

BLS Communications Committee

Meeting Agenda

Friday, September 3, 2021 at 1:00 p.m.

Labor Day Retreat

1. Newsletter
 - a. Weekly Schedule
 - i. Still looking for content
 1. Blog Submissions; Member Spotlights?
 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
 - ii. Calendar
 1. September – Labor Day
 2. October – Halloween
 3. November – Thanksgiving
 4. December - Holidays
 5. January – New Year's Resolutions/Traditions
 6. February – Valentine's Day – love thy lawyer? Love thy client?
 7. March – St. Patrick's Day – travel stories; pictures
 8. April – Spring Cleaning; Administrative Professionals thank you
 9. May – Mother's Day (thanks to lawyer moms); Memorial Day
 10. June – Father's Day (thanks to lawyer dads); Annual meeting?
 11. July – Independence Day; patriotic
 - iii. Other Committees' Schedules
2. BLS Blog
 - a. No articles queue for publication!
 - b. Ask Fellows to submit articles for fall/winter
 - c. Assign months to committee members?
3. Social Media – update from Tracey
4. BLS Website member registrations – encourage all BLS members to create profile
5. Sponsorship Packages
 - a. Review upper level sponsorship packages for substantive committees; ensure website is delivering any promised exposure
6. Veterans Financial Literacy Project – ensure promotions this fall

- a. Saturday October 30, 2021 – launch date; in-person at United Way facilities in Miami-Dade and Broward
7. Executive Counsel
 - a. Announcement to ensure all committee chairs check website pages and freshen content periodically.
 - b. Request that all substantive committees assign a liaison to the Communications Committee; need volunteers to reach out to substantive committees.
8. New Business