

**PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE**  
**Regular Meeting**  
**Thursday, September 29, 2016**  
**Minutes**

Present:

Members: Josh Ard, David Cohen, Brian Draper, David Dyki, Brendan Frey, Vani Chandrasekhar Gujuluva, John Juroszek, Joe Kimble, Richard Kraus, John Mayer, John Runyan, Rebecca Schnelz, Chris Trudeau.

Staff: Mike Eidelbes, Linda Novak, Janet Welch.

Absent:

Excused: Margaret Costello, Gerard Mantese, Neal Nusholtz, Nancy Brown.

Unexcused: Jessica Fox, Linda Watson, Tyra Wright.

**REGULAR MEETING**

Meeting called to order at 5:00 p.m. by John Runyan

1. Approval of September 16, 2015, Meeting Minutes

Motion by Richard Kraus seconded by Brian Draper with one correction—a reference to Judicial Tenure Committee should read Judicial Tenure Commission. Motion approved unanimously.

2. Proposed Theme Issue: Future of the Legal Profession

Janet Welch asked if there was a way to insert a theme issue on the future of the legal profession into the Bar Journal rotation. The 21st Century Task Force finished its work in March 2016, and a theme issue is viewed as a way to keep the discussion moving forward. The issue's topics would relate to task force work, and chairs of three task force committees would write articles.

The future of the legal profession issue will replace a general issue scheduled for June 2017. Deadline for article submission is March 15. John Runyan and Vani Chandrasekhar Gujuluva will be co-editors.

3. Futures of the Legal Profession Column

Janet Welch stated there is a need and the material for a regular future of the legal profession column. The issue has been a regular topic of discussion on SBM social media outlets, but those only reach a limited demographic of the bar. A regular column appearing in Bar Journal following the June issue written by a variety of authors would broaden that reach. The column would require a handler – Chris Trudeau would like to be involved.

4. SBM Social Media

Janet Welch says the bar needs to start thinking about coordinating its social media efforts with the Bar Journal – specifically, driving people to Bar Journal content via social media. John Runyan says the committee should think about whether we should add a subcommittee on social media.

## 5. ZeekBeek

John Runyan got an e-mail from Jessica Fox regarding people voicing concerns about ZeekBeek. Janet Welch added that ZeekBeek technical problems shouldn't be part of the committee's jurisdiction. Whether the website and/or directory work is an issue for SBM staff.

Welch said ZeekBeek had a lot of issues during the first week it was live but has gotten infinitely better in the interim. She reminded the committee the site is not designed for lawyers to find lawyers, but for consumers to find lawyers. She raised the possibility of creating a marketing committee to market the importance of lawyers and how to contact lawyers.

## 6. Michigan Bar Journal

### a. Theme issues status (Linda Novak):

- February 2017 (Health care law): Richard Kraus reports that authors are lined up and outlines are coming in.
- May 2017 (Antitrust, franchising, and trade regulation): Brian Draper and Richard Kraus are the co-editors for this issue.

### b. General issues status (Linda Novak):

- With a general issue scheduled for December 2016, John Mayer reports that there is only one article in the queue following that issue. Five articles are up for review as now. Ads for article submissions appeared in both the e-Journal and the Bar Journal.

### d. Unsolicited articles review (Richard Kraus):

- Richard Kraus reports that the review process has been working great –when he sends articles out for review, in some cases, he gets responses in less than 30 minutes. Sending articles out without the author's name for blind review seems to be working well.

## 7. Diversity Subcommittee

John Runyan reported that he made a pitch at the SBM committee chair meeting to see if anyone is interested in joining this committee.

## 8. Annual Directory

Linda Novak reported that the Board of Commissioners voted to quit sending the full directory to all members starting in 2017. Members will instead receive a smaller resource guide. People wanting a full directory would be able to preorder for it for \$35 and get access to a PDF version via password.

## 9. Print Publications

Mike Eidelbes reported that the brochure program has undergone a bit of a metamorphosis. In the past, the brochures were managed by the committee, produced by section members in the various subject areas (i.e. Probate, Real Property), and sold to lawyers for a small fee by the State Bar.

Recently, however, sections have taken over the entire process, editing the brochures and making them available on the section websites. Because of section leadership turnover and changes in the law, the process of updating the brochures has become seemingly endless and unwieldy to manage.

The committee advised Eidelbes to explore the current status of the brochure program and report back with an update.

#### 10. New Business

##### a. perma.cc

John Juroszek reported that the Harvard Law Library has an innovation lab which has created perma.cc – it allows you to create a permanent screen shot of your citation and it save it in eternity. In addition to the snap shot, it also saves a live link. The Michigan Supreme Court was the first court in the nation to use perma.cc links in its opinions, and other states have followed suit. Perma.cc links have appeared in 30 opinions to this point.

Juroszek said that he talked to Adam Ziegler at perma.cc and says they are interested in working with the Bar Journal.

Joe Kimble added that anyone who cites a URL will love perma.cc. Approximately 150 law schools are perma.cc partners, and perma.cc manages all copyright issues. The only limitations are linking to video or anything behind a paywall or subscription website.

Joe Kimble motioned to authorize John Juroszek to investigate perma.cc and report back to the committee. Brian Draper seconded the motion. Motion approved unanimously.

##### b. Proposed schedule of meetings for 2016-17

- Wed., Nov. 30 – 5 p.m.
- Wed., March 1 – 5 p.m.
- Wed., May 31 – 5 p.m.

##### c. Subcommittee membership

John Runyan advised committee members to e-mail him regarding subcommittee interest. The committee has six subcommittees.

- Directory
- Diversity
- Michigan Bar Journal
- Print Publications
- Website
- Social Media

##### d. Meeting attendance

John Runyan reminded members that three unexcused absences equals an automatic expulsion from the committee.

Meeting adjourned at 5:59 p.m.