**BLS Communications Committee Meeting Agenda**

**Tuesday, January 9, 2024 at 3PM**

**Florida Bar Winter Meeting**

**Via Zoom**

Register to attend via Zoom:

[Meeting Link](Join%20Zoom%20Meeting%20%20https:/us02web.zoom.us/j/89686052129?pwd=S1QralhrMFI3Z08ydUhjMXpWNDJCdz09)

|  |  |  |
| --- | --- | --- |
| Crystal Potts  Chair | [crystal@potts-legal.com](mailto:crystal@potts-legal.com) |  |
| April Hosford Stone  Vice Chair | [aprilghosford@gmail.com](mailto:aprilghosford@gmail.com) |  |
| Deedee Bitran  Second Vice Chair | [dbitran@shutts.com](mailto:dbitran@shutts.com) |  |
| The Honorable Paul Hyman  Judicial Chair | [Paul\_hyman@flsb.uscourts.gov](mailto:Paul_hyman@flsb.uscourts.gov) |  |

|  |  |  |
| --- | --- | --- |
| Tracey Eller  BLS Website Administrator | [flabizlaw@gmail.com](mailto:flabizlaw@gmail.com) |  |
| Carly Hopkins  FL Bar Program Administrator | [chopkins@floridabar.org](mailto:chopkins@floridabar.org) | (*effective Jan. 16, 2024*) |

1. Content: Monthly Newsletter, Blog, & Social Media
   1. Updates to Content Calendar
      1. January – New Year’s Resolutions/Traditions; Winter Meeting
      2. February – Black History Month; Valentine’s Day (Love thy lawyer? Love thy client?)
      3. March – Women’s History Month/International Women’s Month; St. Patrick’s Day (travel stories; pictures)
      4. April – Spring Cleaning; Administrative Professionals thank you; Financial Literacy Month; Annual EC Retreat
      5. May – Mother’s Day (thanks to lawyer moms); Memorial Day; Law Day; National Lawyer Well-Being Week
      6. June – Father’s Day (thanks to lawyer dads); Annual Meeting
      7. July – Independence Day; patriotic
      8. August –
      9. September – Labor Day/Labor Day Retreat
      10. October – Pro Bono Month
      11. November – Thanksgiving
      12. December – Holidays
   2. Standing Content
      1. Case Updates by Manny Farach
      2. Save the Dates
      3. Kudos
   3. *Better Know a Judge* video series
      1. *Completed & Posted*: Bankruptcy Judges Robson, Mora, Burgess, Brown, Geyer, Sneed, and Berger
      2. *Completed, Not Posted*: N/A
      3. *Being scheduled*: Judges Russin & Judge Grossman
      4. Others?:
   4. *Get to Know Members Better* series | Member Spotlights
      1. Start with BLS Officers/Executive Committee
      2. Format Options (Question bank; 2 Truths & A Lie/False; This or That)
   5. Content Help
      1. CLEs – upcoming and after-market promotions (catch up on what you’ve missed)
      2. Other Committees’ Schedules, CLEs, etc.
      3. Substantive articles
      4. Suggestions for other content series for 2023-2024
2. Social Media – update from Tracey
3. BLS Website
   1. Member registrations – encourage all BLS members to create profile
   2. Encourage committees, sub-committees to update their content
4. Sponsorship Packages | Sponsor Spotlights
   1. All 2023-2024 sponsors in the top tiers have been published except for Lexology
5. Substantive & Standing Committee Liaisons *(please inform of the committee meetings that you will be attending)*
   1. Business Litigation –
   2. Bankruptcy/UCC –
   3. IMF –
   4. Computer & Tech Law –
   5. Corporations, Securities & Financial Services –
   6. IP Committee –
6. New Business
   1. January publication date? 1/15 or after Winter Meeting
7. Adjournment
   1. Next meeting: Florida Bar Winter Meeting, January 17-18, Orlando, FL