THE RULE OF LAW
Foundation for Communities of Opportunity and Equity

Successful Planning Strategies
Publicity Tools & Ideas
Outreach Challenges & Opportunities
Lesson Plans
Law Day Materials and Resources

LAW DAY: MAY 1, 2008
The ABA is pleased that the following organizations and agencies support Law Day 2008.

American Heritage Education Foundation, Inc., www.americanheritage.org
American Judicature Society, www.ajs.org
American Lawyers Auxiliary, www.abanet.org/ala
Association of Professional Responsibility Lawyers, www.aprl.net
Campaign for the Civic Mission of Schools, www.civicmissionofschools.org
Center for Civic Education, www.civiced.org
CIRCLE, www.civicyouth.org
Close Up Foundation, www.closeup.org
Constitutional Rights Foundation Chicago, www.crfc.org
Federation of State Humanities Councils, www.statehumanities.org
Hamilton Fish Institute on School and Community Violence, www.hamfish.org
Inter-American Bar Association, www.iaba.org
League of Women Voters, www.lwv.org
National Association of Women Lawyers, www.nowl.org
National Conference of Bar Presidents, www.ncbp.org
Presidential Classroom, www.presidentialclassroom.org
South Asian Bar Association of Florida, www.sabaft.org
Street Law, www.streetlaw.org
Uniform Law Commission, www.nccusl.org
United States Department of Justice, www.usdoj.gov
Wyoming Partnership for Civic Education, ahc.uwyo.edu/eduoutreach
Youth Service America, www.ysa.org

*List as of 1/2/2008
For an updated list of alliance members, visit www.lawday.org.
Features

Message from the ABA President 2
Message from the Law Day Chair 3

Planning

Facts 6
Guidelines 7
Timeline 8
Strategies 9

Publicity

Plan 12
Tools 14
Strategies 17

Community Outreach

Outreach 20
Fundraising 21
Rule of Law Conferences 22
Talking Points 24
Activity Awards 30
Finch Awards 31
2007 Award Winners 32

Youth Outreach

Presentation 36
Strategies 38
Elementary School Activity 39
Middle School Activity 40
High School Activity 41

Resource Catalog

Promotions 44
School Supplies 45
Giveaways 46
Thank You Gifts 48
Law Day Pride 49
Mock Trials 50
Bookstore 52
Order Form 53
The Rule of Law:
Foundation for Communities of Opportunity and Equity

In 1958 President Eisenhower proclaimed the first Law Day a “day of national dedication to the principle of government under law.” It is only fitting that we celebrate the milestone 50th anniversary of Law Day with the fundamental theme, The Rule of Law: Foundation for Communities of Opportunity and Equity.

Throughout the years, Law Day has engaged the public in discussion on relevant issues that focused on enhancing knowledge of our governmental structure and legal process. This year we focus on a theme that involves not only all Americans but all people throughout the world.

The rule of law refers to a system in which the government is accountable under the law. This system is based on fair, clear, publicized, and stable laws that protect fundamental rights. These laws are enacted, administered, and enforced by a process that is accessible, fair, and efficient. The laws are upheld by diverse, competent, independent, and ethical law enforcement officials, advocates, and judges. This foundation is essential to foster sustainable communities of opportunity and equity.

The Law Day 2008 theme explores the meaning of the rule of law, while fostering public understanding of the rule of law by discussing its role in society and explaining how it is essential in sustaining a free society.

The rule of law is not just a matter of concern to lawyers and judges; it affects people from all walks of life and in all fields of endeavor: clergy, teachers, workers, physicians, journalists, engineers, architects, public safety officials, military leaders, human rights advocates, environmentalists, and others. It is essential that all of us care about the rule of law and strive to be active participants in the civic life of our community. By initiating dialogue on the rule of law during this Law Day 2008 celebration, together we will learn about the principles and values that characterize the rule of law and how it matters in the everyday lives of Americans and others throughout the world.

We all have a stake in the rule of law and we can all do our part to strengthen it. I encourage you to join with me in working to advance understanding of the rule of law during the Law Day 2008 celebration.

Sincerely,

William Neukom
President, American Bar Association
Law Day Turns 50

Take part in history as Americans around the nation mark the 50th anniversary of Law Day. When planning your program, I encourage you to take advantage of all the resources found in this planning guide and available online at www.lawday.org.

In celebration of the 50th anniversary, this year’s planning guide highlights inspiring and thought-provoking quotations from presidential proclamations throughout the years. Consider using these in your program material or as a basis for Law Day presentations.

Take part in history as Americans ... mark the 50th anniversary of Law Day.

Inside this planning guide you will find the following sections:

- **Planning** includes tips on how to organize your program, program guidelines, and successful planning strategies from past participants (p. 5).
- **Publicity** provides sample news releases and ways to generate publicity at no cost to your organization (p. 11).
- **Community Outreach** offers talking points and suggestions on fundraising and sponsorship (p. 19).
- **Youth Outreach** features school lesson plans and pointers on presenting before students for noneducators (p. 35).
- **Resource Catalog** offers promotional materials and products at reasonable prices for your program (p. 43).

We want to hear about your plans. Don’t forget to include your program on the online calendar and learn what others are planning for their Law Day program and share your experiences.

Think big with your Law Day program. As part of the ABA’s World Justice Project initiative, Multidisciplinary Outreach Conferences are being convened across the United States, gathering leaders from diverse professions to discuss how the rule of law affects their work and how they can collaborate to strengthen the rule of law. Visit www.lawday.org to see if there’s a conference in your area or consider organizing one as part of your Law Day program activities.

I wish you all the best of luck with your Law Day 2008 programming. Please do not hesitate to contact the ABA Division for Public Education with any questions or comments.

Sincerely,

H. William Allen
National Law Day Chair
PLANNING
Make Law Day 2008 effective and successful.

Organizers prepare for their 2007 Law Day program at the Arizona Superior Court.

“A free people can assure the blessings of liberty for themselves only if they recognize the necessity that the rule of law shall be supreme and that all ... shall be equal before the law”

President Dwight D. Eisenhower
1959 Law Day Proclamation

For additional planning ideas access: www.lawday.org
What Is Law Day?
A national day set aside to celebrate the rule of law, Law Day underscores how law and the legal process have contributed to the freedoms that all Americans share.

What Is the Law Day 2008 Theme?
The Rule of Law: Foundation for Communities of Opportunity and Equity

When Is Law Day Celebrated?
May 1 is the official date, but celebrations often take place either before or after that date. Some bar associations celebrate Law Week. Law Day also provides an opportunity to recognize the role of courts in our democracy.

Why Is This Theme Important?
Advancing the rule of law helps achieve an array of public benefits. We all have a stake in the rule of law, and we all can do our part to strengthen it.

The rule of law refers to a system of self-government with a strong and accessible legal process. It features a system based on fair, publicized, broadly understood, and stable laws, and diverse, competent, and independent lawyers and judges. This foundation is essential to foster sustainable communities of opportunity and equity.

The Law Day 2008 theme explores the meaning of the rule of law, while fostering public understanding of the rule of law through discussion on its role in society and explaining how it is essential in sustaining a free society.

How Did Law Day Begin?
1957 American Bar Association President Charles S. Rhyne, a Washington, D.C., attorney, envisions a special national day for celebrating our legal system.

1958 President Dwight D. Eisenhower establishes Law Day as a day of national dedication to the principles of government under law.

1968 May 1 is designated by joint resolution of Congress as the official date for celebrating Law Day.
How to Use This Guide

The Law Day Planning Guide is intended to help you plan your own Law Day activities. Deciding what to do is up to you, but the ABA is here to help. Look through these pages for tips and strategies you can use to make your Law Day commemoration more successful, and be sure to visit www.lawday.org for even more suggestions and to join the Law Day listserv.

