



COMMUNICATIONS COMMITTEE

Thursday, January 10, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

MINUTES

1. Welcome/Call to Order/Roll Call

Carlene Redmond	Charleston Carter	Constance White
Danielle Rosete	Janet Cornell	Janet Reid
Jeffrey Tsunekawa	Joe Fazari	Kathy Griffin
Kevin Lane	Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox	Rick Pierce
Tasha Ruth	Tina Mattison	Steve Thomas
Vicky Carlson	Will Simmons	

For those who were unable to join the call because the meeting was locked (Dorothy Howell), I apologize that you were unable to participate. We missed you! Please let me know if you have any questions about the meeting and if there are any topics you would like to revisit at the next meeting.

2. Meeting minutes for the December 13, 2018 were approved.

3. Committee Member Spotlight – Matching Faces with Names and Voices



As a passionate child advocate with a master's degree in public administration, one of the reasons I entered and remain in the juvenile justice arena is to empower children and families while also serving the court. I've worked in a juvenile court since 2003 and became a member of NACM in 2016. In addition to the Communications Committee, I also serve on the Conference Development Committee, attending my first NACM conference last summer. During the conference, I enjoyed learning about new innovations and meeting colleagues from various courts. I look forward to meeting all committee members in person at the next conference.

Carlene Redmond

Court Program Administrator
Juvenile Court of Cobb County, GA



Johnny Tse
Court Administrator
Buckeye Municipal Court, AZ

Johnny Tse is the Court Administrator for the Buckeye Municipal Court (Buckeye, AZ). He has been working at the Buckeye Municipal Court since 2015. Johnny also serves on the NACM Communications Committee, the Arizona Supreme Court Judicial Staff Education Committee, and the Defensive Driving School Board. Prior to his current position, he worked at the Pinal County Superior Court (Florence, AZ), Mohave County Superior Court (Kingman, AZ), Flagstaff Municipal Court (Flagstaff, AZ), and the Maricopa County Justice Courts (Phoenix, AZ). He is a Fellow of the Institute for Court Management.

4. Publications Updates

a. Court Manager, Editor Tasha Ruth

Tasha thanked all on the call who have submitted articles for the *Court Manager*.

Copy deadline for Spring issue is January 11; magazine will post March 29.

Copy deadline for the Summer issue is March 22; magazine will post June 7.

b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that distribution of the February issue will be delayed pending the annual conference website going live. He will include an announcement about the annual conference with a link to the annual conference website. Copy deadline for the February issue is February 8.

Copy deadline for the May issue is May 3; distribution date is May 23.

5. Plain Language Guide Launch, Plain Language Guide Co-chair Alyce Roberts

Alyce shared that NACM released the Plain Language Guide on January 10. Abhijeet Chavan, a member of the Plain Language Guide Subcommittee, retweeted NACM's tweet about the guide during a Legal Services Corporation (LSC) Conference that he was attending. [Post meeting note: As of January 21, 2019, Abhijeet's retweet has been viewed nearly 3000 times.]

Alyce expressed appreciation for the members of the Plain Language Guide Subcommittee noting that the members of this subcommittee are incredibly talented and dedicated to improving access to justice using plain language. She also expressed appreciation to Janet Reid and Chuck Campbell from the NCSC as they reviewed the guide and prepared the guide webpage and bookstore in short order so that NACM could announce release of the guide during the LSC conference. By doing so, Abhijeet was able to retweet the announcement and thereby greatly increase exposure to NACM and the guide.

Frank commented that the Plain Language Guide and the Joint Technology Committee's report on social media are two items that are great examples of why I love being a member of NACM. They are a tremendous resource. "These are the types of things that make us look good. It's a good starting point as you are looking at your forms and website...the Plain Language Guide is an excellent tool."

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reminded all that during the last call we talked about NACM, from the NACM Facebook page, liking other court's Facebook pages throughout the country. NACM is now linked together with other courts. Kevin asks that if anyone notices a court he missed, please let him know.

At Frank's request and with the committee's support, Kevin pinned a disclaimer to the top of NACM's Facebook page.

