All guidance documents in this handbook can be found at www.americanbar.org/groups/litigation/resourcecenter
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GENERAL INFORMATION
# Key Contacts for Committee Editors

## Content Management Committee

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<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
<th>Specialties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paula Bagger</td>
<td>(617) 807-7111</td>
<td><a href="mailto:pmb@baggerlaw.com">pmb@baggerlaw.com</a></td>
<td>Consumer, International &amp; ADR, Professional Liability, Real Estate, Condemnation &amp; Trust</td>
</tr>
<tr>
<td>Basheer Ghorayeb</td>
<td>(214) 453-6433</td>
<td><a href="mailto:bghorayeb@winston.com">bghorayeb@winston.com</a></td>
<td>Antitrust, Environmental &amp; Energy, Pretrial Practice &amp; Discovery, Products Liability</td>
</tr>
<tr>
<td>Kristine Roberts</td>
<td>(901) 577-8136</td>
<td><a href="mailto:klroberts@bakerdonelson.com">klroberts@bakerdonelson.com</a></td>
<td>Appellate Practice, Family Law, JIOP, LGBT Law &amp; Litigators</td>
</tr>
<tr>
<td>John Austin</td>
<td>(919) 278-7634</td>
<td><a href="mailto:john@johnaustinlaw.com">john@johnaustinlaw.com</a></td>
<td>Criminal, Ethics &amp; Professionalism, Young Advocates</td>
</tr>
<tr>
<td>Farrah Champagne</td>
<td>(443) 840-7377</td>
<td><a href="mailto:farrah.champagne@gmail.com">farrah.champagne@gmail.com</a></td>
<td>Civil Rights, Diversity &amp; Inclusion, Securities</td>
</tr>
<tr>
<td>Marcus Chatterton</td>
<td>(205) 226-3420</td>
<td><a href="mailto:mchatterton@balch.com">mchatterton@balch.com</a></td>
<td>Business Torts &amp; Unfair Competition, Insurance Coverage, Privacy &amp; Data Security</td>
</tr>
<tr>
<td>Jeff Gardner</td>
<td>(602) 262-5818</td>
<td><a href="mailto:jgardner@jsslaw.com">jgardner@jsslaw.com</a></td>
<td>Admiralty, Mass Torts, Solo &amp; Small Firm</td>
</tr>
<tr>
<td>Kathryn Perreault</td>
<td>(205) 820-8228</td>
<td><a href="mailto:kperreault@bressler.com">kperreault@bressler.com</a></td>
<td>Children's Rights, Construction, Corporate Counsel, Woman Advocate</td>
</tr>
<tr>
<td>Scott Reiser</td>
<td>(973) 403-9000</td>
<td><a href="mailto:sreiser@lumlaw.com">sreiser@lumlaw.com</a></td>
<td>Expert Witnesses, Health Law, Minority Trial Lawyer, Trial Evidence</td>
</tr>
<tr>
<td>Edward Salanga</td>
<td>(602) 229-5422</td>
<td><a href="mailto:edward.salanga@quarles.com">edward.salanga@quarles.com</a></td>
<td>Bankruptcy &amp; Insolvency, Class Actions &amp; Derivative Suits, Intellectual Property, Trial Practice</td>
</tr>
<tr>
<td>Will Taylor</td>
<td>(832) 239-3860</td>
<td><a href="mailto:wrtaylor@jonesday.com">wrtaylor@jonesday.com</a></td>
<td>Access to Justice, Alternative Dispute Resolution, Commercial &amp; Business, Employment &amp; Labor Relations Law</td>
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</table>

## Section of Litigation Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
<th>Position</th>
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<tbody>
<tr>
<td>Michelle Oberts</td>
<td>(312) 988-6088</td>
<td><a href="mailto:michelle.oberts@americanbar.org">michelle.oberts@americanbar.org</a></td>
<td>Content Development Manager</td>
</tr>
<tr>
<td>Scott Lewis</td>
<td>(312) 988-6059</td>
<td><a href="mailto:scott.lewis@americanbar.org">scott.lewis@americanbar.org</a></td>
<td>Managing Editor</td>
</tr>
<tr>
<td>Genuine Pyun</td>
<td>(312) 988-6369</td>
<td><a href="mailto:genuine.pyun@americanbar.org">genuine.pyun@americanbar.org</a></td>
<td>Managing Editor</td>
</tr>
<tr>
<td>Steve Gartland</td>
<td>(312) 988-6096</td>
<td><a href="mailto:steve.gartland@americanbar.org">steve.gartland@americanbar.org</a></td>
<td>Web Editor</td>
</tr>
<tr>
<td>J.R. Haugen</td>
<td>(312) 988-5486</td>
<td><a href="mailto:jonathan.haugen@americanbar.org">jonathan.haugen@americanbar.org</a></td>
<td>Web Editor</td>
</tr>
<tr>
<td>Milagra Harlow</td>
<td>(312) 988-6990</td>
<td><a href="mailto:milagra.harlow@americanbar.org">milagra.harlow@americanbar.org</a></td>
<td>Associate Editor</td>
</tr>
<tr>
<td>Heather Nichols</td>
<td>(312) 988-6236</td>
<td><a href="mailto:heather.nichols@americanbar.org">heather.nichols@americanbar.org</a></td>
<td>Committees Manager</td>
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<tr>
<td>CMC AND STAFF COMMITTEE ASSIGNMENTS</td>
<td>STAFF EDITOR</td>
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<td>Milagra Harlow</td>
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<td>Young Advocates</td>
<td>J.R. Haugen</td>
<td>John Austin</td>
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The Section of Litigation aims to help members become better lawyers, to succeed in their careers, and to become engaged and informed about issues important to our nation’s litigation community. The committees of the Section serve these goals through their newsletters and webpages, which are the primary ways that the Section interacts with its members. Each year, the Section’s committees generate hundreds of unique pieces of content that help our members further develop as lawyers, and better serve their clients and our nation’s judicial systems.

