations from survey results will keep our associations on the cutting edge. He advised that we not lose sight of the needs of members. "Don't wait for it to become a problem," Mann advised.

On a related note, Mann informed attendees that non-attorney membership in organizations is growing. He asked that we consider involving sponsors as members. The Clark County Bar Association (CCBA) has more than 100 sponsor members. As an example of the way in which this relationship could benefit a bar association, the CCBA held a judges mixer that cost \$24,000; sponsors contributed \$50,000 to the event. He did advise, however, that the professional staff must operate as a gate keeper so that the amount of contact with members by sponsors does not become an annoyance.

(Continued on Page 16)

Front of postcard



The Kansas Bar Association Announces Casemaker 2.0  
So easy a Caveman (or Woman) can use it!

<http://www.ksbar.org/casemaker>

Not a member of the KBA? Join today at <http://www.ksbar.org>

# How I Spent my Summer Sabbatical

By Duane Stanley, Hennepin County Bar Association

As word spread that I was among the chosen few who have sabbaticals written into their employee handbooks, and that I would be enjoying three months off after 20 years of service to the HCBA, I received many e-mails from NABE-Comm colleagues congratulating me and wishing me a refreshing break. I received almost as much correspondence asking how we managed to sneak that into the handbook, and how our sabbatical system functions. Perhaps the "haves" should offer a short course on negotiating sabbaticals at the next workshop. Jud Haverkamp is planning for his second, and I believe Paul Nickel is on a sabbatical at the moment.

As you might surmise, three months is not as long as it sounds and not nearly as much was accomplished as was "on the docket" in early summer. Insert the familiar line from friends who retire: "I don't know where the time goes to, but I seem busier than ever."

Some successes were tallied: repairing and repainting the bird bath, placing a gravestone for my uncle, cleaning the garage, completing a full retirement planning review (Why didn't I start earlier?), and hosting a variety of backyard get-togethers around the fire pit, including National Night Out for 30 neighbors. I wrote

articles, worked in the garden, scoured archives for family history, taught and preached at church, and read more for pleasure than I have in years. My car received a genuine wash and wax, by hand no less.



were enjoyed with only a minimal sense of guilt at being self-centered and self-pampering. I confess it took weeks to feel totally comfortable just spending some "me-time" without the continuous pressure of deadlines that characterize regular work-life.

I have often wondered if all those people who resigned their political positions in order "to have more time to devote to family" really did. I did. Our family visited the Science Museum to see Pompeii, watched fireworks on the 4th over the

Mississippi, and saw Harry Potter in I-MAX after a day at the zoo. Each family member invited friends to one of our backyard get-togethers, we took a walking tour to admire the architecture of the old mansions on Summit Avenue, and we visited historic sights of Minnesota that we had just never got around to. In and around those outings we spent close to three weeks away from the city and around the campfire, camping some with just our family, some with relatives, and some with friends. The travel trailer responded well to continuous use.

## Hobbies

The BIG item that was to provide a definitive sense of being on sabbatical was planned as a near month-long road trip to New England, where neither Kathy nor I had visited. With AAA touring books and Triptiks at our fingertips, we had been planning an historic (you'll catch the theme) excursion for months. With two weeks until blast off, I traded the old Ford conversion van for a gently used Navigator - navigation system intact and ready to guide the way. T minus ten days,

*(Continued on Page 17)*

# Bar Communication in the Ice Age

By Janet Stidman Eveleth, Maryland State Bar Association



**O**ur illustrious editor has asked me to reminisce about working as a Bar Communicator in the "ice age." While it was only 20 years ago, (I am not that old!) it was truly a different world. Looking back, it seems incredible that we have come so far so quickly.

There are still a few of us dinosaurs around who remember what the world of bar communication was like in the mid 1980s. No fax, no cell phone, no computer, no e-mail, no Internet, no anything? Bar communicators actually held conversations on telephones (you remember the ones with the attached wires?) and conversed through written correspondence. We made and received many, many phone calls; returned many, many messages; wrote lots of letters and copied lots of material that had to be mailed. It really wasn't that long ago, but it was a different world.

