Florida Court Public Information Officers
2017 Annual Conference
April 19-21, 2017

The Florida Hotel and Conference Center at the Florida Mall
1500 Sand Lake Road
Orlando, FL 32809

AGENDA

Day 1 - Wednesday, April 19, 2017:

8:00am – 8:30am    REGISTRATION

8:30am – 9:00am    WELCOME AND FCPIO MEMBER INTRODUCTIONS

   Speaker:
   Eunice Sigler, FCPIO President and
   Public Information Officer, 11th Judicial Circuit

9:00am – 9:30am    FLORIDA COURTS COMMUNICATION PLAN: YEAR 1 STATEWIDE

   ACCOMPLISHMENTS & LOOKING AHEAD TO YEAR 2

   Speakers:
   Craig Waters, Public Information Officer
   Florida Supreme Court, and
   Tricia Knox, Senior Court Operations Consultant
   Office of the State Courts Administrator
9:30am – 10:00am  **FCPIO AWARDS CEREMONY**  
*Presentations:*  
*FCPIO President, Board Members and Honorees*

10:00am – 10:15am  **Morning Break**

10:15am – 11:30am  **FCPIO COMMUNICATION PLAN COMMITTEE PRESENTATIONS**  
*Speakers:*  
- Web Content Committee: Chairperson Michael Reeves, Court Operations Consultant, 8th Judicial Circuit  
- Speaking with One Voice Committee: Chairperson Jackie Hallifax, Deputy Public Information Officer, Florida Supreme Court  
- Social Media Committee: Chairperson Sara Miles, Public Information Officer, 20th Judicial Circuit

11:30am – 12:30pm  **THE VIRTUOUS CYCLE OF SOCIAL MEDIA AND THE COURTS**  
The importance of an active social media presence for court communications in the digital age.  
*Speaker:*  
Paul Flemming, Public Information Officer  
Office of the State Courts Administrator

12:30pm – 1:30pm  **Lunch Break**

1:30pm – 2:45pm  **LEGAL AND ETHICAL CONSIDERATIONS FOR COURT SOCIAL MEDIA**  
**RULE 2.420 AND PUBLIC RECORDS**  
A discussion of the legal and ethical considerations that should be part of a court social media policy. Also, Rule 2.420 and public records – transparency and accountability, and how these apply to social media.  
*Speaker:*  
Thomas A. “Tad” David, General Counsel  
Office of the State Courts Administrator

2:45pm – 3:00pm  **Afternoon Break**
3:00pm – 4:30pm  **CRISIS COMMUNICATIONS**
A discussion on how to manage continuous requests from the media and the public during, and immediately after, a crisis such as a terrorist attack or active shooter scenario. The panelists consist of PIOs from various City of Orlando law enforcement and government entities, who will discuss lessons learned from managing communications during the Pulse Nightclub tragedy.

**Speakers:**
- Cassandra Anne Lafser, Press Secretary, Office of the Mayor
- April Michael, Communications Manager, Communications and Neighborhood Relations
- Wanda Miglio, Public Information Officer, Orlando Police Department
- Michelle Guido, Public Information Officer, Orlando Police Department

6pm  **GROUP DINNER**
*Marcelo’s Restaurant*
($20 per person, payable at the restaurant. Please RSVP to Julie Nelson, jnelson@jud10.flcourts.org by Monday, April 10th)

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**Day 2 - Thursday, April 20, 2017:**

8:30am – 9:00am  **THE FUTURE OF COURT COMMUNICATIONS**

**Speaker:**
- The Honorable C. Alan Lawson, Justice, Florida Supreme Court

9:00am – 10:00am  **EMERGENCY PLANNING AND COMMUNICATIONS FOR PIOs**
Communication elements that should be part of every court’s Continuity of Operations Plan (COOP). Guidelines for internal and external communications during an emergency or natural disaster such as a hurricane.

