

Sign the U.S. Constitution With Your Local Schools

Every year the National Constitution Center sponsors "Constitution Week" to help promote awareness and understanding of this important document. The PBA will join in annual celebration during the third week of September in hosting an "I Signed the Constitution" Day for students across the state.

NCC's "I Signed the Constitution" events aim to get students actively involved in learning more about the Constitution — an important goal, considering that today's students know far more about pop culture than history. In a 1998 teen poll, the NCC discovered that while 58 percent could identify Bill Gates as the "father" of Microsoft, only 2 percent identified James Madison as the "father" of the Constitution.

The PBA is working with the Pennsylvania Department of Education and county bar associations on a special public signing program that will be broadcast live over the Internet from Harrisburg. Pennsylvania's Secretary of Education and over 20,000 students from 69 schools across Pennsylvania will be part of the Constitution signing event through a webcast on the PBA web site, which will be run by Pennsylvania students.



The Subcommittee met June 28 at PBA Headquarters to plan the details of Constitution Week, which will take place Sept. 13-17.

Every participating school will receive a 4'x6' poster of the Constitution and the amendments, so that students can learn how the Constitution has evolved. Each student who signs the Constitution will get an "I Signed the Constitution" button and a pocket Constitution. The PBA is partnering with the Temple Law, Education and Participation (LEAP) to prepare lesson plans that will be distributed to schools with the Constitution Day materials.

If your bar association would like to get involved with this program, or would like more information, please contact Jennifer Branstetter in the PBA Communications Department at (800) 932-0311, ext. 2216. □

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PBA Quality of Life Task Force Defines Objectives

The PBA Task Force on Quality of Life/Balance met at PBA Headquarters June 28 to define the issues that make law practice stressful and find ways to help members and county bars deal with those issues.

"We are here to identify not only what the problems are and how they relate to our members in Pennsylvania, but how we can provide some tools to get the job done," said Task Force Chair Kenneth J. Horoho Jr. of Pittsburgh.

"I think it can be one of the best services we can offer to our members. It is the biggest issue on lawyer's plates," said PBA President Louis N. Teti, who created the task force this year.

During the meeting, task force members used their personal experiences as lawyers to brainstorm ways to balance their lives and concluded that their largest challenge would be to get lawyers to reassess their values and priorities. They agreed that lawyers workloads have dramatically increased over the years and many demands are placed on their time, leav-



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ing little time for family and friends.

"We have to be proactive and very intentional about our lives. We have to ask ourselves, 'What really is important to me?'" Selinsgrove family therapist Raven Rudnitsky offered.

In the next six months, task force members will meet on how to help lawyers reassess their values and encourage law firms to promote qual-

ity of life. They also will look into the effects of the judiciary, law schools and young lawyers; and solo/small firms on the balance issue.

The task force plans to develop a one-hour continuing legal education program on the subject and present it at the Annual Seminar of the Conference of County Bar Leaders, February 25-26. □

York County Bar Association Members Parody Legal Profession

By day, they protect and serve the public in court. By night, they entertain the public by spoofing the legal profession.

"It's lawyers being funny," said lawyer Tom O'Shea, director, writer and creative force behind The Bar Stools, a performing entourage composed of York County Bar Association members.

In their first public debut May 2-4, The Bar Stools sang and danced their way across the stage of the York Little Theatre in the production "Behind the Courthouse Doors," a musical parody about lawyers and life at the York County Courthouse. The Bar the county line

Stools performed for two sold-out evening shows.

"People understand that attorneys are people who deal with serious problems all day. We have to do something with the stress," said lawyer Susan Docktor, who played a judge in the performance.

The production has been modeled after The Capitol Steps, a group of former congressional staffers in Washington, D.C. who perform musical parodies around the country about politicians in the nation's capitol. After seeing The Capitol Steps three years ago, Kathy Humm, executive director of the bar associa-

tion, approached O'Shea with the idea that the York County Bar Association could do a similar show about lawyers. O'Shea said they were obviously on the same wavelength.

O'Shea had wanted to produce a show like this for several years. "When I first saw a performance of The Capitol Steps, I thought maybe we could produce a musical parody about lawyers," recalls O'Shea. "I never thought, however, that there would be so much local interest in such a project."

The Bar Stools formed two years ago for a local bar association event.

(See Parody, on page 3.)

Grassroots Session Held at First Annual County Bar Legislative Retreat

The first annual County Bar Legislative Retreat took place June 8 at the Harrisburg Hilton. The purpose of the retreat was to provide opportunity for the county bars, legislative staff and legislators to get acquainted and discuss the grassroots process. The discussions gave attendees a better understanding of how to have an impact on the legislative process. In all, approximately 30 county bar representatives participated in the day's events, and approximately 40 legislators attended the reception at PBA headquarters that evening.

