

The Florida Bar Member Communications Audit 2004

Purpose: Evaluation of key publications and Web site including recommendations for a long-term plan for communications strategies with the membership.

- Are we communicating effectively with members?
- What is the best and preferred way to communicate with members?
- What can we do to improve our communications with our membership?

Consulting Firm: Kidd Tucker Group, Tallahassee (specializes in advertising, design and public relations)

Primary Member Communications Tools:

- The Florida Bar *Journal* - 10x year, scholarly magazine
- The Florida Bar *News* - Twice a month newspaper
- The Florida Bar *Directory* - annual listing of members and other information
- FLABAR ONLINE - Web site for use by both members and attorneys

Strategy: Survey of the membership; publications and Web site evaluation; and evaluation of three other state bar publications and Web sites.

- Survey - mailed to 2,500 randomly selected Members in Good Standing. Hoped for a 20% response; received about 18%.
- Evaluation - to include design critique, analysis of circulation, communication with advertisers, analysis of Web site integration with publications and analysis of Web site functionality, content organization and design of user interface; also product evaluation - to include weight of ad space versus editorial, typical advertisers versus potential advertisers; circulation verification, shelf life, readership, integration of Web site, interview of other bars' editorial staff for input on trends and future plans.
- Comparative Analysis - clarity and usability; content organization, placement and emphasis, Web site functionality, content organization and design of user interface.

Estimated Time Frame: 9-10 weeks

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