



SBNM is Hear

The State Bar of New Mexico has a diverse range of members over its large geographical landscape. As the State Bar is making the concentrated effort to connect with members statewide, one of the primary ways we can do so is through podcasts. Podcasts have the unique ability to blend technology and media and they can be produced anywhere with an internet connection and phone! The Bar has representatives in each region throughout our state and we are always a phone call or email away. But now through the podcast, we can always say that the *SBNM is Hear* in your community!



How it Works

The State Bar of New Mexico has partnered with BlueSky eLearn to create and distribute episodes of SBNM is Hear. The cost per episode is \$250, without a sponsor. With this this package, the State bar and BlueSky will provide:



Recording of a 30-45-minute episode with a dedicated SBNM staff person and BlueSky event manager to make sure everything runs smoothly



Presenter training on any audio equipment to ensure you are prepared



Post-event survey, analysis and participation reporting



Full service editing including removing gaps in conversation, mistakes and more



Mixing any intros, outros, sponsorship commercials or music bumpers



Audio-production enhancements, including vocal balancing, vocal compression, noise reduction, hiss/hum removal, and equalization



Conversion to a high-quality MP3

Presenters

- Each episode is limited to 1-3 presenters.
- If there are 3 presenters, we recommend 2 primary contributors and one moderator.

Process

- Fill out episode request at nmbar.org/podcast or contact Member Services directly at 505-797-6039 or memberservices@nmbar.org.
- The request will be reviewed by the Communications and Member Services Department.
- If request is approved, Member Services will contact you and will provide a projected timeline of production and release.
 - It is highly recommended that presenter(s) do a test run to time conversations and work out content logistics. An outline of the episode will be needed at minimum during recording.

Content

Episode content must be directly related to a practice type, analysis of legislation (past/present/future), discussion of current policies and guidelines, legal community changes/highlights, etc. Episode content **cannot** act as an advertising platform for a firm, business, service or personal opinions.

When developing ideas for content and submitting a request, the episodes will need to fall in one of the five outlined categories.



1. Let's Talk About: (Episode Topic)

- This episode type allows the presenter(s) to talk about a specific area of law (ex. cannabis, elder, tax law, etc.) or specific policy, law, guideline, practice, etc.
- This episode should be **informative**.
 - Content should be directed to an attorney/legal professional who is already established in their career/practice but may be interested in practicing within or around the topic(s). While content may be educational, the content should encourage this listener to learn more/explore the topic independently after listening.
 - Description example: Let's talk about cannabis law in New Mexico. This episode will highlight what it means to handle cannabis cases, what areas of practice it is involved in, and what we can expect for this area of law moving forward.



2. Hear All About It: (Episode Topic)

- This episode type allows the presenter(s) to discuss a legal topic that has recently made the "headlines" or a hot topic within an area of law.
- This episode should be **engaging**.
 - Content should be directed to an attorney/legal professional who knows the field of practice well enough so that higher level concepts or ideas can be understood. While content can be informative, this episode should intrigue listeners to evaluate their approach or practice of the topic.
 - Description example: Get ready to hear all about real estate contracts in New Mexico. They are an established practice in our state, but maybe it is time to evaluate our perspectives. This episode will highlight two different views regarding contracts and an enlightening discussion ensues.

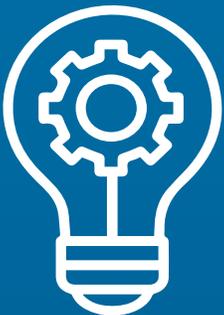


3. Personal Inventory: (Episode Topic)

- This episode type allows the presenter(s) to discuss professional, personal and mental health and well-being.
- This episode should **informative/encouraging**.
 - The legal profession is one of the most demanding career fields. The stress and burdens can affect all aspects of our lives. Fellow attorneys and medical professionals can share/discuss experiences, lessons learned, or any tips that help maintain and improve personal well-being.
 - Description example: Did you know there's power in turning off email notifications during the work hour? Mental and professional well-being is born and bred in the office. In this personal inventory episode, we will be discussing ten office tricks and tips that can help with minimizing stress in the office.

4. Tools of the Trade: (Episode Topic)

- This episode type allows the presenter(s) to share or highlight resources that can help in a law practice/business.
- This episode should be **informative and provide skills and tools**.
 - Content should be a discussion about general business methods and management, experiences in professional development, client/staff interactions and interpersonal relationships, etc. As most of New Mexico practices are solo or small firm (71%) or medium firms, the episode content should be geared for these practice types.
 - Description example: This episode will discuss how keeping a simple and up-to-date website can be more beneficial than having one with all the bells and whistles. Websites for solo, small, and medium firms need to reassure the potential client that choosing your representation is in their best interest. These tips and tricks are for those new to web design.



5. Specialized Topic: (Episode Topic)

- These episodes are reserved for a specialized topic, such as oral histories, specific personal interviews, event highlights or recaps, region-based discussion, etc.
- Topic must be discussed with and approved by Member Services.
- Limited publications are available per year.

Podcast Sponsorships

Podcast commercial ads are a great way to highlight a service, firm, business, or organization. With more than 7,000 active members, commercial ads are a fantastic way to highlight our wonderful businesses and services throughout the state! Sponsors have the option to be featured in a specific episode or they can sponsor the series at large and be included in any episode. The target audience of *SBNM is Hear* are legal professionals, which includes attorneys, paralegals, judges, clerks and law students.



Spotlight Sponsor \$150

- Sponsor thanked at the beginning and end of the episode
- Sponsor's logo/website included on the webpage of the episode



Embedded Sponsor \$250

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- Sponsor's logo/website included on the webpage of the episode
- Sponsor's logo/website included on the sponsor webpage for the entire series
- Sponsor receives a :15 second ad placement in the middle of the podcast



Featured Sponsor \$500

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- Sponsor's logo/website included on the webpage of the episode
- Sponsor's logo/website included on the sponsor webpage for the entire series
- Two :15 seconds adds (can be in the same or two different episodes)
- Sponsor's logo/website included on all marketing material for the episode(s)

Law firm ads can provide a networking opportunity! We can find your firm information in the *Bench & Bar Directory* but use an ad to plant a bug in our community's ear of your practice so that referrals can be pushed your way! Have a business or service that legal professions frequent? Offer discounts that are exclusively heard through the podcasts! For example, "next time you place an order, mention SBNM10 to receive a 10% discount!". These are just a few recommendations, but ads can be customized as much as you wish!

Once a sponsorship is confirmed, please fill out the form nmbar.org/podcast and Member Services will be in contact with you to plan and finalize logistics.

Have further questions? Contact Member Services at memberservices@nmbar.org or 505-797-6039.



nmbar.org/podcast