

Strategic Plan 2021

**Moving
LawNow
Forward**

Prepared by

Jessica Steingard
Editor of LawNow

May 14, 2021



Published by: Legal Resource Centre of Alberta Ltd.
W lawnow.org | E editor@cplea.ca | T @LawNowMag

Overview

LawNow is an online plain language, legal education publication aimed at relating law to life. It is published by the Legal Resource Centre of Alberta Ltd., operating as the Centre for Public Legal Education Alberta (**CPL**EA). LawNow is neither politically nor professionally aligned. We report on interesting topics of the law as they apply to everyday life for everyday people.

In the age of information overload, it is important that we continually evaluate how to keep LawNow fresh and responsive and reaching our target audience. One of our 2020-2021 deliverables for one of our funders, the Alberta Law Foundation, was to create a strategic plan for LawNow moving forward.

This strategic plan includes the following sections:

<i>Section</i>	<i>Page #</i>
Where We Came From An overview of the history of LawNow.	2
Where We Are Now The current state of LawNow, including its audience, content, team, process and more.	2
The Evaluation and Planning Process A description of the evaluation and planning process that supported the creation of the plan to move forward.	6
Where We Are Going An overview of our strategies and plans to accomplish those strategies, starting September 2021.	9
Conclusion	12
Appendices	13

In short, our plan is to do publish more of what readers want, more frequently. We also plan to continue to integrate LawNow articles into CPL

EA's other information and education activities.

Where We Came From

We are proud of LawNow's legacy! Having started in 1976 as Resource News, it is now in its 45th year of publication.

LawNow was originally distributed in print form and paid through subscriptions. It evolved from a six-page stapled newsletter written by staff to a 48-page bi-monthly magazine written largely by volunteer contributors. LawNow raised revenue by selling advertising and subscriptions. Historically, its readership included educators at all levels, libraries, the justice community, intermediaries working with diverse groups, academics, and Canadians with an interest in the law. For the 2011-2012 publication year (last year in print), LawNow had 740 paid subscribers.

LawNow's content has not changed significantly over the years. Columns have come and gone but LawNow's purpose has always been to provide plain language information about the law to non-lawyers.

In 1998, LawNow began the transition to online. In September 2012, LawNow moved to a completely digital format. The cost of producing a print publication and changing technology led to the move. CPLEA received three-year funding from the Alberta Law Foundation starting in 2011 to make the transition. Another focus of the transition funding was to shift the content to having a greater focus on vulnerable populations.

Housed at www.lawnow.org, LawNow is now freely available online to readers.

Where We Are Now

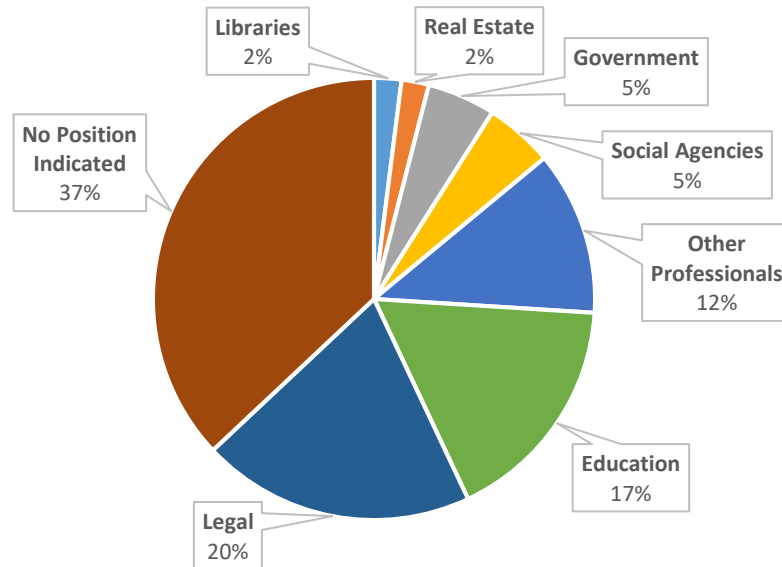
In preparation of our evaluation and planning activities, we looked at the current state of LawNow.

Audience

LawNow's target audience is non-lawyers who support individuals with legal problems (such as social workers, librarians, educators, etc.) and individuals who are interested in learning more about the law.

