

TENNESSEE BAR ASSOCIATION 2023 YEAR END CLE CAMPAIGN

CAMPAIGN LAUNCH

TBA Today Newsletter

Get Your Year End CLE Your Way!

It's time for TBA's Year End CLE event! This annual tradition brings you quick and easy content, right from the comfort of your own home or office, whether you need one hour of CLE or 15. There is a quality mix of packages based on hours needed or topic, live webcasts and on-demand video — all offered virtually. And our excellent customer support at cle@tnbar.org will get you through the finish line for your 2023 CLE requirements. Select packages by hour or topic, or choose your own CLE options anytime by visiting cle.tba.org to access over 200 on-demand programs. Topical packages include attorney wellness, Convention 2023 programming and law practice management, as well as packages from each of our 33 different practice areas!

To view this email in a browser, click [here](#).



TBA Today

Friday, December 1, 2023

TODAY'S NEWS

- Legal News (5)
- General Assembly News (1)
- Congressional News (1)
- Your Career (1)
- Your Practice (1)
- Passages (1)
- TBA CLE (3)
- TBA Member Advantages (1)

TODAY'S OPINIONS

- TN Court of Appeals (1)
- TN Court of Criminal Appeals (2)

TODAY'S NEWS



Get Your Year End CLE Your Way!

It's time for TBA's **Year End CLE event!** This annual tradition brings you quick and easy content, right from the comfort of your own home or office, whether you need one hour of CLE or 15. There is a quality mix of packages based on hours needed or topic, live webcasts and on-demand video — all offered virtually. And our excellent customer support at cle@tnbar.org will get you through the finish line for your 2023 CLE requirements. Select packages by hour or topic, or choose your own CLE options anytime by visiting cle.tba.org to access over 200 on-demand programs. Topical packages include attorney wellness, Convention 2023 programming and law practice management, as well as packages from each of our 33 different practice areas!

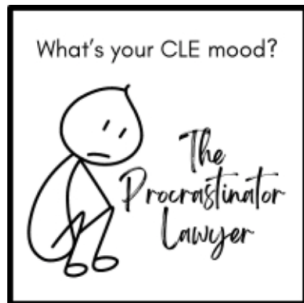
WHAT'S YOUR CLE MOOD?

The Procrastinator Lawyer

If you tend to procrastinate, you may be asking, "Is it December already? And how do I get my CLE hours by the end of the month? Don't panic! TBA has a number of CLE packages based on hours needed, including our most popular 15-hour package. We also have 12, 10, eight and six hour options. Access packages here or browse the full offerings of our Year End CLE event.

TBA Today Newsletter (12/4/23)

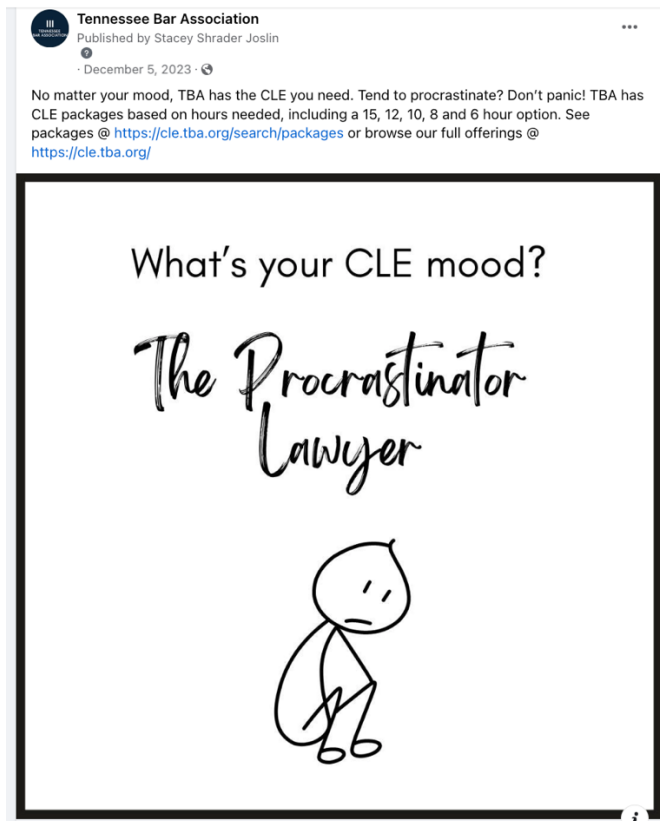
YEAR END CLE



CLE for the 'Procrastinating Lawyer'

If you tend to procrastinate, you may be asking, "Is it December already? And how do I get my CLE hours by the end of the month? Don't panic! TBA has a number of CLE packages based on hours needed, including our most popular 15-hour package. We also have 12, 10, eight and six hour options. [Access packages here](#) or browse the full offerings of our [Year End CLE](#) event.

