PLANNING GUIDE

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

A LEGACY OF Liberty
Celebrating LINCOLN’S Bicentennial

LAW DAY • May 1, 2009
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America’s Promise Alliance, www.americaspromise.com
Association of Life Insurance Counsel, www.alic.cc
Association of Professional Responsibility Lawyers, www.aprl.net
Bill of Rights Institute, www.billofrightsinstitute.org
Campaign for the Civic Mission of Schools, www.civicmissionofschools.org
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Chicago Area Alliance of Black School Educators, www.caabse.org
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Constitutional Rights Foundation Chicago, www.crfc.org
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Inter-American Bar Association, www.iaba.org
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Pennsylvania Coalition for Representative Democracy, www.penncord.org
Presidential Classroom, www.presidentialclassroom.org
South Asian Bar Association of Florida, www.sabafl.org
Street Law, www.streetlaw.org
United States Department of Justice, www.usdoj.gov
Volusia Association of Paralegals, www.volusiaparalegals.org
Wyoming Partnership for Civic Education, ahc.uwyo.edu/eduoutreach

List as of 12/19/2009
For an updated list of alliance members, visit www.lawday.org.
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A Legacy of Liberty—Celebrating Lincoln’s Bicentennial

As Americans celebrate the bicentennial of Abraham Lincoln’s birth in 2009, the American Bar Association honors him this Law Day with the theme *A Legacy of Liberty—Celebrating Lincoln’s Bicentennial*. While Lincoln is regarded by many as one of our greatest and most significant presidents, many do not also reflect on his special significance as one of the quintessential American lawyer-presidents.

Lincoln’s background as a lawyer greatly influenced his actions and oratory. This is evident in his numerous letters and speeches, such as during the famous Lincoln-Douglas debates in 1858. Lincoln argued that “writing … is the great invention of the world.” His words and phrases have endured through time to serve as inspiration for such movements as the women suffragists and the Civil Rights movements.

While Lincoln is remembered as one of the most eloquent presidents, his legacy does not end at his written and spoken words. We celebrate Lincoln as an American president who united a nation and fought for justice. Lincoln’s presidency began during turbulent times in our young nation’s fragile history. By appealing to the fundamental values of human equality, justice, and liberty as set forth in our nation’s founding documents—especially the Declaration of Independence—and adhering to his own moral values, Lincoln emerged as a prominent and inspiring leader whose legacy lives on today.

We celebrate Lincoln as an American president who united a nation and fought for justice.

This Law Day I encourage you to reflect on Lincoln’s legacy. Celebrate in your schools, workplaces, and communities the impact Lincoln has had on our nation and our democracy. Estimations of his rich oratory, the integrity he espoused in his law career, and his discerning leadership skills as he led our nation through the Civil War on among the many ways you can focus your Law Day theme on *A Legacy of Liberty*.

By continuing the conversation on liberty and highlighting the attributes of this great American president, we can all ensure that the legacy of Abraham Lincoln endures.

Sincerely,

H. Thomas Wells Jr.
President, American Bar Association
Plan Your Law Day Program Today

This year Americans throughout the nation from his birthplace of Kentucky to the Land of Lincoln in Illinois to Washington, D.C. will be celebrating the birth of Abraham Lincoln. Use this planning guide to aid you in your program or event that will focus on the Law Day 2009 theme, *A Legacy of Liberty—Celebrating Lincoln’s Bicentennial*.

In celebration of Lincoln, this year’s planning guide features inspiring and thoughtful quotations from and about Lincoln. Highlight these quotes in your Law Day program materials or use them as a basis for presentations, essay contests, or events.

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, as well as ways to use new technology in your promotions (p. 11).
- **Community Outreach** offers talking points that highlight Lincoln as a lawyer, his legacy and how it influenced other historical events and figures, as well as reflections on some of his most important speeches and writings (p. 19).
- **Youth Outreach** features school lesson plans for elementary, middle, and high school classes and pointers on presenting before students for lawyers, judges and others (p. 33).
- **Resource Catalog** offers promotional materials and products at reasonable prices for your program (p. 41).

This year’s Law Day Planning Guide features a section for law schools to encourage law student participation in Law Day programming. Find out how your law school can plan a Law Day event or enhance already existing programs in the Community Outreach section. Also, the Law Day Outstanding Activity Awards (p. 28) now include a category for programs sponsored by law students.

Don’t forget to visit [www.lawday.org](http://www.lawday.org) often during your Law Day planning to see what others around the country are doing. The Law Day calendar allows you to post your event information, as well as view what groups or organizations in your state are doing for Law Day. In addition, sign up for the Law Day listserv for updates on content material and for reminders on early bird specials for products.

Good luck in your Law Day 2009 programming, and please do not hesitate to contact the ABA Division for Public Education with any questions or comments. The ABA is here to guide you and assist you in your Law Day planning to ensure you have the most successful program this year as we celebrate Abraham Lincoln and his legacy of liberty and law.

Sincerely,

Allan J. Tanenbaum
National Law Day Chair
“... that this nation, under God, shall have a new birth of freedom — and that government of the people, by the people, for the people, shall not perish from the earth.”

Abraham Lincoln, November 19, 1863, Gettysburg Address
PLANNING

Make Law Day 2009 effective and successful

Visit the interactive calendar on www.lawday.org to find out how others are celebrating Law Day 2009.
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.

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 or Law Month. Law Day also provides an opportunity to recognize the role of courts in our democracy.

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.

What Is the Law Day 2009 Theme?
A Legacy of Liberty—Celebrating Lincoln’s Bicentennial

Why Is This Theme Important?
In 2009 we will mark the bicentennial of the birth of Abraham Lincoln, regarded by many as our nation’s greatest and most eloquent president. Lincoln, who devoted much of his adult life to the practice of law, was the quintessential American lawyer-president. His background in the law informed both his actions and his oratory.

In his Gettysburg Address of 1863, Lincoln articulated his vision of American constitutional union, to be forged in the crucible of a “great civil war” and tested by the shared anguish of national sacrifice. For Lincoln, this vision begins—fourscore and seven years before—with the Declaration of Independence. The Declaration marks the origins of “a new nation, conceived in liberty and dedicated to the proposition that all men are created equal.”

Do the animating principles of which Lincoln spoke at Gettysburg still represent “unfinished work”? What is the role of law in fulfilling the promises of the Declaration of Independence? For Law Day 2009, we encourage efforts nationwide to commemorate Lincoln by exploring this rich and resonant theme—A Legacy of Liberty.
Planning Tips

Each year the ABA provides you with a theme to challenge and engage your audience for Law Day. While programs across the nation may range from a four-hour mock trial to a month-long program featuring Dial-a-Lawyer programs and courtroom visits, careful planning is key to success. No matter the size of your organization or your budget, the tips below will help prepare you for Law Day.

1. Develop Your Program

Form a Law Day Committee: Select a group of dedicated, committed individuals with diverse backgrounds and varying interests in Law Day.

Look to the past: Review surveys from previous Law Day programs to see what worked and what didn’t.

Determine goals: Articulate early your program objectives and desired outcomes.