My association publications career actually began in 1981, as the Public Affairs Director for the Mid-Atlantic Food Dealers. Here our staff of 20 spent much of our time mimeographing and manually stuffing envelopes and mailing flyers and publications to 1,200 members. When we weren't engaged in this delightful activity, I used a "dummy" to layout the magazine and spent a lot of time at the printer coordinating the typed-up, marked copy and "design."

When I joined the Maryland State Association as the Director of Communications and Editor of the Maryland Bar Journal in 1987, there was no computer. I used an electric typewriter to write all of my magazine features and news stories and wore out the xxxxxxxx on my typewriter, my means of correcting copy, in no time. I remember retyping a large number of letters, too, as that was the only way to rectify mistakes because those annoying little "correct type" sheets seldom worked.

The publication world I entered was antiquated compared to today; it may be summed up in one word—paper. We used paper for everything. Magazine manuscripts arrived as paper and were copied for Editorial Advisory Board meetings; they were copied and sent to members in advance for review; they were copied for editing, they were copied after editing, they were copied and sent out for typesetting; we did a lot of copying and did in many a forest. Plus, all of this copy was kept in my office in manila files—stacks and stacks of them! Now with electronic files, just few clicks suffice.

Printing our monthly newsletter was a real experience. On print day for our newsletter, published on newspaper stock, the editor and I traveled to a local newspaper near Baltimore very early in the morning and delivered our typed-up copy, along with an assortment of black and white photos. Then, we stood there for hours watching as the typesetter actually typeset the words on an old typeset machine and pasted them up on boards for us to proofread.

We noted mistakes, and once these were corrected, assisted the "designer" (and I use that term loosely) in pasting up each page: copy, pictures, ads, and clip art (the predecessor of graphics); then we proofread again. Finally, once we signed off on all 12 pages, it went to print, and we returned in the very late afternoon. It took all day! Hard to imagine now, isn't it? Compare this to cutting and pasting and clicking away. Progress!

Not long after I arrived, the Association acquired a computer for membership records, and it was about another year or so before staff received our first terminals which functioned as mini-computers, allowing us to do basic word processing. Training, along the lines of "what is this thing?" was an experience, especially for the dinosaurs. What was I most excited about—no more "xxxxxx's." I was able to instantly correct mistakes and finally give up my typewriter. The downside was losing an entire, 2,000 word feature magazine article early on when the art of "saving and backing up copy" was not fine tuned. That hurt!

In the early 90s, while we were still struggling to master the computer, a new and very useful invention emerged: the fax machine. Now this was exciting—instant correspondence! Copy could be faxed rather than mailed and material was instantly received. What a difference.

And things got even better when staff finally received, in 1993, their own PCs. This was major—we could cut and paste and move copy instantly and do basic design. Then the revolution really occurred in 1996 when we got Desk Top Publishing, e-mail, and the Internet, followed by the introduction of cell phones. These technological

*(Continued on Page 15)*

# Type Cast: The Eyes Have it

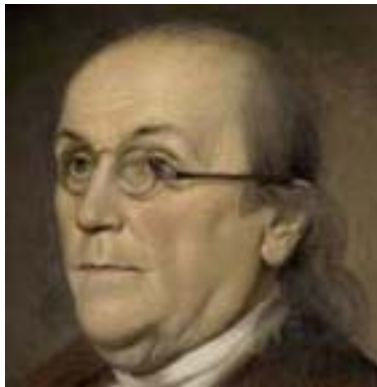
By Frederick D. Massie, Rhode Island Bar Association

**C**ursed with weak vision in early childhood, your correspondent was saddled with eyeglasses just before he entered kindergarten. Not the most auspicious time to receive corrective lenses and their accompanying superstructure, these earned him the occasional sobriquet of Four Eyes from some of his less-than-sensitive classmates. Despite this, your future colleague went on to lead a comparatively happy life through his grammar school days, playing a series of sports with some degree of proficiency and even catching the appreciative, albeit corrective-lensed, eyes of a few of the fairer sex along the way.