Social Media (12/5/23)

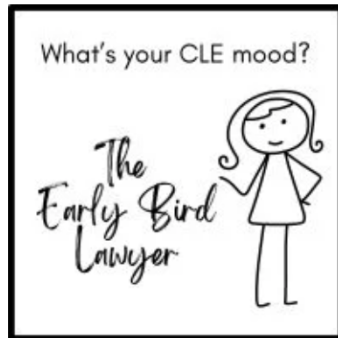


The Early Bird Lawyer

So you finished your CLE in February! What can you carryover for 2024? We are glad you asked! Take your time and enjoy some of our fun-themed packages, live interactive webcasts, 1-Click package by practice area or just use our search function to create your own learning path with a la carte CLE. Enjoy webcasts, 1-Click Packages by Practice Area, or check out the full catalog here.

TBA Today Newsletter (12/5/23)

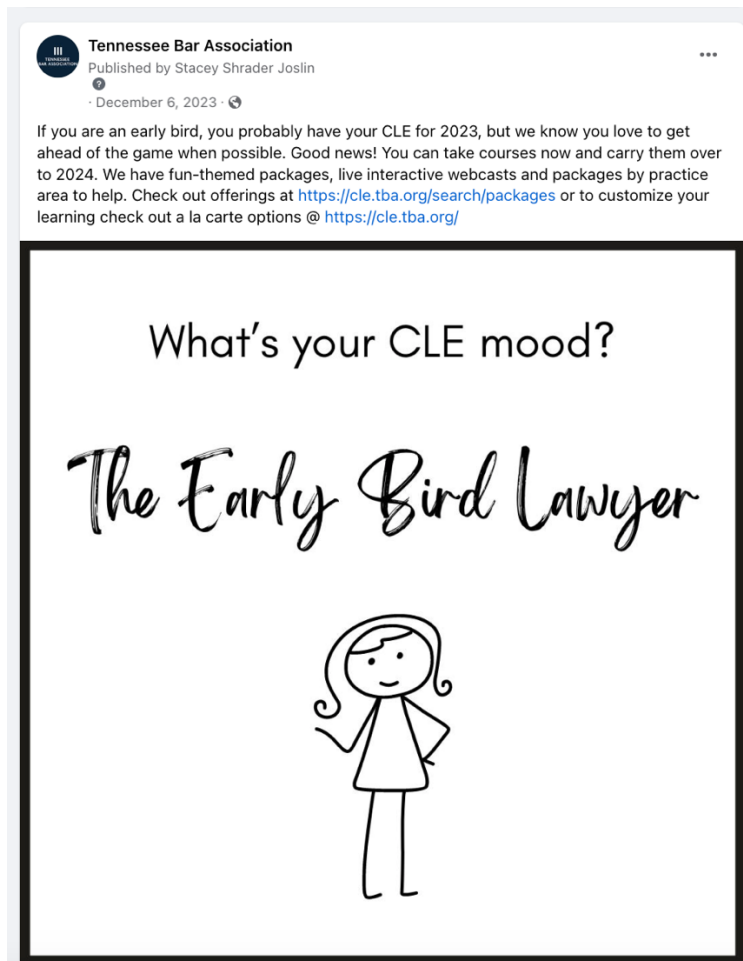
YEAR END CLE



CLE for the 'Early Bird' Lawyer

So you finished your CLE in February! What can you carryover for 2024? We are glad you asked! Take your time and enjoy some of our fun-themed packages, live interactive webcasts, 1-Click package by practice area or just **use our search function** to create your own learning path with a la carte CLE. Enjoy webcasts, 1-Click Packages by Practice Area, or check out **the full catalog here**.

