

AGENDA
Florida Bar Citizens Advisory Committee Meeting
Thursday, July 28, 2022, 8:30 a.m. – 12 noon
Working Lunch/Communications Committee 12-2:30 p.m.
Eau Palm Beach

<https://us02web.zoom.us/j/82608557720?pwd=R1FkVGpCN01JT3RnZWlxS2E1azhFUT09>

1. Call to order and [introductions](#) – Tad Yates, chair
2. Approve Summary Minutes from the June meeting – Attachment 2
3. Update from President Gary Lesser
4. Presentation on Florida Bar Discipline Process by Brian Burgoon
5. Presentation on Lawyer Advertising Regulations by Michael Orr
6. Life Legal Moments/How to Hire a Lawyer project update
7. Benchmarks Promotion Update
8. [Voter Guide Toolkit](#) – Attachment 2
9. CAC Member Topics – an opportunity to raise issues for the BOG to consider
10. Adjourn for working lunch with [Communications Committee](#)

ATTEND COMMUNICATIONS COMMITTEE FROM 12 – 2:30 P.M. IN THE SAME ROOM

TENTATIVE NEXT MEETING: THE WEEK OF SEPTEMBER 26 VIA ZOOM



The Florida Bar

651 East Jefferson Street
Tallahassee, FL 32399-2300

Joshua E. Doyle
Executive Director

850/561-5600
www.FLORIDABAR.org

CITIZENS ADVISORY COMMITTEE MEETING

Thursday, June 23, 2022

Annual Florida Bar Convention, Orlando and via Zoom

1. **Call to Order:** The meeting was called to order by Chair Tom Wert at 2:00 p.m.
2. **Attendance**
 - a. Committee Members Present: Chair Tom Wert, Karen Cespedes, Ron Cunningham (incoming member) Michael T. Davis, Lawrence Gordon, Don Kiselewski (incoming member), Thomas Kontinos, David Mica, Jim Sewell, Melanie Shore, Nancy Vaughn, Tad Yates (incoming chair)
 - b. Bar staff: Jennifer Krell Davis, Sue Ray
 - c. Guests: President Mike Tanner, President-elect Gary Lesser, former CAC Committee Member Vinnie Cuomo
3. **Agenda Item 1 – Welcome & Introductions:** Chair Tom Wert welcomed existing and incoming CAC members and attendees introduced themselves.
4. **Agenda Item 2 – Greetings from President Mike Tanner and President-elect Gary Lesser:** Both spoke about the importance of public feedback and representation in bar activities.
5. **Agenda Item 3 – Approval of Summary Minutes:** Minutes were approved.
6. **Agenda Item 4 – New Member Orientation:**
 - a. Chairman Wert provided an overview of the CAC (mission, objectives, scope of responsibility) and its relationship to the Board of Governors.
 - b. Jennifer Krell Davis talked about ways members can keep up with The Florida Bar, including the Daily News Summary, the website, and social media.
 - c. Krell Davis went over additional volunteer opportunities available for nonlawyers in the legal and justice systems and referred them to the CAC-developed www.floridabar.org/volunteer webpage.

- d. Krell Davis provided an overview of the structure for CAC meetings and work – preparation, development of agenda and materials; guest presentations (Bar initiatives, Legislative Session, for example). She also presented a framework for how CAC members can promote Bar initiatives of interest to the public through communications tool kits.
7. **Agenda Item 5 – Update on How to Hire a Lawyer Project/Life Legal Moments Campaign:** Discussed the Sachs proposal for "Life's Legal Moments" and how it dovetails with the Committee's How to Hire Lawyer project. A survey is in the field and plan development will soon begin.
8. **Agenda Item 6 – Legal Survival Guide Toolkit:** The committee was updated on the Legal Survival Guide; recent updates will go live very soon. CAC members will receive a toolkit to use for spreading the word. Committee members discussed other possible avenues for outreach including school guidance counselors.
9. **Agenda Item 7 – Special Committee Liaisons Update:** Nancy Vaughn provided an update on the Special Committee on Opportunity in the Practice of Law in Florida. Earlier in the meeting, President Mike Tanner updated the committee about progress toward the development and deployment of an automated online platform for resolving civil monetary disputes.
10. **Agenda Item 8 – Topics Committee Members Want to Bring to TFB's Attention:** There was a good deal of conversation about Lawyer Advertising, its regulation, the first amendment and due process. The group talked about emerging media, in particular social media influencers, and if and how their activities regarding legal issues is regulated. Talked about whether the public knows where to turn if it has complaints about attorney advertising.
11. **Meeting Adjourned:** 3:45 p.m.



