

NWLawyer Editorial Advisory Committee Meeting Minutes

Feb. 13, 2019 • 12 - 1 p.m. • St. Helens conference room, 6th floor

- Roll call
- **EAC members:** Ralph Flick, Heidi Urness, Christopher Campbell, Benjamin Gould, Michelle Young, Karrin Klotz
- **WSBA Staff:** Margaret Morgan, Colin Rigley, Connor Smith
- **New NWLawyer Staff Members:** Graphic Designer Jessica Randklev came on board Feb. 13 and NWLawyer Editor Kirsten Abel coming on board Feb.21.
- **EAC Recruitment:** Application deadline is March 1; space for 14 members (we currently have nine). This is a chance to add new members in addition to replacing outgoing EAC members. We should seek to recruit new members that are diverse in multiple ways, including location, race, gender, area of practice, etc.

We should all be reaching out to people we think would fit well on the committee, especially those in Eastern Washington and other portions of the state outside of the Seattle metro area. (Ralph Flick)

Margaret has received two inquiries from recent bar admittees who are interested in joining the EAC. Not a requirement that EAC members attend in person and can attend via phone/zoom.

WSBA reimburses for travel expenses for the EAC half-day planning meeting if they would like to attend in person.

The more we can do to get members to participate the better. If we can recruit year round it's a good way for us to build the committee up with new people. (Ralph Flick) Heidi Urness agrees with Ralph's point since there are new bar members who want to get involved with WSBA.

- **Review/Critique December and January issues of NWLawyer –**

January Issue:

- a) Overall layout of the magazine has improved, easier to distinguish what is editorial content and what is an ad. Graphic design is improving, would like to see a brief presentation from the new graphic designer to discuss the direction the magazine is going in. (Ralph Flick)*
- b) With our new designer, Jessica, we can look into diving deeper into the magazine layout moving forward. (Margaret Morgan)*
- c) Jan. issue had the roll out of the "Section Spotlight" where we highlight different sections. This used to be included in NWLawyer a few years ago and has been brought back beginning with the World Peace through Law Section.*

- d) *Great idea! I don't know much about many of the sections and this is a chance to see more about that. (Ralph Flick)*
- e) *The design of the magazine has improved over the past few months. (Heidi Urness)*
- f) *Liked the cover article, good interview. (Michelle Young)*
- g) *Liked the APEX Awards spread since he did not know what the APEX Awards actually are. Was surprised he enjoyed a magazine awards spread. (Ralph Flick)*

December Issue:

- a) *Featured a lot of photography from Anthony Jones, WSBA member.*
- b) *EAC member Daniel Himebaugh wrote an article for this issue.*
- c) *Likes the theme issues but December Indian Law issue could have had more to it. More general key legal issues and region specific ex: salmon run, whaling. (Karrin Klotz)*
- d) *Helpful when agendas are sent out to have a couple questions to fill out and send in for feedback. Even if it's something short can be impactful feedback. Can be easier to just listen during meetings versus forcing people to type a response. (Michelle Young)*
- e) *In response to Michelle, maybe a google doc would be sufficient. (Ralph Flick, Karrin Klotz agrees)*
- f) *Where did you stop reading in a story? What was too technical and detailed? When does the audience stop reading, ideally is ending at the bio but is not always the case. (Colin Rigley)*
- g) *With a new graphic designer we can debrief with her on images and the look/feel for the magazine. (Margaret Morgan).*
- h) *Did people feel like they have an idea of what's going on at the bar with the article "Bar Membership after Janus" and the legal analysis?*
- i) *Articles always more effective when they link together; multiple articles that have a connection to each other makes more sense to the reader.*
- j) *Potential theme brainstorming for the future issues of NWLawyer for our planning meeting. (Karrin Klotz)*
- k) *Colin wants to do a day in the life of our regular ethics columnist): would this be engaging material?*
- l) *If he is an interesting character the profile could be interesting. Not really interested in the day in the life of another lawyer since I am a lawyer. (Ralph Flick)*

Editor's Report:

- Review six-issue editorial calendar

- Feb. issue will have big box highlighting solicitation for members to send in restaurant reviews, “grass is always greener” about the part of the state in which they practice, book reviews, 150-word limit), and anecdotes about being asked for legal advice in social situations.
- Bill Marler interview will be in the June issue; Bill specializes in food safety litigation, represented injured child in the E.coli Jack in the Box case back in the early 1990s.
- **Story ideas**
 - Link to Google Docs spreadsheet for tracking story ideas:

<https://docs.google.com/spreadsheets/d/1Zr0Qj7GTO8ZSI7YsECTsEQXF3ZMlgAuLFz4S3SVmYU8/edit?usp=sharing>

Karrin is planning “lawyer-owner of winery” article for food issue.

Heidi Urness is covering cannabis law but wants to narrow it down to a more specialized article.

Karrin – international implications on Canada and the US could be an interesting focus? – Heidi agrees, but Mexico/US have more interesting trading history and so does South America.

Top 10 things about practicing cannabis law idea – Colin Rigley

Beyond the Bar Number solicitations: (Four in reserve)

Questions/Good of the order/Announcements

Upcoming meeting dates in 2019 (all are noon to 1 p.m. except May 7):

March 13, April 10, May 7 (annual planning meeting, 9:30 a.m. to 1:30 p.m.), June 5, July 10, August 7, September 11