



**Annual Meeting Agenda
JULY 31 – AUGUST 3, 2022
Phoenix, Arizona**

Keep Cool: No Ties. No Heels. No Stress.

Hotel: Embassy Suites, 10 East Thomas Road

Meetings: Judicial Education Center, 3003 North Central Avenue, Suite 500

--- ARRIVAL DAY ---

Sunday, July 31

Location: Embassy Suites, 10 East Thomas Road

2 – 3 p.m. Registration/Check-In @ hotel

3 – 4:15 p.m. CCPIO New Member Orientation @ hotel

This is a great opportunity for members with less than five years' membership to meet CCPIO members and officers, get an introduction to CCPIO, including its history, committees, core competencies, website, and Slack channel.

4:30 – 6 p.m. Member Reception & Registration/Check-In @ hotel

Mix and chat with members and settle into Mountain standard time while enjoying refreshments.

Evening Dine-Around

Dinner on your own or informally join your CCPIO colleagues for dinner at nearby restaurants.

--- DAY 1 ---

Monday, August 1

Location: Judicial Education Center, 3003 North Central Avenue, Suite 500

6 – 7:45 a.m. Breakfast @ hotel

Complimentary breakfast at your convenience in the hotel.

7 – 7:45 a.m. Registration/Check-In @ hotel

8 a.m. Welcome by CCPIO President, Arizona Chief Justice, and Arizona Host.

CCPIO President Darren Toms, Arizona Chief Justice Robert Brutinel, and Arizona Host Alberto Rodriguez will welcome attendees to Phoenix and review the agenda.

8:15 a.m. Getting to Know You

A video will feature attendees with an answer to an icebreaker question.

8:30 – 10 a.m. Session 1: Face-to-Face Listserv

This annual session is always a great opportunity to get firsthand insights and great ideas from your CCPIO colleagues. Come prepared to ask questions, discuss problems and seek advice from your peers.

Facilitator:

Darren Toms, Community Outreach Coordinator, Cuyahoga County Court of Common Pleas

10:15 – 11 a.m. Session 2: Setting the Stage for Reimagining Court Communications

This session is a light-hearted yet meaningful look at the evolution of court communications and the role of the public information officer. Discussion with Maricopa County Presiding Judge, National Center for State Courts, and long-serving PIOs will include the most significant changes they've seen over the years, what trends we see on the horizon, and why we need to reimagine court communications.

Facilitator:

Janet Bancroft, Public Information and Education Officer, Nebraska Supreme Court

Speakers:

Rhonda Hebert, Program Manager of Communications for the Connecticut Judicial Branch

Leah Guowitz, Retired PIO, District of Columbia Trial and Appellate Courts

Jesse Rutledge, Vice President for External Affairs, National Center for State Courts

Judge Joseph C. Welty, Presiding Judge of the Arizona Judicial Branch in Maricopa County

11 – 11:45 a.m. Session 3: What Are the Media Coming to These Days?

A media expert will provide an overview of the journalism industry in 2022 -- how "traditional" journalism is becoming less traditional; the shifts to advocacy/impact reporting; and the rise of nonprofit news organizations -- and how these changes are impacting coverage of local courts and broader justice issues.

Facilitator:

Tim Eigo, Editor, Arizona Attorney Magazine

Speakers:

Jeremy Duda, Reporter, Axios Phoenix

Susan Goldberg, Vice Dean and Professor of Practice, Walter Cronkite School of Journalism & Mass Communication and College of Global Futures, Arizona State University

Mary Jo Pitzl, Senior Reporter, The Arizona Republic

Jim Small, Arizona Mirror Editor-in-Chief, States Newsroom

Noon to 1:30 p.m. Lunch at Judicial Education Center.

Lunch will be provided.

Speaker:

Judge Lawrence King, Presiding Judge, Colorado River Indian Tribes.

1:30 – 2:15 p.m. Session 4: Breaking News in a Crisis from Multiple Angles

This interactive session builds a scenario around a breaking court news situation. Panelists – a news reporter and a court PIO – explain what they think, do, and want to accomplish at each stage. Members will discuss the scenario and report highlights of lessons learned with feedback from panelists.

Facilitator:

Beth Riggert, Communications Counsel, Supreme Court of Missouri

Speakers:

Mike Cruz, Editor for Rural Communities, The Arizona Republic and azcentral.com

Jacob Long, Chief Communications Officer, Missouri's 22nd Judicial Circuit

Amy Silverman, Executive Producer and Reporter, KJZZ Phoenix

Jim Small, Arizona Mirror Editor-in-Chief, States Newsroom

2:30 p.m. to 3:15 p.m. Session 5: Current Best Practices for Working with Media

A panel of CCPIO members will present three difficult media situations affecting their courts. Members will work together to problem-solve each situation and develop a plan of action. Based on each scenario, panelists will share ideas and offer best practices for working with the media.

