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WASHINGTON STATE BAR ASSOCIATION

Sections Communications Timelines

Below are important timelines to be aware of when sending communications to section members. We believe this summary will assist with the timeliness of communication with members. The timelines below are estimates* and may be affected by holiday closures and an influx of projects. The size of the mailing and/or eblast can also impact time spent in production. **With the exception of Bar News*

- **E-Newsletter:** *2-3 week process*
  - Upon WSBA receipt of first draft: 5+ business days for WSBA review.
  - Eblast process/upload to website: 3-5 business days.
- **Email Broadcasts:** *1-2 week process*
  - Roster request: 5-7 business days.
  - Eblast process: Typically 1-5 business days *after* roster is received.
- **NWSidebar:** *Timeline varies with each story idea or submission*
  - Contact blog@wsba.org early on to pitch article ideas, brainstorm story angles, and plan content that can be used to help promote section news or events.
- **Social Media:** *Timeline varies*
  - For access to your section's social media accounts, and information/questions about posting, please contact Connor Luk, connors@wsba.org.
- **Washington State Bar News:** *1-3 month process*
  - Nine issues published per year with three double issues (Apr/May, July/Aug, and Dec/Jan).
  - Deadline to submit articles is two months prior to each issue (September 1 for November issue).
  - Deadline to submit Classifieds or similar short content is one month prior to each issue (October 1 for November issue).
  - Recommend contacting editor with article submissions and/or pitches at least three months prior to intended issue date.
- **Take Note (WSBA E-Newsletter):** *Sent to WSBA members every two weeks*
  - Work with the Sections Team to determine timeline.
  - Deadline to submit content is usually the Friday before dissemination.
- **Webpage Updates (ExComm Changes, calendar events, etc.):** *1-4 business days*
  - Publish change: 1-2 business days.
  - Go live on site: 1-2 business days.
  - Password protected pages: 2-4 business days.
  - *Note: minor changes can be made much quicker than posted times above.*
- **Hardcopy Mailings (flyers, event invites, etc.):** *2+ week process*
  - Roster request: 5-7 business days.
  - Production processes: 5-15+ business days, depending on approvals and printing requirements.