LOUISIANA STATE BAR ASSOCIATION
PUBLIC INFORMATION COMMITTEE
11:30 a.m. ✖ Friday, September 23, 2011
Conference Call

✦ Minutes ✦

I. Introduction – Committee Members and Agenda

Committee Chair, Julie Baxter called the meeting to order at 11:33 a.m. She introduced all members participating on the conference call and discussed the role of the Public Information Committee.

I. Identifying Possible Public Relations Issues this Year

a) Identifying and updating Tel-Law scripts for lsba.org

LSBA Director of Communications gave a brief overview of the Tel-Law program and the goal of the committee. She informed the committee where they could view the scripts (http://www.lsba.org/2007MembershipDirectory/TelLaw.asp?Menu=PR). Ms. Baxter asked the committee to volunteer to look at the categories and decide which scripts need to be updated, combined with another script or discarded.

b) Promotion of Statewide Day of Legal Service during National Pro Bono Week Celebration

Ms. Baxter asked the committee to volunteer for the day of service in their area and if they have a local media contact for a radio or morning show to let the LSBA office know.

c) Statewide media tour

Ms. Baxter informed the committee that this was something the PIC did a couple of years ago to continue building media relations throughout the state. There will most likely be two luncheons in the South and one in the North.

II. Priorities and deadlines for action

a) Tel – Law

November 18th all committee members turn in updates scripts and suggestions

Categories	**Committee Member**
Introduction to the Law	Julie Baxter/Kelly Ponder
Family Law	Sangban Scere
Administrative	Kevin Hayes
Bankruptcy	Kelly Ponder to ask Barry Grodsky (New Orleans)
Will, Trusts & Estates	Bart Yakupzack
Injury & Damages	Kellen Mathews
Criminal Law	Julie Baxter to get Baton Rouge attorney
Employment & Bus. Law	Bart Yakupzack
Consumer Law	Erin Leger
Legal Service Programs	Julie Baxter/Kelly Ponder
Pro Bono Programs	Julie Baxter/Kelly Ponder

b) Pro Bono Week

Send Kelly Ponder and Julie Baxter and local media contacts you may have to promote the day of service.

c) Media Tour

November 28 – Lunch in Shreveport
February 28 – Lunch in New Orleans or Baton Rouge (TBD)

III. Adjourn

The meeting was adjourned.