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I. INTRODUCTION

This report was first prepared in 2003 at the request of the Section Chair to summarize communications planning activities for the Section of Antitrust Law and to suggest future actions that the Council may wish to consider in order to enhance the effectiveness of the Section in communicating with the various constituencies it serves. The existence of an effective communications plan is critical to the Section’s success in attracting new members and in conveying to existing members the benefits associated with continuing Section membership. Thus, consideration and implementation of an effective communications plan should be part of the Section’s ongoing planning initiatives.

The report begins with a discussion of why a well developed communications plan and effectively implemented policy is critical to the Section’s current effectiveness and long-term viability. The report then provides a brief history of the Section’s past communications activities and describes in detail the communications resources currently available to the Section. The report finally identifies actions to maintain and improve the effectiveness of Section communications.

Unlike in the recent past, the Section today enjoys an broad array of resources that facilitate communication not just with the Section’s members, but also with the larger ABA legal community and the public as a whole. The challenge for the Section is to use these resources most effectively.

II. IMPORTANCE OF COMMUNICATIONS PLANNING AND COMMUNICATION GOALS

In considering the Section’s goals with respect to communication planning, it should be recognized that there are at least five separate audiences the Section should seek to reach: (1) Section members; (2) other lawyers who are not Section members (including members of the larger ABA and other bar associations); (3) the public at large; (4) government policymakers;
and (5) the media. Increasingly, these audiences are not limited to the United States, but encompass an international community.

Although the Section shares common goals with respect to all these constituencies—ensuring that they recognize the Antitrust Section as a leading source of news, analysis, and expertise regarding antitrust and consumer protection law and that they are fully informed of the Section’s activities—additional goals exist with respect to each constituency that should be recognized in the communications planning process.

A. Section Members

Effective communications with Section members are necessary to ensure that the work of the Section is accomplished and that the benefits of Section membership are adequately conveyed. Thus, a significant portion of communications with Section members simply reflects the day-to-day business of the Section—committee activities, program planning and publications. The Section must ensure that this work is accomplished efficiently and on time and should adapt its procedures as required to utilize all available technology to assist in this process. The increasing use of electronic communications and the development and activation of the Section’s Leadership Portal are significant milestones, and new technologies should be explored as they become available.

For the larger number of Antitrust Section members who are not active in the Section’s leadership or committees, member communications constitute a critical point of contact with the Section, and Section communications should be a continuing reminder of why the attorney joined the Section and should maintain his or her Section membership. Such communications should be nonintrusive and user-friendly, but sufficiently frequent to make the member feel a part of, and connected to, the Section and familiar with its current activities and resources.

Effective member communications also can serve as a source of member benefits by, for example, making the Section a source of timely and comprehensive news about antitrust and consumer protection law developments or new resources to assist the member in his or her
practice. For example, links on the Section website can provide easy access to key government resources. The Section website provides a range of member-only premium content, such as committee newsletters. The development of the Searchable Antitrust Library has enabled focused access to member-only premium content as well as public Section resources, such as Comments to public agencies. Additionally, Section committees have been particularly effective in using their discussion lists to identify breaking news of interest to their constituencies. The newly-revitalized and moderated Section discussion list has created an electronic forum to share intellectually in discussions of topics of interest to members.

B. Lawyers (and Law Students) Who Are Not Section Members

Effective communications planning can also be an important form of outreach for lawyers (and law students) who are not currently Section Members. Within the American Bar Association itself, it is important for ABA leadership and other ABA Sections (particularly those with subject area affinity such as business, international, intellectual property, and litigation) to be fully informed concerning the Antitrust Section’s activities. ABA members who have joined other sections but not the Antitrust Section are potential candidates for Section membership and an important audience for Section programs and publications. Other legal organizations such as the International Bar Association (“IBA”) and the Canadian Bar Association (“CBA”) present similar target audiences.

Finally, the legal community as a whole should be encouraged to think of the Antitrust Section when issues arise involving antitrust/competition or consumer protection law. Government attorneys and attorneys in private practice who are not affiliated with any membership organization properly look to the Antitrust Section as a leading source of guidance on antitrust/competition and consumer protection law issues, and these attorneys also represent potential Section members. The recent development of a Conference Calendar for the broader antitrust/competition law community provides a service to those within the wider group of constituencies and enables the Section and others to function most efficiently.
C. Public At Large

Similarly, the Antitrust Section should be viewed by the public at large as a principal resource on all topics relating to antitrust/competition and consumer protection law. Its publications and programs, while geared primarily to a legal audience, provide useful information that can educate the business person (and, indeed, some Section publications alike the “Primer” series are expressly geared toward a business audience). Many of the Section’s reports and comments similarly are intended to serve an educational function. Making this information and expertise readily available and accessible to interested members of the public should be a continuing communications goal of the Section.

