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## Report of the Committee on Public Relations

Wyoming State Bar

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them by registered letter or deliver them in person to the judges of election in the various precincts interested in such election, and the judges of the election whose duty it is to distribute the *ballots or tickets* shall affix such stickers in the proper place on each *ballot or ticket, as the case may be*, before it is given out to the elector. (Laws 1961, ch. 235, PP 46.)

Your committee also recommends that a Committee on Judicial Selection be appointed by the President of the State Bar for the ensuing year to continue the work and recommendations of this committee as hereinabove set forth.

Respectfully submitted,  
Committee on Judicial Selection  
W. Hume Everett  
Howell C. McDaniel, Jr.  
Donald E. Chafin

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#### REPORT OF THE COMMITTEE ON PUBLIC RELATIONS

The 1962-1963 Special Committee on Public Relations consisted of the following members: James R. Tilker, Chairman, Donald Sherard, Alan K. Simpson, Harry Thompson, Robert A. Burgess, Houston Williams, Walter B. Phelan, Frederick G. Loomis, Robert W. Costin and Robert C. Sigler.

President George Millett assigned to the committee the special project of carrying out and reporting on an institutional advertising program patterned after a project carried on in Texas a couple of years ago.

The Texas Bar made a survey which revealed that the principal reason that more people did not consult lawyers was a fear of high fees. Other information concerning the public's concept of attorneys was also disclosed by the survey. Consequently, the Texas Bar developed an unprecedented newspaper institutional advertising campaign, stressing that it costs nothing for people needing legal services to consult a lawyer and inquire as to fees and charges. At great expense, the Texas Bar prepared and copyrighted a series of twenty-five different cartoon-like ads which they caused to be published in 1961 in newspapers throughout Texas. This program was highly acclaimed and received recognition by the American Bar Association.

Subsequently, the Texas Bar announced that its ads would be made available, without cost, to any bar association desiring to use them. Observing that we could utilize the ads in Wyoming, thereby saving thousands of dollars in art work, engraving and mats, the committee reported to the Commissioners of the Wyoming State Bar in January of 1963. Estimates of printing costs and copies of the ads were presented, and the Commissioners authorized the Public Relations Committee to expend a sum not exceed-

ing \$6,000 in carrying on the advertising program in Wyoming on an equitable state-wide basis.

In February of this year, the Public Relations and Advertising Firm of Kostka, Brooks & Associates presented to the committee a brochure detailing a plan of state-wide publication of twelve selected Texas Bar ads. The plan was approved by the committee and the ads were published from March through September. The committee is attaching to this report a copy of each ad used in Wyoming. The only change made in the ad was in the credit line. The reference was changed to show that the "advertisement is part of the public education program of the Wyoming State Bar Association."

The committee further points out that the services of the public relations and advertising firm was rendered without charge to our Bar Association. Kostka, Brooks & Associates received a commission directly from the newspapers for handling the ads. As the committee understands it, the cost of the ads would have been the same to the Bar Association, even if we had handled our own ads. We also wish to point out that the committee authorized the advertising agency to expend all but \$1,000 of the amount authorized by the Commissioners. The committee deemed it best to provide for about a 20% safety margin on expenditures. Not meaning to engage in political undertones, it might be appropriate to note that Mr. Phelan, the State Chairman of one political party, served on this ultra-conservative committee. The committee is happy to report that it appears that the \$1,000 reserve will not be invaded.

Attached hereto is the report of Mr. Robert G. Smith, Executive Vice President of Kostka, Brooks and Associates, Inc., which will more fully explain the mechanics of the project and the anticipated results. The committee extends its appreciation to Kostka, Brooks and Associates for carrying out and assisting in this program in an efficient and expeditious manner.

The committee also reports that Mr. Bob Burgess was in charge of the "Law and You" TV series, which it was planned would originate in Casper this year. Mr. Burgess reported that we were unable to acquire desirable free public service time, and that an effort will be made to carry on the program in 1964.

The committee has made an investigation of a proposal suggested by President Millett to publish and distribute in 1964 a couple of public relations type of information pamphlets. We have acquired many different types of pamphlets printed by other State Bar Associations and we have prepared and will present a written report to the Commissioners as to costs of printing, means of distribution and forms of pamphlets. Whether or not this project will be carried on in 1964 will be up to the Commissioners.

The committee members have become increasingly cognizant of the fact that public relations projects are important and desirable tools in correcting erroneous public concepts and attitudes, but that every member of our Bar Association is, in and of himself, or herself, a representative of our profession. In other words, good public relations begins at home.

Perhaps many of you have read the results of the recent Missouri survey, which took two and one-half years and cost an estimated \$100,000. The most significant finding was that the layman, when he employs counsel, develops a higher opinion of his own attorney, but that, at the same time, his opinion of lawyers, and courts, in general, tends to go down. They concluded that the individual lawyer, in making an impact on his client, is hurting the profession. The Executive Director of the Missouri Bar stated that the main reason for this appears to be "the Lawyer's own behavior in court and in publicly criticizing opposing counsel, the judge and the jury, and his failure to explain the nature of the adversary system."

Perhaps, the Missouri survey offers us food for thought. It has been suggested that we might place more emphasis on reminding ourselves of the individual part we play in forming composite public opinion.

Respectfully submitted,

JAMES A. TILKER, Chairman,  
Special Committee on Public  
Relations

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### REPORT OF THE UNAUTHORIZED PRACTICE OF LAW COMMITTEE

The Unauthorized Practice of Law Committee of the Wyoming State Bar reports as follows:

Attached is a copy of our report to the Unauthorized Practice Committee of the American Bar Association with a copy of the reply thereto.

In 1962 the Wyoming State Bar did not adopt the agreement with the real estate brokers presented by our committee for consideration. Because of the success of real estate brokers in Arizona, in securing passage of the constitutional amendment permitting real estate brokers to practice law, our negotiations with the Wyoming real estate brokers since 1962 have been amicable, but not fruitful.

As stated in our report to the American Bar Association, "It is my belief that the most important aspect of unauthorized practice of law is in the field of estate planning. Many lay persons are actually practicing law in this field. The problem is aggravated greatly by lawyers who refuse to educate themselves in the field of estate planning and encourage their clients to use the services of lay people in this field." I would like to add