When beginning to plan your celebration, answer the following questions with your planning group. The answers should help guide you as you brainstorm activities.

- Why are we doing a Law Day celebration?
- What did we learn from last year’s celebration?
- What are our ideas to implement this year’s theme?
- Do we want to do anything special to commemorate Law Day’s 50th anniversary?
- What committees do we need to carry out our ideas?
- Who are our potential co-sponsors (and funding partners) for Law Day? How do we envision their role, and how will we present our ideas to them? How can we reach out to organizations and leaders outside the traditional legal community to broaden our reach?
- Who are our target audiences for this celebration?
- How can we ensure that the Law Day theme reaches diverse audiences?
- What type of, and how many, volunteers will we need?
- What is our expected budget?
- What type of publicity and media attention do we want to attract? Do members of our planning group have any media contacts they can access?
- What is our timeline from beginning to end?
- What are the logistics for our activities, including venues, audio-visual equipment, and other necessities? Do we need “rainy day” alternatives?
### Law Day 2008

#### Planning Timeline

**3–4 months before (January/February)**
- Identify and convene Law Day Planning Group
- Customize Law Day Plan of Action (be sure to consider goals, objectives, activities, schedule, volunteers, and budget) to support Law Day 2008 theme
- Draft publicity/media campaign
- Select activities and other materials to be used in classroom presentations as well as public presentations
  - **Order Law Day materials by February 29, 2008, to receive 10% discount**
- Confirm funding sources to support a Law Day Plan of Action
- Coordinate volunteers with specific activities within the Plan of Action
- Finalize logistical arrangements for activities and volunteers
- Go to [www.lawday.org](http://www.lawday.org) and register your events

**2 months before (March)**
- Convene Law Day Planning Group for status reports on Plan of Action
- Implement publicity/media campaign
  - **Order Law Day materials by March 14, 2008, to receive 5% discount**
- Finalize funding sources to support Law Day Plan of Action
- Finalize volunteers to support individual Law Day activities
- Arrange for photographer for the various events and activities
- Design and print all materials needed for the Law Day activities
- Go to [www.lawday.org](http://www.lawday.org) to find others’ bright ideas and share your own

**1 month before (April)**
- Convene Law Day Planning Group for status reports on Plan of Action
- Finalize publicity/media arrangements
  - **Order Law Day materials by April 18, 2008, to guarantee delivery by Law Day**
- Finalize the coordination of volunteers needed for specific programs and activities
- Distribute activities and other materials to volunteers for advance preparation of various presentations
- Assess status of funding coordination
- Finalize arrangements for photographer
- Print any last-minute materials
- Go to [www.lawday.org](http://www.lawday.org), make any updates to your events listed on the site, and see how you compare to other planners around the country

**1 week before**
- Convene Law Day Planning Group for final review of all aspects of the Law Day celebrations
- Follow up with media contacts

**After Law Day**
- Convene Law Day Planning Group to assess all Law Day activities. File information for access in future years
- Balance Law Day budget with expenses
- Send thank-you letters to all volunteers, sponsors, media, and schools
- Submit entries for the ABA Law Day awards programs—**Deadline: June 13, 2008**
- Submit photos to ABA Division for Public Education for use in Law Day 2009 print and electronic materials

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**Juror Appreciation**

Law Day also provides an excellent opportunity for courts to recognize jurors for the important contribution they make to maintaining the integrity of the courts. Juror Appreciation activities celebrate the role of jurors in a democratic society.

Conduct a Dialogue on the American Jury with community members. Materials for this dialogue can be found at [www.abanet.org/publiced/](http://www.abanet.org/publiced/).

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Breakfast and luncheon events are often used as the centerpiece of many Law Day programs.
Successful Law Day Planning Strategies

Keeping the logistics of a Law Day commemoration running smoothly while at the same time executing innovative, engaging programming is the juggling act every Law Day organizer faces. The following individuals and groups have effectively completed that task. We applaud their efforts and we can all learn from their example.

**Shaker Junior High School, Latham, New York**

*Key to Success:* Leverage legal and governmental officials.

*Lessons learned from Law Day 2007:*

*Let your audience determine the topic of conversation.*

Twelve core students identified key legal topics that interested them and then researched those topics in topical and legal literature, including the New York State Constitution.

*Invite key legal professionals.*

Many New York State and local officials accepted the students’ invitation to participate in a “panel discussion on the rule of law in the lives of teenagers.”

*Include as many as possible.*

Though only 120 students fit in the auditorium, nearly 900 other students watched the proceedings through closed-circuit television.

*Leave time for questions, and don’t forget to thank your participants.*

At the end of the program, the floor was opened for questions from the audience, and the special guests and student participants were presented with thank-you gifts from the ABA Law Day store.

**Classroom Law Project (CLP), Portland, Oregon**

*Key to Success:* Law Day is just one piece in the larger puzzle.

*Lessons learned from Law Day 2007:*

*Interactive programming is especially appreciated.*

Students were encouraged to raise questions on their own concerns regarding the topics at hand and presentations were designed to actively engage participation.

*Law Day volunteers are often eager to help in other ways.*

Participants and volunteers learn about the sponsoring organizations in addition to the programming content. At least one Law Day volunteer, a retired criminal trial attorney, volunteered to participate in future programming throughout the year.

*Law Day is bigger than May 1.*

Through anonymous student surveys, organizers of the Law Day conference were heartened to learn many student participants desired even more information about the legal system and their own role within it. Perhaps most exciting was the students’ expressed interest in taking steps to make a difference in their own communities and beyond.

**Superior Court of New Jersey, Essex Vicinage, Newark, New Jersey**

*Key to Success:* Multiple events appeal to multiple audiences.

*Lessons learned from Law Day 2007:*

*Start planning early.*

The Law Day Committee began meeting in October, soliciting participation from schools all over the region for their mock trial program.

*Solicit materials from the community through contests.*

Through art, essay, and poetry contests, they were able to include the work of the children and young adults from the community.

*Recognize the community’s hard work and participation.*

Student winners, their families, teachers, and members of the legal community were invited to a luncheon on Law Day.
PUBLICITY
Get the attention you deserve for Law Day 2008.

Panel discussion on law and childhood for the 2007 Leon Jaworski Symposium at the Library of Congress

“We cannot cherish justice and liberty unless we respect the law.”

President Gerald R. Ford
1975 Law Day Proclamation
Effective publicity planners avoid putting all of their eggs in one basket. Have you considered the following?

**Banners and Billboards:** A large version of the Law Day poster can be hung at meeting sites or plastered on the billboard in the busiest intersection in town.

**Radio:** Reach your local audience with promotion on popular radio stations in town. Depending on your programming content, you may even be able to have them run for free as Public Service Announcements (see sample on p. 15).

**Bus/Transportation Advertisements:** Literally send your message out all over town!

**Public Access Television and Local News Programming:** Many local stations are hungry for the kind of educational, human-interest story your Law Day program provides.

**Ready-Reference Calendar of Events:** One easy-to-read calendar of events can be used for the community members themselves as well as the local reporters you hope will take an interest.

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**Publicity Doesn’t Have to Cost a Thing.**

One of the easiest, and least expensive, methods of promoting your event is harnessing the power of the Internet. Here are some ways to get your event noticed online:

- Place the Law Day logo on your organization’s web site.
- Visit [www.lawday.org](http://www.lawday.org) and post information about your event.
- Ask local schools, community associations, or local civic groups to post the Law Day logo on their sites, linking to your web site.
- Start a blog!
- Include interactive components on your site, such as video clips from past events, an audio message from the Law Day planner, or quizzes that test visitors’ knowledge about the rule of law.
- Host a virtual town hall or panel discussion leading up to your event.
- Visit community message boards and post your event.

