

## An Old Medium in the Midst of the New

The opening page of the *Marquette Law Review* in 1916 observed that “the institution which would expand and fulfill its mission must make known its ideals and communicate its spirit,” and it suggested that “[t]he most effective way of doing both is by means of a suitable magazine.” In the ensuing century, the media available to institutions and individuals have multiplied.

Much of this multiplication has occurred within my time in the legal profession, and some of it even during the 10-plus years of my deanship. The Internet has been the primary driver, of course, and blogs, Facebook, and Twitter have

supplemented means such as home pages and email.

The Law School is no stranger to any of these technologies or applications. If email were a form of currency, I would be wealthy, indeed. For another

example, we maintain what I believe to be the most consistently updated law faculty blog in the country: Professor Michael O’Hear recently completed his fifth year of leading us in that important initiative.

Various of my colleagues are entirely comfortable with newer media. The Marquette Law School Poll has benefited from tweets by faculty and staff colleagues. While Twitter and I thus far are strangers to one another, it is important to the Law School that others step up to expand our media competency. For example, Associate Dean Matt Parlow is leading an initiative to ensure that we deploy social media in ways that help us connect with alumni, students, and prospective students.

Yet even today the role of print media remains important. Consider, again, the development of the *Marquette Law Review*. Its citation by Wisconsin courts countless times in just the past three decades should make plain that the publication continues to help the Law School “fulfill its mission.” At the same time, over the decades, the journal has ceased to be a “magazine” in the precise sense originally envisioned.

In these circumstances, we have great confidence in the importance of this magazine, *Marquette Lawyer*. It is a rich, substantive publication, which the Law School uses to “make known its ideals and communicate its spirit” not just to Marquette lawyers but also to federal judges, legal academics, and thousands of members of the practicing bar. To take just that last group, non-Marquette alumni hire our students and graduates and send their children to school at Marquette; surely we wish such friends and consumers to know our ideals and feel our spirit.

Yet these individuals are not likely to receive emails from me, sign up as Facebook friends of the Law School, or follow us on Twitter (I do not know what verbs go along with Instagram or Tumblr). Thus we can send them “a suitable magazine,” and I believe that a number of folks otherwise without connection to the Law School welcome this publication twice a year. Indeed, one retired dean of another law school wrote me (by email) after the last issue, saying that *Marquette Lawyer* is an exception to his unsolicited mail: “Let it be said that there is one [publication] I not only enjoy but anticipate enjoying. It is *Marquette Lawyer*.”

We believe it to be a suitable magazine, perhaps to understate our view, and we invite you once again to take a measure of the ideals and spirit expressed herein. Thank you.

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*Dean and Professor of Law*