Of course, the content produced by the Section’s committees does not exist in a vacuum. Online sources of content aimed at lawyers seem to multiply overnight, and many of them deliver news from the previous day. These competitive sources of content present challenges for our committee newsletters and webpages, which rely on volunteer authors and editors, because legal developments are often old news by the time our committees produce and publish content about them.

To compete and prevail, we must focus on what makes the Section’s content unique. The ABA Section of Litigation represents perhaps the largest collection of highly experienced trial lawyers in the world, and the collective experience of our members in the practice of litigation is simply unmatched. Our members are an incredible source of incomparable content. The key is making sure that the Section’s content leverages the best that our committees have to offer.

Committee content should focus on advice and recommendations from members to other members. Committees should deemphasize “breaking news” and case developments, and instead focus on producing practical advice, analysis, and recommendations on such topics as:

- Pretrial, trial, and appellate skills
- “Deep dive” analysis in specific areas of the law
- Generating business
- Succeeding in different practice settings
- Running a litigation-focused practice
- Ethics in litigation practice
- Maintaining work-life balance

This is a shift in focus, and not a prohibition on content. Where a committee feels that a development in the law deserves to be analyzed, that type of content remains entirely appropriate. The prime focus, however, should be content on skill development and career success tailored to each committee’s substantive area or affinity group.

By shifting the focus of our committee content, the Section will create value for our current members, attract new members, and stand out from the vast sea of legal content targeting lawyers on a daily basis.
Each committee’s webpages host the committee’s content, including articles, Practice Points, Sound Advice, and other types of content generated by the committee. The editors and cochairs of each committee are responsible for providing content that is timely, of the highest quality, and of value to committee members. The focus of committee editors should be frequently adding useful content to their committee’s webpages. It is the committee’s responsibility to keep their pages current and provide the staff editor with all updates to the webpages.

Your committee’s Content Management Committee liaison will review your webpages regularly and will provide feedback during quarterly reviews.

ARTICLES
Articles are original and substantive pieces. The homepage features the most recent articles, and the archives can be accessed through the Articles page. (See page 18 for specific guidelines for articles.)

PRACTICE POINTS
Practice Points are short, blog-like postings tailored specifically for the web. The homepage features the most recent Practice Points, and the archives can be accessed through the Practice Points page. (See page 17 for specific guidelines for Practice Points.)

SOUND ADVICE
Sound Advice podcasts are free member benefits covering a host of topics. The homepage features the most recent Sound Advice produced by the committee, and the archives can be accessed through the Audio page.

ABOUT PAGE
The About page is a one-stop reference for committee marketing and recruitment, featuring the committee’s mission statement (which highlights the benefits of committee membership), message from the chairs, and subcommittee roster.

Mission Statement. The mission statement briefly describes the committee’s focus and lists the benefits of committee membership.

UPDATED: At least once per year.

Message from the Chairs. The message should be 250–500 words and highlight upcoming committee activities, initiatives, or programming, and invite readers to become active in the committee.

UPDATED: Whenever the existing content becomes outdated.

Subcommittee Roster. Rosters are posted in PDF format and must include all members in the committee’s leadership.

UPDATED: Within two weeks of any change.

ANNOUNCEMENTS
The Announcements page contains short messages that promote committee work, such as upcoming events and activities, publications, or opportunities of interest to the committee membership and non-members alike. Examples include committee CLE programming, committee dinners, open subcommittee positions, and article solicitations. Listservs are recommended for longer messages. (See page 32 for instructions on sending a listserv.)

UPDATED: Frequently depending on need and in coordination with other means of communication with committee members.

NEWSLETTER ARCHIVE
The homepage features a PDF of the committee’s most recent newsletter (posted within 24 hours of distribution) and also links to the committee’s newsletter archive.

PROGRAMS & MATERIALS PAGE
Some committees have a Programs & Materials page, which contains an archive of the committee’s program information and materials, such as PowerPoints and written CLE materials.

UPDATED: Within two weeks of a CLE program.
RELATED RESOURCES PAGE
The Related Resources page is optional and contains links to external web resources pertinent to the committee’s focus. Links to general legal resources should not be included. Links must be in compliance with the Section’s linking guidelines (see page 16).
**UPDATED:** Links to third-party sites must be tested by the committee at least once a quarter to remove dead links.

CUSTOM PAGES
CMC permission is required for custom pages for resources or content specific to the committee.

LEADERSHIP LISTING
A listing of the committee’s cochairs and editorial team appears on every committee webpage.
**UPDATED:** Within two weeks of any change.

BANNER
All web banners have a standardized design to reinforce uniform Section branding. No variations are permitted.

PROHIBITED COMMITTEE WEBPAGE CONTENT
The following may not be posted on a committee’s webpages:

- Non-Section of Litigation content unless in compliance with the Section’s repurposing guidelines (see page 16)
- Announcements about committee members
- Announcements about articles that have not yet been published (Note: Solicitations for authors or contributors are OK.)
- Member or author photos (graphics and images, such as charts and graphs, are permitted)
- Calendars
FOCUS OF COMMITTEE CONTENT
Committee content should focus on advice and recommendations from members to other members. Committees should deemphasize “breaking news” and case developments, and instead focus on producing practical advice, analysis, and recommendations on such topics as:

• Pretrial, trial, and appellate skills
• “Deep dive” analysis in specific areas of the law
• Generating business
• Succeeding in different practice settings
• Running a litigation-focused practice
• Ethics in litigation practice
• Maintaining work-life balance

This is a shift in focus, and not a prohibition on content. Where a committee feels that a development in the law deserves to be analyzed, that type of content remains entirely appropriate. The prime focus, however, should be content on skill development and career success tailored to each committee’s substantive area or affinity group. By shifting the focus of our committee content, the Section will create value for our current members, attract new members, and stand out from the vast sea of legal content targeting lawyers on a daily basis.

