OREGON STATE BAR
2010 Bulletin Survey

Summary of the 2010 Bulletin Survey

In May 2010, the bar conducted a survey on the *Bulletin*, the bar's regular print publication for members. The survey aimed to gauge bar members' opinions on several facets of the *Bulletin* including types of content, quality of content and overall satisfaction. *Please note: To see more detailed results from the survey, including responses to open-ended questions, please see the "Results Summary," attached.*

Methodology and Response Rate

A random sample of 381 participants was selected from a list of all active bar members with valid email addresses. Participants took the survey online using a unique web link generated by Survey Monkey. We received 172 responses, for a 45% response rate.

Discussion of Survey Responses

Reading Statistics

The first two questions in the survey gauged the amount of time and attention given to reading the *Bulletin* each month. The majority of respondents (75%) reported spending 30 minutes or less each month reading the magazine, with the largest group (44%) reading it for 15 to 30 minutes each month. No respondents said they read the magazine for more than 90 minutes, although 8% did claim to read it for more than an hour each issue.

Respondents were then asked to share how much of each issue's content they read. Forty-five percent said they read half or more of each magazine, with the other 55% reading less than half. The largest group – 59% - reads between 1/4 and 1/2 of each issue.

Advertisement Awareness

The next two questions were about the advertisements featured in the *Bulletin*. The first question asked if respondents use the *classified* ads in the Bulletin as a resource when they are considering services or employment. Forty-eight percent stated that they use them as a resource. The second question asked if respondents use the *display* ads the same way. Only 31% stated they use them as a resource.

Opinion of Bulletin Features

The first question in this section was designed to gauge participants' overall feelings toward the *Bulletin*. Several statements were listed and respondents chose one of the following to describe their opinion: Strongly Disagree, Disagree, Neutral, Agree or Strongly Agree.

Although the statements covered many facets of the magazine including timeliness, usefulness and organization, the result was very similar for all of them: an average rating between Neutral and Agree. The statement "The *Bulletin* is a valuable resource compared to other professional publications I read" received the lowest average (the closest to being a Neutral opinion) and "The Bulletin is well organized" received the highest average (the closest to Agree).

The next question asked respondents their level of interest in the different sections of the magazine. The choices for rating each section were: Not Interested at All, Somewhat Interested, Interested, Very Interested and One of My Favorites. The highest-ranked choice was Bar Actions, which includes the Discipline section. It received an average rating between Interested and Very Interested with only 5% of respondents saying they are not interested in it at all. The lowest-ranked choice was Letters to the Editor, which averaged between Somewhat Interested and Interested, but which was listed as Not Interested at All by 21% of respondents.

The third question in this section asked for satisfaction ratings for the Length, Coverage and Accuracy of substantive law articles in the *Bulletin*. The choices offered were: Don't Know/Don't Care, Unsatisfied, Somewhat Satisfied, Satisfied and Very Satisfied. All three parts of the question – Length, Coverage and Accuracy – received an average rating of Satisfied with Accuracy receiving the highest rating and Coverage the lowest.

The last question asked how good of a job the *Bulletin* does at *increasing the collegiality and professionalism of the Oregon bench and bar* as stated in its mission statement. The three choices offered were: Not Very Well, Adequately and Very Well. Sixty-four percent of respondents said the bar does an adequate job, with 19% saying it does Very Well and 17% saying Not Very Well.

Bulletin Usage

The last set of questions dealt with readers' usage of the *Bulletin* each month. When asked "Do you save the *Bulletin* for future reference?" 30% said Yes and 70% said No.

When asked "Do you share issues or articles with others?" 38% said yes and 62% said No.

The next two questions asked if respondents use the online version of the magazine and if they would be interested in reading it on a mobile device. A large majority – 77% - said they do not use the online version. Twenty percent said they use the online version, but

not as frequently as the print version. And 3% said they use the online version as much or more than the print version. Eighty-four percent of respondents, again a large majority, said they would **not** be interested in reading the *Bulletin* on a mobile device.

The final question in this section asked how much participants use other bar communications. Seventy-four percent stated they use the Membership Directory, which was the most chosen answer. Closely behind at 73% was the Bar News Email, followed by the BOG Update emails and section list serves. The only communication methods with low response rates were Facebook and Twitter, which were used by only 3% and 0% of users respectively.

Open-Ended Question

The survey closed with an open-ended question that asked "What suggestions do you have for improving the style or content of the Bulletin that would encourage you to read it, read it more often or read it more thoroughly?" This question received 43 responses which can be found in the attached "Bulletin Survey Responses" spreadsheet.

Answers ranged from critical ("So dissatisfied as compared to journals from other bar associations that it should just be discontinued.") to praising ("I think it's pretty good--and a lot better than the Washington Bar's monthly publication, which I also receive."), which is to be expected from a question of this type.

