

YouTube/Twitter Promo 8/2/10 (rev 2)

One of the court's many responsibilities is to educate and share information with the public – about the administration of justice. Using mass media is an effective way to do that.

Take YouTube, for instance. People all over the world watch more than 2 billion videos a day on YouTube. It's the second most popular search engine on the web. The user base is broad – all kinds of people tune in – often.

So the California Judicial Branch now has its own YouTube channel. We're bringing the message to where the people are.

Penne Soltysik, Administrative Office of the Courts *"They go to YouTube, type in California Courts, enter, and there we are!"*

It's an always growing collection of brand new and classic videos originally produced for the court's website, but now there's a wider, additional audience. Because it's a state government channel, there's no advertising, and there's no cost to the court. And staff time to post the videos is minimal.

Penne Soltysik, Administrative Office of the Courts *Something that really sold us on moving to YouTube was this translation tool. So we can go and click on this video and we can turn on our captions; we can translate these captions into one of 52 languages. It translates instantly, so there's no waiting time, there's no downloading of transcripts, it does it instantly. So that's a huge money saver for us. And this is the wonderful world of YouTube."*

You can also now follow the California Judicial Branch on Twitter.

Ron Overholt, Deputy Administrative Director of the Courts *"Information sharing is so important to us and we want to take every opportunity that we have to be able to share information about what we do, how we use public funds and the business that we do. YouTube and Twitter are the modern ways of being able to communicate and we want to tap into that audience."*

You'll find links on the courts home page – CourtInfo. Ca.gov. Or go directly to YouTube.com-slash-californiacourts. (<http://www.youtube.com/californiacourts>)

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