Social Media (12/6/24)

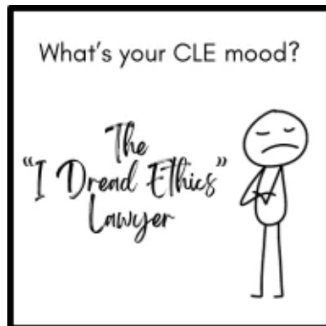


I Dread Ethics Lawyer

Do you dread completing your required ethics hours each year? We have good news! All of TBA's Year End CLE packages include dual hours to meet ethics requirements. Choose from tried and true programs like the Ethics Homeshow and Essential Presentation Skills for Attorneys; fun and engaging programs like From Bach to Beyonce and ChatGPT, Siri, and Alexa are Out to Get You; or our new in-person program TBA Magical Mystery CLE: Legal Ethics & The Beatles in downtown Nashville on Dec. 14. With 50 ethics courses to choose from, we have you covered.

TBA Today Newsletter (12/6/23)

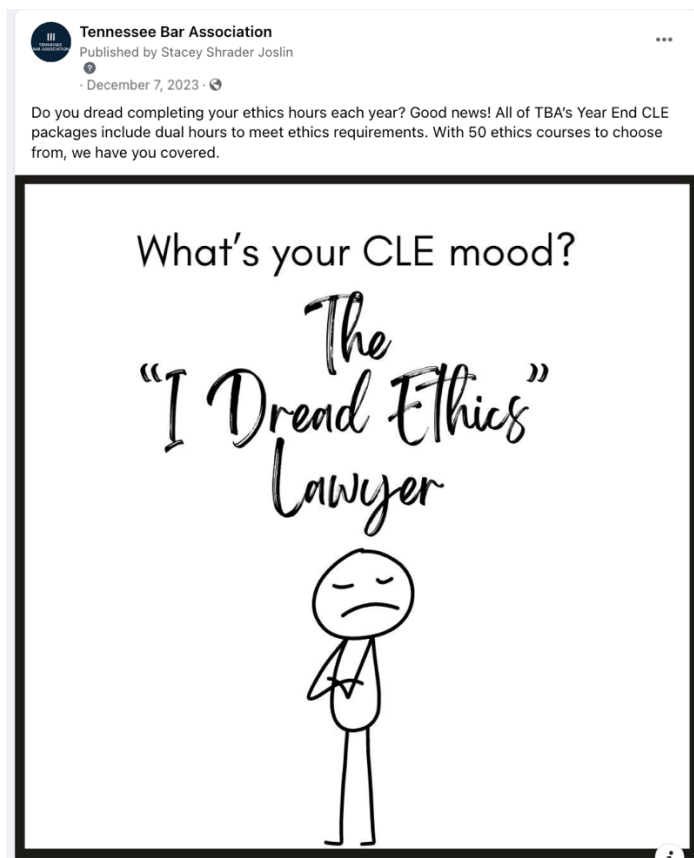
YEAR END CLE



CLE for the 'I Dread Ethics' Lawyer

Do you dread completing your required ethics hours each year? We have good news! All of TBA's **Year End CLE packages** include dual hours to meet ethics requirements. Choose from tried and true programs like the **Ethics Homeshow** and **Essential Presentation Skills for Attorneys**; fun and engaging programs like **From Bach to Beyonce** and **ChatGPT, Siri, and Alexa are Out to Get You**; or our new in-person program **TBA Magical Mystery CLE: Legal Ethics & The Beatles** in downtown Nashville on Dec. 14. With **50 ethics courses** to choose from, we have you covered.

Social Media (12/7/23)

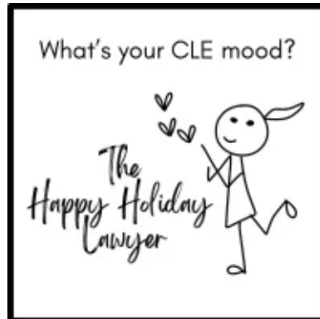


The Happy Holiday Lawyer

Wearing your favorite winter sweater and have hot cocoa in hand? You are ready to enjoy the holiday and don't want to worry about CLE between shopping and cookie decorating. Our offerings are always weather appropriate and applicable whether you live in the big city or a small town. Get an hour in here or there with our a la carte CLE. Search by topic! And don't forget to use the three free hours that come with your TBA Membership. Not a member? Join today.