Gather fresh ideas: Visit the calendar on www.lawday.org to see how others are celebrating Law Day.

Read through the Planning Guide: Each section of this guide—Planning, Publicity, Community Outreach, and Youth Outreach—contains strategies from Law Day 2008 programs from organizations of varying sizes across the nation.

Create a timeline and budget: Programs take varying amounts of time to plan and a range of dollars to implement. Understanding these fundamentally important aspects about your program will ensure no surprises down the road. Review the timeline suggestion and fundraising tips in this guide to assist your planning.

2. Implement Your Plan

Divide and conquer: Assign tasks and delegate responsibilities among committee members and subcommittees. This will ensure that no person feels overwhelmed and will allow for undivided attention and dedication to each element of your program.

Provide guidelines and directions: Use talking points developed in the Community Outreach section and Lincoln quotes found throughout this book to guide presentations, speeches, and even essay contests.

Reach out to the media: Once your program has been developed, speakers confirmed, and invitations sent out, make sure your program receives the attention it deserves. Publicity tips, sample press releases and Public Service Announcements (PSAs), and successful strategies from past Law Day programs are found in the Publicity section of this guide.

Frequently revisit your program’s goals, timelines, and budgets: Throughout the process revisit these to make sure you have not strayed from your main objectives and that you are on time and within budget.

3. Evaluate Your Success

Seek feedback: Send questionnaires and surveys to everyone involved in your Law Day program.

Review all deliverables: Keep all material, letters soliciting sponsorship, press releases, invitations, etc., in a three-ring binder or an electronic folder on your computer so you can easily refer to them during the evaluation phase.

Convene one final Law Day 2009 Committee meeting: Talk about what worked and what didn’t. Use this meeting as a basis for your Law Day 2010 planning meeting.

Thank all those involved: Showing appreciation to sponsors, speakers, schools, and community organizations that were involved in your program not only will leave a lasting impression on those individuals but will make it much easier to reach out to them next year.
Incorporate monthly Law Day Planning Committee meetings, whether face-to-face or via conference call, in your timeline. Also, consider creating an online group for your planning committee. Online groups, such as Yahoo! Groups®, allow you to post and access files and send messages wherever you have access to the internet.

**January/February**
- Identify and convene a Law Day Planning Committee.
- Customize Law Day Plan of Action (be sure to consider goals, objectives, activities, schedule, volunteers, and budget) to support Law Day 2009 theme.
- Draft publicity/media campaign
- Download logos and theme art from www.lawday.org to be used in your outreach material.
- Reach out to schools and community organizations that will be involved in your program to solicit their suggestions and ideas and to confirm available dates and times.
- Select activities and other materials to be used in classroom presentations as well as public presentations.
- Order Law Day materials by February 27, 2009, 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.
- Go to www.lawday.org to find ideas from other program planners and to share your own ideas.

**March**
- Implement publicity/media campaign.
- Order Law Day materials by March 13, 2009, to receive 5% discount.
- Finalize funding sources to support Law Day Plan of Action.
- Arrange to have a photographer for the various events and activities.
- Design and print all materials needed for the Law Day activities.
- Go to www.lawday.org and register your events.

**April**
- Finalize publicity/media arrangements.
- Finalize the coordination of volunteers needed for specific programs and activities.
- Distribute activities and other materials to volunteers for advance preparation of various presentations.
- Provide scripts to any presenters or leaders who will be introducing parts of your program.
- Finalize arrangements with a photographer, including making a photo-shoot list.

**1 week before**
- Follow up with media contacts.
- Confirm meeting logistics and do a walk through at event location.

**After Law Day**
- File information for access in future years.
- Compare your Law Day budget with actual expenses.
- Send thank-you letters to all volunteers, sponsors, media, and schools.
- Distribute questionnaires and surveys to those involved.
- Submit entries for the ABA Law Day awards programs—Deadline: June 12, 2009.
- Submit photos to ABA Division for Public Education for use in Law Day 2010 print and electronic materials.
Successful Law Day Planning Strategies

Law Day is one day in May, but for Law Day organizers the process begins months in advance and requires a keen focus on details and logistics. The following individuals and groups have effectively produced successful Law Day events using various techniques and expertise. We applaud their efforts and we can all learn from their examples.

Volunteers and participants see value in reaching out to the youth.

Form a dedicated committee with a vested interest in Law Day early on. Committee members met in conjunction with preexisting monthly bar association meetings. Starting early was crucial as the MBBA conducted six activities during their Law Month.

Follow a system that works. The MBBA has been conducting Law Day activities for many years and has perfected a step-by-step approach in planning their multiple events. Following a proven template allows for consistency and success, though it doesn’t stop the MBBA from injecting fresh, creative thinking and new ideas into their program planning.

Use testimonials to attract new volunteers. Volunteers have fun participating in Law Day activities and see the importance in reaching out to the youth in their community. This positive experience becomes motivation in itself for volunteers to participate year after year.

Reach outside of the legal community. While planning their inaugural 5K race to highlight their Law Day programming, the GNCBA sought suggestions and support from several organizations outside of the legal community, such as the chamber of commerce, area businesses, and local law enforcement.

Organize a promotional event based on community interest. The GNCBA was able to gain support within their organization for holding a 5K race based on an overwhelming interest within the community for springtime races that attract a variety of people of all ages. This non-legal event attracted broad public attention for Law Day among a varied audience that may not normally have participated in a Law Day event.

Find the right contacts at local schools. Check to see if your local schools have a social studies chair or a teacher involved in law-related education, and be sure to update your contacts every year.

Anticipate differences among diverse audiences. The ABAF prepared for their Street Law Student Summit by gaining a better understanding of their participants’ backgrounds and analyzing other programs and events in which students with diverse backgrounds were teamed together. By organizers addressing a possible volatile situation before the event, the Student Summit proceeded smoothly with no incidents.

Develop a clear set of goals and objectives. One of the ABAF’s objectives is to encourage students to “move humanity forward and help bring the rest of the world” with them. This year the ABAF welcomed “Mac” Maharaj to speak about the rule of law. Mac is known globally for smuggling the biography of Nelson Mandela out of prison.

Solicit support from your personal and professional contacts. Organizers contacted friends and family members for possible contacts and were able to secure the ideal speaker.
Neither slavery nor involuntary servitude, except as a punishment for crime whereof the party shall have been duly convicted, shall exist within the United States, or any place subject to their jurisdiction.

Thirteenth Amendment
PUBLICITY
Highlight your Law Day program

The Pima County Superior Court Law Day (Ariz.) panel discusses the rule of law around the world.

- Planning
- Publicity tools
- Strategies

Visit www.lawday.org to download sample Law Day proclamations.
Consider New, Creative Outlets

Effective publicity planners keep a watchful eye for marketing trends and seek out opportunities in unexplored places. While a decade ago planners started experimenting with electronic communications such as e-invitations, e-mail promotions, and websites devoted to their programs, the new trend is to use social networking and media-sharing sites to broaden the reach for your Law Day program. Have you considered exploring these uncharted territories for publicizing your Law Day program?

