

BLS Communications Committee

Meeting Agenda

Wednesday, January 26, 2022 at 1:00 p.m.

Mid-Year Meeting

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. Fellows project – write-up about the leadership of the Corporations Committee being comprised entirely of former Fellows
 - ii. Sponsor Spotlight
 - iii. Calendar
 1. February – Valentine's Day – love thy lawyer? Love thy client?
 2. March – St. Patrick's Day – travel stories; pictures
 3. April – Spring Cleaning; Administrative Professionals thank you
 4. May – Mother's Day (thanks to lawyer moms); Memorial Day
 5. June – Father's Day (thanks to lawyer dads); Annual meeting?
 6. July – Independence Day; patriotic
 - iv. Other Committees' Schedules
2. BLS Blog
 - a. Submissions have been steady, but not overwhelming.
 - b. Fellows have submitted one article per month – thank you!
 - c. Assign months to committee members?
3. Social Media – update from Tracey
4. BLS Website
 - a. Member registrations – encourage all BLS members to create profile
 - b. New “Helpful Links” page sponsored by Michael Moecker & Associates
5. Sponsorship Packages
 - a. Review upper level sponsorship packages for substantive committees; ensure website is delivering any promised exposure
6. Executive Counsel

- a. Announcement to ensure all committee chairs check website pages and freshen content periodically.
 - b. Call for blog articles
 - c. Other updates?
7. Substantive Committee Liaisons
- a. Discuss attendance at substantive committees to encourage flow of information to Communications Committee, etc.
8. New Business