TBA Today Newsletter (12/7/23)

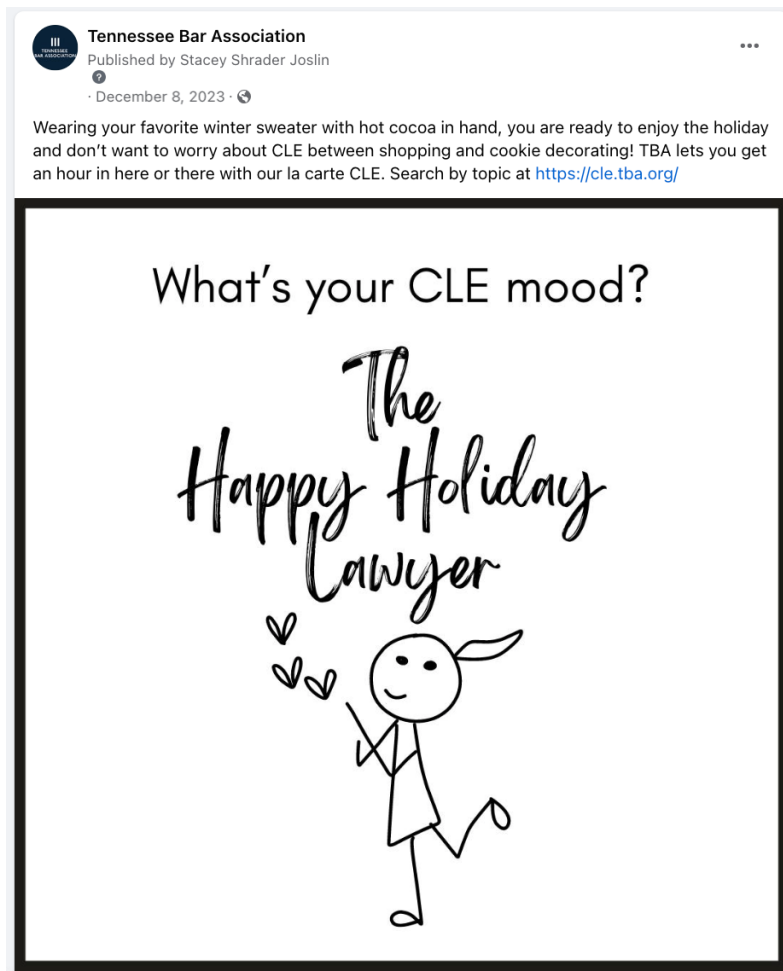
YEAR END CLE



CLE for the 'Happy Holiday' Lawyer

Wearing your favorite winter sweater and have hot cocoa in hand? You are ready to enjoy the holiday and don't want to worry about CLE between shopping and cookie decorating. Our offerings are always weather appropriate and applicable whether you live in the big city or a small town. Get an hour in here or there with our **a la carte CLE**. Search by topic! And don't forget to use the three free hours that come with your TBA Membership. Not a member? **Join today.**

Social Media (12/8/23)

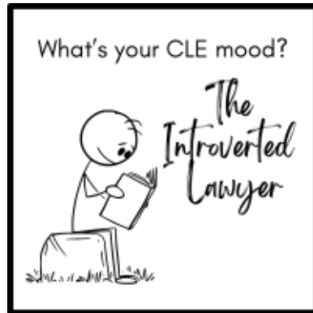


The Introverted Lawyer

Eager to get away from it all for an hour (or maybe 12!!)? We see you, friend! Let your family know you need to complete your CLE hours before Dec. 31. View our programs at your convenience on your laptop or mobile device whenever you can sneak away and find some peace on earth with one of our wellness programs! Try our Attorney Wellness Package and earn 5+ hours of CLE or check our individual wellness titles such as Coping Skills that Come From the Ethics Rules, The Positive Psychology Hour and more!

