

An Editor's Guide to ISBA Newsletters

Updated July 2021



424 S. Second Street
Springfield, IL 62701

www.isba.org

Introduction

Newsletters are at the heart of the ISBA's publications program. They provide members with targeted practice news and Section/Committee updates available nowhere else. Your role as editor is essential to the vitality of the ISBA. What you publish today will be archived and reviewed for decades to come.

Thank you for taking on this important job. I look forward to working with you in the coming year!

Sara Anderson
ISBA Publications Manager
sanderson@isba.org

About ISBA Newsletters

The newsletter program has been around a long time—several of our titles have been publishing for more than 50 years! Some other facts you may not have known include:

- ***We're varied***—The ISBA publishes 40+ section newsletters, and seven committee newsletters.
- ***We're popular***—In total, our newsletters have more than 60,000 subscribers.
- ***We're prolific***—We produce approximately 250 newsletter issues annually.
- ***We're homegrown***—We create and distribute all of our newsletters.
- ***We're timely***—With fast turnaround times, our newsletters are a great way to provide content that is useful to members' practice in a fast, efficient way.

Digital Only

In 2018, ISBA moved to digital-only newsletters in response to data showing members strongly prefer a digital format. Printable PDF copies are still available for download in each issue.

Our Readers

Newsletter subscriptions are limited to members of the Illinois State Bar Association and certain institutions, such as law libraries. Newsletter subscriptions come with membership in ISBA sections, which cost \$30 per year.

Circulation*

Administrative Law	381	Civil Practice & Procedure	2,093
Agricultural Law	331	Commercial, Banking	
Alternative Dispute Resolution	372	Collections, & Bankruptcy	708
Animal Law	139	Construction Law	283
Bench & Bar	1,010	Corporate Law Departments	621
Business Advice and Financial Planning	660	Criminal Justice	1,128
Business and Securities	800	Education Law	256
Child Law	345	Elder Law	1,171

Employee Benefits	204	Law Office Management	
Energy, Utilities, Transportation & Telecommunications	134	& Economics	289
Environmental Law	292	Legal Technology	334
Family Law	1,928	Local Government Law	578
Federal Civil Practice	422	Mineral Law	76
Federal Taxation	567	Privacy & Information Security Law	330
General Practice, Solo and Small Firm	893	Real Estate Law	2,375
Health Care	493	Senior Lawyers	8,885
Human Rights	280	State & Local Taxation	401
Insurance Law	529	Tort Law	1,351
Intellectual Property	519	Traffic Laws & Courts	522
International & Immigration Law	397	Trusts & Estates	2,507
Labor & Employment Law	924	Workers' Compensation Law	667
		Young Lawyers Division	11,057

**Source: 2021 Advertising Rate Card*

What's in It for You

The editor is a volunteer position. But over the years we've worked to find some ways to compensate you for your time and efforts. Here are a few of the perks you'll enjoy during your tenure:

- You'll receive a monthly summary listing every newsletter and article we send out.
- You'll have access to all sections' online newsletter archives.

Plus, you could win awards and the admiration of your peers! See page 7 of this guide for details.

What You Need to Do

Publish **four** issues per year. The publication schedule is at your discretion, but we recommend one issue per quarter.

The deadline to submit materials to the ISBA publication manager for guaranteed publication in any given month is the 10th of that month.

A sample publication schedule is as follows:

- 1st Quarter — Issue 1 due on or before September 10
- 2nd Quarter — Issue 2 due on or before December 10
- 3rd Quarter — Issue 3 due on or before March 10
- 4th Quarter — Issue 4 due on or before June 10

How to Do It

Broadly speaking, you have two duties as editor:

1. Gather articles for publication; and
2. Send those articles in to be published.

Gathering Articles

So how do you find material to publish? This is arguably the toughest part of the job. The good thing is there's no minimum number of articles required to publish a newsletter issue. That said, you still need to provide your readers with a quality newsletter.

The best way to find articles is to enlist the help of your fellow Section Council or Committee members. Making the newsletter an agenda item and distributing a sign-up sheet is an effective way to recruit authors. Some editors find that coming up with a list of article topics prior to a meeting works better than asking members to choose their own subjects. Other editors have developed relationships with law schools and find that law students provide an excellent resource.