2022 Public Education on Judicial Elections

THE VOTE'S IN YOUR COURT

The Florida Bar Citizens Advisory Committee
Communications Tool Kit, Part 1

Graphics – pg. 2

Sample Email to Contacts – pgs. 3-4

Sample Letters to the Editor – pgs. 5-7

Sample Social Media Posts– pgs. 8-10

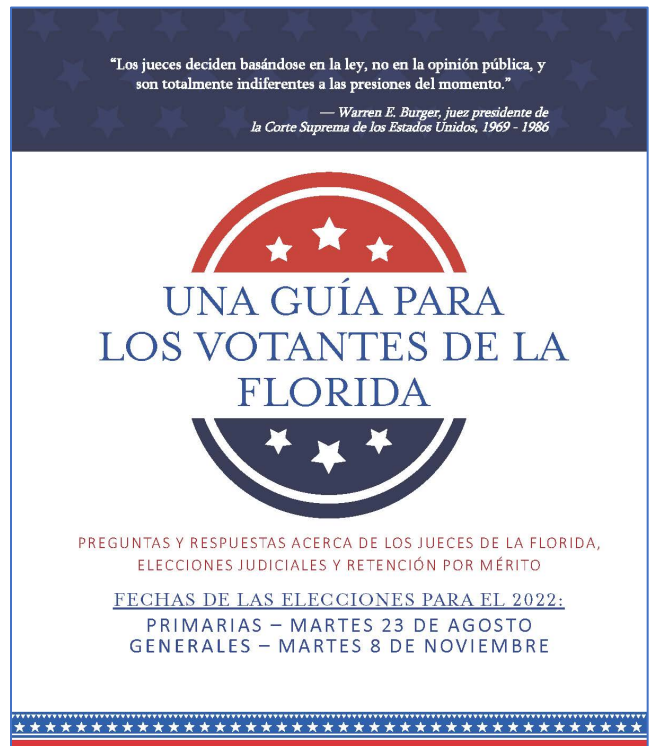
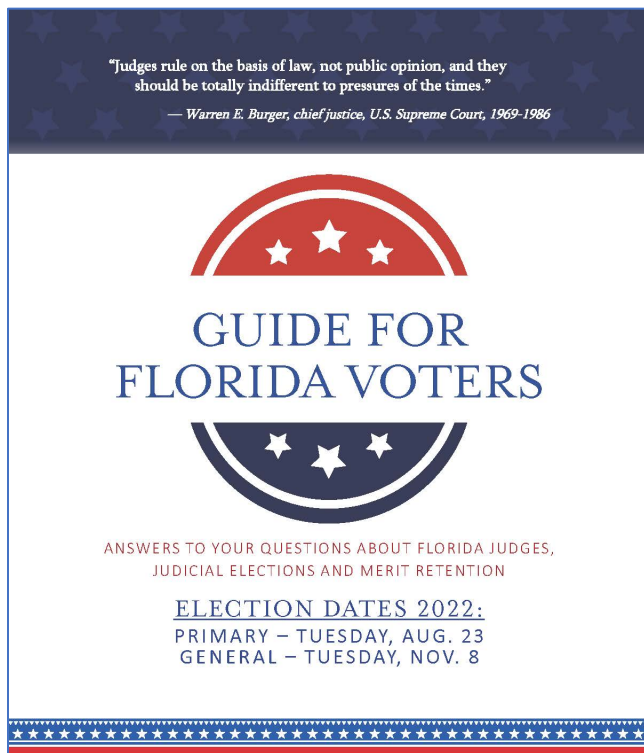
To request printed copies in quantities of 50 or more for community distribution, please email voterguide@floridabar.org indicating quantities for English and quantities for Spanish versions.

Right click on the image to copy/paste.



Link to copy/paste in correspondence – link is embedded: [The Vote's in YOUR COURT](#)

Right click on the image to copy/paste:



2022 Public Education on Judicial Elections
THE VOTE'S IN YOUR COURT
The Florida Bar Citizens Advisory Committee
Sample Email to Contacts

SUBJECT: Florida Bar Releases “2022 Guide for Florida Voters”

Dear _____,

The Florida Bar has made it a priority to promote civics education across the state, including sharing helpful, nonpartisan educational resources to help Florida voters prepare to cast ballots with confidence this fall.

