

THE BOARD MEMBER'S ROLE IN PUBLIC AND MEMBER OUTREACH

(Approved by the Board of Governors May 17, 2003)

Proposed Activities for Board Members

1. Media
 - a. Provide recognition of lawyers from the Bar through Local Media
 - b. Serve as a point person for the Bar with local media outlets
 - c. Participate in current events and informational programs on radio and television
 - d. Write articles for the State Bar's CalBar Journal, coordinating with the editor; and write articles for local bar and other publications, providing copies to State Bar staff of any articles that are published
 - e. Participate in meetings with local newspaper editors, in conjunction with the Bar's Media and Information Services Office
 - f. Help get psa's on current topics placed with local media outlets
2. Meetings w/local bars and local bar leaders
 - a. Attend local bar meetings, coordinating with President or Executive Director, as needed
 - b. Attend local bar dinners
 - c. During attendance at January bar meetings plug appointment opportunities and process
3. Meetings with local Judges, in coordination with the Executive Director and President
4. Legislative contact
 - a. Distribute State Bar publications, e.g., "Seniors and the Law"
 - b. Meet with legislators and/or their representatives to show appreciation for their efforts on issues of concern to the bar
 - c. Contact should be coordinated through the Executive Director or the Legislative Office
5. Specialty and Minority Bars – Serve as conduit of information
6. Attend Swearing-In Ceremonies
7. Seek opportunities to do outreach to the broader legal community who may or may not be involved with organized bar activities

8. Participate in Foundation Grant Presentations
9. “Legal Day” on Campus – participation with local bars in organizing and being involved in events at local schools
10. Assist in distribution of existing publications, such as “Seniors and the Law” and other bar publications
11. Assist in the promotion of existing proven curricula and support creation and distribution of new educational curriculum on topics of concern to the Bar
12. Public – conduct presentations on issues of current concern at public forums
13. District Web pages – if district web pages or a pilot program are established, provide content for development and maintenance of local district web page, relying on template provided by Bar staff
14. Contact with members of the local delegation of the Conference of Delegates of California Bar Associations
15. Full participation at State Bar meetings will be expected, including attendance at broadest possible range of meetings of constituent groups and others holding events at the State Bar mid-year and annual meetings; meetings of constituent groups will be coordinated to avoid overlap
16. Committee liaison contact work

Means to Support Outreach

17. Outreach Pallet – board members should maintain an updated set of relevant speeches and materials, relying on the basic information provided by bar staff, supplementing those materials with local information and other relevant information. Board members will receive an index of materials that are available on the website and elsewhere.