

Publications and Website Advisory Committee
Minutes for the meeting held on February 25, 2006 via conference call

Participating: Fred Baker, Francine Cullari, Stephen Dunn, Yashmyn Jackson, John Juroszek, Gerard Mantese, Gary Maveal, Jan McMillan, Fred Melamed, Ron Melamed, Fred Schuchman, and John Tatum

Also participating: Nancy Brown, Linda Novak, and Naseem Stecker

Excused: Beth Baergen, Joe Kimble, Robin Luce, and Steve Savickas

Clarification of November 19, 2005 meeting minutes

Ron Melamed was inadvertently omitted from the list of participating members.

1. Theme issue and column editor reports

Fred B. explained that Justice Corrigan had agreed to write an article for the June 2006 Public Service Practice issue and was later approached by John Schlinker to write an article for the July 2006 View From the Bench issue. After some initial confusion, Justice Corrigan committed to writing for the June issue. PWAC members will help John find authors to fill the July issue (or general articles can be included to complete the issue).

Gary Maveal reported that he and Linda met with Jerome Reide and Greg Conyers at the State Bar to discuss the May 2006 Justice Initiatives theme issue. The issue will include articles on each of the four initiatives and a theme introduction by the co-chairs of the Committee on Justice Initiatives.

Fred Schuchman clarified that Linda Rexer is not serving as a co-editor for the September 2006 Professionalism and Ethics theme issue. He has four or five articles lined up for this issue.

Francine expressed concern about the November 2006 Admin. Law and Public Policy issue; Dean LeDuc has not yet confirmed authors or topics. Fred B. will follow up with Dean LeDuc to confirm that the issue will proceed as scheduled.

Steve Dunn reported that Paul Jackson of Warner Norcross was appointed by the Taxation Section to serve as point person for the December 2006 Tax Law theme issue, but Steve hasn't received a list of authors or topics. Fred B. will follow up with the chair of the Taxation Section to determine if they want to participate in the issue or if Steve should find authors on his own.

Beth Baergen's list of articles and authors for the January 2007 Corporate Counsel theme issue was submitted as an attachment to Fred B.'s agenda.

2. Editor's report

Linda reported that the March issue was finished and the April directory issue was in great shape. The front sections of the book are complete (including geo and alpha member portions), except for revisions to the litigator's list. Stacy closed front advertising on February 24; fields of practice and classified advertising will close within 1-2 weeks. Paper will ship to IPC the week of February 27.

3. Communication Director's report

Nancy reported that paper and postage increases are expected and were anticipated in the budget. Display advertising revenue for the April directory issue is over \$100,000, up from last year; revenue from fields of practice listings remained about the same (final numbers for April ad sales will not be available until April 15).

4. Chairperson's agenda

Jan McMillan volunteered to serve as theme issue editor for the June 2007 Paralegal theme issue. Committee members suggested that Jan contact the Michigan chapter of NALS (National Association of Legal Assistants) and Victoria Kremski, deputy director of professional standards at the State Bar, for information on unauthorized practice of law issues.

John Juroszek volunteered to serve as theme issue editor for the February 2008 Appellate Practice theme issue, but given his commitment to two theme issues in 2007 and his duties as theme issue editor for general articles, Fred B. suggested offering the job to Elmer White. Fred B. will follow up with Elmer.

The committee approved Harvey Hauer's request to reserve March 2008 for a Family Law theme issue. Fred B. will follow up with Steve Conley to see if Steve would again serve as theme issue editor.

Fred B. reported that John Schlinker announced his resignation from PWAC. John did agree to complete his service as theme issue editor for the July 2006 View from the Bench issue. Fred B. will write a letter of thanks to John for his contributions to the committee and Nancy will prepare the certificate. Francine suggested contacting the Young Lawyers Section to find a candidate to fill the vacancy created by John's resignation. Francine will approach the YLS chair, Jeff Kirkey.

5. MBJ Online Cumulative Index

The committee thanked Yashmyn for her Herculean efforts regarding the online cumulative index! Yashmyn voiced the desire to have two committee members review the categories she assigns to the MBJ articles. The committee agreed that Yashmyn would send to the listserv her category proposals for articles as each issue comes out. Committee members would have a week to respond with suggestions for indexing under additional topics or revising topic assignments.

The committee decided to allow assigning as many as six categories to an article; the easier it is for our members to find what they're looking for, the better! Linda will send to the committee Yashmyn's indexing suggestions for articles from May 2005 through January 2006.

The committee also discussed creating a master list of index topics for members to reference when searching for articles online. Linda will create the master list and send to the committee along with Yashmyn's indexing suggestions. Committee members will have a week to respond with comments. When the master list is finalized, Linda will post it as a PDF link on the website under the "Index of Articles" section.

6. Web Server and Web Stats Report

John Tatum touched on some highlights from the website statistics he sent to the committee, including the fact that we have approximately 35,000 pages on our website! Earning 40 percent of the total hits on our site, the online member directory page is easily the most valuable advertising space on the site. The Elder Law and Advocacy Section is well ahead of all other sections in terms of number of hits to its pages (most likely due to information they posted during the Terri Schiavo controversy, according to Nancy). John suggested that the web statistics be conveyed to Stacy Sage for soliciting advertisers; we could consider an ad rate structure that's relative to the number of hits on a page.

Although not explicitly stated by the Board, it was understood that they'd prefer our web server to be hosted in Michigan. There has been no response from the Computer Law Section concerning a draft of the RFP we'll be sending to prospective web host companies. John pointed out that this is a good time to consider our future wants or needs and include these in the RFP; we need to ensure that we have adequate bandwidth to accommodate emerging technology, such as podcasts. Nancy mentioned that we may need to replace some of the code provided by Inherent. The next step is to take a scheduled approach for bids, with the goal of having something final by June.

7. Fiction-Writing Contest

Nancy and Linda proposed the idea of the Bar Journal sponsoring a short story fiction-writing contest for members. The committee agreed it was a great idea. Nancy and Linda will draft contest requirements and send to the committee for comment, along with a timeline for the contest.

Adjournment at 11:00 a.m.