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Col. Will Gunn, President/CEO, Boys & Girls Clubs of Greater Washington, answers questions during the 2007 Dialogue program at Duke Ellington School for the Arts in Washington, D.C.
Law Day Publicity Plan

The occasion of the 50th anniversary of Law Day is sure to generate interest in the media and the community. This year’s theme, *The Rule of Law: Foundation for Communities of Opportunity and Equity,* encourages everyone to focus on a theme that affects all of us in our daily lives. Keep the following suggestions in mind as you plan your publicity strategy:

1. Clearly define your goals.

2. Identify your target audience(s), and review last year’s publicity efforts. Are there groups you wished you’d reached in the past? Are there groups you’d like to reach again?

3. Consider the most effective techniques to reach each target audience. Prioritize techniques based on the number and type of person it reaches, as well as how it fits into your budget.


5. Determine resources (including personnel) needed to accomplish your goals. Don’t forget to plan for a last-minute publicity blitz.

6. Your publicity outreach doesn’t end at the event. If possible, seek out post-event media coverage. It will encourage and increase not only attendance but also volunteerism for next year.

7. Keep deliverables such as press releases and budgeting information for next year’s planning.

8. Confirm if your local or state bar association is conducting Multidisciplinary Outreach Conferences on the rule of law (refer to pp. 22–23 for more information) that you can highlight in your press releases and media interaction. These programs are part of the larger World Justice Project that is attracting attention at a global level and would add significance to the events held at the local level. Go to www.lawday.org for details.

9. Partner with related organizations and leaders in varied disciplines (refer to the inside front cover for Alliance Members). The rule of law affects many occupations and endeavors. Collaboration with others will extend your promotional reach and stress the fact that the rule of law sustains the lives and work practices of all kinds of people—building communities of opportunity and equity.
Publicity Tools

News Releases

There’s no fool-proof method for getting Law Day programming reported in the media. However, there are some trusted steps and tools that will increase your chances.

Ideally, you’re aiming for coverage from all directions: TV, radio, newspapers, Internet. Keep that goal in mind as you send out materials.

Draft the Release:

Consider the following as you write your press releases:

- Where’s the news? How can you catch the attention of the person reading your release? (Remember: Kids, intergenerational activities, and useful information or services for the community are all good hooks.)
- Have you answered the questions who, what, when, where, why, and how? Make sure those answers are in the first several lines of the release.
- The lead (first paragraph) should be 30 words or fewer. You have a matter of seconds to catch your readers’ attention, so be clear and concise.
- Keep it to one page.
- Avoid the impulse to be cute or clever. Let the facts speak for themselves—but be sure to include the facts most interesting to the media!
- If you have one, include a photograph or other visual hook to help TV and other reporters see the potential in your story.

Send the Release, and Follow Up

- Always put your correspondence and press releases on letterhead.
- Don’t be afraid to send your release through several channels—send an e-mail and/or fax in addition to the mail.
- Follow up with phone calls. Be persistent.

(Sample News Release 1)

For Immediate Release

Contact: Jane Doe
123.456.7890
jdoe@barassociation.org

The Rule of Law:
Foundation for Communities of Opportunity and Equity

In honor of the 50th anniversary of Law Day, the State Bar Association will sponsor a panel discussion on “The Rule of Law and You,” Thursday, May 1, at 7:00 PM at the Downtown Community Center in Anytown. State Representative Smith and other government officials, TBD, will serve on the panel.

Students from Mrs. Jones’s seventh-grade Social Studies class at Main Street Junior High will moderate the panel.

(Sample News Release 2)

For Immediate Release

Contact: Jane Doe
123.456.7890
jdoe@barassociation.org

The Rule of Law:
Foundation for Communities of Opportunity and Equity

- Panel discussion, “The Rule of Law and You,” featuring Representative Smith.
- Anytown, U.S.A.
- Mrs. Jones’s seventh graders from Main Street Junior High will moderate.
- The State Bar Association is proud to collaborate with Main Street Junior High. “It’s paramount that young people learn about the importance of the Rule of Law,” said John McDonald, President of the Bar Association.
- Did you know?
  - President Eisenhower declared the first Law Day in 1958.
  - The rule of law refers to a system of self-government with a strong and accessible legal process.
  - It features a system based on fair, publicized, broadly understood, and stable laws, and diverse, competent, and independent lawyers and judges.
  - This foundation is essential to foster sustainable communities of opportunity and equity.
Public Service Announcements (PSAs):

Consider the following as you write your PSA:

- The PSA should be in a statement format, telling who, what, when, where, and why in one or two sentences.
- The PSA should take between 10 and 20 seconds to read aloud.
- Distribute your PSA to every possible media outlet.
- Be persistent! Follow up with the media outlets you contact and encourage placement of the PSA.

Newspaper Advertising

Regardless of whether or not a reporter covers your event, you can advertise in your local newspapers. The ABA provides the theme artwork, free of charge, on www.lawday.org (click on “Camera Ready Art” to download the files). Consider including a calendar of events in your newspaper ad.

(Sample Public Service Announcement (PSA)

For Immediate Release  Contact: Jane Doe
123.456.7890
doe@barassociation.org

The Rule of Law: Foundation for Communities of Opportunity and Equity

Length: 10–20 seconds

For 50 years, May 1 has been set aside to celebrate Law Day throughout the country. The 2008 theme is The Rule of Law: Foundation for Communities of Opportunity and Equity. Law Day 2008 will explore the meaning of the rule of law, fostering public understanding of the rule of law through discussion on its role in society and how it is essential in sustaining a free society.

Visit www.lawday.org to explore how you can get involved in events and activities taking place in your community.

(Sample Calendar of Events Newspaper Ad)

Strengthen the Rule of Law

President John F. Kennedy said “by strengthening the rule of law we strengthen freedom and justice.” The May 1, 2008, 50th anniversary theme for Law Day is The Rule of Law: Foundation for Communities of Opportunity and Equity. We all have a stake in the rule of law, and we all can do our part to strengthen it. The rule of law refers to a system of self-government with a strong and accessible legal process.

Join in the various activities across our community to contribute to the discussion.

<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Place</th>
<th>Activity</th>
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<tbody>
<tr>
<td>April 28–May 2</td>
<td>City Library</td>
<td>Free Legal Clinic</td>
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<tr>
<td>7–8 PM every night</td>
<td></td>
<td></td>
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<tr>
<td>Thursday, May 1</td>
<td>Main Street Junior High</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>11:00 AM–12:30 PM</td>
<td>“The Rule of Law and You”</td>
<td></td>
</tr>
<tr>
<td>Thursday, May 1</td>
<td>This newspaper!</td>
<td>Publication of winning Law Day essays</td>
</tr>
<tr>
<td>Thursday, May 1</td>
<td>Schools around town</td>
<td>Dialogue on the Rule of Law</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attorneys and judges from the whole region will go into our local schools to lead 9th and 10th grade students in dialogues on the Rule of Law. Call Joan Smith 123-4567 for more information or to volunteer.</td>
</tr>
<tr>
<td>Friday, May 2</td>
<td>Downtown Community Center</td>
<td>Law Day Luncheon</td>
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<tr>
<td>Noon</td>
<td></td>
<td>Winning essay writers will receive their awards. A Liberty Bell Award will be presented to Joan Smith, chair of the Law Day committee. All are welcome. Call 123-4567 for tickets.</td>
</tr>
<tr>
<td>Wednesday, May 7</td>
<td>Capital City Convention Center</td>
<td>Multidisciplinary Outreach Conference on the Rule of Law</td>
</tr>
<tr>
<td>12:30 PM</td>
<td></td>
<td>In conjunction with the Capital City Chamber of Commerce, the Association will be hosting a panel discussion with state leaders in education, law, public health, labor, religion, and the media.</td>
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</tbody>
</table>
Law Day Proclamation

Every year since 1958, the president of the United States has issued a Law Day proclamation. Many governors, mayors, and even judges have also done so. Consider issuing a proclamation in your state, city, or other locality. It’s a great way to get the government officials involved and is an event that may attract your local media’s interest.

