The Importance of Association for Bar Association Executives
Nick Hansen, Hennepin County Bar
Hundreds of my colleagues are just an email away.

When is the Bar Going to Say Something On This?
Brandon Vogel, New York State Bar
When it comes to speaking out on a controversial issue, your bar needs three things: a written policy, a policy that works, and a policy that is flexible.

Vince Lombardi, "Groundhog Day," and the Pursuit of Perfection
Russell Rawlings, North Carolina Bar
What, pray tell, does legendary coach Vince Lombardi have in common with the comedic actor Bill Murray?

In the Spotlight:
Evann Kleinschmidt
State Bar of New Mexico
An inside look at Bar Executive Evann Kleinschmidt.

Also in this issue:
- Memories of #NABECOMM17
- Hit Play: Video Tips from the "Deep Dive" session
- Resource List of Tools & Tricks
- 2017 Luminary Winners

#ICYMI:
- Snapchat and Your Bar
  Hannah Kiddoo
- Weight, Weight, Don’t Tell Me
  Russell Rawlings
- Prepping for Press Time
  Karen Korr

Omaha is up next! Look for info on #NABECOMM18 in the next issue.

Fascinated by one of the stories you see in Communicators Talk and want to share it with your network? Use the fancy social media icons next to each story to do just that! Or share this whole issue by using the icons.
The Communication Section bestowed its highest honor to Jenna Grubb of the Toledo Bar Association.

Keeping Content from Becoming Chaos
Karen Korr, San Diego County Bar

What goes where and why? Here's how we created our content plan.
The Importance of Association for Association Executives

Nick Hansen
Hennepin County Bar

Just about three years ago, I was working as a sports reporter for a small daily newspaper in rural Minnesota. I thought it was my dream job. I got to watch games for a living and write about them. I saw my name in print almost every day, and I liked how I got to refer to myself as a sports writer.

However, at some point in the middle of winter after covering what seemed like a dozen basketball games in one week, I asked myself, is this it? Am I just going to crank out game stories every night and then make sure the paper gets put to bed? Games started to blend together, and I didn’t have much of a life outside of my job. I didn’t have anyone to talk about my situation with. At times, I felt really isolated even though I kept telling myself that I had the best job in the world.

Fast forward three years to my current job as a communications specialist with the Hennepin County Bar Association. It doesn’t roll off the tongue quite as easily as “sports reporter”, but I’m much happier and fulfilled where I am now, and a large part has to do with the NABE COMM section.

Joining NABE has benefited me in numerous ways:

-I know that a few hundred of my colleagues are just an email away. I’ve used the listserv a few dozen times, and it’s been a lifesaver. While I’m happy to go to my boss or other colleagues when I need advice, sometimes you really just need an outside perspective. It’s also helpful to have a career support system of people who are not your direct co-workers.

-I can keep up with the state of the bar association community. You probably know that newspapers aren’t exactly a huge growth industry at the moment. Reading the latest media news, I kept wondering when my newspaper would make cuts and move away from being a daily paper. (Luckily, it hasn’t yet.)
While bar associations have different issues, it’s comforting to know the trends and innovations that are happening in our field that position us to remain robust and relevant for the future.

-I’m able to pursue things I’m passionate about. While I could occasionally pitch a story I wanted to do for the newspaper, I was hamstrung by being the only full-time sports reporter on staff. NABE has afforded me other opportunities to pursue meaningful projects. Recently, I was able to lead a panel on communicating about addiction and mental health issues at NABE Comm workshop. It was one of the most fulfilling moments of my career as a bar association communicator.

-I’ve made some friends. There’s a trope among adulting-age millennials that none of us know how to make new friends as grown-ups. And, I’ll admit it, I have a hard time getting out of my comfort zone. Luckily, NABE forces you to get to know people. I was a scared newbie at NABE Comm 16, but it felt like I was surrounded by old friends at NABE Comm 17.

Chances are if you’re reading this, you probably get the value of an association. However, if you’re an executive director or a manager who oversees staff members, take a look around on your staff and see who’s not involved with NABE. Do they need someone to bounce ideas off of? Do they need help that only someone in their same job could provide? Are they itching to take part in a meaningful project?

Just remember that the cost of a membership may save you the cost of a job search.
‘When is the bar going to say something on this?’ Bar execs share when to speak out ... and when not to

Brandon Vogel
New York State Bar Association

When it comes to speaking out on a controversial issue, your bar needs three things: a written policy, a policy that works, and a policy that is flexible.

This was a key takeaway from the National Association of Bar Executives’ 2017 Annual Meeting program “You Say It’s Politics, I Say It’s Public Interest: Navigating the Quicksand of Taking Public Positions.”

Tim Eigo, editor of the State Bar of Arizona’s Arizona Attorney Magazine, moderated the lively discussion in New York this past August. He presented hypothetical situations, all of which he jokingly noted that his co-producer Elizabeth Derrico, associate executive director of the New York State Bar Association, had lived through, for the panel to examine.

Eigo said “different bars have different takes and different stomachs” for each situation, and how each bar handles controversy might inform another bar’s own processes.