Notwithstanding his reasonably successful adaptation to his new facial appliances, due to one or more sets smashed into his physiognomy during basketball games and in the midst of pugilistic contests in defense of his, or his mother's, honor, he yearned for another form of vision enhancement. The longed-for alternative was contact lenses. So, lacking a trust fund, he applied himself to a variety of jobs—ranging from newspaper carrier to scraper of dried gum wads from the underside of the local Howard Johnson's counter—to secure the legal tender

**“What sadistic fiend decided to print the warnings and instructions included with various medications in a type size approximating the head of a pin?”**

for what, at the time, was primarily seen as vain frippery, rather than as protection for a repeatedly battered schnoz. Due to his Horatio Alger-like industriousness, your weak-eyed hero finally secured the desired lenses freeing him, at least during most of his waking hours, from the nuisance, and occasional stigma, of spectacles.



Which brings us to today where, after many years of 20-20 vision provided through the miracle of modern optometry, your roving-eyed reporter has noticed some difficulty reading certain sizes of typeset, specifically, anything under the 10-point size. Concurrently, it appears more and more manufacturers of a wide-range of products have taken it into their (pointed?) heads, to offer their important information in a type size better suited to young, goggle-eyed Lilliputians than to slightly sight-handicapped adults.

What, in the name of Johannes Gutenberg, are these rascals thinking (or not) of? What sadistic fiend decided to print the warnings and instructions included with various medications in a type size approximating the head of a pin? What evil prankster, obviously employing a high-powered

magnifying glass, determined the word size on the beeping (and talking!) smoke alarm that, with Chinese Water Torture regularity, recently reminded your correspondent that the alarm's battery was low? Which, in turn, forced your reporter to balance precariously on the edge of a dining chair perched on the edge of steep and unforgiving basement stairs to access the thing. Thus engaged, with a flashlight in his mouth and trembling fingers holding the shrilly-bleeping and speaking alarm, he vainly tried to read the miniscule instructions through flop-sweat befogged contact lenses before pitching headlong into the abyss.

And who, other than those with a portable electron microscope, can decipher the offerings and prices printed in graphically appealing, but ridiculously miniscule, 6-point type (or less!) in many fashionable restaurant menus nowadays? Coupled with dim bistro mood lighting from preciously petite flickering candles or teensy 10-watt bulb lamps, ordering food in these eateries is life seen through a glass darkly.

Unfortunately, my friends and fellow communicators, your correspondent has no answers to these questions. So, while he urges you to avoid tiny type in your Bar-related print and electronic publications like the plague, he continues to peer and squint, move his head away from, or closer to, illegible messages while contemplating committing various acts of mayhem upon his tormentors.

Or, at the very least, purchasing reading glasses. ■

# The Next Generation ...

(Continued from Page 10)

With 25 years' experience in broadcasting, Calabria has had a front row seat to the revolution. And yet, every day, she is asked by her superiors to speculate on the next, and the next, and the next wave. The bottom line, she says, is that no one knows what the next big thing will be. She balances this unknown with a little bit of common sense drawn from experience: "Does anyone really want to watch the Super Bowl on their wrist watch?" she asked as an example. She also warned against losing sight of the forest for the trees. Ultimately, it is the content not the vehicle that keeps people coming back for more. CBS President Les Moonves, in addressing the network's affiliate convention this past summer, hammered home that point: "Content is king. The vehicle may change but the public's demand for credible, reliable, useful content stays the same." The lesson: Don't

sacrifice content to embrace cutting edge mediums.

Christopher Lukach with the public relations firm Anne Klein & Associates wrapped up the discussion with a review of the newest and least exploited media forma—those that allow "direct to consumer" communication. From online message boards and e-forums to MySpace, Face Book, and Linked In, these platforms provide instant exposure, avoid the filters of traditional media, and give all messages equal value. In other words, there is no gatekeeper. It is just you and the consumer *mano-a-mano*. According to Lukach, other advantages include the:

1. ability to target communications to those with a high interest in a particular field;
2. opportunity for dialogue from the "bottom-up" as well as the "top-down";
3. opportunity for greater consumer feedback; and
4. appearance of transparency without losing control of the message.

Despite these benefits, only eight percent of Fortune 500 companies use such tools to communicate with consumers. But Lukach predicts that will change and encouraged bar associations to embrace these underused resources.

After the session I reflected on the incredible advancements in technology and communications that have occurred in our society, not just since Adams, Franklin, and Jefferson, but since my college graduation 20 years ago. What will the next 20 years hold? No one can say for sure, but as the final panelist noted in his closing remarks, that is what makes it an exciting time to be a communicator. ■

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# The Ice Age ...