Remember that authorship helps the author too—you can always use the selling points below when soliciting articles.

By writing a single article, an ISBA author can:

1. Qualify for MCLE credit (see page 8 of this guide for details).
2. Build a more impressive resume.
3. Take advantage of a free marketing opportunity.
4. Request a complimentary PDF copy of the article for the author's website.

But what if you just can't find a single article? Here are some other resources/options to consider:

- Ask your chair to write a chair's column
- Write an editor's column or introduction
- Case summaries
- Legislative updates
- Point/counterpoint
- DOs and DON'Ts lists
- News and trends
- Checklists
- Book/product reviews
- Updates to previously published articles
- Occasionally, reprinted articles from other ISBA newsletters
- And occasionally, evergreen articles are available from ISBA

Remember to stay on topic (family law for the Family Law newsletter, etc.) and not to defame, plagiarize, or infringe the copyright of anyone else. Also, note that the ISBA has the ultimate authority to determine newsletter content. For more about what is and isn't appropriate content, see the editorial policy on pages 9-10.

Sending Materials

First, review all articles for substance, ensuring that all facts are correct and the case citations are accurate. Once you're satisfied with all articles you want published, **you will send everything in a single email it to Sara Anderson, ISBA publications manager, at sanderson@isba.org.**

Once you send it to the ISBA, your role as editor is completed. Newsletters will be checked for misspellings, misplaced or displaced punctuation, inconsistencies in style, and proper citation format. You will not see page proofs or have any further opportunities for changes.

All copy for newsletters must be provided electronically, with each article or document as a separate attachment in Word. Supporting files (e.g., photos, tables, charts, graphs, etc.) must be sent as separate files in .JPG or .PNG file formats. Our goal is to produce newsletters faster and more efficiently—that means we cannot accept hard copy or faxed manuscripts as submissions. When you send in the material, please include the following information:

- The title and author of each article
- The order that each article is to appear
- A release form as an attachment (or the status of the release form)
- An abstract of the article, if you'd like (see page 6 for details)
- Any special instructions

Deadline

To guarantee publication in any given month, all materials must be **submitted in full no later than the 10th of that month**. This applies to newsletter content as well as any supporting documentation, including author permission forms.

Newsletter Length

There is no minimum length for newsletters, however, we recommend newsletters that are approximately eight pages in length. Shorter newsletters are produced more quickly and readers prefer them for their easy readability. The basic rule of thumb is that four pages of double-spaced type in Word are equal to one page of a published newsletter.

Copyright

Authors always retain the copyright to their newsletter articles and can publish elsewhere whenever they choose. But we still ask all authors (or copyright holders, if that's not the same person or entity) to sign one of our publication agreement forms. **If they won't sign the form as is, we can't publish.**

We offer two options, a general-use and a single-use form. The general use form may be signed once for all future articles written. Please offer regular contributors the option of signing and returning a general release, which should be more convenient for them and us. The single-use form must be signed each time an author has an article published in any ISBA newsletter. Copies of both forms appear at the end of this guide, and are available on the ISBA's newsletter webpage, at <http://www.isba.org/publications/sectionnewsletters>.

Abstracts

When published to our website, each article is given a brief summary. You're welcome to provide this yourself, or to encourage the author to write this when he or she submits the article to you.

ISBA Style

Length

Articles may be as long or as short as the author chooses to make them. However, **we recommend aiming for articles that are no longer than 2,500 words in length.** If an article is particularly long, it can be broken up into smaller portions and run as a series of articles.

Editing

Although it is the newsletter editor's responsibility to review and edit all articles, ISBA staff may make non-substantive editorial revisions to articles.

Endnotes and Citations

Citations should be in endnote form rather than in the body of the article. Citations should be consistent with the Style Manual for the Supreme and Appellate Courts of Illinois, http://www.state.il.us/court/StyleManual/SupCrt_StyleManual.pdf, which largely adheres to A Uniform System of Citation (the Bluebook).

Author Bio Statements

Our online archival system only allows for the author's name, NOT firm info, city, etc. If an author wishes to include specific information about firm, title, city, etc., please include a brief author bio at the end of the article.