Speakers were Leah Johnson, assistant executive director of the South Carolina Bar; Chris Kwok, co-chair of the Issues Committee of the Asian American Bar Association of New York; and Allan Ramsaur, executive director emeritus of the Tennessee Bar Association (and the only EDE at the Annual Meeting, per Eigo).

When sections differ from the association

The first question was, how does a bar leader respond when a section fears that pending state legislation is going to worsen access to justice in your region, but you feel that bill is going to die on its
own? Is it appropriate to restrict your section’s speech for strategic reasons—even on a topic that is typically fair game for your bar?

Ramsaur noted that his bar took a “fairly strict line” on these issues with sections and other entities under the overall association umbrella. “We are stronger and more effective when we speak with one voice and one position,” he said, adding that the organization’s voice is stronger if it doesn’t speak “on every little issue that comes along.”

The Tennessee bar’s Government Affairs Committee, made up of lawyer lobbyists, provides him with another sounding board for questions. “It gives us insight into where we might end up,” Ramsaur said. “They don’t make policy, but they tell us what the priorities might be.”

Johnson agreed with Ramsaur that your voice will be diluted if you speak on everything. “You only have so much political capital in any given season,” she said. If you have the right processes in place, Johnson added, “you cannot lose sight of the fact that once a position has been decided, it belongs to the bar.”

The official spokesperson for her bar, as at many or most others, is the president or his or her designee.

Kwok, however, countered that he felt “it is sometimes the case for the bar to speak out even if the legislation isn’t going to pass.”

It can also be challenging for bars when two sections have different points of view, but only one is in agreement with the official policy of the bar.

Johnson noted that the South Carolina Bar is a unified bar with lots of interests and that a difference of opinion between sections “happens more than you might think.” But she reminded the audience that, “Ultimately, someone is going to prevail. If the board has sided with the Banking Law Section instead of the Trusts and Estates Law Section, that’s where you go. You have to pick a lane.”

There should not be a dissenting report, Ramsaur believes, nor should members of the dissenting section identify themselves as such in the press.

Judicial elections and elected officials

Can a bar association take a position on judicial elections even if key members disagree?
Kwok said if the local chapter has a position that they want to promote, they should. “A bar association has to be able to [tick] off some of its members,” he added, noting that most members will respect you for standing for something, especially if they believe you reached the decision in a thoughtful manner.

“Do not blanch from a contest of ideas in our democracy,” advised Ramsaur. “That is not what our system is based on.”

What should a bar do when the governor misstates your position in the process, but a piece of legislation that would help your members is awaiting the governor’s signature?

Johnson said that you have a duty to your members to speak up if the governor misstates your position. As for the legislation scenario, it happens all the time. “You have to make a conscious decision to do what’s right,” she said. “That’s the job.” Kwok would recommend that his organization not put out a press release if that legislation was signed, but would accurately state the bar position when asked.

Statements on issues such as the proposed elimination of funding for the Legal Services Corporation can be tricky for bar associations.

Johnson said that the arguments for LSC funding are “not only impassioned; they are real.” She noted that straight talk is very helpful, but dealing with the rhetoric is the more tricky part.

Ramsaur felt that it’s best to focus on the positives with such statements, rather than public denouncements, which are unlikely to be productive. For example, he said, use the example of what happens when people are represented in, say, domestic violence proceedings, rather than what could happen if unrepresented.

The board rules

David Blaner, executive director of the Allegheny County Bar Association and past president of NABE, asked the panel about what to do when boards, particularly at local bars, haven’t taken a position, and many members think they should.

Kwok suggested to have members write down the statement they want first, but have the board even out edges. “The language matters much,” he said.
Johnson advised the audience to fall back on the mission statement and to think of it as the long game. She said to ask yourself, “Can we adequately stay in the grey area? What is the bar there to do?” She recommended using your legal mind to shape arguments, rather than focusing on emotional aspects.

Similarly, if younger members are demanding legislation that would affect loan repayment options, but a more seasoned board doesn’t want to upset legislators, Kwok and Johnson offered practical tips for how to present your findings.

Kwok said to have members bring an analysis to your board with numbers and show them why it’s important to your organization.

In Johnson’s case, her board is well-versed on this issue. She would request an analysis and do a little prep time with the member about how to present to the board. “That can go a long way with the board,” she said.

**This article first appeared in the September/October issue of Bar Leader, a publication of the American Bar Association, and is reposted with permission.**
What, pray tell, does legendary football coach Vince Lombardi have in common with the comedic actor Bill Murray?

The pursuit of perfection.

“Perfection,” Lombardi famously stated, “is not attainable, but if we chase perfection we can catch excellence.”

As for Murray, it wasn’t what he said about perfection, it was what his character did about it in the movie “Groundhog Day.”

The movie is set in Punxsutawney, Pennsylvania, the epicenter of this nation’s annual observance of Groundhog Day. The main character, played by Murray, starts out as a thoroughly disgusting weatherman who ultimately wins the hand of his beautiful colleague, played by Andie McDowell.