LawNow currently has 1385 subscribers who receive an email when a new issue is posted.

LawNow Subscribers (as at September 2020)



Notes on Chart:

- **Legal** includes lawyers and other legal professionals (such as mediators, paralegals and those affiliated with legal non-profits)
- **Education** includes teachers (primary, secondary, and post-secondary), teachers' associations and school boards
- **Government** includes municipal, provincial, and federal workers but not government lawyers
- **Social Agencies** includes those who provide social services to the public (such as social workers and other non-profit workers)
- **Libraries** includes law, school, government, and public libraries
- **Real Estate** includes agents, rental managers, etc.
- **Other Professionals** include engineers, insurance brokers, accountants, healthcare workers, media personnel, law enforcement, union representatives, human resources professionals, self-employed workers, etc.
- **No Position Indicated** includes a few students, retirees and interested citizens.

We also collect readership statistics from Google Analytics. See **Appendix A** for data from September 2019 to August 2020.

Content

LawNow is published every two months, with the editorial year starting anew each September.

Each issue features four to five articles around a feature theme and three to four articles around a special report topic. Each issue also features between seven and ten regular columns, including:

- Consumer
- Criminal
- Employment
- Family
- Famous Cases
- Housing
- Human Rights
- Law & Literature
- Not-for-Profit
- Plain Language
- Youth & the Law

Each spring, our team plans content for the editorial year. We strive to choose topics that are interesting to individuals, especially vulnerable populations in Alberta. See **Appendix B** for a list of the 100 most popular LawNow articles for September 1, 2019 to August 31, 2020.

Off and on we have engaged youth and teachers through YouthTalk and TeachersTalk, respectively. Both are currently inactive. YouthTalk provided a space for youth to contribute to LawNow. TeachersTalk advised teachers on using LawNow effectively in the classroom.

The Team

CPLEA's staff members make up the LawNow team. CPLEA's Executive Director, Jeff Surtees, is the publisher. Jessica Steingard, staff lawyer, is the editor. And Jessica Nobert is the designer. The rest of CPLEA's staff also provides support – web, evaluation, communications, and administration.

Volunteer contributors write most of the articles, with CPLEA staff also writing a few each issue. Most of our volunteers are lawyers, spread across the country. Others include accountants, journalists, students, and educators. We have a group of about 20 writers that have consistently contributed for the last several years. For volume 44, we added 14 new contributors who wrote a total of 11 articles. For Volume 45, we published articles by 13 new contributors.

The Process

We (the staff at CPLEA) plan the content of each volume in the spring of each year. In March, we start with an in-house brainstorming session for topics. We then create a Call for

Contributors listing approximately 15 topics and suggested articles. This Call is sent out to our list of past, current, and potential contributors. We ask contributors to respond with articles that they are interested in writing. Based on the response to the Call, we schedule the most popular topics throughout the year, either as feature themes or as special reports. We fill in holes in content throughout the year.

Columnists can choose whatever topic they want for their columns and do not need to commit to topics ahead of time. Columns usually comment on timely legal topics.

Contributors submit their articles about a month before the publication date. Our editor reviews the articles, works with the contributor on any suggested edits, and prepares the online content.

Delivery & Marketing

Each issue of LawNow is “launched” at the beginning of its publication month. We post the articles to our website – with the homepage and “In This Issue” page changing with each issue. Older issues are posted to our “Archives” page.

Subscribers receive an email, which replicates the table of contents and links to each article.

We also post about the new issue on social media – LawNow’s Twitter, CPLEA’s Twitter, CPLEA’s Facebook and CPLEA’s Instagram accounts. Throughout the two months the issue is current, we advertise specific articles on social media – on an ad hoc basis. Many tweets are shared or liked by legal clinics or organizations. Writers sometimes share their article on their personal accounts. We also share archived articles that relate to current events.

We create a PDF of each issue and post it to the website. We aim to do this within two months after launching, though timing depends on staff design capacity. The PDF versions are picked up and indexed by GaleGroup, Ebsco, CanLII and HeinOnline.

With the start of volume 44, we made a few design changes, namely updating the logo and re-designing our cover pages.

So where should we go from here?

The Evaluation & Planning Process

The above description of LawNow's current state was the first part of our evaluation and planning process.

