Editorial Guidelines for *Corporate Counsel*

The goal of *Corporate Counsel* is to provide smart, timely, and authoritative coverage of the nexus between business and the law. Our motto is: "The business magazine for the chief legal officer." While staff reporters write our features and news articles, we do accept pieces from outside authors—primarily lawyers, consultants, and other specialists—for certain sections of the magazine, and especially for our Web site.

The *Corporate Counsel* Web site is our primary outlet for publication of bylined articles. We mount a new **"Expert"** piece there roughly twice weekly, so we are looking for content for this frequently, far more frequently than for the magazine.

The *Corporate Counsel* magazine sections open to contributed work are: **Legal Manager** (advice pieces on issues related to managing a corporate law department and the legal function within a company); and occasionally a **First Person** (opinion pieces), or an **Outbox** (lighter, brief takes on the in-house lawyer's life, legal jargon, etc.).

Process

Please acquaint yourself with the magazine and Web site before making a pitch. You can review our contents online: http://www.corpcounsel.com/.

E-mail queries are always more welcome than phone calls; they give us a written record to refer back to later.

Do not write a whole article on spec. Instead, send a query, via e-mail to ehurwitt@alm.com. Queries should explain the scope of the proposed piece and abstracts should be written in the style the lawyer(s) will use in the article. Please do not send us bios or photos with your query for **Legal Manager** pieces. We'll request these if a piece is commissioned and accepted.

We cannot promise to publish a piece based solely on a pitch, query, or outline, but we can save you time by letting you know whether the topic and approach are appropriate for us**.**

We do not accept articles that have been previously published elsewhere, with the exception of pieces published in sibling periodicals.

Even if we request that you write an article, based on a pitch, we cannot guarantee that it will be accepted or published. American Lawyer Media retains the copyright on all articles that we do accept and print.

Writing That Works

Contributed articles generally run from **1,100 to 1,300** words for our print magazine, **800-1500** for our Web site**. Please do not use footnotes.** A few case citations are fine, but use only short-form citations, i.e., *KQR* v. *Telecom* (2008).

The tone should be journalistic (e.g., the style of *The New York Times* or *Wall Street Journal*, not of law review articles). Please avoid legalese for the most part. We will edit out any jargon specific to single sectors or industries.

Advice is what we're after – specific advice on specific issues. We like stories with a point of view. For lawyer-written pieces, this might be a lesson to be drawn from a series of cases, an unreported legal trend, or useful practical advice. We aren't after anything heavy-handed, but we do want more than a recitation of the case law.

Use topic sentences to summarize key points at the start of each paragraph. Make them simple and elegant. Work hard at this and other organizational matters. Stories need to move through facts and arguments in some sort of logical order. Don't bury important points. The body of a paragraph should amplify the topic sentence.

Use real-life examples; they'll bring your piece to life and will grab the reader's interest. Analogies and metaphors also enliven writing. Imagine a CEO called you into his office two weeks before trial and wanted you to summarize the major strengths and weaknesses of a case. Write the way you would talk to him.

How We Edit

We try to make every sentence as clear and succinct as possible. So, we smooth out bumps, eliminate detours, untangle knotty sentences, and clarify ambiguity.

We often send stories back for further work. Please do not take it personally; it's just what we do. And we often query sentences or whole paragraphs. If something isn't clear to us, readers probably will not understand it either.

We're not perfect. Sometimes we inadvertently introduce errors into drafts or confuse rather than clarify. Please read our edits carefully prior to publication, and let us know about any errors of fact or emphasis.

Moves

We also appreciate getting news of recent corporate law department hires (and general counsel departures), which we cover in a section called **Moves** (which we write). A subsection of **Moves**, called **Reverse Commute**, tracks attorneys leaving in-house positions and moving to, or returning to, law firm life.

For **Moves items**, simply e-mail us the press release. Please send releases on law department moves to **ehurwitt@alm.com.** For some of the most newsworthy announcements, we will have one of our reporters write a brief article on the attorney and the job. For these we will request head shots at 300 dot-per-inch resolution or better (not thumbnails, which reproduce poorly) in jpeg or tiff format.

Please submit information, press releases, etc., to:

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