Granted, this doesn’t happen in real life, but for the sake of discussion and matters of health and happiness, let’s look at how the fictional Phil Connors landed the girl of his dreams. Let’s look at how he turned the curse of living the same day over and over again into a blessing.

He began by changing his attitude. He established a goal and executed a plan. He addressed his weaknesses and eliminated his mistakes. He developed new skills and sharpened the ones he already possessed.

He pursued perfection. He built the perfect day.

While undoubtedly drawing far deeper meaning from this movie that its creators intended, I am
convinced that this approach has merit. I am also convinced that you stick with what works for you, and the pursuit of the perfect day has served me well over the past 40 years in a never-ending quest to control my weight.

No two days are ever the same, but barring extreme circumstances, each day does have a beginning and an end. The time during which we are eating, drinking, exercising and working, for better or worse, is largely contained within those two points.

Our weight may well be the summation of all of the days leading up to the present, but what are you going to do about that? All of those days have come and gone, never to be lived again.

But today, whatever and whenever it may be, from the moment your feet hit the floor, is there for the taking. If things are going poorly, here’s your opportunity to turn the ship around. If things are going great, keep the momentum flowing in a positive direction.

One day does not make or break a diet. But, as I have proven time and time again to myself, self-control and discipline should never be taken for granted. In other words, my autopilot knows its way into the side of the mountain.

Vince Lombardi was right about perfection – it is unattainable. But the excellence that comes from its pursuit is a treasure unlike any other. Chase it, catch it and hold on to it for dear life.

It will serve you well.
In the Spotlight: Evann Kleinschmidt

Evann Kleinschmidt
State Bar of New Mexico

How long have you been a member of NABE Comm:
Two Years

When you were a kid, did you dream of being a Bar Association Executive?
Of course, doesn’t everyone? Just kidding – I didn’t even know bar associations existed until I interviewed with the State Bar.

If not, describe how you got to where you are today:
When someone I knew mentioned the State Bar was hiring, I immediately thought it sounded right up my alley. At the time I was considering law school and thought the job would help me decide. Five years later, I’m still here and loving it, and pursuing and MBA instead of a JD. I started as a communications assistant and worked with our sections, committees and divisions as well as email marketing and media relations. Today, I oversee our communications department and digital print center and I serve as the editor for our publications.

What is the most rewarding part of your job:
When I attend legal community events I usually take photos and jot down notes for a write-up in our publications. When I send the photos or copies of the publications to those involved in the events, the response is amazing. Many times, I cover award receptions and investiture ceremonies. Our members are like everyone else – they are usually thrilled and humbled to be honored and having something to look back on makes all the difference. Not only are these stories easy and enjoyable to write, but they reinforce what an honorable group of people I work for.

What is the most challenging part of your job:
Like other bar association executives, I wear many hats. I think that’s the main challenge I face. There are so many things I want to do try and do well (many that are inspired by other NABE Comm-ers). I just try to balance that with keeping the gears moving every day.

**If you weren’t a bar executive, what would you want to be?:**

I would be working in internal communications in another organization. I think communicating with and marketing to your own internal groups is so important. It’s a unique challenge but something that is so important.

**What is your greatest accomplishment?:**

In 2016, I took home a Luminary Award for excellent in electronic media. That will always be a highlight for me. The challenges that we face as bar executives are often hard to describe to those outside the industry. To be recognized by my peers was very special.

**What is the best piece of advice that you ever received through NABE?:**

I think the best piece of advice I’ve heard recently is not to be afraid to try new things. With the vast amount of responsibility we all hold, it is natural (at least for me) to keep on keepin’ on. But I have found that the things I’m really proud of are often the things I took a chance on—even if they didn’t pan out how I wanted.

**What would you tell someone new to the crazy world of Bar-Executive-dom?:**

I would tell someone to reach out and ask questions. Every time I think I’m taking on something that is original, I search through my cache of NABE Comm listserv emails and I find at least one person who has considered (or even successfully tackled) it. It’s wonderful to know you’re not alone.

**What makes you successful in your position?**

It’s so boring, but I’m incredibly organized! I don’t know how I would survive if I didn’t have my organizational systems. When I know my deadlines and day-to-day tasks are under control I can really dive into projects and take on new things. Of course, I also enjoy my position and the work I do. I enjoy the challenge and find it rewarding. That, of course, is probably the main part of my success.
What does your bar do better than most? Where do you shine?

I am really proud of our publications. We do an incredible amount with the resources and limitations we have. We still print a weekly newsletter type of publication that includes court opinions and rule making. Since we print that, we don’t have a glossy magazine type publication. But staff work very hard to make the editorial aspects we do have interesting, relevant, and eye catching. I always think it looks nice and I always feel proud when a member compliments it or mentions an article we published. I am certain that whatever we take on in the future will be tackled with the same level of quality and enthusiasm.

What’s your favorite website or app?:

For work: I’m not sure if this counts, but the Outlook “Tasks” feature is my absolute favorite. I use it as my to do list and it saves me every time. As a to do list junkie, it is everything I want and need to keep track of projects large and small. I seriously don’t know what I would do without it.