Speakers:

Paul Flemming, Director, Public Information Office, Florida Supreme Court

Nicole Hagy, Community Outreach and Grants Coordinator, Akron (Ohio)
Municipal Court

Sean O'Sullivan, Chief of Community Relations, Delaware Administrative Office of
the Courts

3:30 – 5 p.m. Committee Meetings or Work Check-in

Members serving on a CCPIO committee will meet for an in-person committee meeting. Other members are free to use this time to return phone calls, emails, or work on other tasks.

3:30 – 5 p.m. New Court PIO Session

New PIOs with less than five years' membership or experience will learn tips for succeeding in a court environment. Topics include legal issues for court PIOs, handling high-profile cases, media and public relations, records requests, and more.

Facilitator:

Kathryn Dolan, Chief Public Information Officer, Indiana Supreme Court

Early Evening “Fun and Games and Food”

@ Judicial Education Center

Join your fellow CCPIO colleagues for a great activity to renew old friendships and make new ones. Heavy hors d'oeuvres provided.

Evening Dine-Around

Dinner on your own or informally join your CCPIO colleagues for dinner at nearby restaurants.

--- DAY 2 ---

Tuesday, August 2

Location: Judicial Education Center, 3003 N. Central Avenue, Suite 500

6 – 7:45 a.m. Breakfast @ hotel

Complimentary breakfast at your convenience in the hotel.

8 a.m. Group Photo

8:30 – 9:45 a.m. Session 1: Trends in Journalism Education

Walter Cronkite School of Journalism professors and Arizona Judicial Branch Communications Director will describe the evolutions in journalism education and explain how and what journalism students are being taught to cover courts and the challenges or opportunities this creates for court communicators to work more effectively with new reporters.

Facilitator:

Janet Bancroft, Public Information & Education Officer, Nebraska Supreme Court

Speakers:

Morgan Loew, Investigative reporter, CBS 5 & 3TV; Faculty Associate, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Timothy Tait, Communications Director, Arizona Judicial Branch in Maricopa County

Julia Thompson, Managing Editor of Digital, Professor of Practice, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

9:45 – 11 a.m. Session 2: Developing a Digital Communications Strategy

Managing a website, social media accounts, and mass email distributions can seem overwhelming, especially if you're a department of one. Developing a comprehensive digital communications strategy can help you maximize your content while saving you time and energy along the way. In this session, you will learn how to identify the right platforms for your messages, extend the lifespan of your content and create integrated digital communications that successfully complement one another. You'll also learn about when to use paid vs. organic social media and how to measure your ROI.

Facilitator:

Molly Justice, Director of Communications & Online Media, National Center for State Courts

Speaker:

Krista Hinz, Copy Writer, Arizona State University Media Relations & Strategic Communications; Adjunct Faculty, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

11:15 a.m. – 1:15 p.m. Lunch and CCPIO annual business meeting

@ the Judicial Education Center

Lunch will be provided.

1:15 – 2:15 p.m. Session 3: Message Monitoring: Tools and Tips for Determining Effectiveness of Digital Messaging

Court public information officers are responsible for disseminating information. But how do you also keep tabs on how the information is received? Discover cost-effective ways to gauge public sentiment about your court and its justices, judges, and staff through social media listening and effective news media monitoring. This session will include an interactive discussion about how to address negative and inaccurate social media comments and inaccurate news media coverage while abiding by judicial canons and other restrictions.

Facilitator:

Molly Justice, Director of Communications and Online Media, National Center for State Courts

Speakers:

Amy Starnes, Director of Public Affairs, Supreme Court of Texas

Heather Teter, Online Engagement and Social Media Manager, National Center for State Courts

Eric Jay Toll, Communications Manager, Community and Economic Development, City of Phoenix; Freelance Journalist

2:15 – 3 p.m. Session 4: Best Practices for Choosing the Right Platform to Convey the Right Message to the Right Audience

Learn how a strategic focus on goals, audiences and key messages can translate into results. Experts explain what research tells us about the best tool for communicating specific messages or reaching specific audiences, focusing on social media channels. You will learn how to create messaging for high impact.

