Standing Committee on Publishing Oversight  
2020 ABA Virtual Annual Meeting  
July 29, 2020  
12:00-2:00 pm (CST)

ABA Publishing Zoom Meeting  
https://americanbar.zoom.us/j/3918809474?pwd=MXlieTNuTyl9kM2R5YlhONlnJkQ09  
Meeting ID: 391 880 9474  
Password: aba2020

Opening Comments & Minutes from 2020 Midyear Meeting (Robert Paul)

Staff Management Updates  
- Financial Results, Operational and Strategic Overview, COVID impact summary (Donna Gollmer)  
- Editorial – Books and Periodicals, Licensing (Bryan Kay)

ABA Marketing (Ken Zinn, CMO)

ABA Digital Content Update (Jim Walsh, Director Digital Content)

FY20 Subcommittee Reports  
- Books (Adrienne Dresevic/Robert Redemann)  
- Digital Content (Aastha Madaan/Patrick Thompson/Mark Neubauer)

FY21 Strategic Plan Discussion (Robert Paul, Patrick Thompson)

Meeting Schedule for FY2021  
- Tuesday, October 27th, 2:00 pm – 3:00 pm (CDT)  
- Tuesday, December 15th, 2:00 pm – 3:00 pm (CDT)  
- Tuesday, February 16th, 2:00 pm – 3:00 pm (CDT)  
- Tuesday, April 20th, 2:00 pm – 3:00 pm (CDT)  
- Tuesday, June 15th, 2:00 pm – 3:00 pm (CDT)  
- Saturday, August 7th, ABA 2021 Annual Meeting, Location and Time TBD

Closing Comments and SCOPO Focus for remainder of the Year (Robert Paul)
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10/7/2016/rm
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SCOPO Midyear Meeting: Austin February 15, 2020 - Minutes


Strategic Plan
It was agreed that SCOPO would revisit the strategic plan in the next bar year, revise it to track and reflect the ongoing changes to both the ABA and the publishing marketplace, and add components that make the plan more outward facing.

Publishing Operations
- Overall financials for ABA Publishing and its entity clients are trending stronger year-over-year. Overall profitability for entity book programs is stronger than FY2019, through January, and overall ABA Publishing expenses continue to trend downward year-on-year. Questions asked: can we identify specific successes in reducing costs? How are service levels to internal Publishing clients? Can we get more data on client satisfaction and perspective?
- First audio book developed through the Law Practice Division book program. The production template and process will be shared with other entity book programs.
- Seeking to help expand author content proposals – books and periodicals - for all ABA entities to evaluate: Call to action on website, book proposal page, sharing ABA interest in new author proposals at meetings.
- Content licensing continues to expand. New agreements have been reached with Bloomberg, LexisNexis, and VitalSource a higher education content provider. Work continues on a potential larger agreement with LexisNexis to sell both print-on-demand and eBooks. Working with General Counsel in auditing all ABA content to ensure that the ABA has the right to license and distribute.
**Technology**

- Liz Johnson reported on ongoing project efforts to repair and upgrade performance of the ABA website and webstore. Liz shared that her style in working with internal business partners would be to provide sober representation of issues and possible solutions, rather than over-promising.

- Question asked: Is it possible to separate the webstore from the ABA website to focus on webstore functionality and possibly seek a different ecommerce solution? It was observed that there would be a risk of more data security issues if the ABA went offsite for ecommerce. Liz shared that the old webstore looked bad but was functional. The new webstore is striking, but functionality is flawed. Liz shared that IT is working on a data storage project, establishing one data storage point rather than seven different servers. All in-person events are going off-platform, which will help the overall performance of the webstore.

- Question asked: Is Liz the member-facing person in terms of providing help? Members are struggling to find meetings and events on the new website. Liz shared that a separate team is accountable for assisting members. Liz’s team is focusing on what wasn’t delivered or finished in the initial launch of the new website and webstore.

**New Membership Initiative**

- Jim Dimos shared that progress has been strong and positive, and the commitment of both members and staff in making the New Membership initiative work has been both inspiring and evidence of a broad and determined organizational commitment to making needed changes.

- Members pay dues, and they are substantial contributors to nondues revenue. As much as 90% of the ABA’s nondues revenue comes from its members.

- FY2020 Dues Paying Members: Target = 179,359; Current: 159,814 (89%); Remaining: 19,545 (11%)

- FY2020 New Dues Paying Members: Target = 10,696; Current: 15,479 (145%); Surpassed Target by: 4,783

- FY2020 General Operations Dues Collections: Target = $42.7 million; Current: $38,380,700 (90%); Remaining: $4,315,200 (10%), and projecting $41M-$43M for the year.

- We are recruiting more new young lawyer members than forecasted. Currently 33% of new FY2020 dues paying members are lawyers who have been admitted to practice for less than 10 years.

- The ABA knows that entity membership greatly increases member retention rates. The New Membership initiative is focused on guiding new members to entity membership. There has been significant early success in reducing member attrition rates and valuable learning from the practices of other associations.
The CLE library has been a success story. There are currently 550 programs, and all of them have been viewed at least once. 89% of these programs have been viewed more than 10 times. On-demand usage has risen dramatically. It was 2.8% of total CLE attendance in FY2019 and has risen to 10% in FY2020. In the 2018-2019 bar year there were less than 10,000 registrations for online usage, and this has risen to 57,000 registrations in 2019-2020.

A pocket guide is being created so that members and staff can share a consistent elevator pitch in reaching out to potential new members. Seven to 10 outreach marketing touches for each potential member are key to recruiting success.

Question asked: How did we exceed the new member target by 50%? Jim shared that this target may have been more achievable than initially estimated and forecasted.

Board of Governors Liaison to SCOPO
Lynn Allingham shared that the Board of Governors has been focused on increasing nondues revenue, as well as supporting the New Member initiative, and will be depending on publishing across the ABA to increase its nondues revenue contribution.

Social Media and Book Marketing Presentation

Three primary channels for content adoption now: direct access, social media, and search engine optimization (SEO). Working closely with ABA IT to improve overall SEO

Active social media presence on LinkedIn, Facebook, Instagram, and Twitter continues for book sales

In FY2019 book buyers, buying through the ABA webstore were: ABA members 11%, ABA entity members 39%, non-members 50%

CyberMonday, December 2nd, results were the best yet. 2,493 books sold, $137,000 in revenue. $44,000 improvement over FY2019. Top 10 selling books:

- Model Rules of Professional Conduct (CPR)
- Legal Upheaval (ABA)
- Equine Law and Horse Sense (GP Solo)
- Annotated Model Rules of Professional Conduct (CPR)
- Automating Legal Services (Law Practice)
- The Modern Rules of Style (ABA)
- The Practice and Process of Law (ABA)
- The Military Divorce Handbook (Family Law)
- The Intellectual Property Handbook (IP)
- Formulas for Calculating Damages (ABA)
“Year in Review” sale taking place February 1st through March 15th
Author podcasts continue for selected ABA titles
Questions asked: Are we talking to the Young Lawyers Division about retweeting or posting book marketing social media? Are there any opportunities for onsite meeting sales? Donna shared that for CyberMonday, a separate landing page was created, featuring books for young lawyers. Meeting sales are being trimmed where return on investment is scarce or marginal, and more focus is being given to meetings where there is greater opportunity, for example the upcoming TIPS and YLD joint meeting in Nashville.

SCOPO Subcommittees
Books, Adrienne Dresevic and Bob Redemann, co-chairs. Work on the ABA book publishing author’s manual has been completed, and the draft was shared with ABA General Counsel, for final review and revision. A resource document will be created, like the one created by Norm Powell and the Periodicals Transition Subcommittee. Subjects addressed will include book board accountabilities, acquisitions, book development, contracts, author royalties, and explanation of the inventory cap and how to best manage the challenges it poses. An FAQ document for audio books will be created. Once these documents are created, special planning will be discussed as to where best to place these documents to make them fully accessible and available.
Periodicals Transition to Digital, Aastha Madaan and Norm Powell, co-chairs. Subcommittee work is focused on creating a brief document on using digital content analytics to support entities in evaluating the usage and engagement with digital versions of their periodicals and measuring future changes and improvements to these digital templates.
New Membership Model, Patrick Thompson and Mark Neubauer, co-chairs. Focus is on building strong alliances with the Student Lawyers and Young Lawyers to provide content from all entities that supports the professional and life needs of these demographics. Also focusing on ongoing relationship with Jim Walsh and the digital content group which is doing excellent work in showcasing selected entity content and tracking user preferences. Like the Periodicals Transition Subcommittee, there is also a critical need to focus on the use and evaluation of analytics.
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<td>($6,774)</td>
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<td>$140,324</td>
<td>$115,559</td>
<td>$24,765</td>
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<td>$4,706</td>
<td>$11,214</td>
<td>($6,508)</td>
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<td>Litigation/First Chair</td>
<td>$215,701</td>
<td>$116,472</td>
<td>$99,299</td>
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<td>Public Contract</td>
<td>$36,404</td>
<td>$24,609</td>
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<td>RPTE</td>
<td>$182,530</td>
<td>$102,686</td>
<td>$79,845</td>
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<tr>
<td>SciTech</td>
<td>$31,195</td>
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<td>Senior Lawyers</td>
<td>$171,431</td>
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<td>State and Local Govt</td>
<td>$57,366</td>
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<tr>
<td>TIPS</td>
<td>$227,788</td>
<td>$164,585</td>
<td>$63,203</td>
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</table>

**Book Publishing**

| Flagship/Ankerwycke            | $495,689      | $418,987      | $76,703               | $622,558      | $607,711      | $14,847              | $976,800      | $611,029      | $365,771              |