Personally: I am a big fan of personal budgeting and I use “You Need a Budget,” or “YNAB.” It’s a really different way of budgeting that is actually very intuitive if it speaks to you. I found it in college when I failed at budgeting so many times. I still use it to this day. I always recommend it other people.

Do you have a motto?

Comparison is the thief of joy. I think it’s actually a quote by Teddy Roosevelt. It’s great to remember and it keeps me from getting caught up wondering how what I’m doing stacks up compared to others. The truth is, it probably doesn’t matter.

Favorite quote:

“Go confidently in the direction of your dreams! Live the life you’ve imagined.” ~ Henry David Thoreau

Any interesting celebrity sightings or run ins:

We live in the town of Breaking Bad (and Better Call Saul). The often film right down the street from our offices and the famous pizza-roof house is nearby my childhood home. The two franchises are sticklers for detail and some of the State Bar’s old publications have actually been lent to the props
department for filming.

**Favorite movie:**

Legally Blonde. I watch it when I have a bad day or when I just need something happy and empowering in the background.

**Hidden talent:**

I’m a great public speaker thanks to my high school days of Speech and Debate.
Our Wally: Jenna Grubb

Sharon "Wally" Nolan
Chicago Bar Association

Merriam Webster defines “outstanding” as one who stands out from the crowd. And in that spirit, the Communication Section bestowed its highest honor to its most outstanding member, Jenna Grubb of the Toledo Bar Association, with the E.A. “Wally” Richter Leadership Award at the closing ceremonies of the 2017 Communications Section Workshop.

The Award is presented annually to an individual who is a member of the NABE Communications Section for outstanding achievement in the field of communications, for extraordinary service to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section. This person must specifically create outstanding bar communications, publications and/or public relations, either working through the Section or an individual bar association, and demonstrate leadership, creativity, competence and commitment to the professional growth of professional bar communicators. By unanimous decision of the nominating committee, Jenna clearly fit the bill.

Jenna has been Director of Communications for the Toledo Bar Association (TBA) since 1998. At the TBA, Jenna is responsible for all publications, including the monthly TBA Newsletter and eNews, the TBA website, and the annual Legal Directory. In addition, she directs social media, media relations, community relations, and membership. TBA’s Executive Director Bradley J. Lagusch says “Jenna has been an invaluable resource when it comes to institutional knowledge and history and is an effective
advocate for the organization and its services. Beyond sheer effectiveness on the job, Jenna is just a blast to work with on a daily basis - bringing humor and a positive vibe to the organization.”

In addition to being much lauded by her employer, Section members had no shortage of praise to heap upon our newest Wally:

“Our new Wally has long been a leading voice on behalf of local bars, one of NABE’s most important constituencies. Her warmth and wit have won her countless friends at bar associations large and small, making her a persuasive advocate for any cause she chooses to champion. No one is more respected and beloved in the NABE world than her.”

- Mark “Wally” Mathewson, Illinois State Bar Association

“Jenna is a leader I will always follow. It was my honor to serve on the NABE COMM council with her, and I have always counted on her guidance and support in my Section involvement. She made our Section very proud by serving on the NABE board too and I am grateful for her many contributions to our organization.”

Francine “Wally” Walker, The Florida Bar

“Jenna’s knowledge of issues affecting bar communications professionals is second to none. Moreover, her sense of humor and care for her fellow communicators has always made these interactions a true joy.”

Gary “Wally” Toohey, The Missouri Bar

“It struck me at the NABE meeting last week in NYC that Jenna is always front and center – whether at a NABE board meeting or the Section meeting. She makes everyone feel welcome, a part of the NABE family.”

Joyce “Wally” Hastings, State Bar of Wisconsin

“Jenna is the hub of the Section and has been for years, always front and center to greet people, to solve problems, and to raise her hand like a helium balloon when someone asks for volunteers.”
Ann Murphy, Bar Association of San Francisco and 2016 Ann Charles Award Winner

Prior to joining the staff of the Bar, Jenna was Director of Public Relations for Lourdes College in Sylvania, Ohio. She holds an A.B. from Saint Louis University and a Master of Liberal Arts from The University of Toledo.

She grew up in The Hill neighborhood of St. Louis, Missouri, where she will return after retiring in 2018, to enjoy family and life, and maybe cook up a little pasta.

Like Jenna, our previous Wally winners enjoy spending quality time with their awards:
Keeping Content from Becoming Chaos

Karen Korr
San Diego County Bar Association

Seriously, we have a lot of stuff. No matter how unique all of our bars may be, I know that we share in the struggle to get a lot of information out to our members, our leadership, the public, and other key audiences all at the same time. One of the biggest challenges the communications team at the San Diego County Bar Association (SDCBA) faces is that we are consistently competing with ourselves — marketing myriad programs and initiatives to the same groups, using the same channels, and trying to cut through our own clutter. Message fatigue in our world is real, and we're never quite sure that our most critical messages are the ones that are the most visible. Does anyone else cringe when a member says "I didn't know we did that?"

