

# XIV. Publications, Videos, Newsletters and Section Web Pages

The Virginia State Bar's Department of Publications and Public Information ([www.vsb.org/public.html](http://www.vsb.org/public.html)) is responsible for producing publications for bar members and providing information to the public. Publications include the *Virginia Lawyer* and the *Virginia Lawyer Register*, *Professional Guidelines*, several in-house departmental newsletters, public information brochures and meeting and seminar programs. Through its Publications and Public Information Committee, the department has assisted in creating video production guidelines for those sections/conferences interested in producing a video. Additional information about available publications, beyond what is described in this handbook, may be obtained by calling the department at (804) 775-0585.

## A. The *Virginia Lawyer* and the *Virginia Lawyer Register*

The *Virginia Lawyer* and the *Virginia Lawyer Register* magazines are the official publications of the Virginia State Bar and are distributed to lawyers, judges, general subscribers, law libraries, other state bar associations and the media. Total distribution, including members of the bar, is about 38,000.

The *Virginia Lawyer* is published in February, April, June/July, October and December. Each issue contains substantive articles on the law; a number of regular features, including letters to the editor, professional notices and classified ads.

### Section and Conference Participation in the *Virginia Lawyer* Magazine

- *Bar News*

The *Virginia Lawyer* offers a number of ways for sections and conferences to participate in the magazine and to promote membership. The first is through *Bar News*, which provides highlights of ongoing activities. 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 fax at (804) 775-0582; by e-mail to [coggin@vsb.org](mailto:coggin@vsb.org); or by phoning the editor at (804) 775-0585. 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 format.

- *Dedicated Issues*

Many of the substantive articles that appear in the magazine come from VSB sections/conferences that agree to provide articles (usually four) for a dedicated issue. Sections interested in participating in a dedicated issue may do so by calling the editor, Rodney Coggin at (804) 775-0585 or e-mail [coggin@vsb.org](mailto:coggin@vsb.org). Writers' guidelines and a copy of the *Virginia Lawyer* are available to authors upon request.

The magazine that alternates with the *Virginia Lawyer* is the *Virginia Lawyer Register*. Published in January, March, May, August/September and November, this magazine apprises members of disciplinary actions, rule changes and VSB Council actions.

## **B. Brochures**

**([www.vsb.org/publications/index.html](http://www.vsb.org/publications/index.html))**

The VSB Publications Department produces more than 20 brochures for use by attorneys and the general public. Some are available at no charge, others at nominal cost. To obtain copies, call (804) 775-0586. For a list of these publications, visit the publications Web site at [www.vsb.org/publications/index.html](http://www.vsb.org/publications/index.html).

If your section/conference is interested in producing a brochure, requests for new publications will be considered by filling out an impact statement (see pages 8–9) and sending it to the Publications Department. The request will then be forwarded to the VSB Publications and Public Information Committee, which oversees new publication requests.

## **C. Videos**

The VSB has recently received a number of requests from sections/conferences wishing to produce videos. Accordingly, the VSB Council enacted a number of guidelines for video production that were recommended by the Publications and Public Information Committee. These guidelines are reprinted below.

1. The Publications Committee will meet twice a year 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.
2. An idea for a video should be accompanied by a proposal that includes a VSB impact statement (see page 8–9) for the proposed video and an outline of the script.
3. Based on the idea, outline, cost and availability of resources, the Publications Committee will make recommendations to the 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 comprised of a staff member from the bar and two members of the Publications 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 will also 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. Section and Conference Newsletters

Section and conference newsletters offer an important means of communicating with members and keeping them up-to-date on important issues and activities. Most VSB sections and conferences publish at least one newsletter a year and many publish several a year. The following guidelines will help you with production of your group's newsletter. For additional information, contact Cheryl Pavkov, VSB newsletter liaison, at (804) 775-0587 or pavkov@vsb.org.

### 1. *Scheduling*

Decide how many newsletters you plan to publish for the year and create a schedule for publication. Send your schedule to the newsletter liaison.

**SPECIAL SCHEDULING NOTES:** Section dues are received continually during the months of July and August. Therefore, section membership lists fluctuate in size during this time period. Sections are encouraged to schedule newsletters after September 1 to ensure distribution to all new members of the section. December is a hectic time because of the holidays. Please avoid publishing newsletters between December 15 and January 15 unless you give prior notice to the newsletter liaison. **The deadline for submitting newsletters before the Annual Meeting (June 15–18, 2006) is May 2, 2006.**

### 2. *Budgeting*

There are two basic costs associated with production of a newsletter: desktop publishing costs and printing costs.