Disclaimers

Each newsletter is published with the following disclaimer:

This newsletter is for subscribers' personal use only; redistribution is prohibited. Copyright Illinois State Bar Association. Statements or expressions of opinion appearing herein are those of the authors and not necessarily those of the Association or Editors, and likewise the publication of any advertisement is not to be construed as an endorsement of the product or service offered unless it is specifically stated in the ad that there is such approval or endorsement.

Articles are prepared as an educational service to members of ISBA. They should not be relied upon as a substitute for individual legal research.

The articles in this newsletter are not intended to be used and may not be relied on for penalty avoidance.

Awards

The ISBA strives to recognize those who go above and beyond the call of duty. Here's what you have to look forward to:

Service Awards

Newsletter editors may be awarded Service Awards if they have published at least four issues per fiscal year for five, 10, 15, 20, or 25 years of service to the ISBA.

Austin Fleming Award

Established in 1981, the award was named posthumously for Austin Fleming, editor of the ISBA's Trusts and Estates Section newsletter for 25 years. The award is based on the concept of meritorious service to the Association and is not necessarily to be given every year. Editors must have served a minimum of 10 years to be eligible.

Advertising

Each of our newsletters accepts advertising. Contact ISBA's Advertising Coordinator, Nancy Vonnahmen, for prices and information at nvonnahmen@isba.org. A rate card can also be found at law.isba.org/3jRCqDM.

Ads will only be run when space in the newsletter allows—No articles or other material will ever be displaced by advertising.

Reader Comments

Readers are able to comment on articles on the ISBA website. If an article you've published receives a comment we'll notify you and you can in turn let your author know in case a response is necessary or requested.

Indexes

Author Index

All newsletter authors are listed alphabetically by last name on our website at <http://www.isba.org/publications/sectionnewsletters/authors>

Subject Index

Published articles can also be searched by topic at <http://www.isba.org/publications/sectionnewsletters/subjects>.

MCLE Credit

According to Rule 795(d)(7) of the Supreme Court of Illinois' Minimum Continuing Legal Education Rules, authors who write "law-related articles in responsible legal journals or other legal sources" can get MCLE credit. The Rule states that "[a]n attorney may earn credit for writing law-related articles in responsible legal journals or other legal sources, published during the two-year reporting period, that deal primarily with matters related to the practice of law, professionalism, diversity and inclusion, mental health and substance abuse, civility, or ethical obligations of attorneys." The Court's MCLE Rules are available at the MCLE Board's web site at http://www.state.il.us/court/SupremeCourt/Rules/Art_VII/ArtVII.htm#c.

Can authors claim CLE credit for the time they spend writing and researching ISBA newsletter articles? The answer depends on whether (1) ISBA newsletters qualify as "responsible...legal sources" and (2) the article in question qualifies as a "law-related article" addressing one of the listed topics.

On the first issue, to the best of our knowledge, the ISBA newsletters are responsible legal sources. On the second issue, each author needs to review Rule 795(d)(7) and, considering the content of the article, determine whether the article is a "law-related article" that "deal[s] primarily with matters related to the practice of law, professionalism, diversity issues, mental illness and addiction issues, civility, or ethical obligations of attorneys." For example, an article on a recent fundraiser or networking event would not qualify for MCLE credit. Likewise, a non-substantive news-type feature, such as an article reporting on another speaker's presentation or another attorney's accomplishments, would not qualify for MCLE credit.

If your article was published in an ISBA newsletter and you choose to claim hours you spent writing it toward your MCLE requirement, please keep the following elements of Rule 795(d)(7) in mind:

- Authors must keep contemporaneous records of the time they spend preparing an article.
- Authors can earn CLE credit for the actual number of hours spent researching and writing a qualifying article, but – quoting the court's Rule 795(d)(7)(iii) – "the maximum number of credits that may be earned during any two-year reporting period on a single publication is half the maximum CLE hours required for that reporting period." Thus the maximum for a single publication is 15 hours.
- Authors can only earn credits for the reporting period in which an article was published, regardless of when it was written.
- Republication of any article entitles to the author to no additional CLE credits unless he or she made substantial revisions or additions.

For more information, visit the MCLE Board's website at https://mcle.custhelp.com/app/answers/detail/a_id/477/kw/credit%20for%20writing.

