TYL Editorial Board Training
Before We Had TYL

Developed in 1996, The Young Lawyer was a four-page newsletter of the ABA Young Lawyers Division, published ten times each year.

As the YLD’s primary contact with its members and as the only periodical targeted to all ABA young lawyers, it is a significant ABA communications tool.

In 2013, The Young Lawyer became TYL. It was redeveloped into a cross-media resource to mentor new attorneys in different practice areas and skill levels.
TYL Summer
Legal Traditions
The Anatomy of TYL

• TYL is the flagship publication of the ABA YLD.

• TYL caters to 130,000 attorneys new to the law profession.

• The YLD is broad and diverse, but all of its members have at least one thing in common— their experience in the profession.

• Most ABA publications focus on areas of practice.

• TYL focuses on professional development and the many matters with which a newer lawyer must contend, including ethics, how to network, manage finances, choose a specialty, transition to a leadership role, and survive and thrive in today’s law office.
The Anatomy of TYL

From this broad perspective, TYL provides information relevant to three different sections of the division:

• 0–3 years of practice. Attorneys fresh out of law school, looking to transition from student to practicing attorney.
• 3–5 years of practice. Attorneys with a little more experience, searching for a job that aligns with their passions and abilities.
• 5+ years of practice. Attorneys who are honing their skills and looking for experience to transition to roles as partner, of counsel, in-house counsel, teachers, and beyond.

TYL readers have access to the following resources, each of which provides different content to help lawyers who are newer to the practice of law:

• TYL Magazine (Print Publication)
• TYL Online ([www.americanbar.org/publications/tyl.html](http://www.americanbar.org/publications/tyl.html))
• TYL In Focus (Digital Special Issues)
• TYL Email (e-Newsletters and Promotions)
• TYL Social Media
TYL Magazine (Print)

TYL magazine is a seasonal glossy publication sent to all members of the ABA YLD. Each issue is focused on a common theme. Themes are selected once a year, and associate editors work with managing editors to develop content relevant to these themes.

The 2016-17 themes for TYL will be *Relationships* (Fall 2016), *Relevance* (Winter 2017), *Resilience* (Spring 2017), and *Relaxation* (Summer 2017).
Associate Editors may seek authors, collaborate with each other, or be authors themselves.

Editors are assigned to specific issues and participate in planning calls to discuss ideas, authors, and content. The style of TYL is witty, irreverent, and more casual than other legal publications, but its main purpose is to provide useful content for every facet of the new attorney’s life.

Please note, we do not use footnotes.

The magazine is divided into three sections, each with its own mission, targeting one or more of the three sections of the YLD membership.

• DEVELOP: writing basics, work-life balance, time management, ethics, finances, entertainment, “pop law” (400–600 words) (0–3 years)

• REFINE: career development, law practice, networking, mentoring, writing, and speaking (generally one article is about 2400 words and two are about 1500) (0–5 years)

• ACT: resources across the ABA, recreation, book reviews, networking and rainmaking if they are not features, technology, web resources (0–9 years)
TYL Online

TYL exists online as a dynamic, topically organized website that includes original, web-only content, articles that appeared in print, and practice-specific, thematic content.

Each month the site is updated with a variety of this content, including:

- A lineup of practice-specific articles that are distributed to readers as an email newsletter and a digital-download special issue, under the banner “TYL In Focus.”
- Original web and print articles (collected into a monthly email newsletter for readers).
- Archive of print-issue PDFs
- Editorial board information
- Publication policies
**TYL In Focus (Digital Special Issues)**

*In Focus* is the name of the bi-monthly, practice-specific email newsletter digital-download special issue—available in PDF and Ebook formats.

- *In Focus* themes are practice-area centric or general professional development and provide content for both new attorneys and those with no experience.

- *In Focus* highlights other publications and ABA membership groups, to help members grow within their practice areas and learn about the wealth of opportunities at the ABA.

- *In Focus* includes articles that have been reprinted from other high-quality ABA periodicals.

To develop this content, editors have a planning call to brainstorm article topics, the needs of that practice group, and potential authors.
TYL Email (Newsletters and Promotions)

TYL readers receive two to three email messages each month:

• **TYL In Focus:** A bi-monthly special issue email newsletter for readers, *In Focus* covers topics such as networking, labor and employment, administrative law, intellectual property, and more.

• **TYL In Focus promo:** A brief marketing piece for the *In Focus* special issue digital download files (PDF and Ebook), this message is intended to prompt readers to download a special member benefit.

• **TYL Monthly:** A monthly compilation of the latest non-theme articles.
TYL Social Media

The TYL team continues to develop its marketing plan for the best ways to use social media.

Expansion of social media activity is an important goal for the publication, to create better reader engagement, to spread awareness of the newly redesigned publication, and to drive traffic to the website.
Associate Editor Role and Responsibilities

Associate Editors are the backbone of *TYL*. Without dedicated and talented Associate Editors, *TYL* would not exist.

