

# ISBA Publications

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# ISBA Communications Department

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1. Publications
  - *The Illinois Bar Journal*
  - *E-Clips*
  - *Illinois Lawyer Now*
  - *The Bar News*
  - *Illinois Courts Bulletin*
  - Section & Committee Newsletters
  - Books
  - Consumer Legal Guides
2. ISBA website
3. Social media
4. Marketing
5. Advertising sales
6. Public relations
7. IllinoisLawyerFinder (online public directory)

# What role do section council & committee chairs play?

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1. Section & Committee Newsletters (required)
2. Updating “Consumer Legal Guides” (required)
3. Books (optional)
4. “Brand Ambassador” on social media (requested)

# Section & Committee Newsletters

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Each section and many committees are required to produce at least four newsletters per year

- Published quarterly (every three months)
- Many sections and committees publish more

Many members view the newsletter as a primary benefit of joining a section

- They expect four issues per year

Newsletters include advertising and are a source of non-dues revenue

# Section & Committee Newsletters

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All ISBA newsletters are now digital only

- Emailed to subscribers
- Links to full articles on ISBA website
  - Subscribers only
- Link to downloadable PDF for printing

# Section & Committee Newsletters

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## Process:

- Articles are submitted to your newsletter editor
- Newsletter editor compiles and edits articles for a given issue and emails them, along with author release forms, to ISBA Publications Manager (Sara Anderson)
- Publications Manager:
  - Thoroughly edits all articles to ensure conformity with ISBA style guidelines
  - Publishes issue and its articles on ISBA website
  - Creates and sends digital newsletter

# Section & Committee Newsletters

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What can you do to help?

1. Select your newsletter editor as soon as possible
  - Notify Sara Anderson ([sanderson@isba.org](mailto:sanderson@isba.org)) and your staff liaison
2. Include your newsletter as an item on ***all*** of your meeting agendas

# Consumer Legal Guides

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ISBA publishes about 30 “Consumer Legal Guides”

- E.g., “Your Rights if Arrested,” “Estate Planning,” “Buying a Home”
- Available to public for free on ISBA website
- Print “brochure” versions available for members to purchase



# Consumer Legal Guides

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## Process:

- ISBA Publications Manager oversees updating, production, and publication
- Section council and committee members update content of existing titles
- Section council and committee members suggest new titles and create necessary content

# Consumer Legal Guides

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What can you do to help?

1. When the Publications Manager contacts you about updating a title, act promptly
  - Find a volunteer(s) on the section council or committee
2. Include the Consumer Legal Guides on **one** of your meeting agendas and request ideas for new and relevant titles

# ISBA Books

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The ISBA publishes around 40 titles

- Some are written by multiple authors and created as a section council or committee project
  - One or two members act as editor(s)
  - Members write chapters
- ISBA staff handles final editing, production, and publication

# ISBA Books

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What can you do to help?

1. Include ISBA Books on **one** of your meeting agendas
  - Gauge interest in initiating a book project
2. If interested, contact Tim Slating ([tslating@isba.org](mailto:tslating@isba.org))

# Social Media

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Where you can engage with us:

- Facebook: @ISBALawyer |  
<https://www.facebook.com/ISBALawyer/>
- Twitter: @ISBALawyer |  
<https://twitter.com/ISBALawyer>
- LinkedIn: ISBALawyer |  
<https://www.linkedin.com/company/ISBALawyer>
- YouTube: ISBALawyer |  
<https://www.youtube.com/user/ISBALawyer>
- Instagram: @ISBALawyer |  
<https://www.instagram.com/isbalawyer/>

# Social Media

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What can you do to help?

- Follow our social media accounts
- Like, comment, and share!
- Help us get the word out to your social networks about the programs and events that we're promoting
- You're in a unique position to help us because you have in-built social networks of fellow attorneys

# Questions?

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## Thanks!

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