- Post your program on Facebook or MySpace. These social networking sites allow you to reach people based on similar interests, as well as to post video, audio, and photos to promote your event. If the 2008 presidential candidates were on Facebook, why not include your Law Day program?

- Use Twitter to send instant messages to your audiences. They can receive these messages in various ways, such as text, email, instant messaging, or Facebook. Some universities have started to use Twitter to relay information to their students.

- Start a blog on your organization’s website hosted by your Law Day chair or Law Day committee. The blog will not only promote your activities, but will also add some personality and warmth to your program from the first-person accounts. Be sure to keep the blog up-to-date and monitor any postings if you allow people to comment.

- What about YouTube™? Consider posting an ad or a podcast for your event on this video-sharing site, which is used by millions around the globe. Many civic organizations have started posting their promotional material to video-sharing sites. Your ad doesn’t have to be created by a professional and it won’t cost you anything to post.

Tried and True

Consider adding some new elements to your promotional campaign, but don’t leave out the basics that have worked in the past. The most important aspect to any publicity outreach is to keep it varied. A broader, more diverse approach will ensure you reach people throughout your entire community from different backgrounds and walks of life. Consider 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 by promoting your Law Day program on popular radio stations in town. Depending on your programming content, you may even be able to have the ads run for free as PSAs (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 community members as well as the local reporters you hope will take an interest.
Law Day
Publicity Plan

The celebration of Abraham Lincoln's bicentennial has already generated interest in the media and the community. With commemorative Lincoln pennies in circulation and a Steven Spielberg movie based on the life of the 16th president expected to start production in 2009, the nation is eager and excited to focus on Abraham Lincoln. Take advantage of these current events as you publicize your Law Day event in your community.

Keep the following suggestions in mind as you plan your publicity strategy:

- Clearly define your goals.
- Identify your target audience(s), and review last year’s publicity efforts. Are there groups you wished you had reached in the past? Are there groups you’d like to reach again?
- Consider the most effective techniques to reach each target audience.
- Diversify your publicity outreach. Be creative.
- Consider doing some of your media outreach in multiple languages to reach varied audiences.
- Determine resources (including personal contacts) needed to accomplish your goals.
- Don’t forget to plan for a last-minute publicity blitz.
- 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.
- Partner with related organizations and leaders in varied organizations (refer to the inside front cover of this guide for Alliance Members). Collaboration with others will extend your promotional reach to people from all different backgrounds.
- Keep records and samples of documentation such as press releases and budgeting information for next year’s planning.
Publicity Tools

News Releases
There’s no guaranteed method for getting Law Day programs 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: a focus on children and youth, 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.

- Add a quote from your Law Day chair or your spokesperson to give your program some personality and depth.

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 PRESS RELEASE

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

A Legacy of Liberty—Celebrating Lincoln’s Bicentennial
Local Bar Association Hosts Law Day Event

In celebration of the bicentennial of Abraham Lincoln’s birth in 1809, the State Bar Association will sponsor a panel discussion on his legacy and his impact on social movements throughout American history, Friday, May 1, at 7:00 P.M. at the Downtown Community Center in Anytown.

State Representative Tom Smith will be among the government officials who will serve on the panel.

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

[Insert quote from Law Day chair such as, “It’s important for young people to realize the effect Abraham Lincoln had on our nation and our constitutional democracy,” said John McDonald, President of the Bar Association. “We are excited to provide the community with this dynamic panel discussion in which we will explore the rich and resonant Law Day theme, A Legacy of Liberty.”]

In addition to hosting an annual Law Day event, the State Bar Association has numerous community initiatives throughout the year. Visit www.statebarassociation.com for more information.
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.
- Consider doing a PSA in a language other than English.
- 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 “Downloadable Artwork” to download the files). Consider including a calendar of events in your newspaper ad.

SAMPLE CALENDAR OF EVENTS NEWSPAPER AD

A Legacy of Liberty—Celebrating Lincoln’s Bicentennial

2009 marks the bicentennial of the birth of Abraham Lincoln, regarded by many as our nation’s greatest and most eloquent president. Lincoln, who devoted much of his adult life to the practice of law, was the quintessential American lawyer-president. His background in the law informed both his actions and his oratory.

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

April 28–May 2 • 7–8 P.M. every night
City Library Free Legal Clinic

Friday, May 1 • 11:00 A.M.–12:30 P.M.
Main Street Junior High Panel Discussion
“A Legacy of Liberty—Celebrating Lincoln’s Bicentennial”

Friday, May 1
This newspaper!
Publication of winning Law Day essays

Friday, May 1
Schools around town
Dialogue on Lincoln: A Legacy of Liberty
Attorneys and judges from the region will visit our local schools to lead 9th and 10th grade students in classroom dialogues on Lincoln. Call Joan Smith 123-4567 for more information or to volunteer.

Saturday, May 2 • 9:00 A.M.
Downtown Community Center
Law Day Breakfast
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.


SAMPLE PSA

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

A Legacy of Liberty—Celebrating Lincoln’s Bicentennial

Length: 10–20 second

2009 marks the bicentennial of the birth of Abraham Lincoln, regarded by many as our nation’s greatest and most eloquent president. In celebration of this event, the State Bar Association is hosting a program series that has something for people of all ages and from all walks of life. Events take place at the Anyplace Hall in Anytown on Friday, May 1. Visit www.statebarassociation.com or call 123.456.7890 for more information.
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 issue proclamations. Consider approaching your local government officials to request that they issue proclamations in your state, city, or other locality. It’s a great way to get them involved in an event that may attract your local media’s interest.

Keep the following tips in mind as you move forward:

- Start the request process early! You need to give the appropriate government official time to write and schedule the proclamation.
- Provide a sample proclamation to the official.
- 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.

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 that those freedoms impose; and

Whereas the Law Day 2009 theme, A Legacy of Liberty – Celebrating Lincoln’s Bicentennial, encourages all Americans to explore the legacy of Abraham Lincoln, regarded by many as one of our nation’s greatest and most eloquent president.

Now therefore I, ___________, (mayor, governor, etc.) of ___________, (town) do hereby proclaim Friday, May 1, 2009, as Law Day.

I urge the citizens, schools, businesses, legal professionals, and media of ___________ (town) to use this occasion to preserve and strengthen the rule of law.

In witness whereof, I have hereunto set my hand on May 1, 2009 as Law Day in ___________ (town).

Participants discuss a Law Day event with media.
Successful Law Day Publicity Strategies

Every aspect of Law Day planning requires organizers to think outside of the box, and that is no more evident than in attracting publicity for an event. The ABA congratulates these planners on their publicity approaches.

Alex Gruft
Law Week Chair
San Diego County Bar Association (SDCBA)
San Diego, Calif.

Nancy Volmer
Public Information Officer
Utah State Courts (USC)
Salt Lake City, Utah

Roberta Wray
Law Day Chair
Genesee County Bar Association (GCBA)
Flint, Mich.

Partner with local media outlet.
Seek financial support from related organizations early on.
Appoint a chairperson with a strong background in marketing, communications, or public relations.