BALANCED PERSPECTIVES
The committee should strive to present a balanced perspective on controversial issues. This can be accomplished by interviewing and quoting persons who hold opposite perspectives in a single article, by acknowledging opinions from other jurisdictions that reach a different conclusion, or by offering two articles simultaneously that present point and counterpoint on a topic. If editorial staff concludes that an item is improperly one-sided, the item will not be released for publication until the CMC has worked with the committee issuing the article/newsletter to make appropriate revisions.

YOUNG LAWYER AND BUSINESS DEVELOPMENT CONTENT
At least once per quarter, each committee should publish a new article or Practice Point that either targets young lawyers or is aimed at business development. The title or other marker should clearly indicate that the item relates to one of these topics.

INTERVIEWS/PROFILES
Interviews must have a substantive focus. Member profiles are not permitted.

DISCUSSION BOARDS AND Q&A POSTS
Discussion boards and Q&A posts are not supported on committee webpages. Committees are encouraged to set up LinkedIn groups for this function.

ADVERTISING OR PROMOTIONAL INFORMATION
The Section will not publish advertising or promotional information other than Section of Litigation or ABA announcements and promotions, unless approved in advance and in writing by the CMC, and unless the article has a substantive focus. Committee editors are responsible for requesting such approval.

AUTHOR DIVERSITY AND DISCLOSURES
Committees should encourage and solicit content written by diverse authors to further the Section’s Goal III Requirements on Diversity. Editors should determine whether authors have had personal involvement in cases or proceedings that may be the subject of discussion in their articles and disclose such involvement.

GENDER NEUTRALITY
All content must be written in gender-neutral language.

PUBLICATION AGREEMENTS
No article may be published without an ABA publication agreement that is signed by the author and contains all necessary information. Practice Points do not
require ABA publication agreements. (See page 23 for guidelines on copyrights.)

SECTION OF LITIGATION REPURPOSING GUIDELINES

Although the Section of Litigation continues to encourage the publication of new and original content, committees are permitted to repurpose previously published content that will be helpful and of interest to committee members. Only one republished piece is permitted each quarter, but it will count toward frequency requirements. To republish a Section of Litigation article or Practice Point, send the link to your staff editor for posting to your committee’s page. To republish a non-Section of Litigation article, it must be accompanied by a Publications Materials Permission Request form signed by the original author/copyright holder. See the copyrights section on page 23 for more information on this form.

SECTION OF LITIGATION GUIDELINES FOR LINKING TO THIRD-PARTY WEBSITES

Use Discretion. The ABA linking to a third-party website may result in that website gaining credibility or web traffic that it would not have absent the link from the ABA. When deciding whether to link, exercise editorial discretion with regard to the quality of the website.

Pay Sites. When a free site is not available, you must indicate in brackets that subscription or payment may be required. Pay sites, including Lexis and Westlaw, should not be relied on when free sites are available.

Links to Federal or State Court Filings. Strive to provide links to the case(s) you are discussing. As a last resort, supply staff with the PDF of the document. As an alternative to acquiring the PDF by using a paid PACER account, you may download the document from the website of a third party (law firm, law school, or nonprofit institution). Make sure that the ECF/ECM header line is present on the PDF submitted.


Links to State Statutes or Regulations. Link to the statutory website.

Prohibited Links:
- Webpages of a law firm, except author bio pages
- Non-ABA business and commercial websites offering products or services for sale, or descriptions of same
- Any site whose terms of use prohibit linking from another site
Practice Points are short, substantive pieces, each of which pertains to some aspect of a committee’s area of focus.

The best Practice Points will strive to present an active voice for the committee’s legal community and area of specialty. Because blogs are community-oriented and web-based, your Practice Points should provide links to relevant internal and external articles, resources, and webpages (see page 16 for linking guidelines). While the Section and ABA do not yet have the capability of allowing readers to post comments, the Practice Points feature can facilitate communication with committee membership through interaction with the committee’s LinkedIn page. The Section encourages your committee to develop a core group of regular contributors and also to use outside contributors.

Practice Points are viewable by non-ABA members, which means they are indexed by Google and other search engines. Because frequent updates help push your page higher in search engine results, a committee with a robust Practice Points offering with keyword-driven content will attract more readers. To optimize Practice Points for search engines, content should feature headlines and lead sentences that contain many search terms.

**FREQUENCY REQUIREMENT**

**Quarterly Committees:** 4 PPs per month  
**Semiannual Committees:** 2 PPs per month

**FORMAT**

**Length.** Practice Points pieces are relatively short and should run 100–750 words.

**Headline.** Headlines should be concise and direct. Avoid clever language in favor of clarity. Headlines will be edited by staff whenever necessary. Keep the length to about 60 characters.

**Copy and Suggested Topics.** Practice Points must be substantive in nature and current. Readers want direct information that is relevant to their practices, and Practice Points offer many opportunities to provide this. Topics include analysis of recent cases with tips on practical application; summaries of past programming; heads-up on new online resources (ABA or non-ABA); and short checklist-type pieces. For example, the substance of a CLE offering (e.g., the topics discussed, issues raised, positions asserted) may be briefly expanded upon, perhaps using a CLE presenter to create a short piece. The “who, what, and where” of the meeting are important and must be included, but it is secondary to the topical discussion.

Case summaries and “news” items are discouraged unless practical application is included and the case or news event is no more than six months old.

**Note:** The Practice Points page is not the place to run the “typical” meeting announcement. To promote meeting information in the Practice Points area of your webpage, run a short piece on a substantive issue covered at the meeting and link to the meeting information within that piece.

**Keywords.** Include a few general keywords (e.g., discovery, jury selection) with each Practice Points entry. These keywords are critical to ensuring that search engines will pick up the piece.

**Author Attribution.** Include the author’s name and his or her firm name and location along with a link to his or her LinkedIn page or firm bio. No other personal information will be included in the author field.

