



# REGISTER NOW!

Annual Meeting, Conference of Court Public Information Officers  
Sunday, July 14 through Wednesday, July 17, 2024  
St. Louis, Missouri

## Featured national speakers:

- ✓ **Jesse Rutledge** | National Center for State Courts
- ✓ **David J. Sachar** | Center for Judicial Ethics at the National Center for State Courts
- ✓ **Judge Scott Schlegel** | expert in generative AI and the courts

## Highlights of what to expect:

- ✓ An unparalleled opportunity to learn from and make connections with some of the best court communicators throughout the United States and several other countries.
- ✓ High-quality speakers from the legal field, industry and the courts to ensure well-rounded perspectives.
- ✓ Substantive sessions spread over three days, with meaningful dialogue and takeaways:
  - Expert review of the staggering advancements in technology through artificial intelligence, challenging our conventional understanding of legal practices and promising to redefine our profession;
  - The impact of codes of judicial conduct (and pending changes) on the work of court communicators;
  - Innovative ways to use court spaces to engage the public;
  - Messaging to address a public trust crisis, in concert with experts from the National Center for State Courts;
  - Crisis communications responses and planning reflecting on recent events.
- ✓ Diverse showcases of some of your colleagues' most unique work or best "wins," along with a face-to-face exchange of ideas about emerging issues facing court communicators.

## When:

- ✓ Check-in desk, professional development workshops and opening reception Sunday afternoon and evening
- ✓ Substantive sessions running Monday morning through lunchtime Wednesday.
- ✓ Potential optional activities available Saturday, Sunday and Wednesday (plan your travel home accordingly).

## Where: St. Louis Union Station Hotel | 1820 Market Street | St. Louis MO

- ✓ Sessions at the hotel/conference center and local courts, with tour of the federal Judicial Learning Center
- ✓ Easy access from St. Louis Lambert International Airport (code STL) by light rail, taxi or ride share

## How much:

- ✓ Member registration (through June 21): \$500 by check | \$515 by credit card
- ✓ Nonmember/expired member registration (through June 21): \$635 by check | \$650 by credit card  
(includes a complimentary one-year membership for those who qualify)
- ✓ Late registration (after June 21): a \$50 late charge will be added to the selected registration cost
- ✓ Hotel: government rate of \$150/night (booking link will be provided after you register for the meeting)

**Registration now open ~ see detailed schedule below!**



# AGENDA *(last revised 8 April 2024)*

Annual Meeting, Conference of Court Public Information Officers  
Sunday, July 14 through Wednesday, July 17, 2024  
St. Louis, Missouri

Please note this agenda is provided for planning purposes and remains subject to change.

## Sunday, July 14 ~ at Union Station

2 to 5 p.m.

**Check-in desk open**

4 to 4:40 p.m.

**Professional Development Session A > New Member Orientation**

Led by officers and other seasoned CCPIO members, this session is geared toward those who are new to CCPIO or its annual meetings, but all members are welcome to attend.

4:45 to 5:45 p.m.

**Professional Development Session B > Marketing *YOU* as a PIO**

**Moderator:** Susan Emmanuel, director of public information, Florida Office of State Courts Administrator

**Speaker:** Farrah Fite, senior vice president of strategic communications and marketing, Missouri Hospital Association (and former communications director, The Missouri Bar)

**Description:** At the request of members, seize this opportunity to learn how better to position yourself as a communications professional within your organization, grow your “brand” as an internal thought leader, be more effective in communicating with internal and external audiences, and grow your reach (and potentially your office).

6 to 7:30 p.m.

**Opening Reception**

Mingle and get to know your fellow CCPIOers and Missouri hosts.

7 p.m. to ?

**Dine-Arounds**

Selection of nearby dinner options, guided by CCPIO board members.

## Monday, July 15 ~ at Union Station

7 to 9 a.m.

**Breakfast**

8:30 to 9 a.m.

**Check-in desk open**

9 to 9:15 a.m.

**2024 Annual Meeting Welcome**

**Moderators:** Sean O’Sullivan, CCPIO president, and Beth Riggert, annual meeting host

**Speaker:** Missouri Chief Justice Mary R. Russell

9:30 to 10:40 a.m.

**Plenary Session 1 > PIO Showcase**

**Moderator:** Jennifer Bundy, public information officer, West Virginia Supreme Court and Court of Appeals

**Description:** Back by popular demand, this session will feature three to four CCPIO members showcasing a unique program or big success of the last year. Speakers to be selected soon – volunteer now!

11 a.m. to 12:15 p.m.

**CCPIO Business Meeting (important for all members to attend!)**

12:15 to 1:15 p.m.

**Lunch**

1:30 to 2:40 p.m.