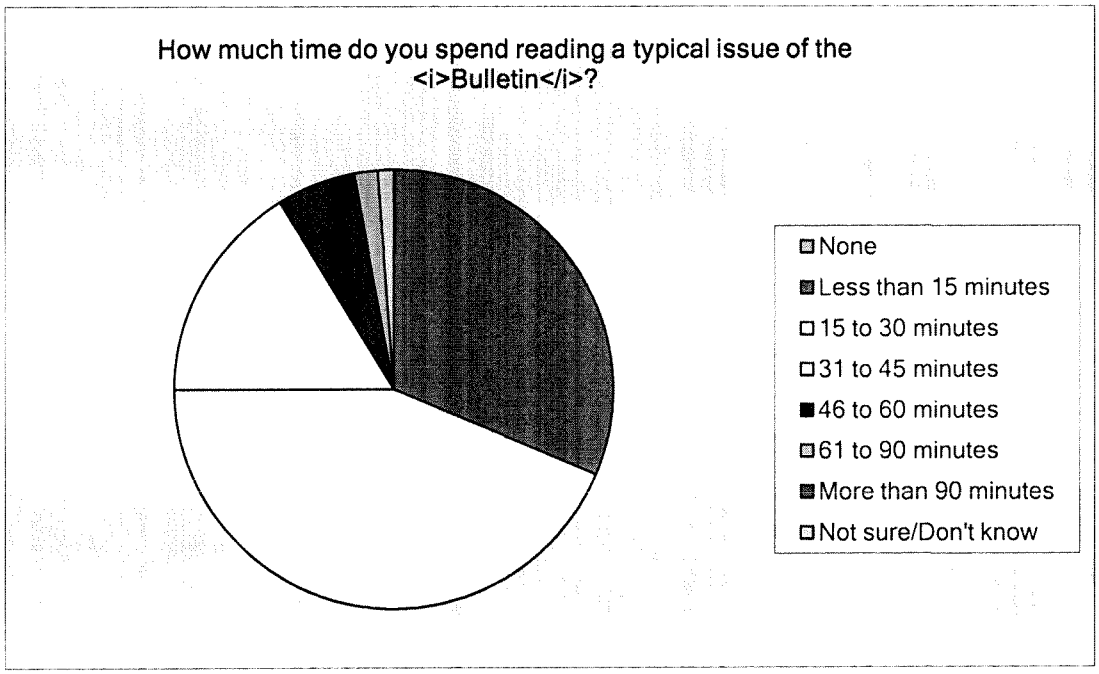
Conclusion

It appears from the data that the majority of respondents are pleased with the *Bulletin* overall. Some parts of the magazine are better-received than others, but on average the ratings were positive. Since most questions were multiple-choice, the most constructive criticism can be found in the Open-Ended Question responses on the last page of the attached spreadsheet.

The main problem area for the future appears to be engaging the *Bulletin* audience using technology in a way they will respond to. With a full 77% saying they do not use the online version of the magazine, it appears that the physical magazine is still considered the *real* *Bulletin*. This information needs to be weighed carefully when considering transitioning the magazine to an online model of distribution.

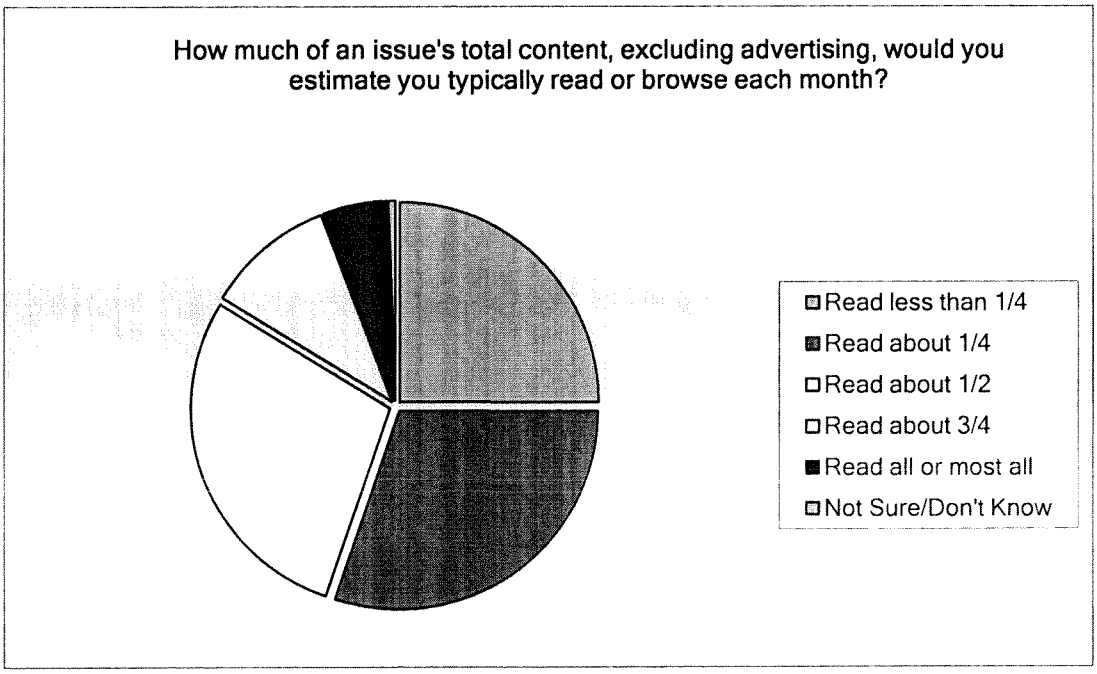
How much time do you spend reading a typical issue of the Bulletin?