**SUBMISSION GUIDELINES**

Entries for Practice Points must be sent to the staff editor as an MS Word attachment with hyperlinks to relevant internal and external web resources already embedded in the document. The entries must meet length requirements (100–750 words), and be well written and well edited. Keep in mind that readers will value the Practice Points page only if they find regular, well-written, useful information. Publication agreements are not required for Practice Points submissions.

**POSTING PROCESS: WHAT TO EXPECT FROM STAFF**

Staff will make every effort to post complete entries that are not missing any of the submission requirements within 48 hours. Practice Points submitted the last two days of the month are not guaranteed posting for that month. Committee editors should check Practice Points updates for accuracy and communicate any errors to staff.

**CMC REVIEWS OF PRACTICE POINTS**

Your committee’s CMC liaison will be a regular reader of your Practice Points entries and will provide feedback on this feature in the quarterly reviews of your committee’s webpages.
Articles are longer, substantive pieces, and are the heart of your committee webpages. They are the most valuable benefit that you can offer to your members. Regular postings of substantive articles help generate traffic to your pages and draw regular attention to all your committee’s content and other products and services.

Committees are encouraged to submit articles regularly and as soon as they are completed. Webpages that are updated more frequently appear higher in search engines such as Google and receive more traffic. Some articles may be considered for inclusion in *Litigation News* or the monthly membership newsletter, which are sent to all Section members.

**FREQUENCY REQUIREMENT**

- **Quarterly Committees:** 4 original articles per quarter
- **Semiannual Committees:** 4 original articles per half-year

**FORMAT**

**Length.** Articles are longer than Practice Points and should run 750–2,500 words.

**Headline.** Headlines should be concise and direct. Favor clarity over clever language, and avoid clichés. Headlines will be edited by staff whenever necessary. Keep the length to about 60 characters.

**Blurb.** Include a one- or two-sentence blurb for each article for use as a “teaser” that will accompany the article. Blurbs should complement the headline—not restate it—and should offer additional useful information for the reader.

**Copy and Suggested Topics.** Articles should analyze substantive issues or provide well-developed practical advice and guidance. Suggested topics include how-to advice; litigation or business development skills; trends in case law with analysis of practical impacts; and deep-dive analysis of legal issues of importance to committee members. Point/counterpoint articles and debates can also be included.

Repurposing of articles must be in compliance with the Section’s repurposing guidelines (see page 16).

**Subheads.** Subheads help the reader scan the article; try to include one every few paragraphs. Make sure to use no more than two levels of subheads, and avoid outline form.

**Citations.** Minimize the use of citations by including hyperlinks to free external sources (see page 16 for linking guidelines). On the web, users prefer to find links to citations and related resources, and to search within the documents. If citations are necessary, they must appear in the text (not as endnotes or footnotes), be accurate, and follow the most recent edition of the *Bluebook*. The use of *Id.* citations should be avoided. Articles containing footnotes or endnotes will be sent back to the editor for revision.

**Keywords.** Include two or three general keywords (e.g., discovery, jury selection) with each article. These keywords will appear with each article and enhance searchability.

**Author Attribution.** Include the author’s name and his or her firm name and location along with a link to his or her LinkedIn page or firm bio. No other personal information will be included in the author field.

**SUBMISSION GUIDELINES**

Articles should be sent to your staff editor as MS Word documents and accompanied by a signed publication agreement. They must meet the length requirements (750–2,500 words) and should be well written and well edited. Articles that are to be published immediately may be sent individually; articles that are to be “held” until e-newsletter publication must be sent in one batch.
PUBLICATION AGREEMENT
A signed, completed publication agreement must be filled out by each author and received by the ABA before an article can be published online or in an e-newsletter. These agreements grant the ABA the exclusive right of first publication (or permission to republish), the nonexclusive right to reprint, and the right to use the work in another ABA publication or medium. (See page 23 for guidelines on publication agreements and copyrights.)

POSTING PROCESS: WHAT TO EXPECT FROM STAFF
Staff will make every effort to post articles that are not missing any of the submission requirements within five business days. The date your article is posted (not the date of submission) will accompany your article. Be sure to check your articles for accuracy and communicate any errors to staff.

EDITING AND QUALITY CONTROL
It is the responsibility of the committee editor to ensure that the articles are substantive and accurate. Staff editors edit all articles for style, spelling, and grammar, and reserve the right to make deletions to conform to Section guidelines and space limitations. Staff editors will also edit copy and headlines as necessary to improve web presentation. While a CMC member will regularly review your articles, it is your readers who are the ultimate judge of the content. Poor writing and editing will result in low traffic, negative feedback, lackluster reviews, and, ultimately, little interest on the part of committee members, potential members, and the greater legal community.

CMC REVIEWS OF ARTICLES
Your committee’s CMC liaison will be a regular reader of your articles and will provide feedback on this feature in the quarterly reviews of your committee’s webpages.

PDF
Upon the author’s request, staff will provide a PDF of the article for posting on the author’s firm website or other such distribution.
Committee e-newsletters are designed to deliver substantive articles, Practice Points, and other information to members of the Section’s committees. The format of the Section’s e-newsletters is a standardized template; no variations are possible.

CONTENT REQUIREMENTS
Each e-newsletter consists of fresh, current content and includes at least four original, substantive articles and two current, relevant Practice Points. Committees can include custom content in the form of regular features geared toward young lawyers or business development. E-newsletters can also include additional articles that have been repurposed from other Section of Litigation committees or pursuant to the Section’s repurposing guidelines (see page 16).

SUBMITTING CONTENT
E-newsletter content is submitted via email to the committee’s staff editor. The email must include the following:

- List of all titles of material and the desired order in which the material is to appear in the e-newsletter
- All author agreements in PDF format, filled out completely
- Theme, if there is one
- Each article and Practice Point as an MS Word attachment (unless already published on the committee’s webpage)
- Keywords for each article
- “Blurb” for each article

SUBMISSION DATES
Articles for a particular season must be submitted to the staff editor during the windows set forth below. Submission early in each cycle is recommended to avoid a delay in publication.