During the next part of the process, we solicited feedback from those internal and external to LawNow. We completed two exercises:

1. Reader and Contributor Surveys
2. Brainstorming Sessions

Reader & Contributor Surveys

Reader Surveys

In issue 45-2's "Have You Heard?", we solicited feedback from readers. The survey was open from October 28, 2020 to November 15, 2020. We received 12 responses.

How often do you read LawNow?					
<i>I read every issue of LawNow as soon as it is published!</i>	<i>I read LawNow fairly regularly</i>	<i>I read LawNow only once in a while</i>	<i>I read LawNow very rarely</i>		
3	8	1			
Why do you read LawNow?					
<i>I read LawNow because it pertains to my work.</i>	<i>I read LawNow for research purposes.</i>	<i>I read LawNow out of personal interest.</i>	<i>Other (please specify)</i>		
3	2	11			
What is your level of satisfaction with the content of LawNow?					
<i>Very satisfied</i>	<i>Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Unsatisfied</i>	<i>Very Unsatisfied</i>	
6	4	2			
What is your level of satisfaction with the LawNow website?					
<i>Very satisfied</i>	<i>Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Unsatisfied</i>	<i>Very Unsatisfied</i>	<i>Not Applicable</i>
	3	4	1		4

Some of the comments included:

- Publish more often!
- I get an email alert and I browse the issue at that time, reading a couple articles that interest me out of the whole issue.
- The articles seem to be well written by authoritative authors.
- I appreciate how this journal informs my own understanding, that it's open access, and a good source of Canadian law information written for readers who don't necessarily have an academic/legal understanding.
- I'm a teacher and use it with my students
- Love love love plain language in legal matters. Thank you. This used help with work a bit, but family and tenant law really wonderful over many years for myself and helping my children grow (3 daughters) and become self sustaining through clear concise complete and correct information.
- I find the articles/topics discussed lacking in depth and think that maybe your authors could consider their audience as being more sophisticated than the average 'joe'.
- Helped me immeasurably with significant challenges I faced alone, as Self Rep.

Contributor Survey

In October & November 2020, we also asked our regular and recent contributors to complete a short survey about their experience. We received 15 responses.

	<i>Very satisfied</i>	<i>Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Unsatisfied</i>	<i>Very Unsatisfied</i>
What is your level of satisfaction with the process for contributors (such as Call for Contributors, submission and editing, follow-up, and feedback)?	13	1	1		
What is your level of satisfaction with the topics chosen?	10	4		1	
What is your level of satisfaction with the delivery of LawNow (Website, PDF version, marketing of articles)?	8	6			

Some of the comments included:

- I have been using various articles from LawNow in some of my classes for over two decades and the quality not only continues to improve but I welcome the broad range of topics covered. The articles are highly accessible. Perhaps allowing some of the 'feature' article(s) a bit more leeway with word count might be helpful as sometimes the articles lack sufficient depth. :-) however, I well appreciate that this is a delicate 'juggling act'.
- I enjoy seeing it in CANLI
- Editing, follow up and feedback were excellent.
- The topics in the section I contributed to were all very interesting and contained useful information for me.
- Sometimes the arrival of the magazine gets lost with all the other incoming mail.
- Topics are interesting and very accessible. Maybe law firms would like to keep a hard copy in their reception areas, if it were available.
- I know it is costly to make print copies but doing a limited run and placing them where people most in need are likely to see them may a) make them aware of the publication and b) make the articles accessible to those without access to the internet.

Brainstorming Sessions

We wanted to reach outside of CPLEA and LawNow to learn more about where we could go. We hosted two brainstorming sessions, both on Tuesday, November 17TH via Zoom.

Each of the sessions included individuals with knowledge of LawNow and those without. Participants included:

- Editor of a local magazine available for free in print and online
- SEO specialist from a local company
- Representative from Alberta Law Libraries
- Interested readers of LawNow
- PBSC students
- CPLEA board members
- Former editor of LawNow

During each session, we focused the conversation around three questions:

1. What is working?
2. What can be improved?
3. Suggestions.

We asked participants to comment both on content (topics, article, columns, schedule, etc.) and delivery (website, e-newsletter, social media, timing, audience, etc.). We received lots of great feedback and suggestions, many of which have found their way into this strategic plan.

