FAKE NEWS?
BAR ASSOCIATIONS AND TODAY'S MEDIA

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• **Purpose (why)** – To help bar leaders learn how to be better communicators.

• **Process (how)** – Spend 25 minutes covering best practices, tips and examples on how to engage with media and social media.

• **Product (what)** – A better understanding of how and when to proactively and reactively communicate publicly.
What's your Media Diet?
Local, state and national
Bar news
ABA Bar Leader
Other Bars
Your Bar
Google Alerts
Know Your Audience
Just finished meeting where I gave first speech as president at #MoBarMeet16
Thanks to the @PhilaBar leaders for being good sports about taking a group selfie with @tomr722 and me at the end of our #BarLeadersRetreat #SM presentation at @goldennuggetac!
Win-Win-Win
When to respond
Be timely
Always respond
- Say no to no comment
- If you can't talk about it, explain why
Who responds
• Have a policy in place
• Typically the president
• If unavailable, have a plan
• This also prevents others from speaking out of turn
Don't repeat the negative
Be human
Perception Is Reality
The art of communication is the language of leadership.

– James Humes
You got this
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