

NWLawyer Editorial Advisory Committee Annual Planning Meeting

May 7, 2019 • 9:30 a.m. – 1:30 p.m. • St. Helens conference room, 6th floor

- Roll call
- **EAC members:** Benjamin Gould, Karrin Klotz, Marla Fox, Ruby Aliment, Ralph Flick, Christopher Campbell
- **WSBA Staff:** Kirsten Abel, Margaret Morgan, Connor Smith, Jessica Randklev, Sara Niegowski, Colin Rigley

1. Importance of EAC and NWLawyer/GR 12 and Bar Structure update from Chief Communications Officer – Sara Niegowski:

Magazine is important for members and we appreciate this committee's work in serving the membership for statewide coverage. Thank you to the EAC for all your hard work for the magazine!

Over the past year we have been doing our membership survey phone calls and members surveyed rank *NWLawyer* as their main source of information about the WSBA.

Under GR 12 the WSBA is not authorized to take positions on political or social issues which do not relate to or affect the practice of law or the administration of justice. The WSBA's General Counsel reviews all WSBA content through this lens. Brief discussion of the *Keller* deduction followed.

The Washington Supreme Court's Bar Structures Work Group is studying what the appropriate structure for the WSBA should be going forward. We will cover this in *NWLawyer* when the Work Group has made its recommendation to the Supreme Court.

Review of magazines published by may bar associations across the country supports the conclusion that *NWLawyer* is very high quality. Because of the time lag between when editorial content is submitted and when it goes to press, the magazine is not effective to cover "breaking news." It is an effective channel for more in-depth analysis of issues affecting the WSBA and the legal profession.

2. Diversity Training by Robin Nussbaum, WSBA Equity and Inclusion Specialist

3. Kirsten Abel – Editor's Report and Discussion

Goals for the magazine: Bring interesting stories to readers on a timely basis. Magazine is enforcing more strict deadlines, so that each issue gets to members in a timely manner. May issue currently at the printers. Would like to highlight more diverse viewpoints from around the state with a variety of backgrounds and experiences. Solicit work from people who have never written for *NWLawyer*. The magazine *should be a place that sparks discussion and dialogue*—love to get more letters to the editor and letters from a wider variety of people.

As liaison Kirsten will be working more with the EAC and keeping the lines of communication open for ideas and discussion.

Future issues need to be filled up, with tons of room for new content beginning later this year.

It can be difficult to secure an author who has been identified as knowledgeable on a topic when that person hasn't expressed interest in actually writing. It can be difficult to recruit authors in general, whether they are repeat authors or not. When we have a good experience with an author we do try to work with them again for future issues; we try not to overuse them but we tend to not have a high volume of repeat writers.

We will clarify the role of EAC members and discuss possible meeting time change when new EAC members come on board in October of this year.

4. Jessica Randklev – Graphic Designer Report:

Reads articles to try and get ideas for images to use. Often stories do not come with submitted images.

Likes to work off headline ideas and bring it into the magazine to give it a certain look at feel (color scheme).

Trying to make author bios more digestible and interesting from a design stand point.

5. Discussion re design:

Issues are looking cleaner with advertising being better distinguished from editorial content. The more time we have to plan the layout, the easier it is to place ads in ways that don't cause confusion between ad and editorial.

Trying to be clearer in giving authors specifications for image resolution for headshot bios and images submitted with the article. Moving away from documents being submitted with formatting and photos embedded.

Article guidelines need to be made clearer to make the editorial process for authors and staff easier.

Colin Rigley – Communications Specialist:

NWSidebar (the forgotten sibling of *NWLawyer*)

The blog is quick, engaging, easy to learn something, timelier, not bound by printers, layout, tone is more casual. Less of a barrier to entry due to a shorter word count since it's online. You tend to lose people if the blog is over 700 words.

NWLawyer tends to have crossover with NWSidebar: can cross-promote content from one in the other. The blog is promoted within *NWLawyer* through a half-page ad or in content within an article "more is available on NWSidebar."

Content that isn't exactly relevant to the magazine can sometimes find a home on NWSidebar (bonus coverage!).

Connor Smith – Communications Coordinator:

Using Google Forms for seeking members' submissions on specific topics—more streamlined and has been successful in increasing submissions for articles, e.g., Grass is Always Greener (40+), Restaurant Reviews.