Promote through different channels. The SDCBA worked closely with NBC 30 to promote their programs not only during newscasts, but also on the station’s website. In addition, the SDCBA had their event highlighted in local papers and on their association’s website and in publications.

Prepare members who will be in the spotlight. The bar association met with all spokespeople prior to broadcast to review and highlight key messages. Not only did this make the people feel comfortable about going before a camera, but it also assured their message was consistent and on target. In addition, SDCBA sent guidelines to all lawyers who would be participating in the Ask-a-Lawyer television program.

Publicize your event up until the last minute. Promotion for the television program was also highlighted in a daily e-business publication just prior to its morning airing. It yielded many phone calls that the association typically receives during the program.

Take advantage of free resources. USC looked to the Law Day Planning Guide and website to assist with the editorial content for their newspaper insert. By using material that not only was readily available to them, but also was on target in messaging, the planners were able to focus their energies elsewhere.

Adjust your timeline for new promotional pieces. Creating an insert took more time than an advertisement and USC planned accordingly. By adding more time to work with the graphic designer and the newspaper advertising department, planners were able to meet the deadlines.

Everything can have multiple purposes. Planners requested extra copies of their insert to distribute in courthouses and to provide to their financial supporters. The insert was posted online in a PDF format for download. Not only did the insert reach 225,000 through The Salt Lake Tribune and the Desert Morning News, but it also reached a varied audience through these additional outlets.

Rethink past promotions. In the past, the GCBA has promoted Law Day by hanging a banner across the street by the court. While this generated a lot of attention, it was costly to replace regularly. In 2008, the GCBA produced smaller banners to hang from telephone poles along the street. These banners are expected to last 15 years, and they were so popular that more have been requested for 2009.

Devote all your attention to Law Day. The GCBA devoted the entire April/May issue of their newsletter to Law Day. The edition provided additional promotion for the Law Day activities because it was also distributed to local community leaders, colleges, churches, and banks.

Focus on topical issues. To enhance promotion of their events, the GCBA produced an Attorney Guide to accompany an issue of the Flint Journal. Not only was the guide a legal resource for the community, but articles on relevant issues such as bankruptcy and foreclosure ensured a far-reaching audience.
“Consequently I go for admitting all whites to the right of suffrage, who pay taxes or bear arms, (by no means excluding females).”

Lincoln’s letter to Sangamo Journal in 1836
Community Outreach
Step out of the classroom and involve the entire community

The Springfield Metropolitan Bar Association (MO) Law Day Rally.

- Presentation tips
- Fund-raising tips
- Law Day in law schools
- Timeline
- Talking points
  - Lincoln’s legacy
  - Lincoln as a lawyer
  - Lincoln’s words
- Award guidelines
- 2008 award winners

Visit www.lawday.org
and post your event on the Law Day calendar.
Involve the Entire Community

Americans throughout the country will be celebrating the bicentennial of Abraham Lincoln’s birth this year—capitalize on the national momentum and engage members of your community in your Law Day program. You can do that by diversifying the events you plan. Take a look at the following programming ideas and consider adding something you don’t ordinarily do.

**Leading a Dialogue** is the perfect way to bring citizens together to engage in interesting and engaging conversation. The ABA Dialogue program provides lawyers, judges, and teachers with the resources they need to engage students and community groups in discussion of fundamental American legal principles and civic traditions. 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. This year’s Dialogue on Lincoln offers three perspectives for discussion: Lincoln’s life, including his career as a lawyer; his decisions as a wartime president; and his image in the media. Visit [www.lawday.org](http://www.lawday.org) for the Dialogue on Lincoln and Dialogues on other topics.

**Speakers** love to talk about Lincoln. Historians analyze his speeches and writings. More books have been written about him than can be listed here and his likeness has been represented in numerous movies. When looking for presenters and keynote speakers, take advantage of his fame and the current resurgence of interest in him. Reach out to people who have studied Abraham Lincoln—not only his presidency, but his time as a lawyer and, most importantly, his legacy and influence on future generations. Consider reaching out to Civil War experts, your state representatives, or other political leaders who can comment on Lincoln’s time in the Illinois legislature. Invite lawyers who can speak about his legal career. Professors at your local universities and colleges are another great resource for your speaker pool. Brainstorm with your Law Day committee and explore all possibilities.

Perhaps you may want to address more controversial issues such as Lincoln suspending habeas corpus during the Civil War or how he was called the “Great Emancipator” but was not always a strong advocate for the immediate abolition of slavery and held some views about race that would be considered unacceptable today.

**Using media** is the fastest way to reach more people. Leverage any media contacts you may have. 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 and how to generate attention for your program. Since this year’s Law Day features such a distinctive American personality, consider getting a Lincoln impersonator to draw attention to your program.

**Community venues** such as community centers, churches, and libraries provide the perfect setting for Law Day events. Brainstorm with your committee 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 brief 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.
Fund-raising Tips

Do you have some great ideas for your Law Day program but don’t have the budget to cover the expenses?

Fund-raising 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 fund-raising or sponsorship campaign:

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Law Schools
Celebrating Lincoln as a Lawyer

As we highlight the legacy of Lincoln and his place in history as the quintessential lawyer-president, future lawyers will find value in reflecting on this year’s Law Day theme. It is important for law students to become familiar with Law Day early on in their professional careers, especially since legal professionals are an integral part of many Law Day programs.

How to get involved?

All law students can participate in Law Day, regardless of their focus of study or the size of their program. Follow the tips below for planning a Law Day event at your law school.

1. Collaborate with your student bar association. Don’t have one on campus? Don’t worry, a student organization, a class, or even a group of law students can organize a Law Day event.

2. Seek out support from local or state bar associations—perhaps they have a Law Day program in place upon which you can piggyback your efforts.

3. Consider doing a community service project for Law Day such as hosting a mock trial with students in k–12, conducting the Dialogue on Lincoln in a local high school, or adopting a class and presenting information on the legal profession and the rule of law.

4. Look in your own backyard for resources for your program. Professors on your campus can serve as speakers, panelists, or moderators for your presentation. Especially this year as we celebrate Lincoln, scholars can speak to his time as a lawyer and his interpretation of the Constitution.

5. Don’t reinvent the wheel. The Law Day Planning Guide contains tips on planning and promoting events, talking points for presentations and speakers, and suggestions on how to raise money and involve the community.

If this is your first Law Day program, don’t get intimidated. There are a lot of resources out there to guide you in planning and implementing your program. Visit www.lawday.org to join the listserv for frequent updates and suggestions over the next few months, as well as to post your program event on the Law Day calendar.