D. Government Policymakers

The Section seeks to influence the direction of the law through comments on government policy initiatives and direct advocacy, such as amicus briefs or the provision of testimony concerning practical application of the law, as well as through the publication of scholarly research and commentary. The recent extensive Section interaction with the U.S. Antitrust Modernization Commission in providing comments, and sponsoring a free-standing forum on the issues and facilitating testimony, demonstrates how the Section can effectively illuminate issues of key importance to government policymakers. Similarly, that foreign government agencies have requested Section comments on proposed initiatives, such as Canada’s recent request, reflects that government policymakers have found value in Section communications. The development of the Janet Steiger Fellowship has communicated the Section’s consumer protection resources to state governments as well as the law students who participate.

E. Media

In seeking to reach all of the above constituencies, the Section cannot ignore the important role of press relations and media communications. The number of press outlets that cover antitrust/competition and consumer protection law issues has grown dramatically in recent years. They now include international (Financial Times, Reuters, Global Competition Review),
internet (Bloomberg.com, the Daily Deal), and cable outlets (MSNBC), as well as the traditional print (New York Times, Wall Street Journal) and specialty publications (BNA, CCH, FTC Watch). All of these outlets are eager for new and relevant material, and offer numerous opportunities for publicizing the Section’s activities.

The Section should fully exploit the many opportunities for media outreach made available by the Section’s programs, publications, and other activities and effectively utilize internal ABA resources in the media relations field. Recently the Section has begun to take advantage of the opportunities for press coverage presented by the unsurpassed lineup of speakers at Section programs such as the Spring Meeting and the Fall Forum. Routine issuance of press releases and other appropriate media outreach should be included as part of the planning for such events. The Antitrust Section should continue and expand its communications efforts with the press and media.

III. ANITRUST SECTION COMMUNICATIONS ACTIVITIES AND RESOURCES

In the discussion that follows, one traditional communications source—first class mail—will be conspicuous by its absence. This reflects a conscious decision that is part of the larger goal to make the Section’s operations “paperless” to the maximum extent feasible. This goal is rapidly being achieved. While every effort should be made to eliminate the use of mail and other paper documents in communications with Section members and others, there are some occasions when electronic communication may not be appropriate. These occasions will be rare and should be reconsidered regularly.

There are obvious cost considerations driving this decision. As the Section and its committees have become increasingly productive in recent years, the number of newsletters, program announcements, and similar member communications such as programming announcements has grown substantially. Given past and likely future increases in postal rates, the continued proliferation of such mailings represents a significant financial burden on the Section. The various forms of electronic communication discussed below represent much more
timely as well as virtually cost free distribution alternatives. In addition, they offer the significant benefits of close to real-time delivery, ease of replication and further distribution, and reduced burdens on staff and leadership.

A. Electronic Communications

Today, most of the Antitrust Section’s communications with its members and leadership is conducted electronically through the Section’s website and electronic mail lists. Committee newsletters now are electronic and distributed only via the internet. Telephone conferences and email are the principal modes of communication among the leadership. Other than the Magazine and the Antitrust Law Journal, all section–wide communications are handled electronically. In most programs, CLE materials generally are provided via CD’s, with only a paper table of contents or, in the case of teleseminars, are distributed completely electronically. In a relatively short time, the Section has largely moved into an electronic communication mode.

1. Website

The Antitrust Section’s use of its website (www.abanet.org/at) has enormous potential as a communications tool and currently operates as a valuable resource. We need to continue to consider and constantly refresh (1) to use the website most effectively and (2) drive traffic to the site. These efforts are limited in no small measure by the need to operate within the larger ABA institutional framework. Among the significant steps that have already been taken are: (1) creation of protected Committee (“premium”) content, (2) the Section Leadership Portal, (3) the launch of SAL, (4) the brown bag audiofile experiment and (5) the upcoming creation of a Consumer Protection Law portal. These are discussed below briefly.

a. Protected Committee (“Premium”) Content

Since July 1, 2003, all substantive Section committee content available on the Section’s website has required a user login to access that content and is be available only to Section members. This content includes newsletters, reports, practice guides, brown bag lunch materials, program materials and all other content consisting in majority part of proprietary or legally
protectable work product generated for the ABA by the committees. Any member of the Section can access any committee’s content—regardless of whether he or she is a member of that particular committee. Other content, including government generated and publicly available documents, non-substantive or administrative information (including general information about a particular committee and summaries or abstracts of articles in a committee newsletter) and Section comments to government agencies or Congress, continues to be available to the public on the Section’s website. The purpose of this change was to provide a cognizable member benefit and, it is hoped, grow the Section’s membership over time.