TBA Today Newsletter (12/8/23)

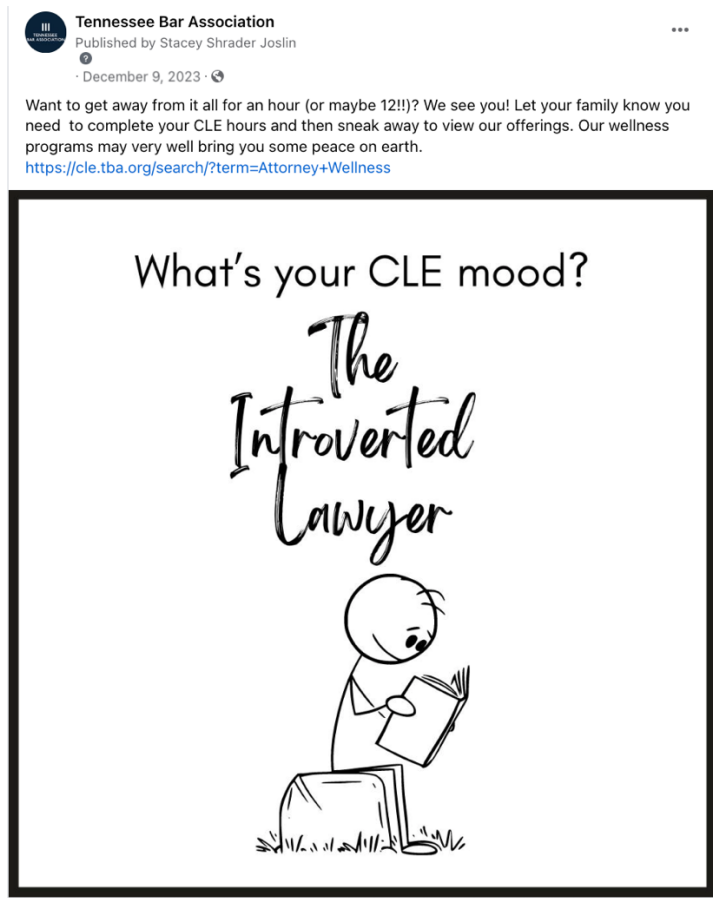
YEAR END CLE



CLE for the Introverted Lawyer

Eager to get away from it all for an hour (or maybe 12!!)? We see you, friend! Let your family know you need to complete your CLE hours before Dec. 31. View our programs at your convenience on your laptop or mobile device whenever you can sneak away and find some peace on earth with one of our wellness programs! Try our [Attorney Wellness Package](#) and earn 5+ hours of CLE or check our individual wellness titles such as [Coping Skills that Come From the Ethics Rules](#), [The Positive Psychology Hour](#) and more!

Social Media (12/9/23)



12 DAYS OF ETHICS

TBA Today Newsletter

Dec. 11, 2024



12 Days of Ethics Now Underway

Are you still looking for ethics credits before Dec. 31? Look no further! We've got our 12 Days of Ethics coming in hot with innovative programming you won't want to miss. Be sure to check our social media channels over the next 12 days to see which programs you can choose from. Visit [Instagram](#), [Facebook](#) or [LinkedIn](#) to get more information using the hashtag #TBA12Days. Or go to the [TBA CLE Course Catalog](#) to get a full preview of more than 200 CLE programs by Tennessee lawyers for Tennessee lawyers.

Dec. 21, 2023



TBA Today

Thursday, December 21, 2023

TODAY'S NEWS

- Legal News (4)
- Upcoming (1)
- Passages (1)
- Board of Judicial Conduct (1)
- BPR Actions (4)
- TBA CLE (1)
- TBA Member Advantages (1)

TODAY'S OPINIONS

- TN Court of Appeals (4)
- TN Court of Criminal Appeals (3)
- 6th Circuit Court (Published Opinions) (1)

TODAY'S NEWS



12 Days of Ethics Ends Friday

Don't forget, the TBA's 12 Days of Ethics ends Friday. Earn all of your ethics hours before the Dec. 31 deadline with the Ultimate Ethics CLE Package which offers up to eight hours of dual credit. Sessions include our popular Ethics Homeshow, updates from the Board of Professional Responsibility and ethics violations in the movies. Also check out our Attorney Wellness Package for five dual CLE hours. Topics include coping skills, setting work boundaries and mindfulness. Discover our other packages or choose from more than 200 on-demand programs. [Sign up now!](#)

