

# Public Relations of the Legal Profession

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At this time of year, thoughts of men and women throughout Christendom turn back to that most famous of all judicial proceedings — the trial of Jesus. One point stands out — Jesus needed a lawyer! True, the members of the Sanhedrin were supposed to protect the interests of the defendant, but nobody yet has found it possible to do justice to the two rôles of judge and advocate simultaneously, and so, when the Accused admitted in their presence that He claimed to be the Messiah, He was promptly pronounced “guilty of death”. Evidence from their own scriptural authorities was available in support of His claims; hundreds of eager witnesses to His miracles, all purporting to be done by divine power, might have been produced; but for lack of defence counsel not a word was said in His behalf. That it probably would not have convinced His judges is beside the point. A plausible defence based on these and other considerations could have been built up, and without that having been done and His judges given the opportunity at least to consider and reject it, minimum standards of fairness for either that day or this were not met.

Times, customs and institutions have changed during the two intervening millenniums. A legal profession trained to protect the legal rights of the people now exists in all civilized countries. To those able to afford it these services are rendered for a fee, but members of the profession pledge themselves never to turn away the cause of the helpless or oppressed for lack of money, and either by voluntary donation of the services of individual lawyers or through the legal-aid clinics of many communities large and small, legal services in one form or another are generally available, throughout this continent at least, to any person in need of them, whatever his problem, his means, or his station in life.

That being true, one would suppose that nobody would be found in this land with legal rights unvindicated and legal pro-

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blems unsolved. So far as the upper classes of society are concerned, that is substantially true. People of wealth and position usually know their way around well enough to be aware of their need for lawyers' services and how to obtain them, and are able to pay for them. Recent investigations, however, indicate that the same is not true of the middle and lower classes.

One of the most significant reports that have yet come out of the Survey of the Legal Profession is entitled "The Family and the Law" by Dr. Earl L. Koos of the University of Rochester.<sup>1</sup> With funds supplied by the Survey and with technical assistance from the National Legal Aid Association and other organizations and research agencies, Dr. Koos investigated the adequacy of legal service to four thousand middle-class and working-class families in six representative American cities and found that it left much to be desired.

The six cities were Rochester and Akron in the east, Nashville and Atlanta in the south, and Oakland and Seattle in the west. 2,027 middle-class families were surveyed by mailed questionnaires and 2,050 working-class families by direct questioning. All were given a list of thirty family problems normally calling for lawyers' services,<sup>2</sup> and were asked if they ever had been confronted with any of them, if they had felt the need of advice and assistance in connection with any of them, and if they had actually consulted an attorney.

About a third of them acknowledged that they had at one time or another encountered one or more of the problems mentioned. Of these, about three-fourths had recognized their need of assistance but only half had consulted a lawyer. In actual figures, of the 4,077 families questioned, 1,573 said they had had some of these problems, but only 1,170 had felt the need of help and only 832 had gone to a lawyer with them. Here were seven hundred out of four thousand who had legal problems but did not take them to a lawyer, either because they did not realize that was the thing to do, or because they preferred instead to go to a

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<sup>2</sup> Unpaid wages, promissory notes and loans, instalment sales, attachment of wages, insurance, debts to others, broken contracts, money owed you, investments, personal injury outside of employment, personal injury on the job, complaint against attorney, slander and libel, fraud, difficulty with landlord, difficulty with tenant, purchase or sale of real estate, recovery of personal property, damage to personal property, settling estate, involving insanity or feeble-mindedness, involving property of minors, divorce or annulment of marriage, separation, desertion or non-support, guardianship or custody of child, adoption, child born out of wedlock, accused of crime, unemployment or retirement benefits.

clergyman, a social worker, a politician, a labour leader, a doctor, or a friend or relative.