Whether this policy serves its intended goal of creating additional incentives to join the Section will take time to determine and should continue to be evaluated. To date, no correlation to joining or continuing membership has been demonstrated, but it is early and more systematic study would be necessary to draw conclusions. On the other hand, the Section should weigh whether protecting content for members may unnecessarily deprive deserving members of our constituent audiences, such as foreign agency staff, of materials we would prefer them to have or whether the promise of a broader audience may promote better newsletter content. The need to balance Section goals suggests that further study be given to the relevant factors on both sides of this issue.

b. Leadership Portal

The Leadership Portal enhances communications among the Section’s Officers, Council, and Committee leadership. As the name suggests, the Portal is an access-limited and password protected portion of the Section’s website that contains the key documents, resources, and communications for the Section’s leadership. The recently redesigned Portal is the primary source for information for the Section leadership including comprehensive information on committee activities: Brown Bag Lunches, Newsletters, Discussion Lists, Webpages, Spring Meeting, Publications, and Membership Recruitment, with necessary forms as well as “best practices” reports reflecting the collective experiences of many current and former committee leaders.
chairs, Section officers and Council members. The Portal also contains certain HTML-based forms necessary to implement routine practices, including, among others, SAL indexing form, brown bag request form, brown bag publicity form, conference call request form, change of address form, Annual Plan, and self assessment. The Portal also includes helpful general information, such as the Committee status grid, leadership book (a collection of all of the “best practices” documents prepared and distributed throughout the Portal), an electronic copy of the leadership directory, and the Section Profile Book. The Portal also includes information on the Annual meeting, the Post-Annual Meeting and the Midwinter Meeting. Reference materials include a list of the Section staff, the Section’s calendar, the Section’s Long Range Plan, and the Section’s Diversity Plan. Council agenda items and minutes are accessible through the Leadership Portal.

The Portal has already enhanced communications among the Section leadership, reduced costs by eliminating mailings, and eased some of the burdens on the Section staff.

c. **Searchable Antitrust Library (SAL)**

The launch of a search engine on the Section website has enabled focused access to the growing website-located resources of the Section. The Section is still in the process of uploading searchable full texts of existing website materials into SAL and has implemented procedures to have the necessary indexing for the upload provided with any new substantive content for the website. The policy moving forward is to require the indexing as a condition to distribution of committee newsletters and have materials distributed, put into the website and included in SAL contemporaneously. This new feature of the website that allows the library of materials located on the site to be searched significantly enhances the value of the website.

Continued evaluation should focus particularly on (1) enhancing the efficiency of the search engine and (2) evaluating the scope of materials in the searchable library. It must be recognized, however, that some of the improvements to the engine that are desirable are not yet attainable due to the ABA’s overall technical support capabilities. In this regard, the
appointment of Bill Greene as the Technology Coordinator of the Section will assist the continued development and evaluation of effective search tools and other library considerations.

d. **Brown Bag Audiofiles**

The recently launched Section initiative to record digitally all committee brown bag programs and provide downloadable files on the website provides an example of the type of electronic communication experimentation that the Section should continue. While the experience to date is limited, the recording does not appear to have created difficulties or impediments to the development and provision of brown bags, and audiofiles are now available on the websites. This program has been undertaken on an experimental basis with the understanding that the benefits and burdens will be assessed after a year. We anticipate that this evaluation may also provide a guide for future experimentation.

e. **Consumer Protection Portal**

A portal that would focus the attention of the viewer on the consumer protection law resources and activities of the Section is under development. Rather than creating new content for a particular audience, the Consumer Protection Portal will compile and provide easy access to the Section’s consumer protection materials for those particularly interested in that specialty. This new portal is anticipated to launch in connection with the Section’s stand-alone CLE consumer protection program and will enable focused and easy access to consumer protection materials while linking to the Section’s general home page for more broad access to antitrust/competition law Section activities and resources.