Following these external brainstorming sessions, we conducted a similar exercise with CPLEA staff on February 4, 2021 via Zoom. Many of the points raised in the external sessions were also raised at this meeting. I subsequently met with individual team members to discuss some of the suggestions in more detail, based on their expertise (such as web administration, design, etc.).

Putting It All Together

The reader and contributor surveys and the internal and external brainstorming sessions yielded many valuable comments and suggestions. Over the past few months – and after further conversations with our team members, including CPLEA's Executive Director and board of directors – I have consolidated the data we collected and prepared this Strategic Plan.

Where We Are Going

The data supports our belief that LawNow has great information for everyone, whether they are in the middle of a legal crisis, providing services to others, or just curious about the law. And we want to make sure people can find it in all the noise.

We are not making major changes to LawNow. But we are going to shake things up a little!

We have come up with three strategies for moving forward:

- 1. Be responsive to current events and reader needs.**

We want LawNow's content to better respond to current events and reader needs. To do this, we will monitor major news items, legislative changes, and public queries across all our websites.

- 2. Do more of what works.**

Some of our most popular articles today were written several years ago. We want to make sure our content is current and reflects what readers are already reading on LawNow.

3. Integrate LawNow into CPLEA's activities.

We see LawNow as one delivery method for CPLEA's legal information and education. We want to use LawNow articles to better support CPLEA's projects.

Accomplishing these strategies will not happen all at once. It will take time. We will focus our efforts on three main areas of change:

1. Format
2. Content
3. Marketing

Format

We want LawNow to be a place to examine, discuss, describe, and talk about the law in an interesting, engaging, and practical way. To continue to do this, the format of LawNow will shift slightly.

- Rather than publishing content once every two months, we will publish content ongoing, likely one to two pieces per week.
- Each month, we will publish a collection of articles around a feature topic. We will schedule topics ahead of time but also want to leave space to be reactive to current events.
- Our current columns will become "Sections". We will expand our list of Sections and categorize most articles accordingly. For example, recent feature articles on family law will be categorized as "Family" so that readers can see all articles related to that area of law, not just articles previously written as columns. These Sections will mimic the categories we use for the rest of CPLEA's resources to create continuity among all CPLEA's offerings.
- Most articles will be limited to 800 to 1000 words, with a grade level of 8-11. Articles of this length should take 4 minutes or less to read. Attention spans on the internet on short! We want to grab our reader's attention and get to the point quickly. We will allow some longer articles on a case-by-case basis to respond to feedback that some articles lack depth.
- Each article will include a call to action to allow the reader to explore other LawNow articles and related CPLEA resources. Doing so encourages readers to further explore the site and showcase other available resources that may address their issue.
- We will start using our own photos or animations. Doing so will tie in CPLEA's other work of animation and consistent assets.
- A long-term goal is to update the look of the website to better showcase each article. As an example, see [Policy Options](#).

Sample Sections include:

- Consumer	- Human Rights
- Courts	- Law & Literature
- COVID-19	- Media & Technology
- Criminal	- Money & Taxes
- Employment	- Not-for-Profit
- Environment	- Our Legal System
- Family	- Planning for the Future
- Famous Case	- Youth & the Law
- Housing	

See **Appendix C** for a list of possible feature topics for volume 46 (2020-2021).

Why this shift? Publishing content every two months and organizing articles by Featured Articles, Special Reports and Columns is a holdover from print publication days. Such organization does not mean anything to anyone but us.

Content

We want to do more of what works. And always check back to make sure articles contribute to CPLEA's mission of making the law understandable for Albertans.

We have already described how the content will shift slightly in terms of categories, article word counts, topics, etc. A few more changes related to content:

- We will link topics in LawNow to CPLEA's work on other resources. For example, if we are updating our Domestic Violence series, we can schedule a collection of topics around domestic violence to coincide with publication. Or if we do a series of short videos on different topics, LawNow articles can provide longer content.
- We will use articles to provide more detail about certain topics. For example, a LawNow article can provide more detail more so than a publication or video would.
- We will use catchy titles to draw readers in. For example: "Five things you should know about ..." or "Urban legends about ... that aren't true"
- We will work with our amazing contributors to rewrite older but popular articles. At first, we will link to the new article in the old article to generate traffic. After a period, say a year, we will redirect only to the new article.
- We will let go of not-so-popular topics and freshen up current topics. For example, we need to find one or two regular contributors of not-for-profit articles.