(Continued from Page 13)

advancements completely altered the complexion of our Communications Department as it evolved into what it is today, paralleling most other state bars.

Technology changed the nature of media relations too. In the "old" days, I had to peruse newspapers to keep abreast of current events, mail all press releases, and research material in a library. Compare this to the vast amount of information we instantaneously have at our fingertips today via the Internet and e-mail—a world of difference.

But not everything has changed. Many key issues facing the legal profession in the mid 80s are still with us today. Advancing professionalism, enhancing pro bono service, and improving the poor public image of lawyers were just as high on the list back then as they are today.

We have come a long way from "ice age" bar communications, but I think what has changed the most is actually communicating in our contemporary, high-tech, fast-paced society. Today, people expect instant information and immediate responses and, courtesy of e-mail and the Internet, usually get them. Communication used to be far more personal.

I have fond memories of our "slower-paced" congenial times. We actually talked to one another back in the "ice age." We took the time to talk to bar leaders, members, other staff members, and the media. Today we simply e-mail; it's easier, and I am just as guilty as everyone else. I miss personal communication the most. As NABE Communications Section Chair in the early 90s, I embraced the chance of chatting with many Section members on the phone and getting to know them. Many of these members, some from the "ice age," have remained cherished friends. ■

# Your Members ...

(Continued from Page 11)

Back of postcard

Randy Richter, director of technology solutions for Association Technology Solutions, provided recommendations of ways to reach members through technology. He began his portion of the presentation by recounting a story about a time when he was the IT professional for an association. The organization wanted to transition members from using a print directory to an electronic directory. The organization sent a postcard to members asking them to opt in if they wanted the print version. Out of 4000 members, only 26 returned the postcard requesting the print version so the organization changed its practices accordingly.

Richter then spoke about social media. He advised that we place public areas on our Web sites for law students. These can include podcasts, blogs, and wikis. He explained that a wiki is a way for everyone to edit a Web page and suggested that we visit Wikipedia.com. Everything people want to say about a plethora of topics is there. He also recommended that we follow the example of YouTube. Richter suggested that students post videos about what they are experiencing in law school. He also cautioned that the level of organizational oversight would need to be determined and set up in advance.

One of Richter's most important points was that bar associations should have a centralized database for all member activities. He has worked with enough associations to know that many of us keep separate spreadsheets for such items as committees and award recipients. Richter also advised us to track the effectiveness of our marketing through the database. For example, certain people attend the NABE conference every year. They don't need to receive as many marketing pieces.

Eichem summarized the session by advising attendees to make sure that benefits offered to members are worthwhile and to discontinue those that aren't beneficial. She encouraged us to analyze the use of benefits compared to the revenues they generate. She closed by saying, "Don't wait five or 10 years to survey your members. Your membership is changing." ■



Dear Kansas Legal Professional:

Unless you live in a cave, you've heard about Casemaker—the KBA's members-only online legal research tool. Casemaker 2.0 offers a more robust search engine that allows you to search federal or multi-state caselaw simultaneously and includes the official Kansas Reporter, ethics opinions, worker's compensation decisions, and much more. And best of all, Casemaker is free with your KBA membership!

Logon to [www.ksbar.org/casemaker](http://www.ksbar.org/casemaker)

Disclaimer: This is a parody; the KBA in no way implies that attorneys are cave people or that cave people are not intelligent. Nine out of 10 cave people and attorneys surveyed said Casemaker was easy to use.

## Welcome First-Time Workshop Attendees:

**Julie Borths**

Cincinnati Bar Association

**Patricia Giallanza**

State Bar of Arizona

**Laurence Pelletier**

Camden County Bar Association

**Colleen Danz**

ABA Division for Public Education

**Iris Ito**

Hawaii State Bar Association

**Barbara Power**

American Bar Association

**Krissa Dobbins**

The Mississippi Bar

**Howard Kaplan**

ABA Division For Public Education

**Tina Schreiber**

Pennsylvania Bar Association

**David Drager**

Chester County Bar Association

**Jennifer Mason**

State Bar of Georgia

**Thomas Solberg**

State Bar of Wisconsin

**Karrie Fesette**

New Hampshire Bar Association

**Elisabeth Novak**

Monroe County Bar Association

**Barbara Straczynski**

New Jersey State Bar Association

**Alexa Giacomini**

Illinois State Bar Association

**Tricia Oliver**

Massachusetts Bar Association

**Steven Valdez**

Louisville Bar Association

# Summer Sabbatical ...

*(Continued from Page 12)*

Kathy suffered a mild heart-attack and was rushed to St. Cloud hospital. Even as I anxiously followed the ambulance, I mentally wrote off the sabbittravels.