Answer Options	Response Percent	Response Count
None	0.0%	0
Less than 15 minutes	31.4%	54
15 to 30 minutes	43.6%	75
31 to 45 minutes	16.3%	28
46 to 60 minutes	5.8%	10
61 to 90 minutes	1.7%	3
More than 90 minutes	0.0%	0
Not sure/Don't know	1.2%	2

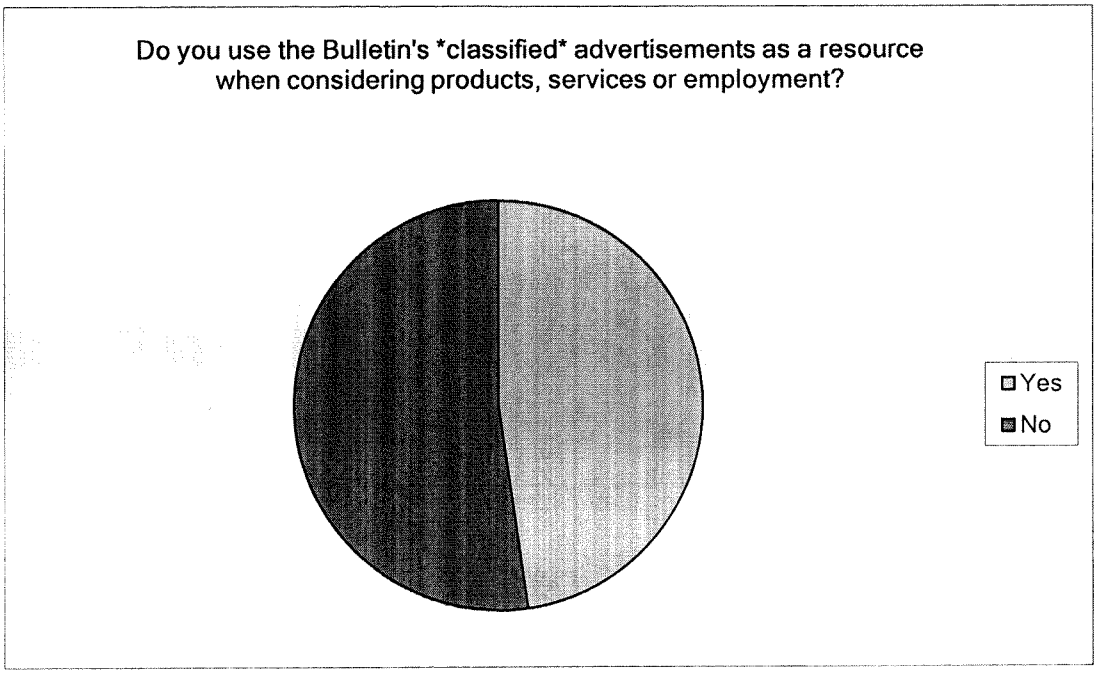


How much of an issue's total content, excluding advertising, would you estimate you typically read or browse each month?

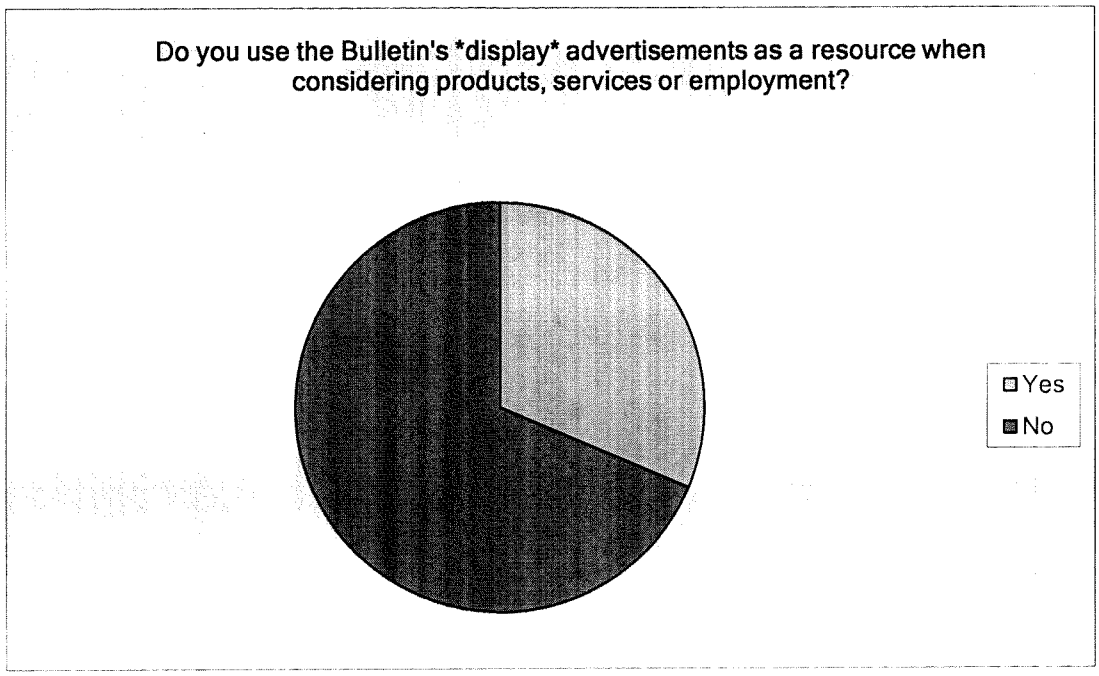
Answer Options	Response Percent	Response Count
Read less than 1/4	25.0%	43
Read about 1/4	30.2%	52
Read about 1/2	28.5%	49
Read about 3/4	10.5%	18
Read all or most all	5.2%	9
Not Sure/Don't Know	0.6%	1