The morning CLE session, titled "Why Grassroots" expanded upon the late U.S. House Speaker Tip O'Neill's famous motto, "All politics is local." Former PBA President and PABAR-PAC Chair Jim Mundy served as the moderator. The panelists included Sen. Mary Jo White,



James F. Mundy, moderator of the "Why Grassroots" CLE session, directs a question to one of the panelists. From left to right the panelists are: Rep. Kathy M. Manderino, C.J. Hafner, Sen. Mary Jo White, Rep. Brett Feese, Sen. Allen Kukovich and Stephen MacNett.

R-Butler; Sen. Allen Kukovich, D-Westmoreland; State Rep. Brett Feese, R-Lycoming; Rep. Kathy Manderino, D-Philadelphia; Stephen MacNett, General Counsel to the Senate Republican Caucus; and C.J. Hafner, General Counsel to the Senate Democratic Caucus. Discussion focused on local factors that impact the state legislative process and policy decisions within the Capitol.

PBA Legislative & Government Affairs Committee Chair Richard Galloway moderated the afternoon

panel discussion, which provided participants with information on how to be active participants in the legislative process in their counties. The panel also discussed the importance and need for the PABAR-PAC. The afternoon panelists included Jim Mundy, PABAR-PAC Trustee and Westmoreland County Legislative Chair Chuck Mason, former Senator and PBA Legislative Consultant Tim Shaffer, lawyer/lobbyists Franklin Kury and Laurel McLeaish and PBA Legislative Liaison Ed Haines. □

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Parody

(Continued from page 3.)

As with all good bar projects, a committee was formed and named The Bar Stools. The committee met on Sunday evenings and discussed ideas for the show. A 30-minute script was written, and bar association members were drafted to act and sing. "It was a huge success," recalls O'Shea.

This year the troupe decided to open the show to the public and modified some of the inside lawyer jokes. O'Shea said he and some of the

other lawyers tossed around ideas and came up with popular songs to spoof. O'Shea wrote most of the lyrics, while Darice France choreographed the show.

As the The Bar Stools made light of their profession, they also raised money for two good causes - the York Little Theatre and the York County Bar Association's charitable causes, which include pro bono work, scholarships and education. □

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How to ... Start a Public Relations Campaign

The key to success with any public relations campaign is communication. The more you communicate with the public about your county bar association and the benefits it provides, the more success and longevity your association will have in the coming years.

So, how do you go about getting a public relations campaign started? It's simple ... first, decide what you want the public to know about your county bar association. For example, your bar association has a strong lawyer referral program and is active in community service and educating the public about the legal profession. Now you need to determine how best to communicate that information to the public. The fail-safe answer — utilizing the media.

Here are some easy ways you can utilize the media to get information about your bar association to the public.

Get to Know Your Local Media

As an executive director or bar president, it is important for you to build a relationship with your local editors and reporters. To start, compile a list of all local media, including daily and weekly newspapers and radio and television stations. Next, set up a meeting with a paper's editorial staff or ask the newspaper or television reporter who covers legal news to stop by the bar association and see how things operate. The media needs to know that when it comes to providing legal information in your area, your bar association is the first resource. Once that relationship is established, you will find it much easier to get your "news" covered.

News Releases and Media Advisories

News releases are a great way to get information about your associa-

tion to the public — just make sure that what you're releasing is something the public wants to know. The best way to make that determination is to take a significance test: Is this information of real interest to the general public? Is it unique to our community or a first of its kind? Does it involve or affect local residents? If you answer yes to one or more of these questions, then start writing.

News releases should be brief. As a general rule, keep the length to no more than two pages double spaced. Give the most pertinent information in the beginning with the less important information at the end — follow a pyramid style. Make sure to include the basics: who, what, when, where and why. Always list a contact person and phone number (this should be someone you are confident can speak for the association and is readily accessible.) A news release can be used by itself as a means to announce a new program or as a follow-up to an event. Either way, make some calls to the media to ensure that they receive the release.

Media advisories are used to announce an event or press conference. They should tell the media what, who, when and where (give an actual address.) The trick with an advisory is to only wet the media's appetite. Give them enough information to make them want to cover the event, but not so much that they don't have to attend.

Letter to the Editor/Op-Ed

Most newspapers have a page dedicated to reader responses and guest editorials. Take advantage of this — tell the public about your bar association's viewpoint on some issues. For example, if the legislature is debating a funding decrease for legal services, describe how legal services helps low-income families in your

community and encourage your local legislators to protect everyone's access to the justice system. To make your op-ed appealing to editors, keep it between 800-1,200 words and double spaced.