To make a long story short, at T minus six, the cardiac specialist released her to go home and amazed us both by announcing that he saw no reason to change travel plans if we would stop every couple hours and walk around a bit. Also, I had to promise to do all the work of setting up the trailer at each stop; no lifting or pushing for her. New stents in place and prescriptions in hand, we headed east. The Navigator acted as though the 25 foot trailer wasn't even along for the ride, and it was just as thirsty (premium, no less) with or without its shadow. The salesman had-surprise, surprise! -considerably overestimated its "economy." Let's see, over 4000 miles under premium propulsion equals ... a very heavy credit card bill when I get home.

Half way to Plymouth Rock we did a little family history scavenging. Hooking up with Paul, a 5th cousin I had never met, in New Castle, PA, we shared stories and research, and did some cemetery stalking. Treasures abounded: Mercer County Historical Society placed in my hands the folder with the 1820 handwritten will of my g-g-g-g-grandfather. That's not a stammer, non-genealogiss; read it as "great, great, . . ." That afternoon we made a pilgrimage to Mecca (Ohio, that is) to see where g-g-g-grandfather was married and

farmed, and then the exact spot where he had a store in 1856 just before heading for the not-yet-a-state, Minnesota. I have a picture of the pizza parlor that stands on that hallowed spot, if you are interested. No, it's not the same building.

Then it was time to move on. As the hot, muggy, almost stifling weather gave way to 20 days of glorious sunshine, Kathy kicked back comfortably thinking that we had now fulfilled our genealogical duty and the rest of the trip would be just touristy. Little did she know of Onesiphorus Stanley (add an additional g-g-g- to get back to "Oney 1") who served in the militia in Roxbury, MA in 1675 during King Philip's War.

Ten days of swirling centuries saw us visiting one historical site after another until all of my American history was spinning. Why was Paul Revere hanging lanterns on the Mayflower? Is Old North Church next to old north bridge? Why did the Kennedys plant seeds and use fish as fertilizer? Does the freedom trail run from Lexington to Concord? How do you pronounce "Wampanoag?" and how did they get "King Philip" out of "Metacom," (which itself sounds more Silicon Valley than Plymouth Rock)? Kathy still hasn't recovered from the stunning observation that Martha's is not really a Vineyard after all. My proud accomplishment: I'm now able to claim—as does my boss—"I went to Ha-a-vid!"

At Old Sturbridge Village we

were ready to trade it all in for the slower life of the 1830s, ox-carts and all.

But the Navigator beckoned and we dutifully climbed aboard. Cooperstown was little more than drive-by shootings (with the camera, of course), before we took mostly scenic country roads toward Buffalo, NY. There my brother and sister-in-law flew in to join us at Niagara Falls, making sure we celebrated our thirty-eighth anniversary in style. Thankfully they brought our left-behind passports with them so we could cut across from Niagara to Port Huron on our way to Mackinac Island. More centuries to confuse! At the Grand Hotel we appropriated the caption to our whole trip: Somewhere in Time.

After three weeks of beautiful sunshine, the dark clouds rolled in and opened up as we hooked up the trailer for the last leg, 500 miles from Mackinac to Minneapolis. It seemed an omen as I realized that freedom was quickly running out. That left just enough time to take the family out for one last weekend of camping before exchanging shorts, t-shirts, and sandals for button-down collars and sports coats. Then, a couple days to sink into deep depression as I braced myself for the return of 9-to-5.

Before I attacked the mountains of paper that had buried my desk, I reached for the employee handbook. How much servitude precedes my next sabbatical? ■

# Luminary Awards ...

(Continued from Page 3)

## Excellence in Marketing

A marketing campaign exemplifies excellence in promoting a bar association program or event designed to produce revenue. Examples include a marketing campaign to promote an Annual Meeting, a continuing legal education program, special revenue-producing events.