Fall: August 1 – October 31
Winter: November 1 – January 31
Spring: February 1 – April 30
Summer: May 1 – July 31

SUBJECT LINE OF E-NEWSLETTER
The subject line of e-newsletters is determined by ABA staff. Let the staff editor know if the issue has a theme.

BANNER
All e-newsletter banners have a standardized design to reinforce uniform Section branding. The name of the e-newsletter will be the same as the name of the committee.

PROMOTIONAL MATERIAL AND SECTION ADVERTISING
A committee may promote events through its e-newsletter by providing the staff editor with promotional copy, which may include direct links to the registration page. Staff may insert Section event, book, or other promotional materials or advertising into e-newsletters as appropriate.
FREQUENCY: QUARTERLY OR SEMIANNUAL

Committees are expected to send two or four e-newsletters per year, based on the amount of published print and web content from the previous year. A committee may petition the CMC to be moved to another group. The e-newsletter frequency requirements are as follows:

<table>
<thead>
<tr>
<th>QUARTERLY</th>
<th>SEMIANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative Dispute Resolution</td>
<td>Access to Justice</td>
</tr>
<tr>
<td>Appellate Practice</td>
<td>Ethics &amp; Professionalism</td>
</tr>
<tr>
<td>Bankruptcy &amp; Insolvency</td>
<td>Expert Witnesses</td>
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<tr>
<td>Business Torts &amp; Unfair Competition</td>
<td>Family Law</td>
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<tr>
<td>Children’s Rights</td>
<td>Health Law</td>
</tr>
<tr>
<td>Class Actions &amp; Derivative Suits</td>
<td>International &amp; ADR</td>
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<tr>
<td>Commercial &amp; Business</td>
<td>Judicial Intern Opportunity Program</td>
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<td>Corporate Counsel</td>
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<td>LGBT Law &amp; Litigators</td>
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<td>Privacy &amp; Data Security</td>
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<td>Products Liability</td>
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<td></td>
<td>Professional Liability</td>
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<tr>
<td></td>
<td>Real Estate, Condemnation &amp; Trusts</td>
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<td></td>
<td>Solo &amp; Small Firm</td>
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SUMMARY OF E-NEWSLETTER PROCESS & SCHEDULE

Step 1: Committee editor sends to staff editor a batch of edited articles and Practice Points for a complete e-newsletter issue according to the quarterly or semiannual schedule. Allow up to 15 business days after submission for production of the issue.

- Each article submission should include keywords; author name, firm or organization, and location; and a link to the author’s LinkedIn page or firm bio.
- The committee editor must include a signed publication agreement for each author.

Step 2: Staff editor edits content for style and length and posts to the committee’s webpage.

Step 3: Staff editor produces the e-newsletter and sends a draft to committee editor to review. Committee editor sends any comments or corrections by the time requested in the e-newsletter draft.

Step 4: E-newsletter is scheduled for delivery.

SAMPLE PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Submission to ABA (Step 1)</td>
<td>9/5/2018</td>
</tr>
<tr>
<td>Copyediting &amp; Production (Steps 2 and 3)</td>
<td>9/19/2018</td>
</tr>
<tr>
<td>Committee Editor Review (Step 3)</td>
<td>9/21/2018</td>
</tr>
<tr>
<td>Delivery (Step 4)</td>
<td>9/25/2018</td>
</tr>
</tbody>
</table>
The Section has a robust and active social media presence on Twitter, LinkedIn, and Facebook with an audience of over 30,000 combined. Committees are encouraged to use the Section’s social media presence as an additional means by which to communicate with active and prospective committee members as well as more broadly to the entire Section. The Section’s social media sites are also used to promote Section content, such as articles, Sound Advice podcasts, video trial tips, upcoming CLE meetings and Roundtables, membership information, and more. The Social Media Committee encourages committee editors to get involved in Section social media in many ways.

PARTICIPATE, PROMOTE, SUBMIT
Join the discussion on the Section of Litigation social media pages on Twitter, Facebook, and LinkedIn by following, liking, or becoming a member.

- Like and comment on tweets and posts to get involved in the discussion.
- Promote Section content on social media by sharing and retweeting Section posts and tweets on Facebook and Twitter.
- Use meeting hashtags at upcoming meetings, Roundtables, CLE seminars, Section Annual Conference, and the ABA Annual Meeting.
- Tag the ABA Section of Litigation in your posts on Facebook and @ABALitigation in tweets on Twitter.
- If you would like to promote a new article, send posts for Facebook, Twitter, and LinkedIn to your committee’s staff editor.

All other types of submissions for inclusion on the Section’s pages can be sent to the Section’s marketing associate, Aimee Nguyen at aimee.nguyen@americanbar.org.

Committee contributions for the Section’s social media sites are strongly encouraged, but as with all committee publications, they must be professionally done and noncontroversial so that the Section’s overall goals and image are not compromised. If your committee article’s author is on Twitter, be sure to provide the author’s Twitter handle to your staff editor to include in tweets promoting the article.

REVIEW THE SOCIAL MEDIA POLICY
Committees may not create independent sites but can set up a LinkedIn group page by contacting Aimee Nguyen. This ensures that a regularly updated social media presence is consistent with the Section’s goals and that the Section image is maintained. The updated social media policy can be reviewed at http://bit.ly/17VsJrn.

CREATE A LINKEDIN GROUP
Committees may work with Aimee Nguyen to set up a group page. For information on how to create a LinkedIn group, please visit the Leadership Portal under LinkedIn Group Setup or visit http://bit.ly/17VsJrn.