Kevin shared that he learned that NACM has a Flickr account while reading the Court Express. He learned from Janet that the Flickr photo gallery feeds NACM's conference page. Kevin mentioned that he plans to come up with a list of NACM's social media accounts that identifies the owners of the accounts. This way, the information will not be lost as people retire and move on.

Kevin has not yet opened an Instagram account for NACM but will do so.

Kevin is still awaiting comments from subcommittee members on his draft of NACM's Social Media Policy.

Alyce reminded members that during the last call, Roger Rand asked how court professionals should engage in social media while maintaining appropriate or desired boundaries between their professional and personal lives. During that call, Paul informed members of NACM's plan to collaborate with the Conference of Court Public Information Officers (CCPIO) noting that it would be great to address this issue in an update of NACM's *Social Media Mini Guide*, last updated in 2010. Paul shared that the current CCPIO president, Leah Gurowitz, is very receptive to collaborating with NACM. Paul brainstormed several ideas with Leah including having a representative from the CCPIO speak at a NACM conference. The CCPIO submitted a session proposal and are now on the conference agenda. NACM is hoping that the CCPIO will collaborate with NACM to update its social media guide and to develop resource materials for court personnel who do not have the formal title of a public information officer but who must serve in this role. The CCPIO is very excited about this. Paul shared that he is waiting to hear back from Leah and that he hopes to have a better course of action to share on the next call.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that there are no significant updates. Jeffrey and Janet are currently preparing to get a lot of information on the website for NACM's midyear conference.

They will also be posting information about all of the awards NACM usually gives out during the annual conference.

Documents about board candidacy have already been posted.

8. Website Review Update, Alyce

Alyce shared that she sent to members of the Website Review Subcommittee, a website review document asking that members look for the various website content listed on the document, noting their experience in locating it both from their own perspective and that of a new visitor to the website. The goal of NACM is to ensure that members and non-members can easily and quickly find content of interest. Once the review documents are submitted, Janet and Jeffrey will go over them and will identify and implement any recommendations that are possible and appropriate.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter shared that he and Charleston have been making a lot of progress preparing for NACM's first podcast thanks to Ellen Hancock and Amy Scott who agreed to be guest on the podcast. Both Ellen and Amy experienced Hurricane Florence and are prepared to share what worked and what did not work. Peter has a GoToMeeting conference call set up with them for next Tuesday at 9:00 a.m. After the first podcast is done and completely ready, will look to doing a podcast with Allen Carlson about artificial intelligence. Peter also shared that Rick Pierce had volunteered to co-host a podcast show, noting that this is one that he hopes Rick will be able co-host. Peter shared that he has been working with Libsyn, a podcast upload and hosting service, and he learned that he has to develop what is called a podcast url slug. He is also working on Audacity to create background music.

Peter shared his experience watching the Professional Conference Managers Association's Live Interviews. These interviews occur in between conference sessions. The PCMA also broadcasts several of their plenary events. Peter noted that they had a section set off from the main lobby where a host quizzed individuals about leadership and conference management. "It's a platform we could aspire to." It looked like they had about four cameras running during the interview. Both Peter and Alyce shared that Peter, Charleston, and Alyce have been considering the possibility of NACM podcasting live from Vegas.

10. [Joint Technology Committee Resource Bulletin – Social Media Marketing for Courts](#), Jeffrey Tsunekawa

Jeffrey shared that the JTC was established by NACM, COSCA, and the NCSC. Individuals from these organizations and CITOC meet in person twice a year and by conference call twice a year. The JTC just released its resource bulleting *Social Media Marketing for Courts*. The bulletin gives an overview of social mediums; talks about social media tools and how courts can best use them; highlights the pros and cons of using social media; provides things to consider that courts might not otherwise consider; provides information on creating social media accounts; and advice on how to or how not to respond to comments from the public. The bulletin includes an example from the U.S. Navy that is

really great. The bulletin is a free publication and Jeffrey encourages everyone to feel free to pass it on to colleagues.

11. Reminder: NACM's Midyear Conference – Little Rock, AR, February 10 – 12
12. Next Meeting: February 14, 2019 at 4:00 ET