It is very unlikely, however, that this presents the whole picture. It is hard to believe that 2,500 out of 4,000, or five out of eight families, would be able to steer a course which would completely avoid contact with all thirty of those characteristically family problems. We will be pardoned for surmising that many were overlooked or forgotten, and that others, such as attachment of wages, child born out of wedlock, or insanity, were purposely ignored, and that the figure of 700 out of 4,000 needing but not getting legal service would be nearer right if it were doubled. Some well-informed authorities believe that a majority of the American people are in this group.<sup>3</sup>

These figures confirm the existence of a situation which is within the common knowledge of everybody. The family doctor and the family dentist are practically universal throughout American society, but those who claim a family lawyer are a small minority. The imperative command of the stomach-ache or the toothache is hard to ignore, but rights in land can expire without a twinge of pain. Other reasons are brought out in the Koos report. Those who had not seen a lawyer were asked why not. More than half of all the working-class respondents' reasons involved either lack of money with which to pay a lawyer or unwillingness to accept "charity", and almost one-fourth involved ignorance of the lawyer's possible contribution or substitution of some non-professional person. One-fourth of all the middle-class reasons involved unfavourable impressions of lawyers either from their own or from other people's experiences with them. Both groups indicated their unwillingness to take certain types of problems to a lawyer. In the middle class these were the ones having a personal or moral angle, such as illegitimacy, while those of the working class, fewer in number, involved money and the fear that a lawyer would only add to the expense.

The belief that the services of a lawyer are prohibitive in cost, however, is rather widespread among both classes of people. Two-thirds of the middle-class people and one-third of the working-class people who had never been to a lawyer thought it would cost upwards of fifty dollars to consult one. A fourth of the middle-class people, in fact, thought it would run over seventy-five dollars, and not one out of seven of either group thought a lawyer could be seen for less than twenty-five dollars.

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<sup>3</sup> Reginald Heber Smith, *Legal Service Offices for Persons of Moderate Means* (1947), 31 J. Am. Jud. Soc. 37, at p. 39.

Most discouraging of all, perhaps, in the Koos report, are the views expressed as to the chief function of the lawyer. Three-fourths of those who answered thought of the lawyer merely as somebody who defends (or, in the case of public officials, prosecutes) persons charged with violation of law. A much smaller number, about fifteen per cent of those answering, thought of the lawyer's work chiefly in terms of finding loopholes in legislation for business men and of getting criminals off without punishment. The remainder were hazy and indefinite. No lawyer is likely to be satisfied with any of these, and apparently nobody who took the trouble to try was able to give anything like a satisfactory answer.

The picture is not all bad, of course. Indications of public confidence in and respect for lawyers are not lacking. Lawyers are elected to public office in greater numbers than any other occupational group. A public opinion survey conducted by the Iowa State Bar Association in 1948<sup>4</sup> revealed that more people could name something they liked about lawyers than something they disliked; that most people would be willing for a son to study law; half of them had hired a lawyer at one time or another, and nearly all of those were satisfied and would hire him again if needed; they had favourable impressions of Iowa courts and laws, and felt that the courts were the most important protector of their rights and liberties. Even there, however, there were some flies in the ointment. Fewer could name a lawyer than a dentist or doctor. More than half thought lawyers charged too much for their services. Twice as many relied on tax collectors, bankers and others for income tax services than on lawyers.

Lawyers naturally will differ in their interpretation of these facts in terms of what the profession, and particularly the organized bar, should do about them. It was not very long ago that nobody thought very much about the bar's relations with the public. The whole field of public relations, in fact, is in its infancy. Wherever and whenever people have lived in association with one another, of course, there have been public relations, for the contacts and associations that people have with each other in daily life are all that the term means, and there have always been those who got along well with their fellow-men and thus had good public relations as well as those who were at odds with the world and had what today we would call bad public relations.

Within the space of the past generation or two, however, there has come about a general awakening to the importance of con-

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<sup>4</sup> Wm F. Riley, *The Lay Opinion Survey of Iowa Lawyers, Courts and Laws* (1949), 33 *J. Am. Jud. Soc.* 38.

genial public relations for any person, organization or institution which depends upon the public for its success or livelihood, and with that has come a cultivation of the arts of diagnosing and remedying the faults in that relationship. Most of this has taken place in the business world, but non-profit corporations and institutions have come to realize that a more favourable attitude on the part of the public will facilitate the accomplishment of other objectives as well as making money, and within the past decade leaders of the bench and bar across the land have given earnest thought to the application of these principles to the legal profession. The revelations of the Koos report, the Iowa survey and other investigations of like nature are being studied as indications of the condition of the bar's public relations and as hints as to what course of action should be pursued in the effort to improve them.

