

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
MINUTES OF OCTOBER 28, 2010

Present: Fred Baker, Joe Kimble, Richard Kraus, Sarah Cahill, Steve Conley, Francine Cullari, John Juroszek, Beth Baergen, John Runyan, Sarah Alden, Gerard Mantese, Chris Trudeau, Josh Ard, Linda Novak, Nancy Brown, John Tatum, Linda Watson, Steve Cooper, David Cohen, and Larry Shoffner.

1. Minutes of May 5, 2010 (attached). **The minutes were approved as corrected to reflect the need for a meeting of the ad hoc committee to review the free subscription policy. Currently, we trade subscriptions with various associations, provide the Journal to legislators, and provide copies to prison libraries. The committee comprises Fred, Linda, Nancy, Francine, John Runyan, John Juroszek, and Chris Trudeau.**

2. New member: Sarah Alden **A welcome was extended to our new member.**

3. Search capabilities in SBM Member Directory. The searcher has to spell the name exactly to find an attorney. Can we offer/do we plan to offer "fuzzy logic" capability that will prompt other possible spellings, to make the directory more useful? Nancy asked Sandi to research the question with Zenacomp, our website administrator, and will report.

As background, adding "sounds like" functionality was part of the directory subcommittee's proposal for possible 2012 modifications to the online directory, in conjunction with the proposed changes to the print directory, which were tabled. (See minutes and post meeting update on this issue).

If we pursue this with ZenaComp, do we also want to explore any of the other changes that were proposed by the subcommittee before the May meeting, as shown in the sample form in attachment A to their proposal and discussed in the proposal? **Nancy reports that at this time a "fuzzy logic" search is beyond our capabilities, but it is possible to do a "starts with search." The possibility of adding fuzzy logic searches in the future will be explored.**

4. John Tatum wants to reinvigorate the Website/Electronic Publications Subcommittee, and suggests that it meet occasionally. I agree. Since John chairs the subcommittee, we should sort out who wishes to serve on this subcommittee so that he can proceed with reinvigorating it. **The website subcommittee was reformed, with John Tatum as chair, and Patrick Crowley, Larry Shoffner, Gerard Mantese, and Josh Ard as members.**

5. John Tatum also suggests that members (and the public) should have the ability to search for Bar Journal articles by entering a citation in the Google search box, e.g., 89 Mich B J 25 (October 2010). Is this an item for the newly invigorated subcommittee to pursue with ZenaComp? **It is possible to add this capability, but it will require that each article be programmed individually. The newly reinvigorated subcommittee (see No. 4) will explore that.**

6. Publication of short story contest winners in book form: a proposal for a print on demand approach. Linda reports:

Mike Smith, a graphic designer at the State Bar, created a book about former SBM presidents in celebration of the Bar's 75th anniversary using blurb.com. Here's the link to view a preview:

<http://www.blurb.com/books/1636548> . This is something PWAC may want to consider if we discuss again the idea of publishing a compilation of the top stories from our short-story contests.

Here's some key information from Mike, but you can also click around on Blurb's website for more information about pricing and various book options:

It's a no-brainer. They print them as they are ordered, so the Bar incurs no expense except for the initial requirement of ordering one book. Shipping and handling are taken care of by Blurb and SBM collects \$2 for each book sold. Thirty of the presidential books were ordered for Annual Meeting as door prizes. The trim is spot on, binding is perfect (pun intended), and the cover has a aqueous coating. It's a real book.

I believe the page limit is 440 pages. Pricing varies according to page numbers and trim size. Formats vary from hardcover to paperback and come in a variety of sizes. It is also possible to have a hard cover with a dust jacket. There are also versions that are text only for the interior, with color covers. They have just come out with a 6 by 9 inch format.

You can check their pricing schedules. I think you'll find a book like you are proposing would likely run about \$12--\$15 a copy. It gets much more expensive when you are doing all-color inside and larger sizes (there are volume discounts). I really believe there is a lot of potential here, and it is not just Blurb.com.; there are other companies, like LuLu, for example.

If there's great interest, we'd have to do more research and also decide if we want to publish three separate volumes of stories from the three contests or one large book, how much time/effort we want to spend in editing the stories that didn't win, etc. The good news is that Mike is willing to help us!

I wonder if we can also make the collection available on Amazon in electronic form? **A short story book committee was formed to explore this, including John Tatum, Linda Novak, John Juroszek, and Sarah Cahill, with Mike Smith as an ex officio member.**

7. Theme issue and column editor reports. **No problems were reported, and the editor reports that all themes are on schedule.**

8. Communications Division Director (Nancy Brown's report and comments, if any). **No report.**

9. Editor's report and comments. (Linda Novak's report and comments, if any). **Linda is looking into a different typeface for the book (9 point Gerand). The citation checker support person has moved on, so the position is posted.**

10. A succession to the Chair of this committee should be discussed, as I intend to step down at the end of my 25th year as Chair, in May of 2011. Much as I will miss the extra income, someone else should have a chance to do this job and greet the changes of the next decade with fresh eyes. We do not appoint our chair, the president does, but I suspect that the incoming president(-elect) will heed the Committee's recommendation, because running this Committee requires some knowledge of its jurisdiction, past actions, existing policies, and the publications themselves, as well as the personnel responsible for producing them. So look inside yourself for some sign of an ambition to take on this job, won't you? **At the appropriate time, incoming President Fershtman shall be informed of our belief that for continuity's sake someone already on the committee should**

be selected to replace me, if possible. Members of the committee will advise if they are interested in assuming the chair.