Data Source: Oracle via DecisionCast; GL Account Balance Reporting, 1001Pub LOB rollup
Revenues includes sales, licensing, bad debt writeoffs, and interfund transfers.
## ABA Publishing Book Program Financials Summary

<table>
<thead>
<tr>
<th>Publishing Entity</th>
<th>FY20 June YTD</th>
<th>FY19 June YTD</th>
<th>Change from YLY YTD</th>
<th>% Change from YLY YTD</th>
<th>FY19 AD3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Law</td>
<td>$42,636</td>
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<td>($33,843)</td>
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</tr>
<tr>
<td>Affordable Housing</td>
<td>$10,115</td>
<td>$10,656</td>
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<td>-5%</td>
<td>$13,493</td>
</tr>
<tr>
<td>Air and Space</td>
<td>$1,342</td>
<td>$3,689</td>
<td>($2,347)</td>
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<td>$12,033</td>
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<td>Antitrust</td>
<td>$394,221</td>
<td>$528,889</td>
<td>($134,668)</td>
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</tr>
<tr>
<td>Center for Human Rights</td>
<td>$1,955</td>
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<td>Children &amp; the Law</td>
<td>$1,183</td>
<td>$9,852</td>
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<tr>
<td>Civil Rights and Social Justice</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>0%</td>
<td>$0</td>
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<tr>
<td>Commission on Disability Rights</td>
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<td>$5,307</td>
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<td>Entertainment &amp; Sports Law</td>
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<td>$791</td>
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<td>$58,109</td>
<td>($5,466)</td>
<td>-9%</td>
<td>$82,844</td>
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<tr>
<td>Infrastructure &amp; Reg Ind</td>
<td>$139</td>
<td>$109</td>
<td>$30</td>
<td>270%</td>
<td>$700</td>
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<tr>
<td>Intellectual Property</td>
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<td>$225,481</td>
<td>($50,266)</td>
<td>-22%</td>
<td>$285,975</td>
</tr>
<tr>
<td>International</td>
<td>$46,283</td>
<td>$61,328</td>
<td>($15,045)</td>
<td>-25%</td>
<td>$77,743</td>
</tr>
<tr>
<td>Judicial Division</td>
<td>$103</td>
<td>$618</td>
<td>($515)</td>
<td>-82%</td>
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<td>Law and Nat Security</td>
<td>$4,581</td>
<td>$27,508</td>
<td>($22,927)</td>
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<td>$34,586</td>
</tr>
<tr>
<td>Law Practice</td>
<td>$140,324</td>
<td>$200,250</td>
<td>($59,925)</td>
<td>-30%</td>
<td>$248,877</td>
</tr>
<tr>
<td>Legal Education</td>
<td>$4,706</td>
<td>$4,411</td>
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<td>$27,758</td>
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<td>$168,890</td>
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</tr>
<tr>
<td>SciTech</td>
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<td>$90,023</td>
<td>($58,828)</td>
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<td>$110,494</td>
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<td>Senior Lawyers</td>
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<td>$108,419</td>
<td>$63,013</td>
<td>58%</td>
<td>$128,466</td>
</tr>
<tr>
<td>State and Local Govt</td>
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<td>$66,987</td>
<td>($9,621)</td>
<td>-14%</td>
<td>$82,217</td>
</tr>
<tr>
<td>TIPS</td>
<td>$2,778,887</td>
<td>$2,460,049</td>
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<td>-13%</td>
<td>$305,714</td>
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</table>

<table>
<thead>
<tr>
<th>Revenues</th>
<th>FY20 June YTD</th>
<th>FY19 June YTD</th>
<th>Change from YLY YTD</th>
<th>% Change from YLY YTD</th>
<th>FY19 AD3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>$2,963,305</td>
<td>$3,444,822</td>
<td>($481,517)</td>
<td>-14%</td>
<td>$4,580,633</td>
</tr>
<tr>
<td>$1,768,427</td>
<td>$2,206,643</td>
<td>($438,215)</td>
<td>-20%</td>
<td>$2,880,465</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>FY20 June YTD</th>
<th>FY19 June YTD</th>
<th>Change from YLY YTD</th>
<th>% Change from YLY YTD</th>
<th>FY19 AD3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenses</td>
<td>$1,768,427</td>
<td>$2,206,643</td>
<td>($438,215)</td>
<td>-20%</td>
<td>$2,880,465</td>
</tr>
<tr>
<td>$1,194,877</td>
<td>$1,238,179</td>
<td>($43,302)</td>
<td>-3%</td>
<td>$1,700,168</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Profit</th>
<th>FY20 June YTD</th>
<th>FY19 June YTD</th>
<th>Change from YLY YTD</th>
<th>% Change from YLY YTD</th>
<th>FY19 AD3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Net Profit</td>
<td>$1,194,877</td>
<td>$1,238,179</td>
<td>($43,302)</td>
<td>-3%</td>
<td>$1,700,168</td>
</tr>
<tr>
<td>$76,703</td>
<td>$14,847</td>
<td>$61,855</td>
<td>41%</td>
<td>$61,187</td>
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</tbody>
</table>

Data Source: Oracle via DecisionCast; GL Account Balance Reporting, 1001Pub LOB rollup

Revenues includes sales, licensing, bad debt writeoffs, and interfund transfers.
## ABA Publishing Book Program Financials Summary

### Percentage of Book Revenues by Category FY20 Jun YTD

<table>
<thead>
<tr>
<th>Publishing Entity</th>
<th>Total Revenues</th>
<th>Sales</th>
<th>Licensing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Law</td>
<td>$42,636</td>
<td>99.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>$10,115</td>
<td>99.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Air and Space</td>
<td>$1,342</td>
<td>98.6%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Antitrust</td>
<td>$394,221</td>
<td>44.4%</td>
<td>55.7%</td>
</tr>
<tr>
<td>Center for Human Rights</td>
<td>$1,955</td>
<td>99.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Children &amp; the Law</td>
<td>$1,183</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Civil Rights and Social Justice</td>
<td>$0</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Commission on Disability</td>
<td>$2,190</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Communications</td>
<td>$102</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>$98,144</td>
<td>99.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>CPR</td>
<td>$341,881</td>
<td>78.8%</td>
<td>21.2%</td>
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<tr>
<td>Criminal Justice</td>
<td>$97,413</td>
<td>87.0%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Dispute Resolution</td>
<td>$58,239</td>
<td>97.1%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Entertainment &amp; Sports</td>
<td>$1,401</td>
<td>99.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Environment, Energy</td>
<td>$87,759</td>
<td>93.5%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Family Law</td>
<td>$240,528</td>
<td>99.9%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Franchising</td>
<td>$59,998</td>
<td>99.8%</td>
<td>0.3%</td>
</tr>
<tr>
<td>GPSolo</td>
<td>$177,788</td>
<td>98.9%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Health Law</td>
<td>$52,643</td>
<td>61.5%</td>
<td>38.5%</td>
</tr>
<tr>
<td>Infrastructure and Reg Ind</td>
<td>$139</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Intellectual Property</td>
<td>$175,216</td>
<td>80.8%</td>
<td>19.2%</td>
</tr>
<tr>
<td>International</td>
<td>$46,283</td>
<td>38.4%</td>
<td>61.6%</td>
</tr>
<tr>
<td>Judicial Division</td>
<td>$103</td>
<td>28.0%</td>
<td>72.0%</td>
</tr>
<tr>
<td>Law and Natl Security</td>
<td>$4,581</td>
<td>99.1%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Law Practice</td>
<td>$140,324</td>
<td>99.7%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Legal Education</td>
<td>$4,706</td>
<td>99.6%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Litigation/First Chair</td>
<td>$215,701</td>
<td>82.4%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Public Contract</td>
<td>$36,404</td>
<td>99.6%</td>
<td>0.4%</td>
</tr>
<tr>
<td>RPTE</td>
<td>$182,530</td>
<td>87.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>SciTech</td>
<td>$31,195</td>
<td>84.4%</td>
<td>15.6%</td>
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<tr>
<td>Senior Lawyers</td>
<td>$171,431</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>State and Local Govt</td>
<td>$57,366</td>
<td>95.2%</td>
<td>4.8%</td>
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<tr>
<td>TIPS</td>
<td>$227,788</td>
<td>73.3%</td>
<td>21.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,963,305</strong></td>
<td><strong>82.2%</strong></td>
<td><strong>29.5%</strong></td>
</tr>
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</table>

