

Publications and Website Advisory Committee

Minutes for the meeting held at 9:30 a.m. on June 16, 2007 in Lansing

In attendance: Fred Baker, Francine Cullari, Steve Dunn, John Juroszek, Gerard Mantese, Fred Melamed, and Marc Melamed

By phone: Beth Baergen, Steve Cooper, Jason Hanselman, Robin Luce-Hermmann, Jan McMillan, John Runyan, and John Tatum

Also participating: Nancy Brown and Linda Novak

Excused: Joe Kimble and Steve Savickas

1. Approval of minutes

The committee approved the minutes from the March 17, 2007 meeting.

2. Directory subcommittee and website report

John Tatum reported that the migration of the website from Inherent to ZenaComp is on track for a July launch. Materials submitted with today's agenda outlined such future enhancements as a Google Search Appliance, customization options for the e-Journal, wikis, and others. While we're all not 100 percent certain what these enhancements encompass (10 keywords? Wikis?), we're confident the folks at ZenaComp know what they're doing!

Jan McMillan submitted to the committee a report detailing the results of a Directory subcommittee meeting. Jan noted that the underlying issues are (1) What are we trying to achieve with the Directory? and 2) What is our obligation to the membership? Because paper and printing costs are major components, the discussion included questioning whether we should continue to print the entire Directory or just the "guts;" a smaller Directory would cost less to produce and require less advertising. There was also discussion about producing alternatives to the print Directory – a CD version or an online Directory page – and the costs involved with each. John T. pointed out that almost all of the information in the Directory is available online somewhere, but not collected anywhere. An online Directory page could include information organized like the print Directory's table of contents. John mentioned that the folks at the State Court Administrative Office (SCAO) are interested in working with us to provide information currently in the courts section of the Directory. Court information could be downloaded from SCAO to our website monthly at no charge. Nancy Brown and Linda Novak will determine approximate costs for producing alternatives to the print Directory, and report to the committee at the September meeting.

The Directory subcommittee concluded that a survey would help determine how well the current Directory meets the membership's needs. A draft survey was included with the agenda, and PWAC members were asked to submit comments by e-mail to Linda (lnovak@mail.michbar.org). When the survey questions are finalized, an electronic survey will be built and sent by e-mail by July 31 to the approximately 31,000 members for whom we have e-mail addresses. As an alternative to mailing a hard-copy survey to a random sampling of members for whom we do not have e-mail addresses, John Runyan suggested including the survey as a tear-out in the next issue of the *Bar Journal*. Steve Cooper commented that the survey might be more visible if included with the *Bar Journal* in a polybag, and to offset mailing costs, we could solicit advertising to include in the polybag. Nancy and Linda will determine which method is most affordable and include the survey with the August *Bar Journal*.

Fred Baker stressed the need to keep our advertisers happy and expressed concern about how advertisers will react to the idea of advertising on a CD, which could allow members to bypass ads, or in a printed Directory that may no longer be mailed to the majority of the membership. The committee decided it would be beneficial to survey the advertisers after the members. Nancy pointed out that advertising contracts are already in place for the 2008 Directory, so 2009 was set as the target date to implement substantial changes or alternatives to the print Directory.

As an aside, Steve C. mentioned that several newspapers, such as *Michigan Lawyers Weekly*, include attorney resource booklets. He suggested publishing the Directory's field of practice advertising pages (the gold pages) as a separate booklet, which could be sent to members with the *Bar Journal* a few months after the Directory is published. Advertisers would be charged an extra fee for the second publication. Steve will send an e-mail to committee members with links to sample resource booklets.

Whew – new topic!

3. Proposed amendment to article guidelines

The committee approved Francine Cullari's suggestion to amend the article guidelines to include language to address articles submitted for possible publication in the *Bar Journal* that have been previously published or are being submitted to multiple publications at the same time. The article review committee members will determine exceptions, such as articles published in small-circulation magazines. Linda will update the article guidelines to include the new language.

4. Larry Mulligan's inquiry

Fred B. will respond to Mr. Mulligan's inquiry, which was included with the agenda. Fred will indicate that the committee considered Mr. Mulligan's suggestion, but that we do not include in the Directory information about organizations such as the National Bar Association simply because we have no relationship with those organizations. Fred will also inform Mr. Mulligan that we will include the MRPC in the short table of contents on the Directory cover, beginning with the 2008 issue.

5. MBJ Short-Story Contest recap

Fred B. reported that the judging panel determined 16 finalists from the 42 stories submitted, and from the finalist pool, four winners: 1st place, 2nd place, and a tie for 3rd place. The committee approved publishing the four winning stories in the August 2007 *Bar Journal*. John Juroszek, a member of the judging panel, pointed out that a few of the non-winning stories ranked considerably higher than the rest, and Fred asked John and Linda to review the rankings and decide how many stories should receive honorable mentions. The committee approved posting the 16 finalist stories on the *Bar Journal's* web page.

6. Status reports on updating State Bar booklets

Gerard Mantese submitted revised copy for the "Marriage Law" booklet "just in time" (the day before the meeting - nice work, Gerard!). Francine and Fred B. reported that they are working on their respective booklets. Elmer White was not present to provide a status report on the "Small Claims Court" booklet.

7. Kudos for Joe Kimble

The committee congratulated (an absent) Joe Kimble for his receipt of the prestigious Burton Award on June 4 in Washington, D.C., and acknowledged Joe's work as a drafting consultant for the newly rewritten Federal Rules of Civil Procedure. A picture of a smiling, tuxedoed Joe was distributed with the agenda.

8. Theme issue editor reports

Fred B. reported that the September ACES issue is under control and will include five feature articles. Gerard said the October Probate & Estate issue is on schedule. Beth Baergen reported that she has two of the four theme articles for the November Real Property issue. Steve Dunn and John J. are currently considering articles for the December Criminal Law issue.

9. Lawyers and Judges Assistance theme issue

Steve D. and John Runyan indicated that they have been working with Dawn Evans on the May 2008 Lawyers and Judges Assistance issue, and several potential authors and topics have been identified. Robin Luce-Hermmann agreed to be a solo editor for the August 2008 Malpractice issue. Committee members with suggestions for potential authors for the Malpractice issue should contact Robin.

10. Legislator cover issue proposal

Fred B. will follow up with Janet Welch to discuss scheduling a meeting to address future lawyer-legislator theme issues and covers. Linda will tentatively hold open the March 2009 issue.

11. HeinOnline and Thomson

Fred B. will respond to separate requests for publishing partnerships with HeinOnline and Thomson Gale, expressing the committee's concerns that separately copyrighted material would need to be excluded and that we have signed copyright licenses from authors for mainly those issues published since 2000.

12. Reappointments

Fred B. reported that incoming President Ron Keefe intends to reappoint all PWAC members.

13. Other matters

Cite checker for the *Bar Journal*: A job summary was provided to Human Resources in mid-April and was to be posted at Cooley and MSU. Nancy and Linda have not heard whether any résumés were submitted, but will follow up with HR next week.

Bar Journal covers: To keep the BJ covers varied and interesting and to encourage member involvement, Francine suggested asking attorneys to submit art for consideration on the cover or for use in illustrating theme articles. Linda will come up with a proposal to solicit member art.

Scheduling of new theme issues:

December 2008 - Business Litigation; Gerard Mantese, editor

January 2009 - Labor & Employment Law; John Runyan, editor

Adjournment at 10:56 a.m.

Enjoy the summer. See you in September!