- We will limit contributors to four published articles per volume/year. This will encourage us to widen our group of contributors and therefore offer broader perspectives.

Why these changes? Some articles are not being read. And other wildly popular articles are very out of date. Let's make sure our content is fresh and current, as much as possible, the same we would other CPLEA resources.

Marketing

We want to use marketing to engage, not just as an afterthought. To this end, we will:

- Send out an e-newsletter once per month – a around-up of articles posted that month
- Post a PDF quarterly to meet obligations to indexing sites
- Post on social media when a new article is posted, not just randomly over time

Why? We know that traffic goes up slightly when the newsletter goes out. And social media is a source of referral traffic to the site. So, let's keep it up but do better!

Timelines

Most of the changes proposed above will take place before September 1, 2021, which marks the beginning of Volume 46. The following changes will take longer to implement, depending on CPLEA staff resources and funding:

- Changing the layout of the LawNow website
- Using only in-house photos and illustrations

We envision these changes taking up to one year to implement.

Conclusion

This is an exciting time for LawNow! Today, information is available at our fingertips. We are excited to continue to evolve LawNow to make sure it stays relevant and useful.

Please direct any questions to Jessica Steingard, Editor of LawNow, at editor@cplea.ca.

APPENDIX A: Google Analytics for Readers from September 2019 to August 2020

Users	600,713
Sessions	707,473
Age	18-24: 24.4% 25-34: 33.6% 35-44: 15.7% 45-54: 12.4% 55-64: 8.4% 65+: 5.6%
Gender	Female: 53.2% Male: 46.8%
Location	Canada: 68% of sessions Provincial: (% of Canada Traffic) <ul style="list-style-type: none"> • Ontario: 44.7% • Alberta: 25.9% • British Columbia: 15.1% • Quebec: 4.7% • Saskatchewan: 2.5% • Manitoba: 2.5% • Nova Scotia: 2.2% • New Brunswick: 1.1% • Newfoundland/Labrador: 0.7% • Prince Edward Island: 0.3% • Yukon: 0.1% • Northwest Territories: 0.1% • Nunavut: 0.04%
New/Returning Users	New Visitor: 85.4% Return Visitors: 14.6%
Device	Desktop: 54.6% Mobile: 42.2% Tablet: 3.2%
Traffic Sources	Organic Search: 84.6% Direct: 12.5% Referral: 2% Social: 0.9%
Search Performance	Search Terms with 1 st Page results: 890/1000 Total Impressions: 18.1 Million (searches that LawNow appeared in) Average Position: 23.5

APPENDIX B: 100 Top Articles (September 1, 2019 to August 31, 2020)

No	Page	Date	Pageviews	Unique Pageviews
1	/what-do-i-have-to-tell-the-police-if-they-stop-me/	Nov-17	33744	31633
2	/quitting-and-giving-notice-employees/	May-15	24611	23108
3	/significance-charter-canadian-legal-history/	May-17	24262	21394
4	/common-immigration-mistakes/	May-13	22397	21167
5	/tenant-move-outs-cleaning-and-security-deposit-deductions/	May-16	20267	18538
6	/equitable-doctrines-and-maxims/	May-08	16915	14995
7	/police-record-checks-what-can-they-disclose/	Nov-17	14826	13857
8	/whatever-happened-us-v-burns-extradition-death-penalty/	May-15	14005	12569
9	/steps-to-starting-a-business-in-alberta/	Mar-18	13182	11910
10	/privacy-and-medical-information-in-the-workplace/	Mar-19	12322	10898
11	/bicycle-law-in-alberta/	Jul-18	11480	10601
12	/all-is-not-lost-law-lost-and-found/	Jan-14	10883	10190
13	/protection-of-young-workers-in-canadian-employment-law/	May-14	10778	9668
14	/in-canada-and-elsewhere-freedom-of-speech-is-on-the-endangered-list/	Jul-19	10229	9561
15	/having-problems-with-another-tenant/	Jul-16	9727	8598
16	/democratic-governance-the-constitution-and-canadas-branches-of-government/	Jul-15	9408	8417
17	/vicarious-liability-legal-responsibility-of-employers/	May-14	9129	8337
18	/dispensing-with-a-parents-consent-for-counselling-for-children/	Jan-18	8243	7777
19	/when-can-the-right-to-freedom-of-expression-be-curtailed/	Jul-19	8089	7265
20	/absolute-conditional-discharges-canadian-criminal-law/	Sep-14	7908	7416
21	/important-changes-to-the-law-are-coming-mark-your-calendar/	Nov-19	7869	7259
22	/the-reasonable-person/	Jul-17	7809	6980
23	/common-neighbourly-disputes-and-solutions-4/	Mar-16	7295	6826
24	/the-rule-of-law-what-is-it-why-should-we-care/	Apr-02	7120	6555
25	/american-and-canadian-election-laws/	Nov-12	7107	6581
26	/dealing-with-pets-after-separation-part-1-understanding-the-law-on-personal-property/	Mar-16	6933	6470
27	/canadian-regulation-contests-prizes-games/	Sep-14	6384	5963

