

# COMMITTEE CONTENT

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. Each committee webpage hosts the committee's content, including articles and Practice Points (formerly News & Developments), which also includes content that has appeared in the committee's e-newsletter. The committee webpage will also host Sound Advice and other types of content generated by the committee.

The focus of committee editors should be frequently adding useful content to their committee's webpage. Practice Points (formerly News & Developments) are open to both members and nonmembers, and frequent posting of these short pieces will bring traffic to the webpages due to indexing by Google and other search engines. In addition, particularly valuable articles will be picked up for inclusion in *Litigation News* online as well as the monthly membership newsletter, which are sent to the entire Section membership.

Articles and the committee's most recent Practice Points will be packaged into the committee's quarterly or semi-annual e-newsletters, which are sent via email to all of the committee's members.

## COMMITTEE WEBPAGE OVERVIEW

### **PRACTICE POINTS**

Practice Points are short pieces tailored specifically for the web.

### **ARTICLES**

Articles are original and substantive pieces.

### **ANNOUNCEMENTS**

Announcements promote committee work, such as events and activities, and include invitations to get involved, author or editor solicitations, and subcommittee announcements. Up to three announcements may appear on the committee's homepage; the balance appear in full on the committee's About page.

### **PUBLICATIONS**

A PDF of a committee's most recent newsletter will be posted to the committee site within 24 hours of mailing. The Publications area of the webpage also links to the committee's newsletter archive.

### **PROGRAMS & MATERIALS PAGE**

The Programs & Materials page contains an archive of all the committee's program information and materials, such as PowerPoints and written materials from CLEs.

### **CUSTOM PAGES**

On request, staff can create custom pages for resources or content specific to the committee. Content Management Committee (CMC) permission is required for custom pages.

### **RELATED RESOURCES PAGE**

The Related Resources page contains links to external web resources pertinent to the committee's focus. Links to general legal resources should not be included.

### **ABOUT PAGE**

This page is a one-stop reference for committee marketing and recruitment, featuring the committee's mission statement (which highlights the benefits of committee membership), announcements, message from the cochairs, subcommittee roster, and leadership listing.

### **ROUNDTABLES AND SOUND ADVICE**

Sound Advice podcasts and Roundtable teleconferences are free member benefits covering a host of topics. The committee homepage will feature the four most recent recordings of each.

## 1. GENERAL GUIDELINES FOR CONTENT

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- a. **Young Lawyers and Business Development.** At least once per quarter, each committee should publish a new article, Practice Point, or other item that either targets young lawyers or is aimed at business development. The title or other marker should clearly indicate that the item is on one of these topics.
- b. **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 the staff concludes that an item is improperly one-sided, the item will not be released for publication until the CMC representative has worked with the committee issuing the article/newsletter to make appropriate revisions.
- c. **Interviews/Profiles.** Member profiles are not permitted. Interviews must have a substantive focus.
- d. **Disclosure.** 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.
- e. **Author Bios.** Articles and other substantive features may be accompanied by the author's name, firm or employer name, and a link to the author's firm or company bio page, or to an author's LinkedIn page.
- f. **Citations.** Citations must be in-text, not in endnotes or footnotes. Format must follow the latest edition of the *Bluebook*. The use of *Id.* citations should be kept to an absolute minimum and used primarily when a direct quote from a source is used.
- g. **Author Diversity.** Committees should encourage and solicit content written by diverse authors.
- h. **Gender Neutrality.** All content must be written in gender-neutral language.
- i. **Photos.** Member or author photos are prohibited. Images, such as charts and graphs, are permitted.
- j. **Calendar.** Committee webpages do not have committee calendars. At a minimum, upcoming events should be announced on the homepage in the Announcements section and communicated via listserv message.
- k. **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 subgroups for this function.
- l. **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.**

- m. **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. Editors are responsible for requesting such approval.

## 2. SPECIFIC REQUIREMENTS AND DELIVERY STANDARDS FOR ARTICLES & PRACTICE POINTS

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- a. **Practice Points.** These entries are short (100–750 words), informal, blog-like pieces. Accessible by nonmembers, they are indexed by search engines and therefore attract views from non-ABA members. Suggested 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. Hyperlinks to external sources are strongly recommended but all linking must comply with the Linking Guidelines (*see* Section 4). Case summaries and “news” items are discouraged; the piece must relate to an event within three months of the publication of the Practice Point. Outdated submissions will be rejected by staff.