The most obvious need, suggested not only by the Koos report but by every other yardstick of the legal profession's public relations, is to establish some kind of contact with those millions who are virtual strangers to us. From the public service standpoint, the profession is doing only a part of its job. Legal service to commerce and industry and to wealthy individuals of course constitutes the most lucrative part of the practice of law. For that reason, such clients always will be well provided for. It is good public utility law, however, that a utility's service must be looked upon as a unit, and that it may not single out the most profitable street-car runs, for example, and let the rest go. The legal profession is guilty of something like that when year after year millions of people suffer financial losses and personal hardship for lack of the services it exists to render.

A great many of these people are not able to pay the reasonable cost of such services, but the day is past when that fact can be offered as an excuse for not rendering them. The need is there just the same — those in need are not in a position to design and establish the organization and machinery to take care of them on some other basis, but the profession is, and the making of those arrangements is one of its biggest responsibilities.

A great many more of them, however, can and will pay. Few of them can afford fancy fees, but a great volume of modest fees is of more value to the bar than occasional big ones. The prosperity of the bakeries always has depended on the bread, not the wedding cakes. At this time the opening of new sources of earnings is especially important, for the profession must absorb an abnormally large number of new lawyers just finishing the edu-

cation which was interrupted by the war. This academic year there are in United States law schools 57,759 law students. This number is thirty per cent more than the membership of the American Bar Association, and more than one-third as great as the total number of lawyers in active practice in 1948. Anything that can be done to bring new clients into law offices will be an enormous service both to these people and to the clients.

An integral part of that job is the correcting of the second great deficiency in the legal profession's public relations as revealed in the Koos report — the widespread misunderstanding of the position and function of the lawyer in society. There is reason to believe that such misapprehension exists throughout all strata of society and not merely within the specific groups there surveyed. To think of the lawyer only in terms of the prosecutor and advocate in criminal cases and the crafty manipulator of technicalities to evade the spirit of the laws is about equivalent to reducing the entire medical profession to the surgeon and the abortionist. While an essential part of the practice of law is remedial, of course, the most important service the lawyer renders is in the field of preventive law — "helping people to keep out of trouble" and "helping people to keep within the law" in the best sense of both expressions. Modern dentistry is more interested in techniques for preventing tooth decay than in the filling of cavities. An increasing part of the time of the doctor is being taken up with preventive medicine — helping the healthy stay healthy rather than helping the sick to get well. Every lawyer knows that actually the practice of law is more devoted to this ideal than almost any other profession that might be mentioned. For every business contract construed in court there are a thousand which are well drafted by competent lawyers with the object and intent of keeping out of court, and which succeed in that object, serve their purpose and pass into oblivion. The achievements of lawyers in preventing the breakup of homes threatened by divorce are matched only by the clergy, if by anybody. In a past generation, women threw up their hands in horror at the approach of the telegraph messenger, taking it for granted that it would be a death message. Today it is more apt to be a birth announcement or anniversary congratulations. Similarly, today's lawyer not only writes wills and ministers to people in trouble — he negotiates adoptions and sets up trusts for the education of children.

There is special need for clarification of the lawyer's function in defence of persons accused of crime. Every person so accused has a right to a trial in court to determine his guilt or innocence,

and under our system lawyers are an integral and necessary part of the court machinery. If the lawyers pre-judge his case on the basis of hearsay or prejudice and decline to represent him, he suffers from a denial of due process of law. He is entitled to have legal assistance in marshaling and presenting his defence, whatever it is, and as long as the lawyer's only effort is to establish the truth and see that justice is done, it is proper and honourable for him to represent any defendant. People find it hard to distinguish this function from the unworthy one of endeavouring to get the guilty off without punishment, and unfortunately the latter gets most of the publicity. Steps need to be taken to impress this distinction upon the public mind.