Keep the following tips in mind as you move forward:

- Start the request early! You need to give the appropriate government official time to write, vet, and schedule the proclamation.
- Provide a sample proclamation to the official. You can look at past presidential proclamations on www.lawday.org.
- Don’t forget the media! The signing of the proclamation is the perfect occasion for a press conference. Invite all of the state and local media, and be sure to provide them with copies of the signed proclamation.
- Be persistent! Follow up with the media and try to get the proclamation printed in newspapers and announced on the radio and on TV.

(Sample Proclamation)

Whereas this country was founded on the principle that voluntary adherence to the rule of law expands, rather than limits, the opportunities for freedom; and

Whereas a viable democracy requires understanding of the nature and basis of our freedoms and recognition of the individual responsibilities which those freedoms impose; and

Whereas the Law Day 2008, fiftieth anniversary theme of The Rule of Law: Foundation for Communities of Opportunity and Equity encourages us all to examine the rule of law, our role in its sustainability, and its role in protecting our communities, our democracy, opportunity, equity, and all that is most precious to us.

Now therefore I ___________, (mayor, governor, etc.) of __________, do hereby proclaim Thursday, May 1, 2008, as Law Day. I urge the citizens, schools, businesses, legal professionals, and media of __________ to use this occasion to preserve and strengthen the rule of law.

In witness whereof, I have hereunto set my hand this _______ day of ______, in the year of our Lord two thousand and eight, and the Independence of the United States of America, the two hundred and thirty-second.
Successful Law Day Publicity Strategies

Getting the word out and receiving media coverage is a goal of all Law Day planners. We can all learn from the following individuals’ successes. The ABA congratulates them and all Law Day planners!

Key to Success: Partner with media outlet.

Lessons learned from Law Day 2007:

Include the media in program content. KFAT Radio provided its expertise to students at West High School, who wrote and produced public service announcements on site at the station. KFAT aired the students’ PSAs throughout Law Week.

Don’t be afraid to engage popular media. KFAT’s on-air personality Big C, an alumnus of West High School, shared the stage with more traditional Law Day participants. With a hip-hop soundtrack introducing the event, it may have been the first time that a Law Day celebration had its audience dancing in the aisles.

Successful programming is its own best publicity. At least three other schools have asked to be included in future Law Day assembly events.

Key to Success: Seek coverage in a variety of outlets.

Lessons learned from Law Day 2007:

Seek out emotional investment from local media. The month-long series of Law Day events kicked off with appearances on WALB, an NBC affiliate. That coverage was followed with a focus on Law Day by WALB’s half-hour Sunday morning program. That station proved a reliable outreach partner for the whole month of activities.

Bring newsmakers and the community together. A partnership with local colleges brought two local judges and school resource police officers into contact with hundreds of college students. The event caught the attention of Albany’s daily newspaper, the Albany Herald.

Law Day contests are newsworthy. When the bar association recognized the six winners, they were interviewed on television and the local daily newspaper ran a story about the event.

Key to Success: Provide valuable information.

Lessons learned from Law Day 2007:

Use the Internet. The Ask-a-Lawyer phone bank was accompanied by a live web chat. The chats allowed the legal professionals to interact with many more people at once than in a traditional phone bank.

Securing one media outlet often brings others. One local station provided a live broadcast of the phone bank. As a result of that initial media coverage with FOX, they found other media outlets began to pay more attention, including radio and newspapers.

Word-of-mouth is the most effective and cheapest publicity. Callers to the phone bank and web users of the chat referred their friends and family members in droves. The phones rang off the hook, with no break.

Barbara Hood, Barbara Jones, and Krista Scully (left to right) 
Alaska Bar Association
Anchorage, Alaska

Gregory Edwards
2007 Law Day Committee Chair
Dougherty Circuit Bar Association
Albany, Georgia

Britt Bellinger
Lawyer Referral and Information Service Director
Milwaukee Bar Association
Milwaukee, Wisconsin
COMMUNITY OUTREACH

Integrate community activities with your Law Day celebration!

One of the great challenges of our age is man’s struggle to sustain individual freedom, human dignity, and justice for all; and … one of the vital bulwarks in that struggle is the rule of law which underlies our whole social, economic and governmental structure."

President John F. Kennedy
1962 Law Day Proclamation
Involve the entire community.

This 50th anniversary celebration of Law Day is the perfect opportunity to pull out all the stops and reach out to as many members of the community as possible. You can do that through diversifying the events you plan. Take a look at the following programming ideas and consider adding something you don’t ordinarily do.

**Leading Dialogues**

Law Day is the perfect time to bring citizens together to engage in interesting and engaging conversation. Look for opportunities to conduct a Dialogue at community centers, senior citizen centers, and other gathering spots. Find out if your venue has a newsletter to help get the word out. The ABA makes it easy with the Dialogue series. This year’s Dialogue on the Rule of Law will help you lead an in-depth conversation about freedom and the rule of law. Visit [www.abanet.org/publiced/features/dialogues.html](http://www.abanet.org/publiced/features/dialogues.html) for Dialogues on other topics.

**Using Media**

Media is the single fastest way to include more members of the community. Leverage any media contacts you may have. Try to get local TV and radio to drum up interest not only in your events but in rule of law-related issues in general. Consider inviting local media personalities to serve as speakers or moderators. Take a look at the Publicity section in this guide for more ideas on involving the media in the 50th anniversary of Law Day.

**Community Outlets**

Law Day celebrations are grassroots celebrations. Think about your community. Where do people gather? Think about community centers, churches, and libraries.

Brainstorm with your committee planning group and members of other community groups on ways to bring Law Day programs to the places community members visit daily. Don’t forget shopping malls, grocery stores, bus and subway stations, government buildings, youth and adult centers, and maybe even local businesses.

Open houses are a way to allow community members to learn in a hands-on environment. Consider instituting enrichment programs, mock trials, moot courts, and even simple tours in your local government offices including the mayor’s office, the courthouses, city council meetings, and other appropriate examples of the rule of law in action.

Exhibits at courts, bar associations, government buildings, and libraries allow you to get out specific messages to community members. Consider having the community help you create the exhibits through poster, essay, or photography contests.

Monique Lyon, Office of the Pima County (Arizona) Public Defender, during Pima County Bar Association’s 2007 Law Day panel discussion.
Fund your activities and involve the community at the same time!

Do you have some great ideas for your Law Day program but don’t have the budget to cover the expenses? Fundraising and sponsorship plans can supplement your budget, and they also create a buzz, increasing the visibility of your Law Day program within the community. Consider the following suggestions, and implement a fundraising or sponsorship campaign:

- **Contact local law firms or businesses.** Start with a formal letter and follow up with a phone call. Tell them about your current plans and your past Law Day events. Sell the community benefits of your event, but don’t be afraid to position their sponsorship as an advertising opportunity—their support will be acknowledged during your program.

- **Create levels of sponsorship,** such as “Bronze donors to the Law Day program include XYZ Law Firm” and “the Law Day program is made possible, in part, by the generous ‘Gold’ sponsorship of ABC, Inc.”

