

Editorial Advisory Committee Meeting

Mar. 21, 2018

Attending in-person: Renee McFarland, Chris Campbell, Aubrie Hicks

Attending via phone: Ruby Aliment, Michael Cherry, Ralph Flick, Marla Fox, Bridget Schuster, Daniel Himebaugh, Joan Miller, Sophia Byrd-McSherry

Absent: Dan Bridges, Christopher Graves, James Hietela, Stephen Jackson

WSBA staff: Margaret Morgan, Sara Niegowski, Terri Sharp, Emily White, Jodie Warren

- Roll call
- March 2018 issue
 - a. Sara Niegowski provided context re why issue was late (related to Board of Governors meetings around addition of new at-large board positions, which affected information being published in the March issue, i.e. Need to Know). A brief update on the resignation of the President for health reasons was also provided.
 - b. Sara also gave a brief overview of the stories that were included.
 - c. Ralph Flick noted issues regarding interviewing someone from a public company, i.e. need to ensure appropriate permission is obtained (e.g. from investor relations/media/public relations person in addition to interviewee).
- Editor's report
 - a. Editorial team is in production on the April issue. This issue and others moving forward will include 'teaser' headlines on the cover to promote stories in addition to the cover feature.
 - b. Overview of articles in the issue – Ralph Flick juror story, Katrin Johnson Interpreter article, Hugh Spitzer article on constitutional law, Judge O'Donnell courtroom security article, the personal story from William Bailey on mother dealing with Alzheimer's, and Mark Fucile article on dealing with online negative reviews
 - c. The June issue will include a "summer reading list" – *not* limited to books on the law or legal issues. Committee members were asked to keep working on story ideas for the June issue, and to submit book reviews (not necessarily with a legal theme) for the summer book list. Reviews should be about 50-150 words. The March and April/May issues will ask Bar members to contribute reviews for this list.
- Story ideas for upcoming issues
 - a. Beyond the Bar – Renee McFarland is approaching a lawyer who is a "Tag Brother" activity to do BTB (and possible Q&A); Chris Campbell also volunteered to submit a questionnaire.
 - b. Sara Niegowski put forth several ideas for discussion:
 - a. Innovation – a series that proposes covering a different topic each month that either addresses a problem/challenge in the law profession and offers an innovative solution, or one that discusses an innovative approach to service offering (i.e. "The Prenup Princess" as proposed by Michael Cherry). Ralph Flick suggested contacting small firm advisor Anne Guinn for novel ideas. Paul Ferrara was suggested as another good source. Chris Campbell brought up the question "How did you hear about us?" that some law firms

ask their clients. Michael Cherry suggested that many practical advice pieces could be available, as needed, to fill out content. Margaret Morgan suggested a tie-in with the proposed amendments to the RPCs dealing with lawyer advertising that have gone to the Supreme Court.

- b. Client Protection Fund – educating lawyers on the purposes/applications of the fund using examples
 - c. Classroom Court in Thurston County and the broader issue of civics education
 - d. Perspectives – again, a regular feature; this one aiming to provide more information on Board and Bar functions.
 - e. Other suggestions from the group: A profile of Mayor Durkan or, as suggested by Sophia Byrd McSherry, of another lawyer-turned-public servant working in a non-Seattle location (e.g., Gov. Inslee comes from Yakima).
- Miscellaneous – the next meeting on April 18 will be the annual planning meeting, scheduled for four hours. Daniel Himebaugh requested an opportunity to discuss developing a policy around how to handle articles from authors who wish to express a particular viewpoint (in reference to the Culvert case article that was recently withdrawn).
 - Editor will send to EAC members, prior to the next meeting, information on unsolicited articles received and pitches for articles so EAC will be prepared to give feedback at next meeting (April 18).
 - Upcoming meeting dates (noon to 1 p.m. except where otherwise noted):
4/18/18*, 5/9/18, 6/13/18, 7/18/18, 8/15/18, 9/12/18, 10/17/18

* Annual planning meeting, 10 a.m. to 2 p.m.