Finally, something needs to be done about fees. Fear of excessive fees is keeping many clients out of law offices. All professions tend to treat this subject as sacrosanct. There is too much of the attitude that the service is the thing we must think about and talk about, and not anything as sordid and mundane as mere money — followed by a bill that makes the client stagger. A few years ago the author changed dentists, chiefly for that reason. We were good friends in all other respects, but he would not be frank, friendly and candid about the charges for his services. A strained tone crept into his voice whenever the subject came up, and always there was the unspoken rebuke that I did not have enough confidence in him to accept the printed words "for professional services" as adequate explanation of the amounts which always seemed too high. Here is a recently-published layman's complaint:

My kid brother-in-law lost his drivers license for a couple of minor offences. A lawyer 'got it back' for him. Said lawyer would give no indication of his fee until he finished the case, in spite of the fact that this was his specialty. Then he charged the kid for everything but cleaning the kitchen sink.

This writer suggested that the uniform fee schedules adopted by many local bar associations be printed and distributed in circular form. Lawyers will look upon that as a very unsatisfactory solution to the problem, but there ought to be some way, and with study it could be found, to give the man in the street some kind of orientation as to what he may reasonably expect it to cost him to secure the professional services of a lawyer.<sup>5</sup>

These are the three outstanding points of attack suggested by the Koos report. There are others, for example the fear and

<sup>5</sup> Some constructive suggestions may be found in Frank V. Campbell, *You and Your Client* (1949), 24 *Calif. State Bar Journal* 405. The layman referred to is Robert B. Norris, Orangeburg, N.Y. See Norris, *What I Didn't Know About Lawyers* (1950), 33 *J. Am. Jud. Soc.* 178.

suspicion in which lawyers are held by a great many people, due in large part to the unfavourable portrayal of lawyers in most crime movies and fiction. To make people understand what lawyers are able to do for them, however, and what those services would reasonably be worth to them, will bring them in as clients, and their own personal experiences will quickly supplant such extraneous sources as detective stories in determining their attitude toward the profession. I have forgotten the English names of a modern Socrates who remarked to a modern Plato, "There goes a man I dislike". "Why, who is he?" asked Plato. "I don't know", answered Socrates, "If I knew him I wouldn't dislike him".

Unfortunately, it takes more than a recognition of problems and formulation of objectives to bring about a change for the better. A programme of some kind directed toward the attainment of those objectives must be adopted, some money raised, someone put in charge of it, and given the go-ahead signal. This is stating the obvious, but there are those who have questioned it. More than one learned discussion of the public relations of the bar has ended with the observation that after all it is merely a job for each of us, and we must one and all do our part to uphold the exalted traditions of our noble profession. Nothing could be truer, but like many a pious exhortation, that does not produce action. Action comes when an organization is perfected, objectives are defined, responsibility is assigned, and finances are provided.

There should be a special public relations committee, or a specific assignment of responsibility for this function to some one or more individuals with the time and inclination to make a study of it and become a specialist in it. Without such a functionary, public relations will have difficulty in maintaining its separate identity and continuing emphasis as one project after another assumes the center of the stage.

Along with that committee, the organization's top management must be an active participant. No public relations programme can amount to anything if the management appoints a public relations committee, turns the job over to it, and forgets about it. Public relations is of the essence of management itself, and must be considered at every step in the formulation of policies. This can only be accomplished effectively if public relations responsibility is definitely centered in one official or committee and if that person or body is given a full voice in all policy deliberations.

If possible, professional assistance should be secured. The lawyer is a layman to the public relations counsellor. Public relations is a field for specialized knowledge and special skills as truly as is the legal profession, and it is as bad for a bar association to try to get along without professional assistance in this field as it is for a lay organization to try to work out its own legal problems without a lawyer's advice.

Professional public relations counselling is expensive, however, and nothing akin to legal aid exists in that field. Those bar associations which have had the benefit of such services have been very good about sharing with others, and in many instances this co-operation has worked out very well. No bar organization, however limited its manpower or resources, need conclude that there is nothing it can do, if it can afford even a postage allowance.