- **Seek in-kind donations,** such as a catering company providing appetizers for your event, a print business printing your event invitations or program materials, or a company offering their facility for your program events. If you’re a nonprofit organization, find out if these or other donations are tax deductible.

- **Create an online fundraising web site** that states your fundraising goal and charts your progress. Use what Internet buzz you can to generate excitement about the goals.

- **Hold a “black-tie” event** prior to the program. While you might not hold a $1,000-a-plate event, you could have a scaled-down event with ticketed entry. Have a local band or a school chorus group perform as entertainment. Black-tie not your style? Consider a barbecue or a pancake breakfast.

- **Seek grants.** Foundations or donor forums in your community might distribute grants for education-related events for which your Law Day program would qualify.

- **Always be sure to acknowledge your supporters** wherever possible—on your web site, advertisements, press releases, etc. Remember, a business is more likely to help if it sees both philanthropic AND bottom-line benefits.
Multidisciplinary Outreach Conferences on the Rule of Law

The American Bar Association launched the World Justice Project (WJP) this year with one of its goals to “mainstream” efforts to advance the rule of law into the thinking and activities of the legal profession and other disciplines. Through its Multidisciplinary Outreach Conferences (MOCs) and analytical work, the WJP is filling the nexus between the rule of law and such important global goals as peace, reducing poverty and building economic prosperity, decreasing corruption, improving public health, and strengthening education systems. MOCs are an important component of this initiative—internationally and domestically.

These conferences convene leaders from diverse fields of endeavor and walks of life, including education, engineering, environment, labor, public health, religion, and media to discuss how the rule of law affects their work and how they can collaborate across professions and occupational areas to strengthen the rule of law. Their guiding premise is that law—and the rule of law—is not just a matter for lawyers and judges, but affects everyone who has an interest in making sure our communities are grounded in fairness and the due process of law and support the conditions that make economic opportunities possible.

Organized by local and state bar associations, MOCs are being held throughout the country during 2007–2008. These conferences not only engage people from various disciplines and occupations about the importance of the rule of law but also create a basis for future collaboration to sustain the rule of law. To help strengthen your own planning, we are highlighting successful Multidisciplinary Outreach Conferences that have already been conducted.

“I think the most beneficial thing for our bar association was reaching out and getting to dialogue with people from disciplines we don’t generally interact with,” stated Paula Littlewood, Executive Director, Washington State Bar Association regarding the July 19, 2007, meeting in Seattle. “We have found new partners beyond the legal and education communities to work with on our public legal education efforts and our efforts to educate the citizenry about the importance of a fair and impartial judiciary.”

Leaders from the nonprofit community in Cary, N.C., discuss the rule of law during the July 2007 Multidisciplinary Outreach Conference.
Multidisciplinary Outreach Conference Highlights

In July 2007, 120 participants from various professional organizations in the region attended the initial conference in Columbia, MO. The conference proved such a success that attendees advocated for a second conference in St Louis. As a result of these discussions, Missourians from various professions are mobilizing to defend the state's nonpartisan court plan.

In Cary, N.C., 160 people attended the Multidisciplinary Outreach Conference in July 2007. By partnering with the North Carolina Chamber of Commerce, the North Carolina Bar Association was able to convene representatives from such diverse fields as business, education, the bar, the bench, and nonprofit organizations.

How to Organize a Multidisciplinary Outreach Conference

- Visit www.lawday.org for resources, materials, and more information on the World Justice Project.
- Identify a theme or topic that concerns members in your state or community. The rule of law touches all facets of life—whether there's a controversial zoning matter in your community or freedom of speech is being tested in your school district, there are many ways in which to focus your conference. Consider the following possible topics or issues:
  - Consistency in commercial transactions;
  - Access to justice for all citizens;
  - Importance of independent judiciary;
  - Law and national security;
  - Immigration;
  - Homelessness in your community; and
  - Public education and the law.
- Invite leaders from diverse fields relevant to your topic.
- Recruit co-hosts for your event, such as your chamber of commerce, law and other professional schools, law firms, and nonprofits. Review the Law Day Alliance Members on the inside cover of this guide for suggestions.
- Schedule a date and identify a venue. Host an MOC as part of your 2008 Law Day program.

Sample Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Welcome and Introductory Remarks</td>
</tr>
<tr>
<td>8:50 AM</td>
<td>Keynote Address on the Importance of Rule of Law and a Working Definition</td>
</tr>
<tr>
<td>9:40 AM</td>
<td>Breakout Sessions by Professions/Occupations (each with a facilitator)</td>
</tr>
<tr>
<td>10:40 AM</td>
<td>Reports to Assembly by Facilitators of Breakout Groups</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>Multidisciplinary Panel—What Needs to Be Done?</td>
</tr>
<tr>
<td>12:20 PM</td>
<td>Keynote Speaker and Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Adjournment</td>
</tr>
</tbody>
</table>
History provides us with numerous perspectives on the rule of law—not only its importance but also its values and principles. These historical and more contemporary quotes about law and the rule of law throughout history can teach us about the role the rule of law has played—both as an ideal and in practice.

Any government is free to the people under it … where the laws rule, and the people are a party to those laws, and more than this is tyranny, oligarchy or confusion.
*William Penn, Pennsylvania Frame of Government of 1682*

But where, say some, is the king of America? … In America the Law is King. For as in absolute governments the King is law, so in free countries the law ought to be King; and there ought to be no other.
*Thomas Paine, Common Sense, 1776*

To make laws that man can not and will not obey, serves to bring all law into contempt. It is very important in a republic, that the people should respect the laws, for if we throw them to the winds, what becomes of civil government?
*Elizabeth Cady Stanton, 1860*

Ours is a government of liberty by, through and under law. No man is above it, and no man is below it.
*Theodore Roosevelt, 1903*

There can be no free society without law administered through an independent judiciary. If one man can be allowed to determine for himself what is law, every man can. That means first chaos, then tyranny. Legal process is an essential part of the democratic process.
*Felix Frankfurter, United States v. United Mine Workers, 1947*
The law—and only the law—is what keeps our society from bursting apart at the seams, from becoming a snarling jungle. While the law is not perfect, God knows, no other system has yet been found for governing men except violence. The law is society’s safety valve, its most painless way to achieve social catharsis; any other way lies anarchy.


I submit that an individual who breaks a law that conscience tells him is unjust, and who willingly accepts the penalty of imprisonment in order to arouse the conscience of the community over its injustice, is in reality expressing the highest respect for law.

Martin Luther King Jr., *Letter from Birmingham Jail*, 1963

When you get right down to it, the rule of law only exists because enough of us believe in it and insist that everyone, even the non-believers, behave as if it exists. The minute enough of us stop believing, stop insisting that the law protect us all, and that every single one of us is accountable to the law—in that moment, the rule of law will be gone. So I cling to my belief in the rule of law. It is probably the single greatest achievement of our society. It is our bulwark against both mob rule and the overweening power of the modern state ... It is the strongbox that keeps all our other values safe.

Michael Mullane, *The Rule of Law* (“This I Believe” Essay, NPR, June 5, 2006)

By that phrase [the rule of law], I mean the ideal under which every citizen is governed by the same law, applied fairly and equally to all; government favors may not be bought; and justice is administered blindly, in the sense that it never stoops to favoritism. Under this ideal, government decisions are not the whims of individuals. Rather, they are duly enacted into laws, that are then obeyed as they were written. One can decree governance structure and individual rights until one is blue in the face, but if there is no rule of law, then there is neither order nor liberty.