In an attempt to organize all of our content, and provide a guide for our internal team of "what goes where," we created a content management framework, as a supplement to our three-year Communication Plan. For the purpose of our framework, we considered our content to be anything from run-of-the-mill CLE announcements to legal ethics opinions and substantive articles from our publications. Though there are formalized and mechanized content management systems, what we are using is incredibly rudimentary — as in, it is a series of excel worksheets in one workbook. Seriously, that's it. But it works for us, for now.

What Do We Have?

The first step in drafting the framework was listing and categorizing all of our content - creating an "inventory" to draw from for our different communications mediums. Next, we worked to determine which content was most relevant and spoke to the association's bigger goals and objectives. We're consistently aiming to position the SDCBA as San Diego's legal information "hub," but also position the organization as a thought-leader in different areas of the profession that are most meaningful to our members. For our association, this means that the content that is the most critical falls into one of the following categories: Technology for Lawyers, Social Media for Lawyers, Basic Information on Different
Areas of the Law (for members and the public), Law Practice Management, Legal Ethics, and Current News/Trends.

**What Do We Need?**

After reviewing our inventory, and the content categories where we were looking to be more vocal or demonstrate leadership, we made a list of the holes we need to fill and how to get the kind of content we are seeking. While a lot of our content is generated by volunteer writers, there are some areas where we may ask freelance writers to take a deeper look at an important topic, or we may look to our 100% Club firms and/or member benefit partners to help create content. There are also several bloggers, journalists, law professors, and others who are writing on these topics constantly, and who we often turn to for reprint permission when their content is in line with our goals and strategy.

**What Goes Where?**

Our next step was to define which channels we were using for which messages. For example, we determined that our Twitter feed would be used for "substantive articles both created by the SDCBA and culled from the internet. (With an) Emphasis on SDCBA serving as thought leaders, curators of important information, and a filter for highlighting content that might be meaningful to members, adding value whenever possible and logical." Whereas our Facebook feed would be used for "information best displayed visually. Events and pictures from events, member recognition and community service. (A) place to showcase the 'good' lawyers do and the diveristy and reach of various bar programs." Thus, this is the venue where we show pictures from special member events, like our annual Shred/Recycle Day, our signature events, and Bar Center amenities, and a place where we most frequently thank our sponsors and highlight our member benefit partners.

**When Does It Go Where?**

Finally, we created a "flow." This shows where premium content (in each of our categories) first appears and where it goes after its debut. For example, our technology column first appears in San Diego Lawyer, then is edited to become a blog post, which is then promoted on Twitter, and then used in our daily Lexology e-blast as our Tuesday "Tech Tip." Another example: an "Ethics in Brief" article appears every other week in our weekly e-publication, This Week at the Bar, which is distributed every Monday. The same article is then highlighted in our daily Lexology e-blast the following Thursday, and
then posted to our blog the same day, and then finally makes its way to our online ethics article archive.

Of course, as is the case with any bar association-related plan, flexibility is key, as priorities and programs are consistently changing. When we created this framework, we had no doubt that we would be asked at times to promote a particular program "everywhere." Our strategy isn't rigid — it's meant to serve as a guide for our internal team, to provide some structure and lessen "clutter," and to give greater visibility to the initiatives that are most important to our Association at any given time. No "cookie-cutter" content strategy will work for every bar association, but so far, this works for us and has given us greater control of our content overall.
Memories of #NABECOMM17
Hit Play: Video Tips

Tips from the Hit Play: Ideas for Using Video in Social Media

NABEComm Workshop attendees took a deep dive look at using video in social media posts and shared ideas on how to produce and use video to gain followers and increase involvement/interaction in posts. Here’s some handy tips/links that were provided by session attendees:

Improve your video with professional equipment. Amazon sells a $99 video kit with 2 lights and backdrop stand ([https://www.amazon.com/gp/product/B005VU2PI4/ref=oh_aui_detailpage_o01_s00?ie=UTF8&psc=1](https://www.amazon.com/gp/product/B005VU2PI4/ref=oh_aui_detailpage_o01_s00?ie=UTF8&psc=1)) and a mic that plugs right into the lightning port (needs no battery), ([https://smile.amazon.com/IK-Multimedia-stereo-condenser-microphone/dp/B00M88B0YW/ref=sr_1_8?ie=UTF8&qid=1507656732&sr=8-8&keywords=ik+multimedia+irig+mic](https://smile.amazon.com/IK-Multimedia-stereo-condenser-microphone/dp/B00M88B0YW/ref=sr_1_8?ie=UTF8&qid=1507656732&sr=8-8&keywords=ik+multimedia+irig+mic)).

The 4k Video Downloader allows you to download videos from YouTube in HD (remember you can only use videos from YouTube for educational purposes)

Biteable.com is a free video tool that allows you to create animation and captions for your videos.

The YouTube audio library is a great resource for stock audio – you can find anything you’d ever want here! Remember, sometimes it’s best to take one for the team and purchase a higher-quality audio file. [
https://www.youtube.com/audiolibrary/music

The following bars have experimented with Facebook Live and video on the social media site, check out what they’ve done at:

- New York State Bar Association: [https://www.facebook.com/NYSBA/](https://www.facebook.com/NYSBA/)
- Tennessee State Bar Association: [https://www.facebook.com/tennbar/](https://www.facebook.com/tennbar/)
And, the following bars generously shared sample videos, be sure to check them out to get your creative juices flowing!