TV and Radio Interviews

Take full advantage of the TV news and talk radio shows. Through these outlets, lawyers can provide a service to the public by addressing issues that are of interest and benefit to viewers and listeners. But don't wait for stations to call you — if you think of a timely interesting topic, call the producer of a show and suggest a particular subject. When you do get that interview, here are some simple tips to remember: be prepared and know the subject; anticipate questions; speak in simple terms (avoid 'legalese'); never lose your cool; don't be afraid to say "I don't know;" avoid talking off the record; be friendly, factual and frank; and be clear on your message and make sure it comes across in your interview.

Handling Media Calls

When a reporter calls you or the bar association for a comment on a particular issue, always return the call as soon as possible — most reporters are on strict deadlines. There is nothing worse to read or hear that "Mr./Ms. was unavailable for comment." In addition, when a reporter takes you by surprise with a story, never say "no comment." Tell the reporter that you have just learned of the situation and will call him/her back when you have gathered all of the facts. Make sure to always be a resource for reporters. Put them in touch with your members who may be experts in certain fields — your members will thank you too.

(See How to, on page 8.)

Third Circuit Judicial Conference Slated for Oct. 17-19

Chief Judge Edward R. Becker of the U.S. Court of Appeals for the Third Circuit is pleased to announce that the Third Circuit Judicial Conference will be held at the Doubletree Hotel in Pittsburgh from Oct. 17-19, 1999. The Conference is open to all attorneys who are members of a bar within the Third Circuit.

The program incorporates suggestions made by lawyers and judges at focus group discussions held throughout the circuit under the auspices of the Judicial Council's Bench-Bar Relations Committee. Sunday afternoon will provide an opportunity for judges and attorneys to discuss openly their mutual expectations of each other, in an ef-

fort to develop concrete ideas on how the courts can better serve the public and the litigants.

The remaining topics, which range from mediation to counsel fees, largely address practical problems faced by attorneys and judges on a regular basis. The theme of the Conference reflects a desire to listen to the bar's ideas about how we can improve the administration of justice within the circuit, thereby fulfilling the statutory mission of the Judicial Conference.

The Conference has received accreditation from the Pennsylvania and Delaware Continuing Legal Education Boards for 10.5 hours of substantive credit, with 1.0 hours of

optional ethics credit available. Being mindful of the need to permit informal discussions in addition to the structured sessions. The Conference also will offer several social activities.

On Sunday, U.S. Supreme Court Justice David Souter will be present for a reception and dinner, where he will deliver remarks. There also will be the presentation of the first Third Circuit American Inns of Court Circuit Professionalism Award.

On Monday afternoon, golf and tennis tournaments will be held at the Allegheny Country Club in Sewickley. For non-golfers, there will be a luncheon at the Country Club and the opportunity to spend the afternoon strolling the streets of charming Sewickley Village.

In addition, a guided walking tour of the nearby Fern Hollow Nature Center will be available. Monday evening's event will be held at the Frick Art and Historical Center, with tours of the antique car and carriage museum, the first floor of Clayton, the Frick family home, the greenhouses and the beautifully landscaped grounds.

All social events will be for both lawyers and judges. Spouses and friends are welcome to participate in all events except the district breakfast on Tuesday morning.

Registration information is available from the Office of the Circuit Executive, 22409 U.S. Courthouse, 601 Market Street, Philadelphia, PA 19106, or by calling (215) 597-0718, ext. 270. Registration information is also available on the Third Circuit's website at pacer.ca3.uscourts.gov. (Please note that the address does not begin with www.) □

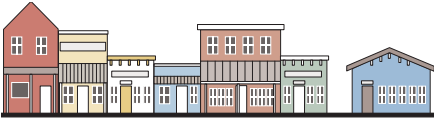
Revisions Proposed to Third Circuit's Local Appellate Rules

Comments are being sought pursuant to the provisions of 28 U.S.C. § 2071(b) for revisions that are being proposed to the Third Circuit's Local Appellate Rules. Copies of the proposed revisions can be requested by contacting Assistant Circuit Executive Lynne C. Kosobucki at the address listed below or call (215) 597-0718. The amendments also are available on the Third Circuit web site at pacer.ca3.uscourts.gov.

Many of the proposed amend-

ments to the Local Appellate Rules were prompted by the December 1998 amendments to the Federal Rules of Appellate Procedure, as well as the court's practice in handling habeas corpus, including death penalty, cases.