Marci Hamilton, *The Rule of Law: Even as We Try to Export the Ideal of Justice By Law, Not Whim, Some in America Resist That Very Ideal*, 2003

Timothy Davis, President and CEO of the Close Up Foundation, during the 2007 Law Day teacher’s breakfast seminar.
The term “rule of law” is often referenced, but rarely defined. It is an expansive concept, and though there are many working definitions, it is perhaps best defined by what it is not: the rule of law, not of men. When this distinction is used—

the law is the ultimate …
objective arbiter of justice,
versus a person or people …

by the ancient Greeks or by John Adams or by contemporary commentators—what it really means is that the law is the ultimate and objective arbiter of justice, versus a person or people who might be subject to arbitrary whims, nepotism, favoritism, prejudice, bigotry, bribery, power-lust, or any other host of weaknesses.

- Rule of law protects us from vigilantism and mob rule. People can take the law to the courts and not into their own hands.
- Rule of law protects us from violence, force, and tyranny on the part of our rulers by constraining and limiting political power, government, and the state.
- Rule of law protects us from ethnic, religious, class, or other discrimination in the execution of the law.
- Rule of law protects us from abuse of power. When the laws apply to everyone in the system, President Theodore Roosevelt’s words resonate: “No man is above the law, and no man is below it.”
Rule of Law

Concepts, Values, and Principles

Another way of understanding the rule of law is to look at the concepts, values, and principles that support and are supported by it.

- Separation of powers and the resultant checks and balances assure that no one person or group of people in the government amass ultimate power. That system is a fundamental component to American democracy’s reliance on the rule of law and “not of men.”

Judiciary guarantees that justice will be executed according to the law and not individuals’ feelings or biases.

- Judicial independence and accountability are instrumental to separation of powers and the rule of law it protects. An independent, accountable judiciary guarantees that justice will be executed according to the law and not individuals’ feelings or biases.

- In America, the framers ensured that the Constitution could be changed only with two-thirds vote of the legislative branch and three-fourths of the states—not at the whim of any single individual.

- Transparency and public accessibility of laws and the legal process—with a free press as a watchdog—assure we maintain a “government of laws and not of men.”

Court visits, such as this one at the Pima Superior Court in Arizona, are a popular way to connect the community with the justice system.
The rule of law (or its absence) touches everyone every day. The rule of law affects our safety (e.g., through workplace and building safety regulations), jobs (e.g., through fair employment law), health (e.g., through health law, regulation on pollutants, regulation of medication), education (e.g., through legally mandated access to public education), and infrastructure (e.g., through regulation of roadways and utilities).

Worldwide, millions live without the benefit of the rule of law, and they are afflicted with challenges to their basic human security, corruption in their countries’ governments, poverty, poor public health, inadequate infrastructure, and minimal or no public education.

Sustainable economic opportunity and fair government is only achievable through adherence to the rule of law.

Global human rights advocacy groups look to measures of adherence to rule of law as a means to improving human rights.

The rule of law is needed for:

- The military, police, and firefighters to make communities safe;
- Businesses to sell goods and services, which create jobs and other economic opportunities for communities;
- Labor organizations to assert workers’ rights;
- Public health organizations to protect communities, especially the poor and underserved, from sickness; and
- Educators to enhance access to quality education for all children.
For fun and practical gifts and items, see our Resource Catalog, starting on page 43, or go online to www.lawday.org. Shop Early and Save Big on Bulk Purchases.
## Guidelines: 2008 Law Day Activity Awards

<table>
<thead>
<tr>
<th>Award Purpose</th>
<th>To showcase effective and innovative Law Day activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>Any individual or group who implements a public activity to support the 2008 Law Day theme. Awards are given to entries in the following categories: small-, medium-, and large-sized organizations.</td>
</tr>
<tr>
<td>Entry Submissions</td>
<td>All entries must be by mail. No fax or e-mail entries will be accepted.</td>
</tr>
<tr>
<td>Guidelines</td>
<td>For the entry form, go to <a href="http://www.lawday.org">www.lawday.org</a> and click on Awards Information.</td>
</tr>
<tr>
<td></td>
<td>No entries will be returned.</td>
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<tr>
<td></td>
<td>Each entry must include the following:</td>
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<tr>
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<td>- completed entry form</td>
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<td></td>
<td>- activity narrative (not to exceed 250 words), outlining how the entry met the selection criteria</td>
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<tr>
<td></td>
<td>- supporting materials, such as newspaper articles highlighting the activity and letters of support and thanks (not to exceed 15 pages on 8.5” x 11” paper)</td>
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<tr>
<td></td>
<td>- work products, such as videotaped mock trials; transcripts of original mock trials; photos of school displays or exhibits of winning posters/photos; handouts for the public and students; and other educational materials</td>
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<td></td>
<td>- five (5) collated copies of each entry</td>
</tr>
<tr>
<td>Selection Criteria</td>
<td>Does the activity</td>
</tr>
<tr>
<td></td>
<td>- expand public awareness of the rule of law?</td>
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<tr>
<td></td>
<td>- highlight the Law Day theme?</td>
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<tr>
<td></td>
<td>- reach people?</td>
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<td></td>
<td>- impact media coverage?</td>
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<tr>
<td></td>
<td>- create community partnership and networking opportunities?</td>
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<td></td>
<td>- project quality and innovation?</td>
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<tr>
<td></td>
<td>- extend beyond Law Day involving the school or community?</td>
</tr>
<tr>
<td>Prizes</td>
<td>An inscribed plaque presented at the ABA Mid-Year Meeting</td>
</tr>
<tr>
<td></td>
<td>A $100 credit toward the purchase of Law Day materials</td>
</tr>
<tr>
<td></td>
<td>Prominent feature in next year’s Law Day Planning Guide and web site</td>
</tr>
<tr>
<td>Entry Address</td>
<td>Mail five (5) collated copies of each entry.</td>
</tr>
<tr>
<td></td>
<td>Law Day 2008 Activity Awards</td>
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<tr>
<td></td>
<td>ABA Division for Public Education</td>
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<tr>
<td></td>
<td>Mail Stop 20.2</td>
</tr>
<tr>
<td></td>
<td>321 North Clark Street</td>
</tr>
<tr>
<td></td>
<td>Chicago, IL  60610</td>
</tr>
<tr>
<td>Entry Deadline</td>
<td>June 13, 2008</td>
</tr>
</tbody>
</table>
Guidelines: Judge Edward R. Finch 2008 Speech Awards

Award Purpose
To encourage speeches that help the public understand the rule of law and appreciate the positive role law plays in our society.

Eligibility
Speakers must have delivered the speech at a Law Day observance. American Bar Association officers, Board of Governors members, and staff members, as well as their spouses, children, and parents, are not eligible, nor are K-12 students who speak at school groups.

Entry Submissions
■ All entries must be by mail. No fax or e-mail entries will be accepted.

Guidelines
■ For the entry form, go to www.lawday.org and click on Awards Information.
■ No entries will be returned.
■ Each entry must include the following:
  ■ completed entry form (signed original and four photocopies)
  ■ speech (five copies; can be transcripts or audio or video tapes)
  ■ supporting materials (five sets) to assist with the evaluation of the speech’s impact (e.g., letters, testimonials, newspaper articles, broadcast tapes, etc.) No more than 10 pages of such materials and two broadcast tapes will be accepted.

Selection Criteria
■ Does the speech
  ■ represent originality and clarity of speech?
  ■ project educational value?
  ■ expand public understanding of the rule of law and the positive role law plays in our society?
  ■ address the Law Day theme?
  ■ create a public impact (audience size and composition, media coverage, broadcast audience, publicity generated)?

Prizes
■ First-place winner receives a check for $1,000 and an inscribed plaque at the ABA Mid-Year Meeting.
■ Other winners receive certificates signed by the ABA president.
■ Prominent feature in next year’s Law Day Planning Guide and web site.