- Indianapolis Bar Association: https://vimeo.com/indybar
- Bar Association of San Francisco: https://vimeo.com/sfbar
- Chicago Bar Association: www.youtube.com/chicagobar
- New York State Bar Association: https://www.youtube.com/nysba
- Ohio State Bar Association: https://www.youtube.com/user/ohiobar
- Colorado/Denver Bar Association: https://www.youtube.com/user/coloradoanddenverbar
Resource/Tools List From #NABECOMM17

Heard about a great service or program at NABECOMM but can't remember what it is? Chances are, it's on this resource list. Know of others that would be of help? Send them to kkorr@sdcba.org to be included on this list in the next issue.

Graphic Design Tool:
www.canva.com

Facebook Ads/Business Manager:
https://business.facebook.com/

Social Media Tips:
http://rocketgroupllc.com/blog

Social Media Scheduling/Metrics:
https://hootsuite.com/
https://buffer.com/
https://sproutsocial.com/

Media Relations Tools:
http://www.mobar.org/mediacenter/

Video:
www.animoto.com

Testing Web Page Speed:
https://developers.google.com/speed/pagespeed/insights/

Public Position Policies:
http://www.sdcba.org/docDownload/731417 (San Diego County Bar)
Finding 404 Errors (Broken Links):

http://home.snafu.de/tilman/xenulink.html

https://moz.com/blog/xenu-link-sleuth-more-than-just-a-broken-links-finder
**Congratulations 2017 Luminary Winners!**

*Thank you to our generous sponsor:* 

![fastcase](https://www.sdcba.org/index.cfm?pg=NCT-Article-10[1/30/2018 2:48:31 PM])

<table>
<thead>
<tr>
<th>Excellence in Regular Publications</th>
<th>Small Bar</th>
<th>Medium Bar</th>
<th>Large Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contra Costa County Bar Association</td>
<td>San Diego County Bar Association</td>
<td>North Carolina Bar Association Communications Department</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excellence in Special Projects</th>
<th>Small Bar</th>
<th>Medium Bar</th>
<th>Large Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery Bar Association</td>
<td>Dallas Bar Association</td>
<td>State Bar of Georgia Communications Department</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excellence in Electronic Media</th>
<th>Small Bar</th>
<th>Medium Bar</th>
<th>Large Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis Bar Association</td>
<td>San Diego County Bar Association</td>
<td>State Bar of Texas Communications Department</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excellence in Marketing</th>
<th>Small Bar</th>
<th>Medium Bar</th>
<th>Large Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City Metropolitan Bar Association</td>
<td>San Diego County Bar Association</td>
<td>State Bar of Georgia Communications Department</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excellence in Websites</th>
<th>Small Bar</th>
<th>Medium Bar</th>
<th>Large Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Fernando Valley Bar Association Communications Section</td>
<td>San Diego County Bar Association</td>
<td>State Bar of Georgia Communications Department</td>
<td></td>
</tr>
</tbody>
</table>
Snapchat and Your Bar

**Hannah Kiddoo**
The Missouri Bar Association

*We’re not a regular bar. We’re a cool bar.*

When you work with social media on a daily basis, it’s hard not to get caught up in the latest trends (let’s take a moment of silence to remember all those past Vine and Google+ accounts...) Today, there’s a lot of chatter about Snapchat. But is it right for your bar’s brand? As with many platforms, it depends.

When deciding whether you should get an account, keep in mind who your audience would be, what your ROI goals are and how much time you have to devote to your content.

The Missouri Bar has been using Snapchat for just over a year. **Here are a few reasons why we think it is a great way to connect with our members.**

*It’s a way to share with young lawyers.*

Snapchat is the most-used social media platform among 12 to 24-year-olds. This, like most social media platforms, is changing as older generations download and embrace the app, but younger users still dominate the platform. Members of this group include law students, those fresh out of law school, as well as future law students who will one day be Missouri Bar members.

By paying attention to how younger lawyers were using their phones at events, it was soon obvious that they were interested in Snapchat. So we decided to be there, too, and many are pleasantly surprised by our presence. I’ll never forget an interaction I had with a young lawyer taking photos on her phone at an Enrollment Ceremony. I mentioned to her that we had a Snapchat geofilter enabled if she wanted to use it. She quickly told me that she had already found it and used it – and that she thought it was cool that we had an account.

*We’re forming genuine connections.*

Since the launch of our account, we’ve gained around 45 followers and friends. While that might seem
like a small number, most of those connections have formed organically – and the interactions we’ve garnered from them have been well-worth the time and effort we put into the content.

Examples include:

- A lawyer snapping us a photo of the newly acquired deskbooks collection in his office.
- A member using the chat function to say thanks when we congratulated new lawyers during enrollment ceremonies.
- A user taking a screenshot of information shared in our story.
- A lawyer snapping us a photo of the Pokemon in his office after we snapped a photo of those found at our bar center.

