

Newsletter Examples:

Super Simple Eblast Newsletter

Courtesy of the Legislative and Campaign Law Section

This is a very simple newsletter using 3-5 of the following core pieces - usually the same pieces are used each publication. Pictures and graphics increase the appeal. Here are a few suggested features:

- Chair's Message
- Case Law Update (or Spotlight 1 or 2 important cases)
- Substantive Article(s) (Keep 'em short at 1-2 pages)
- Member Spotlight
- Human Interest Stories
- Save the Date – Events
- Council Listing (Or Editorial Board)

View the full newsletter [here](#).



Legislative and Campaign Law The State Bar of Texas

To ensure receipt of our email, [please add](#) statebaroftexas@informz.net to your address book.

April 25, 2020

Message From The Chair

I hope this email finds you all well in these uncertain times of COVID-19. Please remember the State Bar of Texas has [resources available](#) to help with any anxiety and stress this may be causing you. Listed among them you will find the latest information on:

- How [Texas Employers](#) Can Manage Legal Issues
- Lawyer [Well Being](#)
- Court [Guidance and Closures](#)
- Six Free Hours of [CLE](#)
- Free Upgraded Case Research Service - by [re SearchTX](#)
- Complimentary [Telehealth Subscription](#) (with \$10 copay)

Please take a moment to review this resource page. There is a great deal of helpful information being compiled there.

We hope to have another Legislative and Campaign Law CLE at some point (in some format!) sometime this summer. Be on the lookout for more details as we continue to monitor the COVID-19 situation.

The Legislative and Campaign Law Section is wishing you health, safety and as much happiness as possible in this surreal, new world. Please let us know if you have concerns, suggestions or if there are ways we can help you improve your practice. I am very much looking forward to the day when I can see you all again!

[Elizabeth Hadley](#), Chair
[Legislative and Campaign Law Section](#)
[State Bar of Texas](#)



New Website and Member Directory - Update your Profile!

We are extremely pleased to announce that the [new Legislative and Campaign Law Section website](#) has launched! This new site will provide you with general information about our section, a listing of upcoming events, and a resource library which we are striving to make ever-more robust!

Most importantly, please take a moment to customize your profile in our new Campaign & Legislative Law Section Member Directory! This directory already provides your name, affiliation, website, contact information and general practice areas. You can make it even better by adding your personal photograph, resume and providing (250 characters of) information describing your specific niche in your practice area! (Please keep it professional and within the advertising rules boundaries as we will have to delete inappropriate entries.)

Below are directions to customize your personal profile:

- Go to our [Member Directory](#)
- At the top left corner, click 'log-in'
- Your username is your State Bar email address. Your password is your bar number
- Hover over your name and choose 'Edit Profile'
- Click on the 'Change Profile Photo' tab to upload your new profile photo. (Use a professional photograph at least 1080 pixels, size 720 X 225.)
- Choose 'resume' and upload a PDF of your resume.

Newsletter that Re-Cycle CLE Articles

Courtesy of the Child Protection Law Section

No matter how successful your CLE might be, no matter how small or big, **the majority of your section members did not go to your CLE!** And there is no shame in getting the most out of your collateral materials. This is a quick and easy way to get a very solid newsletter (or two) out to your section – even if your section's primary focus for the year is providing a CLE.

For this newsletter, we went through a 2 day course and picked topics using some of the following guidelines:

- Core Updates (legislative or case law)
- Popular Topics
- Tech Topics
- Resource Guides
- Topics that Received Rave Reviews

We wrote longer summaries for each and added a 'read more' to access the full article. Add a chair's message at the beginning and a calendar of events at the end, and we are finished. (Note we did NOT compile a full version download since that would have added a time-consuming piece that just wasn't worth it since the articles were already formatted).

It's always nice to include the sections council, congratulate the newsletter editor, or give special thanks to contributors at the end of a newsletter.

View the full eblast newsletter [here](#).



Child Protection Law Section

April 10, 2019

Message from the Chair

HON. DEBRA LEHRMANN
JUSTICE, SUPREME COURT OF TEXAS

It is hard to believe more than a year has passed since the State Bar of Texas voted unanimously to form the Child Protection Law Section. But when I look at the significant strides the Section has taken since then, that old adage comes to mind: time flies when you're having fun.

And what fun we've had! After just 14 months, our ranks have grown to 878 members! This high rate of participation only confirms the need for deeper knowledge and education in the area of child protection law - which the Section is committed to delivering.

Last year our inaugural CLE in Austin sold out within a week, and this year's CLE in Dallas sold out with 341 registrants. I would personally like to thank Rhonda Hunter and her CLE Committee, as well as all of the outstanding speakers and authors who helped make this event such a resounding success. If you are interested in reviewing this year's topics, they can be found [here](#). Our council has also been busy preparing the curriculum for our CLE at the State Bar of Texas [Annual Meeting](#) as well as for our Child Abuse and Neglect Workshop, which will be held on August 12-15, 2019, as a part of the [Advanced Family Law Seminar](#) in San Antonio.

