



Publications:

Is There Still a Need for Print?

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Background Information

- ◆ Located in Athens, GA, 65 miles northeast of Atlanta
- ◆ Currently ranked 11th among the nation's public law schools and 31st overall by *U.S. News and World Report*
- ◆ Average enrollment - 650 students (625 J.D. and 25 LL.M.)
- ◆ Faculty size - 35 full time, four part time

Background Information

- ◆ Founded in 1859
- ◆ Degrees - Juris Doctor and Master of Laws
- ◆ 7,800 alumni living in 47 states and internationally
- ◆ Law library ranked 35th nationally in terms of holdings

Background Information

- ◆ Accomplished moot court and mock trial programs - one national, two finalist, one final four, and five regional/state titles in 2002-03
- ◆ 8 Clinic/learning service opportunities
- ◆ 3 Legal journals
- ◆ Communications and PR staff – one full-time person, one part-time student worker (15 hours/wk) and one part-time secretary (5-10 hours/wk)

Major Publications/Pieces

- ◆ *Advocate* – 40-page alumni magazine published biannually, Dec./Jan. and June/July
- ◆ *Dean's Report* – Six-page letter outlining the state of the law school, fall semester
- ◆ News Bulletins – Tri-fold mailer produced on a “as needed” basis
- ◆ Faculty Scholarship Brochure – Highlighting new hires, promotions and scholarship, fall semester

Major Publications/Pieces

- ◆ *Viewbook* and Complementary Brochures – Admissions catalog and focused tri-fold pieces
- ◆ *At a Glance* – 5.5” x 11” card outlining admissions statistics and other facts
- ◆ *Student Handbook* – Official policies and procedures guide for Georgia Law
- ◆ *Honor Code* – Honor code policy and pledge form

Major Publications/Pieces

- ◆ Annual Donor Report – Annual report of donors, fall semester
- ◆ Legal Career Services Brochure – “Brag” piece about Georgia Law and its students to aid in getting law firms to seek out and hire Georgia Law graduates, early spring semester
- ◆ Media Guide – Reference tool for reporters seeking expert commentary

Medium

Publication

Print Only

Internet Only

Both

Advocate



Dean's Report



News Bulletins



Scholarship Brochure



Viewbook



At a Glance



Student Handbook



Honor Code



Donor Report



LCS Brochure



Media Guide



* Print out Web version for historical reference

Is There Still a Need for Printed Materials?

Absolutely.

The need for printed materials will never go away. It is intrusive and requires a conscience effort to read and/or throw away. Plus, its portability and tangibility will keep this medium alive.

*Is There a Need for Us to Change Our
Publishing Strategies?*

Absolutely.

The Internet and the World Wide Web are now becoming of age, and the overwhelming majority of our alumni and future students are now computer savvy.

We must now find the best way to blend these media to achieve our communication goals.

Why?

- ◆ Cost-savings
- ◆ Time-savings
- ◆ The need to connect and communicate with our alumni, future students and other constituencies in an effective and convenient manner

Current Challenges

- ◆ Doing more with less money
- ◆ Streamlining traditional printed matter while still meeting communication objectives
- ◆ Developing and expanding the use of the Internet as a communication vehicle
- ◆ Balancing the production of materials in two different media during a time of transition
- ◆ Maintaining an ever-growing Web site
- ◆ Not enough time

Time- and Cost-saving Solutions

- ◆ Work produced through two design firms – great for managing simultaneous big projects
- ◆ Have printers supply final PDF of publication *as part of contract* for ease in placing online and cost benefits
- ◆ Include a line item for minor last-minute editorial changes to your blueline in your bid specifications

Time- and Cost-saving Solutions

- ◆ Annual bid process for the majority of projects – helps keep costs low, allows you to modernize and find new vendors
- ◆ Interactive media guide to provide reporters with experts independent of you (also mention in voicemail message)
- ◆ Part-time student worker from journalism school
- ◆ Recycle content

Future Plans

- ◆ Explore possibility of in-house designer – potential cost and time savings plus editorial assistance
- ◆ Streamline print publications and put more content on the Web
- ◆ Seek funding for additional student worker for Web work (and some editorial assistance)
- ◆ Build e-mail database for future use

*Other
Suggestions?*