Entry Address
Mail five (5) collated copies of each entry.
Judge Edward R. Finch 2008 Law Day Speech Awards
ABA Division for Public Education
Mail Stop 20.2
321 North Clark Street
Chicago, IL 60610

Entry Deadline
June 13, 2008
Awards Winners / Community Outreach

Congratulations to the winners of the AWARD WINNERS / community outreach

Winners receive a plaque at the ABA Mid-Year Meeting and $100 worth of Law Day materials for next year’s celebrations.

Constitutional Rights Foundation Chicago

With the help of many state and local partners, the CRFC hosted the 2007 Illinois Youth Summit. This year’s summit provided 1,000 students at 24 high schools with opportunities to better understand how the law can serve their needs and interests by providing them with a voice in our democracy. In December 2006, students selected three issues for study and action: universal healthcare for youth, online student speech rights, and instituting a military draft. During Spring 2007, they researched these issues and conducted related educational service projects. On April 27, student delegates from each school convened at the Dirksen Federal Building in Chicago with state and federal policymakers to discuss these issues and make policy recommendations.

Houston Bar Association

The HBA commemorated Law Week through a host of activities with the support of numerous community and business partners. Their activities included a Law Day Naturalization Ceremony, in which more than 2,300 new citizens from 100 nations took the oath of allegiance; poster and essay contests for K–8 and high school students respectively; a fun run to raise money for the Center Serving Persons with Mental Retardation; a Lawyers Against Waste Committee’s commemoration of Law Day and Earth Day; nearly 60 classroom visits to read and discuss "The Flag We Love" by Pam Munoz Ryan; a Dialogue on Youth and Justice; "Java with the Judges"; speeches to the local law students; and a LegalLine call-in program.

Attorneys and judges led discussions during the Dialogue on Youth and Justice.

The Harris County judiciary, court personnel, and association members participated in the Java with the Judges program on April 30, 2007.
2007 Law Day Outstanding Activity Awards!

Submit your own Law Day activities for consideration in the 2008 Law Day Outstanding Activity Awards. Visit www.lawday.org to find out how!

New York State Bar Association
The NYSBA initiated a “Youth Empowering Youth” Law Day program with their Youth Service Advocate Program on Law Day 2007. Through this program, the NYSBA and its partners conferred an honorary designation to youth, ages 10 to 18, who identify needs in state legal offices and then develop and execute projects to fill those needs. The second component of the “Youth Empowering Youth” is a mock trial training video, “Mock Trial 101,” which showcases New York high school students who participated in the 2007 statewide mock trial competition. The video is being distributed to 500 New York high schools to encourage students to join the mock trial team and train first-time members of those teams.

Palm Beach County Bar Association
The Palm Beach County Bar Association worked with the Paralegal Association of Florida, Palm Beach County Chapter, to provide many opportunities for students and other members of the community to better understand the judicial system. They hosted over 25 mock trials and placed more than 20 speakers in the local schools, reaching more than 1,300 students, and sponsored an oratorical contest for high school students. Attorneys reached hundreds of members of the public through an “Ask-a-Lawyer” booth at the local mall, “Dial-a-Lawyer” program, and legal educational clinics. The PBCBA is working with other associations across Florida on the Justice Teaching Initiative, which aims to pair every elementary, middle, and high school in the state with a legal professional.

The Mock Trial 101 training video showcases students in a statewide tournament.

The Bronx School for Law, Government and Justice won the New York Statewide High School Mock Trial Tournament.

Free legal information was provided to community members during the “Ask a Lawyer” program on May 2, 2007, at the Palm Beach Mall.

Circuit Judge John Phillips presided over this mock trial for a 3rd grade class during the Palm Beach County Bar Association’s 2007 Law Day program.
YOUTH OUTREACH
Ensure that today’s youth appreciate and value the rule of law.


Each new generation of Americans inherits as a birthright the legal protections secured, protected, and expanded by the vigilance and sacrifice of preceding generations. These rights—freedom of speech, trial by jury, personal liberty, a representative and limited government, and equal protection of the laws, to name but a few—give every citizen a vested interest in American justice.

President Ronald Reagan
1983 Law Day Proclamation

For additional youth outreach ideas access: www.lawday.org
Presentation Tips for Working with Youth

Keep the following tips in mind as you prepare for and deliver your presentation to young people:

- **Work to your strength.** If you’re a lawyer or a judge, consult with the teacher or group leader to help you judge the appropriateness of your material for the students with whom you’re meeting. If you’re a teacher or school administrator, consult with a lawyer or judge to help you with legal topics and issues you’d like to include. Make sure that school personnel or a group leader remains on hand to handle discipline issues.

- **Be as clear as possible.** Clarity is important at every stage—especially among groups who may not always work together. Make sure visitors and school personnel alike understand the who, what, where, why, when, and how of your event from the beginning.

- **Help your audience understand** the direct connection between your topic and themselves. This is true of an event for any audience, but especially youth. At least one goal of your presentation to young people this Law Day should be helping them understand how the rule of law affects their lives directly.

- **Don’t be afraid to get personal.** It’s important that the audience understands how your topic relates not only to them but to you, as well. Consider using relevant personal anecdotes to make the connection between you and the rule of law, youth and rule of law, and by extension, young people and you.

- **Don’t reinvent the wheel.** The ABA has gathered many useful resources for planning your presentation. Visit [www.lawday.org](http://www.lawday.org) to learn more and to see what other planners around the country are doing. Check out the Resource Catalog at the back of this book (or online by clicking “Store” from [www.lawday.org](http://www.lawday.org)) for prizes and other products to help you connect with students.

- **Engage your audience and let them engage you.** It’s important to do your best to make your presentation interactive in some way. Young people who are engaged by doing are much more likely to pay attention than those who are simply listening. Make sure you establish and put into practice a process for sharing ideas, asking questions, and engaging young people’s interest in the topic.

- **Don’t wear out your welcome.** Schools are on very tight schedules. If you’ve agreed to speak with a third-period class, don’t let the fourth-period bell interrupt the middle of the presentation. Stick to the schedule you set up with the teacher or group leader.

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**Presentation Agenda**

*You’ll be surprised how quickly the time will go!*

- Introductions .................. 5 minutes
- Overview of Presentation .......... 2–3 minutes
- Presentation .................. 30 minutes
- Recap .................. 2–3 minutes
- Questions and Answers .......... 15 minutes
- Thank Yous and Action Items ..... 5 minutes
How to get started with your Law Day 2008 Planning?

Visit www.lawday.org for all your planning needs.

- Let the ABA do all the work, while you **download topical lesson plans** tailored for elementary, middle, and high school students.

- Looking for a sure-fire success—**stage a mock trial** during your Law Day program. These events engage youth with legal professionals and are always an educational good time. Choose from over 40 mock trials that the ABA has compiled for varying age groups.

- **Conduct a Dialogue**—the latest in the ABA Dialogue Series is the “Dialogue on the Rule of Law.” The Dialogue provides you with outlines, Q & A samples, and all the points you’ll need to lead a discussion on the rule of law. Previous Dialogues can be downloaded at www.abanet.org/publiced/features/dialogues.html.

- Sign up your program on the Law Day calendar and **learn from others**. Current program listings and past event successes can give you ideas for your 2008 program.

- Purchase products from the **Law Day Store**. Collateral to promote your program, prizes for essay winners, and thank you gifts for legal and civic professionals’ participation can be found in the store at reasonable prices (discounts for bulk purchases).
Successful Law Day Programs for Reaching Youth

Getting through to young people can be a challenging goal. These leaders struck gold with their Law Day 2007 programming. The ABA applauds them on their successes.

