WASHINGTON STATE
BAR ASSOCIATION

Sections Communications Timelines

Below are important timelines to be aware of when sending communications to section members. We believe this summary will assist with the timeliness of communication with members. All of these timelines are estimates and can be affected by holiday closures and influx of projects. The size of the mailing and/or e-blast can also impact time spent in production. *With the exception of Bar News, all timelines are approximate.*

➢ **E-Newsletter:** *2–3 week process*
- Upon WSBA receipt of first draft: 5+ business days for WSBA review.
- E-blast process/upload to website: 3–5 business days.

➢ **E-mail Broadcasts:** *2 week process*
- Roster request: 3–5 business days.
- E-blast process: Typically 1–5 business days after roster is received.

➢ **NWSidebar:** *Timeline varies with each story idea or submission*
- Contact blog@wsba.org early on to pitch article ideas, brainstorm story angles, and plan content that can be used to help promote section news or events.

➢ **Social Media:** *Timeline varies*
- Work with Sections Team for requesting social media posts on Facebook and/or Twitter. Examples: Mid-year conferences, events, articles.

➢ **Washington State Bar News:** *1-3 month process*
- Nine issues published per year with three double issues (Apr/May, July/Aug, and Dec/Jan).
- Deadline to submit articles is two months prior to each issue (Sept. 1 for November issue).
- Deadline to submit Classifieds or similar short content is one month prior to each issue (October 1 for November issue).
- Recommend contacting editor with article submissions and/or pitches at least three months prior to intended issue date.

➢ **Take Note (WSBA E-newsletter):** *Sent to WSBA members every two weeks*
- Work with the Sections Team to determine timeline.
- Deadline to submit content is usually the Friday before dissemination.

➢ **Web Updates (ExComm changes, calendar events, etc.):** *2–-3 business days*
- Publish change: 1–2 business days.
- Go live on site: 1-2 business days.
- Password Protected Pages: 3–5 business days.

➢ **Hardcopy Mailings (flyers, event invites, etc.):** *2+ week process*
- Roster request: 3–5 business days.
- Production processes: 5–15+ business days, depending on approvals and printing requirements.