This is important, because a proper public relations programme must operate at all levels. There are parts of the job for which a national agency is needed, and as to which local units are powerless. There are other parts of the same overall job which must be done on a local scale or not at all, and which the national organization cannot hope to touch. Any unit of the bar which maintains its own separate bar organization will be found to have its own responsibilities in the public relations programme — responsibilities which are peculiar to it but at the same time are an integral part of the whole.

The actual effort to influence public opinion on behalf of the legal profession is essentially a job of salesmanship. It is contrary to the lawyer's code of professional ethics to hawk his wares, meaning his legal services, as does the merchant or the insurance agent, but Webster defines "sell" not only as the transfer of property for a consideration, but also "to convince of the truth or desirability of something", and "to persuade to a course of action, or to the acceptance of a doctrine or belief". Even the sale of merchandise is really the sale of ideas. A man is persuaded to purchase a new hat not for the sake of becoming the owner of any particular contrivance of felt or straw, but for the sake of the improvement of his personal appearance which it will bring.

This type of salesmanship is nothing new to the lawyer. In every argument and brief he endeavours to convince the court of the truth and desirability of his interpretation of the facts and law, and to persuade the court to a course of action favourable to his client. If the profession's selling job to the public could be accomplished solely by those means with which he is familiar and at the use of which he is adept, it would have been done many

times over long ago. For each audience, or "prospect", however, the media and means of contact are different, and to influence the general public the lawyer must develop a skill in working with the mass media of communication comparable to that which he already possesses in his courtroom work. He must write not only briefs but newspaper and magazine articles, leaflets and brochures; he must speak by word of mouth not only to judge and jury but to radio and television audiences, to public assemblies of all kinds, and to the individual people he meets wherever he goes.

At this point, however, must be interjected the observation that it is no more proper or ethical for a bar association than for an individual merely to "hawk its wares". Self-advertising, or product advertising, is unthinkable for lawyers, whether done by one individually or by ten thousand as a group. Publicity so worded and presented as to appear to be chiefly for the benefit of the lawyers is bound to be objectionable, even though people who are induced to avail themselves of legal services as a result of it are benefited thereby. After much soul-searching, however, some of the most conscientious and ethics-minded leaders of the profession have come to concede that the converse of that proposition is equally true — that publicity so phrased and presented as to emphasize only the public interest is not objectionable even though in the process of conferring those benefits on the public the lawyers incidentally benefit themselves as well.

Professional thinking on this point probably would have remained in a confused condition for a long time had it not been brought to a head in connection with institutional advertising. Publicity in the news and editorial columns of the newspapers is dependent upon the understanding, sympathy and whim of the editors. It must conform to editorial requirements which are not always consonant with what the bar is trying to do. Paid advertising may, within very broad limits, be written and prepared exactly as desired and published exactly when and where desired. Certain things can be said in it that never can be said in news releases or editorials. For these reasons, no public relations programme is fully rounded and complete unless some provision is made for the use of this medium.<sup>6</sup> Other advertisers have long used it for public relations purposes, but bar associations hesitated until about 1934 when the American Bar Association Committee on Professional Ethics and Grievances approved its use subject to certain conditions and restrictions. These were more fully stated in 1938:

<sup>6</sup> See Winters, *Institutional Advertising for the Bar* (1949), 33 *J. Am. Jud. Soc.* 11.

Advertising which is calculated to teach the layman the benefits and advantages of preventive legal services will benefit the lay public and enable the lawyer to render a more desirable and beneficial professional service. It may tend to decrease rather than increase the sum total of remuneration received by lawyers, but because of the trouble, disappointments, controversy and litigation it will prevent, it will enhance the public esteem of the legal profession and create a better relation between the profession and the general public.

The advertising, said the opinion, should "acquaint the lay public with the expert service the legal profession is able to render, especially in respect to those matters where the securing of competent legal advice and assistance in advance of acting will be calculated to protect the clients' rights and interests, insure compliance with essential legal requirements, and avoid future difficulty and litigation; provided it is carried on by an organized bar association and not by individual lawyers, so that any semblance of personal solicitation and any impression that it is actuated by a selfish desire to secure greater professional employment is avoided, and it is made clear to the lay public that the primary object is to give beneficial information to the layman and to enable lawyers to render a better professional service".<sup>7</sup>

The Committee on Public Relations of the Indiana State Bar Association, after a careful study of the subject, formulated some rules for its own guidance, including, in addition to some substantially duplicating the foregoing, the following:

The use of any recognized media for the purpose of disseminating information about law and lawyers is not unethical or improper.