We understand that not everyone wants to mix personal social media with professional affairs, and the same is true on platforms like Twitter and Facebook, but being in the digital spaces where our members are allows them to if they want.

*It’s fast, fun and personal.*

The content we share on Snapchat is similar to what we are already sharing on other outlets, but we can be more creative in our approach. For example, we use geofilters to help users get a better understanding of where we’re posting from, sketch on images to drive home a point and incorporate relevant emoji. If your bar president or executive director is game, you could even consider creating a bitmoji designed in their image.

In the case of The Missouri Bar, our team members were already using Snapchat on a personal level. That meant less time learning its ins and outs (though, admittedly, they change often!) and a better understanding of what users are looking for from brands. Sharing content via Snapchat felt like a natural step, and its intuitive design makes the process that much easier.

**On the fence about getting an account? Test the waters with these strategies:**

*Instagram trial*

If your brand already has Instagram, consider using the platform’s story feature, which is similar to Snapchat. If you have several views on your stories, you can infer that your members are excited about the type of content you are sharing – and would likely watch your content on Snapchat.

*Set up a personal account*

Do a pressure-free test run with an account in your own name. This can help you get a good feel for the functions and allows you to follow similar brands to see how they’re using the platform.
Create a geofilter and see what use it receives

Snapchat makes it easy to track who uses custom geofilters. You can create one for around $5 and see what kind of use it gets at an event. The Missouri Bar’s most successful geofilter ran during a New Lawyer Enrollment Ceremony. It lasted five hours, cost around $43 and had 4,276 views. If you have positive results, you know you have members who are already using the platform. Connect with them there!

The bottom line is that Snapchat is sticking around – at least for now. Brands are quickly buying into Snapchat, creating everything from ads and sponsored lenses to featured stories. As this type of content continues to grow, users will come to expect and even embrace it. While your bar might not be able to drop $750,000 for “big brand” advertising, it can certainly create similar content on its own account. And as Snapchat continues to grow and improve regional-based pushes, opportunities for adopting these options could be more feasible.

Snapchat is not for every association, but if your members are already there we suggest giving it some consideration.

P.S. Follow The Missouri Bar’s account, mobarnews!
Weight, Weight, Please Tell Me

Russell Rawlings
North Carolina Bar Association

My previous contribution to this newsletter about losing weight and keeping it off left one reader hungry for more:

“I just thought it could be very valuable to dig into the specifics of how you lost weight and kept it off over the long term. I presume that you have come to enjoy and value your lifestyle, and some concrete examples of what you did and the mindset that you brought to it might inspire others.”

Such kind and insightful words merit a thoughtful response. Over the years, others who have heard my story about losing 140 pounds during my senior year of college have also asked how I lost the weight and how I’ve managed to keep it off.

Some have even stuck around long enough to hear my response. Most, however, have scattered like bowling pins in the aftermath of a perfectly rolled strike. Some look at me as if I were speaking a foreign language. Others think I’m from Mars.

How I lost the weight, in and of itself, could fill an entire book, and perhaps one day it will. For the purposes of this article, though, I will stick with the keywords and save the stories – oh my God the stories! – for another day.

Step one, I stopped gaining weight. More specifically, I stopped overeating. Combined with a modest dose of activity, which increased as my weight decreased, I lost a lot of “easy weight” in a hurry. Big people will know what I’m talking about.

Step two, in which I broke through the proverbial wall, I said goodbye to cheeseburgers and pizza, the staple diet of any college student, and made new “friends.”

There wasn’t a wealth of nutritional information on package labels back then, much less in fast food restaurants, but I discovered one food that I really liked, mushrooms, didn’t have a lot of calories. Some
even referred to my diet as the “mushroom diet.” Lord only knows how many cases of Green Giant mushrooms I went through, straight out of the jar.

By the time I reached the 100-pound milestone and discovered that I actually had a ribcage, it was game on. I focused more and more on portion control, and added soup, salad, fish and broccoli to my roster of friendly foods. If the can indicated a low calorie count, I gave it a try. Veg-All was my go-to, even if it wasn’t my favorite.

Much of what I have said about losing weight applies to keeping it off as well. Over time my strategies have changed as my age and situation have changed, but the thought process behind turning the ship around and steering it in the right direction remains the same: stop overeating.

As for my lifestyle, I would say that I value it more than I enjoy it. Let’s be honest: somedays it is living hell not to let loose and eat whatever I want in whatever quantities that I want it. This may well be what distinguishes the overweight from the obese: overweight people can taste and smell food; obese people – or at least this formerly obese person – can hear it.

But therein lies the mindset, and of all the words my valued colleague used in his response to my previous column, I believe mindset is the most important. Some people call it willpower; others have referred to it as dedication, determination and discipline.

I call it fear, and I mean that in the most positive way imaginable. Fear of being fat again, fear of being uncomfortable in my clothes and in my body, fear of not being able to go and do as I please because I have chosen instead to eat myself to death; that’s the motivation that stares me in the face every morning.

