

MCLS Executive Meeting

March 10th, 2009

Present at Meeting

Justin Silverman, President
Kristen Sibiga, Vice-President
Denise Ouellet, Treasurer
Kristin Billera, Secretary

WEBSITE/BLOG

General

- ◆ Denise's latest post does a good job of keeping the law school audience in mind
- ◆ Kristin's post on doctors and Internet comments was up before Citizen Media Law Project posted a similar entry
- ◆ About Us was updated
- ◆ <http://www.google.com/a/suffolkmedialaw.com/> is connected to the website and provides availability to all Google applications; use Go Daddy email login.

Posting Guidelines

- ◆ Don't forget to check spelling and proofread; send to someone else to check if necessary
- ◆ Watch out for the category "1" popping up when a new entry is posted
- ◆ Attorney Q & A blog entries: email attorneys and ask questions about their careers; see WSJ law blog interviews
- ◆ Long entries can be broken up with a "more" link

Email

- ◆ Emails are fixed

NEWSLETTER

General

- ◆ Created newsletter@suffolkmedialaw.com for purposes of sending out newsletter, new members, unsubscribing etc.
- ◆ Once the newsletter is perfected, we can bulk up the email list and send it to others in the community
- ◆ Number of stories is good
- ◆ It's ok to publish links to other blogs if they are relevant

Problems

- ◆ Links may be dead after some time (only seems to happen with Denise's email)

MARKETING/ADVERTISING OF GROUP

Fliers

- ◆ Are currently on the cork boards
- ◆ Attracted a new member (create a form email to send to new members)

Dicta

- ◆ April 1st is the deadline for the last Dicta issue
- ◆ Kristen will find out when issue will be published
- ◆ Use flier as ad (Obama flier)
- ◆ Kristen will check on ad size/resolution

Other

- ◆ Justin will send an email to encourage members to blog and comment
- ◆ Find out if undergrad paper will publish an ad
- ◆ Fall: find out if we can have an ad/article in alumni magazine, any other publications

CLUB FAIR

Thurs, March 26

- ◆ . Display laptop with blog
- ◆ . Hand out fliers
- ◆ . Posters, using newsprint as background maybe
- ◆ . Something else to hand out; pens? (Kristen will check price) popcorn?

MEMBERSHIP

- ◆ . Attracting as many members as possible is beneficial
- ◆ . Justin and Kristen will develop a plan to attract members

NETWORKING

- ◆ . Help each other out with networking opportunities and introduce new people to the group

CALENDAR

- ◆ . Next meeting **Tues, March 24 at 6pm**
- ◆ . Newsletter will still be published over spring break