- *Desktop Publishing*

Some sections have their newsletter produced at the newsletter editor's office, by law school students or by an outside vendor. For those sections without the resources to produce a newsletter themselves, the VSB can provide the name of a freelance desktop publisher who is available to produce section newsletters. For more information, contact Cheryl Pavkov, VSB newsletter liaison, at (804) 775-0587 or pavkov@vsb.org.

- *Professional Printing*

All newsletters eventually will be sent to a professional printing company for duplication. Costs for the printing of your newsletter are based on the number of pages it contains, the quantity printed and other considerations such as use of color and photographs. As a state agency, the Virginia State Bar routinely obtains at least three quotes for any outside services. At the beginning of each bar year, we obtain estimates from professional printers based on the average size of your group's newsletter in the last year. The quality printer providing the most reasonable estimate is selected to print your newsletter throughout the year.

**PLEASE NOTE: The newsletter editors and the chairs are responsible for ensuring that the costs of publishing newsletters throughout the year (printing, desktop publishing, postage, handling) will be covered by the group's budget.**

### **3. Production and Layout**

Please familiarize yourself with the following instructions for layout and production. They will be especially helpful to your desktop publisher.

**COPY PREPARATION**—Newsletters submitted to the publications office must be camera-ready (pages in finished form ready for the printer). Both a hard copy, using only one side of an 8 1/2" x 11" page, and a disk copy should be submitted to the newsletter liaison. Proof your copy carefully; the VSB publications staff is not responsible for proofreading section/conference newsletters. If your desktop publisher is sending materials on disk, please ask that they inquire with the VSB newsletter liaison about acceptable file information.

**MASTHEAD**—Leave sufficient space at the top of the first page for the section/conference flag, or masthead (front page title and graphics). Include, just below the title, the volume and number (or month and year) of the issue—this is important for cataloguing. (A copy of each newsletter is maintained in the VSB office.)

**PAGE NUMBERS**—Number each page at the bottom, except for page one. Begin numbering with page 2, which will become the first left-hand page.

**PHOTOGRAPHS**—To improve the visual appeal of your newsletter, plan space for black-and-white photographs. Label the backs of photographs (and the corresponding spaces in the newsletter) “A”, “B”, “C”, etc., with a felt-tip pen (let the ink dry before stacking photographs). Place photographs in a manila envelope or between two pieces of cardboard with the newsletter. (Do not use paper clips on photos.) Production costs may be minimized by limiting the number of photos. Keep in mind, the printer will charge for each photo scanned. When providing digital photos, please send only high-resolution files (300 ppi) in jpeg, tiff or eps formats.

### **4. Paper**

Newsletters are normally professionally printed on plain white paper. Color paper is available, but at an additional cost.

### **5. Mailing**

Newsletters are mailed at presort standard rate. For sections with fewer than 200 members, the VSB staff will arrange to have extra copies mailed to the VSB office in order to make up the 200 pieces required for a bulk mailing. A standard VSB mailing page with the VSB seal, return address and mailing indicia is added to most newsletters, although several sections have designed their own back mailing pages.

### **6. Timetable**

Listed below is a production schedule\* for printing and mailing section newsletters:

From VSB to Printer:	1–3 days
Printing and Binding:	7–10 days (may take 1–2 days longer if special features are involved)
From Printer to Mailer:	1 day
Through Mail to Membership:	3–10 days

## **E. Section and Conference Web Pages**

The state bar has an agreement with the Virginia.gov to host our Web site and to develop interactive electronic applications. Virginia.gov is a state entity that assists other Virginia government entities in providing information services via the Internet. It is part of the Virginia Information Technologies Agency, VITA.

Kirk Whiting is our primary contact at Virginia.gov (kwhiting@virginiainteractive.org or 804-786-3795). He is available to explain the extent of Virginia.gov's ability to develop interactive applications for sections/conferences, and to determine what fees will be involved for those services. If a section/conference chooses to designate its own Webmaster, Virginia.gov will provide the necessary authorized access to maintain the site. Please be advised that if a section/conference wishes to engage a vendor that is not on state contract, state procurement guidelines must be strictly followed. If referrals for freelance Webmasters are needed, contact Rod Coggin at coggin@vsb.org or (804) 775-0585, or Caryn Persinger at persinger@vsb.org or (804) 775-0588.

A disclaimer will appear on all section/conference home pages that states that the information is the work of the section/conference and that it does not necessarily reflect official state bar views or policies. Password protection is currently not available for page forums, but may be developed in the future. Generic entry codes may be used at any time to access message boards, forums, etc., in an open (public) architecture environment.

If your Webmaster has questions about your section's/conference's home page, please have them contact Rod Coggin at coggin@vsb.org or (804) 775-0585, or Caryn Persinger at persinger@vsb.org or (804) 775-0588.