Do you use the Bulletin's *classified* advertisements as a resource when considering products, services or employment?		
Answer Options	Response Percent	Response Count
Yes	47.7%	82
No	52.3%	90



Do you use the Bulletin's *display* advertisements as a resource when considering products, services or employment?		
Answer Options	Response Percent	Response Count
Yes	31.4%	54
No	68.6%	118



The Bulletin...

Answer Options	Strongly Disagree	Disagree	Neutral
Is timely.	1	3	35
Is informative.	2	4	20
Is well organized.	1	3	22
Is well written.	1	3	31
Contains information useful for my practice.	4	20	63
Always has something of interest to me.	2	18	49
Is a valuable resource compared to other professional publications I read.	1	21	74
Contains information not readily available elsewhere.	2	21	55

Please indicate your overall level of interest in the following sections of the Bulletin:

Answer Options	Not Interested at All	Somewhat Interested	Interested
Overall content	8	57	85
Main Articles	12	67	75
Columns - Bar Counsel, Legal Writer, Legal.Online,	8	60	54
Bar Notes, Bar People (Among Ourselves and Moves),	14	33	58
Letters to the Editor	35	66	51
Bar News, Briefs, CLE Listings, etc.	14	52	68
Bar Actions (Discipline and Applications)	8	40	47

Please rate your satisfaction with the following aspects of the Bulletin:

Answer Options	Don't Know/Don't Care	Unsatisfied	Somewhat Satisfied
Length of substantive law articles	34	9	40
Coverage of substantive law articles	27	14	60
Accuracy of substantive law articles	36	4	38

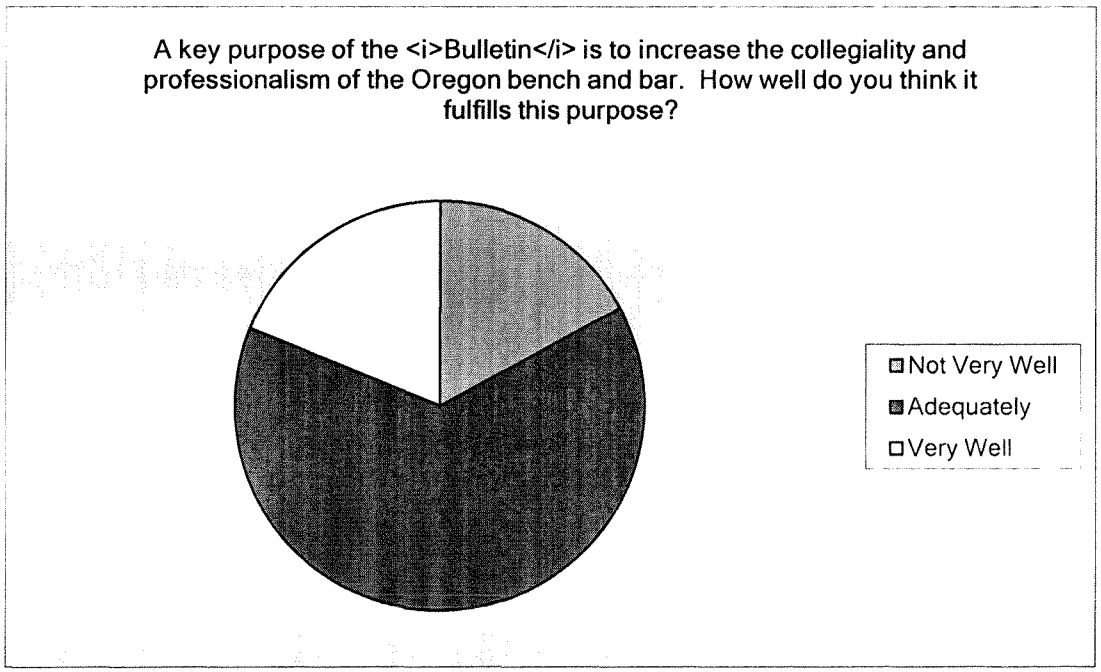
Agree	Strongly Agree	Rating Average	Response Count
110	22	3.87	171
120	25	3.95	171
117	27	3.98	170
108	26	3.92	169
71	11	3.38	169
80	22	3.60	171
62	13	3.38	171
73	19	3.51	170

Very Interested	One of My Favorites	Response Count
14	0	164
8	3	165
43	3	168
42	19	166
12	2	166
29	4	167
47	25	167