VI. SECTION NEWSLETTERS

A. General

1. The Assistant Executive Director for Communications, in consultation with the Board, administers the section newsletter program.
2. Each section chair must appoint one or more newsletter editors and then reports those appointments to the ISBA Communications Department.
3. Each section or committee with a dues-paying membership shall publish a minimum of one newsletter per quarter. The ISBA Communications Department staff will work with the newsletter editor(s) and section council/committee chair to address a failure to meet this requirement. If a section or committee is out of compliance with this policy and, in the judgment of the ISBA Publications Manager and the Assistant Executive Director for Communications, the section council/committee chair has failed to adequately address the noncompliance, they will report that failure to the ISBA Executive Director or Board of Governors for appropriate action.
4. The ISBA Communications Department, in consultation with newsletter editors, sets newsletter schedules.
5. Material for any month's newsletter, including supporting documentation such as author permission forms, must be submitted in full no later than the tenth day of the month.
6. A section council or council representative may not distribute, or direct ISBA staff to distribute, that section's newsletter to section nonmembers (e.g., as part of a campaign to recruit members to the section). This policy does not prohibit de minimis, one-to-one distribution of newsletters in the furtherance of section business (e.g., sharing an issue of the section newsletter with a member of another section council).
7. Newsletters are ideally eight pages in length, but longer newsletters may be accommodated.
8. A Newsletter Editor's Guide, which details policies and procedures, is produced annually and provided to all newsletter editors.
9. The ISBA Publications Manager shall designate the month of each newsletter issue consistent with best publications practices. Best practices include (1) delivering newsletters in the month of publication and (2) not delivering more than one newsletter a month.

B. Editorial Policy

1. A section or committee newsletter shall provide information of value to the section or committee members. Newsletter articles should relate to the subject(s) to which the section or committee is/are devoted (e.g., family law, legal technology, etc.). Sections and Committees

may also use their newsletters to make public statements or support legislation under the circumstances set forth in Section 3.8 of the ISBA Bylaws when such positions are not contrary to positions taken by either the ISBA Assembly or the Board of Governors.

2. Each newsletter shall contain a disclaimer with respect to content, indicating that the views set forth therein are those of the authors and do not necessarily represent the views of the ISBA or the Section or Committee.
3. Authors shall not defame anyone, infringe any copyright, or commit plagiarism. Further, authors may discuss pending cases only if they are not involved in the litigation and they do not urge a court to decide a case in a particular way. Finally, promotion in ISBA newsletters of non-ISBA-affiliated products or services by or on behalf of those with a financial interest in those products or services is prohibited unless it is paid advertising.
4. A section council or committee may act as the editorial board for its newsletter; however as publisher, the ISBA has the ultimate authority to determine newsletter content. This authority shall be exercised by the ISBA Executive Committee with input from the IBJ Editorial Board.

C. Awards for Newsletter Editors

1. Editors who have served for five years and produced an average of at least four newsletters each year (defined as a fiscal year) will be awarded a certificate or other appropriate commemorative item acknowledging this service. They are eligible for another certificate for every additional five years of service on the terms described above.
2. The IBJ Board may also confer the Austin Fleming Newsletter Editors Award. Eligibility criteria and other details are set out in Appendix C.

D. Newsletter Subscription Policy

1. No Illinois law firm may subscribe to a newsletter (except through the package subscription plan).
2. No Illinois lawyer who is not a member of the ISBA may subscribe to a newsletter.
3. Out-of-state attorneys who are neither licensed in Illinois nor Illinois residents, must become ISBA Non-Resident Members to subscribe to a newsletter at a fee established by the Communications Department, in consultation with the Department of Administrative Services.
4. A complimentary subscription list will be maintained. Subscribers may be added to this list at the discretion of the Communications Department in consultation with ISBA staff.
5. Any nonlawyer who is a member of a section council shall receive a complimentary subscription to that section's newsletter.

A Final Note

We're constantly trying to make newsletters and the experience of creating them even better. If you ever have any suggestions for us, feel free to pass them along.

We value your work for us and are here to help anytime. If there's ever anything I can do to assist you in your role as newsletter editor, please let me know.