Once you’ve held your Law Day program don’t forget to submit it to be considered for a Law Day 2009 Activity Award. For the first time, the ABA has added a category for Law Students. Go to p. 28 for more details.
Lincoln and his Legacy Timeline

- July 1848  The 1st Women’s Rights Convention held in Seneca Falls, New York
- March 6, 1857  U.S. Supreme Court rules in *Dred Scott* that Congress has no authority to prohibit slavery, in territories
- Nov. 6, 1860  Lincoln elected the 16th President
- April 12, 1861  Civil War begins
- Jan. 1, 1863  Emancipation Proclamation becomes effective
- Nov. 8, 1864  Lincoln reelected
- April 9, 1865  Civil War ends
- April 15, 1865  Lincoln assassinated
- Dec. 1865  States ratify the 13th Amendment, abolishing slavery
- 1869  Wyoming territory grants women the right to vote
- Feb. 3, 1870  15th Amendment is ratified, stating citizens cannot be prohibited from voting based on color or race
- 1878  Women’s suffrage amendment first introduced in U.S. Congress
- Aug. 26, 1920  The 19th Amendment to the Constitution, granting women the right to vote, is signed into law
- May 17, 1954  The Supreme Court rules that segregation in public schools is unconstitutional in *Brown v. Board of Education*
- July 2, 1964  President Lyndon B. Johnson signs the Civil Rights Act of 1964
- Dec. 2, 1964  In *Heart of Atlanta* case, the Supreme Court upholds the Civil Rights Act
- Aug. 6, 1965  Voting Rights Act signed into law, outlawing racially discriminatory voting practices
Lincoln’s Legacy Perspective

The ways in which Abraham Lincoln has left a lasting impression and impact on our nation are many. He is regarded by many as our greatest president and even more perceive him as an American hero. He is widely quoted and his speeches and writings, such as the Gettysburg Address, are known by most Americans.

During a time of perhaps our greatest national crisis, Abraham Lincoln employed unyielding determination and strategic foresight to “preserve the union at all costs.” His legacy as the “savior of the union” is perhaps the most widely referenced. What would our life be like today had our federal union not survived?

His words, his principles, his focus on justice and equality, and his strong belief in our nation and our constitutional democracy all contribute to Lincoln’s legacy today. We can see Lincoln’s legacy in many subsequent events in our nation’s history such as the Thirteenth Amendment, the women’s suffrage movement, and the Civil Rights Movement.

■ Thirteenth Amendment and Lincoln

While initially defeated in the House of Representatives in 1864, Abraham Lincoln insisted the Thirteenth Amendment be added to the Republican platform for the upcoming presidential elections to gain support for the amendment.

Ratified on December 6, 1865, nearly eight months after his assassination, the Thirteenth Amendment to the U.S. Constitution legally abolished the institution of slavery. While slaves had been freed by the Emancipation Proclamation in Confederate states and state laws, they had not been freed in “slave” states that had remained in the union. Slavery had not been abolished formally until the Thirteenth Amendment.

■ Women’s Suffrage Movement and Lincoln

While it took 72 years after the first women’s rights convention in Seneca Falls, N.Y., for women to gain the right to vote, the movement gained momentum when slavery ended and the Fifteenth Amendment prohibited denying voting rights based on race or color—if not gender.

Suffragists sought to advance their cause by appealing to Lincoln’s legacy and erudite style. A quote pulled from a letter a young Lincoln wrote to the Sangamo Journal in 1836 became a rallying cry for the women’s suffrage movement in the 1900s as he had stated, “Consequently I go for admitting all whites to the right of suffrage, who pay taxes or bear arms, (by no means excluding females.)” Posters emblazoned with “Lincoln Said Women Should Vote” connected the popular president with the women’s fight for the right to vote.

■ Struggle for Racial Equality and Lincoln

With the Emancipation Proclamation, his fight against slavery, and his support for the Thirteenth Amendment, Abraham Lincoln has come to be regarded by many as a seminal figure in the struggle for racial equality. A century later Dr. Martin Luther King Jr. invoked the memory of Abraham Lincoln in his “I Have a Dream Speech” in 1963.

He began his famous and powerful speech with words intended to evoke Lincoln’s Gettysburg Address, “Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation.” This was a direct reference to Lincoln’s words, “Four score and seven years ago,” dating our nation’s founding to the Declaration of Independence in 1776. In addition, Dr. King spoke in front of the Lincoln Monument on the National Mall in Washington, D.C., again emphasizing the significance of Lincoln in the struggle for racial equality.
Many Americans presidents, have been lawyers—Thomas Jefferson, Andrew Jackson, Grover Cleveland, William Howard Taf, Gerald Ford, Bill Clinton, and, of course, Abraham Lincoln among them. Barack Obama becomes the 44th president and 26th lawyer-president.

Common for many practicing law in the 1800s, Lincoln was self-educated and learned through apprenticeship, and he is known as a lawyer-president with one of the most significant legal careers before becoming president.

Admitted to the bar in 1836, Lincoln practiced law for nearly 25 years and his years as a lawyer significantly affected his actions and his oratory. Often referred to as the “prairie lawyer” for his humble beginnings, Lincoln tried more than 5,000 cases, frequently arguing before the Illinois Supreme Court and once before the U.S. Supreme Court.

In the famous Almanac murder trial, Lincoln was reported to have debunked the testimony of a prime witness by referring to an almanac and thus winning the case for his client, Duff Armstrong. The pivotal moment came when Lincoln introduced an almanac to discredit the witness who claimed the moon lay overhead and offered enough light for him to identify Armstrong as the assailant, while the almanac stated the moon had not moved overhead until an hour after the alleged crime.

### Honest Abe

Abraham Lincoln was known for his truthfulness and integrity and he was diligent in infusing those values into the practice of law. Adamant to defend the integrity of the profession, he also asserted that “There is a vague popular belief that lawyers are necessarily dishonest.”

While speaking to the role of lawyers, Lincoln encouraged his peers to “resolve to be honest at all event; and if in your own judgment you cannot be an honest lawyer, resolve to be honest without being a lawyer.”

### Emancipation Proclamation

While Lincoln’s oratory was eloquent and often infused with humor and passion, the Emancipation Proclamation was saturated in dry legalese. However, the proclamation is an example of Lincoln’s effectiveness as a lawyer.

The abolition of slavery was a controversial issue with people on both sides having very passionate opinions. Lincoln did not write the Emancipation Proclamation to sway any side’s opinion, but instead he wrote it in a very matter of fact manner, not emphasizing slavery as a moral issue.

Lincoln was aware that the Emancipation Proclamation, which declared over three million slaves in the rebellious states free, might be challenged in court. Thus, he used his authority as commander in chief and carefully drafted the document in a manner that addressed the institution of slavery on legal grounds, so as to ensure that the executive order was legally binding.

### Resources

Lincoln as a lawyer has frequently been depicted in popular culture, such as in movies and on television. Consider viewing Young Mr. Lincoln (1939, available on the DVD Criterion Collection) in which Henry Fonda portrays Lincoln prior to his presidency as a lawyer defending the oppressed in Illinois. While a fictionalized account based loosely on Lincoln’s law career, the movie focuses on the famous Almanac trial. In addition, learn more about Lincoln as a lawyer, as well as the other lawyer-presidents in the ABA Museum of Law companion guide, America’s Lawyer-Presidents: From Law Office to Oval Office. Read the chapter by Paul Finkelman, which is devoted to Lincoln.
Acting as his own speechwriter, Abraham Lincoln delivered some of the most influential and eloquent political speeches and writings in our nation's history. His words have stood the test of time as politicians, writers, journalists, and other Americans still refer to and analyze his oratory.

