

Publications and Website Advisory Committee

Minutes for the meeting held at 4:30 p.m. on September 25, 2006 in Lansing

In attendance: Fred Baker, David Cohen, Francine Cullari, John Juroszek, Joe Kimble, Gary Maveal, and John Tatum

By phone: Beth Baergen, Robin Luce, Fred Melamed, Ron Melamed, Steve Savickas, and Fred Schuchman

Also in attendance: Nancy Brown, Linda Novak, and Naseem Stecker

Excused: Steve Dunn, Gerard Mantese, Jan McMillan, and Elmer White

Clarification of June 17, 2006 meeting minutes

Steve Conley was inadvertently omitted from the list of members participating by phone.

1. Report from John Tatum and Nancy Brown on e-Journal survey and website RFP

John and Nancy reported that the e-Journal survey reflects great satisfaction by the Bar members, providing no real impetus for change. Survey comments are being analyzed and responded to, and the Bar is moving in the direction of redesigning the e-Journal to allow members to create a customized version specific to their interests/practice area(s).

We currently have about 17,000 e-Journal subscribers, which means that we also have about 17,000 non-subscribers. The Bar has e-mail addresses for about 30,000 members. John would like to compare the subscriber and non-subscriber lists to gather statistics about practice area, demographics, etc.

The purchase of the Google Search Appliance was approved, much to John's delight! The money will be available after October 1, but the purchase and implementation of the device is on hold until we determine where the new web server will be hosted. The search appliance will allow members to quickly search all content on our website, including e-Journal summaries, ethics opinions, *Michigan Bar Journal* articles, and all section materials.

Nancy reported that we received a few responses to the RFP for hosting our web server, and one Michigan vendor is scheduled to make a presentation the first week in October. We will require some form of redundancy (e.g., redundant server, daily backups) to ensure that our website is not inaccessible to our members for an extended length of time.

2. Francine's suggestion to allow theme issues to include three or four theme articles

The committee approved Francine's suggestion to offer theme issue editors the option of publishing three *or* four theme articles at 2,500 words each. Having some theme issues with only three theme articles will allow us to publish general-interest articles more frequently and reduce our current backlog of 11 articles.

Joe Kimble suggested that we use the January 2007 issue as a general issue and move all scheduled theme issues back one month. However, as John Juroszek and Steve Dunn have not started on the May 2007 Senior Lawyers theme issue, the committee decided to use May 2007 as a general issue. The August 2007 issue is also a general issue.

3. Fred Schuchman's suggestion to identify theme issue editors and section liaisons in each issue

The committee approved Fred S.'s suggestion to identify the theme issue editor and section liaison (when appropriate) in the table of contents of each issue, near the theme issue name and before the article listing. [Watch for this in the October 2006 issue!]

4. Update on MBJ Short-Story Contest

Linda reported that the short-story contest was announced at the State Bar Annual Meeting with posters and fliers available as handouts and in the onsite program. Information about the contest was added to the *Bar Journal's* web page, including a link to download the contest rules/entry form. We will also run full-page ads in the *Bar Journal*, beginning with the October issue. The panel of judges includes PWAC members Beth Baergen, Fred Baker, Francine Cullari, and John Juroszek, and Judge Rosemarie Aquilina, who is a published author. Judge Aquilina provided names of other attorneys who are published authors, and Linda will contact them to see if any are interested in helping judge the contest.

5. Francine's request to schedule a bankruptcy theme issue

The committee agreed to schedule a bankruptcy theme issue for July 2008. Francine and David Cohen will serve as theme issue co-editors. The June 2008 issue will be a general issue.

6. Theme issue reports

The November 2006 Administrative Law theme issue was struggling at the time of the meeting, with only one confirmed article. [I'm pleased to report that we now have five theme articles for this issue.] Fred B. reviewed Steve Dunn's update on the December 2006 Tax Theme issue that was sent to PWAC members before the meeting. Steve has three theme articles, which may allow room to publish a general article.