With that in mind, I can always be contacted at sanderson@isba.org

Thanks again,

Sara Anderson
ISBA Publications Manager

Forms

ISBA NEWSLETTER PUBLICATION AGREEMENT (GENERAL)

FROM: Illinois State Bar Association
424 S. Second St., Springfield, IL 62701
Fax: (217)525-0712

TO: Author's Name: _____

Postal Address: _____

Phone: _____

Fax: _____

E-mail: _____

License Terms: As a condition of publication and for no monetary compensation, you hereby grant to the Illinois State Bar Association (ISBA) the following rights to any Work you submit for publication in an ISBA newsletter: (1) the nonexclusive irrevocable worldwide license to reproduce, distribute, perform, and display the Work and to license the Work, or any part thereof, in any medium or form of communication, now existing or later developed; and (2) the nonexclusive irrevocable worldwide license to use the Work, or any part thereof, in any other publication produced by the ISBA ; (3) the right to make non-substantive editorial revisions to the Work. In addition, you grant the nonexclusive irrevocable worldwide right to use the Work to promote and publicize the ISBA or its publications, including the right to use your name and a likeness and biographical data as previously submitted by you. If published, you will be identified as the author of the Work, or co-author if applicable.

Warranty: You warrant that the Work is original to you, that it is not subject to any existing copyright and that you have authority to grant the rights in this Agreement; that its publication will not, under the laws of the United States, libel anyone or infringe on or invade the rights of others and will not cause harm to anyone; and that you have full power to make this agreement. Should the Work contain any material, which under United States law requires written permission for inclusion in the Work, you agree to obtain before publication such permission from the copyright proprietor consistent with this Agreement.

If the Work or another version of the Work has been previously published or submitted for publication, please note the publication and date. If the foregoing terms are satisfactory, please sign and date this agreement below and return it to the ISBA staff, with copy to the appropriate newsletter editor. Execution of this Agreement does not obligate the ISBA to publish any of your Work. Thank you for your submission.

Author's Signature:

_____ Date _____

U.S. GOVERNMENT EMPLOYEES, PLEASE CHECK [a] OR [b]: _____ [a] This Work was written on my own time and was not required by my assigned job or official duties as a U.S. Government employee. _____ [b] This Work was written as part of my assigned job or official duties as a U.S. Government employee.

ISBA NEWSLETTER PUBLICATION AGREEMENT (SINGLE WORK)

FROM: Illinois State Bar Association
424 S. Second St., Springfield, IL 62701
Fax: (217)525-0712

TO: Author's Name: _____

Postal Address: _____

Phone: _____

Fax: _____

E-mail: _____

We are pleased to consider the publication of your Work, tentatively entitled:

To be included in the specified (or a subsequent) issue of the following periodical:

_____ Vol. No. _____ Issue No. _____.

License Terms: As a condition of publication and for no monetary compensation, you hereby grant to the Illinois State Bar Association (ISBA) the following rights to any Work you submit for publication in an ISBA newsletter: (1) the nonexclusive irrevocable worldwide license to reproduce, distribute, perform, and display the Work and to license the Work, or any part thereof, in any medium or form of communication, now existing or later developed; and (2) the nonexclusive irrevocable worldwide license to use the Work, or any part thereof, in any other publication produced by the ISBA ; (3) the right to make non-substantive editorial revisions to the Work. In addition, you grant the nonexclusive irrevocable worldwide right to use the Work to promote and publicize the ISBA or its publications, including the right to use your name and a likeness and biographical data as previously submitted by you. If published, you will be identified as the author of the Work, or co-author if applicable.

Warranty: You warrant that the Work is original to you, that it is not subject to any existing copyright and that you have authority to grant the rights in this Agreement; that its publication will not, under the laws of the United States, libel anyone or infringe on or invade the rights of others and will not cause harm to anyone; and that you have full power to make this agreement. Should the Work contain any material, which under United States law requires written permission for inclusion in the Work, you agree to obtain before publication such permission from the copyright proprietor consistent with this Agreement.

If the Work or another version of the Work has been previously published or submitted for publication, please note the publication and date. If the foregoing terms are satisfactory, please sign and date this agreement below and return it to the ISBA staff, with copy to the editor. Execution of this Agreement does not obligate the ISBA to publish any of your Work. Thank you for your submission.

Author's Signature:

_____ Date _____

U.S. GOVERNMENT EMPLOYEES, PLEASE CHECK [a] OR [b]: _____ [a] This Work was written on my own time and was not required by my assigned job or official duties as a US. Government employee. _____ [b] This Work was written as part of my assigned job or official duties as a U.S. Government employee.