### Percentage of Book Sales by Vendor FY20 Jun YTD

<table>
<thead>
<tr>
<th>Publishing Entity</th>
<th>ABA Sales</th>
<th>Third-Party Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Law</td>
<td>58.2%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Affordable Housing</td>
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<td>18.4%</td>
</tr>
<tr>
<td>Air and Space</td>
<td>109.4%</td>
<td>-9.4%</td>
</tr>
<tr>
<td>Antitrust</td>
<td>94.8%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Center for Human Rights</td>
<td>283.3%</td>
<td>-183.3%</td>
</tr>
<tr>
<td>Children &amp; the Law</td>
<td>94.7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Civil Rights and Social Justice</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Commission on Disability</td>
<td>18.3%</td>
<td>81.7%</td>
</tr>
<tr>
<td>Communications</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>85.3%</td>
<td>14.7%</td>
</tr>
<tr>
<td>CPR</td>
<td>78.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Criminal Justice</td>
<td>83.6%</td>
<td>16.4%</td>
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<tr>
<td>Dispute Resolution</td>
<td>64.2%</td>
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<tr>
<td>Entertainment &amp; Sports</td>
<td>42.9%</td>
<td>57.1%</td>
</tr>
<tr>
<td>Environment, Energy</td>
<td>73.9%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Family Law</td>
<td>85.8%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Franchising</td>
<td>93.3%</td>
<td>6.7%</td>
</tr>
<tr>
<td>GPSolo</td>
<td>62.4%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Health Law</td>
<td>81.4%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Infrastructure and Reg Ind</td>
<td>85.6%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Intellectual Property</td>
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<tr>
<td>International</td>
<td>63.7%</td>
<td>36.3%</td>
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<tr>
<td>Judicial Division</td>
<td>105.1%</td>
<td>-5.1%</td>
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<td>Law and Natl Security</td>
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<tr>
<td>Law Practice</td>
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<tr>
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<td>94.6%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Litigation/First Chair</td>
<td>71.5%</td>
<td>28.5%</td>
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<tr>
<td>Public Contract</td>
<td>90.3%</td>
<td>9.7%</td>
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<tr>
<td>RPTE</td>
<td>77.8%</td>
<td>22.2%</td>
</tr>
<tr>
<td>SciTech</td>
<td>69.5%</td>
<td>30.5%</td>
</tr>
<tr>
<td>Senior Lawyers</td>
<td>31.1%</td>
<td>68.9%</td>
</tr>
<tr>
<td>State and Local Govt</td>
<td>81.3%</td>
<td>18.7%</td>
</tr>
<tr>
<td>TIPS</td>
<td>81.0%</td>
<td>19.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>73.3%</strong></td>
<td><strong>26.7%</strong></td>
</tr>
</tbody>
</table>

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*Data Source: Oracle via DecisionCast; GL Account Balance Reporting, 1001Pub LOB rollup
Revenues includes sales, licensing, bad debt writeoffs, and interfund transfers.*
<table>
<thead>
<tr>
<th>Entity</th>
<th>Fiscal Year</th>
<th>Bloomberg</th>
<th>BNA</th>
<th>Cengage</th>
<th>EBSCO</th>
<th>Hein</th>
<th>JSTOR</th>
<th>LexisNexis</th>
<th>Misc reprint request</th>
<th>ProQuest</th>
<th>West Academic</th>
<th>Westlaw</th>
<th>Wolters Kluwer</th>
<th>Grand Total</th>
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</thead>
<tbody>
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<td>$2,541</td>
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Licensing allocations to nat. accou...
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<th>Fiscal Year</th>
<th>Bloomberg</th>
<th>BNA</th>
<th>COC</th>
<th>Consgne</th>
<th>EBSCO</th>
<th>Hein</th>
<th>JSTOR</th>
<th>Leaflists</th>
<th>Misc reprint request</th>
<th>ProQuest</th>
<th>West Academic</th>
<th>Westlaw</th>
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Note: Licensing allocations to nat. account 24850 for selected licensees that total $2,000 or more; excludes accrual accounting entries.

Period Covered: FY19-FY20 Jun
## ABA Publishing Financials

<table>
<thead>
<tr>
<th>Responsibility Description</th>
<th>FY20 Full-Year Budget</th>
<th>FY20 Jun YTD Budget</th>
<th>FY20 Jun YTD Actuals</th>
<th>FY19 Full-Year Actuals</th>
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<tr>
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<td>Revenue</td>
<td>Expense</td>
<td>Revenue</td>
<td>Expense</td>
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<td>650,475</td>
<td>(624,525)</td>
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<td>ENTITY BOOK EDITORIAL</td>
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<td>(140,772)</td>
<td>(103,337)</td>
<td>(103,337)</td>
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<td>FLAGSHIP</td>
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<td>611,029</td>
<td>(825,933)</td>
<td>511,408</td>
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<td>PRODUCT MARKETING</td>
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<td>687,841</td>
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<td>ENTITY PERIODICAL EDITORIAL</td>
<td>(5,500)</td>
<td>476,018</td>
<td>(2,313)</td>
<td>394,027</td>
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<td>PRODUCTION SERVICES</td>
<td>(15,000)</td>
<td>367,878</td>
<td>(15,000)</td>
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<td>PUBLISHING OVERSIGHT,STC</td>
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<td>8,600</td>
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<td>301</td>
<td>(3,861)</td>
<td>(3,861)</td>
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<td>BUSINESS OPS GROUP</td>
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<td>1,791</td>
<td>1,791</td>
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</table>

| Total                      | (2,272,300)| 2,873,943| 601,643   | (1,988,246)| 2,352,360| 364,114 | (1,435,636)| 2,349,355| 913,719 | (1,822,819)| 3,103,445| 1,280,626|

**FINANCE/OPERATIONS** Develops new licensing business on behalf of the ABA and manages existing licensing business; manages permissions, reprints, and translation agreements; manages Library of Congress copyright registration and mandatory deposit; includes management overhead.

**ENTITY BOOK EDITORIAL** Provides editorial support to more than 30 entity book publishing programs; houses systems budget and expenditures for Publishing growth initiatives.

**FLAGSHIP** Acquisitions, development, editorial, manufacturing, marketing, and all direct book costs for Flagship.

**PRODUCT MARKETING** Provides marketing support for entity book and Flagship publishing programs.

**ENTITY PERIODICAL EDITORIAL** Provides editorial and digital support for nearly 100 entity periodical issues, print and electronic, including budgeting.

**PRODUCTION SERVICES** Provides production scheduling and management for all books and periodicals. Includes evaluation of all outsourcing agreements for quality, cost efficiency, schedule, and service level; and management of all copyediting, proofreading, indexing, composition, printing, and eBook conversion.

**PUBLISHING OVERSIGHT,STC** SCOPO budget.

**ABA PUBLISHER** Legacy budget formerly housing Publishing management and other personnel (now moved to other departmental budgets); being phased out.

**LAW LIBRARY COLLECTION** Legacy clearinghouse account related to Law Library Collection revenue disbursement; being phased out.

**BUSINESS OPS GROUP** Legacy budget housing Publishing management.

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Data Source: Oracle via DecisionCast

Revenues and net revenues appear in parentheses.
Donna Gollmer  
Director, ABA Publishing  
Monthly Report  
07/27/2020

Book Publishing

**June YTD Financials (ABA Book Publishing – Entity Publications*)**
- YTD Revenues through June = $2.963M
- PYTD Revenues through June = $3.445M
- $482k unfavorable, -14% vs. PYTD
- ABA Publishing Entities (combined) are at 71% of the FY Revenue goal through June

- YTD Profit through June = $1.195M
- PYTD Profit through June = $1.238M
- $43k unfavorable, -3% vs. PYTD
- ABA Publishing Entities (combined) are at 86% of the FY Profit goal through June

**June YTD Financials (ABA Book Publishing – Flagship Publications):**
- YTD Revenues through June = $495k
- PYTD Revenues through June = $623k
- $128k unfavorable, -20% vs. PYTD

- YTD Profit through June = $78k
- PYTD Profit through June = $15k
- $63k favorable, +520% vs. PYTD

**June YTD Book Publishing Bestsellers:**

1. Annotated Model Rules of Professional Conduct, 2019 Edition  $95k  (CPR)
2. What If I Say the Wrong Thing?  $79k  (ABA Flagship)
3. ABA/AARP Checklist for My Family  $70k  (SLD)
8. Construction Law, 2nd Edition  $48k  (Construction)
9. ABA/AARP Wise Moves  $42k  (SLD)
10. 2019 ABA Legal Technology Survey Report  $32k  (Law Practice)
**Editorial/Licensing**

- Budgeted to publish 108 books in FY20. Through June we have published 71 and working closely with entities to salvage books that have slipped out of the year. Current estimate for FY20 Books = 98.
- The recently executed ABA/Lexis eBook and print (POD) distribution is underway and we are starting to work with Lexis on plans for delivering the files to them and launching distribution. I expect that we will roll this out in phases beginning in late August. This is an amazing opportunity for us and I’m so excited to see how the market responds and how the LN sales team of 200+ legal reps can work with us to highlight our brand and increase our revenue and reach.
- Q1 Westlaw royalty payment was $213k, which represents an all-time high and an increase of roughly $28k (13%) over our quarterly average. It’s hard to know how the pandemic will impact April through June usage, but this Q1 spike is a nice win for us.
- May Antitrust Royalty monthly payment from Lexis was our highest ever at $36k. Antitrust licensing numbers have skyrocketed during these past three months despite the pandemic, with this one being more than double what we have been trending over the past 2.5 years. (typically average $15-$18k/month)