2. **E-Mail/Discussion Lists**

One of the most effective means of communication within the Section in recent years has been the use of electronic mail. There are over 50 groupings of emails into lists within the Section. The Section also has successfully experimented with using the larger ABA electronic mail lists as a means of publicizing Section programs and publications.
The Section has three classes of electronic lists: Section-wide discussion lists; committee discussion lists, and specialty lists. Section-wide discussion lists are sponsored by the Section and are generally open to all members of the Section. Committee discussion lists are sponsored by the substantive, procedural, and administrative committees; task forces, and other formal and informal groups within the Section. Committee discussion lists generally are open to all members of the Section, and some experimentation has been permitted to allow broader participation in some lists to non-Section members. Other lists may be narrowly tailored to the members of a particular group, such as AT-LDRSHIP. Specialty lists constitute the remainder. These also can include special interest lists, continuing legal education lists, and others. Examples of specialty lists include AT-SG, a list for the spouses and guests of the Section, and AT-E, a list that includes all the “Internet Liaisons” of the Section.

Substantively, the technical parameters of electronic mail allow a variety of different models: administrative information, substantive information discussion, or a combination of any of them. Administrative information includes activities, programs, and publications. Substantive information includes remarks on law or policy. Discussion is where two or more members of the list exchange views on some issue related to the substantive mission of the entity sponsoring the listserv. Membership on lists can be moderated or unmoderated.

The Section currently sponsors three Section-wide discussion lists, ANTITRUST, AT-Conversations and AT-Announcements. ANTITRUST is a distribution-only list including all the members of the Section except those who choose to opt out; there are currently 6393 members on the list. Technically, posts for ANTITRUST are made by a member of the Section’s staff using the Section’s discussion list mail address, atlserve@staff.abanet.org. Currently, Dusty Peters and Diane Odom handle that job. No member of the Section may post to ANTITRUST without permission of the Section’s Chair.

The Section currently posts to this list MESSAGE FROM THE CHAIR twice monthly. That message includes news and updates about the Section’s activities, brown bags, teleseminars, conferences, and publications. In addition the Chair will highlight recent activities
or a committee project deemed to be of particular interest to the Section. Another recurring email highlights Section publication activities. Twice a month, the ABA Publications marketing staff sends an email to all Section members that discusses recent Section publications. Often this email will feature special pricing or packaging for the Section periodicals.¹

AT-Conversation is an open, opt-in, moderated discussion list of Section members and others interested in substantive antitrust who may not be members of the Section. Not all members of the Section are members of AT-Conversation. AT-Conversation is actively moderated by an administrative committee, Section List-Serv. This list was created in April 2006 and does not accepted advertising – it is operated similarly to a chat room. There are approximately 800 members of AT-Conversation. Since AT-Conversation is a moderated discussion list, all posts are monitored by Marc G. Schildkraut, Chair, Section List-Serv. To accommodate commercial use of a discussion list, the Section created AT-Announcements. Anyone is able to subscribe to AT-Announcements and post any antitrust or consumer protection-related information.

There are three issues affecting the Section’s use of email and discussion lists to communicate with Section members that will require continuing oversight. First, the success of this strategy depends on developing and maintaining a comprehensive list of email addresses. Thus, it is critical for the Section to obtain an email address for every Section member that has one and to maintain the currency of this information. The Section still has work to do on this issue. Second, the Section must carefully monitor legal and regulatory developments affecting the use of email such as spam, privacy, etc. Obviously, the Section does not want to incur potential legal exposure by transmitting viruses or other inappropriate content over its lists. In the future, the size of the Section’s email list may cause it to be characterized as spam by some filters. This problem will need to be addressed. Finally, the Section must take care to ensure

¹ Similar, in conjunction with the ABA CLE center, we have used the CLE email list to publicize the Section’s highly successful teleseminars, and it is clear that this publicity has been successful in attracting a broader audience for the teleseminars.
that its use of email is appropriately and judiciously employed to ensure that it does not become perceived as intrusive or burdensome.

3. **Section Programs**

Section programs, including CLE programs (teleseminars as well as in person), brown bags, “Why Antitrust,” and other program activities also are appropriately viewed as a means of communication. They provide the Section with exposure to potential new members and offer the opportunity to publicize additional programs and new periodicals. Historically, the Section has taken full opportunity at such programs to disseminate mailings, brochures, and other information about upcoming future events. With some of the teleseminar programs attracting over 500 participants in the past, many of whom are not current Section members, those programs offer new audiences for the Section’s communications messages. The Janet Steiger Fellowship program also should appropriately be viewed as a means of communication. The Section should consider all aspects of its programming to evaluate both the content and means of the messages provided and how to optimize those.