Lincoln stated that “writing … is the great invention of the world” and effectively used oratory to inform and sway public opinion. His style and substance riveted crowds, as was the case with his legendary “Lost Speech” of 1856, which allegedly had reporters and stenographers so engrossed that they put down their pencils to listen.

Lincoln revered the Declaration of Independence as our nation's founding document. He valued the underlying ideal that “all men are created equal” and this theme is seen throughout his writings. Consider reflecting on these ideas from the following quotes in your Law Day program.

In Lincoln’s Words Reflections

From an Address to the Young Men's Lyceum
Springfield, Illinois, January 27, 1838

… Let reverence for the laws, be breathed by every American mother, to the lisping babe, that prattles on her lap—let it be taught in schools, in seminaries, and in colleges; let it be written in Primers, spelling books, and in Almanacs;—let it be preached from the pulpit, proclaimed in legislative halls, and enforced in courts of justice. And, in short, let it become the political religion of the nation; and let the old and the young, the rich and the poor, the grave and the gay, of all sexes and tongues, and colors and conditions, sacrifice unceasingly upon its altars….

Fragment on Government
1854

The legitimate object of government is to do for a community of people, whatever they need to have done, but can not do, at all, or can not, so well do, for themselves—in their separate and individual capacities. In all that the people can individually do as well for themselves, government ought not to interfere….

From a Speech in Peoria, Illinois
October 16, 1854

This declared indifference, but as I must think, covert real zeal for the spread of slavery, I can not but hate. I hate it because of the monstrous injustice of slavery itself. I hate it because it deprives our republican example of its just influence in the world—enables the enemies of free institutions, with plausibility, to taunt us as hypocrites—causes the real friends of freedom to doubt our sincerity, and especially because it forces so many really good men amongst ourselves into an open war with the very fundamental principles of civil liberty—criticising the Declaration of Independence, and insisting that there is no right principle of action but self-interest.

From the ‘House Divided’ Speech at the Republican State Convention
Springfield, Illinois, June 16, 1858

“A house divided against itself cannot stand.” I believe this government cannot endure, permanently half slave and half free. I do not expect the Union to be dissolved—do not expect the house to fall—but I do expect it will cease to be divided. It will become all one thing, or all the other.
From a Speech at Independence Hall  
Philadelphia, Pennsylvania, February 22, 1861

I can say in return, sir, that all the political sentiments I entertain have been drawn, so far as I have been able to draw them, from the sentiments which originated, and were given to the world from this hall in which we stand. I have never had a feeling politically that did not spring from the sentiments embodied in the Declaration of Independence.

From the First Inaugural Address  
Washington, D.C., March 4, 1861

I therefore consider that, in view of the Constitution and the laws, the Union is unbroken; and, to the extent of my ability, I shall take care, as the Constitution itself expressly enjoins upon me, that the laws of the Union be faithfully executed in all the States. … I trust this will not be regarded as a menace, but only as the declared purpose of the Union that it will constitutionally defend, and maintain itself.

Letter to Horace Greeley  
August 22, 1862

I would save the Union. I would save it the shortest way under the Constitution. The sooner the national authority can be restored; the nearer the Union will be “the Union as it was.” If there be those who would not save the Union, unless they could at the same time save slavery, I do not agree with them. If there be those who would not save the Union unless they could at the same time destroy slavery, I do not agree with them. My paramount object in this struggle is to save the Union, and is not either to save or to destroy slavery. If I could save the Union without freeing any slave I would do it, and if I could save it by freeing all the slaves I would do it; and if I could save it by freeing some and leaving others alone I would also do that.

Gettysburg Address  
November 19, 1863

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Second Inaugural Address  
Washington, D.C., March 4, 1865

With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation’s wounds; to care for him who shall have borne the battle, and for his widow, and his orphan—to do all which may achieve and cherish a just, and lasting peace, among ourselves, and with all nations.
Guidelines:
Law Day 2009 Activity Awards

Award Purpose
Showcase effective and innovative Law Day activities.

Eligibility
Any individual or group who implements a public activity to support the Law Day 2009 theme. Awards are given to entries in the following budget categories: under $1,000, more than $1,000 but less than $5,000, and more than $5,000.

NEW THIS YEAR—a new category has been added for law school students.

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.
- No entries will be returned.
- Each entry must include the following:
  - Completed entry form.
  - Activity narrative (not to exceed 250 words), outlining how the entry met the selection criteria.
  - 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).
  - 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.
  - Five (5) collated copies of each entry.

Selection Criteria
- Does the activity
  - expand public awareness of the rule of law?
  - highlight the Law Day theme?
  - reach people?
  - impact media coverage?
  - create community partnership and networking opportunities?
  - project quality and innovation?
  - extend beyond Law Day involving the school or community?

Prizes
- An inscribed plaque presented at the ABA Mid-Year Meeting
- A $100 credit toward the purchase of Law Day materials
- Prominent feature in next year’s Law Day Planning Guide and website

Entry Address
Mail five (5) collated copies of each entry.
Law Day Activity Awards 2009
ABA Division for Public Education
Mail Stop 20.2
321 North Clark Street
Chicago, IL 60654-7598

Entry Deadline
June 12, 2009
Guidelines:
Judge Edward R. Finch 2009 Speech Awards

Award Purpose
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.
- No entries will be returned.
- Each entry must include the following:
  - Completed entry form (signed original and four photocopies).
  - Speech (five copies; can be audiotapes or videotapes, though transcripts must be included).
  - 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.
- Prominent feature in near year's Law Day Planning Guide and website.

Entry Address
Mail five (5) collated copies of each entry.
Judge Edward R. Finch Law Day Speech Awards 2009
ABA Division for Public Education
Mail Stop 20.2
321 North Clark Street
Chicago, IL 60654-7598

Entry Deadline
June 12, 2009

Yolo County Superior Court Judge Timothy Fall tells the tale of William Penn during a Yolo County Bar Association (Calif.) Law Day event.
Congratulations to the

The 2008 Law Day Outstanding Activity Award winners and the 2008 Judge Edward R. Finch Speech Award winner will be acknowledged at the ABA Mid-Year Meeting in February 2009.

2008 Law Day Outstanding Activity Award Winners

Greater Bakersfield Legal Assistance
2008 Law Week: Celebrating the Rule of Law

Law Week began for the Greater Bakersfield Legal Assistance (GBLA) with an open house in which lawyers were available to talk about child support, domestic violence programs, guardianship caregiver projects, and more matters related to the rule of law with the general public. In addition, the GBLA conducted workshops throughout the week with a focus on the positive nature of the rule of law.

In order to implement a start-up Law Day program for young people, the GBLA contacted high school superintendents to discuss the program and their plans for longer term outreach. In collaboration with the Kern County Bar Association, the GBLA was able to send lawyers into seven high schools to explain to students how applicable laws change once they turn 18.

While working with a limited budget, the GBLA solicited the help of an adult learning art class to design their posters and fliers to promote their Law Day programs.

