

LAWYERS CLUB OF SAN DIEGO BLOG GUIDELINES

WHY BLOGGING MATTERS.

In today's rapidly changing media landscape, the lines between traditional, mainstream journalism and fringe media are increasingly blurred. Consider, for example, that an outlet as ubiquitous as The Huffington Post is still considered, at its core, a blog. For Lawyers Club, this means we need no longer solely rely on pitching journalists about what we do and why we are different than other bar associations in southern California: we have the power to create content that drives those points (and more home) in a way that's dynamic, interactive, and driven by our members.

From the perspective of increasing our public visibility, blogging matters. Media consumers are no longer concerned with the sorts of sourcing rules, ethical framework, and prohibition against editorializing that made the Fourth Estate what it was in the days of Watergate; instead, they want fresh, personal voices that take up opinions on tough issues. They want thought-provoking content they can share and discuss on social media. Blogging achieves those aims while allowing us as an organization to espouse viewpoints that are critical to the success of our programming and to the continuation of our mission.

And when viewed in the context of building a community that's firmly entrenched in our mission, developing a blog presents a unique opportunity for us to actively engage our membership with content that's timely, topical, and compelling. Similarly, a well-functioning blog will provide a dynamic, interactive platform for our members to pitch and publish pieces on topics relevant to our mission and of interest to the San Diego legal community and beyond.

GENERAL STATEMENT OF POLICY.

The opinions outlined in content published on the Lawyers Club of San Diego blog are those of the author and not Lawyers Club. All members are encouraged to respectfully participate in discussions regarding the topics posted on the blog, and guest writers are welcome.

Content that is abusive, offensive, harassing, and/or discriminatory will not be tolerated, and submissions containing such content will be declined. Comments containing such content will be subject to immediate removal from the site.

The blog shall not be used for advertising of any kind.

Nothing in the Lawyers Club blog shall endorse candidates for public office. Blog posts may discuss pending legislation, but may not take a position on the merits of the legislation without prior approval of the Lawyers Club Board of Directors.

GUIDELINES FOR WRITERS.

All blog writers must be active Lawyers Club members. All blog posts must be between 400 and 600 words. The blog posts must be written professionally, but they do not need to conform to AP style. Rather, they can be written in the first person and can be conversational in tone. The writer will be credited with the post and the blog post will include each writer's byline and headshot.

All content must adhere to the anti-harassment and non-discrimination policies outlined above.

SELECTION OF WRITERS.

To be successful, we should strive to publish new content at least twice per week. This will require the work of multiple bloggers. Blog posts will be written by four categories of blog writers: (1) writers-in-residence; (2) committee members; (3) Lawyers Club President and board members; and (4) guest bloggers.

1) Writers-In-Residence

The majority of blog posts will be written by a core team of writers-in-residence, which requires a commitment of twice-monthly posts on topics directly related to the Lawyers Club mission. Writers-in-residence can have a "beat," or a specific topic about which they regularly write, or they can choose to write about any topic that directly relates to the Lawyers Club mission. The blog editorial team may also develop specific "beats" and identify individuals interested in writing on specific topics (e.g. "Student's Corner," "Work-Life Management," "Business Development," or "The Path to Partnership"). Writers-in-residence can also be assigned to cover issues relating to Lawyers Club's core areas of focus, as determined by the Board of Directors.

2) Committee Members

Each committee will select a committee blog liaison who will work with the blog editors to develop at least one piece per month relating to the committee's work or an issue of relevance and importance to the committee (e.g. networking, leadership, mentorship, professional advancement etc.). The blog liaison may write the blog posts or identify other committee members to write them. The deadline for all committee blog posts shall be the 15th day of each month.

To the extent a committee's proposed topic overlaps with the "beat" of a dedicated writer in residence, the committee would not be required to submit a monthly blog post, but would be welcome to do so.

3) Lawyers Club President and Board Members

The Lawyers Club President and board members may submit blog posts on any topic directly related to the Lawyers Club mission at any time. The President's monthly LC News column can be reposted on the LC blog each month as well.

4) Guest Bloggers

Any Lawyers Club member may submit a blog post as a guest blogger at any time on any topic directly related to the Lawyers Club mission.

THE LC BLOG EDITORIAL TEAM.

The blog will be managed by two blog editors appointed by the Lawyers Club President. The Vice President of Community Relations will be responsible for recruiting and managing a team of core writers-in-residence and will manage, the solicitation, vetting, and editing of all guest blog posts. The editorial team will also review the LC News each month and identify articles that can be reposted on the LC blog. The blog editors will then edit the LC News articles as appropriate to conform to the length and style of the blog without making any substantive changes.

BLOG SUBMISSION AND EDITING PROCESS.

All blog posts will be reviewed by Lawyers Club blog editors and selected for publication based on the style, quality, and tone of the blogger's writing and the relevance to Lawyers Club programs and mission. Once edited by the blog editors, blog posts must be reviewed by the Vice President of Community Relations and at least one Lawyers Club staff member. All submissions are subject to final approval by the Lawyers Club President before they are posted and shall be posted at the sole discretion of the Lawyers Club President.

Once approved by the Lawyers Club President, the blog post shall be uploaded to the Lawyers Club blog by a Lawyers Club staff member within two business days.