



LEND ME YOUR EARS

One of my top priorities as executive director is ensuring you receive timely and relevant information from your State Bar. Our mission statement includes a commitment to enable our members to better serve their clients and the public. In part, that means State Bar leadership and staff are dedicated to providing practical information in a variety of formats, so you can consume it in whatever way is most useful to you.



In 1938, we printed the first *Texas Bar Journal*, bringing the State Bar (then called the Texas Bar Association) to your mailbox. In 1996, we launched texasbar.com, bringing the bar to your desktop. On June 20, we premiered the *State Bar of Texas Podcast*, bringing the bar to your earbuds.

The monthly podcast, hosted by Dallas attorney Rocky Dhir, features news and discussions relevant to the legal profession, from the latest industry trends and caselaw to practice tips and State Bar programs. Rocky, the CEO of Atlas Legal Research, also hosts our Texas Bar TV coverage at the State Bar Annual Meetings. If you've seen any of these videos on our YouTube channel, you know that Rocky is smart, witty, and thoughtful. I'm confident that you'll enjoy his company.

We're making the podcast in partnership with the Legal Talk Network, the leading producer of legal-related podcasts. The network's 20-plus programs include shows by the American Bar Association, the *ABA Journal*, and the Florida and Michigan state bars. We're excited to showcase Texas lawyers on this national stage.

Why a podcast? Research shows that the audience is large and growing, with listenership especially strong among the millennial generation. Overall, nearly one in four Americans now listens to a podcast at least monthly—and nearly 40 percent of that audience is interested in educational podcasts, according to research compiled by Concordia University.¹ And the success of Legal Talk Network podcasts such as *Lawyer 2 Lawyer*, the *Kennedy-Mighell Report*, and *The Digital Edge* shows that demand is strong among attorneys.

The first three episodes of the *State Bar of Texas Podcast* are available to stream or download now at texasbar.com/podcast. They feature Bryan A. Garner on legal writing and his unique friendship with the late U.S. Supreme Court Justice Antonin Scalia; Brian Cuban and Texas Lawyers' Assistance Program Director Bree Buchanan on recovery and the importance of lawyer wellness; and exoneree Anthony Graves on what the legal profession can learn from wrongful convictions.

Even as we increasingly expand our mass communications, I remain committed to communicating with you one-on-one or in small settings. I've had the pleasure of speaking to a number of groups in my seven months as executive director, including several State Bar sections, the LeadershipSBOT class, the boards of directors of the Austin and Galveston County bar associations, members of the Dallas and Comal County bar associations, and the Texas Access to Justice Commission. And this past February, I had the honor of giving the keynote address at the Texas Board of Legal Specialization induction ceremony for 194 lawyers and 30 paralegals from across the state.

In short, you can expect to hear from us in one form or another. Let us know how we are doing. If you have ideas for ways we can communicate better, please reach out to me.

Sincerely,

TREY APFFEL

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Have a question for Trey? Email it to trey.apffel@texasbar.com and he may answer it in a future column.

NOTES

1. Laura Foster, *The Podcast Explosion: The Who, What and Why of Podcasts [Infographic]*, MarketingProfs (Dec. 19, 2017), <https://www.marketingprofs.com/chirp/2017/33216/the-podcast-explosion-the-who-what-and-why-of-podcasts-infographic>.