Winner in the less than $1,000 budget category

Connecticut Judicial Branch
Connecticut Judicial Branch Celebrates Law Day

As part of Law Day, the Connecticut Judicial Branch undertook a number of initiatives designed to educate students, teachers, the media, and members of the public about the importance of the rule of law in a democratic society.

In an effort to educate young people, Chief Justice Chase Rodgers took the lead by corresponding directly with more than 380 high school and middle school social studies chairs, providing them with teaching materials and lesson plans on the rule of law. In addition, 25 justices and judges visited schools to explain in practical terms what the rule of law means.

The judicial branch’s Law Day efforts also included a Public Service Announcement (PSA) aired on English and Spanish speaking radio stations to emphasize the importance of the rule of law to the general public, collaboration on the final round of the Statewide Mock Trial Competition, and events conducted at courthouses throughout the state.

Winner in the greater than $1,000 but less than $5,000 budget category
Guam Bar Association (GBA) and the Judiciary of Guam
Law Week 2008: Access to Justice

In commemoration of the 50th anniversary of Law Day, the Judiciary of Guam, led by Guam Supreme Court Chief Justice Robert Torres, and the GBA co-hosted a series of events that brought thousands of citizens together to celebrate the rule of law, emphasizing the accessibility of the courts and raising awareness about the legal resources available on the island of Guam.

Along with proclamations issued by all three branches of the government of Guam, the GBA celebrated Law Week with federal courthouse tours, the “Access to Justice” presentation by Chief Justice Torres, and a special naturalization ceremony.

One of the highlights of Law Week was the two-day Law Fair held at one of Guam’s largest shopping centers. Members of the legal and law enforcement community, various nonprofit organizations, and court-related community partners came together to participate in a series of weekend community events designed to educate the public about the services provided by these members.

Winner in the greater than $5,000 budget category

Superior Court of New Jersey—Middlesex Vicinage
The Rule of Law: Dimensions of Dynamism in American Democracy

The Superior Court of New Jersey invited Dr. Lenworth Gunther to be keynote speaker for their Law Day 2008 event.

During his presentation, The Rule of Law: Dimensions of Dynamism in American Democracy, Dr. Gunther discussed Brown v. Board of Education, women’s voting rights in the 1920s, the Dred Scott case, and the Nuremberg trials in Germany in the 1930s. By providing varying examples of the rule of law, Gunther challenged the student audience to reflect on the rule of law and how laws by themselves mean nothing, but their importance lies in their enforcement and use by citizens.

Emphasizing that laws are not static, Gunther quoted Henry Ward Beecher, a prominent abolitionist and speaker in the 19th century, “Law and institutions are like clocks, they must be occasionally cleaned, wound up and set to true time.”

Gunther concluded the speech by stating, “the rule of law requires a conscience … it is not enough that we write the law, it is not enough that we intellectualize the idea of justice, it is not enough that we intellectualize the idea of order. The question is, to what degree is the law in your heart.”
“It is because men and women of every race, from every walk of life, continued to march for freedom long after Lincoln was laid to rest, that today we have the chance to face the challenges of this millennium together, as one people—as Americans.”

Barack Obama announcing his presidential candidacy in February 2007
YOUTH
Engage youth in your Law Day program

Tips
Strategies
Lesson plans
  Elementary school
  Middle school
  High school

Visit www.lawday.org
for more youth resources and lesson plans.
Presentation Tips for Working with Youth

1. **Work to your strength.** No one is comfortable presenting unfamiliar topics, so you will want to use this guide for ideas. Refresh your knowledge of Lincoln and his relationship with the law, perhaps with the *Dialogue on Lincoln: A Legacy of Liberty* available from the ABA Dialogue Series, and draw upon your own experiences. Legal professionals apply their knowledge of the Constitution to modern, real-life situations and protect individual legal rights on a daily basis. Not a judge, lawyer, paralegal, or court administrator? Don’t worry! The Law Day theme *A Legacy of Liberty* is so broad that anyone may customize lessons to fit his or her expertise. Mathematicians might discuss numbers via Lincoln’s 1860 election or the Constitution amendment process; performers might create a play or sing historic songs; and doctors might share important medical lessons from the Civil War that led to current health-care discoveries and policy debates. You might also check out the step-by-step presentations provided in this guide. Have fun! Your knowledge and enthusiasm will be contagious and engage students.

2. **Know your audience.** Consult with the teacher or group leader to help you judge the appropriateness of your material for the students with whom you are meeting. Learn about the students so you can prepare accordingly. Clarity is important at every stage of your presentation, especially among diverse student populations who may not know one another or come from different backgrounds. Avoid professional jargon, and make sure that listeners understand the who, what, where, when, why, and how of your narratives.

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

4. **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 to the theme.

5. **Don’t reinvent the wheel.** The ABA gathers many useful resources for planning your presentation. Visit our website [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 the students.

6. **Engage your audience and let them engage you.** It is important to make sure your presentation is interactive. Young people will pay attention and learn by doing. Start discussions, ask questions, role play, or bring in outside materials or artifacts. Historic photos or documents are available for free online or in print as part of the public domain, and simple artifacts can often be found around the home or office. These little extra preparations will pay huge dividends in engaging young people’s interest in the topic.

7. **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.

**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
Creating excitement and energy among youth for Law Day can be a challenging goal. These Law Day planners proved successful with their efforts in getting through to young people. The ABA applauds them on their success.

### Key to Success

| Make it personal for the young people. | Make it interesting for the young people. | Young people respond to their peers. |

### Lessons Learned from Law Day 2008

**Involve the teachers in your planning.** While preparing for their Law Day program, the ACBA held meetings with the educators who would be involved. Understanding that these were the people who knew the students the best, the ACBA received helpful suggestions on how to proceed from these experts.

**Let the students lead the way.** While it was important to have an organized plan and approach for an event that reached over 300 eighth-grade students, the ACBA was flexible in allowing their program to evolve throughout the course of the day. The inquisitive students had different ways of approaching the assignments and there was no need to hinder their ingenuity.

**Find a personal connection.** One of the keynote presenters was a judge who had attended an area middle school as a student. This connection really resonated with the youth and made a lasting Law Day impression with them.

**Older students respond to new technology.** This was the first year that the bar association sponsored a video contest instead of a traditional poster contest. While the entries ran the gamut in terms of quality, the bar found that the high school students were much more receptive to this medium.

**Create a media buzz.** While Law Day happens at a very busy time for educators and students, the bar discovered that they would need to enhance the promotion for the video contest to increase the number of submissions for 2009.

**Reach out to organizations that focus on young people.** While the bar delivered flyers about the contests to high schools within the county, they also promoted this activity to organizations such as the Boys and Girls Clubs. By reaching out beyond the school district, the bar association promoted their contest to a more far-reaching and diverse audience of young people.

**Give your program some shelf life.** The Pima County Court celebration included a compelling panel discussion from three young people who had lived in countries without a well-established rule of law. To take advantage of this dynamic discussion that made a lasting impression on the audience, the court recorded the program and aired it on local access channels, as well as made it available for download online.

**Address personal topics with sensitivity.** Planners partnered with teachers and organizations that had a direct contract with the young people involved to ensure that the personal topics discussed during the panel were handled with care and sensitivity.