4. **Section Periodicals**

Section periodicals have a long history of use as a means of member communications. At one time, the minutes from all Section Council Meetings were reprinted verbatim in the *Antitrust Law Journal* (at that time the only periodical received by Section members) in order to publicize the Council’s deliberations and inform Section members of the Council’s actions. Following the introduction of *Antitrust* magazine, it was determined to print, as an alternative, an annual summary of the Council’s key actions in that periodical. *Antitrust* also became a vehicle for a “Message From the Chair” column, published in each issue, that provides an opportunity for the current Section Chair to highlight upcoming events and to address other matters of interest to the

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2 Similarly, any reports or formal comments prepared by the Section were routinely published in Antitrust Law Journal. See, e.g., “Section of Antitrust Law Comments on Draft Bulgarian Antitrust Law.” 60 ANTITRUST L.J. 245 (1991). Today, as noted above, all such materials are immediately posted on the Section website, and only in limited instances are they reprinted in the *Antitrust Law Journal.*
Section’s members. As a result of its format, *Antitrust* also evolved over time to support various Section “advertising,” including announcements and registration materials for Section programs, news of new publications and order forms.

Both the *Antitrust Law Journal* and *Antitrust* continue to be distributed to all Section members three times a year. In 2000 the Section’s newest publication, *The Antitrust Source*, was launched. The *Source* is distributed only electronically and is published six times a year. The *Source* is available to the public at large, not just Section members. Because of its shorter time to publication and overall “currency,” the *Source* is particularly well suited to serve as a communications vehicle for reaching Section members and nonmembers alike. It offers the additional advantages of being able to support “links” to other portions of the Section’s website or to non-Section content. *The Antitrust Source* has begun to include some of the internal advertising content that previously appeared in *Antitrust* and offers the additional benefit of providing direct links in order forms, registration materials, etc. We have not yet achieved the full potential of this type of internet-based communication, however, and should continue to explore ways to exploit fully the immediacy and breadth that it offers.

5. **Media Relations and Outreach**

In recent years, the Section has become more aggressive in undertaking media outreach activities. This has included issuing press releases in connection with newsworthy Section activities and in conducting, press briefing in connection with the Spring Meeting and other programs. Beginning in 2003, for the first time, a formal press briefing was held in connection with the Spring Meeting. That has become standard practice and press briefings and packages are routinely developed for other programmings such as the Fall Forum.

In connection with noteworthy programs, the issuance of reports or comments, or in connection with certain key publication events (e.g., publication of a new edition of *Antitrust Law Developments*), the Section should make greater efforts to seek out media opportunities and

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3 *Antitrust* has also contained, from time to time, a limited quantity of non-Section advertising.
utilize the resources of the ABA Division for Media Relations and Communications Services to assist in this regard.

As part of its outreach effort, the Section has developed a list of contacts from those media outlets with a continuing interest in antitrust and competition issues (e.g., Bloomberg, Daily Deal, Wall Street Journal, Financial Times, etc.). A list more related to consumer protection law is in the process of being created in conjunction with the upcoming CLE program on that topic. These lists should be maintained and expanded, where possible, to include additional representatives of the non-U.S. media. The Section also on occasion identifies specific individuals within the Section leadership who are willing to be contacted as “experts” on particular subjects for the media.

6. **Communications Training**

Deborah Weixl, Director, Strategic Communication and Planning, of the ABA Media Relations staff has provided communications training for the Section Leadership in the past and consideration should be given to conducting a similar program.

**IV. RECOMMENDED ACTIONS**

A. **Develop the Antitrust Section’s Web Site as the Section’s Primary Communications Tool**

The Section’s website should serve as the primary communications tool for reaching all of the Section’s key constituencies—members, leadership, non-member lawyers and law students, and the press—and to ensure that the website becomes a “destination” for the antitrust and consumer protection bar. Its content must be so attractive, comprehensive, and timely that our target audiences routinely seek it out. It must be easy to use. This will require continuing efforts to add to the content of the site on a timely basis and to improve the quality of the site’s search function. In addition to continuing to make sure the Section committees update website content on a timely basis, the larger issues of website design, tools, content, and management
should be subject to continuing review. Experimentation and evaluation will be critical tools to further development of this resource.