### DELIVERY TO STAFF EDITOR

Practice Points should be emailed to the committee's staff editor in an MS Word attachment with hyperlinks already embedded. Include the name of the author and a link to his or her bio.

### FREQUENCY REQUIREMENT

**Quarterly Committees:** 4 PPs per month

**Semiannual Committees:** 2 PPs per month

- b. **Articles.** These are longer pieces (750–2,500 words) analyzing substantive issues or providing well-developed 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. Hyperlinks to free external sources (e.g., Google Scholar for cases; Cornell LII for statutes) are **required**. All linking must comply with the Linking Guidelines (*see* Section 4). (See General Guidelines for additional style and format issues.) Repurposing of other Section articles is permitted, **but will not count toward frequency requirements**. Committees are encouraged to post articles as soon as they are completed; those articles can be included in subsequent newsletters.

### DELIVERY TO STAFF EDITOR

Articles that are to be published immediately may be sent individually, as an MS Word attachment along with an author agreement and author information. Articles that are to be “held” until newsletter publication must be sent **in one batch** with

all author agreements and information. For each article, please submit a short headline, keywords, and a brief blurb about the article for use in the “teaser” that will accompany the article title.

#### **FREQUENCY REQUIREMENT**

**Quarterly Committees:** 4 original articles per quarter

**Semiannual Committees:** 2 original articles per half-year

### 3. SPECIFIC GUIDELINES ON OTHER CONTENT

- a. Announcements.** These entries are short messages about upcoming events, content, 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.

**FREQUENCY:** Should be updated frequently depending on need and in coordination with other means of communication with committee members. It is up to the committee to ask the staff editor to remove entries once the event has passed.

- b. Programs & Materials.** Posting CLE program materials to the webpage allows those members not in attendance to benefit.

**FREQUENCY:** The Programs & Materials page should be updated within two weeks of the presentation of a CLE program. The committee is responsible for sending the materials and program information to the staff editor.

- c. About.** Along with announcements, the About page includes:

- i. Mission Statement.** A brief statement describing the committee’s focus and listing the benefits of committee membership.

**FREQUENCY:** At least once per year.

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

**FREQUENCY:** Whenever the existing content becomes outdated. It is up to the committee to provide the staff editor with a new message.

- d. Committee Leadership.** A list of the committee cochairs and web editors appears at the bottom of the homepage and on the About page.

**FREQUENCY:** Within two weeks of any change in these positions.

- e. Subcommittee Roster.** Rosters are in PDF format and must include all those in committee leadership.

**FREQUENCY:** Rosters should be updated within two weeks of any changes.

- f. Related Resources.** A Related Resources page is optional. Links must be in compliance with the

Section’s linking guidelines (*see* Section 4).

**FREQUENCY:** Links to third-party sites **must** be tested at least once a quarter to remove dead links. The committee is responsible for informing the staff editor of links that need to be removed.

### 4. SECTION OF LITIGATION LINKING GUIDELINES

- a. Importance of Using 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.

- b. 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.

- c. Uniformity**

- i. Federal 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). Be careful, however, to make sure that the ECF/ECM header line is present on the PDF submitted.

- ii. Federal Statutes or Regulations.** U.S. government-maintained sites are preferred for statutes and regulations. Acceptable links are U.S. Congress ([www.house.gov](http://www.house.gov)); Thomas.gov (<http://thomas.loc.gov>); and Cornell Law School Legal Information Institute ([www.law.cornell.edu](http://www.law.cornell.edu)).

- iii. State Court Filings.** Strive to provide links to the case(s) you are discussing. As a last resort, you should send staff a PDF of the document.

- iv. State Statutes/Regulations.** Link to the statutory website.

- d. 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.

### 5. PROHIBITED COMMITTEE WEBPAGE CONTENT

The following items may not be posted on your page:

- Content already published on other websites
- Announcements about committee members
- Announcements for publications, articles, books, etc., that have not yet been published (Note: Solicitations for authors or contributors are OK.)
- Photos