**Plenary Session 2 > The Public-Trust Crisis: A New Communications Framework for Building Public Trust**

**Moderator:** Paul Flemming, public information officer, Florida Supreme Court

**Speakers:**

- ✓ Jesse Rutledge, vice president for public affairs, NCSC
- ✓ Molly Justice, director of communications and marketing, NCSC

**Description:** If the definition of insanity is doing the same thing and expecting different results, why do many of us fall back on the same (ineffective) messages when we talk about the work of the state courts? With updated polling results and fresh insights from focus groups, the National Center for State Courts (NCSC) is building a new approach to talk about the state courts in a way that will enhance public trust and confidence. This session will review what we’ve been doing wrong and what market research tells us we need to do differently – and better.

## Monday, July 15 (*continued*) ~ at Union Station

3 to 4 p.m.      Breakout sessions > choose one!

### Breakout Session 3A > Public Relations Track

#### Connecting with People Who Matter about the Issues that Matter: Community Engagement and Beyond

##### Speakers:

- ✓ Judge David Mason, circuit judge, 22nd Judicial Circuit of Missouri (St. Louis city)
- ✓ Benita Jones, public information officer, Kansas City (Missouri) Municipal Court

**Description:** The judge behind the Freedom Suits Memorial – the bronze sculpture in downtown St. Louis commemorating the claims enslaved persons filed to assert their freedom – will discuss how the project broke down silos inside the legal community, connected the public with the court, and continues building trust in the judicial system. Then learn, from a PIO’s perspective, how a local court took a holistic view of engagement to improve not only the perception of the court but its actual function. Explore takeaways and lessons learned from behind the scenes in a public engagement pilot project that helped shape the National Center for State Courts’ Ready Set Engage! toolkit.

### Breakout Session 3B > Digital Track

#### Digital Roundtable: CCPIO Tech Gurus Discuss the Tricks of their Trade

**Moderator:** Jared Callahan, digital communications officer, Nebraska Judicial Branch

**Description:** Join this participant-driven session to discuss the ever-changing field of digital communications. Bring success stories, challenges, lessons learned and more, or sit back and catch up on the latest from the digital world of courts nationwide. Possible avenues of discussion include but are not limited to: overall workflows and products; software solutions; social media; A/V productions; analytics; branding consistency; and more.

## Monday, July 15 (*continued*) ~ at Union Station

4:15 to 5:15 p.m. Breakout sessions > choose one!

### Breakout Session 4A > Public Relations Track

#### What the Heck to Do in a Crisis: Balancing the Court's and Other Messages in a Public Response

**Speakers:**

- ✓ Judge Jalilah Otto, presiding judge, 16th Judicial Circuit of Missouri (Jackson County)
- ✓ Lisa Taylor, public information director, Kansas Supreme Court

**Description:** What do you do when an internal crisis hits your court, but your public messaging is limited by law enforcement and other officials outside the court? How do you ensure the court's perspective is included? Hear first-hand accounts from a PIO whose court system was the victim of a cyberattack, which required taking its e-filing and case management systems offline for months, as well as the judicial leader of a court whose employee was killed in the line of duty while serving an eviction.

### Breakout Session 4B > Digital Track

#### Cell Phone Magic

**Moderator:** John O'Sullivan, director of communications, 21st Judicial Circuit of Missouri (St. Louis County)

**Speaker:** Grant Bissell, public information officer, Jefferson County (Missouri) sheriff's department

**Description:** This session will offer practical tips for using your smart phone to create engaging photo and video content for your court.

7 p.m. to ?

### Dine Arounds

Selection of nearby dinner options, guided by CCPIO board members.

## Tuesday, July 16 ~ field trip day!

7 to 9 a.m.

**Breakfast**

9 to 10 a.m.

**CCPIO Group Photo**

We will leave the hotel at 9 a.m. to walk less than a mile to set up for a group photo with iconic St. Louis structures in the background.

We then will walk less than a half-mile to the federal courthouse for our morning sessions.

10:15 a.m. to noon

**Plenary Session 5 > (at the Thomas Eagleton federal courthouse)**

**Effectively Using Court Spaces to Engage the Public**

**Moderator:** Rebecca Parks, public information officer, U.S. District Court for the District of Minnesota

**Speakers:**

- ✓ Jennifer Bundy, public information officer, West Virginia Supreme Court and Court of Appeals
- ✓ Rachel Marshall, director of civic education, U.S. Court of Appeals for the Eighth Circuit, and public education and community outreach administrator, Federal Judicial Learning Center, St. Louis
- ✓ Pam Sanfilippo, acting deputy superintendent, museum services and interpretation, Gateway Arch National Park, St. Louis

**Description:** This is a two-part session.

1. To begin and set the stage, Rachel will give us a behind-the-scenes tour of the Federal Judicial Learning center and its interactive exhibits, including the Harry A. Blackmun Rotunda and the Theodore McMillian Exhibit on the building's 27th floor.
2. Then, from the courtroom on the top floor, we will learn from a panel of state and federal leaders how to effectively use historic and modern spaces to engage the public. From student groups and educators, to adult learners and the general public, hear how your court can use a variety of resources to help your communities understand important cases and the judicial process, and gain an appreciation of the role of the judiciary in American democracy. Walk away with concrete project examples, activities and budgets for an array of engagement opportunities.