**Marketing**

- Working with our LLC Subscribers to coordinate remaining FY20 shipments of the package plan and have surveyed our 300+ libraries to explore options for FY21. Many have expressed a desire to go to an eBook only subscription which will dramatically change our distribution model. Working with 3rd party eBook library platforms on what might be possible and how to structure pricing. Resumed shipments to some LLC Gold package plan customers in July and will resume shipments to several others in August.
- Plans underway for Virtual Annual Meeting activities for ABA Publishing, including SCOPO Meeting, Book Sale, Book and Periodical Board Meetings, Sidebar participation, etc. Link to the landing page for the ABA Virtual Meeting sale can be found [here](#).
- Kelly Book from Nick Panos Design team will be temporarily helping ABA Publishing with their Social Media presence until we fill one of the open Marketing positions, hopefully in late August/early September.
<table>
<thead>
<tr>
<th>Licensee/Distributor</th>
<th>Format</th>
<th>How content provided to end user by Licensee/Distributor</th>
<th>Sales or Licensing?</th>
<th>Audience</th>
<th>ABA volume</th>
<th>Rate ABA receives</th>
<th>Notes</th>
<th>URLs</th>
<th>Active Agreement?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casemaker</td>
<td>pdf or epub</td>
<td>Casemaker will offer ABA books in electronic format. Books will be aggregated in an ABA library on the Casemaker Libra platform, and will show up in search results, with an option to buy, as users do research</td>
<td>licensing</td>
<td>small/medium law firms</td>
<td>about 46 books sent</td>
<td>65% of net revenue from new or renewal subscriptions to Bar Publication Subscription Services for all but California Lawyers Association members; for CLA members, ABA’s royalty rate is 60%</td>
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<td>Fastcase</td>
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<td>user gets individual copy of book on Fastcase platform or subscribes to larger subscription based offering consisting of multiple ABA titles; user only has access to books as active subscriber</td>
<td>licensing</td>
<td>small/medium law firms</td>
<td>about 71 books sent</td>
<td>60% of net revenue payable to ABA</td>
<td>manually entered as sales order in Personify by FS staff; entered at the full sales revenue amount that LexisNexis receives with LN’s commissions expensed through journal entry upload</td>
<td><a href="http://www.fastcase.com/">http://www.fastcase.com/</a></td>
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<td>LexisNexis OverDrive</td>
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<td>user gets individual copies of ebook</td>
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<td></td>
<td>tiers based on exclusivity; currently at 50%</td>
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<td>LexisNexis Advance research database</td>
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<td>Antitrust books currently on LexisNexis Advance</td>
<td>about 35 books</td>
<td>30% for most books and 35% for premerger and ALD</td>
<td>sales uploaded to Oracle monthly by FS through upload program; uploaded a the full sales revenue amount that NBN receives with NBN’s commissions expensed through simultaneous journal entry (JE uploads); inventory adj for books done in Personify to synch book units but sales don’t go through Personify</td>
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<td>ABA volume</td>
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<tr>
<td>Westlaw</td>
<td>books</td>
<td>research database subscription service; users can pull up relevant portions from integrated database; don't get individual copies of books</td>
<td>licensing</td>
<td>linguistic system for legal content retrieval and analysis</td>
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<td>Westlaw contract actually grandfathered in at 50% fee for Publishing</td>
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<td>vLEX</td>
<td>books and periodicals</td>
<td>research database with international focus</td>
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<td>strong presence in Latin America, Europe; limited North America presence (primarily Canada)</td>
<td>40% of apportioned subscription revenue</td>
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<td>Vincent platform, which enables a user to drag and drop a brief or other legal document, and then search vLex database for court cases, rules, regulations, or other documents containing similar phrases and language in both English and Spanish.</td>
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Best Practices for Content Creation, Distribution, and Working with Content Contributors

This document is intended to provide tips and practical guidance for American Bar Association staff involved in creating and distributing content on the various ABA publishing platforms and for those who work with content contributors. Advice is based on best practices in place at major media outlets. Although the ABA isn’t a media organization, many editorial approaches used in the media world have the potential to elevate the ABA’s impressive impact and reach.
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Putting together great content requires having a good sense of people’s preferences and needs. What attracts your audience to content? Below are basic elements that media organizations look at when determining which content will attract a wide audience.
**Timeliness**
People like to read about what’s happening in the moment or about events that occurred recently. Content of this nature is considered more relevant, so it’s helpful for content contributors to act in a timely fashion when covering events.

**Proximity**
People care about events that affect them.

**Significance/Impact**
How many people are affected by what’s going on? The larger the number of people affected, generally the greater the impact/significance.

**Conflict**
People will naturally have opinions. If a story has opposing views, it tends to be more interesting.

**Prominence**
People love stories about famous and well-known individuals. If Michelle Obama or Melania Trump breaks a leg, it’s news.

**Human Interest**
These stories appeal to emotions (joy, sadness, curiosity, etc). A story of this nature doesn’t have to affect a large number of people, but it does need to capture their attention. These stories tend to have evergreen value.
A great headline is essential and, in fact, just as important as your piece of content because it can be the deciding factor in whether someone chooses to read your article. Headlines are also picked up by search engines, so it’s important to optimize content with keywords. Below are some tips for writing headlines.
Write the article headline before the rest of the content because this forces you to think about what’s most important in your piece. Revisit the headline after the content is finalized because sometimes the article turns out differently than originally intended.

Write headlines in active voice and make sure they contain a verb, which makes your writing stronger and requires fewer words.

Provide specific information so a reader has a clear idea of what your content is about and can therefore determine if it’s worth exploring further.

Avoid using more than one number because most people have trouble digesting more than that in a headline.

Consider using Top 10 lists or Top 5 lists, because they’re popular with readers.

Avoid articles such as “a,” or “the,” because they slow down the pace, take up space and are often unnecessary to convey meaning.

Avoid humor and attempts at being clever; it opens the door to misinterpretation.

Avoid salacious text; it damages the ABA brand.

Headlines with “you/your” perform better because they feel personal; this works especially well with younger audiences.

Use target keywords — Think about how someone would search for your content and include two to three relevant words in the headline. Essentially you want to anticipate common words or phrases that describe the gist of your story. Say, for example, your story is about combating stress as a young lawyer. You might include the words “stress,” “young” and “lawyer” in your headline. It’s also helpful to go online and search for articles on the subject matter and see which words come up the most in other headlines.
Take a look at Google Trends, which can help ensure you are using the most relevant words in your headline. In the example below, you can see the word immigration is the most common term for a story about migrants entering the United States from the southern border, so it makes sense to include that word in your headline.

Source: Homefront Strategy May 2019
Let’s look at the example below to determine which headline, regarding a United passenger who was dragged off a plane in 2017, is best?

Number three is best because it’s clear, concise and uses a reference point — $800 million — that people can understand. We all know $800 million is a significant amount of money. Headline number one uses two numbers in the headline, which is simply too much for most readers to handle, and “9%” doesn’t have much significance to a wider audience. Also, we don’t know what happened! Why is United’s stock value falling? Headline number two also fails to tell the reader what happened because “Passenger-Removal Controversy” can mean many things. Headline number three tells us he was “dragged” off the plane.
Examples of good ABA headlines

The headlines on the left side give specific information in a succinct manner.
More examples of good ABA headlines

Both headlines on the left side provide specific, succinct information. The reader has a good idea what the articles will discuss and can therefore determine whether to keep reading.
Which one is better?

1. Chicago Sun Times

   Chicago Mayor Lori Lightfoot appoints former state Sen. Miguel del Valle as CPS board president, fills out schools panel
   By Hannah Leone

   Mayor Lori Lightfoot announced Monday that former Chicago clerk and state Sen. Miguel del Valle is her choice to be Chicago Public Schools board president. She also appointed seven members to the Chicago Board of Education. The new members will be sworn in June 26. Lightfoot previously said she...

2. Chicago Tribune

   Lightfoot names new school board
   Lightfoot aide and CPS CEO Janice Jackson will stay on for the long term.

   Former city clerk and mayoral candidate Miguel del Valle was officially named Monday by Mayor Lori Lightfoot to lead the Chicago Board of Education.

   It provides specific information. It doesn’t fall flat; sometimes headlines are too short and simply don’t provide enough to hook the reader.

Answer: Chicago Tribune
Good or Bad?

**Illinois legislative session** MORE COVERAGE

**POLITICS**
Illinois Senate approves legalizing sports betting, gambling expansion and funding for nearly $45 billion capital construction plan

By Jamie Munks and Rick Pearson

The Illinois General Assembly adjourned its spring session Sunday and delivered first-term Democratic Gov. J.B. Pritzker’s “think big” agenda.

Chicago Tribune

**Answer: Good**
The headline properly conveys the information in the article and does so succinctly.
Which one is better?

Answer: Headline #2 (France 24)
Why? Because it gives the reader specific information.
Captions bring a picture to life by providing context and information that’s not apparent in the image. Captions also provide a space to give the reader additional data points not included in the body of the story; this is true even when using stock images. Below are some tips on how to write effective captions.
Write a caption; this is true for all pictures, stock images and illustrations. If you’re struggling to think of what to write, consider pulling a piece of specific factual information from the article and using that as a caption. For example, instead of writing, “a couple eat at the breakfast table,” you might try saying, “families who develop clear and legally appropriate wills are more likely to have reduced stress, a new study found.”

Captions should be full sentences instead of phrases or labels.

Provide accurate and complete information, rather than stating the obvious. If an image shows the ABA president speaking, avoid saying: “ABA president Judy Perry Martinez speaks to a crowd.” Instead, tell the reader about the event, the date of the event and one more useful piece of information.

Write clear, crisp sentences with proper punctuation.

Use active verbs and present tense whenever possible because it makes your writing stronger and requires fewer words.

Answer the 5 W’s that aren’t obvious (who, what, when, where, why).

Avoid redundancy with headlines and teasers. You should always preview the articles or any piece of content so you can see if there’s repetition.

Avoid using terms like, “is shown” or “is pictured” because it’s obvious the person or thing is shown or is pictured.

Conversational language works best especially for younger readers because it’s more relatable.

Avoid adjectives; the person looking at the picture can determine if what’s in the image is beautiful, awful or colorful. You shouldn’t need to explain this to the audience.

Avoid cliches; they are dull, unimaginative and trite.

Always identify the main people in the image because it’s awkward to omit this information, especially if the person occupies a prominent position in the photo. Identify people from left to right, because our eyes naturally scan from left to right when reading. An exception occurs when you want to direct the reader’s attention to the most prominent person in the picture; in such a case identify that person first and then identify the rest of the individuals from left to right.

