

# USLAW *SHORT TAKES*



LEGAL ALERTS



## SHORT TAKES LIAISON PREPARATION CHECKLIST

Please take a minute to ensure the following:

- Provide the name of the attorney who recorded the video (first, middle initial, last, etc.).
- Provide the practice area(s) the topic is relevant to.
- Provide the title of the video (helpful to include the state in the title).
- Provide the attorney's professional headshot if not previously submitted to USLAW.
- Ensure the topic of the video is timely (within the past several weeks).
- Ensure the topic of the video is from the state in which your firm represents USLAW. If you share the state with another firm, please notify that firm(s) Short Takes Liaison, so they do not duplicate.
- If the topic is at the federal level, please place a message in the Short Takes discussion group on My USLAW for notification that you've created a Short Take on the topic.
- Ensure the video is reviewed by a partner from the firm prior to sending it/uploading it to USLAW.
- Ensure the attorney did not pitch the firm or practice in the video (i.e., It is ok to say "feel free to reach out to me for more information"). Keep in mind the last screen of every Short Take includes the attorney's name, firm, direct phone and direct email.