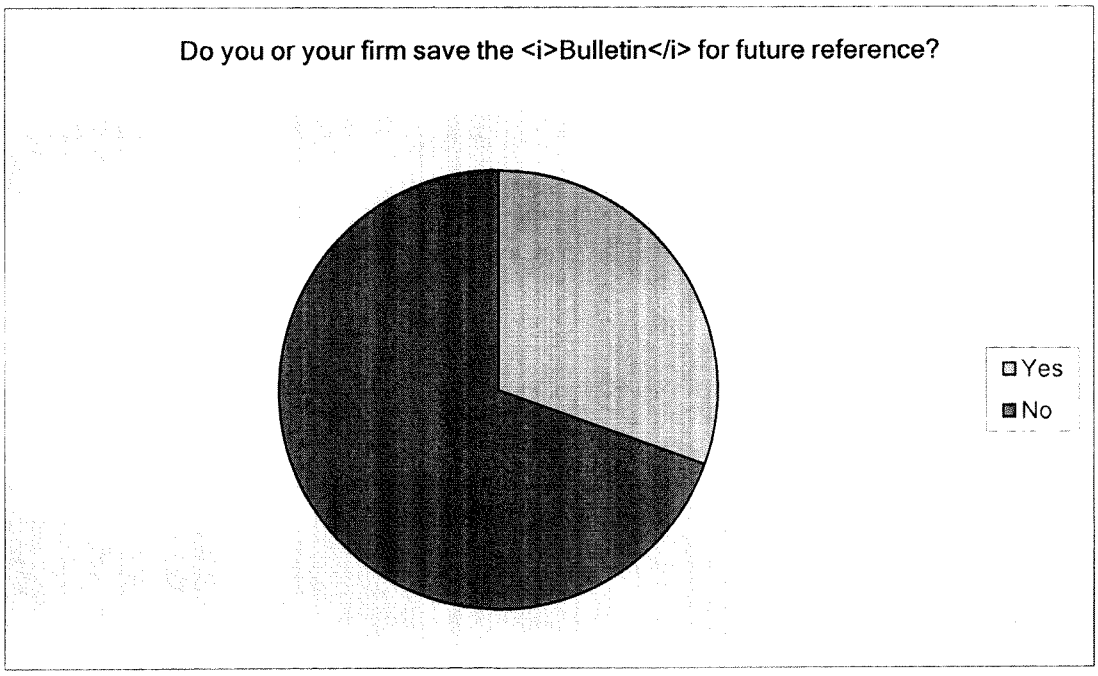
Satisfied	Very Satisfied	Response Count
84	1	168
65	2	168
80	10	168

A key purpose of the Bulletin is to increase the collegiality and professionalism of the Oregon bench and bar. How well do you think it fulfills this purpose?

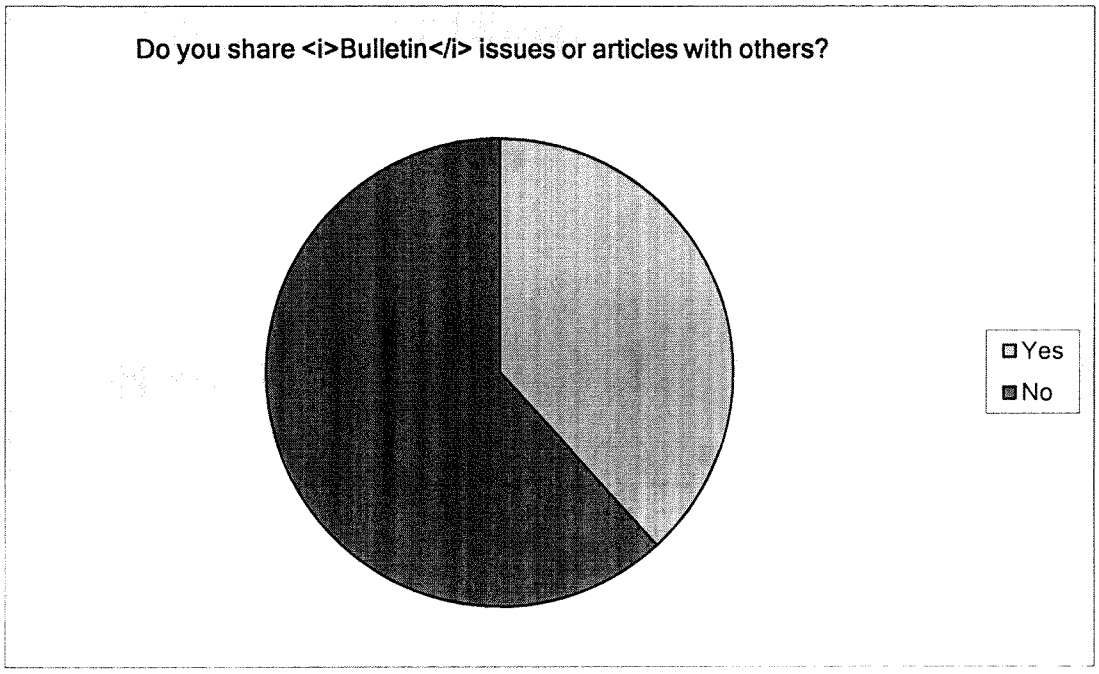
Answer Options	Response Percent	Response Count
Not Very Well	17.1%	29
Adequately	64.1%	109
Very Well	18.8%	32