Working Lunch – Brainstorming Story Ideas - Discussion

- Law school reform? Two years instead of three? – using a 2013 quote from Obama regarding law school changes and preparing yourself for law school.
- Related: What sort of training and education should lawyers have? Is there an argument that a future model of legal education should include more training? – Ralph Flick. Law school debt? Check in with the deans of the three Washington law schools on these topics?
- Education issue
- On a personal level how do you deal with ethical issues regarding gray legal areas?
- Feedback from the court? Doesn't matter if I win or lose but I would like direct feedback, evaluation forms.
- Lawyer's business experience can be minimal and can benefit from learning more business skills.
- Law and Policy of Vaccination – The science of vaccination is basically settled and is one of the greatest public health advances in history but this does not settle the legal area. The policy pros and cons of vaccine mandates, talk to professor regarding the recent change of a law in California regarding the recent Disneyland measles outbreak. Public opinion and vaccination survey was previously done in 2013 and there was a not a large difference based of vaccination mandates across political parties. Has this changed since 2013 due to the political climate? *Jacobson v. Massachusetts* case – 1905, fining someone for not getting a vaccine is constitutional, doesn't say the government can vaccinate you. The government can exclude you from certain programs or from geographical locations. *NWLawyer* can deep dive into policy and report on the policy side of issues like anti-vaccination.
- Technology in Law – Go around and talk to people who identify as a technology lawyer, and what are the boundaries of IP law. (UW professor – history of robots in the law)
- What is the ethical and philosophical side of tech law?
- How do you define a practice area? Hard to know in quick evolving areas like Technology Law.
- Thinking of every area of law and how they intersect with each other. How do you specialize in an area? How do you develop expertise?
- Breaking up areas of law to be more specific, subsets within the general practice areas for laws, firms are doing this more often now to focus attention on.

- Change “cocktail party” law to “social gathering” law when soliciting member submissions about wackiest legal question they’ve been asked in a social setting, when clearly “off the clock.” Blog post idea – solicit for “social gathering law,” sharing some short teaser stories on NWSidebar, have google form at the end of the blog post.
- Article solicitations from law schools who aren’t ready to publish in a law review but may be ready for *NWLawyer*.

- **NWLawyer pitches**

1. HOMELESSNESS as a major city issue. Differences between Seattle/Spokane/Tacoma....big city vs small city solutions. City attorneys work on this issue / radical differences in approaches between, for example, Tacoma and Puyallup (zoning issues) / infrastructure issues, i.e., who maintains the land under a freeway?

2. EDUCATION-THEMED ISSUE: Higher education law, issues that arise with that. Discrimination an implicit bias issues / title IX / affirmative action issues / sexual-assault procedures / Employment-law / grading and privacy issues.

2A. Legal education system / how long it takes/no change / same style of education to a profession that has dramatically changed / law school curriculum / reform? / New emphasis on clinical stuff / the stuff you don’t learn in school > Internships? > Dramatic transition from school to real world law.

2B. Area law school deans discuss the future of law school / changes / practical information / lack of practice management prep.

2C. Lawyers get no training on taxes / website prep / money issues.

2D. Pre-law advising / non-quantitative undergrads are being poached by law schools.

2E. Learning about dealing with the stress of being a lawyer in law school? / How do they learn to deal with trauma / managing the personal side?

2F. Starting off your career with crushing debt.

Odd offshoots: Dealing with secondary trauma / how do you get through it, manage it? / The terror of making a mistake that could tank the whole case / Changing strategies depending on the court, dealing with complete uncertainty / being judged with 20/20 hindsight on the outcome > Taking the win/lose out of the law > ways to get feedback on how you perform in a courtroom > lawyers v. ordinary people: a lack of the law benefiting people.

3. THE BUSINESS SIDE > Practice management info

4. VACCINATION AND THE LAW > Science is settled / legal and policy questions are not ^{[[} _{SEP]}

4A. deal with the constitutional issues [L]
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4B. Policy issues: talk to doctor about herd-immunity / professor at Yale is specialist in what he calls “cultural cognition” = reasoning is not involved when it comes to hot-button issues (herd-mentality), 2013 survey found no big gap in DEM vs. GOP opinion about vaccines, ask him about MMR mandate in WA State and the split in vote by party.

5. THEORETICAL/TECHNOLOGY LAW > Getting ahead of technology / odd robot tangent / getting ahead of what is coming next when it comes to digital life.

Odd offshoots: how do you define a section of law, i.e. estate planning, elder law? > developing an expertise/niche? > Different breakdowns of technology / focusing on cyber-security and forgetting about actual lock-and-key security.

Wrap up

EAC members need to show up for June 5th meeting.

New EAC meeting time proposal for September onwards, use of Doodle poll, based on EAC member schedules. Would like to explore the idea of a morning meeting.

Taking the EAC on the road! A road tour or programming to recruit members from all across Washington state would be great.