

## BLS Communications Committee

### Meeting Agenda

Wednesday, January 13, 2021 at 1:00 p.m.

### Labor Day Retreat

1. Website Update – DONE!
  - a. We haven't paid the vendor yet, so we don't feel it's appropriate to release the website. Hopefully we can get that sorted out soon since we're now behind schedule even though we have a fully functional website
  - b. Anything that should be changed or tweaked? Please review here – <http://flabizlaw.wpengine.com>
  
2. Newsletter
  - a. **Monthly schedule**
    - i. Still looking for content
      1. Blog Submissions; Member Spotlights (Two Truths and a Lie; Fellows Spotlight; Kudos; etc.)
      2. Please let us know if you have any news to share
    - ii. CLE's – upcoming and after-market promotions (catch up on what you've missed)
  - b. Fresh ideas for content?
    - i. Sponsor Spotlight
      1. Still waiting update from Stefanie
    - ii. Calendar
      1. January – New Year's Resolutions/Traditions
      2. February – Valentine's Day – love thy lawyer? Love thy client?
      3. March – St. Patrick's Day – travel stories; pictures
      4. April – Spring Cleaning; Administrative Professionals thank you
      5. May – Mother's Day (thanks to lawyer moms); Memorial Day
      6. June – Father's Day (thanks to lawyer dads); Annual meeting?
      7. July – Independence Day; patriotic
    - iii. Other Committees' Schedules
  - c. Newsstand Email/Lexology
  
3. BLS Blog
  - a. In queue for publication
    - i. Garry Louima
  - b. Authors expressing interest/currently drafting
    - i. Dineen; Randi; Giselle
  - c. **Blog rotation**
    - i. February – Dineen/Randi Karpinia

- ii. March – Giselle/Paige
- iii. April – Danielle/Kacy
- iv. May – Crystal/Allison Leonard
- v. June – Valeria/Carlos Sardi
- vi. July – Lynn/Judge Hyman
- vii. August – Adina/Chris
- viii. Completed articles – Shirley; Judge Hyman; Garry Louima; Amanda Finley
- ix. Completed reviews – Matt Horowitz; Chris Thompson; Matt Hale

4. Social Media

- a. LinkedIn, Twitter, Instagram – now that linked to website, anyone want to help with ideas for content?
- b. Question Graphics



- c. Feedback on posts?

5. Past Chairs Webpage (ongoing)

- a. Could merge this with Blast from the Past push
- b. Current Rotation
  - i. Judge Hyman – Steph Nagin (Vancouver); Rick Gross (Park City)
  - ii. Chris – Mindy Mora (Buenos Aires); Diane Wells (Paradise Island)

1. We have Judge Mora's – we will feature some pictures in the next Blast from the Past
- iii. Shirley – Michael Higer (Amsterdam); Mark Wolfson (La Romano)
- iv. Matt – Louis Conti (Toronto); Maxine Long (Tabacon)
- v. Adina – Russ Blain (Barcelona); Jim Murphy (London)

## 6. New Business