Do you or your firm save the Bulletin for future reference?		
Answer Options	Response Percent	Response Count
Yes	30.5%	51
No	69.5%	116



Do you share Bulletin issues or articles with others?		
Answer Options	Response Percent	Response Count
Yes	38.2%	63
No	61.8%	102



A version of the Bulletin can be found on the bar's website at www.osbar.org. Which of the following describes how often you use the online version:		
Answer Options	Response Percent	Response Count
Never use the online version of the Bulletin.	76.6%	128
Use the online version of the Bulletin occasionally, but not as often as the print version.	20.4%	34
Use the online version of the Bulletin about the same amount as the print version.	1.8%	3
Use the online version of the Bulletin more than the print version.	1.2%	2

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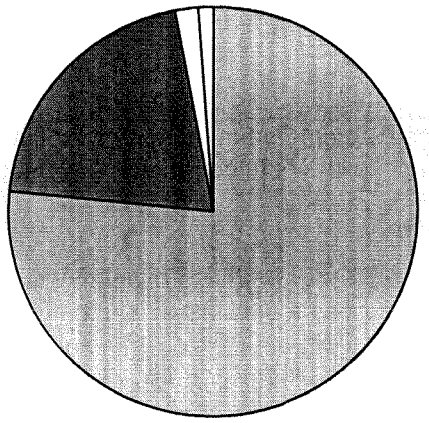
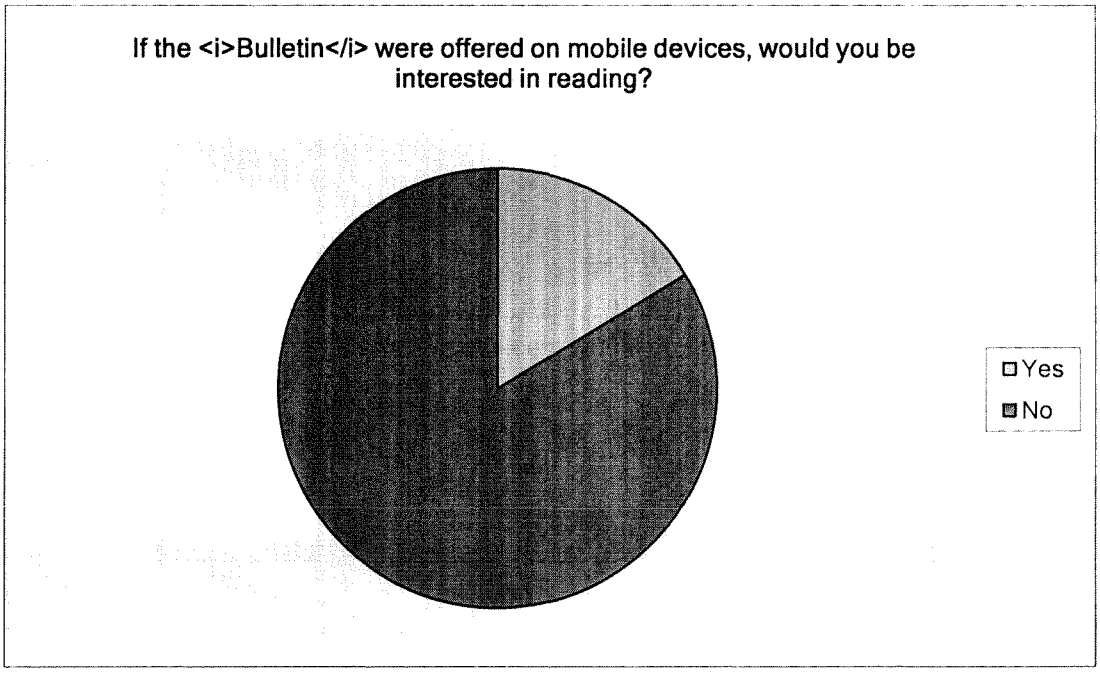