Make sure your caption makes sense with your image.
Example of a good ABA caption:
Although the image is a stock photo, the writer is able to offer the reader valuable information; it adds to the title and leads us into the article. The caption reads: “A new International Bar Association report identifies startling rates of bullying and sexual harassment in the legal profession and makes 10 recommendations for legal workplaces to address the crisis.”
An ABA caption that has room for improvement:

You’ll notice the caption does several things well: it identifies the individual; it tells us what’s going on; and it gives a date and location. What’s missing is information about something he said during the event.
Below is an example of a caption that could use improvement:


The caption starts off with a name, yet the reader sees a building. This is confusing, even though in the second line the writer identifies the USC campus. If you’re going to include a person’s name in the caption, the image should show that person.
Example of a great caption:

Besides following rules for identifying individuals and doing so from left to right, the caption also provides the reader with additional information that isn’t immediately apparent.
Captions for stock images:

Given the nature of the content produced by the ABA, stock images are used widely. These photos should be treated with as much editorial concern as photographs of events and members. They should have pithy captions that provide valuable information.

Sleep deprivation also appears to play a role in chronic health diseases, such as dementia, cardiovascular disease, obesity, and type 2 diabetes.

Image © 2021 Shutterstock
Photo Credit

Going forward every image should have a photo credit, and this includes stock photos. The photo credit should be placed in the “image citation field” in AEM and should include the photographer’s name, the image collection name (if one is available) and the photo agency, such as Getty Images or free online stock libraries (which you can use because we’re in between vendors). We’re aware that many photos in the DAM don’t meet these requirements, so we ask that going forward you please help improve the situation by following best practices.

Here’s an example of how this should be done:

Attorneys are a vital piece in the disaster recovery process—sometimes for years after the fact.

Fernando Ojeda / Eyeljim via GettyImages
Rules for Capturing Good Photos

Observe the rule of thirds: This is a concept in photography that involves mentally dividing the image using two vertical and two horizontal lines. You then position the important elements along those lines or at the point where they meet. Let’s look at some examples:

The woman is strategically positioned at the point where the lower left vertical and horizontal lines meet.
Here again, we see the individual is positioned at the intersection of the lower right horizontal and vertical line.
Note that the dog isn’t centered but off to the right.

Photo by Kevin Noble on Unsplash
Pictures with faces perform better. According to a joint study by the Georgia Institute of Technology and Yahoo Labs, images with human faces were 38 percent more likely to attract likes on Instagram, and 32 percent more likely to garner comments. See more information in the study.

Keep diversity in mind when selecting pictures.

Experiment with different angles and focal points.

Avoid the zoom feature when using a digital point-and-shoot camera or a digital video camera; get close to your subject because you don’t want to sacrifice image resolution by zooming in. Smartphones use digital zoom, so avoid zooming in when capturing photos and videos. Point-and-shoot cameras start out with optical zoom and when that’s maxed out, the user is able to use digital zoom (which should be avoided). Bottom line: Get close to the subject matter.

Avoid taking pictures in burst mode. It limits the photographer from fine tuning the exposure settings and it creates unnecessary work on the tail end because the photographer has to sort through hundreds or even thousands of photos (this is never a wise use of time).

Compress images to AEM standards because it helps increase the site speed, which is an important factor in Google rankings. A slow load speed will hurt a site’s ranking because search engines give preference to sites that load promptly.
CHAPTER 05
VIDEOS & AUDIO
 Videos should be no longer than 3 minutes.

 Videos must have closed captioning so they’re accessible to people who’re hearing impaired.

 Avoid posting videos of panel discussions; great effort should be made to edit the material so that it’s succinct. Keep in mind that if you post a 30 minute discussion, closed captioning must be provided for those 30 minutes of conversation.

 Avoid zooming in because it’s jarring when done wrong and usually only video professionals with extensive experience are able to master this technique. It’s best to move closer to the subject matter. Zooming in should be a last resort.

 Always use a tripod when recording video. It may look fine in the viewfinder, but it’ll be shaky once on the screen.

 Make sure you are always recording in a well-lit area.

 Avoid using a cell phone to record audio that’s intended for publication. It’s also a best practice to avoid using audio from built-in camera microphones. Use a separate microphone and place it close to the speaker. At a minimum you should have a shotgun microphone.

 Follow AEM rules regarding video specs and character counts for titles, descriptions, etc.
CHAPTER 06

WORKING WITH CONTENT CONTRIBUTORS
Share our best practices and update your own guidelines so they’re compatible and incorporate the advice given here. Please provide these guidelines as a webpage instead of a pdf.

Encourage them to avoid wordy content.

Set deadlines with context; show them why the deadline matters in the production timeline. Let’s take a look at the two examples below to determine which is a more effective way to communicate with contributors:

Option 1:
Please have the article ready by Wednesday at 5 p.m.

Option 2:
I need to have your article ready by Wednesday at 5 p.m. so I can edit the content and have it ready for the website by Friday at 10 a.m.
CHAPTER 07

QUALITY CONTROL
Avoid PDFs; they don’t provide an optimal user experience because the reader has to wait for the document to load. It also makes it harder for the user to click on related article links.

Add titles, descriptions and tags in AEM. Skipping these steps (by using the spacebar) makes your content invisible to search engines and difficult to find on americanbar.org. Skipping metadata is also bad for accessibility, especially on images.

If not tagged properly, content might not show up in recirculation elements.

It’s important for the ABA to have an accurate inventory of the number of stories produced by topic area, and if tags aren’t added, this task is impossible.

Use recirculation components to promote content.

The call-to-action (CTA) buttons under promo components should be short and direct, 2-4 words long.

Avoid excessively large blocks of text because they can be hard on the eyes.

Include videos and images to make your content more engaging.

Compress images to AEM standards; doing so increases site speed and helps pages rank higher.

Don’t use text on images, per AEM standards.
Make sure the title and description are not the same in articles because when people do a Google search, both fields show up on top of each other and the reader sees this repetitive content.

Delete outdated information ASAP. If an event occurred June 23, 2019, by the next day we should no longer have content promoting attendance to the event.

Don’t duplicate pages in AEM because it clutters the system. Please delete duplicate pages or old pages so users don’t encounter out-of-date material.

Always preview your articles to make sure your headline, caption or other text isn’t repetitive.

Always preview pages to avoid repetition. Promo text shouldn’t be repetitive, and this includes all call-to-action content.
Below are examples of repetition that can and should be avoided.

Already an ABA Member

If you’re already an ABA member, simply add the Section to your membership. Not yet an ABA member?

Click Here - TO START YOUR SECTION MEMBERSHIP

Contact Us

Contact Section staff with this online form or by calling 867-5302.
SECTION Magazine

SECTION is the premier magazine devoted exclusively to our topic. It has a circulation of about 9,000 ...

SECTION MAGAZINE HOMEPAGE
View Homepage

Join Our Committees

Join Now

Not a Section member? Join the Section now and enroll in any of our 50 practice-specific committees for free.

Join a - COMMITTEE
Please work with the Digital Engagement team if you have questions about search engine optimization (SEO) or setting up a page. Furthermore, please refer to the website rules and the guide to tagging pages and assets to keep abreast of any changes in AEM.
SCOPO Primer for Book Board Members

Thank you for serving on the book board. The books that you help to publish are a critical contribution to your entity, the ABA, and the profession. Each book supports the ABA’s greater mission to help lawyers excel in their work and professional lives, and to advance the rule of law. We appreciate your time, commitment, and counsel.

This primer is intended as a quick reference for common questions that book board members have about various aspects of the publishing process. Book board cultures and practices are shaped to serve the rich and creative identity of each ABA entity, so this document presents a general view of activities common to each book program. We encourage you to consult your editor and board leadership with any questions about special circumstances or procedures that are unique to your group.

Overview of Board Member Responsibilities

Every book board member has two core responsibilities: 1) identifying leads for potential new projects and 2) reviewing book proposals submitted for the board’s consideration. Many boards also expect members to serve as peer reviewers for book manuscripts, and some also ask that members serve as dedicated managers or liaisons for specific books.

Developing New Projects

Perhaps the most vital responsibility of a book board member is the generation of leads for new projects. As an expert in your field, you have insights into the topics readers want to see, the selling points that will most appeal to book buyers, and the fellow experts who might be qualified and available to serve as authors. The more you apply those insights, the more successful your publishing program will be.

Directly soliciting book projects is the most efficient way to apply your expertise. There are many valid approaches to this, including:

- Leverage your network! If you know someone with relevant expertise, ask them if they’ve ever considered writing a book.
- If you attend a CLE or webinar on a relevant topic, consider reaching out to the presenter.
- If you come across a law review article, a blog post, or even a Twitter thread that seems like it could be the seed of a book idea—especially if it’s well-written—consider reaching out to the author.

If you reach out to someone and they express interest in writing a book, the next step is to put them in touch with your group’s editor. The editor will send a proposal form to the prospective author and answer any questions they have about publishing with your group.

For answers to common questions about our value proposition for authors, see the Author Experience section below.
If you’re not comfortable reaching out directly to prospective authors, there are still plenty of things you can do to help your board develop new projects:

- If you have an idea for a book topic, or if you think of someone who might make a good author, drop a line to your editor and let them know. Suggestions are always welcome!
- If your book board is scheduled to have brainstorming time during a meeting, come prepared to share ideas and participate in discussion.
- Make it known that you’re a book board member and open to questions from prospective authors—by wearing a badge ribbon at your entity’s conferences, for example, or by mentioning it on your LinkedIn.

Your group’s editor is a great resource for any and all questions related to new project development. If you’re not sure who your editor is, see the Table of Editor and Marketer Entity Assignments below.

Reviewing Proposals

Another key responsibility of book board members is reviewing proposals for prospective new projects. Every book that your program publishes must first be approved by the board. As a board member, you help to maintain your program’s standards by carefully considering each proposal so that you can cast an informed vote to approve or reject it.

