

## WELCOME TO MID-SOUTH SUPER LAWYERS MAGAZINE.

A magazine published by attorneys for attorneys. Probably the most important thing you should know about the magazine is:

### **MID-SOUTH SUPER LAWYERS MAGAZINE IS DISTRIBUTED ONLY TO ATTORNEYS**

Some other things that may be important for you to know are that we have been publishing magazines for a lawyer audience since 1990.

You should also know that you can't pay to be selected as a cover or editorial subject. Nor will advertising help you to get on, or stay on the *Mid-South Super Lawyers* list. So with that out of the way, on to the selection process.

## SELECTION PROCESS

*Super Lawyers* strictly adheres to a rigorous selection process directed at casting as wide a net as possible, evaluating quality in the most objective possible terms, and verifying and validating its data. The only way a lawyer can be listed in a *Super Lawyers* magazine is through this selection process. The determination of whether a lawyer will be placed on the *Super Lawyers* listing is independent of advertising or any other payments.

No other legal publisher identifies qualified candidates by using a multi-step process which incorporates peer recognition and professional achievement. Law & Politics uses a system of balloting, peer evaluation and internal research, which acts as a system of checks and balances. The resulting product is a diverse and comprehensive listing of outstanding lawyers.

### STEP ONE: CREATION OF THE CANDIDATE POOL

#### > Statewide survey of lawyers

- This year, Law & Politics mailed more than 23,000 ballots to Arkansas, Mississippi and Tennessee lawyers who have been in practice for five years or more.
- Lawyers are asked to nominate the best attorneys they've personally observed in action.
- Nominees need not be in private practice. Lawyers may nominate legal aid attorneys, prosecutors and in-house counsel.
- Lawyers may nominate attorneys in their own firm, but these nominations count only if each in-firm nomination is matched by at least one out-of-firm nomination.
- Each nomination carries a point value. An out-of-firm vote has substantially greater point value than an in-firm vote.
- Lawyers cannot vote for themselves.
- With the database, researchers keep track of who votes for whom, a process that helps detect attempts to manipulate the balloting.

#### > Independent candidate search

- Law & Politics' research department also searches for outstanding Mid-South lawyers by:
  - Reviewing national and local periodicals as well as legal trade journals
  - Searching professional databases and online sources
  - Conducting in-person and telephonic meetings with law firms
- This step is designed to identify practitioners who may have been missed in the balloting process, particularly highly talented lawyers in specialty areas or those with low-visibility, yet high-quality practices.

### STEP TWO: EVALUATION OF CANDIDATES

- Law & Politics' research department examines the background and experience of each candidate, evaluating indicators of peer recognition and professional achievement.
- Factors considered in evaluating candidates are:
  - Verdicts and settlements
  - Transactions
  - Representative clients
  - Experience
  - Honors and awards
  - Special licenses and certifications
  - Position within law firm
  - Bar and/or other professional activity
  - Pro bono and community service
  - Scholarly lectures and writings
  - Education and employment background
  - Other outstanding achievements

### STEP THREE: PEER EVALUATION BY PRACTICE AREA

- Those candidates with high point totals from the balloting and qualitative evaluation steps are asked to be on a blue ribbon panel for their practice area.
- Panelists review and evaluate candidates from their practice area.
- Panelists may add candidates which are passed along to research for evaluation.

### FINAL SELECTION

- Law & Politics divides candidates according to their firm size: large, medium and small (size categories vary from jurisdiction to jurisdiction), and selects those with the highest point totals from each category. Only 5 percent of the total lawyers in Arkansas, Mississippi and Tennessee are listed in *Super Lawyers*.

### BEFORE PUBLISHING

- Law & Politics checks each candidate's standing with the local licensing authority.
- Researchers ask each candidate to aver that they have never been subject to disciplinary or criminal proceedings, and to verify the accuracy of all published information.
- The research team then performs Internet searches on each candidate before publication to ensure there are no outstanding matters that would reflect adversely on the lawyer.