**First-hand experiences emphasize the theme.** The young people were riveted by the panel and their peers’ discussions on the rule of law. Capturing the reactions of the audience was invaluable to the court as many young people acknowledged that they hadn’t realized the importance of the rule of law.
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How Can I Make the Country Better?

Overview
Students will learn about the office of the president of the United States and how it encourages ordinary citizens to shape the nation by exhibiting good citizenship. Students will identify ways in which they might exhibit good citizenship, and how their individual acts shape the whole nation.

Preparation
1. Obtain a copy of the book, Arthur Meets the President by Marc Brown. Check with teachers, school libraries, or public libraries. You may also consider purchasing a copy of the book from your local bookstore and donating it to the classroom or school library.

2. Download the “I Can Make America Better” Handout at www.lawday.org, and make copies for the students.

3. Contact a local lawyer, judge, or legal professional to share the book with students. For names of legal professionals who might be interested in coming to the classroom, please check with your local or state bar association.

Procedure
1. The legal professional should introduce the lesson by asking students if they know the name of the president of the United States. Where does the president live? What does the president do? What would you do if you had the chance to meet the president and his family? What would you say to them? What questions would you ask them?

2. Lawyers or judges should explain to students that they will be reading a book about meeting the president of the United States. Then they read the story to students and debrief with discussion questions.

Arthur Meets the President Discussion Questions

- What did Arthur do when he had the opportunity to meet the president?
- What questions did he ask?
- Arthur realized something important during his meeting with the president—what?
- Do you agree with Arthur’s conclusion that “we can all help make America great by helping others?” Why?
- How can we all make America better, as Arthur suggests? Record students’ ideas on a board.

3. The teacher will distribute copies of the “I Can Make America Better” Handout to students, and ask them to complete the stem sentence by stating how they can exhibit good citizenship and make our country better. Below their completed statement, K–3 students should draw pictures that represent their ideas while Grades 4–5 students should write a paragraph explaining why it is important for them to make our country better as they have outlined.

4. Create a Law Day display with students’ completed drawings and explanations.

Overview
The Gettysburg Address which was delivered on November 19, 1863, was relatively overlooked, even criticized by Lincoln’s contemporaries. President Lincoln was not the featured speaker at the dedication of Gettysburg National Cemetery that day and spoke for only three minutes following the featured two-hour “Gettysburg Address” by Judge Edward Everett. Media dissemination in the wake of the speech and Lincoln’s assassination helped the “dedicatory remarks” become one of the most famous orations in American history. In this lesson, students will read and analyze President Lincoln’s Gettysburg Address during a Reader’s Theater and then compare the role of the media in shaping the speech’s initial (in)significance and its significance today.

Preparation
1. Download the Gettysburg Address Reader’s Theater and corresponding PowerPoint presentation and the Civic Participation Chart from www.lawday.org for use in your classroom.
2. Make copies of the Reader’s Theater and the Civic Participation Chart for students.

Procedure
1. Distribute the Gettysburg Address Reader’s Theater to students, assign parts, and read the speech aloud with students. If possible, project the corresponding PowerPoint presentation images while students are reading.
2. To debrief the Gettysburg Address, ask students the following questions:
   - How many years are in a “score”?
   - To whom did Lincoln mean when he talked about “our fathers”?
   - Lincoln referenced the Declaration of Independence when he said, “all men are created equal.” Why did he refer to this document and not the U.S. Constitution?
   - According to Lincoln, what is the responsibility of those who are still living?
3. The last sentence of the Gettysburg Address is a call to action for all Americans, and an opportunity to consider the role of citizens in government. Distribute the Civic Participation Chart to students and assign each third of the class one section to brainstorm what Lincoln means by government (1) of the people, (2) by the people, and (3) for the people. Reporters will share their results with the class.
4. Students should use their charts to consider the following discussion questions:
   - How have Americans helped to create the “new birth of freedom” that Lincoln described?
   - Is the “new birth of freedom” finished, or is there more to do?
   - What might you do as an individual to contribute to the “new birth of freedom”?
   - Why is freedom so important to our government and society?
5. Ask students to consider the meaning of the following quote from the Gettysburg Address: “the world will little note, nor long remember, what we say here …”
   How did people get news in Lincoln’s time? How was the news of the Gettysburg Address disseminated? How do people get news today? Which do you think has greater impact and why?
LincolnSuspends Habeas Corpus

Overview
Students will gain insights into the importance of the writ of habeas corpus by investigating with a lawyer or judge its suspension by President Lincoln. Students will examine and analyze primary sources from the 1861 court case *Ex parte Merryman* and then argue and justify positions during discussion with a legal professional.

Preparation:
1. The *Merryman* case concerned one of President Lincoln’s most controversial decisions: his suspension of habeas corpus during the Civil War. Download the summary of *Ex parte Merryman* and Debates in Civil Liberties During the Civil War case unit, by Bruce Ragsdale from the ABA Law Day website, www.lawday.org. Facilitate discussion of what is meant by the term habeas corpus, if needed. (Habeas corpus, or “you have the body” in Latin, refers to the body of law that governs all arrests and court proceedings, protects an individual’s right to know charges against him/her, and allows detainees to ask courts if their detention is lawful.)

2. Teachers: Contact a lawyer or judge with knowledge of habeas cases in your community to lead this Law Day lesson with your students. If you need assistance making these connections, contact your local or state bar associations.

3. Make copies of the documents from the case unit for all students:
   - *Ex parte Merryman*, opinion of Chief Justice Roger Taney (excerpts);
   - Abraham Lincoln to Erastus Corning and others, June 12, 1863 (excerpts);
   - Constitutional and statutory authorities;
   - Lincoln as Don Quixote.

Procedure
1. The lawyer or judge should offer an introduction to habeas corpus, Lincoln’s suspension orders, and the *Merryman* case. Students should understand that habeas is the safeguard of American jurisprudence and why its suspension was significant. Distribute copies of the four documents for students to read, or assign them as readings prior to the judge’s or lawyer’s visit.

2. Students will explore the question: “Was President Lincoln justified in suspending the writ of habeas corpus?” The class should be divided into small groups, with one half of the small groups arguing in support of the suspension and the other half arguing in opposition. Students should consider the following questions about each document:
   - What information does this document provide?
   - What argument does it make?
   - How does it support your position?

3. Each small group will appoint a spokesperson to report to the whole class, using the documents to support their positions.

4. The lawyer or judge should facilitate a “fishbowl” discussion. During the discussion setup, the lawyer or judge should answer questions from the students about habeas corpus or the documents they read.

5. Debrief this activity: What was the strongest argument and why? What documents were used to support the argument? Why did Lincoln’s suspension of the writ of habeas corpus generate such controversy? What was at stake? Why is the writ of habeas corpus considered such an important privilege of constitutional government?

This activity was adapted from curriculum developed by Charlotte Anderson during the 2007 Famous Trials Summer Teacher Institute, sponsored by the Federal Judicial Center and the American Bar Association Division for Public Education. Original outline developed by R. Lacquey.