Please send your comments to Assistant Circuit Executive Lynne C. Kosobucki, Room 22409 United States Courthouse, 601 Market Street, Philadelphia, Pennsylvania 19106 by Friday, July 30. □



Allegheny

“Ask the Attorney”

On April 6, the Allegheny County Bar Association North Hills Practitioners Section sponsored an “Ask the Attorney” night for low-income residents in the North Hills area of Pittsburgh. Qualified residents received a free 30-minute consultation with an attorney to discuss legal rights issues.

Blair

Poster and essay contest sponsored

The Blair County Bar Association sponsored a poster and essay contest as part of its Law Day festivities on May 7. Members also gave tours of the courthouse for school students. Law Day was celebrated as a part of the Barristers’ Spring Festival, which included singing performances, various musicians, crafters and food vendors. Andrea Treese, served as Law Day chairperson.

New wing of building dedicated

James H. English, president of the Blair County Bar Association, took part in the dedication ceremony for the new wing of the Blair County Courthouse on April 30. The law library will reside in the new wing along with the BCBA Lawyer Referral Service.

Chester

Scholarship awarded

The Chester County Bar Foundation has awarded \$1,000 scholarship to Stephen Lu, a senior at Henderson High School, West Chester, who in-

tends to pursue a career in law. The Chester County Bar Foundation is concerned with promoting law-related education in Chester County.

The Legal Education for Youth Program presented

The Foundation also presented its law related curriculum program to over 2500 students in Chester County during the 1998-99 school year. The Legal Education for Youth Program, which helps to develop decision making skills in students, sends attorneys into the classroom. It is in its eleventh year and offers curriculum for grades 3, 4, 7, 8, and 10-12.

Lackawanna

Special Olympics recognized

The Lackawanna Bar Association recognized Special Olympics with its 1999 Chief Justice Michael J. Eagen Award presented at its Law Week Dinner held in Scranton. The organization was honored by the LBA for its outstanding accomplishments in working with regional athletes with developmental disabilities.

Youth summer program sponsored

The Lackawanna Bar Association is sponsoring its Summer Youth Opportunities Program again this summer and has placed 20 local high school students in summer jobs with law offices. The participants gain a first-hand view of the legal field by helping law office management with administrative responsibilities.

YLD aids poor

The Young Lawyers Division volunteered at the St. Francis of Assisi

Kitchen and helped the staff to prepare and serve dinner to the poor. Participants included Melanie Naro, Matthew Barrett, Mike Butler, Lou Whitehead, Elaine Geroulo and Pat Cummings.

YLD hosts benefit

The Young Lawyers Division hosted its 9th annual Law Week Benefit for Meals on Wheels of Northeastern Pennsylvania. Proceeds from the event were donated to the organization, which provides daily home-delivered meals to local senior citizens.

Monroe

5-mile race and 5K run sponsored

The Monroe County Bar Association sponsored the 15th Annual Law Day 5-mile Race and 5K Run on Sunday, May 2. The event raises money to benefit the Pocono Mountain Kidney Foundation in memory of Attorney Lester T. Brown.

Montgomery

McClain receives Miller Public Service Award

David Narkiewicz, president of the Montgomery Bar Association, presented C. Dale McClain with the Henry S. Miller Public Service Award in recognition of his years of service to the bar and his many contributions to Montgomery County. The presentation was held on April 30 as part of the MBA’s Law Day Celebration held at the Montgomery County Courthouse.



Franklin County Bar Association Observes 100th Anniversary

Northampton

The 15th Annual Joint Dinner Meeting of the Northampton County Bar Association and the Bar Association of Lehigh County was held on April 22. The Hon. James T. Giles, chief judge of the U.S. District Court, Eastern District of Pennsylvania, presented the program titled, "A Visit with the Chief Judge." Lawyers and members of the bench from both counties attended.

Send Us Your News

If you have submissions for future issues of *The County Line*, please send in the enclosed "News and Views" form or contact PBA County Bar Services Director Arthur Birdsall, at (800) 932-0311, ext. 2218.

Sept. 20 is the deadline for the next issue of the newsletter. □

In Memoriam

Joseph B. Gorman, Esq.

On April 25, Joseph B. Gorman, president of the Wyoming/Sullivan County Bar Association, died in an accident. He had served as president of the bar association for the last 10 years.

George B. Stegenga, Esq.

In conjunction with the Washington County Bar Association, George B. Stegenga was recognized in a Memorial Minute at the Washington County Courthouse on March 22. Many friends of the court shared memories about Stegenga with his family and friends in the courtroom. □

The Franklin County Bar Association remembered its past and celebrated its future during a 100th anniversary observation at the Franklin County Courthouse, Chambersburg on May 21.

