

June 2021

Program of the Public Relations Committee of the Colorado Bar Association

Sydney H. Grossman

Follow this and additional works at: <https://digitalcommons.du.edu/dlr>

Recommended Citation

Sydney H. Grossman, Program of the Public Relations Committee of the Colorado Bar Association, 25 Dicta 278 (1948).

This Article is brought to you for free and open access by the Denver Law Review at Digital Commons @ DU. It has been accepted for inclusion in Denver Law Review by an authorized editor of Digital Commons @ DU. For more information, please contact jennifer.cox@du.edu, dig-commons@du.edu.

Relations Committee, under the capable leadership of Sydney Grossman, has outlined an essential program of public relations which is printed elsewhere in this issue of DICTA. The Board of Governors at its meeting on December 3, 1948, sanctioned the principle of radio and newspaper advertising and urged local associations to use both mediums wherever possible. The Junior Bar Section will cooperate with the state committee and the local associations wherever possible.

We have an important contribution to make to the life of our state. Judicial reform, parole and probation reform, the state bar act, criminal code revision—surely no group in Colorado has a more worthwhile program to offer our people. The program should not fail simply because we fail to make people understand it.

Finally, let us all, individually, charge ourselves with the obligation of telling people everywhere about this vital program of ours. We cannot do less.

Program of the Public Relations Committee of the Colorado Bar Association

By SYDNEY H. GROSSMAN,
of The Denver Bar, Chairman

1. *Radio Program.* Thirteen weeks commencing in January, 1949.

Watch and listen for your Association program on the following Colorado stations: Denver, Fort Collins, Boulder, Greeley, Colorado Springs, Pueblo, Trinidad, Grand Junction, La Junta, Walsenburg and Durango. The thirteen-week program authorized by the Board of Governors of the Colorado Bar Association has been reviewed by radio experts and is considered the finest type of public relations program in that category. These radio programs are under the direction of skilled technicians and have a sales value in their presentation with little dramas and other situations. The President of the local bar association in each of the various districts in Colorado is urged to call to the attention of the members of the bar the time and place of these forthcoming programs. Mr. Ken White, the radio editor of the Denver Post, will give advance publicity to these programs through that medium.

2. *Will Pamphlets.* "Why Make a Will?—See Your Lawyer."

The Denver banks are preparing will pamphlets urging the public as a whole to consult their lawyer and impress upon them the indispensable need of a lawyer in that connection. It is contemplated that other pamphlets on title examinations and other types of real estate undertakings will be forthcoming soon, and, later in the year, pamphlets on contracts and partnerships.

3. *Cooperation with County Clerks, Public Trustees and Other Court Officials.*

A program to educate the various County Clerks and Recorders and

Public Trustees throughout the State to make proper referrals of inquiries to lawyers is also being contemplated. All too often the laymen who have no immediate knowledge of an attorney will call upon either a City Attorney, District Attorney or some other official to prepare a document for them. It is intended that an impartial reference bureau be established such as is already the practice in some few counties in the state.

4. *Vocational Guidance Program.*

Through the aid and assistance of the Junior Bar Section it is planned that speakers will be made available in the various high schools throughout the state to give talks on the law. This will be in the nature of a vocational guidance program so as to best educate, in a preliminary way, high school youth as to possible future careers in the law or in public activities having a close relation to the practice of the law.

5. *Publicity.*

In connection with public portrayals of lawyers in the press, radio and motion pictures, some of the following suggestions are being considered:

- a. Prohibition against the publicizing of disbarment proceedings until and unless an adverse judgment is rendered by the court.
- b. Dignified restraint on the part of the bench in criticizing fellow judges or members of the bar in pending actions.
- c. Securing the cooperation of press, radio and screen in portraying the lawyer in his true prospective.
- d. Newspaper advertising setting forth the use and value of competent legal advice and assistance in the day to day life of the average man and woman.

It is the intention of your public relations committee to make this program an effective force for the well-being of the association in its relation to the public. Some of the above are merely suggestions. Others have already been initiated. Your association and your committee welcome any suggestions or criticism which you might have so that we may better evaluate the overall program of public relations which, perforce, is demanding major attention from the bar this year.

No Legislative Service for 1949 General Assembly

No legislative service will be attempted by the Colorado Bar Association for the coming legislative session it was decided by the Board of Governors at its meeting in Denver on December 3, 1948. The project is to remain in the program of the bar association as outlined by President William H. Robinson, Jr. in the November DICTA, but, because the legislative session is so close and because of numerous problems in coordinating the various organizations interested in such a service, the Board of Governors recommended that it be abandoned for 1949.