28	/the-indian-act-can-it-be-abolished/	May-15	6208	5745
29	/criminal-records-police-reports-can-ruin-travel-plans/	Sep-14	5915	5655
30	/why-do-we-have-jury-trials/	Jan-19	5855	5468
31	/the-evolution-of-the-war-measures-act/	Jan-19	5765	5299
32	/why-is-canada-a-bilingual-country/	Sep-19	5607	4961
33	/the-law-of-spanking/	Mar-18	5359	5088
34	/protecting-your-personal-information-when-you-rent/	Nov-12	5309	5082
35	/cyber-bullying-bullying-through-technology/	Nov-12	5239	4643
36	/married-vs-common-law-whats-the-difference/	Mar-15	5030	4812
37	/whatever-happened-to-r-v-oakes/	Nov-16	4846	4316
38	/shared-accommodation-problems-what-can-a-tenant-do/	Mar-16	4797	4331
39	/human-rights-and-a-poisoned-work-environment/	Jan-17	4173	3845
40	/getting-your-security-deposit-back/	Mar-13	4059	3544
41	/domestic-violence-victims-sue-abusers/	May-12	3967	3679
42	/a-brief-overview-of-child-intervention-services-in-alberta/	Jan-16	3867	3539
43	/expropriating-land/	Jul-13	3848	3380
44	/what-ever-happened-to-jim-keegstra/	Jul-12	3831	3436
45	/bills-of-rights-in-canada/	Jan-13	3814	3447
46	/jury-trials-cost-controversy-and-secret-powers/	Jan-19	3671	3387
47	/the-evolution-of-canadian-law/	May-17	3636	3339
48	/children-witnesses-in-the-criminal-courts-recognizing-competence-and-assessing-credibility/	Jan-18	3435	3127
49	/how-are-off-road-vehicles-regulated-in-alberta/	Nov-17	3287	3126
50	/jurisdiction-interprovincial-custody-applications/	Nov-14	3274	3028
51	/a-brief-overview-of-canadian-immigration-law/	Mar-19	3211	2871
52	/termination-for-insolence/	May-16	3115	2872
53	/effects-of-the-notwithstanding-clause-on-human-rights/	Nov-18	3027	2755
54	/stinchcombe-and-crown-disclosure-of-criminal-evidence-2/	Jan-18	2993	2765
55	/parliamentary-democracy-101/	Nov-09	2983	2687
56	/duty-unions-fairly-represent-members/	Jan-15	2970	2733
57	/how-debt-can-impact-your-ability-to-sponsor-an-immigrant-to-canada/	Nov-15	2968	2790
58	/landmark-cases-cases-changed-legal-social-landscape-canada/	Jul-14	2934	2676
59	/ive-been-good-can-landlord-make-me-move/	Jan-14	2908	2591
60	/insubordination-dismissal/	Mar-14	2869	2738

