

BLS Communications Committee Meeting Agenda

Wednesday, June 22, 2022 at 11:00 a.m.

Florida Bar Annual Convention

Hilton Orlando Bonnet Creek, Manatee Room

1. Newsletter
 - a. Better Know a Judge video series rollout
 - i. Video interviews with Bankruptcy Judges Robson, Mora, and Burgess have gone out; Judge Geyer on the schedule
 - ii. Judges Berger and Brown in the queue
 - iii. Others?
 - b. Content Help
 - i. Newsletter subcommittee
 - ii. Blog content
 1. Need to assign one month per Committee member for content.
 2. Please let us know if you have any news to share
 - iii. CLE's – upcoming and after-market promotions (catch up on what you've missed)
 - c. Fresh ideas for content?
 - i. Sponsor Spotlight
 - ii. Member Spotlight
 - iii. 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
 - iv. Other Committees' Schedules
2. Social Media – update from Tracey
3. BLS Website
 - a. Member registrations – encourage all BLS members to create profile
4. Sponsorship Packages

- a. Review upper level sponsorship packages for substantive committees; ensure website is delivering any promised exposure
5. 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.
 - c. Call for blog articles.
 - d. Plug *Better Know a Judge* interviews with Judges Robson, Mora, and Burgess
6. Substantive Committee Liaisons
 - i. Jonathan Groth – Biz Lit
 - ii. Chris/Shirley – Bankruptcy/UCC
 - iii. Valeria – IMF
 - iv. Computer & Tech Law - ?
 - v. Corporations, Securities & Financial Services - ?
 - vi. IP Committee - ?
7. Welcome Crystal Potts as the new Chair of the Communications Committee!
8. New Business