

Newsletter Paid and Free Advertising Policy
February 2010

From time to time, the Newsletter Editor receives requests for free advertising. The Newsletter Policy is basically the same as for email notifications sent to the membership.

The general policy is that notices for outside organizations may be circulated to the membership through the newsletter if the information is relevant to the practice of law or of benefit to the membership.

The Newsletter Editor should review the proposed advertisement to ensure that it is appropriate. If there is doubt, then it should be circulated to the Executive of the Board of Trustees for their approval.

The following advertising may be distributed without cost with the approval of the Executive or Board of Trustees as requested in the discretion of the Editor:

1. The publicized event is of interest or benefit to MLA members. For example, UWO Faculty of Law Distinguished Speakers seminars.
2. Notices and articles regarding Lawyers Feed the Hungry. Note that LFTH is the MLA's chosen "pet" charity and other charitable requests are denied on this basis.
3. The publicized event is not sponsored by the MLA, but is being organized or presented by a professional organization the membership of which consists of lawyers. For example, the Middlesex Family Lawyers Association. Seminars presented by entities which compete with the MLA for CLE should pay regular rates. Consideration should be given to whether the requesting organization has an ability to pay and/or if the event is for profit.
4. Obituary notices upon the death of a former or current MLA member or local judge.
5. Wills notices provided that the lawyer seeking the will is a member of the association.

Exceptions to the above guidelines will be considered on a case-by-case basis by the Executive and/or Board of Trustees.