Your group may have specific guidelines for proposal review, but in general, here is what you should think about when reading a book proposal:

- Would I buy this book? Or if I’m not in the target audience, would my colleagues who are in the target audience buy this book?
- Do I know anything about the author that suggests they would be particularly suitable or unsuitable to write on this topic, or that suggests they would be particularly easy or difficult to work with?
- Does the quality of the book meet our standards?
  - If a writing sample was provided, is it well-written?
  - Does the table of contents reflect a scope and depth appropriate to the project? Is there anything missing, or anything that needs to be cut?
- Is the proposed book original and groundbreaking, or do I know of existing books that occupy the same niche or convey the same ideas in the same way?
- Is the proposed book likely to be financially viable?

On that last point, you can be guided by the business case created by your editor and marketer and the ABA Publishing production team. A business case should be created and made available to you for every proposal that the board votes on. If you’re on the fence about a proposal, a promising or not-so-promising business case can inform your decision.

Reviewing Manuscripts

Many publishing programs require some or all manuscripts to be reviewed in their entirety before publication. Some boards expect all members to be available to review manuscripts if called upon; other boards may designate a subset of board members and outside volunteers as
go-to manuscript reviewers, and still others may assign reviewers on a purely ad hoc basis. If you’re unsure of how your program handles manuscript review, consult your editor or board leadership.

If you are called upon to review a manuscript, your editor will provide you with a manuscript review guide and a due date for your feedback. The typical timeframe for a peer review is one month. As a reviewer, you are expected to read the entire manuscript and provide feedback by filling out your group’s review form and/or by making comments in the margins. If you have any questions at any point during the review process, don’t hesitate to reach out to your editor.

Manuscript peer review requires time, effort, and at least a modicum of subject matter expertise. Timeliness is essential. If you are asked to review a manuscript but have concerns about the time commitment or your ability to provide informed critique, let your editor know as soon as possible so that they can identify someone else.

Managing and Liaising

Some book boards assign each book its own project manager or liaison—a board member who will shepherd the project throughout the development process. This role comes with several responsibilities:

- Virtually meet the author shortly after they sign their contract—typically, your editor or board chair will facilitate an introduction. Get a sense early on of what their project is like and what the book board wants it to be.
- Along with the editor, act as a point of contact for the author’s questions throughout the process.
- When the draft manuscript comes in, act as a peer reviewer (see above).
- When the final manuscript is submitted, take another look through it to confirm that it meets the board’s standards before it is accepted as final and sent to production by the editor.

The role of project manager or liaison exercises significant influence in helping books to successfully publish, and in alerting the book board when there are challenges that put publication at risk.

Each book board that assigns project managers or liaisons constructs the role a little differently. For guidance specific to your group, check with your board chair and/or your editor.

Author Experience

As a book board member, your primary involvement in most projects will be at the proposal stage and sometimes at the manuscript review stage—just one or two steps in a long and complex process. The flow chart on the next page provides a general overview of the publication process followed by most book programs.
BOOK IDEA

- **Author/Editor Selected; Author/Editor Submits Book Proposal to Committee Chair and Executive Editor**

- **Executive Editor, Marketer, and Production Director Construct Business Case**

- **Board Reviews Proposal at Next Regularly Scheduled Meeting (or by Virtual Conference Where Necessary)**

- **Board Approves, Disapproves, Conditionally Approves or Seeks More Information on Proposal; Outline and Sample Chapter are Submitted if Not Already Provided; If Proposal is Accepted, Executive Editor Drafts Contract**

- **Executive Editor Negotiates and Issues Contract in Consultation with Chair**

- **Executive Editor and Committee Liaison (If Applicable) Work with Author/Editor to Develop Manuscript and Timeline for Completion**

- **First Draft of Manuscript Sent to Executive Editor, to Be Sent to Peer Reviewer and in Some Cases Chair and/or Liaison (Typical Review is 30 Days)**

- **Author/Editor Revises Manuscript Based on Reviewer's Comments and Suggestions and Submits Final Draft**

- **Executive Editor (and in Some Cases Chair and/or Liaison) Review Final Draft to Confirm Adherence to the Board's Standards**

- **Executive Editor Sends Manuscript to Production**

- **Manuscript is Copy Edited and Sent to Author/Editor for Review**

- **Proposed Cover Designs are Created and Shared with Author/Editor and in Some Cases Chair; Cover Design Selected and Finalized**

- **Manuscript Text is Laid Out; Page Proofs Sent to Author/Editor for Review**

- **Finalized Pages and Cover Sent to Printer; Books Printed and Sent to Warehouse**
The timeline for drafting and revisions varies from project to project. Completing a first draft may take anywhere from six months to eighteen months (or more), and once the draft is submitted and reviewed, revisions often take one to three months. The production process—comprising the last five steps in the flow chart—always takes about five months.

At proposal acceptance and contract stage it is essential to provide the author with all information on expectations, delivery date, and the publishing process, so that there is a common and agreed understanding and no surprises later in the development process. At contract stage, authors are provided with the Author Guidelines, included as a separate attachment with this primer. The Author Guidelines cover formatting expectations and organizational tips as well as information on ABA marketing initiatives and ways that authors can help to market their work.

There are a few specific aspects of the author experience that book board members often find themselves fielding questions about. These are discussed in more detail below. As a general rule, it’s a good idea to loop in your editor on any correspondence with authors about these topics.

Contracts

Publishing agreements for ABA books use standard templates developed and officially approved by the ABA General Counsel. Authors are encouraged to share any questions or concerns they have about contract terms. Many details of the contract terms are negotiable subject to the General Counsel’s approval, though some—notably including those relating to copyright and licensing rights—are set by policy and cannot be revised. The editor acts as the intermediary between authors and General Counsel during contract negotiations.

Different contract templates are used for different types of projects. A Standard Author Agreement is used for a book with one author or a small group of equally credited co-authors. For a contributed volume, the project lead(s) would sign an Editor Agreement, and the individual chapter authors would sign Contribution to a Collective Work Agreements. There is generally less scope for negotiation in Contribution to a Collective Work Agreements, but they impose correspondingly fewer obligations upon the author—notably, under these agreements, chapter authors retain the copyright to the original text of their work.

All of these templates are updated periodically, so rather than attaching them as addendums here, we encourage you to ask your editor for the latest versions if you’d like to take a look at them.

Author Royalties

Every publishing entity within the ABA sets its own policy on royalties. Some entity book programs offer royalties for every project; some offer royalties rarely if ever. Many groups offer royalties for single-authored and co-authored books but not for contributed volumes. If you’re not sure how your group handles royalties, check with your editor or board chair.

The standard royalty for groups that offer it is in the range of 10% to 15%. Some entities will negotiate royalties permitting an incrementally greater royalty for authors with proven records of success. Author royalties are a component of publishing costs allocated to each book and must be
set and negotiated within the frame of overall costs for a given book and the sales potential. ABA author royalties are calculated based on gross revenue less returns. In other words the only costs subtracted from author royalties are the cost of returned books. So, for example, if an author is paid a 10% royalty and her book makes $15,000 in a given bar year, without any returns, the author would receive $1,500 in author royalties.

Royalty statements and payments are covered in the author contract. Royalties are paid annually at the end of the calendar year for the just-ended fiscal year, and a royalty statement is sent to authors at that time. Authors with questions about their royalty payments or statements can contact authors@americanbar.org.

Authors’ Reuse of Book Content

As a general rule, ABA authors are welcome to reuse limited portions of their published work in other publications. In some contexts, however, authors may need to notify the ABA and get approval before proceeding.

Sole authors and equally credited co-authors who publish under a Standard Author Agreement must notify the ABA and get approval for any planned reuse of significant excerpts from the text. Excerpts under 1,000 words can be used freely, but anything longer would require a formal copyright permission. Authors who need approval to reuse their ABA-published work should contact copyright@americanbar.org. If the work is being reused in a commercial publication, the new publisher may be required to pay a permission fee.

On the other hand, individual chapter authors who sign Contribution to a Collective Work Agreements and volume editors who sign Editor Agreements retain the copyright to the original text of their work. Under those agreements, the ABA has the right of first publication and holds only non-exclusive rights for other uses of the work, such as licensing. So authors contributing under those agreements can freely reuse their work in other contexts, though they should always acknowledge the ABA book as the original place of publication.

As an important caveat, reusability of the original text applies only to the chapters’ respective authors; the volume editor can reuse the original text of their own personal contributions, but cannot reuse chapter authors’ contributions without those authors’ permission.

How To Get ABA Books

Many book boards, though not all, provide board members with a complimentary copy of each book that publishes during their tenure. You don’t need to specially request or order these copies—they should be sent to you automatically. If a book publishes and your expected copy does not arrive, let your editor know. If you change addresses during the bar year, please mention your new address to your editor in addition to updating it in your ABA profile.

If you’d like to purchase additional copies—or if you’d like to refer your friends and colleagues to recent publications, which we encourage!—the ABA web store is here: http://shopaba.org.
The web store can sometimes be tricky to navigate, so if you’re trying to find or refer someone to a specific book, it may be easiest just to do an Internet search for ABA + the book title. The book’s page in the ABA store should be one of the top results.

Most entities’ books are made available through other vendors, notably including Amazon, about nine months after publication. This is a great way to broaden our reach and attract buyers from outside the ABA, but it does come with a trade-off—both Amazon and our distributor take a percentage from every sale through that channel. So if you’re sending someone a link to an ABA book, it’s always best to link them to the ABA web store rather than Amazon if possible.

Book Program Finances

Your editor should provide periodic updates on the financial performance of your book program. On a quarterly or monthly basis, your editor will report on the program’s year-to-date revenue, expenses, and net profit.

There is a lot of understandable confusion about how book programs’ finances work. The complicating factor at the root of most of this confusion is “inventory capitalization” or “inventory valuation,” the system under which a group’s sponsorship of a book is amortized over the lifetime of the product rather than paid as one lump sum at the beginning. A detailed explanation of this process is provided in the Inventory Primer included as a separate attachment with this document.