Social Media Posts

Day 1



Tennessee Bar Association
Published by Julia Canada Wilburn

December 11, 2023

Join us live and in-person at the Nashville Public Library on Dec. 14 for TBA's Magical Mystery CLE: Legal Ethics & The Beatles! Jim Jesse, former general counsel for a music company and founder of Rock N' Roll Law, will provide attendees a chance to learn about the issues faced when representing an organization as a client, particularly one as unique as a musical group. Visit <https://cle.tba.org/catalog/course/6142> for more information and to register. #TBA12Days



Day 1 Text:

Join us live and in-person at the Nashville Public Library on Dec. 14 for TBA's Magical Mystery CLE: Legal Ethics & The Beatles! Jim Jesse, former general counsel for a music company and founder of Rock N' Roll Law, will provide attendees a chance to learn about the issues faced when representing an organization as a client, particularly one as unique as a musical group. Visit <https://cle.tba.org/catalog/course/6142> for more information and to register. #TBA12Days

Day 2



Tennessee Bar Association
Published by Julia Canada Wilburn

December 12, 2023


A consistent favorite, download this webcast for one hour of Ethics credit: Eight Reasons Movie-Lawyers Would Be Disciplined. Stuart Teicher explains the sometimes obvious and sometimes subtle ethics violations committed by lawyers in movies and on TV. Visit <https://cle.tba.org/catalog/course/5984> for more information and to purchase. #TBA12Days



Day 2 Text:

A consistent favorite, download this webcast for one hour of Ethics credit: Eight Reasons Movie-Lawyers Would Be Disciplined. Stuart Teicher explains the sometimes obvious and sometimes subtle ethics violations committed by lawyers in movies and on TV. Visit <https://cle.tba.org/catalog/course/5984> for more information and to purchase. #TBA12Days

Day 3

 **Tennessee Bar Association**
Published by Julia Canada Wilburn
December 13, 2023 · 🌐


TBA's annual Law Tech Forum is hitting the road in Knoxville, Nashville and Memphis! The Knoxville program will take place on Dec. 15 and will discuss cybersecurity. Join us in early February for the Nashville program which will have a special 2-hour long "Bill & Phil Show." The Memphis program will be on March 15 and discuss Artificial Intelligence (AI). Visit <https://cle.tba.org/search/?term=lunch+and+learn> to register for one of the three cities. #TBA12Days



Day 3 Text:

TBA's annual Law Tech Forum is hitting the road in Knoxville, Nashville and Memphis! The Knoxville program will take place on Dec. 15 and will discuss cybersecurity. Join us in early February for the Nashville program which will have a special 2-hour long "Bill & Phil Show." The Memphis program will be on March 15 and discuss Artificial Intelligence (AI). Visit <https://cle.tba.org/search/?term=lunch+and+learn> to register for one of the three cities. #TBA12Days

Day 4

 **Tennessee Bar Association**
Published by Julia Canada Wilburn
December 14, 2023 · 🌐

Gotta get those Ethics Updates! Join the Tennessee Board of Professional Responsibility's Laura Chastain on Dec. 19 for a live webcast as she reviews current BPR developments. Visit <https://cle.tba.org/catalog/course/6144> for more information and to register. #TBA12Days



Day 4 Text:

Gotta get those Ethics Updates! Join the Tennessee Board of Professional Responsibility's Laura Chastain on Dec. 19 for a live webcast as she reviews current BPR developments. Visit <https://cle.tba.org/catalog/course/6144> for more information and to register. #TBA12Days

Day 5

Tennessee Bar Association
Published by Julia Canada Wilburn
December 15, 2023

AI is coming for lawyers. Whether it's ChatGPT, virtual assistants or other new technology, lawyers are at risk. Watch this webcast of CLE Performer Stuart Teicher as he explores the never-ending problems with the hottest technologies and discusses Rule 1.1 and Rule 1.6. Visit <https://cle.tba.org/catalog/course/6076> for more information and to purchase. #TBA12Days



The graphic features a large orange number '12' with a textured, cookie-like appearance. To its left are a red and white striped peppermint candy and a green snowflake. To its right is a red and white striped candy with green ribbons. Below the '12' is the text 'days of' in pink, followed by 'ETHICS' in large, brown, textured letters, and 'DAY 5' in green at the bottom.