B. Continue To Develop Discussion Lists and Email Addresses

The recent modifications to AT-Conversations are only a step in refining and developing the Section’s discussion groups. Committee discussion group activity should be encouraged. At the same time, evaluation and monitoring will be critical to assess whether further policy modifications should be considered to avoid Section communications from being overly intrusive and to maintain high quality standards. The Section has recently seen a slight lift in the number of members requesting restricted use of their email addresses and still has email addresses for only about a third of all members. The one-third percentage has stayed relatively flat for over two years. This indicates that efforts must continue to be made to collect email addresses as new members join the Section and to look for ways to obtain addresses from existing members, for example by continuing to ask for email addresses from attendees at brown bags and CLE programs.

C. Require a Formal Communications Plan for Key Section Initiatives and Include Communication Goals as Part of the Annual Section and Committee Plans

It is beneficial to undertake the discipline of preparing a formal communications plan for key Section initiatives and programs. This exercise, while meeting the short-term goal of ensuring immediate publicity for the event or initiative, also helps focus the Section leadership, particularly through post-event activities, on how the event relates to the Section’s large goals.

A formal Communications Plan should be prepared for key Section initiatives such as the Spring Meeting, publication of Antitrust Law Developments, and non-reoccurring special events. A description of proposed communications initiatives also should be incorporated into the Section’s Annual Plan and the individual Committee Plans. This will help identify those events or activities that require communications outreach and will help the Section’s officers determine how the Section’s resources should be allocated in this area. In addition, it would assist with
future planning to develop a more systematic approach to evaluation of the success of these Communications Plans.

D. **Consider Adoption of Annual “Theme” to Guide Section’s Communications Activity**

As a way of organizing the Section’s communications activities, it might be appropriate to consider adoption of a communications “theme” for a particular year. For example, the occasion of the Section’s Fiftieth Anniversary in 2002 provided a consistent motif and unifying message for the calendar year. The anniversary was noted in various ways that included use of a special anniversary logo on all Section publications that year; preparation of a Section history and timeline (which was published in *Antitrust* magazine); presentation of anniversary awards; and other activities to mark the event.

Apart from the potential use of anniversaries of key antitrust events such as enactment of legislation, issuance of significant court decisions such as *Sylvania* or *Brunswick*, or adoption of the Merger Guidelines, subject themes might also be considered. These might include topics such as “Antitrust in a Global Economy” or antitrust litigation topics like class actions.

E. **Continue to Issue Press Releases, Hold Press Briefings, and Conduct Similar Media Outreach**

Press releases should continue to be prepared and distributed for appropriate Section events and activities. Preparation of a draft release, for review by the appropriate officers and ABA staff, should be added to the responsibilities of program chairs and editorial chairs for Section publications. Where the particular program, book, or activity is likely to attract interest from other reporters or media organizations in addition to the “usual antitrust suspects,” the responsible individual should identify media outlets or other interested parties as potential targets for publicity campaigns. Maintenance of up-to-date contact information for key press contacts should be a specified staff or officer function.
F. Continue to Work with ABA Media Relations Staff to Train the Section’s Leadership on Media Issues and to Develop the Section’s Public Profile

The resources available through the ABA’s Media Relations division have been of considerable assistance to the Section as it has taken a more active communications strategy. The Section should continue to work with ABA Media Relations to explore additional ways to develop the Section’s public profile and media strategy and to achieve greater sophistication in dealing with the media. Additional media relations training for of the Section leadership should be considered at an appropriate time.

G. Experimentation and Evaluation

As noted above, to maximize the value of the communication tools available to the Section and optimize communications to meet the needs of the constituent audiences, the Section should encourage experimentation and more systematic evaluation of its communications activities. The upcoming membership survey would be an excellent opportunity to garner feedback in some of these areas. Likewise, review of experimental communications proposals will be important to defining future priorities. For example, the brownbag audiofile experiment should be reviewed after a year to determine how often files have been downloaded and whether any burdens have arisen in connection with the provision of brown bags. The Consumer Protection Portal and any other more focused website initiatives should be reviewed to determine the level of use.

V. CONCLUSION

For the reasons discussed above, communications planning role plays an important role in assuring the future of the Antitrust Section. Effective, timely, ongoing, and meaningful contacts with all key constituencies of the Section are critical. The availability of new technology and the success of Antitrust Section’s efforts to date with respect to communications planning are sufficiently promising that future initiatives in this area should be pursued.
Moreover, evaluation and experimentation will be necessary to optimize the Section’s communications tools.

Respectfully submitted,

Roxann E. Henry

Secretary and Communications Officer

November 2006