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Report of the Special Committee on Public Relations, 1961-62

Wyoming State Bar

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rendered by it. How far the ABA and the volutary State and local associations are able to go in serving the individual lawyers and the profession in the years ahead will depend upon the lawyers themselves. It will depend upon how widely each lawyer recognizes the value of his membership in helping to further the work of the Bar and to achieve the results that can only come through organizational strength. We now have over 112,000 ABA members. Wyoming is ninth in the percentage of its lawyers who are members—it used to be second. I hope we can soon raise our percentage.

Without doubt the demands upon the legal profession have never been so great as they are today—in terms of meeting a changing society's needs for new types of legal services—in terms of preserving the integrity of the profession—of improving professional competence, and of discharging the responsibility of the organized Bar.

Membership in the American Bar Association is a continuing insurance protection for you and your profession. Each one of you spent several thousands of dollars in getting your law degree. The small amount of annual dues is good insurance to protect that investment.

As the ABA grows, so grows the profession, not only in its status before the public, but in an economic and social status also.

I am proud to represent the lawyers of Wyoming on the Board of Governors of the American Bar Association.

Thank you.

REPORT OF THE SPECIAL COMMITTEE ON PUBLIC RELATIONS, 1961-62

The Committee, consisting of James A. Tilker, Chairman, Robert A. Burgess, Frederick G. Loomis, Don Sherard, Alan Simpson, Harry Thompson, Bob Sigler and Robert W. Costen, was assigned the special task of conducting a series of TV panel discussion programs aimed at promoting the public relations of the legal profession. It may be remembered that a series of such programs was quite successfully initiated in Casper, Wyoming, during the year 1959-60. It was the thought of the President that this year the program should originate from the Cheyenne TV station, and that, if the idea continues with favor, the series might alternate each year between the Casper and Cheyenne TV stations.

After obtaining the views of each committee member and discussing the matter with Bob Burgess, the Chairman of the 1959-60 Committee, your Chairman arranged with KFBC-TV, Channel 5, Cheyenne, for a schedule of free, public service time. The State Bar Association was allotted twelve 15-minute Sunday afternoon live TV programs. The series

commenced on February 18, 1962, and terminated on June 3, 1962. Because of Sunday afternoon sports programs, including baseball, we had to skip a few Sundays and had to vary the time of the program. Most of the programs, however, commenced at either 2:15 p.m. or 2:45 p.m. on Sunday afternoon.

It was decided that the Cheyenne series of programs would continue the same title employed for the Casper series, to-wit: THE LAW AND YOU. It was thought that this name was descriptive and enticing and yet was broad enough to give us flexibility in programing. Besides that, we hoped that some listeners might turn on the program in the premise that it was a re-run of "The Law and Mr. Jones" (Just kidding, of course.) Facetious suggestions for titles ranged from "Ben Crazy, Country Lawyer" to "Sing Along with Judge McIntyre." Such metaphoric titles lost out for fear of plagiarism litigation.

It was decided that each program would consist of a moderator and two panelists. The moderator was charged with the obligation of preparing a script of questions and remarks covering a given topic and submitting them to the two panelists several weeks in advance of the program. In this regard, copies of the scripts used in Casper the preceeding yaer were of great assistance. After the scripts were prepared, forwarded, hashed out, and modified, the moderator and the panelists would hold a dress rehearsal for continuity and timing. At least, that is what the panelists were told. Actually, the rehearsal helped to overcome TV-stage fright. Can you imagine lawyers, who are sometimes regarded as "hams" being nervous just because they are in front of two little TV cameras sending out pictures to an estimated 20,000 to 30,000 people in the viewing audience in Southeast Wyoming? The truth of the matter is that everyone felt the awareness of being on TV, but once the program started the lawyer quality came out to its best advantage, and each panelist did an excellent job.

The script preparation and moderating was handled by Walt Phelan, Max Osborn and your Chairman, alternating every third week. The moderators learned to employ various cues and signals to bring about continuity and better timing of each program. Your Chairman wishes take this opportunity to thank Walt Phelan and Max Osborn for taking on the job of moderating and script preparation. It was, indeed, a time-consuming and difficult job, which they conscientiously handled with superior results. It might be added that Walt Phelan interjected a little informality into his programs by asking a few questions which were not in the script. Of course, he stuck to simple things, like asking Judge Pearson to explain the Rule in Shelly's Case. (It really wasn't quite that bad.)

All in all, we had a lot of fun, and most important, the series was well received. Doug Reeves, of KFBC-TV, asked us to continue the series through the summer and return next year. We received favorable com-

ments from the viewing and listening audience, and other members of the Bar.

The following is a complete schedule of topics and panelists appearing on the 1962 LAW AND YOU Series, KFBC-TV, Channel 5, Cheyenne:

Date	Topic	Panelists
2/18	The Wyoming State Bar Association	Charles Crowell Jim Tilker
2/25	Law School and Admission to the Bar	Dean Frank Trelease John O. Rames
3/4	The Lawyer's Responsibility to his Client, the Court and the Public	Judge Allen A. Pearson Fred Loomis
3/11	Courts of Wyoming—Part I: Small Claims, J.P., Municipal and District Courts	Arthur Kline Tosh Suyematsu
3/18	Courts of Wyoming—Part II: The Supreme Court of the State of Wyo.	Judge Glenn Parker Judge Harry Harnsberger
3/25	Trial by Jury	Harry Henderson A. Joseph Williams
4/1	What to do in Case of an Accident	William Walton John Pattno
4/15	Wills and Probate	George Sawyer Judge John J. McIntyre
4/29	Automobile and Libiality Insurance	Bard Ferrall Al Pence
5/6	Legal Problems of Savings and Investment	A. G. McClintock Cliff Bloomfield, Jr.
5/20	What you should Know about Criminal Law	John Karjanis Stan Hathaway
6/3	Law and the Family	William A. Riner Walt Urbigkit Pete Mulvaney

The Committee, on behalf of the Wyoming State Bar Association, extends its thanks to KFBC-TV, Cheyenne, Wyoming, for its cooperation in this project, and for making public service time available to the Wyoming State Bar Association.

Respectfully submitted,

THE SPECIAL COMMITTEE ON
PUBLIC RELATIONS OF THE
WYOMING STATE BAR ASSN.

By: James A. Tilker, Chairman.