

**STATE BAR OF MICHIGAN
2012-2013 COMMITTEE ANNUAL REPORT**

Article VI §6, Bylaws of the State Bar of Michigan

No later than May 1 of each year, the chair of each committee and subentity of the Bar, with the assistance of the staff liaison, shall report to the Executive Director on a form provided by the State Bar on the activities and accomplishments of the committee or subentity.

Committee Name: Law and the Media

Jurisdiction: Develop, recommend, and support programs that promote a positive relationship between the law and the media.

Study and identify sources of friction between the courts, lawyers, and the electronic and print press, and recommend solutions.

Chair(s) and Committee Members:

Officer	Name	Address	Telephone	Email
Chair	Thomas H. Howlett	Googasian Firm PC 6895 Telegraph Rd. Bloomfield Hills, MI 48301-3185	(248) 540-3333	thowlett@googasian.com
Staff Liaison	Nancy Brown		(517) 346-6350	nbrown@mail.michbar.org
Staff Liaison	Samantha Meinke		(517) 346-6332	smeinke@mail.michbar.org

Member/Advisor/Other	Member/Advisor/Other
Jienelle Ray Alvarado, member	Victoria E. Green, member
Brett DeGroff, member	Robin Luce Herrmann, member
Andrew S. Doctoroff, member	Neil J. Lehto, member
Douglas I. Durfee, member	Elizabeth M. Madigan, member
Abigail Elias, member	Tracey M. Martin, member
Elizabeth A. Favaro, member	Hal G. Ostrow, member
Cecil Jesse Green, member	Kenneth V. Zicho, member

Committee Meeting Schedule:

Please attach any additional information needed regarding Committee meetings as an addendum.

Meeting Type	Date	Location
Description		
In-person meeting	November 28, 2012	Conference call
Conference call	January 23, 2013	Conference call

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Conference call	March 20, 2013	Conference call
Conference call	May 26, 2013	Conference call

Resources provided by the State Bar of Michigan in support of committee work:

Helping to arrange and coordinate seminars, prepare and provide materials for seminars, prepare media kits, administer the entire McCree Awards process from the initial announcement to post-banquet publicity.

McCree Award process:

November: Review and do brochure announcing competition. Find judges for the contest.

Early December: Send press release and pdf of brochure statewide. We had 822 news outlets that we emailed to this year including dailies, weeklies, legals, cable, TV and radio stations. Also mailed printed brochures to 150 selected news outlets. We also disseminated information via social media sites, SBM publications, and the SBM website.

Early January: Formal invitation extended to judges. We have three judges each year – their identities remain confidential.

Get in touch with contacts at the journalism school at MSU to touch base about the banquet. is the contact for the banquet. She will want the names of the winners sometime in March. Also get in touch with the Bar president and executive director to reserve banquet date.

February: Let awards supplier know that the awards are coming up again. Awards needed two weeks prior to banquet. Let supplier know that we would like to add the year to the award.

Send out reminder news release about the upcoming submission deadline – give journalists one last change to enter the contest.

Mid February is submission dateline. Organize entries into four packets – three go to judges one stays in-house. Send judging criteria and score sheet along with entries to the judges. Try to give judges about 2-3 weeks to judge.

Mid-March: When score sheets are back, total the number of points received by each entry. Refer to list on how winners are decided. Determine winners. Let committee members know the results at the teleconference.

3rd week in March – Order awards and give supplier the names of the winners, and media outlet name. Send thank you notes/gift to the judges. Inform winners by letter. Phone winners – get bio for press release and correct spelling of name.

Send email to non winners

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Invite to special guests – Law & Media committee chair and members, Bar President and Executive Director of the State Bar

April – Awards Banquet

Write speech for president

Send memo to president and email instructions to winners

Bring awards to banquet and set up

Take photos and do follow up publicity in SBM publications, on SBM website, and on social media sites.

Seminar support:

SBM staff also prepares the handouts to be given out at all of the newsroom and dealing with the media seminars. Basically, kits are printed and assembled in packages by staff, and then delivered to the seminar, where staff offers support. Staff also participates in the seminar by offering help as media relations staff to both reporters and attorneys.

Website support:

SBM staff updated the Law & Media portion of the website for the committee to make it work better for visitors by adding a pdf of a Guide to Legal terms booklet that can be downloaded for free now, rather than only purchased in printed form. SBM Staff also made committees easier to find based on a suggestion made by this committee – by putting committees on the home page of the website, along with sections. Now both sections and committees are available to find from the home page of the website.

Committee Activities:

This year committee divided into four subcommittees: McCree Awards subcommittee, Seminars Subcommittee, Website Presence Subcommittee, and Annual Meeting Event Subcommittee.

McCree Subcommittee: Found judges for contest and promoted contest to journalists across the state – because of their work we had the most contest entries ever.

Seminars Subcommittee: Scheduled a newsroom seminar at WNEM-TV and WNEM-AM in Saginaw on March 15. The free, hour-long seminars address some of the common practical and substantive difficulties journalists encounter in covering the legal system in Michigan. The format for each seminar is a discussion centered on hypothetical fact patterns.

Annual Meeting Event Subcommittee: This subcommittee has scheduled two of the Dealing with the Media seminars to take place at the 2013 Annual Meeting on September 19 in Lansing. These free programs last approximately an hour and provide practical advice about handling inquiries from media representatives and review the ethical contours of extrajudicial statements by attorneys.

Website Presence Subcommittee: This subcommittee worked to improve the Law & Media Committee website. They made the suggestions for all of the changes listed above and SBM staff executed the changes.

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Future Goals and Activities:

Continue developing McCree Awards and Seminars into the future.

Other Information: