

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Thursday, May 31, 2012
Minutes

Present:

Members: Josh Ard; Beth Baergen; David Cohen; Francine Cullari; Brian Draper; John Juroszek; Barb Kalinowski; Joe Kimble; Richard Kraus; Gerard Mantese; Marc Melamed; John Runyan; John Tatum; Linda Watson.

Staff: Nancy Brown; Mike Eidelbes; Linda Novak; Janet Welch.

Absent: Steve Conley; Patrick Crowley; William Fleener; Jason Hanselman; Larry Shoffner; Chris Trudeau; Tyra Wright; Margaret Costello, SBM Board of Commissioners liaison; Jessica Fox, SBM Representative Assembly liaison.

REGULAR MEETING

Meeting called to order at 5:07 p.m. by Francine Cullari.

1. Resignations: Stephen Cooper, Nick Krieger, and Steve Savickas resigned from the committee effective immediately. There are two openings on the committee; pass suggestions for potential members to Francine Cullari or Linda Novak.

2. March 2012 minutes approved.

3. Website—John Tatum

- Recommendations for section and committee web pages
 - Josh Ard presented recommendations for section and committee web pages; the goal is developing simple and reasonable minimum requirements for said pages. Recommendations include:
 - Putting a recent review date on the section's main page.
 - Including a date on all updates.
 - Requiring a disclaimer attached to any post expressing an opinion.
 - No use of logos without State Bar approval.
 - PWAC member suggestions included:
 - Having committee and section chairs designate a member to monitor web content for accuracy and currency.
 - Encouraging committee and section chairs to work together in instances in which content overlaps.
 - Making PWAC available to committees and sections for assistance in this matter.
 - PWAC member comments on the recommendations are to be submitted to Josh Ard within three weeks (approximately June 22). Changes and updates to the recommendations will be circulated among committee members the following week (approximately June 29) with an ensuing vote by e-mail. The recommendations will then be passed on to committee and section chairs.
 - Francine Cullari suggested presenting the formal recommendations to SBM Board of Commissioners at its July meeting.
- Website outage
 - Nancy Brown discussed a software issue that shut down the SBM website for two days in mid-May. She will work with Will Kramer and Mark Mazurkiewicz of the SBM IT department on a disaster recovery plan in order to limit future outages to one day.

- Online member directory:
 - Nancy Brown reported the online member directory project has stalled because the SBM IT department does two builds annually—one for e-commerce in July and one in December after dues payments.
 - Zenacomp's bid for the project is \$4,000, but the budget will be closer to \$10,000 in order to get the project online by December.
 - Issues yet to be decided included charging members for enhanced online directory information such as a photo, additional biographical data, and the ability to edit information on their own.
- Member directory advertising:
 - John Tatum inquired about the ability to place advertising on the member directory main search page, which is the most active page on the SBM website. Tatum said it is a revenue-generating opportunity, but had questions regarding setting policy on advertising parameters.
 - Janet Welch said she would not be comfortable making a recommendation regarding advertizing in her role as executive director until getting input from SBM members.
- E-journal editing:
 - Nancy Brown discussed the possibility of setting up a committee to explore adding features to the e-journal such as having a lead item or more in-depth look at case.

4. Michigan Bar Journal—John Runyan

- Theme issue status:
 - July 2012 (Tax Law): Beth Baergen reported the issue is set and there are two extra articles. One will be published in the August issue and one will be published in the October issue.
 - September 2012 (Arts, Communications, Entertainment, and Sports): Barb Kalinowski, reporting on behalf of Chris Trudeau, said the issue is on track.
 - November 2012 (Court Administration): Steve Conley reported the issue is on track.
 - December 2012 (Anti-Trust): Barb Kalinowski reported authors have been lined up for four articles with drafts coming in July.
 - January 2013 (Employee Benefits) Josh Ard reported one article is in hand with three more scheduled for submission by mid-August.
 - February 2013 (Appellate Practice): Richard Kraus reported he will edit issue solo.
 - May 2013 (Law Day): Josh Ard will take over for Steven Cooper as issue editor.
 - October 2013: Linda Novak reported this issue will be a general issue.
- Proposed theme issues:
 - Animal Law: Linda Novak was contacted by the section chair; the section hasn't had a theme issue in some time, and she recommends animal law as the theme for the December 2013. Linda Watson volunteered to edit the issue.
 - International Law: Linda Novak reports the incoming chair for international law section is talking to members about articles and topics for a suggested November 2013 theme issue. Francine Cullari volunteered to serve as theme editor.
- Articles:
 - Solicitations: Francine Cullari reminded the committee to be proactive and think about articles and/or topics that would be timely or of interest to members.
 - Unsolicited article review update: Beth Baergen reported that of 27 unsolicited articles received so far, nearly 50 percent have been accepted. She is waiting for recommendations on two articles.
 - With Nick Krieger leaving the committee, Marc Melamed and Brian Draper will help John Juroszek edit general articles.

5. Bar Journal Directory—Linda Watson

- An issue arose regarding attorneys who are special certificate holders and special legal consultants. The online directory includes the limitations of special legal consultant's license, but the print directory does not. Linda Watson and Linda Novak will work together to find a way to include similar language in the print version

6. Print Publications Assignments—Linda Novak on behalf of Larry Shoffner

- The latest updates include six real property brochures, six probate brochures, and one checklist for military members
- John Tatum suggested giving committee and section chairs the responsibility for ensuring brochure information is current.

7. Other business—Francine Cullari

- Gerard Mantese and Richard Kraus have agreed to chair the PWAC diversity subcommittee and will contact other committee members to gauge their interest in serving on the subcommittee.

Adjournment at 5:58 p.m.