**Tuesday, July 16 (*continued*) ~ field trip day!**

**12:20 to 1:30 p.m.**

**Lunch** (*at the Thomas Eagleton federal courthouse*)

Eat while enjoying sweeping views of downtown St. Louis from the Thomas Eagleton federal courthouse's 28th floor atrium.

We then will walk less than a quarter-mile to the Civil Courts Building, one of several courthouses used by Missouri's 22nd Judicial Circuit.

**1:45 to 3 p.m.**

**Plenary Session 6 >** (*at the Civil Courts Building*)

**Toeing the Judicial Ethics Line when Speaking with the Media and the Public**

**Moderator:** Janet Bancroft, public information officer, Nebraska Judicial Branch

**Speaker:** David J. Sachar, director, Center for Judicial Ethics at the National Center for State Courts

**Description:** A preeminent national expert will provide a practical overview of state Codes of Judicial Conduct, including the evolution, responsibilities and authority of the model code. He will discuss constraints on judges, court staff and public information officers – actual or perceived. Specifics will include speaking about pending cases and exceptions for public education and the improvement of the law. He also will address ways the national judicial ethics center can assist with media requests, presentations and referrals.

**Tuesday, July 16 (*continued*) ~ field trip day!**

**3:20 to 4:30 p.m.**

**Plenary Session 7 > (*at the Civil Courts Building*)**

**Logistics & Other Lessons Learned from Recent High-Profile Cases**

**Moderator:** Joel Currier, chief communications officer, 22nd Judicial Circuit of Missouri (St. Louis city)

**Speakers:**

- ✓ Judge Brian May, circuit judge, 21st Judicial Circuit of Missouri (St. Louis County)
- ✓ Jessica Fotinos, general counsel and public information officer to Maricopa County (Arizona) Clerk of Superior Court
- ✓ Bill McCormac, director of technology, KMOV-TV, St. Louis and past media coordinator for all St. Louis-area courts
- ✓ Stephanie Usery, digital content manager, KMOV-TV, St. Louis and current media coordinator for all St. Louis-area courts

**Description:** Learn from the perspectives of a judicial officer, media representatives and a court legal officer to help plan for your next high-profile case. The judge will discuss what goes into ground rules and decorum orders in civil, criminal and juvenile cases. The media will discuss the technology they use as necessary tools of their trade. And a PIO/lawyer will discuss how her clerk's office is handling the deluge of records requests, redaction issues and jury concerns in ongoing election litigation.

**7 p.m. to ?**

**Dine Arounds**

Selection of nearby dinner options, guided by CCPIO board members.



## Wednesday, July 17 ~ at Union Station

7 to 9 a.m.

**Breakfast**

9 to 10:10 a.m.

**Plenary Session 8 > AI: The Next Frontier?**

**Moderator:** Robert Gunn, deputy judicial administrator for community relations, Louisiana Supreme Court

**Speakers:**

- ✓ Judge Scott Schlegel, Louisiana’s Fifth Circuit Court of Appeal and nationally recognized speaker about embracing emerging technologies to modernize courts and their delivery of justice
- ✓ Renee Henson, visiting assistant professor of law, University of Missouri-Columbia School of Law

**Description:** It’s no secret that artificial intelligence is here to stay, but is it a friend or foe? And what does it mean for our work in state courts? Our speakers will offer their unique perspectives to prepare court communicators to embrace AI technologies responsibly while also staying mindful of ethics, legal considerations and other use concerns.

During his decade on the trial court, Judge Schlegel leveraged ChatGPT and other AI products to create informational videos about the justice system. He’ll share “how to” insights and inspire us to think more creatively about the ways we convey information about the numbers publications courts regularly produce.

Drawing on her background in complex litigation, Professor Henson will help us identify the questions we should be asking ourselves to help build appropriate guardrails around the use of artificial intelligence in court communications.

10:30 to 11:45 a.m.

**Plenary Session 9 > Face-to-Face Listserv**

**Moderator:** Darren Toms, community outreach coordinator, Cuyahoga County (Ohio) Court of Common Pleas

**Description:** Always a “fan favorite,” this session provides an opportunity for peer-to-peer discussion of hot topics CCPIO members are facing.

Noon to 1 p.m.

**Closing lunch**