

# Super Lawyer

BY PETER F. VAIRA

Last year, this magazine ran the following fictional news story that I wrote about an advertising campaign soon to be conducted by fictional *Galaxy Legal Magazine*. The prospectus to be sent to members of the bar read as follows:

Dear Super Lawyer:

Congratulations on being voted a Super Lawyer. Your talents and achievements place you far above this rating, now shared by thousands. Our qualified review committee has selected you as a Galaxy Lawyer, a very limited class. These are Super Bowl, All Star Game, Olympic class lawyers. Galaxy lawyers serve only the most lucrative clients, Fortune 100 Companies, and the most powerful executives in the country.

*Galaxy Magazine* will be published only once a year with our selection of Galaxy Lawyers. This publication will leave the Super Lawyers in the equivalent of the minor leagues.

Hurry now and place your personal ad, which will include a CD interview of you and a photographic review of your office. Your ad entitles you to a consult with our marketing specialists who will render advice on proper dress for the interview and the most effective interview technique. The cost of \$50,000 is tax deductible.

Unfortunately, this tongue-in-cheek comment comes close to reality. Lawyers, long removed from the promotion and advertising world, have become welcome targets for marketing programs. The Super Lawyer venture is one of the most successful. Hundreds of lawyers display the Super Lawyer designation on their web sites, and many pay the extra fees for personal write ups and photographs. The diploma and bar admission certificates have become passé displays for the office wall. The Super Lawyer certificate, or similar awards, have taken their place. One Pennsylvania law school lists the names of its graduates who have been desig-

nated as Super Lawyers on its web site and promotional brochure. The fictional Galaxy Lawyer is a comment on how far this concept can go. What do the clients think? Is this an effective recognition for lawyers? We would like to hear from members of the bar with an honest appraisal of these evaluative programs. We would welcome comments from clients, and perhaps Super Clients regarding these programs. Let us hear from you.

We appreciate that our readers are responding to the Reader's Forum. In this issue, a contract attorney explains that contrary to popular belief, contract attorneys are not drones who sit in windowless offices reviewing documents. She makes a good case why contract attorneys are necessary, they provide unique expertise, and they offer flexibility.

If you have an issue – legal, political, social – that requires comment, please feel to send it to *The Philadelphia Lawyer* Reader's Forum. We have more than 12,000 readers, and your thoughts will be well circulated.■



*Peter Vaira, editor-in-chief of The Philadelphia Lawyer, is a partner at Vaira & Riley, P.C. His e-mail address is p.vaira@vairariley.com*

Want to get Published in

## THE PHILADELPHIA LAWYER

The Editorial Board of *The Philadelphia Lawyer* magazine welcomes submissions from attorneys and other professionals who wish to share their expertise on law-related topics.

Articles must be original and previously unpublished. Manuscripts should adhere to the following word counts:

- \* Major law-related articles: 2,000 words
- \* Other law-related features: 1,000 words
- \* Fiction: 1,200 words
- \* General interest: 1,200 words
- \* Practice areas: 750 words
- \* Essays or humor: 500 words
- \* Book reviews: 500 words

*For more information  
about submitting articles,  
e-mail: [tplmag@philabar.org](mailto:tplmag@philabar.org).*

### Save the Date

The Young Lawyers Division is looking for volunteers for its Law Week events, April 27 to May 1. Volunteers are needed for: Lawyer in the Classroom, Lawyer for a Day, Legal Advice Live and LegalLine. Also, please spread the word about YLD's Essay and Poster Contests, open to Philadelphia high school seniors and 4th, 5th and 6th graders. Visit [philabar.org](http://philabar.org) for more information.

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