Facilitator:

Jessica Fotinos, General Counsel and Public Information Officer, Clerk of the Superior Court for Maricopa County

Speakers:

Tiarra Earls Haas, Communications Supervisor, Clerk of the Superior Court for Maricopa County

Timothy Tait, Communications Director, Arizona Judicial Branch in Maricopa County

Brian Turner, Media Officer, Clerk of the Superior Court for Maricopa County

3:15 – 4:15 p.m. Session 5: Creating Social Media Messages

This learning lab session will reinforce best practices learned in Session 3. You will create messages and videos using predetermined topics.

Facilitators:

Jessica Fotinos, General Counsel and Public Information Officer, Clerk of the Superior Court for Maricopa County

Tiarra Earls Haas, Communications Supervisor, Clerk of the Superior Court for Maricopa County

Brian Turner, Media Officer, Clerk of the Superior Court for Maricopa County

Evening Dine-Around

Dinner on your own or informally join your CCPIO colleagues for dinner at nearby restaurants.

--- DAY 3 ---

Wednesday, August 3

Location: Judicial Education Center, 3003 N. Central Avenue, Suite 500

6 – 7:45 a.m. Breakfast @ hotel

Complimentary breakfast at your convenience in the hotel.

8 a.m. – 8:15 a.m. Morning Welcome by CCPIO President.

8:15 – 8:45 a.m. Session 1: Reimagining Court Websites

What might your court website look like in 2030? This session will examine the evolution of court websites to reimagine their future. Bring your best ideas to share about the future of court websites, including design, usability, content, and audience expectations.

Speakers:

Tamara Kendig, Senior Information Technology Manager, New Jersey Courts

Tricia Knox, Deputy Director of Public Information, Florida Supreme Court

Josh Smith, Web Content Manager, Florida Office of the State Courts
Administrator

8:45 – 9:45 a.m. Session 2: Is Your Website Accessible?

Access to Justice includes eliminating barriers to information posted on court websites. A panel of CCPIO members will discuss why court websites must follow accessibility and other laws and what PIOs need to know about web and electronic document accessibility to provide accessible information to the public. You will receive checklists and planning tools for easy and immediate website improvements to make your website more compliant.

Speakers:

Tamara Kendig, Senior Information Technology Manager, New Jersey Courts

Beth Riggert, Communications Counsel, Supreme Court of Missouri

Josh Smith, Web Content Manager, Florida Office of the State Courts
Administrator

10 – 10:30 a.m. Session 3: State of State Courts Public Opinion Survey & Communications Opportunities

This session will provide an overview of the National Center for State Courts' annual State of the State Courts public opinion survey. Recent survey findings on virtual proceedings, the digital divide and barriers to access will be discussed. We will also spend time brainstorming how NCSC's polling work can be integrated into the daily work of a PIO, from being used in speeches and annual reports through to demonstrating public support for policy changes with internal stakeholders.

Speakers:

Molly Justice, Director of Communications and Online Media, National Center for State Courts

Jesse Rutledge, Vice President for External Affairs, National Center for State Courts

10:30 – 11:15 a.m. Session 4: Disarming Disinformation & Negativity

Whether you're a new or experienced court PIO, you recognize the significance of the evolving digital landscape and the public's adoption of information circulating online. This discussion will provide an overview of the state of disinformation in our society and revisit aspects of previous NCSC and CCPIO disinformation trainings. We will also gain insights from the 2022 Concluding Report from the Supreme Court of Arizona's Task Force on Countering Disinformation - which provides 27 recommendations for the judicial branch.

Speakers:

Aaron Nash, Director, Certification and Licensing Division, Arizona Supreme Court's Administrative Office of the Courts

Jesse Rutledge, Vice President for External Affairs, National Center for State Courts

11:15 – 12:30 p.m. Box Lunch and PIO Showcase at the Judicial Education Center. A panel of CCPIO members will showcase innovative projects implemented in their courts within the last two years.

Presentations:

Virtual Town Halls

Julie Van Hook, Communications and Public Affairs Officer, San Bernardino Superior Court

Judges in the Classroom

Robert Gunn, Deputy Judicial Administrator for Community Relations, Louisiana Supreme Court

Trina Shelmire Vincent, Public Information Specialist, Community Relations Department, Louisiana Supreme Court's Judicial Administrator's Office

Judicial Learning Centers

Jennifer Bundy, Public Information Officer, West Virginia Supreme Court

Rebecca Parks, Public Information Officer, United States District Court for the District of Minnesota

12:30 p.m. Closing Remarks and Announcement of 2023 CCPIO Annual Meeting Location