It is proper to inform the public of the various services a lawyer is trained and competent to perform.

It is proper to inform the public of the standards employed by the lawyer in fixing his fees in order to discourage the popular belief that lawyers' fees are too high.

Catch or commercial phrases should be avoided, and the language employed should be in keeping with the dignity of the profession.<sup>8</sup>

A similar code drawn up by the Bar Association of the District of Columbia includes the following:

While attempting to offset some of the claims of trust companies, title companies, tax accountants, business brokers, etc., this must be done always by indirection and without direct reference.<sup>9</sup>

<sup>7</sup> Opinion 179, 24 A.B.A. Journal 670 (August, 1938).

<sup>8</sup> Report of the Public Relations Committee of the Indiana State Bar Association, Richard P. Tinkham, chairman. Pamphlet, 1949.

<sup>9</sup> Interim Report of the Special Committee on Public Relations, Journal of the Bar Association of the District of Columbia, January, 1950. Includes facsimiles of advertisements published in Washington newspapers in November, 1949.

These *caveats*, while written and intended to apply only to paid institutional advertising by bar associations, set a high standard for idea salesmanship generally applicable to all organized efforts by which lawyers seek to improve their relations with the rest of the people.

Newspapers are the greatest single medium of communication with the general public. Their news columns are filled by material received from wire services, their own reporters, and from publicity materials. Some important news comes in this manner, and no matter how slightly editors speak of publicity, they all use some of it. This is more true of small town and rural papers, which have small reporting staffs and may not have leased wire service at all. At the same time, these papers are more thoroughly read than the city papers.

The most satisfactory way to get a story in the paper is to tell a reporter about it and let him write it up. A great deal of material that a reporter would not be willing to spend his time on in that manner will be used, however, if it comes in all written up and ready for use. Naturally, releases of this type must be written in good newspaper style, as nearly as the reporter would have written it as possible, and above all from his viewpoint. It must be marked to show where it came from and where further information, if desired, may be obtained.

Not much has been done with magazine articles on legal subjects. A number of magazines, notably *Reader's Digest*, *Magazine Digest* and *Woman's Home Companion*, have done an outstanding job in publication of articles on medical subjects for popular consumption. The same sort of job is waiting to be done in the legal field. These same magazines, in fact, have recently gotten up on their own initiative some popular articles on pre-trial procedure, selection of judges and the legal aid movement,<sup>10</sup> and they have been accorded a reception which strongly suggests an intensive development of this neglected field.

Leaflets, pamphlets and brochures are an especially effective medium for conveying the public relations message, for most other media are broadcast to an audience the vast majority of which are apt to be uninterested and pay no attention, but these can be put right in the hands of the very people for whom they are intended and who are interested in what they have to say. Excel-

<sup>10</sup> See, for example, Frederic Sondern, Jr., Uncle Sam Modernizes His Justice, *Reader's Digest*, August, 1948; Howard Whitman, Let's Have Competent Judges, *Reader's Digest*, November, 1948, reprint from *Woman's Home Companion*, February, 1948; John C. Knox, What Makes a Good Judge? *American Magazine*, December, 1949.

lent examples of these have been prepared by the Minnesota State Bar Association. One is entitled "The Simple Answers to Common Questions About Wills" and takes up such questions as who can make a will, must a father leave each of his children a dollar, how long does a will last, what happens when there is no will, and others. Another on title examinations answers questions as to what is a real estate title, an abstract, a title examination, etc., and has something to say about the popular layman's maxim that possession is nine points of the law. Each folder clearly points out the need for trained legal services, and each includes the following paragraph:

This pamphlet, which is based on Minnesota law, is issued to inform, not to advise. No person should ever apply or interpret any law without the aid of the trained expert. The use of words in a legal document is somewhat like the use of drugs. In the hands of a trained professional person they can produce great good.