Inventory valuation is very beneficial to publishing entities in that it eliminates the need for them to pay upfront for book production costs. With inventory valuation, the substantial cost of creating a book need not be a barrier preventing entities from investing in their book programs. However, the system does have its downsides. The way that it handles obsolete inventory adds an element of unpredictability to book program finances.

At eighteen months after publication, each title is reviewed for obsolescence or excess inventory. If there are more copies in stock than have been sold in the prior eighteen months, then the copies in excess of that number are reserved (i.e., written off because it’s likely they won’t be sold), and their unit costs are immediately applied as expenses. If a book has performed poorly, there might be many reserved copies and thus a significant true-up expense. After this point, the title is subject to monthly evaluation, so there can be smaller but less predictable expense hits as the total quantity of copies sold in the prior 18 months decreases.

As a book board member, inventory valuation hits can be disheartening, as they can make it more difficult to perceive successes and progress. It can help to focus on the success of newer publications, which should outweigh the losses from less-successful backlist titles.

Licensing
Over the past two years, ABA Publishing has increasingly emphasized digital content licensing as an additional revenue stream for publishing entities. We have active licensing agreements with six partners: Bloomberg, Casemaker, Fastcase, LexisNexis, Westlaw, and vLex.

<table>
<thead>
<tr>
<th>Licensee</th>
<th>Format</th>
<th>How content provided to end user by Licensee/Distributor</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomberg</td>
<td>books</td>
<td>research database subscription service; users can pull up relevant portions from integrated database; don't get individual copies of books</td>
<td>antitrust, business and corporate law, IP</td>
</tr>
<tr>
<td>Casemaker</td>
<td>pdf or epub</td>
<td>Casemaker will offer ABA books in electronic format. Books will be aggregated in an ABA library on the Casemaker Libra platform, and will show up in search results, with an option to buy, as users do research</td>
<td>small/medium law firms</td>
</tr>
<tr>
<td>Fastcase</td>
<td>pdf or epub</td>
<td>user gets individual copy of book on Fastcase platform or subscribes to larger subscription based offering consisting of multiple ABA titles; user only has access to books as active subscriber</td>
<td>small/medium law firms</td>
</tr>
<tr>
<td>LexisNexis</td>
<td>books</td>
<td>research database subscription service; users can pull up relevant portions from integrated database; don't get individual copies of books</td>
<td>Antitrust books only books currently on LexisNexis Advance</td>
</tr>
<tr>
<td>LexisNexis</td>
<td>books</td>
<td>research database subscription service; users can pull up relevant portions from integrated database; don't get individual copies of books</td>
<td>Antitrust books only books currently on LexisNexis Advance</td>
</tr>
<tr>
<td>Westlaw</td>
<td>books</td>
<td>research database subscription service; users can pull up relevant portions from integrated database; don't get individual copies of books</td>
<td>Antitrust books only books currently on LexisNexis Advance</td>
</tr>
<tr>
<td>vLex</td>
<td>books and periodicals</td>
<td>research database with international focus</td>
<td>strong presence in Latin America, Europe; limited North America presence (primarily Canada)</td>
</tr>
</tbody>
</table>

Some licensing partners are specifically interested in certain subject areas or specific titles, but others are more open to recommendations from us. Casemaker and Fastcase in particular have
been receptive to recommendations. The agreements with them were finalized in late 2018/early 2019, and an initial batch of titles to be licensed was identified at that time.

Licensing agreements are generally made between the licensee and the American Bar Association with ABA Publishing acting as centralized licensing resource. Each book board has discretion over whether to opt in to participation in licensing.

**Managing Challenges with Authors**

Twenty to 30% of all book projects put under contract never publish. This is common across all publishing companies and markets. In other cases, books may publish months or even years beyond the originally negotiated publication date. These risks and variables should be built into every program and every yearly forecast.

Recognizing that authors face many challenges in completing a book, and may find it difficult to provide a clear assessment as to progress or impediments, here are some approaches you can employ:

- Send brief letters outlining the due dates for each manuscript component and the corresponding dates for production and marketing. Writing is a solitary venture, and authors need support and help in remembering that their work is part of a greater enterprise and process.
- Have multiple people in multiple roles reach out to them. If you as the liaison can’t get a response out of them, maybe the board chair or the editor can. As soon as they’re back in touch, ask them to commit to submitting their next deliverable by a specific date.
- If the book topic is important, coordinate with the board chair and editor to provide the author with a clear and final delivery date: submit a manuscript (or outline, or update, etc.) by a specific date, or we’ll have no choice but to cancel the contract and find an alternative author.
- Plan for and accept that you will lose a certain number of books each year and have a plan to replace these with other books that you have developed.

**Balancing Book Board Participation and Other Obligations**

Your service on the book board is essential in sustaining your entity’s publishing vision, mission, and operation. Because publishing is a complex business undertaking requiring broad support and collaborative decision-making to succeed, it is critical that you be able to devote the time needed for board meetings, calls, and author outreach. If work, professional, or life issues make it impossible for you to meet your book program accountabilities, please share this with your book board chair so that a replacement may be found. Your honesty will be valued and appreciated!
<table>
<thead>
<tr>
<th>Publishing Entity</th>
<th>Executive Editor</th>
<th>Marketing Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABA Publishing/Flagship/Ankerwycke</td>
<td>John Palmer</td>
<td>Amelia Stone/Brandon Wilhelm</td>
</tr>
<tr>
<td>ABACLE</td>
<td>Sarah Orwig</td>
<td></td>
</tr>
<tr>
<td>Administrative Law and Regulatory Practice Section</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Affordable Housing and Community Development Law (Forum on)</td>
<td>Lorraine Murray</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Air &amp; Space Law, Forum on</td>
<td>Lorraine Murray</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Antitrust Section</td>
<td>Sarah Craig</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Business Law Section</td>
<td>Entity: Rick Paszkiet</td>
<td>Katrina Krause</td>
</tr>
<tr>
<td>Center for Professional Responsibility (CPR)</td>
<td>Sarah Orwig</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>Children and the Law, Center for</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Civil Justice and Social Rights</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Communications Law, Forum on</td>
<td>Lorraine Murray</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Construction Law, Forum on</td>
<td>Sarah Orwig</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Criminal Justice Section</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Disability Rights, Commission on</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Dispute Resolution Section</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Entertainment and Sports Industries, Forum on the</td>
<td>Lorraine Murray</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>Environment, Energy, and Resources Section (SEER)</td>
<td>Sarah Orwig</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>Family Law Section</td>
<td>Jeff Salyards</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>First Chair Press (Section of Litigation imprint)</td>
<td>Michelle Oberts</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Franchising, Forum on</td>
<td>Sarah Orwig</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>Health Law Section</td>
<td>Jeff Salyards</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Human Rights, Center for</td>
<td>Sarah Craig</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Infrastructure and Regulated Industries Section</td>
<td>Sarah Orwig</td>
<td>Brandon Wilhelm</td>
</tr>
<tr>
<td>Intellectual Property Law Section</td>
<td>Jeff Salyards</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>International Law Section</td>
<td>Lorraine Murray</td>
<td>Francine Bennett</td>
</tr>
<tr>
<td>Judicial Division</td>
<td>Jeff Salyards</td>
<td>Amelia Stone</td>
</tr>
<tr>
<td>Labor and Employment Law</td>
<td>Entity: Brad Hoffman (director)</td>
<td></td>
</tr>
<tr>
<td>Section</td>
<td>Contact Person(s)</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
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<tr>
<td>Law and National Security (Standing Committee on)</td>
<td>Sarah Craig</td>
<td></td>
</tr>
<tr>
<td>Law Practice Division</td>
<td>Sarah Craig</td>
<td></td>
</tr>
<tr>
<td>Legal Assistance for Military Personnel (LAMP)</td>
<td>Sarah Orwig</td>
<td></td>
</tr>
<tr>
<td>Legal Education and Admissions to the Bar Section</td>
<td>Entity: Erin Ruehrwein (a director)</td>
<td>Legal Ed Staff</td>
</tr>
<tr>
<td>Litigation Section</td>
<td>Michelle Oberts / Milagra Harlow</td>
<td></td>
</tr>
<tr>
<td>Public Contract Law Section</td>
<td>Lorraine Murray</td>
<td></td>
</tr>
<tr>
<td>Real Property, Trust and Estate Law Section</td>
<td>Jeff Salyards</td>
<td></td>
</tr>
<tr>
<td>Science &amp; Technology Law Section</td>
<td>Sarah Orwig</td>
<td></td>
</tr>
<tr>
<td>Senior Lawyers Division</td>
<td>Lorraine Murray / Sarah Craig</td>
<td></td>
</tr>
<tr>
<td>Solo, Small Firm, and General Practice Division (GPSolo)</td>
<td>Lorraine Murray</td>
<td></td>
</tr>
<tr>
<td>State and Local Government Law Section</td>
<td>Sarah Craig</td>
<td></td>
</tr>
<tr>
<td>Taxation</td>
<td>Entity: Todd Reitzel</td>
<td></td>
</tr>
<tr>
<td>Tort Trial and Insurance Practice Section (TIPS)</td>
<td>Sarah Orwig</td>
<td></td>
</tr>
<tr>
<td>Women in the Profession, Commission on</td>
<td>Entity: Melissa Wood (director)</td>
<td>Entity Staff</td>
</tr>
<tr>
<td>Young Lawyers Division</td>
<td>Sarah Orwig</td>
<td></td>
</tr>
</tbody>
</table>

**Contact Information**

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Sarah Craig, Executive Editor: Sarah.Craig@americanbar.org
Lorraine Murray, Executive Editor: Lorraine.Murray@americanbar.org
Sarah Orwig, Executive Editor: Sarah.Orwig@americanbar.org
John Palmer, Executive Editor: John.Palmer@americanbar.org
Jeff Salyards, Executive Editor: Jeff.Salyards@americanbar.org
1) ABA has recently launched (2) resource pages featuring digital content created by our entities:
   ABA COVID-19 Task Force Resource Page
   ABA Racial Equity in the Justice System Resource Page

2) Below is a graphic that lists the Areas of Interest with the highest records across all sections, provided by our Digital Content team. This is to say that regardless of their section membership, our members tend to be most interested in these topics.

