

Editorial Advisory Committee Meeting

August 15, 2018

Attending in-person: Renee McFarland

Attending via phone: Michael Cherry, Marla Fox, Ralph Flick, Sophia Byrd-McSherry

WSBA staff: Margaret Morgan, Sara Niegowski, Colin Rigley, Connor Smith

- Roll call
 - Editor's Report
 - a) NWLawyer Editor Departure. Margaret is interim NWLawyer editor.
 - b) Ralph Flick appointed by BOG as chair-elect for NWLawyer for the 2019 fiscal year.
 - c) July issue of NWLawyer was delayed from June issue to July issue, went to print in July, hard copies received first week of August.
 - d) Schedule changing from combined July/Aug issue to separate August issue.
 - Sept issue run sheet
 - a.) September issue may be thinner to get back on schedule.
 - b.) October issue is pro bono month, magazine will be focused around this, civil legal aid feature focus.
 - c.) President cover will be in September instead of October.
 - d.) September issue will feature Bill Pickett, from Yakima, current president. Will do "meet the new governors" piece also in September issue.
 - e.) "Justice in the classrooms" piece will be in September issue.
 - f.) Sent out a call to attorneys for "What they wish they knew when they started practicing? Response has been limited. * Twitter conversation idea from Ralph Flick on increasing submissions to question responses.*
 - g.) Running Ralph's piece on advice to undergrads considering law school in September issue – since "back to school" angle.
 - h.) Unsolicited SEC Whistleblower piece may be run in September issue.
- August feedback:
- a.) Cover story for August is now "safe baby's court".
- Our new temporary designer

Terri Sharp left a couple weeks ago to pursue free-lance opportunities, we have a new temp Senior Graphic Designer, Jina Constantin.

- Review of July Issue
 - a.) Issue is longer and more text heavy. How did this impact you as a reader? Generally one or two would be fine, but it seemed like articles could have had more imagery over text instead. Hard to catch the reader's eye.
 - b.) Issue is really dense. Haven't gotten through a quarter of it yet. The character and fitness article is incredibly valuable, the whole article is. We should send this to all three law school admissions departments.
 - c.) Should have possibly pulled one of the features to make shorter. Magazine 78 pages versus usually 68 pages.
 - d.) Agrees with the previous comments but also thought it was really robust, with the feature on character and fitness, it was really great and relatable to all members of the bar. Everything in this article is something somebody wants to read.
 - e.) Nice coordination from blog and "beyond the bar number" for TAG film
 - f.) Professor called and requested 75 copies for his class. Lots of useful articles for professors and members.
 - g.) Appreciated the lighter read of the book reviews and design of it.
 - h.) Two or three jumps for articles, makes magazine seem longer.
 - i.) Magazine kept changing and layout was a bit all over as a result.
 - j.) Staying open to theme issues, other bars do it so we should consider keeping it.
 - k.) Tarra Simmons article received positive feedback, and good feedback from Tarra herself.
 - l.) Literary Lawyer – open to publishing as they come in.
 - m.) Loved having the jury selection article, show that the Washington Supreme Court guides our work and the practice of law and the legal professionals really need to mirror who they serve.
- Upcoming stories report/feedback
 - a.) Executive Director of the Northwest Tribal Court – agreed to write an article on the rise and interest in Indian law and the rise of Indian law practitioners coming back to their tribes after law school graduation.
 - b.) Executive Director said they can get it in by September 1. In conjunction with a similar article for November's issue that Colin is working on.
 - c.) Retired judges profile, angle of interesting stories from their career.
 - d.) Top 10 attorney resolutions as written by spouses? – Dec. or Jan. issue idea.
 - e.) Meet the Board of Governors question ideas.

- f.) Spokane unveiled a memorial for first female judge in Washington. *Atlantic* article on being a woman trial lawyer, doing something around this for an article or issue?
- g.) Women on 50 year luncheon tie in with unveiling of memorial. New and young lawyers to interview the 50 year women luncheon idea.
- h.) Identify and preplan themes – months and months in advance, internally planning more.

Upcoming meeting dates:

Sept. 12, Oct 17, Nov. 14, Dec. 12, Jan. 9