It will never go away, and I don’t want it to. Instead, I accept the challenge as the hand that I have been dealt, and I look around at the hands other people have been dealt and realize that I’m lucky. I’ve got it made. My biggest problem, aside from what comes out of my mouth, is what goes in it. I can live with that.

And I can live with people not being interested in losing weight the way I lost it, or keeping it off the way I have kept it off, which at present involves a lot of walking and a steady diet of fruit, vegetables, poultry, fish and Ezekiel bread.
It’s not about the diet, it’s about the attitude.

That is the most important lesson I learned back in 1978, and that is the lesson that I will carry closest to my heart until the day that I die.

Thanks for asking.
Preparing for the Press

Karen Korr
San Diego County Bar Association

Earlier this month, KUSI came calling. KUSI, a popular local independent television station, was looking for some information on the San Diego County Bar Association (SDCBA), our public service programs, and a few highlights of what we do in the community. In official professional public relations practitioner terms, this is what we refer to as a "gift." We somewhat regularly prepare (and media train our President and President-Elect) for press interviews regarding Bar initiatives, big events, crisis situations, and hot-button topics, always "expecting the unexpected," however, this felt like a truly rare opportunity. Generally, media moves fairly quickly, but in this situation, we actually had time to prepare, review, and practice our messaging in advance. In addition, we had a chance to talk about the great work lawyers do in our community, promote our Lawyer Referral and Information Service (LRIS), and heighten the Bar's visibility (one of the main objectives outlined in our Communications Plan). This was rare, indeed, but it got me thinking that regardless of the timing or the topic, there are a few universal practices, in my experience, that make a TV interview go well. At the very least, they make your designated spokesperson/bar leader feel a bit more comfortable before their big break.

Preparation is key.

My first step in preparing for a TV interview is to get as much information from the television station as they have available or are willing to give at that moment. I will ask who will be doing the interview, what questions they intend to ask, if they will be interviewing anybody else on the same topic, and how the story idea was generated. Once I have this information, I will send the producer or reporter I am working with background information that may help the station prepare for the interview — whether it is links to pages on our website, statements or press releases from the SDCBA, or other information sources not related to the Bar that may help shape their story.

Our spokesperson (at the SDCBA, the President or his/her designee) always receives talking points prior to any interview, as far in advance as possible. For television, the talking points are very clear and concise, and completely free of "legal-ease." It is important to remember that our Bar venacular and
how we talk about matters in the legal world doesn't always translate well when addressing the public — whose day-to-day vocabulary likely doesn't include terms like "the bench," "3Ls," and "access to justice." Clear, clean and concise talking points also help your spokesperson nail the key messages, and allows them to add their own voice.

**Review specifics with your spokesperson.**

Our leaders are all amazing — balancing all that they do in their practices and personal lives with all that they do for the Bar in their relatively short leadership terms. While most of them know and can speak to your organization's vision, and short and long term focus and goals, we are the ones who know all of the nuances of our programs and initiatives. For example, our President may know that diversity and inclusion pipeline programs are a priority for your Bar, but we know that 32 firms are participating in our Diversity Fellowship Program, which represents 10 percent growth for the program over the last two years. In addition to knowing the general message, your spokesperson should know a few key details and facts. You never want them to be unprepared to answer the question of "How do plan to do that?"

For every talking point, it helps to prepare your spokesperson with some of the tactics that your organization employs. Generally, you don't want your spokesperson to get caught up, especially on camera, in the nitty gritty details of anything, but you also don't want them to talk in vague generalities and come across as uninvolved or dispassionate. They should have some "go-tos" that they feel comfortable with based on the direction and topic of the interview.

**Practice. And then practice again.**

Generally, I've found that litigators make great on-air spokespersons — they're ready to handle any question that may come their way. But regardless of who your spokesperson is and their practice type, they should know how to answer a reporter's question with one of your key messages. If your spokesperson doesn't have live television interview experience, you may want to practice on camera (or in our case, on an iPhone) so they can see and hear the topics they are comfortable speaking on and also where they falter. In practice, I will usually ask my spokesperson some of the most absurd, unlikely questions in an effort to teach them how to come back to our talking points. For an extreme example, a question like "What's the SDCBA's position on the death penalty?" can be returned to message point with something like "While we don't have an official position on the death penalty, we
have an extraordinary panel of criminal defense attorneys available through our Lawyer Referral Service who know and can explain the nuances of the death penalty under California law." While it may seem like a silly exercise, asking the most ridiculous questions in practice means that anything the reporter might ask will seem like a softball in comparison, and something your spokesperson should be comfortable answering.

With all that being said, all of the preparation in the world may not matter on live television — there are times when you're going to get questions that can't be answered, or the reporter takes an angle that might not be in the best interest of the Bar. However, the more you prepare and practice, the more comfortable your spokesperson should be in delivering your message live. I've found that being at the interview with the spokesperson also helps, as you can straighten a tie, go over some last minute points, reassure them that they look like a million bucks and ask the reporter directly just before the interview what they plan to ask. And also, just because sometimes, every star needs a little extra support behind the scenes.