**N. Adam Caldwell**
President
Southern Utah Bar Association
St. George, Utah

*Key to Success:* Everyone enjoys a little friendly competition.

*Lessons learned from Law Day 2007:*

Sweeten the pot with real incentives.
To generate excitement among high school students, SUBA raised more than $10,000 to give away as prizes.

When learning happens in the spotlight, everyone learns.
Fifteen of the 17 local high schools participated in Citizen Bee competitions, leading up to the final Bee held on Law Day. The Citizen Bee got students, friends, family, and the media talking and learning about the law.

Don’t underestimate students because of their age.
In the final round, the students easily answered questions the planners feared might be too difficult. The winner correctly defined the “franking privilege” to earn his title.

**Tim Constant**
Teacher
Casa Richard Academy
Detroit, Michigan

*Key to Success:* Empowering youth is more than a slogan.

*Lessons learned from Law Day 2007:*

Address topics about which youth care.
Because law students at Casa Richard Academy chose their own Law Day project topic, they were interested enough to devote time and energy to research.

Young people learn by doing.
With the help of their teacher and a volunteer from the legal community, students drafted a bill proposal that presented a legislative solution to the problem of teen unemployment.

Think outside the walls of the classroom.
With feedback from a Michigan legislator, the students’ proposed bill, with the support of the organization Michigan’s Children, is under consideration for introduction to the Michigan House of Representatives.

**Jennifer A. Durham**
Community Law Week Chair Person
Multnomah Bar Association’s Young Lawyers Section
Portland, Oregon

*Key to Success:* Allow youth to express themselves.

*Lessons learned from Law Day 2007:*

Invitations for self-expression are appreciated.
With the goal of youth outreach in mind, the Multnomah Bar Association’s Young Lawyers Section Service to the Public Committee kicked off the inaugural year of the YOUthFILM Project. Teams of up to five student filmmakers were invited to produce films on “Youth in Democracy.”

Everyone likes to be treated like a professional.
With beautifully designed and produced collateral material (including www.theyouthfilmproject.org), the YOUthFILM Project appealed to the need in all of us to be taken seriously. Aspiring filmmakers competed not only for prizes but for the chance to see their films projected onto the big screen.
Objective
Students will learn about the importance of rules in the classroom and in the community.

Procedure
1. Begin by asking the students to play the “Eraser Game.” Have the group queue up into two separate lines and begin to play the game. Do not give them any rules. Use their responses to lead them so that they see they need to know the rules in order to play the game.

2. Tell the first person in each line to pass the eraser from the front to the back of the line. Tell the last person to bring the eraser to the first person in line.

3. After students begin to play, interrupt the game at intervals to give one of the following directions: “Oh wait, you …”
   - are supposed to pass the eraser with your eyes closed.
   - must pass the eraser with your left hand.
   - should all be on your knees.
   - are to walk backward to the front of the line when you bring the eraser forward.

After each interruption, ask teams to begin again.

4. Stop to review problems with the students. Help them understand that they had difficulties because of the “after the fact,” arbitrary way the rules were given.

5. Write “A rule should be easy to follow” on the board. Work with the students to develop a clear set of rules for the Eraser Game. List the students’ suggestions and then vote to select a few simple rules for the game.

6. Play the game again to demonstrate that clear rules and directions make for a better structured and more fair process.

7. Once the students have successfully played the Eraser Game, debrief the lesson by explaining that people need rules to play games and also to work and live together.
Objective
Students will understand the need for clearly articulated laws and differentiate the letter of the law, the intent of the law, and what the law was designed to do. In addition, they will appreciate the need to interpret the law.

Procedure
1. Present each student with a copy of the above “No Vehicles in the Park.” Tell students that some questions have arisen about how the law should be interpreted and that their help is needed.

2. Review a dictionary definition of vehicle: “something on wheels that carries people or things.”

3. Divide the class into groups of approximately six students. Ask each group to look at each of the situations described and decide if the law has been broken. When interpreting the law, ask the students to consider (a) What does the law say? (b) What is it designed to do? and (c) What is the intent of this law?

   Case 1: Two police cars are chasing suspected bank robbers. If one cuts through the park, he or she can get in front of the suspects’ car and trap them between two patrol cars.

   Case 2: An ambulance is racing a dying patient to the hospital. The shortest route is through the park.

   Case 3: Anita Thomas likes to walk her baby, Joe, through the park in his stroller.

   Case 4: A war memorial is being constructed in the park. The government has donated a tank to stand next to the monument.

   Case 5: John Smith lives on one side of town and works on the other. If he drove through the park, he’d save 20 minutes each way, or 40 minutes a day.

   Case 6: There are many trash cans in the park to help keep it litter free. The sanitation department wants to be able to collect the trash with its garbage truck.

   Case 7: Some kids who visit the park would like to be able to ride their bikes there.

   Case 8: A few of the town’s citizens make their living by driving tourists around town in an old-fashioned horse-and-buggy. They want to be able to take routes through the park.

4. After the groups have had a chance to apply the questions to each case, have them report on their decisions.

5. Have a class discussion about the students’ decisions, their reasoning, and the problems they encountered in making their decisions. Ask them to consider what they used in making their decisions—the letter of the law, intent, or their own values.

6. In small groups or as a whole-class exercise, have students write an improved “No Vehicles in the Park” law and revised signs for the park entrances.
Objective
Students will learn about historical incidents in which the rule of law may have been undermined in response to perceived threats to society.

Procedure
1. Put Benjamin Franklin’s quote “Those who would give up essential Liberty, to purchase a little temporary Safety, deserve neither Liberty nor Safety” on the board. Lead a class discussion on what students think this means. Introduce the class to the assertion that when Americans have thought their security was threatened, they have sometimes responded by changing or bypassing existing laws and legal procedures and moving to restrict individual rights and freedoms in the interest of enhancing national security and public safety.

2. Divide the class into groups. Assign each group one of these times/incidents:
   b. Suspension of habeas corpus during the Civil War
   c. Response to antiwar protestors during World War I
   d. Red Scare after World War I
   e. Internment of West Coast Japanese Americans during World War II
   f. Second Red Scare and the McCarthy Era
   g. Antiwar protests during the Vietnam War

3. Provide basic reference works for each incident so that groups may conduct research to determine whether, and to what extent, civil liberties and freedoms were restricted during each event. If restrictions occurred, was there an effort to expand freedoms later?

4. Conduct a hearing during which each group presents its findings.

5. Finally, as a class, discuss what your research suggests about the rule of law in U.S. history.
The American Bar Association Dialogue series is built upon the idea of stimulating conversations about law and its role in society. Often facilitated by a lawyer or judge, these conversations are intended to take place in high school classrooms or community settings. Each Dialogue includes background information, focus questions, and advice on holding civil discussions, as well as resources and other related information. Each can be adapted to fit 1 to 4 classroom periods.

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- **People v. Andrew Madison**  
  Search and seizure  
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  Murder and self-incrimination  
  - **PC 3170356**

- **People v. Kendal**  
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**Kyle Wilkins v. New Columbia County School District**  
School district liability and negligence  
- **PC 3170171**

**United States v. Martha Monroe**  
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- **PC 3170174**

**Shawn Wright v. Play and Learn Child Care Center**  
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**State of Columbia v. Chris Archer**  
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- **PC 3170220**

**Scott Walker v. Tanya Brewster**  
Negligent storage of a handgun and negligent supervision of a minor  
- **PC 3170173**

**Karmia Kahn v. Keith Kahn**  
Domestic violence  
- **PC 3170172**

**Ricki Jones v. Metro City**  
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- **PC 3170193**

**Sandra W. v. Gregg M.**  
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