

## BLS Communications Committee Meeting Agenda

**Tuesday, June 11, 2024 at 11 AM EST**  
**Florida Bar Annual Convention**  
**Via Zoom**

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| Crystal Potts<br>Chair                     | <a href="mailto:crystal@potts-legal.com">crystal@potts-legal.com</a>           |  |
| April Hosford Stone<br>Vice Chair          | <a href="mailto:aprilghosford@gmail.com">aprilghosford@gmail.com</a>           |  |
| Deedee Bitran<br>Second Vice Chair         | <a href="mailto:dbitran@shutts.com">dbitran@shutts.com</a>                     |  |
| The Honorable Paul Hyman<br>Judicial Chair | <a href="mailto:Paul_hyman@flsb.uscourts.gov">Paul_hyman@flsb.uscourts.gov</a> |  |

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|---|--|---------------------------|
| Tracey Eller<br>BLS Website Administrator     | <a href="mailto:flabizlaw@gmail.com">flabizlaw@gmail.com</a>         |                           |
| Carly Hopkins<br>FL Bar Program Administrator | <a href="mailto:chopkins@floridabar.org">chopkins@floridabar.org</a> | (effective Jan. 16, 2024) |

1. Content: Monthly Newsletter, Blog, & Social Media
  - a. June Newsletter
    - i. SCOTUS Sides with the 11<sup>th</sup> Circuit by Allowing Copyright Damages Beyond 3 Years by *Michael Kolcun*
    - ii. Advice for New Lawyer Dads by *Tyler Stall and Zachary Needell*
    - iii. [FBJ] Protecting Interests or Hindering Real Estate Deals? Impact of a Lis Pendens When Selling Real Property in Florida by *Alfredo Dally and Jocelyne A. Macelloni*
  - b. Standing Content Calendar Monthly Themes/Ideas
    - i. ~~January – New Year’s Resolutions/Traditions; Winter Meeting~~
    - ii. ~~February – Black History Month; Valentine’s Day (Love thy lawyer? Love thy client?)~~
    - iii. ~~March – Women’s History Month/International Women’s Month; St. Patrick’s Day (travel stories; pictures)~~
    - iv. ~~April – Spring Cleaning; Administrative Professionals thank you; Financial Literacy Month; Annual EC Retreat~~
    - v. ~~May – Mother’s Day (thanks to lawyer moms); Memorial Day; Law Day; National Lawyer Well-Being Week~~
    - vi. June – Father’s Day (thanks to lawyer dads); Annual Meeting
    - vii. July – Independence Day; patriotic
    - viii. August –
    - ix. September – Labor Day/Labor Day Retreat
    - x. October – Pro Bono Month

- xi. November – Thanksgiving
      - xii. December – Holidays
    - c. Standing Content
      - i. Case Updates by Manny Farach
      - ii. Save the Dates
      - iii. Kudos
    - d. *Better Know a Judge* video series
      - i. *Remaining*: Judges Peter Russin & Judge Scott Grossman
    - e. *Get to Know Members Better* series | Member Spotlights
      - i. Start with BLS Officers/Executive Committee
      - ii. Format Options (Question bank; 2 Truths & A Lie/False; This or That)
    - f. Content Help
      - i. CLEs – upcoming and after-market promotions (catch up on what you’ve missed) | Convention CLEs: Blockchain; Bankruptcy Judicial Liaison; IP
      - ii. Other Committees’ Schedules, CLEs, etc.
      - iii. Substantive articles
      - iv. Suggestions for other content series for 2024-2025
- 2. Social Media – update from Tracey
- 3. BLS Website
  - a. Member registrations – encourage all BLS members to create profile
  - b. Encourage committees, sub-committees to update their website content
- 4. Sponsorship Packages | Sponsor Spotlights
  - a. All 2023-2024 relevant sponsors have been published
- 5. Substantive & Standing Committee Liaisons (*please inform of the committee meetings that you will be attending*)
  - a. Business Litigation
  - b. Bankruptcy/UCC
  - c. IMF
  - d. Computer & Tech Law
  - e. Corporations, Securities & Financial Services
  - f. IP Committee
- 6. New Business
  - a. New Committee Leadership
  - b. Comprehensive Communications Committee Handbook/Policies
- 7. Adjournment
  - a. Next meeting: BLS Labor Day Retreat, August 29-Sept. 2, Ritz Carlton Naples