

Schedule for CCPIO Annual Conference Aug 2 - 4, 2021

**All times are EDT*

Monday, 12:30 pm to 4:30 pm

12:30 pm to 2 pm

A big, friendly CCPIO welcome by President **Kathryn Dolan** to the first, and hopefully last, all-virtual annual conference (“in” Florida)!

- Fun headlines from around the CCPIO community by the North Carolina PIO team.
- Opening remarks by **Justice Jorge Labarga**, of the Florida Supreme Court. Labarga is a Cuban-American jurist who was instrumental in creation of Florida’s vaunted communications plan, and he just happens to be a big fan of the PIO community.

CCPIO Face-to-Face Listserv: Lessons Learned from the Pandemic.

What are the three things you did during the pandemic that were so smart, you will continue doing them post-pandemic? What will you be sure never to do again? Are video-conferenced court proceedings here to stay? A discussion led by incoming CCPIO President **Darren Toms**, the community outreach coordinator for the Cuyahoga County Common Pleas Court.

2:10 pm to 3:10 pm

Reputation Management: In the increasingly menacing environment of disinformation and misinformation, how do you protect your court’s reputation and maintain public confidence in its important work? This panel focuses on strategies to effectively counter unfair or false attacks on judges and courts before they have a chance to go viral.

Panelists:

California **Judge Paul A. Bacigalupo**, co-founder of the Judicial Fairness Coalition, a group of former judges and bar groups that organizes rapid responses for courts.

Siobhan Gorman, partner in the Washington, D.C. office of the Brunswick Group, who helped develop a communication playbook for courts targeted by disinformation.

Moderator: Jackie Koszczuk, public information officer, Administrative Office of the U.S. Courts.

3:20 pm to 4:30 pm

Messaging without Offending: Raising Awareness of New Sensitivities in Language. This panel looks at the rapidly changing dynamics of word choice and usage. What can you do to make sure your messaging reaches your audience and appropriately takes into account norms for young people, LGBTQ communities, the Black Lives Matter and MeToo movements, and neurodiversity awareness? Even though we are accomplished wordsmiths, how do we spot the not-so-obvious language landmines?

Panelists:

Dr. Susan Lantz, associate professor of marketing, West Virginia University.

Stacey Witalec, communications director, Administrative Office of the Pennsylvania Courts.

tova stabin, communications specialist, Division of Equity and Inclusion, University of Oregon.

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

Tuesday, 12:30 pm to 4:45 pm

12:30 pm to 2 pm

The Derek Chauvin Trial: Perspectives on how the court and media handled a difficult high-profile trial amid the social forces unleashed by George Floyd's death. How did the court manage the onslaught of attention in a state that previously had not allowed cameras in a criminal trial? How did it prepare out-of-state reporters to cover Minnesota law and procedure? The court also confronted legal, ethical and societal minefields associated with saturation media coverage.

Panelists:

Senior Judge Kevin Burke, Hennepin County (MN) District Court

Professor Jane Kirtley, director of the University of Minnesota's Silha Center for the Study of Media Ethics and Law

Moderator: Beth Riggert, communications counsel, Supreme Court of Missouri

2:10 pm to 3:10 pm

Bias, Diversity and Inclusion: How Social Upheaval is Changing the Courts. We examine the fallout for the courts from the Black Lives Matter movement and a period of social unrest from the 2020 election season forward. There has been a wave of introspection and study at all levels, from municipal courts to federal courts. How have earlier periods of social change affected the courts, such as the drug crisis of the 80s, mass incarcerations, and the subsequent trend in redemptive and problem-solving courts. Some courts are stepping up bias training for judges and staff in a big way.

Panelists:

Retired Judge Gill S. Freeman, Miami-Dade Circuit Court (11th Circuit), former chair of the Florida Supreme Court Standing Committee on Diversity & Fairness and former chair of the court's Gender Bias Study Implementation Commission

Retired Judge Maurice Portley, Arizona Court of Appeals, former chair of the Arizona Supreme Court's Commission on Minorities in the Judiciary, now called the Commission on Equality, Diversity and Justice in the Judiciary.

Moderator: Jessica Fotinos, general counsel and public information officer, Clerk of the Superior Court for Maricopa County, Arizona

3:15 pm to 4:45 pm

Business Meeting: Reports from committees, board elections, constitutional changes are all on tap for the annual business meeting.

Wednesday, 12:30 pm to 5 pm: Education Workshops

12:30 pm to 1:30 pm

How to Produce an Effective Online Newsletter. How to make sure your newsletter has engaging content, day in and day out. Get tips on soliciting and vetting content from internal stakeholders to produce a regular, informative newsletter that balances news and social announcements and has a visually pleasing design that works across devices.

Panelists:

Janet Bancroft, who produces an employee-focused newsletter for the Nebraska State Supreme Court.

Darren Toms, the solo publisher of the Cuyahoga Court newsletter for an internal audience.

Moderator: Janet Bancroft, public information officer, Nebraska Administrative Office of the Courts and Probation

1:40 pm to 2:40 pm

The Perils of Credentialing. As media experts debate who and what constitutes the media in an ever-changing media landscape, how can courts walk the line of credentialing media to ensure fairness and access for both traditional and nontraditional media?

Panelists:

Karen Levey, chief deputy of the Circuit Court in Orlando, talks about credentialing in high-profile cases and in her daily media work.

Janet Bancroft discusses credentialing news reporters in a high-turnover, entry-level market.

Moderator: Janet Bancroft, public information officer, Nebraska Administrative Office of the Courts and Probation

2:50 pm to 3:50 pm

Visualizing Data & Information: So you have lots of data. What do you do with it? How do you decide what data to write about and what data are best displayed visually to tell your story? And how do you make that data into a pretty picture or pie chart?

Panelists:

Lynne Palombo, Oregon law librarian & former data visualization specialist at The Oregonian

Penne Soltysik, supervising communications analyst, California Judicial Council

Moderator: Beth Riggert, communications counsel, Supreme Court of Missouri.

3:50 pm to 4:00 pm

Goodbye Friends, Until Next Year: Where will we meet in 2022? Zoom in to find out!