

Justice Briefing Live Guidelines

Justice Briefing Live (JBL) was developed in 2020 by the CSG Justice Center Communications division (Comms) in response to the COVID-19 pandemic, which forced organizations to reimagine convenings in an uncertain new world. Comms developed JBLs as an alternative to policy-led events to help policy and research teams elevate larger discussions and continue to meet grant requirements and funder expectations while maintaining safety and social distance.

As the CSG Justice Center moves to a hybrid of in-person and virtual events, it is necessary for Comms to reevaluate and revamp our JBL procedures to ensure the product continues to meet organizational needs and delivers a quality experience for funders, partners, and staff, consistent with the Comms team's core values of adaptability, learning, and thoughtfulness.

What?

JBL is a virtual event that promotes high-profile CSG Justice Center accomplishments.

Who?

Comms hosts JBLs to promote project milestones, elevate national conversations on relevant topics, and spur user engagement.

When?

JBLs only occur once a project has a completed deliverable, e.g., new website, report, dashboard, etc.

How?

Your public affairs manager will propose a JBL in the communications plan if a JBL is warranted and would effectively elevate the accomplishment.

Criteria: The following is a list of minimum criteria required for Comms to recommend and host a JBL.

Is it new?

Is it news?

Is it novel?

Does it have broad appeal to multiple audiences?

Does it have 50-state reach?

Does it have high-profile champions to serve as speakers, panelists, or moderators?

Is there promotional support from external partners?

Requirements: After nearly three years of hosting JBLs and conducting post-event surveys, Comms has developed a list of requirements that must be met in order to provide a qualitative and impactful event for attendees, funders, partners, and staff. In most cases, each of these requirements will have to be met.

- JBLs must be 55 minutes or less (JBLs that last longer than one hour have a drastic drop-off in attendance, sometimes as much as 50 percent).
- Product first, then promotion—JBL planning/promotion follows the completion of a product or deliverable; Comms can't effectively promote an incomplete website, report, toolkit, or dashboard. JBLs need a minimum of six weeks lead promotion time.
- PowerPoints should be Robin, not Batman. (If your event requires a PowerPoint presentation, it must aid an otherwise engaging presenter, not be the star of the show.)
- Justice Briefing Lives are live-ish (They are prerecorded. This is to reduce the chance of technical difficulties and other embarrassing mishaps that can and have occurred during live events.)
- JBLs will be held on Tuesdays, Wednesdays, and Thursdays at 12:00 or 1:00 p.m. ET.
- JBLs will not be scheduled in consecutive weeks (this allows each project to receive full pre- and post-event promotion).
- Speakers must be confirmed in writing before JBLs will be added to the Comms external calendar.
- Recording schedule must be confirmed in writing before promotion begins.

All recordings must be complete at least two weeks before the event (if they aren't, Comms will work with your team to reschedule).

The goal of these guidelines is to provide a qualitative and impactful event for attendees, funders, partners, and staff. If your desired event does not meet the criteria or requirements for a JBL, it is likely a perfect candidate for a webinar. Webinars are hosted by policy teams, but Comms is happy to provide promotional, editorial, and registration support, as well as to advise on how to make them as engaging for audiences as possible.