CLE.TBA.ORG
TBA CLE

Learn more

Day 5 Text:

AI is coming for lawyers. Whether it's ChatGPT, virtual assistants or other new technology, lawyers are at risk. Watch this webcast of CLE Performer Stuart Teicher as he explores the never-ending problems with the hottest technologies and discusses Rule 1.1 and Rule 1.6. Visit <https://cle.tba.org/catalog/course/6076> for more information and to purchase. #TBA12Days

Day 6

Tennessee Bar Association
Published by Julia Canada Wilburn
December 16, 2023

Love it or hate it, attorneys have to be comfortable with a variety of public speaking skills. Whether you're talking to a client or speaking in court, you want to deliver a clear, confident message. Mimi Bliss of Bliss Communications has updated her highly-rated CLE on presentation skills to cover a range of professional situations. Visit <https://cle.tba.org/catalog/course/6125> for more information and to purchase this online video, and watch three sneak peek clips of the di... See more



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Day 6 Text:

Love it or hate it, attorneys have to be comfortable with a variety of public speaking skills. Whether you're talking to a client or speaking in court, you want to deliver a clear, confident message. Mimi Bliss of Bliss Communications has updated her highly-rated CLE on presentation skills to cover a range of professional situations. Visit <https://cle.tba.org/catalog/course/6125> for more information and to purchase this online video, and watch three sneak peek clips of the different kinds of tips you'll learn. #TBA12Days

Day 7

Tennessee Bar Association
Published by Julia Canada Wilburn
December 17, 2023

Ethics guru Brian Faughnan is back with TBA's always entertaining, yearly ethics tradition. Do you know what the Ethics Rules say about AI? What are some of the latest updates that you may not have seen or heard about in 2023? What can you expect in 2024? Earn 3 Dual credit hours with this online video. Visit <https://cle.tba.org/catalog/course/6146> for more information and to purchase. #TBA12Days



The graphic features a large orange number '12' with a textured, cookie-like appearance. To its left are a peppermint candy and a snowflake, and to its right is a red and white striped candy. Below the '12' is the text 'days of' in pink, followed by 'ETHICS' in large, colorful, cookie-like letters, and 'DAY 7' in red at the bottom.

CLE.TBA.ORG
TBA CLE [Learn more](#)

Day 7 Text:

Ethics guru Brian Faughnan is back with TBA's always entertaining, yearly ethics tradition. Do you know what the Ethics Rules say about AI? What are some of the latest updates that you may not have seen or heard about in 2023? What can you expect in 2024? Earn 3 Dual credit hours with this online video. Visit <https://cle.tba.org/catalog/course/6146> for more information and to purchase. #TBA12Days

Day 8

Tennessee Bar Association
Published by Julia Canada Wilburn
December 18, 2023

As technology has evolved over the past few years, some tech hardware and apps have become so complicated to render them almost useless for regular users. Bill and Phil have always employed the KISS (Keep It Simple Stupid) principle when choosing which technologies to deploy. The focus of this presentation is on new and re-imagined gadgets, tips, tools and apps that are simple to use and actually make work/life more efficient and enjoyable. Visit <https://cle.tba.org/catalog/c...> See more



The graphic features a large orange number '12' with a textured, cookie-like appearance. To its left are a peppermint candy and a snowflake, and to its right is a red and white striped candy. Below the '12' is the text 'days of' in pink, followed by 'ETHICS' in large, colorful, cookie-like letters, and 'DAY 8' in green at the bottom.

CLE.TBA.ORG
Law Tech 2023: The Bill & Phil Show 2023: Tech Simplicity Is the Key [Learn more](#)

Day 8 Text:

As technology has evolved over the past few years, some tech hardware and apps have become so complicated to render them almost useless for regular users. Bill and Phil have always employed the KISS (Keep It Simple Stupid) principle when choosing which technologies to deploy. The focus of this presentation is on new and re-imagined gadgets, tips, tools and apps that are simple to use and actually make work/life more efficient and enjoyable. Visit <https://cle.tba.org/catalog/course/5973> for more information and to purchase. #TBA12Days