Beth Baergen reported that she has sent two articles to Linda for the January 2007 Corporate Counsel theme issue, with two, possibly three, more articles anticipated. Francine reported her lineup for the February 2007 Federal Practice is a bit of overkill, but two articles have been targeted for other theme issues (Computer Law and Criminal Law) and all authors may not come through with articles.

7. Update on progress of revising State Bar brochures

Linda has received revised copy from Joe Kimble/Ronald Bretz, Robin Luce, and Francine. We still need revised copy from Josh Ard (Elder Abuse), Fred B. (You and the Law), Steve Dunn (Don't Trust "Trust Kits"), and Elmer (Small Claims Court). Linda reported that four brochures are still unassigned, and Fred Melamed volunteered to review the Your Will brochure. That means three brochures (Juror's Manual, Courtroom Visits, and Legal Checklist While You're in the Service) are still unassigned and rest in Fred B.'s capable hands for assigning to editors.

8. Book reviews

Linda received three books for potential book reviews, and solicited volunteers to read and, if appropriate, write a review for an upcoming issue of the *Bar Journal*. Volunteers were Fred Schuchman, *The Curmudgeon's Guide to Practicing Law*; Gary Maveal, *The History of Michigan Law*; and David Cohen, *Shifting Out of Park: Moving Auto Safety from Recalls to Reason*.

9. Invitation to participate in publishing partnership with Thomson Gale

10. Report on response to HeinOnline

Before the meeting, Fred B. sent to PWAC members his response to Kevin Marmion of HeinOnline, identifying our copyright concerns. Fred will send a similar response to Thomson Gale, a subsidiary of Thomson West. Nancy will review the contract we currently have with ProQuest to determine how we're currently handling these concerns.

11. Discussion of proposed graphic design changes for the *Bar Journal*

Linda reported that it has been about five years since the last redesign of the *Bar Journal*, and it's important to keep the design fresh for our readers. Because the *Bar Journal's* graphic design firm, Blue Pencil, was acquired by Ciesa Design, we are able to use the talents of Ciesa's award-winning design staff to give the entire magazine a fresh, professional look and improve readability. Linda shared some proposed grids with the committee.

12. John Juroszek's suggestions for improving citations in *Bar Journal* articles

The committee approved John's suggested revisions to the article guidelines concerning the need for accurate and proper citations and where to find the Uniform System of Citation. Linda will update the article guidelines to include the revised language. The committee also agreed that, going forward, the *Bar Journal* will stop italicizing block quotes and will begin italicizing such terms as *Id.* and *supra* to be more consistent with the USC. The committee recommended hiring a law student to check citations and accuracy of quotations, and the search for an intern is in progress.

13. Supreme Court Historical Society proposal

Fred B. discussed the Supreme Court Historical Society's proposal to publish articles on 20 landmark Michigan Supreme Court decisions with the *Bar Journal*, either as a tip-in or included in a polybag. As the Historical Society will bear the expense and there is no downside for the State Bar, the committee expressed no opposition to the proposal. Linda and Nancy will get price estimates and discuss the best way to proceed with Angela Bergman, executive director of the Historical Society.

14. Response to Lawyers and Judges Assistance Program (LJAP) regarding theme issue proposal

Before the meeting, Fred B. sent to PWAC members his response to Dawn Evans and Nancy Werner concerning LJAP's request for a theme issue. Fred offered the May 2008 issue, but the LJAP folks have not formally accepted; we will tentatively hold this issue for them. They did accept our offer to publish single articles in separate issues, and the first article will be published in the October 2006 issue.

15. Other items

Linda reported that the October issue of the *Bar Journal* will include an article from a member of the Task Force on Attorney-Client Privilege, proposing a way of addressing compelled waiver of privilege through a proposed rule of professional conduct. After the October issue went to print, other task force members requested the opportunity to publish different views. The committee expressed no objections to Linda's suggestion to publish these viewpoints in the November 2006 issue. Linda will add an editor's note to the October article to let readers know that other viewpoints will be published in November.

Adjournment at 6:10 p.m.