3) Attached is the Digital Content Playbook, which was created by the Digital Content team and shared by Kyle Kolbe. This can be a resource for all Publishing Boards throughout the ABA.

4) Discussed possibility of conducting a survey of members on how they are consuming digital content provided as a member benefit

5) Work with Digital Content and Digital Publishing team(s) to create a standard set of analytics/reporting that can regularly be provided to the entities, allowing them to use the information/data to drive content decisions and formats

6) Using information on frequently searched topics, identify gaps where we have a shortage of content and work to fill those gaps

7) Align content themes with virtual “conversations” featuring authors and SMEs in various areas of law
Mission:
To support the American Bar Association and its entities by drawing on economies of scale, best practices and industry relationships in furtherance of professional excellence in the publication of books, periodicals, and other content.

Discussed and Approved August 13, 2017
Mission

To support the American Bar Association and its entities by drawing on economies of scale, best practices and industry relationships in furtherance of professional excellence in the publication of books, periodicals, and other content

Goals

• Provide high quality centralized services to support the publishing efforts of ABA entities, and become the vendor of choice
• Improve accountability of ABA Publishing to the entities it serves; building trust and stronger partnerships with ABA entities
• Maintain a future focused plan for ABA Publishing
Goals

• Provide high quality centralized services to support the publishing efforts of ABA entities, and become the vendor of choice

• Improve accountability of ABA Publishing to the entities it serves; building trust and stronger partnerships with ABA entities

• Maintain a future focused plan for ABA Publishing
Goal 1 Provide high quality centralized services to support the publishing efforts of ABA entities, and become the vendor of choice

Strategic Objectives

• Assist ABA entities in pursuing profitable publishing opportunities generating non-dues revenue

• Operational efforts focusing on: Accountability; Customer Service; Communication; Member Value; Cost Efficiency and Non-dues Revenue Growth; Innovation

• Provide transparency in pricing, the menu of services offered, and data allowing comparison to industry norms and templates for financial reporting

• Play a leading role in evaluating and piloting different, digital platforms and delivery mechanism

• Improve member engagement and make member experiences in publishing a positive and substantial contribution to the value of membership

• Collaborate with entities to help them deliver member benefit content costeffectively
Goal 2  Improve accountability of ABA Publishing to the entities its serves; building trust and stronger partnerships with ABA entities

**Strategic Objectives**

- Improve overall communication about publishing services and adapt services to meet the needs of entities and members.
- Improve financial reporting for all product lines
- Share information about industry knowledge and refine offerings based on that knowledge
- Improve coordination, scheduling and communication regarding marketing of entity publications
- Work with entities to strengthen ways that publications and publishing enhance new member acquisition and retention
Goal 3  Maintain a future focused plan for ABA Publishing

Strategic Objectives

• Prioritize annual review and revision of strategic plans and update as required

• Support and strengthen the market reach, authority, and credibility of the ABA brand through all publishing activities
Next Steps
Implementation, Responsibility, Timeline and Measures
Chart to be reviewed and updated by SCOPO and Publishing each year
<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVE</th>
<th>IMPLEMENTATION TASKS</th>
<th>RESPONSIBILITY/TIMELINE/MEASURES</th>
</tr>
</thead>
</table>
| 1. Provide high quality centralized services to support the publishing efforts of ABA entities and become the vendor of choice. | • Assist ABA entities in pursuing profitable publishing opportunities generating non-dues revenue | • Develop and maintain sound business practices (business case analysis tools, author royalty payment systems, advertising practices)  
• Periodically evaluate and revise to ensure efficacy | Staff: Donna’s monthly update reports to SCOPO. Set SCOPO evaluation of progress on all goals and objectives as part of Annual Meeting with periodical reports to Board of Governors, SOC, and Entity client  
ABA Publishing, specifically Marketing, has devoted strong consistent efforts to collaborating with the Digital Engagement group to correct issues in the new webstore to improve sales and the buyer experience.  
Content licensing – including ABA books is being expanded to offer ABA content through more distribution channels  
Identifying new paths for content acquisition  
Staff and SCOPO: Periodic surveys of member client entities  
Set client survey for FY2020  
Working with SCOPO to assess analytics for periodicals content |
<p>|  | • Operational efforts should focus on: Accountability; Customer Service; Communication; Member Value; Cost Efficiency and non-dues revenue growth; Innovation | • Develop and implement tracking mechanisms, guidelines and practices to ensure compliance with these six pillars |</p>
<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVE</th>
<th>IMPLEMENTATION TASKS</th>
<th>RESPONSIBILITY/TIMELINE/MEASURES</th>
</tr>
</thead>
</table>
|      | • Provide transparency in pricing, the menu of services offered, and data allowing comparison to industry norms and templates for financial reporting | • Develop an a la carte menu of services provided  
• Periodically evaluate the menu of services, including content management services, pricing, and viability of new or alternative offerings and implement revisions | Staff: Create pricing matrix, and place on Intranet in first quarter FY2018  
This will roll-out during the 2020 ABA-wide budgeting process beginning in March 2019 - Accomplished |
|      | • Play a leading role in evaluating and piloting different, digital platforms and delivery mechanisms | • Identify and investigate the use of new technologies and share results with entities | 7/31/2019 - ABA Content team developing ways to resurface content using the Opal planning tool.  
Releasing first audio books in FY2020.  
Partnering with third party vendors to get ABA content onto richer AI platforms, and into law school market |
|      | • Improve member engagement and make member experiences in publishing a positive and substantial contribution to the value of membership | • Develop member focused content on publishing activities, clarifying roles, responsibilities and expectations  
• Develop and implement periodic feedback from surveys, SOC, and entity liaisons to SCOPO | Development of SCOPO Subcommittees to address current issues and strategic initiatives within Publishing.  
Working with Law Student and Young Lawyer Divisions to highlight ABA content and authors and to develop new content for these membership categories |
<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVE</th>
<th>IMPLEMENTATION TASKS</th>
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</tr>
</thead>
</table>
| 2.   | Provide high quality centralized services to support the publishing efforts of ABA entities and become the vendor of choice. | • Collaborate with entities to help them deliver member benefit content cost effectively  
• Engage entities in dialogue to explore and anticipate needs, expectations, market trends, and assist in implementing the resulting course of action | Worked with the International Law Section to create a new process for its periodical, International Law News, and dramatically reduce costs.  
Worked with different entities to incrementally reduce periodicals costs: print to digital, lower frequency, etc.  
Evaluating new print-on-demand partnerships |
|      |           |                      | Staff and Donna’s monthly report to SCOPO for all items under 2  
Donna Gollmer met with ABA entity Directors and Managers in February to go over Publishing services and fees and the process for FY20 was successful. We also entered all entity budgets for FY20.  
New inventory cap explanation developed and process of sharing begun. New book author guidelines developed and shared |
<table>
<thead>
<tr>
<th>GOAL</th>
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<th>IMPLEMENTATION TASKS</th>
<th>RESPONSIBILITY/TIMELINE/MEASURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Maintain a future focused plan for ABA Publishing</td>
<td>• Prioritize annual review and revision of strategic plans and update as required</td>
<td>Staff and SCOPO: Meetings and conference calls for all items under Goal 3. Evaluate progress at Annual Meeting.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Devote an appropriate amount of time to discussion, brainstorming and revision of plans with the member leaders</td>
<td></td>
</tr>
</tbody>
</table>

- **Share information about industry knowledge and refine offerings based on that knowledge**
- **Develop content that provides current information to entities allowing informed decision-making on publishing activities**
- **Provide annual update on industry trends at Midyear and Annual Meeting**
  - New authors’ manual will be released in second quarter 2020.
- **Improve coordination, scheduling and communication regarding marketing of entity publications**
- **Develop and implement marketing/business/project plans in collaboration with entities and members**
- **Marketing efforts have established new levels of efficiency and effectiveness in building a completely new social media presence and using email with greater focus and discipline.**
  - New overview of book marketing plan and approach created and shared
- **Work with entities to strengthen ways that publications and publishing support and grow new member acquisition and retention**
- **Periodically engage in discussions with entities to discuss activities designed to support increased membership and retention**
- **Share information on successful publishing strategies that result in membership growth**
- **SCOPO and staff: Set regular conference calls and meetings with Membership to evaluate how content is adding value to membership proposition.**
  - This is a primary project within the New Membership Model initiative.
| • | Develop reports designed to provide information on trends, successes and areas to explore further relevant to publishing activities  
| | Investigate and recommend adoption of successful practices in the industry, and encourage entity participation in these efforts  
| | Evaluate and pilot difference digital platforms and deliver mechanisms and report findings to entities  
| • | Support and strengthen the market reach, authority, and credibility of the ABA brand through all publishing activities  
| • | Develop guidelines on relevant topics designed to preserve the integrity of the ABA brand  
| | Develop any appropriate training to ensure ease of compliance with quality standards  
| | An ABA-wide rebranding effort is a key component of the New Membership Model. Guidelines have been revised after entity input and guidance from the ABA Design Group  
| • | Staff: Guidelines to be developed in conjunction with ABA Design Group  

Staff: Guidelines to be developed in conjunction with ABA Design Group