

Is Anyone Out There?

*Or: The long days and longer nights of
a bar association leader.*

Finally, you've reached the
top!

After years of work, you've been
elected a leader in your bar
association.

Congratulations!

SO WHAT?

(But I'm sure your mother is very
proud.)

It's not that the media doesn't care.

- The media cares about you as a leader of the bar just as much as it cared about your predecessor and her predecessor and his predecessor.
- Remember: reporters that cover the bar know that new presidents are as frequent as autumn leaves.

What can you do about this?

- Have a platform. What are you going to do as a leader?
- Have a story (and remember: YOU ARE NOT THE STORY).
- Think in multi media terms.
- Embrace the bar's professional staff, who are the ongoing connection between the media and your bar.

MEDIA GENIUS QUIZ #1

- You are the new president of the bar and a reporter calls you.
- Do you say:
 - 1) What's your name? I'm very important and don't have time for this!
 - 2) The bar association is a very important organization for lawyers.
 - 3) How are you today? Do you have a minute to talk about an important program our group is starting?

It's ALL about relationships.

To work successfully with the media, spend time getting to know them before your big moment.

Good sources always get better coverage.

Never forget:

- Even when you get a reporter on the phone, you're just in the door.
- You're still competing with more pressing events and a limited time span.
- What's your elevator speech? Be able to capture the reporter's interest in three minutes or less.

Better still...

- Can you sum up your bar in 30 seconds or less?
- *Hint: Almost no one can.*
- *Hint 2: That may be all the time you have.*

Media Genius Quiz #2

- Is your elevator speech:
 - 1) Last year, we helped 10,000 people in this county get a lawyer. Without us, elderly people would have been evicted and children would be stuck in abusive homes. This year, we will help 15,000 people and I need your help.
 - 2) We're the largest group of lawyers in the county and very important. You should know about us.

Think like the media

- People
- Sex
- Pets
- Money
- Scandal
- Lying
- OJ or Britney or Paris or Lindsay

It Happened When?

- Also, don't call us with yesterday's news.
- We don't care.

It's a multi media world

- Know the rules of the road for the different types of media.
 - 1) Trade print publications.
 - 2) Mainstream print publications
 - 3) Electronic media – radio, TV
 - 4) The Internet
 - 5) Blogs

Each of these is a tool

- And each requires different skills.
- Too much attention is focused on print media, which now has limited (though important) reach and readership.

Consider the web

- The Internet has rapidly become the most effective and efficient means of reaching an audience.
- Bar associations possess databases of attorney contact information that can easily be used to contact specific audiences for your message.

One more thing about the Internet and you...

- The Internet has played a key role in transforming societal expectations of transparency.
- A byproduct of that is expectations that bar associations open the door to the legal profession rather than guard the castle walls.
- This is one of the most important issues bar associations need to understand.

Media Genius Quiz #3

- Why do we exist?
 - 1) To generate revenue from insurance sales and hold an annual convention?
 - 2) Because someone has to herd cats?
 - 3) To ensure the public is protected from bad lawyers who can ruin their lives?