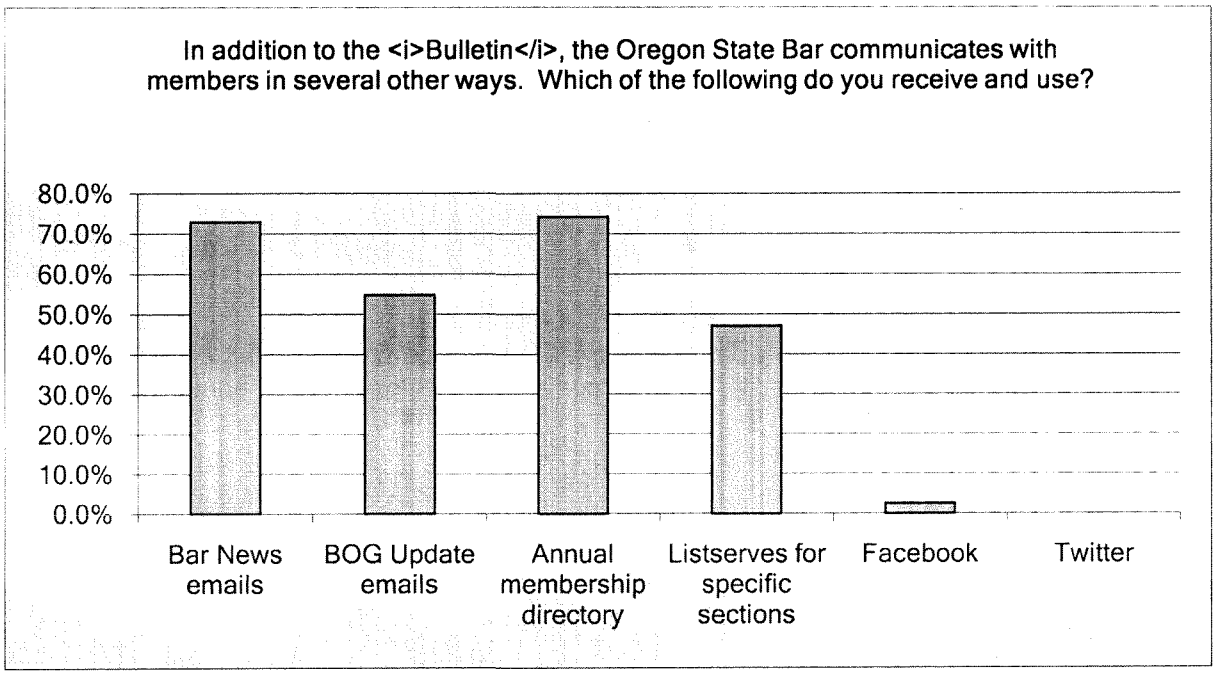
- Never use the online version of the Bulletin.
- Use the online version of the Bulletin occasionally, but not as often as the print version.
- Use the online version of the Bulletin about the same amount as the print version.
- Use the online version of the Bulletin more than the print version.

If the Bulletin were offered on mobile devices, would you be interested in reading?		
Answer Options	Response Percent	Response Count
Yes	16.3%	27
No	83.7%	139



In addition to the Bulletin, the Oregon State Bar communicates with members in several other ways. Which of the following do you receive and use?

Answer Options	Response Percent	Response Count
Bar News emails	72.9%	113
BOG Update emails	54.8%	85
Annual membership directory	74.2%	115
Listserves for specific sections	47.1%	73
Facebook	2.6%	4
Twitter	0.0%	0



What suggestions do you have for improving the style or content of the Bulletin that would encourage you to read it, read it more often, or read it more thoroughly?

I would read it more thoroughly if it pertained to my area of law (probate, estate planning, guardianships, trusts).

include complimentary amphetamines with each issue

I work in-house for a company with an office in Oregon, but very little of my work relates to Oregon. I am admitted to the bar in Oregon, so I casually follow what is in the Bulletin, but given the nature of my job, it is not one of my priorities. When I occassionally read it, I find it to be well-written and interesting, but I don't have any ideas that would make it more interesting to me and still serve the interests of most Oregon lawyers.

The Bulletin is, not surprisingly, focused on practice in Portland and the surrounding area. As a small-town, small-firm practitioner, it's not always relevant or interesting for me. But I understand that you have to write about what the majority of readers are interested in reading.

To make my input useful, I almost wish I could pinpoint an area for improvement. However, even after thumbing through a few issues scanning with as critical an eye as I could muster, I find the Bulletin to be interesting, timely, nicely formatted, readable and pleasantly balanced in its parts. I should read it always and completely. Thanks to those who make it the good professional publication that it is.

Please rid it of silly and useless discussions about diversity and social issues on which it invariably takes an unimaginative but cloying slant.

The bar has a dirvirse membership. I practice in a narrow practice area. I get most practice specific information from other publications. The Bulletion gives me the overview of other areas and the ethics cautions. It pretty well fulfills my needs.

I think the Bulletin is very well written and its content is consistently good and diverse. It does a very good job of appealing to the general bar audience, appropriately leaving to the OSB sections the task of addressing content that is more tailored to particular areas of practice. For these reasons, I can't think of any changes in style or content that would encourage me to read the

Bulletin more often or more thoroughly.

"I am interested in the practical side of the practice of law - recruiting, back office, etc...

Thank you for the good work."

The bulletin emphasizes civil law to the exclusion of criminal law. I rarely see anything in the bulletin about criminal law.

The Bulletin represents our bar association, and its lawyers, not only to the membership but since it likely is found in many of our offices, also to the general public In this regard, I think the new design and layout have given the Bulletin an enhanced professional look which is very impressive and Paul Nickell needs to be commended for the fine job he has done over many years as its editor.

More articles on lawyers who dedicate their practices to social good, civil rights, environmental protection, elder abuse, and those types of articles.

Make it more interesting and relevant to persons under 40. It's really dry

Would appreciate more articles with a criminal practice focus.

I have no real suggestions. I think the Bulletin serves its purpose. It is informative and relatively engaging.

No real suggestions. I receive a lot of bar journals from my substantive practice, so the OSB one I read just as articles interest me, but I do not rely on it for legal information.

"It has a liberal bias.

I'm sure the editors would deny that and can't perceive that and probably don't ""intend"" that."