### Large Bar

Sarah Coole  
State Bar of Georgia

### Medium Bar

Joseph Satter  
Hennepin County Bar Association

### Small Bar

Marci McNeal  
Kansas City Metropolitan Bar Association



*Darlene Hutchinson and Kevin Priester practice the newest exercise program, called Lifting the Luminarys!*



*Holly looks ready for a cocktail ...*



*Carol Manning presents Ken Brown with a special thank-you gift for serving as chair of the Luminary Awards for the past two years.*



*Landry "Strangefish" Butler enjoys an optional excursion during the Philly Workshop.*



*Take a bow (and a vacation) "Mr. T" and Philly crew! Great workshop!*



*Eric Mann shows how tall members must be before they can join the Clark County Bar Association.*

**"Between our intense and often rambunctious evening gatherings, I brought back a lot of useful information!"** — First-time Workshop Attendee Steven Valdez, Louisville Bar Association

## 2007-2008 Communications Section Officers and Executive Council

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Mark Tarasiewicz, Philadelphia  
E-mailto:[mtarasiewicz@philabar.org](mailto:mtarasiewicz@philabar.org)

# Surviving the Plunge Into Desktop Publishing

By René Eichen

**N**eil Cavanaugh, member services director at the Maine Bar Association, wrote a book titled "Surviving the Plunge Into Desktop Publishing." Unlike the traditional "how-to" books found in most bookstores, Neil's book is only available as print on demand. This spiral bound tome is full of tips and tricks, illustrations, and a CD-ROM that includes a PDF of the entire book so you can reprint it in its entirety right from your own computer if you want. Not only do I have a copy of Neil's book, but I also had the opportunity to visit with him about his foray into the publishing world of print on demand:



**Q: What made you decide to write the book?**

A: Too much free time ... no really, I teach Desktop Publishing and a bunch of other computer classes. I had developed all the material and did some of the illustrations for class handouts. At the urging of several of my students, I put it all together over a while and was pretty happy with the results.

**Q: Why did you decide to go with print on demand?**

A: Mostly economics, but also the ability to make changes. The price per unit might be a little higher overall, but with a good negotiated price. It's consistent and does not require a large upfront expense. The other plus is that there is no need to inventory many.

**Q: What are the pros and cons of print on demand?**

A: The price for a large run is considerably higher per unit. The process is different, so the look is a little different. Books printed on a press have a

slightly softer, less "contrasty" look. On-demand pages on high-end laser printers have a "thicker" feel. Printing in color can be a challenge economically.

**Q: Why did you decide to include a CD of the book in PDF format along with the printed copy? Wouldn't that allow folks to print and distribute the book for free?**

A: No good reason for now except I can. Actually some people would rather read on the screen, and it's a lot more portable. I intend to include some various templates in future CDs. In this day and age, with high-speed copiers and scanners, no material is completely safe from reproduction.

**Q: Did you do all the graphics and layout yourself?**

A: Yes, all of the line art was done in Adobe Illustrator; if tone was added it was imported into Photoshop and edited there. All of the photos are either my wife's or mine and were edited in Photoshop. I did all the design and layout, first in PageMaker but later converted to InDesign. The actual printer file is a PDF.

**Q: Who is the book's target audience?**

A: Anyone interested in DTP, but apprehensive about the process; people using word processing for documents but are looking to improve the quality of the page; and folks who are using a DTP program but are confused about the terms and need some initial guidance.

**Q: Is this your first published book? Do you have plans to write any other books, either on the same topic or other topics?**

A: Yes, this is my first, but it will not be my last, barring any catastrophe. I am already working on "Surviving the Plunge Into Photoshop." If I ever sell any, there could be a series of "Surviving the Plunge" software books.

**Q: How much does the book cost, and how can people order a copy of it?**

A: The book is \$19.95. For now, an e-mail to me at <mailto:cavanns@zwi.net> will get you hooked up. I am working on a direct connection with the copy shop where it's printed. It is also listed in Google's Books [[go to http://books.google.com/](http://books.google.com/)], and I have it up on my temporary Web site at <http://www.zwi.net/~cavanns>. !