**Speaker:**
- Steven Hall, Chief of General Services
  *Office of the State Courts Administrator*

10:00am – 10:15am  **Morning Break**
10:15am – 10:45am  **STATE OF THE BAR**  
State of the Bar presentation and discussion of the Constitution Revision Commission and how this could affect the judicial branch in Florida.  
*Speaker:*  
*William J. Schifino, Jr., President*  
*The Florida Bar*

10:45am – 12:00pm  **JQC CONSIDERATIONS FOR THE PUBLIC INFORMATION OFFICER**  
A discussion of how the Judicial Qualifications Commission operates and guidelines for interacting with the media and the public about allegations of judicial misconduct.  
*Speaker:*  
*Michael Schneider, Executive Director and General Counsel*  
*Florida Judicial Qualifications Commission*

12:00pm – 1:00pm  **Lunch Break**

1:00pm – 2:30pm  **SOCIAL MEDIA 201 – STRATEGIES AND BEST PRACTICES**  
Community engagement boot camp: how to increase dialogue, engage neighborhoods & improve citizen satisfaction. How to handle negative viral social media; tips for dealing with negative press; Periscope and other “live” apps for government – how to use it, what to stream.  
*Speaker:*  
*Katherine Doble, Director of Digital and Branding*  
*Schwartz Media Strategies*

2:30pm – 2:45pm  **Afternoon Break**
2:45pm – 4:00pm  **HANDS-ON SESSION: SETTING UP YOUR SOCIAL MEDIA ACCOUNTS**
Hands-on session for setting up a social media account with guidance from digital public relations expert and PIOs who have already set up social media accounts in their circuits. How to maintain social media without a dedicated social media staff person. Participants will use laptops or smartphones for this hands-on activity.

*Introduction & Moderator:*
Katherine Doble, Director of Digital and Branding, Schwartz Media Strategies

*PIO Mentors:*
Sara Miles, 20th Circuit
Stephen Thompson, 6th Circuit
Michelle Kennedy, 18th Circuit
Julio Semino, Court Support Manager, 9th Circuit

4:00pm – 5:00pm  **PANEL DISCUSSION: MEDIA IN THE DIGITAL AGE**
A discussion of the evolving media landscape, which now includes news gathering for digital distribution (web, social media, blogs) as well as print and broadcast distribution. Are there different news gathering needs for digital versus traditional news publication, and how can court PIOs better serve the members of the press in this regard.

*Panelists:*
David Ovalle, Courts Reporter, The Miami Herald
Gal Tziperman Lotan, Courts Reporter, The Orlando Sentinel
Shannon Butler, Reporter, WFTV ABC Orlando
Dave Knechel, Blogger, Marinade Dave

6:30pm  **DINNER ON YOUR OWN**
Day 3 - Friday, April 21, 2017:

8:30am – 9:15am  OPEN MIC: WAR STORIES / SUCCESS STORIES

9:15am – 9:45am  UPDATE ON FLORIDA COURTS COMMUNICATION PLAN: ONE YEAR LATER
  Speaker: The Honorable Jorge Labarga, Chief Justice, Florida Supreme Court

9:45am – 10:15am  SOCIAL MEDIA MONITORING
  Speaker: Ludmilla “Ludi” Lelis, Court Communications Officer
  7th Judicial Circuit

10:15am – 10:30am  Morning Break

10:30am – 11:30am  MANAGING THE HIGH PROFILE TRIAL: A PIO’S PERSPECTIVE
  A discussion on press coverage of Bollea (aka Hulk Hogan) v. Gawker
  Speaker: Stephen Thompson, Public Information Officer
  6th Judicial Circuit

11:30am – 12:30pm  MANAGING THE HIGH PROFILE TRIAL: A JUDGE’S PERSPECTIVE
  A discussion on press coverage of State v. George Zimmerman
  Speaker: The Honorable Debra S. Nelson, Circuit Judge, 18th Circuit