We all enjoy reading real news about legal issues and about lawyers and what they are doing. With the increasing number of ads that accompany hires and promotions in firms, and ads by arbitrators and mediators, the Bulletin seems to have taken on a flavor less of information than of

lawyerly self-promotion and self-congratulation.

Well I think it could be more useful if topics in current events presenting problems for clients could be discussed with focus on the problems I think you recognize the connection for business i.e. changes in tax code etc but not for people , didn't see an analysis of prop 66 and 67 - don't see summaries of landlord tenant rights - how to fight creditors getting peoples' accounts and wages sometimes public benefits,- fighting foreclosure - I think there are bar members who would be interested. What about the 14th Amend and the Arizona law - we have clients these things affect. Thanks for listening. Should present resources about how we bar members can get involved in commenting on new regs of agencies etc that affect our practice

Ongoing coverage of state budget and impact on courts; rolling coverage of each judicial district with local practice advise; colorful historical piece on courts, lawyers, judges (see, Sunday Oregonian profile on first appointed judge)

More on substantive law. More on practice helps. Less on politically or philosophy related issues. The articles tend to be "liberal" leaning. I would prefer neutrality.

To my perception, the Bulletin is way too Portland "big firm" oriented. I'm not sure what the remedy for that is; it may simply boil down to the fact that its primarily the big Portland firms that make announcements and think it important to provide "Among Us" information. Anyway...the Bulletin is definitely worthwhile and performs a valuable service.

I think it's pretty good--and an lot better than the Washington Bar's monthly publication, which I also receive.

It will be nice if the Bulletin reflected more the many lawyers who are engaged in service of disadvantaged clients and the humanities areas of the law, juvenile law, elder law, criminal law, family law, disabilty law. Our magazine like our Bar still too often has a corporate power flavor. Our culture should be to serve with humility for service and compensation sake and our Bar and Bulletin should reflect that humility. Then too take down the stocks in the public square. Humility is not consistent with humilation.

The substantive articles aren't particularly helpful to my (governement) law practice. I don't know how you customize the content for all of the lawyers in the Bar--maybe identify the various types of practices and make sure that there's something of significance for everyone in

the course of a year?

iphone app is a great idea -- I'd read it much more.

For me, the fun of the Bulletin is in hearing about other attorneys, whether it be their problems (discipline) or achievements, their lives, their practices, and their experiences. I also enjoy the regular columns - Bar Counsel, Legal Writing etc. Practice Tips etc. The feature articles are seldom of particular interest or relevance to my practice.

Just so that my survey responses are clear and understandable, let me say that my primary interest in the Bulletin has been in those articles and features that relate to legal ethics. That is because I have been an ethics trainer and advisor in my practice. I think the Bulletin does a good job in that area, so I am not suggesting any improvements, but you should understand that, when I receive the new issue of the bulletin, I page first to those sections. After I have reviewed those, it is fairly unlikely that I will spend time on anything else, with the possible exception of the monthly column on legal writing. Suffice to say, ethics and legal writing are the two subject areas regularly covered in the Bulletin that relate best to my own practice. So, as is probably true for many members of the Bar, my needs determine my interests.

Let's have less articles exhorting lawyers to do free work and more articles about how to deal with difficult, dishonest, and deadbeat clients.

I really find the format, content, and "readability" very satisfactory and therefore am inclined to say "if it ain't broke, don't fix it."

I don't know that I can offer suggestions. I only read the disciplinary section and the "among ourselves" section. The last article I read was within the last year, and it gave a comparision of online legal research databases. I saved that as a resource. However, I am a criminal litigator, and most of the content is geared towards civil litigation. That is the main reason I do not read the rest.

less political content; more practical content

Nothing - I think it's a much more usable and readable publication than the other bar journal I receive (from Washington).

The articles frequently don't have much appeal to me. I tend to read the OAAP publications more, as I find the focus has more relevance for me.

It could be longer, use more Oregon case law, really explain the latest rulings

I would be satisfied with a newspaper print Bulletin, similar to California Bar journal, particularly if its a cost savings and better for recycling. California journal also has a monthly CLE with questions so one can accumulate credits. I appreciate the services provided by PLF for free CLEs but the Bar could also help out by a monthly opportunity for credit in the journal.

None. I think it is just fine.

So dissatisfied as compared to journals from other bar associations that it should just be discontinued.

It would be sufficient to make it available online, with email notification of the contents, and maybe links in the email to particular articles.

Don't focus on elite attorneys, since by definition at least 1/2 of us are below average. Instead, more hands on and nuts and bolts, more coverage of struggles of average attorneys and how to increase skills and satisfaction.

less fluff more analysis of substantive law

Cut down all the selfpromoting ("Joe Smith was recently promoted to partner") advertising. It's vomit for my eyes. If half of those advertisements were removed, there would be more room for intellectually stimulating articles on the profession of law and I'd be much more interested in cracking the cover.

I enjoy the Bulletin. I realize I may be in the minority now, but I like gettng the hard copy of the magazine, and reviewing it as time allows. Usually, I look at it while eating lunch or during

breaks. I take it with me and appreciate the brief but informative articles. In this day and age of email, twitter, etc . I appreciate the luxury of a real magazine.