From Crisis to Communities

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Think Back...

- Did you ever go on a field trip as a child?
- What do you remember about it?
- Why do you remember it all these years later?
How To Cultivate Trust, Understanding and Confidence

- All courts rely on the public’s trust and confidence in the justice system and their judges.

- The majority of the population lacks knowledge about the courts & don’t even think about them – until they need to.
Cultivate Trust, Understanding & Confidence

- Through outreach, courts can inform the public in a positive way that builds trust, understanding, and confidence.

- School outreach is a great investment to reach young students eager to experience new things and learn. It offers great access to a multicultural community, and is a great opportunity to reach those who are economically disadvantaged.
How Outreach Education Pays-off

- School programs offer students an opportunity to see the justice system and related careers in action.
- Court tours with students and adult groups offer an impactful firsthand education on courts that ultimately improves access to justice.
- Every outreach event is a photo opportunity that can be used to educate the public and generate interesting social media and media content.
- Today’s mock trial participant may be inspired to be tomorrow’s educated juror/lawyer/marshal/court staff/judge.
Developing relationships with educators and non-profits

- Is your court using educational outreach effectively to convey information and practices to the public?
- Nevada Courts Court Immersion/Mock Trial Partnership With Non-profit Inspiring a New Generation
- Utah Courts Judge for a Day Program Eye-Opening For participants
- Florida’s Access to Civil Justice Commission
Hold seminars for government education teachers. Ensure they have accurate information on how your courts work.

Journalists are public educators. A “law school for journalists” is a great way to educate reporters on courts and the law.

Think outside the box for outreach.
So, This Happens
Do You Know Where Your PIO Is?
When a Crisis Hits Stay Connected

- Whether it’s a political disaster, a natural disaster, or a maintenance worker tripped the fire alarm and forced an evacuation, staying connected with the media and public is crucial.
- Bush v. Gore Compared to 2016 Elections
- Hurricanes Irma and Michael
- Bomb Threats, Gas/Water Leaks and Other Evacuations
Public Information Officers Crucial in a Crisis

- PIOs provide a single point of contact to ensure your court is communicating an appropriate, clear, consistent, and accurate message.
- PIOs protect the integrity of the court and can convey information on cases for which judges are prohibited from commenting.
- In a crisis, a PIO serves as a knowledgeable point-person who reduces the potential for the court or a judge to become the focus of an unfavorable story.
- The media knows who to contact for reliable and verified updates with a PIO, versus getting tips and rumors from unreliable sources.
Ensuring that your PIO is briefed and kept in the loop on issues as soon as possible will help to ensure effective communication.

PIOs who are members of the Conference of Court Public Information Officers (CCPIO) are tapped into a network of experienced professionals who have been through many of the unique experiences and challenges that your court has and will face in the future.
Questions and Discussion

www.ccpio.org/