FOR ADDITIONAL INFORMATION
Representatives of the Social Media Committee are available as a resource to committees to assist them with their use of the Section’s social media presence. If you have any questions about Section of Litigation social media, please contact co-chairs Dave Scriven-Young (dscriven-young@pecklaw.com) or Lindsay Rollins (lrollins@hancockdaniel.com). For further information about social media, please contact the Section’s marketing associate, Aimee Nguyen, at aimee.nguyen@americanbar.org.
PUBLICATION AGREEMENTS
American Bar Association policy requires that each article author completely fill out and sign a publication agreement prior to online publication or e-newsletter distribution. Articles cannot be published until the publication agreements have been received by the ABA. Three types of publication agreements are used for committee content.

One-Time Contributor to a Periodical. Use for a one-time or an occasional author or contributor. This agreement is the one most typically used by authors of committee articles.

Regular Contributor to a Periodical. Use for an author who writes a regular column. This agreement covers all work by one author for one committee for the current bar year. Therefore, the author need only sign the agreement annually.

Publication Materials Permission Request. Use for previously published non-Section of Litigation content that is being republished on a committee’s webpage or in an e-newsletter.

PROCESS FOR PUBLICATION AGREEMENTS
• When filling out the form, complete the top portion of the agreement as indicated before sending it to an author, particularly identifying the specific committee periodical or webpage.
• For one-time contributor forms, fill in the article title, publication title, volume, issue, and date. The article title can be a working title, not necessarily a final one.
• For regular contributor forms, fill in the publication title and duration of the agreement (e.g., Volume 15 for a volume’s duration or September 2018–2019 for a bar year).
• After the author has signed and dated the agreement, scan and send all agreements for an issue to your staff editor.
• An agreement will not be accepted unless all the fields are properly filled in.
• Blank versions of the most current forms can be found at www.americanbar.org/groups/litigation/resourcecenter.

PREVIOUSLY PUBLISHED CONTENT
If an author uses lengthy quoted material from another publication or website, the author must obtain reprint permission from the copyright holder.

REPRINT POLICY
Individuals looking to use or reprint an article from your e-newsletter or webpage must obtain permission from the ABA at www.americanbar.org/reprint.
Authors may use reprints of their own articles without explicit permission. Staff will provide PDFs upon request with the appropriate attribution included. If you have any questions regarding copyright policy, please contact ABA Copyrights at copyrights@americanbar.org.
ISSUE PLANNING & SOLICITING CONTENT
Your members will look to your committee webpages for Practice Points that pertain to your committee’s area of focus, articles and issue archives for the committee’s e-newsletter, committee announcements, and more.

Your role as an editor is to make sure that the administrative and substantive content available on the webpages is kept current. The committee webpages should contain timely and relevant Practice Points pieces and substantive articles. Editors are also responsible for maintaining administrative content on the webpages, including the subcommittee roster, cochairs’ message, and program materials. Regular communication with your committee’s cochairs is pertinent in keeping the webpages current and relevant for members.

**DUTIES**
The main responsibilities of an editor may include:

- Soliciting articles for publication to the committee’s webpages and e-newsletter
- Reviewing and editing articles
- Writing or soliciting regular features for the web (e.g., tips for young lawyers, articles on business development, book or program reviews, updates or commentary on a particular type of case law)
- Finding regular contributors to blog on specific topics of interest
- Updating web content, including online resources, committee announcements, and subcommittee rosters
- Obtaining and sending to Section staff signed ABA publication agreements for each author
- Assisting with the review of the publication during production, as needed
- Participating in planning for the future of the publication

Each editor may be involved in one or more of the above tasks at any given time. Editors will work with authors, committee cochairs, and Section staff to make sure that the webpages contain substantive content that is tailored to members’ needs.

**EDITORIAL BOARDS**
A great publication begins with an editorial board that has regular planning conference calls and guidelines that put forth the publication’s mission. As a board member, your suggestions in planning are invaluable. The board is selected to represent a variety of viewpoints, substantive areas of expertise, experiences, and practice settings.

**Building an Editorial Board.** Work with your committee cochairs to develop an editorial board of volunteer assistant editors. A good quarterly publication will keep two or three editors busy; four or more editors are not too many.

**Working with the Board.** As you approach potential editors, distribute this document to each. Being an editorial board member involves significant work, but it’s great for network development as editors work with one another and with authors. Each editor should have specific tasks to help generate content and execute publication.

**EDITORIAL BOARD MEMBER RESPONSIBILITIES**
An editorial board serves to produce the highest quality publication in the most efficient manner. An active, well-organized board exemplifies an effective division of labor that represents the publication’s major constituencies. The board ensures that the numerous practice areas of the publication’s target audience are represented in article topic selection and authors. This serves two goals: (1) increased solicitation of articles, and (2) increased variety of contributions.

**SOLICITING ARTICLES**
- For an e-newsletter, plan more articles than you can print. There will always be authors who do not come through, as well as those who deliver unsatisfactory articles. You don’t want to have to publish an inferior article because you’re on
deadline and have insufficient material. On the other hand, your publication will improve if, by soliciting more articles than you need, you find yourself with a reserve of great copy for future issues. Authors rarely balk when informed their articles will run in subsequent issues.

- It is important to have a regular flow of articles and Practice Points items for your committee webpages. The webpages can include unlimited articles. The more frequently items are posted to the web, the more traffic the site will gain.
- All submitted material must be original content that is suitable for the web. Confirm with the prospective author that the material provided is original and written exclusively for the committee’s webpages. Web-friendly articles are short and do not contain endnotes or footnotes. Repurposed content must be in compliance with the repurposing guidelines (see page 16).
- Never promise that an article will be published. Explain to the prospective author that before publication, the editorial board must first review the article.
- Make sure to deliver current information on the happenings in your committee’s area of focus.
- Solicit articles in developing areas that have not been addressed previously in the publication.
- Solicit articles from new, young, minority, and women lawyers whenever possible.
- Look for bloggers or authors who are willing to write regular online features.
- Confirm with the author the deadline for the article.
- Make sure the author is given and returns a signed author publication agreement. The article cannot be published online or in an e-newsletter unless the publication agreement is signed and returned.
- Potential authors may turn you down and will occasionally withdraw from participation. Don’t be discouraged. Ask the declining author to recommend another author.
- Other board members are a valuable resource for finding authors. Talk to them.
- For comprehensive information on article requirements and web posting guidelines, see the Guidelines section in this handbook.

