

Date: January 12, 2023  
To: NCBA Board of Governors  
Subject: NCBarBlog Update  
Name: Jessica Junqueira, Communications Manager

Between October 7, 2022, and January 10, 2023, 59 blog posts have been published on NCBarBlog. Sixteen sections, two divisions and two committees have published blog posts.

The community groups that have published posts are below:

Administrative Law Section
Antitrust & Complex Business Disputes Law Section
Bankruptcy Section
Construction Law Section
Corporate Counsel Section
Criminal Justice Section
Dispute Resolution Section
Family Law Section
Health Law Section
Insurance Law Section
Intellectual Property Law Section
Juvenile Justice & Children's Rights Section
Labor & Employment Law Section
Litigation Section
Sports & Entertainment Law Section
Tax Section
Young Lawyers Division
Paralegal Division
Pro Bono Committee
Minorities in the Profession Committee

### **NCBarBlog Statistics**

- The site received 29,204 unique page views between October 7, 2022, and January 10.
- The average time on site was 2:45 (2 minutes, 45 seconds).
- The highest number of unique visitors on a single day, 861 views, was received on January 10.

Last year, between October 7, 2021, and January 10, 2022, the site received 33,914 page views, 4,710 more than the number of page views during this bar year's quarter two. The average time on site, 2:45, was 22 seconds less than the time on site during quarter two of last year, 3:07.

NcBarBlog received 9,953 views in October 2022, 8,829 in November, and 8,874 in December.

### Top New Posts

- [A Pronouns Primer for Practitioners](#) by Sarah Saint and Elizabeth “Brooks” Savage, Young Lawyers Division, 646 views
- [Changes to the Rules of Professional Conduct Regarding Client Confidentiality](#) by Amy Richardson, Litigation Section, 560 views
- [Paralegal Ethics: Are You Really Being Ethical?](#) by Sarah L. White, Paralegal Division, 461 views

### Blog Updates, Performance and Highlights

#### Email Updates

- Communications chairs and co-chairs received the first monthly email update of the 2022-23 bar year in October 2022. The email update includes a list of the previous month’s top new posts. I send email updates from October through June.
- Communities Managers and the Director of Communities also receive the list of top-performing posts each month.

#### New Featured Posts

- Two new posts were featured on the home page of the blog this quarter:
  - [Transforming Transformative Use: A Synopsis of Andy Warhol Foundation for the Visual Arts, Inc. v. Goldsmith](#), written by KimberMarie Faircloth, a member of the Intellectual Property Law Section.
  - [“The” Ohio State University and the Trademark Protection of Cultural Identity](#), written by Andrew McClain Adams, a member of the Sports & Entertainment Law Section.

#### Best of 2022: Top Posts Announced

- A list of the top five blog posts published between January and December 2022 was included in the January 2023 Member Benefits newsletter. Two hundred and twelve posts were published during the 2022 calendar year. The five posts that

received the highest number of page views are below:

- [Marketable Securities as Money Under Partnership Tax Rules](#) by John G. Hodnette
- [Prenatal Abandonment](#) by Jessica Wollum
- [The New Corporate Transparency Act and Its Potential Impact on North Carolina Commercial Real Estate Attorneys](#) by Margaret Shea Burnham
- [Remembering Bob Mendenhall](#) by Wells Hall
- [What You Need to Know about Remote Depositions in 2022](#) by PJ Puryear