This is especially important ahead of Florida’s August 23 primary election, when 32 county court elections and 20 circuit court races will be decided.

As a member of The Florida Bar’s Citizens Advisory Committee, I’m pleased to support this initiative by sharing the Bar’s [“2022 Guide for Florida Voters,”](#) an easy-to-read, nonpartisan brochure about the courts, the role of judges, and the merit retention process. It is available in English and in Spanish.

The 2022 Guide for Florida Voters answers questions such as:

- What is the difference between a county and circuit court judge and an appellate judge?
- What exactly does a judge do? What makes someone a “good” judge?
- Why don’t judges campaign on platforms?
- Why is it important to vote in judicial elections and merit retention elections?

To further educate voters about judicial elections, The Florida Bar also provided all candidates for contested county and circuit seats the opportunity to provide [a voluntary self-disclosure statement](#) that gives voters basic biographical information, legal experience, and community work, as well as a short essay on why candidates feel they would be good judges. The statements are available on the Bar’s website at www.floridabar.org as part of The Vote’s in YOUR COURT resources for voters to learn about on about judicial elections as well as about the November merit retention election.

To help you prepare for the merit retention elections on the November ballot, you'll also find FAQs and biographies of all of the appellate judges and Florida Supreme Court Justices that voters will be asked to retain or not retain. In September, results will be posted from a poll of Florida lawyers who have direct knowledge of those District Court of Appeals judges and Supreme Court justices indicating whether each should be retained or not retained.

Judges have the responsibility to uphold the application of the law without personal bias. As Floridians, we have the responsibility to vote for who best fills these important roles. Staying informed on the election process and the candidates is the best avenue to fulfilling that civic duty.

Help us increase awareness and knowledge of upcoming judicial elections by visiting and sharing the "2022 Guide for Florida Voters," and other voter resources on the Bar's website. You can also pick up copies of the brochure in English or Spanish from your local supervisor of elections office and at many public libraries. Versions of both the English and Spanish guides are available online for download.

Sincerely,

[INSERT NAME]

Citizens Advisory Committee of The Florida Bar

2022 Public Education on Judicial Elections
THE VOTE'S IN YOUR COURT
The Florida Bar Citizens Advisory Committee
Sample Letters to the Editor

- *Feel free to make them your own but watch the word count as most newspapers have limits.
- *Go the website of the newspaper or other publication and follow instructions to submit a letter to the editor – some will provide an email address; others will have a form to submit from the website.
- *Be sure to note the maximum word count as you compose your own letter; 250-300 words is usually recommended.

Sample letter to the editor - 245 words

Dear Editor:

Florida's primary election is August 23. This election is especially important as 32 county court elections and 20 circuit court races will be decided.

Florida's judicial elections are nonpartisan and judicial codes prohibited candidates from publicly stating their positions on any issue, making it difficult to gauge which candidate best aligns with a voter's interests.

As a member of The Florida Bar's Citizens Advisory Committee, I recommend that voters review the resources on [The Florida Bar's website](#) to learn more about judicial elections and candidates.

Included is a voter guide with frequently asked questions including why it's important to vote in judicial elections, what the qualifications are for a judicial seat, and what makes someone a "good" judge. Printed voter guides are available at main public library branches and local offices of supervisors of elections.

Also available online are [judicial candidate voluntary statements](#) with biographical information, legal experience, and community work, as well as a short essay on why candidates feel they

would be good judges. Statements submitted and additional voter resources, including information for the November merit retention elections, are posted at www.floridabar.org on The Vote's in YOUR COURT webpage linked from the homepage.

Judges have the responsibility to uphold the application of the law without personal bias. As Floridians, we have the responsibility to vote for who best fills these important roles. Staying informed on the election process and the candidates is the best avenue to fulfilling that civic duty.

Sincerely,

[INSERT NAME]

Citizens Advisory Committee of The Florida Bar

Sample letter to the editor - 281 Words

Dear Editor:

All too often we ignore the role judges play in our lives until *(or unless)* we find ourselves in front of one. Yet crucial decisions are made from the bench, and it is so important that the best candidates be elected to serve on the judiciary. And that we don't relinquish our right to cast our ballots for the judges who will serve us.

As a member of The Florida Bar's Citizens Advisory Committee, I am recommending *(or I want to make people aware of)* important resources for Florida voters for the upcoming Florida primary on August 23. On that day, 32 county court elections and 20 circuit court races will be held.