**REVIEWING ARTICLES**

Editors are required to review articles they receive before submitting them to staff for publication. The following are questions to consider if you are unsure as to whether an article is appropriate for publication.

- Is the law correct?
- Are the facts accurate?
- Is the article well written?
- Is the topic interesting to readers?
- Is the topic timely?
- Are the style and tone appropriate for the web?
- Is the article the correct length for the web?
- Does the article contain in-text hyperlinks instead of citations?

**ISSUE PLANNING**

Guidelines. With your readership in mind, develop a set of guidelines for your authors that describes the kind of material your publication covers and in what manner it covers it.

**Contributing Editors.** Consider appointing contributing editors who will not participate in issue planning but can periodically write or find writers in particular substantive areas you need covered. List them as contributing editors in your masthead as an incentive.

**Conference Calls.** Hold editorial conference calls monthly or at appropriate intervals. Focus on issue planning, article and author idea brainstorming, and reporting on articles/author solicitations in progress. Put article ideas and unsolicited articles up to the lens of your publication’s mission to determine fit. Sticking to your guidelines keeps your publication focused and distinctive.

**Stay Ahead.** Plan several issues ahead, even a year in advance if possible. At a minimum, outline possible themes or topics for future issues and keep an eye out for article ideas that fit within the theme or topic area.
Having a team of assistant editors who can focus on specialties in your committee’s practice area is half the battle. But there are also a few tricks that can make article idea generation easier.

When developing web content, bear in mind that readers want shorter articles. Practice Points should be 100–750 words; articles should not exceed 2,500 words. Web content of all types should include concise, straightforward headlines (as opposed to clichéd titles), links to additional resources, and subheadings that allow users to scan content quickly.

**PRACTICE POINTS**

**Regular Contributors.** Readers come to appreciate and anticipate features or articles by regular contributors, as they build an audience and maintain continuity. Consider regularly posting entries by one author or rotating authors. Examples of good content might include a book review, a short column on ethics, or a quick article on the substance of an upcoming meeting (with a nod to the meeting itself and link to the registration page).

**Keeping an Eye Out.** Assign a member of the team to be on the lookout for topics relevant to the practice area, pertinent blogs that might provide fodder for discussion or dialogue, or any other timely external article, resource, or webpage that lends itself to Practice Points.

**Point/Counterpoint.** If you have a controversial topic that can be debated succinctly, post a pair of short articles in tandem (e.g., arguing whether solo practitioners should be responsible for maintaining their own technology systems).

**CLE Scout.** Enlist someone to attend CLEs that are relevant to your committee’s practice area and to submit a 250–500 word substantive review of the session’s quality, relevance, etc., immediately following the conference or session. For longer conferences, such observations could be posted daily to provide immediate feedback to readers. Here again, advance entries about the substance of upcoming CLEs (with links to registration pages) are a great way to entice readers to attend. But be sure to plan and publish the entries well in advance of the session so readers will have time to plan to attend.

**ARTICLES**

**Point/Counterpoint.** If you have a controversial topic that is more expansive and requires significant analysis, post a pair of articles with opposing views.

**Special Sections.** Some topics warrant extra attention and are appropriate for special focus. Post three or four articles featuring differing angles on the same issue (e.g., considering whether the individual alternative minimum tax should be repealed, reformed, or left as is). Special headings can be built into your article archive page to accommodate coverage of particular areas. (Note: Separate archive pages will not be built.)

**Theme Issues.** Develop issues in which most or all articles focus on a single theme. Advertise the theme in your publication a few issues ahead and also on your committee’s listserv and announcements page. Authors with expertise in topic areas that fit a theme will often volunteer to contribute.

**Wide Net.** Solicit widely and often. Sift through law school directories/contacts and approach professors, particularly during summer, to write articles that build on their research and dovetail with your practice area; enlist someone attending a CLE conference to implore panelists or speakers to convert their presentation materials into web articles; invite associates, young lawyers, or paralegals to contribute articles, affording them a coveted opportunity to showcase their knowledge and experiences in addition to broadening
the range of your usual offerings.

SOURCES OF CONTENT IDEAS
Ask committee officers, firm partners, and academics for topics, and develop them into article ideas. Scan written sources for topics and for ways to shape topics into good article ideas. Sources include the following:

- **Section’s Written Materials.** Review materials from past Section of Litigation or committee programs and CLE conferences for article ideas and possible authors.
- **Recent Court Decisions.** These decisions can provide the basis for Practice Points and more elaborate articles on new trends in the law, emerging splits in case law, or extensions or reaffirmations of established principles. Focus on analysis; simple case summaries are discouraged.
- **Other Committee Publications.** All committee web editors have access to the webpages of the other Section committees. Keep an eye out for articles that would enhance your webpages and arrange to link to the article or to work with the author to adapt the article to your committee’s focus.
Finding authors can be one of the most daunting parts of the editor’s role. Keep diversity in mind. Solicit articles from minorities, women, young lawyers, law students, lawyers from outside your geographical area, and new members. Potential writers include partners, associates, judges, colleagues, law school friends, your opponents in the courtroom, clients/in-house counsel, committee officers, committee members, practice area experts, law school professors, Law Student Division members, Young Lawyer Division members, other ABA section/committee members, and authors who have written in other publications and websites.

