



WSBA EDITORIAL ADVISORY COMMITTEE MEETING

Minutes for January 22, 2014

Attending on-phone members: Allison Peryea (chair), Angela Humphreys, Collette Leland, Dominic Carucci, Douglas Pierce, Greg Tolbert, Kurt Kruckeberg, Mike Heatherly (editor), Scott Snyder

Attending in-person members: Isham Reavis, Renée McFarland

Attending in-person WSBA staff: Jennifer Olegario, Marya Purrington, Stephanie Perry, Todd Timmcke,

Excused/Absent: Mario Cava, James Andrus (BOG Liaison), Randy Trick, Scott Ashby, Sharonda Amamilo

Meeting Called to Order

Allison Peryea, chair, called the meeting to order.

Sneak Preview of February 2014 issue:

- Allison liked the pink on the cover; color is good.
- Allison brought up not using stock photos on the cover; wants real photos and more people.
- Allison liked that there were lots of stories about people, but wishes to have more photos instead of headshots for each article.
- Mike liked the variety in the magazine.
- Isham said he liked the ethics story.

Editorial calendar

- EAC discussed the theme issues and what should go on the cover.
- Jennifer Olegario asked the EAC to think about what they would like to see on the cover as well as what trends they want to see covered in the magazine.
- Jennifer said the content for the March 2014 issue looks great and includes a Top Ten on passive aggressive phrases, the commuter story, and an education story.
- Isham had an article idea for new tech tools that lawyers can use and said he'd work on getting it written.
- Allison suggested a tech-themed issue for the July/August magazine where the EAC can use some of President Palace's story ideas.
- The EAC discussed having a piece in the magazine on military law.
- Allison put out the call for needing more Beyond the Bar Number pieces.
- Jennifer said a Top Ten article was needed for the April/May issue.
 - Doug said he could do the courthouses of Washington.

Editor's Report

- Mike said it was nice to see letters to the editor (especially about the courthouse dogs).
- He said he appreciates everyone's hard work and likes the idea of a tech issue.

Good of the Order

- Todd reminded members to reapply to the EAC if they were eligible and their terms were expiring.

Adjourn/Next Meeting Date

- Allison adjourned the meeting. The February 2014 meeting will be on February 11.

Respectfully submitted by Marya Purrington

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