State Sen. Terry Punt; three Franklin County commissioners; and Franklin County Judges Douglas Herman, William Kaye, Ri-

chard Walsh, and President Judge John R. Walker offered remarks. A citation from the U.S. Congress was read and state Reps. Pat Fleagle and Jeff Coy presented a citation.

During the program, the association formally admitted the first new member of its second century. □

Add Your Event to PBA Master Calendar

Does your bar association have an upcoming event to promote? With the new online event registration form, keep the PBA posted about events and activities in your bar association. Fill in the event information and we'll make sure the event is listed in our master

calendar. The form is easy to fill out and can be completed in a few seconds. You also can give us your web site address if you want to link to our web site. Please contact the PBA at www.pbar.org/calendar.shtml. □

PBA Bar/Press Committee Presents Panel Discussion

The PBA Bar/Press Committee is looking for County Bars that are interested in sponsoring a media and the law program. This program is an informative session that provides media representatives and lawyers with skills on how to work together and achieve desirable results. The

committee will arrange the speakers.

Please contact Robert D. Richards, director of the Pennsylvania Center for the First Amendment, by phone at (814) 863-1900; fax (814) 863-8044; or e-mail rdr2@psu.edu for more information. □

How to

(Continued from page 3.)

Putting it into Action — Planning an Event or Press Conference

The following is an example of how and when to interact with the media for an event or press conference in five easy steps. The event highlighted is the Stepping Out Program put on by many county bar associations around the state.

Step 1: Once the date is set, the location is selected and the speakers are identified, it is time to think about what parts of the event to pitch to the media. These parts could include: area lawyers working with high school students; high school students learning about their legal rights; practical applications of the law for young adults; and the Stepping Out Program is sponsored by the _____ County Bar Association.

Step 2: Put your concepts to work in the event's media advisory. The media advisory should be faxed to all appropriate daily and weekly newspapers and television and radio stations. In major media markets like Pittsburgh and Philadelphia, the advisory should be faxed no earlier than two days prior to the event. The media in these areas receive hundreds of faxes per week — you don't want yours to get lost in the pile. In smaller markets, the media advisory should

be faxed or mailed one week prior to the event. Remember — if you have developed a relationship with a reporter or editor, send that person the advisory.

Step 3: One day prior to the event, make follow-up calls to the media that should have received the advisory — ask for the newsroom, assignment editor or “your reporter” when you call. Confirm that they received the advisory and offer to fax it again if they didn't receive it. In addition, take a minute or two to tell them how great the event will be with lawyers helping students learn about their future in a fun manner.

Step 4: Prepare the news release. The release should be distributed to media who attend the event and mailed to all other media that received the media advisory. You also may want to fax the news release to your daily newspaper and a few radio stations.

Step 5: The actual event — be available to the media. If possible, greet the media at the door, guide them to the event location and give them a press release (always try to hand out the release prior to the event — it's much easier to ask and answer questions when the media knows what is taking place). In addition, try to facilitate interviews with students and lawyers. At the end of the event (after you've followed up with any necessary media calls), give yourself a well-deserved pat on the back — you are done!

If you should have questions regarding these helpful hints or need some assistance in formulating your own public relations campaign, please feel free to call Marcy Mallory (x2247) or Jennifer Branstetter (x2216) with the PBA Communications Department at (800) 932-0311. Best of luck! □

**Pennsylvania
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PBI Courses

Here is the most recent listing of live courses being offered by the Pennsylvania Bar Institute. Dates, times and locations are subject to change. Contact PBI's Customer Service Department for more information at (800)932-4637, (800)247-4724 or (717) 233-5774.

Estate Planning Opportunities: Family Limited Partnerships & Limited Liability Companies, live via satellite, August 4, 1999, 8:30 a.m. to 12:00 p.m., 3 CLE credits (substantive)

Allentown	Lewisburg
Easton	Mansfield
Erie	Media
Exton	New Castle
Greensburg	Reading
Honesdale	Scranton
Indiana	Stroudsburg
Johnstown	Uniontown
Kingston	York
Lancaster	

PBA Malpractice Avoidance Seminar, 3 CLE credits (1.5 substantive, 1.5 ethics)

Lebanon - July 15 12:30 p.m. to 2:00 p.m.
Scranton - Aug. 4 2:00 p.m. to 3:30 p.m.
Wilkes-Barre - Aug. 4 9:00 a.m. to 10:30 a.m.

Municipal Law Colloquium 1999, Hershey, August 26-27, 8:30 a.m. to 5:00 p.m., Hershey Lodge & Convention Center, 9 CLE credits.