

Publications and Website Advisory Committee

Minutes for the meeting held on June 17, 2006 in Lansing

In attendance: Fred Baker, Francine Cullari, John Juroszek, Joe Kimble, Gerard Mantese, and Elmer White

By phone: Beth Baergen, Stephen Dunn, Robin Luce, and Fred Schuchman

Also in attendance: Nancy Brown, Bob Hammond (a Lansing editor and guest of Elmer's), and Linda Novak

Excused: Gary Maveal, Steve Savickas, and John Tatum

1. Resignations and new appointments

The committee approved David Cohen's nomination for appointment to PWAC. Francine will send David's resume to Fred B., and Fred will extend a formal invitation to David to join. Francine thanked the committee for being so accommodating in approving David's nomination. The committee will wait to receive Kim Cahill's recommendations for additional appointments.

Elmer suggested that we recruit more young lawyers for the committee and should consider publishing a notice in the Young Lawyers Section's newsletter. Francine already approached Jeff Kirkey, YLS chair, for potential candidates.

The committee agreed to a combination of Saturday and weeknight meetings. Fred proposed holding occasional weeknight meetings on a Monday, Tuesday, or Thursday, with plenty of advance notice to determine potential conflicts.

2. Short story contest

The committee agreed to the October - March timeline. The contest will be announced at the September Annual Meeting and the first call for entries will be published in the October *Bar Journal*.

The committee suggested revisions to the draft contest guidelines, including adding maximum word count, "law-related," and the indication that "up to three" winners will be selected in the event that we do not receive three quality submissions. Linda will modify the contest guidelines per the committee's suggestions and send through the listserv for final comment.

Fred suggested that Linda contact the ACES section for potential judges. No consensus was reached on the ideal number of judges for the contest. [Linda will revisit this issue when she sends the revised contest guidelines.]

Elmer suggested that we publish a small volume of the top 20 submissions. The committee agreed that we would revisit this idea at a later date. We may also consider publishing as filler in future *Bar Journal* issues those stories that were really good, but didn't make the top three.

3. MBJ online index

The committee agreed to Fred's suggestion that we accept the current cumulative topic list as is. Linda will post the list online to help readers who are searching for MBJ articles by topic.

Beth Baergen proposed that theme issue editors assign topics to the articles in their theme issue, and the committee agreed this was an excellent suggestion. Linda will contact past theme issue editors to bring the online index up to date. Moving forward, Linda will revise the theme issue editor guidelines to include the additional task of assigning topics.

4. State Bar brochures

Steve Dunn volunteered to review the Don't Trust "Trust Kits" brochure. Fred suggested that we send the remaining unassigned brochures to the various sections for updating. Linda will send Fred a list of the unassigned brochures, and Fred will contact the appropriate section members. PWAC members who volunteered to review brochures should return edited copy to Linda.

5. Lawyers and Judges Assistance theme issue

Francine expressed concern that a single theme issue on substance abuse and addictions may not be the most effective way for the Lawyers and Judges Assistance Committee to get its message out; a series of single articles published in several issues may be more effective. Jan McMillan thought that an issue on substance abuse would vary from the *Bar Journal's* norm of focusing on substantive areas of law. Nancy Brown pointed out that we did have an issue dedicated to substance abuse about 10 years ago [Alcohol, Drugs & Law Practice, March 1997].

The committee decided that Fred would contact Nancy Werner and ask for a prospectus to see exactly what the committee is envisioning. Fred will offer June 2008 for a theme issue, but suggest that the committee begins publishing single articles now. A suggestion was made to contact the Attorney Grievance Commission for input on this theme issue.

6. HeinOnline

The committee discussed several problems with the HeinOnline proposal and contract, including: HeinOnline would be selling copies of articles that we have only the initial copyright to, we don't have copies of every back issue, and we can't provide them with a mailing list. The committee agreed that this is probably a no-go. Linda will send Fred all e-mail communication from HeinOnline and Fred will follow up to determine if there is any interest in proceeding.

7. Theme issue and column reports

A Criminal Law theme issue was confirmed for October 2007, with Steve Dunn and John Juroszek as theme issue editors. Steve will get in touch with the Criminal Law Section liaison.

Fred reported that the November 2006 Admin. Law and Public Policy issue is still struggling, with only two confirmed articles by Peter Plummer and Don LeDuc. It may end up being a mini theme issue and include approved general articles.

Steve Dunn reported that he's had problems lining up authors/getting articles for the December 2006 Tax Law theme issue, and the article proposals were not great. Steve will let Linda know as soon as possible if this theme issue should be delayed and instead used for a general issue.

Beth reported that she hasn't seen any articles yet for the January 2007 Corporate Counsel issue, but Christine Viegas, the theme liaison, is currently editing four articles.

Francine asked the committee to help identify potential nominees for future Citizen Lawyer columns.

8. Unsolicited article quality and inventory

The committee noted that the *Bar Journal* is not a peer-reviewed publication and the reviewers aren't specialized in all areas of the law on which articles may be written. The committee suggested hiring a law student to verify citations and check substantive issues in the unsolicited articles. Nancy will determine if we have money in the budget to hire a law student at the rate of \$7-10/hour. Joe Kimble and Francine will help identify a law student candidate.

The committee also suggested that Linda include in the article guidelines a page of sample citations that follow the USC guidelines. John J. will provide Linda with examples of several types of citations in proper form.

To address the issue of unsolicited articles being published after they become stale, the article review committee members will notify Linda of articles that cover timely issues so that these articles are published before more general-interest articles. Linda will alert PWAC if she has a backlog of general articles awaiting publication so that enough general issues are scheduled. The committee will shoot for two general issues a year.

9. Vice-Chair reports

Fred reminded the committee to review John Tatum's e-Journal Readership Survey and be prepared to discuss it at the September meeting.

10. Report from Director of Communications

Nancy acknowledged the talents of Mike Smith, State Bar graphic designer. Mike began designing the *Bar Journal* covers with the June 2005 issue. Beginning with the May 2006 issue, Mike worked with Linda to carry the cover theme to the feature articles through graphic design and custom photography, such as our own Capitol and the Hall of Justice in the June Public Service Practice issue. [Watch for Mike's shots of Judge Collette's courtroom in Mason in the July "View from the Bench" issue!]

Adjournment at 11:30 a.m.

September meeting: Watch for a listserv e-mail from Fred with potential weeknight meeting dates for our September meeting. Please try to attend this fall meeting. Dinner will be included!