61	/changing-a-childs-name/	May-13	2840	2666
62	/privacy-rights-of-children/	Mar-19	2840	2544
63	/self-employment-and-family-law-calculating-income-for-support/	Mar-18	2799	2629
64	/co-tenants-co-responsibilities/	Mar-13	2738	2444
65	/whatever-happened-to-roncarelli-v-duplessis/	Nov-12	2726	2409
66	/how-to-deal-with-bankruptcy-as-a-small-business-owner/	Mar-18	2577	2427
67	/civil-disobedience-rule-of-law/	Mar-13	2560	2347
68	/whos-the-boss-jurisdiction-over-the-environment-in-canada/	Mar-17	2521	2322
69	/the-youth-criminal-justice-act-an-overview/	Jan-18	2501	2294
70	/the-statute-of-westminster-a-stepping-stone-towards-canadian-independence/	May-17	2497	2240
71	/get-eviction-notice/	Nov-13	2484	2022
72	/living-with-your-landlord/	Jul-13	2469	2190
73	/supreme-court-of-canada-endorses-a-new-approach-to-self-represented-litigants/	Nov-17	2464	2225
74	/renting-out-your-condominium-six-facts-you-need-to-know/	Nov-15	2379	2243
75	/the-ethics-of-corporate-social-responsibility/	Jul-12	2376	2145
76	/divorce-and-bankruptcy-law-in-canada/	Sep-16	2358	2210
77	/the-rule-of-law-two-notable-supreme-court-decisions-to-celebrate/	May-17	2318	2151
78	/introduction-inuit-rights-arctic-sovereignty/	May-15	2284	2029
79	/marriage-breakdown-affects-taxes-and-child-benefits/	Jan-16	2253	2152
80	/essential-services-and-the-right-to-strike/	May-15	2230	2092
81	/black-letter-law/	Sep-18	2210	2065
82	/shared-custody-parenting-income-tax-issues/	Nov-19	2163	2036
83	/sexting-whats-the-big-deal/	Nov-19	2133	1977
84	/over-representation-of-indigenous-and-other-racialized-children-in-the-child-welfare-system-human-rights-aspects/	Sep-18	2048	1837
85	/stinchcombe-and-crown-disclosure-of-criminal-evidence/	Nov-17	1977	1787
86	/financial-disclosure-in-family-law-cases-dont-hide-its-best-to-provide/	Jul-15	1957	1833
87	/disabilities-and-addiction-in-the-workplace/	May-19	1927	1747
88	/wedding-law-authority-vested/	Mar-15	1918	1750

89	/whatcott-case-balancing-free-speech-social-harmony/	Jul-14	1894	1760
90	/small-claims-court-a-venue-made-for-self-represented-litigants/	Jul-15	1892	1778
91	/right-to-healthy-environment/	Mar-13	1874	1657
92	/charter-of-rights-and-homeless-persons/	Mar-18	1860	1685
93	/impact-of-a-waiver-on-your-ability-to-sue/	Aug-03	1835	1739
94	/the-duty-of-unions-to-fairly-represent-their-members/	May-19	1827	1681
95	/human-rights-laws-and-inclusion-of-new-grounds-criminal-record/	Jul-17	1703	1541
96	/the-lack-of-representation-of-indigenous-people-in-canadian-juries/	Jan-19	1646	1445
97	/the-law-of-costs-and-the-cost-of-law/	Aug-16	1597	1518
98	/the-impact-of-brexite-on-the-free-movement-of-persons/	Nov-19	1584	1407
99	/the-law-of-safe-injection-drug-sites/	Sep-18	1523	1376
100	/reasonable-doubt-in-criminal-law/	Jul-17	1507	1435

APPENDIX C: Potential Feature Topics September 2021 to August 2022

1. Social Media & Technology (covered in March 2021 but continues to be a relevant topic with emerging issues)
2. Indigenous Issues
3. Small businesses (one of CPLEA's top 100 pages – across all websites – is an article on steps to starting a business in Alberta)
4. On the Farm (regulation of rural industry, such as the Canadian Wheat Board, fishing licenses, dairy products, etc.)
5. After Death (business assets, what to do right away, taxes, administering an estate, etc. – based on frequent searches on CPLEA sites and on info and referral requests)
6. Immigration (could link to COVID)
7. Democracies around the world (based on interest in American politics)
8. 2020 In Review (round up of legal changes to promote updated resources, such as MAID)
9. What's in my food? (laws about the food industry, designations, etc.)
10. Not in My Backyard (neighbour disputes – to coincide with launch of new tip sheet)
11. Domestic Violence (to coincide with relaunch of reviewed and updated Domestic Violence series)
12. Canadian Laws (updating older but popular articles on Rules of Law, Charter, Equitable Doctrines & Maxims, etc.)
13. Mental Health and the Legal System
14. Censorship in the Legal System