Florida's judicial elections are nonpartisan and judicial codes prohibited candidates from publicly stating their positions on any issue, but in the voter guide there are answers on important topics, such as why it's important to vote in judicial elections, what the qualifications

are for a judicial seat, and what makes someone a “good” judge. Printed voter guides are available at main public library branches and local offices of supervisors of elections.

Also available online are [judicial candidate voluntary statements](#) with biographical information, legal experience, and community work, as well as a short essay on why candidates feel they would be good judges. Additional information, including the November merit retention elections, can be found at www.floridabar.org on The Vote’s in YOUR COURT webpage linked from the homepage.

As Floridians, we have the responsibility to cast our ballot for the judges we feel will best uphold the law without personal bias. We can best fulfill our civic duty by staying informed.

Sincerely,

[INSERT NAME]

Citizens Advisory Committee of The Florida Bar

2022 Public Education on Judicial Elections
THE VOTE'S IN YOUR COURT
The Florida Bar Citizens Advisory Committee
Sample Social Media Posts

*Please note each tweet has been measured to ensure it fits within Twitter's character limit parameters and includes the #VotesInYourCourt hashtag at the end of each one.

*Facebook has no character limit, so those are slightly longer.

*See below for instructions on tagging The Florida Bar so we can share your posts.

Twitter: Please note that Twitter will truncate the link.

1. Did you know? @TheFlaBar provides a wealth of information as part of its program to educate Florida's voters about judicial elections on its "The Vote's in Your Court" webpage: <https://www.floridabar.org/the-florida-bar-news/bar-offers-a-wealth-of-judicial-election-education-information/> #VotesInYourCourt

2. The Vote's in Your Court page includes a "Guide for Fla. Voters" -- an easy-to-read, nonpartisan brochure about the courts & role of judges; judicial candidate statements; and biographies of judges facing merit retention elections in Nov

3. The Florida Bar also has printed 50,000 copies of the "Guide for Florida Voters," available at Florida supervisor of elections offices & many public libraries. For copies for civic groups, email: votersguide@floridabar.org. <https://www.floridabar.org/the-florida-bar-news/bar-offers-a-wealth-of-judicial-election-education-information/>

4. With the primary election less than a month away, The Florida Bar is providing information about judicial candidates as part of its initiative to educate Florida's voters about elections. #VotesInYourCourt <https://www.floridabar.org/public/faircts/votes010/judicialcandidates/>

Facebook:

First, here are some posts that have already been made that you can share/and or copy the language from for your own posts:

[Facebook post link:](#)

Want to know more about the local judicial candidates appearing on your August primary ballot? Wondering about Florida’s merit retention elections for appellate judges?

We've got you!

Learn about:

- ** What is the difference between a county and circuit court judge and an appellate judge?
- ** Why is it important to vote in judicial elections and merit retention elections?
- ** What exactly does a judge do?

Printed guides are available in both English and Spanish are distributed to supervisors of elections offices and public libraries across the state.

Read or download The Florida Bar's COMPLETE 2022 Voter Guide here:

<https://www.floridabar.org/public/faircts/votes010/>

Twitter link: <https://twitter.com/TheFlaBar/status/1549766069811695616?s=20&t=-JchKAmkuaZGx7FrqwM6-w>

Here are some pre-crafted posts for Facebook with a bit.ly link to the webpage:

** The Vote’s in Your Court webpage includes a “Guide for Florida Voters,” an easy-to-read, nonpartisan brochure about the courts and the role of judges; statements submitted by trial court judicial candidates; and biographies of the judges facing merit retention elections in November. Results of the Bar’s merit retention poll of lawyers who have appeared before the judges up for merit retention will be posted in early September - <https://www.floridabar.org/the-florida-bar-news/bar-offers-a-wealth-of-judicial-election-education-information/>
#VotesInYourCourt

** The Bar's "Guide for Florida Voters" answers many questions voters might have about merit retention and what judges do. On the webpage there are also links to the Code of Judicial Conduct, biographies of the appeals court judges and one Supreme Court justice up for merit retention, and links to appellate court opinions. The merit retention poll will be conducted in August, with results published in early September -

<https://www.floridabar.org/public/faircts/votes010/2020-merit-retention-biographies/>

How To Tag The Florida Bar in a Facebook or Twitter post:

On Twitter, simply use @theflabar somewhere in your tweet where we are mentioned

On Facebook, type an "@" in your caption and then "the florida bar" right after that -- for example, @The Florida Bar has just released the "Guide For Florida Voters" ...

When you do that, the FB page of The Florida Bar will populate automatically and just click it and it will tag us!