Like you, much of my career has been spent working to help the most vulnerable among us, and I am immensely proud of the Section's efforts to draw attorneys of like mind together to protect our state's most valuable resource: its children.

Don't forget that it is dues season! I hope you will decide to join the section again this year - and encourage your friends to do the same!



Legislative Update

HON. BILL HARRIS, JUDGE
COUNTY COURT AT LAW, PARIS/LAMAR COUNTY



Once again, we are in the middle of another legislative session – and this one is shaping up to be just as interesting as past sessions. As a section member, we want to help keep you advised of important legislative initiatives and pending bills relevant to our section. Judge Bill Harris has very kindly summarized the bills you may want to keep an eye on as a CPL section member. [READ MORE....](#)

You can track bills and receive bill alerts by using [Texas Legislature Online](#).

Anyone interested in assisting Judge Harris with this really big job should email [Judge Harris](#).



Newsletter Sent to State Bar Graphics Department Courtesy of Animal Law Section

This is an example of a newsletter that has 3-4 articles, a lot of pictures, and has been sent to our graphics department to compile and decorate. After Graphics put together the newsletter, the Sections Dept. creates an e-blast using bullet points to highlight the content. Recipients download the full PDF from the e-blast.

Graphics costs \$45 an hour and usually take 4-5 hours to complete.

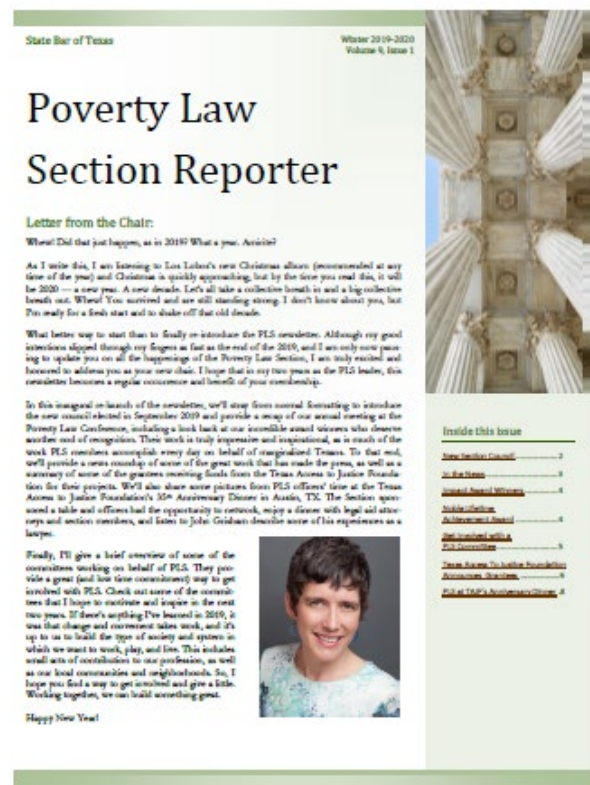
Don't edit in the graphics process – it will cost you money and time! Articles should be complete and proofed when you send them to us.

View the full newsletter [here](#).

Newsletter Created from a Word Template Courtesy of the Poverty Law Section

This is a sample of a newsletter created using a simple Word Template. The newsletter editor gathered the articles and information and dropped them into the template. We distribute in an e-blast using bullets to highlight the information.

View the full newsletter [here](#).



Newsletter by a (Paid) Editor - with an Editorial Board

Courtesy of REPTL's "Reporter" Series

This is an example of the REPTL *Reporter*. The section pays their editor - in this case, Professor Gerry Beyer - and he is worth his weight in gold.* A number of sections use this approach and the resulting product is overwhelmingly one of the best benefits a section can provide for its members.

In most (but not all) circumstances, the editor is a law professor. This model seems to work very well. Their schedule, familiarity with publishing and access to technologies (and law students) is a perfect fit for both the professor and the section.

The section also provides a stipend for an assistant editor – in this case, a law student, who also helps with formatting and hyperlinking. This is also money well-spent since it is in the section's interest to have the editor happy and working on the newsletter instead of formatting and hyperlinking!

The elements here are:

- A standard message from the editor or chair.
- Case Law Updates (from variety of specialties)
- 3-4 Articles (Usually 2-3 pages using hyperlinks to access more detailed information)
- Section News (when available)

The editor sends the full Reporter to us and we break it into pieces. A 'full' version is available for recipients to download (and likely print) and each individual article is linked, using just the title – so readers can pick and choose what they want to read. The resulting eblast is a specially designed template that is responsive across devices and matches the section's website.

View the full here [here](#).

View the full newsletter [here](#).

**If you have a great editor, you should not only consider paying them for their time, you should worship the ground they walk upon. They are few and far between and very hard to find!*

