

Advocate Magazine
Consumer Attorneys Association of Los Angeles (CAALA)
Guidelines for Issue Editors
Jan. 6, 2024 rev.

Thank you for volunteering to serve as an issue editor for Advocate. Your choice of writers for your issue is important, as their work will be mailed to over 10,000 Advocate readers. These readers are not just members of CAALA, but include virtually every plaintiffs' attorney in Southern California, from San Diego to Santa Barbara to San Bernardino.

Here are some expectations and tips for this job that can smooth your path to a successful issue.

Preparing for your month:

- We need 30,000 – 35,000 WORDS in feature articles for each issue of Advocate. Each article should be 2,500 – 4,000 words long. If your writers adhere to this guideline, then you'll need about 10 articles.
- Not every article has to be on the theme of the issue, but most of them should. If you or a writer has something very timely but not on topic, go for it!
- Coordinate the authors to produce an interesting issue. Ask your writers to be specific about their topics. You don't want to end up with three articles on the same aspect of your theme.
- Let each author know that in addition to sending an article, they should also submit to you an updated head shot of at least 65KB in file size, an updated bio of 3-4 sentences (inserted at end of article is most helpful), and a signed author release form.
- Graphics: Photos/charts/illustrations are welcomed, even encouraged. Please indicate the preferred location for graphic in the document, example: <insert Figure 1 here>. Low-resolution graphics from the web are not good for print (they will appear blurry).
- All articles are subject to editing. We have three levels: peer review/editing, copyediting and proofreading.
- Title, subtitle and summary: The author's title may be clever, but the longer subtitle (10-15 words) must briefly describe the most important aspects of the article. Don't make the reader guess if they should read it! If you don't write it, we will. At the end of the article, please include a brief summary (15 – 25 words) that we can use/edit for the table of contents.

Before deadline to publisher:

- Get commitments from your writers several months before your deadline.
- Remind writers to write confidently, *not boastfully*.
- Please review the articles submitted to you for readability, logic, and correct law. If you find an issue, either fix it or send back to the author for corrections before submitting to us. Every article is peer-reviewed by Editor-in-Chief Jeff Ehrlich.
- Remind your writers at least four weeks before deadline of the date you are expecting their articles. Some writers will not come through – be prepared for that. Sign up more writers than you need. If they all come through and you have an embarrassment of riches, we will use some of the articles in a later issue.

Sending to publisher:

- Email all articles/other materials to copy editor Jean Booth – jb@theadvocatemagazine.com.
- Feel free to contact Jean with any questions you have about the process or any of the articles.
- Send your own short bio (100 words) and head shot to Jean for the small box at the beginning of the magazine that introduces each month's issue editor.

Publishing process:

After you have sent in everything, it takes about 4 weeks before you will see your published issue in the mail.

- During those 4 weeks, all articles are:
 - o Formatted by the copy editor;
 - o Peer-reviewed and edited by the editor-in-chief;
 - o Copy-edited by the publisher
 - o Positioned on pages by the art director
 - o Proofread by the copy editor
 - o Reviewed and approved by the editor-in-chief and CAALA's executive director.
 - o Printing and mailed!

Yes, it's a process, and that's why everyone meeting their deadline is critical.

Style Rules to Live By:

- We publish the rules for all to read on the Website, www.advocatemagazine.com.
- The BIG FIVE
 - No Outlining. No three levels of indents. One level is OK if necessary. Bullet points are OK.
 - No footnotes. Include cites and authorities in the body of the article.
 - Follow the California Style Manual, Fourth Edition (West Group, 2000).
 - No parallel cites.
 - Do not center lines, do not underline, and please do not use multiple fonts in the article.

Your primary contact at Advocate is Jean Booth: jb@theadvocatemagazine.com
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