Day 9

Tennessee Bar Association
Published by Julia Canada Wilburn
December 19, 2023

Earn one Dual CLE credit with this presentation that examines the five barriers to healthy communications and provides strategies for addressing each. We'll also identify the most common communication mistakes employers make, provide tips for individuals to become better communicators and explore de-escalation techniques. Visit <https://cle.tba.org/catalog/course/5932> for more information and to purchase. #TBA12Days



The graphic features a light pink background with a large, stylized number '12' in the center, rendered in a golden-brown, cookie-like font with a textured surface. To the left of the '12' are two decorative elements: a red and white striped peppermint candy and a green snowflake. To the right is a red and white striped candy with green leaves. Below the '12' is the text 'days of' in a pink, lowercase font. Underneath that, the word 'ETHICS' is written in large, bold, golden-brown letters with a textured, cookie-like appearance. At the bottom, 'DAY 9' is written in a bold, pink, uppercase font.

Day 9 Text:

Earn one Dual CLE credit with this presentation that examines the five barriers to healthy communications and provides strategies for addressing each. We'll also identify the most common communication mistakes employers make, provide tips for individuals to become better communicators and explore de-escalation techniques. Visit <https://cle.tba.org/catalog/course/5932> for more information and to purchase. #TBA12Days

Day 10

Tennessee Bar Association
Published by Julia Canada Wilburn
December 20, 2023

You're an attorney, not an accountant! But you still have to understand financial documents, including tax returns. These two webcasts — "Accounting 101" and "Tales from a Tax Return" — will cover the essential principles of accounting that attorneys should know and focus on helping non-tax attorneys understand the information found on an individual 1040 and the sources of that information. Visit <https://cle.tba.org/search/?term=accounting+101> for more information and to purchase. #TBA12Days



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Day 10 Text:

You're an attorney, not an accountant! But you still have to understand financial documents, including tax returns. These two webcasts — "Accounting 101" and "Tales from a Tax Return" — will cover the essential principles of accounting that attorneys should know and focus on helping non-tax attorneys understand the information found on an individual 1040 and the sources of that information. Visit <https://cle.tba.org/search/?term=accounting+101> for more information and to purchase. #TBA12Days

Day 11

Tennessee Bar Association
Published by Julia Canada Wilburn
December 21, 2023

Get 5.75 hours of Dual CLE credits with our Attorney Wellness Package, which includes course like "Coping Skills That Come From the Ethics Rules" and "How to Log Off When Your Workday is Done: Setting Boundaries in a Post-COVID World." Visit <https://cle.tba.org/catalog/package/274> for more information and to purchase. #TBA12Days



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CLE.TBA.ORG
5.75 Ethics Hours Fast! Attorney Wellness Package!
Quick, convenient, quality CLE. TBA has created a package of CLE progr... [Learn more](#)


Day 11 Text:

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Day 12

Tennessee Bar Association
Published by Julia Canada Wilburn
December 22, 2023

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Day 12 Text:

Earn all of your ethics hours before the Dec. 31 deadline with the TBA's Ultimate Ethics CLE Package, which offers up to eight hours of dual credit. Sessions include our popular Ethics Homeshow, updates from the Board of Professional Responsibility and ethics violations in the movies. Also check out our Attorney Wellness Package for five dual CLE hours. Topics include coping skills, setting work boundaries and mindfulness. And check out our other packages or choose from more than 200 on-demand programs. Visit <https://cle.tba.org/catalog/package/281> for more information and to purchase. #TBA12Days

Day 13 Wrap Up



Day 13 Text:

TBA's 12 Days of Ethics wrapped up yesterday, and we hope you found plenty of courses to meet your year-end CLE needs! You can still meet the Dec. 31 deadline with any of our 200+ on-demand programs. Visit <https://cle.tba.org> and get your CLE your way. #TBA12Days

IMPACT

What's Your CLE Mood?

PLATFORM	2023
Facebook Total Reach	10,708
Instagram Total Reach	664

12 Days of Ethics

PLATFORM	2023
Facebook Total Reach	12,747
Instagram Total Reach	1,033
LinkedIn Impressions	1,269

December 2022 to December 2023 Comparison

PLATFORM	December 2022	December 2023	Percent Increase
Facebook Total Reach	2,900	43,300	1,383%
Facebook Interactions	10	95	850%
Instagram Total Reach	576	767	33%
Instagram Interactions	6	64	967%