**FINDING POTENTIAL AUTHORS**

- **Check law school expert directories or websites.** Academics in a particular subject area are often required to write, and many can find time, especially in the summer months. They can be especially valuable when you need analysis or historical perspective.
- **Browse legal blogs and websites.** There are numerous legal blogs for every practice area, trend, or area of interest. Browse these sites to find authors to write about a particular topic of interest to your committee. Most bloggers are well-versed and knowledgeable in their practice areas and may be willing to submit short articles or Practice Points regularly.
- **Network at seminars and workshops.** Speakers have already done the research and are often willing to craft their presentations into articles.
- **Ask your committee cochairs to get involved.** They may be willing to charge each subcommittee chair with writing or obtaining one or two articles per year; some cochairs may even be willing to author an article.
- **Use the current listing of Section YLLP participants.** Contact a representative of the Section of Litigation’s Young Lawyer Leadership Program (YLLP). Contact the staff committees manager for a current listing of YLLP participants.
- **Explore social media.** Use Twitter, LinkedIn, and Facebook, and search by topic. Look at committee groups on LinkedIn for potential authors who can write on specific topics.
- **Offer an associate or a law student the opportunity to write.** New lawyers are often looking for opportunities to develop expertise and gain exposure.
- **Offer an author another chance for publication.** If you are happy with an author’s work, ask him or her to write a column or regular feature.

**CALLING ON POTENTIAL AUTHORS**

Remember that lawyers use published articles for marketing purposes and for their résumés, and academics must publish to get tenure and maintain stature. Many authors enjoy sharing their experience or write from a love of the law or of writing itself. Knowing what motivates a potential author can help you make the first contact.

- **Discuss the article idea.** Email can be a successful way to solicit, but a phone call is often better. When you contact the author, have an article idea in mind unless you’re calling an expert in a specific area to inquire what the most current issues are. Discuss the idea in detail. Send the author your guidelines and discuss appropriate length and tone.
- **Don’t promise publication.** Make clear when you solicit that the submission will be considered by the editors.
- **Allow long deadlines.** Give an author an appropriate amount of time to write an article. Authors often request additional time as deadlines approach. Consider giving breakable deadlines to authors, not your true drop-dead deadlines. Remain open to extending an author’s deadline to a later date than planned.
- **Follow up with an email.** Your follow-up email should include topic and angle, word length, deadline, format (e.g., sending Word document by email), and a reiteration that the submission is not guaranteed acceptance.
- **Send or attach the following to your email:**
  - link to your committee’s article archive
  - publication agreement
A listserv is an email that is sent to every member of a committee and can be a good means to solicit potential authors. It is also a great tool for driving traffic to your webpages. The listserv email is managed by Heather Nichols, the committees manager (heather.nichols@americanbar.org). Each committee is allowed two listserv emails per month. These emails are separate from committee e-newsletters, so e-newsletters do not count against a committee’s allotment.

If you are promoting any substantive content, only include a link to the content, not the content itself.

GUIDELINES FOR COMMITTEE LISTSERVS

- **Two Messages Per Month.** Each committee may send a maximum of two messages to their members per month.
- **Subject Line.** Each request should include a subject line for the email being distributed.
- **Complete Message.** Please provide only the final text (in Word or plain text format) as you would have it presented to the recipients. Hyperlinks will be added as needed, but no edits will be made by ABA staff.
- **1MB Size Limit.** There is a 1MB limit (or 2,500 characters) on all messages. Staff will notify you if adjustments are needed.
- **No Attachments.** Due to internet bandwidth restrictions, the ABA now restricts attachments being sent along with these types of messages. A link can be provided in place of an attachment to content that is posted on your committee webpages.
- **Request Via Cochairs.** Your request must come to the Section staff from one of your committee cochairs. If it does not, it will be routed to your committee cochairs for approval, possibly delaying delivery to committee members.
- **Include Committee Cochairs.** Each message must end with the name, title, and email address of a committee cochair or other member of committee leadership.
- **Send to Committees Manager.** All listserv requests should be directed to Heather Nichols at heather.nichols@americanbar.org.

SUBSTANTIVE LISTSERVS

To send a substantive listserv email, send the following to both the committees manager and your staff editor:

- The text for the listserv email. These emails are generally short, at around 50–100 words long, and will include a link to the full item.
- The text for the full item (article, Practice Point, etc.).
- A link to or description of the page that will house the full item. Most listservs take the form of announcements, but listserv emails can also direct readers to articles, Practice Points, or other committee webpage. Make sure Section staff know where to post the item.
QUICK REFERENCE

E-NEWSLETTERS
• 4 articles, minimum
• 2 Practice Points, minimum
• Citations must be in-text; no endnotes or footnotes.
• Author bio contains only name, title, firm, location, and link to LinkedIn page or firm bio.
• No author or member photos permitted.
• Indicate order of articles.
• Submit all files to staff editor in one single email rather than one at a time.
• E-newsletter will not be published unless all author agreements have been submitted.
• Issues for a particular season must be submitted during these windows:
  Fall: August 1 – October 31
  Winter: November 1 – January 31
  Spring: February 1 – April 30
  Summer: May 1 – July 31

PRACTICE POINTS
• 100–750 words
• Keep each headline or subhead to 60 characters or fewer.
• No author agreement is necessary.
• Update four times per month for quarterly committees; two times per month for semiannual committees.

ARTICLES
• 750–2,500 words
• Keep each headline or subhead to 60 characters or fewer.
• Author agreement, completely filled out, is required for each article before publication.
• Four articles per quarter for quarterly committees; four articles per half-year for semiannual committees.

ONLINE RESOURCES
The following additional resources can be found in the Editor Resource Center at www.americanbar.org/groups/litigation/resourcemcenter:
• Author Agreements
• Committee Content Style Sheet (for distribution to authors)
• Guidelines for Vendor-Prepared Articles
• How to Produce Content from Section CLEs
• Committee Reviews
• Materials from Past Symposia