

LPRC

LEGALPRCHICAGO

Highlights from December 20, 2010 event
featuring National Law Journal Editor David Brown

- David is willing to meet with law firms and lawyers and hopes to be invited to speak with them in the new year.
- As of January David will also be managing the editorial side of law.com.
- Prefers short and sweet pitches as the NLJ receives 300+ every week.
- NLJ covers “the practice of law” vs. AmLaw which covers “the business of law.”
- Three main areas where lawyers may author articles in the NLJ: “The Practice” (prefer regular contributors), the opinion section (though can come back to haunt some lawyers), the special sections.
- Definitions of “Off the Record” and “On Background”: Off the Record – Doesn’t get in paper or online, can’t use it, can’t use the information to seek out information elsewhere -- useless to him; On Background -- not for attribution.
- Likes Twitter for courthouse settings but otherwise hasn’t figured out a way to incorporate into traditional journalism
- Rather than subscribe to 3,000+ law blogs, the NLJ team prefers that you summarize a blog, or a few blog posts, and highlight why reporters should follow them.
- Readership: 50% are litigators; 25% are corporate lawyers, mix of remaining 25%; mostly partners read print edition.
- No immediate plans to hire a Chicago-based correspondent

Notes courtesy of Abby Moriarty of McDermott Will & Emery