Associate Editors:
- generate article ideas
- utilize their networks to identify and recruit potential authors
- act as a liaison between *TYL* and authors
- review and edit articles
- promote the publication both through social media and in their own communities and networks

So, what, exactly, does an Associate Editor do to make *TYL* happen? An Associate Editor makes the following contributions:

- **Assists with the Preparation of Assigned Print Issue**
- **Assists with the Preparation of Assigned In Focus Issue**
- **Participates on Subject Area Team**
- **Assists with Promoting *TYL* and YLD Social Media**
- **Promotes *TYL*, the YLD, and the ABA**
A ROCK AND A HARD PLACE

MASTERING MIDDLE MANAGEMENT

taking it to the next level
Preparation of Your Assigned Print Issue

Each Associate Editor will be assigned to one print issue for the 2016-17 bar year.

It is the responsibility of the team of associate editors, the managing editors, and the editor-in-chief to ensure that TYL has useful and appropriate content for each issue in a timely manner.

The first step to accomplish this is the issue planning call.
Print Responsibilities—Print Issue Planning Call

The first step in planning a print issue is attending the planning call and preparing for meaningful participation.

Before the call:

- Review any article ideas that have been brainstormed in advance; consider suggestions for potential authors for these topics.
- Prepare 2-3 article ideas related to the issue’s theme.
- The 2-3 article ideas should focus on general professional development topics of interest to young lawyers. Broadly, topics can include: career planning, business development, professional skills (writing, speaking, negotiating, reading, etc.), ethics, networking, etc. Consider current events and issues that might be on the minds of young lawyers.

- Strive to come up with at least one idea for each of the three categories of TYL’s readership (lawyers with 0-3 years’ experience, 3-5 years’ experience, and 5+ years’ experience).

- Article ideas should be for different segments of the magazine (features, develop, etc.), but ideas for feature articles are of particular importance.

- Keep in mind the YLD’s mission when brainstorming content. What is the YLD’s mission?
Print Responsibilities—Print Issue Planning Call

The YLD’s mission is to be the home for young lawyers: a place where young lawyers from all across the country can:

• Find professional and career development advice
• Network with their peers
• Access resources to improve their law practice
• Engage in meaningful public service

The YLD is the gateway to the broader ABA for young lawyers. Consider whether there are other areas of the ABA where young lawyers could go to find resources on the topics you are considering.
Print Responsibilities—Print Issue Planning Call

Consider potential authors for article ideas that you have brainstormed or article ideas contained in the June training brainstorming.

• Think of 2-3 people in your network who might be appropriate authors for this issue’s theme.

• Consider two to three places where you have seen the topic addressed recently or where subject-matter experts in the topic might be found (i.e., a CLE on the topic, an ABA program dealing with this area, an ABA section, division, or task force that engages with this issue).

• **Remember** TYL strives to have diverse authors who are young lawyers, more experienced attorneys, and non-lawyer contributors.

• Also, the author could be you!
Print Responsibilities—Print Issue Planning Call

Participate in the planning call by:

• Suggesting your article ideas and responding to thoughts about them.
• Offering to contact people in your network—or other groups or individuals you have identified—to solicit them as potential authors.
• Providing input to others’ article ideas.
Print Responsibilities—Author Management

Plan to manage 1-3 articles for your assigned print issue (1 if feature, 2-3 if shorter articles). Contact potential author(s) identified on planning call to invite her/him to write for TYL.

- Use suggested author letter or your own text.
- Describe TYL, explain its general purpose, circulation, and why writing for TYL would benefit the potential author. It may be helpful to send or show author copies of previous issues.
- Explain the requirements for writing (# of words for this article, theme of issue, no citations/endnotes, witty/irreverent tone of TYL, ABA has copyright, TYL can edit or revise submitted article).
- Communicate clearly the deadline for submission, and to whom the author should address any questions/send the article.
Print Responsibilities—Author Management

• Follow up with authors to ensure consistency with planned topics, adherence to deadlines.
• **Review and carefully edit initial articles**, transmit draft article and author contact information to *TYL* Managing Editors/ABA staff.
• **Ensure that submitted articles contain a title and short bio for the author and does not contain endnotes or other citations.**
• Communicate with author concerning editorial changes and any follow-up.
• Thank author for writing for *TYL*. 
Associate Editors contribute to compilation articles.

- *TYL* often prints compilation articles as a feature, which includes very short blurbs from the editorial board.
- Even if you are not assigned to a particular issue, you may receive an email asking you to send in a short piece about, for example, your favorite way to network, how you adjusted to life as a lawyer, or your best tip for staying organized.
- Respond promptly to these requests and get your name out there in *TYL*!
Print Responsibilities—Final Review

Reviews final PDF version of assigned print edition.

• Read all content for typos, grammatical errors, clarity.
• Communicate promptly with Managing Editors and ABA Publishing staff concerning any errors or suggested changes.
The Sweet Science of Shifting Your Mental Venue

HOW TO THINK LIKE A LAWYER