Section Newsletter Production Guidelines and Schedule

The following guidelines are provided to ensure the efficient and timely production of section newsletters, which are reviewed and produced through the WSBA. While the WSBA staff reviews newsletter drafts and assists in emailing copies of newsletters to members, the desktop publishing of section newsletters is typically done by outside vendors.[1] A section may choose to use the desktop publisher listed below or use their own desktop-publishing tools; this choice will determine which of the two processes outlined below apply.

- **WSBA Section Newsletter Contact** – Sections Team, Noah Baetge (noahb@wsba.org)
- **Desktop Publisher** – Sutherland Design Works, Britt Sutherland (brittsutherland@comcast.net)

FOR NEWSLETTERS PRODUCED BY DESKTOP PUBLISHER BRITT SUTHERLAND

✓ Pre-Submittal

The section newsletter editor should inform the Sections Team and desktop publisher Britt Sutherland of an upcoming newsletter *at least one week prior* to submitting the initial copy to Britt for desktop publishing.

✓ 1st Draft

1. *Creation*
   The section newsletter editor directly emails the edited newsletter content to desktop publisher Britt, preferably a Word document, with an attached memo listing the articles and order of placement in the newsletter including the volume/number of the issue. As appropriate, the additional information to include should be:
   - Date to be completed and disseminated if there's an atypical time factor for a particular issue.
   - If the issue includes time-sensitive information.
   - Any photos and/or graphics or hyperlinks.
2. *Review of drafts*
   Following the completion of the first draft, Britt emails the draft newsletter to the section newsletter editor for their review and proofing. Simultaneously, the newsletter is routed for review conducted by WSBA staff, including but not limited to, the WSBA Sections Team, WSBA General Counsel (reviews for legal and potentially sensitive content), and the WSBA *Bar News* editor (reviews for grammar and word usage check).
3. *Draft Marketing*
   The Sections Team will begin to draft a message to be included in the eblast to section members announcing the publication of the latest issue.

[1] There are costs associated with sections producing newsletters using outside vendors. Costs include, but are not limited to, hourly desktop publisher rates, printing, and postage. Sections should have funds budgeted to cover these expenses prior to incurring any newsletter costs.

✓ 2nd and/or Final Draft

1. *Review of subsequent drafts*
   After changes have been made on the first draft, Britt emails a second version to the section newsletter editor for review. The second draft usually becomes the final version.
2. *Final draft completion and confirmation*
   After final edits have been made, the section newsletter editor confirms final approval/completion of the issue with Britt.
3. *Website updates*
   The Sections Team will post the newsletter on the section's wsba.org webpage. If the section administers a separate external website, the section newsletter editor should make sure the newsletter is available to section members on the section's external website, and that a link has been sent to the Sections Team for the eblast.

✓ E-newsletter Dissemination

After the final draft has been received by the WSBA, the Sections Team will ensure that the eblast containing the approved message and a hyperlink to the web posting of the newsletter is sent to members of the section. *Please note that due to the restrictions of the WSBA's broadcast email system, a newsletter cannot be placed in the body of the message or sent as an attachment*.

FOR NEWSLETTERS NOT PRODUCED BY THE CONTRACTED DESKTOP PUBLISHER

✓ 1st Draft

1. *Review of draft*
   Following completion of the first draft, the section newsletter editor emails the first draft directly to the WSBA Sections Team for review by several WSBA staff, including but not limited to the WSBA General Counsel (reviews for legal and potentially sensitive content) and the WSBA *Bar News* editor (reviews for grammar and word usage check).
2. *Draft Marketing*
   The Sections Team will begin to draft a message to be included in the eblast to section members announcing the publication of the latest issue.

✓ 2nd and/or Final Draft

1. *Review of WSBA feedback/subsequent drafts*
   The Sections Team will email any suggested WSBA staff edits or feedback to the section newsletter editor for review and incorporation into the second draft. The second draft usually becomes the final version.
2. *Final draft completion and confirmation*
   When final edits have been made, the section newsletter editor confirms final approval/completion of the issue with the WSBA Sections Team.
3. *Website updates*
   The Sections Team will post the newsletter on the section's wsba.org webpage. If the section administers a separate external website, the section newsletter editor should make sure the newsletter is available to section members on the section's external website, and that a link has been sent to the Sections Team for the eblast.

✓ E-newsletter Dissemination

After the final draft has been received by the WSBA, the Sections Team will ensure that the eblast containing the approved message and a hyperlink to the web posting of the newsletter is sent to members of the section. *Please note that due to the restrictions of the WSBA's broadcast email system, a newsletter cannot be placed in the body of the message or sent as an attachment*.

RELATED NOTES FOR ALL SECTION NEWSLETTERS

- Newsletter content must be complete when initially submitted for compilation and/or review, containing all articles, images, etc., to appear in the newsletter.
- The section newsletter editor and desktop publisher should consult the *Sections Newsletter Style Guide* and *Top 12 Common Edits to Section Newsletters* BEFORE drafting and editing articles. Section newsletter editors are also encouraged to send these guides to contributing authors as a reference guide.
- It is the responsibility of the section newsletter editor to review and edit all articles for the newsletter prior to submitting content to desktop publisher Britt Sutherland and/or the WSBA Sections Team, as well as approve the final version.
- If there are two or more section newsletter editors, it is the senior section newsletter editor's responsibility to communicate with others involved. Only one draft should be returned to Britt Sutherland and/or the WSBA Sections Team for review and/or changes.
- For any date-sensitive material, please indicate clearly when submitting the initial copy to Britt Sutherland and/or the WSBA Sections Team.
- Any section leadership information listed in the newsletter should be current at the time of submittal.
- All use of photos, graphics, and non-original content must comply with WSBA policies (e.g., WSBA photo use policy requiring permission to use photos) and include proper attribution. For photos specifically, please submit the original photo or as a JPEG or TIFF file with your first draft.

For newsletter related questions or for more information, please contact Sections Program Coordinator, Noah Baetge, or sections@wsba.org.