Bar association radio and television programmes have been very successful. One of the oldest of the radio programmes is the Iowa Round Table, in which a panel of lawyers presided over by a moderator discusses matters of current legal and governmental concern. The American Bar Association carried on such a programme over a coast-to-coast network a few years ago.

Popular television programmes have been put on by local bar associations in New York, Chicago, Philadelphia and some other cities. The drama of the courtroom always has been a favourite radio theme, but too often when produced by laymen uninterested in the legal profession or the administration of justice it has created adverse and harmful impressions on the public. The bar television shows have had considerable success in preserving the dramatic elements along with a worth-while public relations message, and the programmes have been sought after by the stations.

Radio and television contacts have an advantage over the written word, but they cannot equal the effectiveness of a face-to-face personal appearance. Ordinarily there is a better-than-average of good public speakers among lawyers. Luncheon clubs and many types of organizations are constantly on the lookout for speakers for their regular meetings. It is embarrassing and out of the question for an individual speaker to solicit speaking engagements for himself, but the bar association may with dignity and propriety announce that it has speakers available for such purposes and tender its services in the making of engagements. The Hennepin County Bar Association of Minneapolis has developed this medium of contact with great success, using groups of two

or three lawyers, each of whom speaks briefly upon one phase of a common topic. The Bar Association of St. Louis has developed an elaborate programme of speaking engagements in the public schools to lecture on the Bill of Rights, constitutional government, citizenship and like topics. This is something every bar association should do.

Most important of all is the individual contact between lawyers and laymen in daily life. The Koos report indicated, and nobody will doubt it, that these contacts are more effective than any and all others in influencing public opinion, either favourably or unfavourably. More people based their opinions of lawyers on their own experiences with them, or those of their friends, than on any other factor. For this reason, the public relations programme must be well publicized within the bar association, and sold to the rank and file of the bar association's own members before it attempts to reach those on the outside.

Says Dr. Koos, in concluding his own comments on his study:

Any profession develops in good measure *from within*: Therefore, any adequate knowledge gained by the general population of that profession and its function must be provided from within that profession. This is true whether it be law, medicine or any other profession.

This, to the social scientist, seems especially true in the legal profession, where the developments in our society tend to cloud rather than to enlighten the public regarding services of the profession. Everyone — literally — knows of how lawyers helped the A company to evade the law on this or that occasion, or how Lawyer Y helped his client go scot-free on a murder charge. Of such things, unfortunately, is the daily news composed, but Lawyer X's service to the Doe family in a problem situation goes unsung — and unknown.

Only as the legal profession comes out of its professional isolation and tells — through proper public relations — the American public what services it is prepared to render and within what range of costs the services may be had — then, and only then, will the doing-without of legal services be eliminated from the American scene.<sup>11</sup>

<sup>11</sup> General references: Winters, *Public Relations of the Bar* (1948), 32 *J. Am. Jud. Soc.* 48; *The Legal Profession and the Public* (1949), 22 *Ohio Bar* 16; *Bar Associations and Public Relations* (mimeographed, 1950); *Report of Public Relations Committee, New Jersey State Bar Association, New Jersey Law Journal*, May 19th, 1949; Elmore Meredith, *Public Relations in British Columbia* (1948), 26 *Can. Bar Rev.* 845; C. H. Crownhart, *Public Relations and the Wisconsin Bar, Wisconsin State Bar Association Bulletin* (May, 1947).

Books: Glenn and Denny Griswold, *Your Public Relations* (New York: Funk and Wagnalls, 1948); Milton Wright, *How to Get Publicity* (New York and London: McGraw-Hill, 1935); Verne Burnett, *You and Your Public* (New York and London: Harper and Brothers, 1947); Rex F. Harlow, *Public Relations in War and Peace* (Harper, 1942); Theodore R. Sills and Philip Lesly, *Public Relations Principles and Procedures* (Chicago: Richard D. Irwin, Inc., 1948). Any of these may be borrowed without charge for one month by any bar association officer or public relations committee from the American Judicature Society, 424 Hutchins Hall, Ann Arbor, Mich.