

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Thursday, March 29, 2012
Minutes

Present:

Members: Josh Ard, Beth Baergen, David Cohen, Steve Conley, Francine Cullari, Jason Hanselman, John Juroszek, Barb Kalinowski, Joe Kimble, Richard Kraus, Gerard Mantese, John Runyan, Steve Savickas, Larry Shoffner, John Tatum, Chris Trudeau, Tyra Wright.

Guests: Margaret Costello, SBM Board of Commissioners liaison.

Staff: Nancy Brown, Mike Eidelbes, Linda Novak.

Absent: Stephen Cooper (excused), Brian Draper (excused), William Fleener (excused), Nicholas Krieger (unexcused), Marc Melamed (unexcused), Linda Watson (excused), Jessica Fox, SBM Representative Assembly liaison.

REGULAR MEETING

Meeting called to order at 5:01 p.m. by Francine Cullari.

1. February 2012 minutes approved.

2. Greg Conyers, SBM director of diversity—SBM Diversity and Inclusion Initiative

- As of March 28, the SBM diversity and inclusion pledge had been signed by 800 signatories which includes both individuals and entities.
- The work of the Publications and Website Advisory Committee is integral to the success of the initiative. Moving forward, PWAC's role in the initiative could include a workgroup or subcommittee with the focus of indentifying diversity and inclusion issues under the PWAC umbrella, and/or discussing diversity and inclusion with theme issue editors.
- Francine Cullari suggested at the next meeting, the committee develop a proposal for handling future diversity and inclusion issues.

3. Website—John Tatum

- Online member directory:
 - Committee members received a list of potential fields for an online member directory page. The categories are fairly similar to those found on other state bar websites.
 - Potential issues could exist regarding attorneys entering some of their own information—sizing photos, ethics information, undergraduate and law school information.
 - Beth Baergen asked if there is an issue regarding including fields of practice. The answer is there isn't, as long as it's referred to as fields of practice and not specialty.
 - Criteria for searches still need to be discussed.
 - Some money is available to incorporate data from the member directory to into new member directory; the hope is to have a mock-up for the next committee meeting.

4. Michigan Bar Journal—John Runyan

- Reader survey proposal:

- John Juroszek raised the issue of a reader survey, and whether a new one is in order. The last one was in 2002. Notable findings from that survey:
 - Readers reported they went through Michigan Bar Journal issues regularly, but don't regard it as an education tool or something that can change a practice;
 - About half the readers said they were happy with the Bar Journal content;
 - Subscribers said they would read about one third of the magazine;
 - About two of three reported that the breakdown between theme issues and general issues (about four theme issues for every general issue) should stay the same.
 - At the time, no one asked about article readership questions.
- Juroszek presented anecdotal evidence regarding the Michigan Bar Journal; readers see a theme issue and toss it to the side but will flip through the general issue. His theory is there are too many theme issues and people don't read them, and suggests soliciting the same material from sections but spreading it out over a number of issues. He adds a new readership survey with specific questions regarding theme and general issues would be beneficial.
- Nancy Brown said the theme issues were introduced with articles written so someone who didn't know about area of law could read it and learn more about it; it wasn't meant to be an in-depth look at that area. Brown added that a reader survey via Zoomerang is possible.
- Theme issue status:
 - July 2012 (Tax Law): Beth Baergen reported four articles have been submitted. Three will appear in the July issue with the fourth going into the August 2012 general issue.
 - September 2012 (Arts, Communications, Entertainment, and Sports): Chris Trudeau met with ACES section members in February, and expects article draft around May 1.
 - October 2012 (General): Linda Novak reported the open call for articles in the March issue of the Bar Journal netted two articles.
 - November 2012 (Court Administration): Steve Conley reported five articles are lined up; two have been written.
 - December 2012 (Anti-Trust): Barb Kalinowski reported that as of February, four authors have been lined up with a fifth a possibility. Authors are expected to submit drafts in July.
 - January 2013 (Employee Benefits): Josh Ard reported three authors have been lined up, and he is trying to line up a fourth.
 - February 2013 (Appellate Practice): Richard Kraus reported that the Appellate Practice section met to discuss the theme issue, lined up authors, and assigned article topics.
 - March 2013 (Worker's Compensation): Pat Crowley has received two commitments for articles, but has yet to hear from the Worker's Compensation section.
- Other Michigan Bar Journal items:
 - Future theme issues:
 - Josh Ard reported he will investigate potential for an elder law issue.
 - Francine Cullari reported she will investigate potential for an international law issue.
 - John Juroszek reported he will investigate potential for an aviation law issue.
 - Linda Novak will identify sections that haven't had a theme issue since 1998.
 - Article possibilities
 - America Invents Act: Timely with changes to patent law and a federal patent law office opening in Detroit. Linda Novak reported that one or two patent law articles could be turned around quickly for the August 2012 general issue.

- General article about tools courts in different parts of the state use to keep drunk drivers off the road.
- Unsolicited article review: Linda Novak reports she has received 17 articles since November 2011. Approximately half have been rejected; about 35 percent have approved; and two are pending. Of the pending articles, one is likely to be approved and the other will be referred to another section. Since the e-mail request for articles, seven have been submitted—of those seven, three were accepted, one was rejected, and three are pending.
- Contract drafting column proposal: Francine Cullari reported that instead of having the column appear regularly, it could instead be submitted to Joe Kimble for the Plain English segment in the June 2013 contract drafting theme issue.

5. Subcommittee for website postings

- Issue arose when Probate Lawyers section took exception with a posting on Elder Law section page. The offending item was taken down from the Elder Law page.
- The incident highlighted that there are no guidelines for what sections can post on their SBM pages, and the necessity for requiring a notice indicating when information was last reviewed and indemnification for the State Bar regarding postings on section web pages.
- A subcommittee was created to develop guidelines. Members are Josh Ard, Steve Conley, John Tatum, and Tyra Wright.

Meeting adjourned at 6:11 p.m.