
V. Communications

The Virginia State Bar's Communications Department (<http://www.vsb.org/site/public>) is responsible for producing print and online publications for bar members and providing information to the public. Publications include *Virginia Lawyer* and *Virginia Lawyer Register*, *Professional Guidelines*, Latest News at [vsb.org](http://www.vsb.org), E-News mailings, conference and section newsletters, public information brochures, and meeting and seminar programs. Through its Communications Committee, the department has assisted in creating video production guidelines for sections or conferences interested in producing a video. Information about publications beyond what is described in this handbook may be obtained by calling the department at (804) 775-0586.

A. *Virginia Lawyer* and *Virginia Lawyer Register*

Virginia Lawyer and *Virginia Lawyer Register* magazine is the official publication of the Virginia State Bar and is distributed to all VSB members in good standing, general subscribers, law libraries, other state bar associations, and the media. Total distribution, including members of the bar, is about forty-nine thousand.

Virginia Lawyer is published in February, April, June, August, October, and December. Issues contain substantive articles on the law and a number of regular features, including letters to the editor, professional notices, advertising, and classified ads. The magazine also apprises members of disciplinary actions, rule changes, and other regulatory information.

Section and Conference Participation in *Virginia Lawyer* Magazine

- **Bar News**

Virginia Lawyer and *Virginia Lawyer Register* offers a number of ways for sections and conferences to educate lawyers and to promote membership. The first is through the Noteworthy section, which provides highlights of VSB news, CLE recaps, and ongoing activities of members of the bar. It offers a means for every lawyer in Virginia to know what your section or conference is doing and, in turn, helps to encourage section membership. Send your announcement to the editor by e-mail to hickey@vsb.org, or call (804) 775-0586. If you are highlighting a recent seminar or meeting, we encourage photos to accompany your announcement. Digital files should be sent as high-resolution (300 ppi) in jpg, eps, or tiff attachments. Copy deadlines are generally a month before the publishing dates listed above.

- **Dedicated Issues**

Many of the substantive articles that appear in the magazine come from VSB sections or conferences that agree to provide articles (usually three) for a dedicated issue. Sections interested in contributing to a dedicated issue may do so by contacting the editor, Gordon Hickey, at (804) 775-0586 or hickey@vsb.org. A VSB style book is available online at <http://www.vsb.org/docs/VSB-style-book.docx>.

B. Brochures

The VSB Communications Department produces more than twenty brochures for use by attorneys and the general public. Some are available at no charge, others at nominal cost. For a list of these publications, visit the communications website at <http://www.vsb.org/site/publications/>. To obtain copies, call (804) 775-0594.

If your section, conference, or committee is interested in producing a brochure, a request for new publications may be made by filling out an impact statement (see pages 9–10) and sending it to the Communications Department. The request will then be forwarded to the Communications Committee for review.

C. Videos

The VSB receives requests from sections, conferences, and committees wishing to produce videos. The VSB Council has enacted guidelines for video production that were recommended by the Communications Committee. These guidelines are reprinted below.

1. The Communications Committee will meet as necessary to consider ideas for videos. Section, conference, and committee chairs will be apprised, in advance, of the dates of these meetings and asked to submit any ideas or plans their groups may have for videos.

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2. An idea for a video should be accompanied by a proposal that includes a VSB impact statement (see pages 9–10) for the proposed video and an outline of the script.
 3. Based on the idea, outline, cost, and availability of resources, the Communications Committee will make recommendations to the VSB Executive Committee.
 4. Approval for production of a video will come from the Executive Committee, with the provision that a final script will need to be reviewed, as will the video itself prior to its release.
 5. Once approval is received, the committee or section will be responsible for procuring the production company and writing the finished script.
 6. The final script will be reviewed by a video committee that comprises a staff member from the bar and two members of the Communications Committee chosen by the committee.
 7. Credit lines on videos should include acknowledgment of any foundation or grant support; e.g., “This project was financially assisted by The Virginia Law Foundation.”
 8. A rough cut of the video also will be reviewed and approved by the video committee prior to any release or use of the video. The committee may choose to have the video viewed by a larger and more diverse group if it is being produced for the public.

D. Annual Report

The Virginia State Bar Annual Report is a summary of the bar’s activities published each fiscal year. The report is used for research by VSB staff and volunteers, journalists and historians, court and government officials, and legislators for resource information and policymaking.

The chair of each section, conference, committee, and task force should **file an annual report before its annual meeting, but no later than July 1, 2017**, about activities from July 1 to June 30 in the prior fiscal year. The chair who served during the report year usually writes the report. The report should be sent to the Communications Department at dnorman@vsb.org.

Previous annual reports may be read at www.vsb.org/site/about/annual-reports/.

Your annual report may include the following information:

- number of members of your section or conference;
- special activities during the fiscal year and the key person in charge of each (full names, please);
- significant issues that arose and how they were resolved;
- continuing legal education programs sponsored by your group;
- officers and board members for the next fiscal year; and
- the name and title of the person filing the report.

The Annual Report is published online only. Questions about the annual report should be addressed to Dee Norman at (804) 775-0594 or dnorman@vsb.org.