

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Tuesday, December 11, 2012
Minutes

Present

Members: David Cohen; Francine Cullari; Jason Hanselman; John Juroszek; Joe Kimble; Richard Kraus; Gerard Mantese; Marc Melamed; John Runyan; Larry Shoffner; John Tatum; Linda Watson; Tyra Wright.

Staff: Nancy Brown; Mike Eidelbes; Linda Novak.

Absent

Members: Josh Ard; Beth Baergen; Scott Bassett; Daniel Cherrin; Patrick Crowley; Brian Draper; Bill Fleener; Chris Trudeau.

Resigned

Member: Barb Kalinowski.

REGULAR MEETING

Meeting called to order at 5:08 p.m. by Francine Cullari.

1. October 2012 minutes: Motion for approval by Tyra Wright, seconded by Marc Melamed. Motion unanimously approved.

2. Diversity Subcommittee—Richard Kraus

- Richard Kraus reported the subcommittee received responses from nine SBM committees with regard to recommendations for diversity. Suggestions included contacting specialty bar associations, reaching out to committees and sections with diversity subcommittees, and law schools.
- Options for moving forward include periodic diversity-themed columns/articles or a monthly diversity column in the *Michigan Bar Journal*. Marc Melamed recommended periodic diversity-themed pieces rather than a monthly offering as a motion for approval, seconded by Tyra Wright. Motion unanimously approved.

3. Website Subcommittee—John Tatum

- John Tatum reported the sample of the updated member directory page in on hold until at least January.
- There is an outstanding issue whether to charge a fee for enhanced listings.
- Patrick Crowley did a first draft on language for attorneys filing out enhanced directory information on the website and Tyra Wright worked on a disclaimer for the public for the member page. John Tatum offered a motion to send the revisions to the Bar council, seconded by Gerard Mantese. Motion unanimously approved.

4. Michigan Bar Journal—John Runyan

- Theme issues status
 - January 2013 (General): One December anti-trust article and two employee benefits articles will get moved to the January issues.
 - February 2013 (Appellate Practice): Richard Kraus reported all articles have been submitted and submitted.

- March 2013 (Workers' Compensation): Linda Novak reported there is one unsolicited article for this issue. Mark Melamed reported he contacted a co-worker to do an article and Richard Kraus reported he contacted a partner to do an article.
- June 2013 (Contract Drafting): Linda Watson reported she has four authors lined up for this issue.
- September 2013 (Labor and Employment): John Runyan reports he has six authors lined up for five articles.
- November (Francine): International Law: Section working on it, need to check with them.
- Proposed Jury Service Issue
 - John Runyan followed up on his proposal from the previous meeting regarding an article on diversity in jury pools, which has been a problem for the U.S. District Court for Eastern District of Michigan. Runyan thinks there is enough interest in the issue to get a federal judge to write an article on the topic; he would also like to explore how similar problems were solved in other parts of the country.
- Monthly Attorney Grievance Commission /Judicial Tenure Commission Tips
 - John Runyan spoke with AGC deputy grievance administrator Robert Edick and JTC executive director Paul Fischer regarding AGC/JTC tips in each issue of the *Michigan Bar Journal*—not necessarily a column but a sidebar with 2-3 tips. Edick will discuss the idea with administrator Robert Agacinski and report back to John Runyan before the end of the year; Fisher would like to see a proposal in writing to present to the commission. Runyan will write an initial draft proposal and circulate it.
- *Michigan Bar Journal* Survey Questions
 - John Tatum reported results from the first of three SBM focus group surveys—one which includes a set of questions about the *Michigan Bar Journal* he, John Juroszek, John Runyan, and Linda Watson developed—are being circulated. A second focus group session planned for Grand Rapids has not been scheduled. In the future, comments regarding the *Bar Journal* will be sorted by category.
- Trial Practice Column
 - John Runyan reported six ex-SBM presidents are lined up to write trial practice columns for upcoming *Michigan Bar Journal* issues. Gerard Mantese offered a motion for the revival of the column, seconded by Linda Watson. Motion unanimously approved.
- Unsolicited Articles Review
 - Linda Novak reported only two unsolicited articles have been received since the October meeting; both were rejected.
 - Linda Novak, Beth Baergen, and Francine Cullari have revised the rejection letter for authors of unsolicited articles.
 - A policy limiting the number of published unsolicited articles to two in a 12-month period per author was suggested. Theme issue submissions would be exempt. Gerard Mantese offered a motion for approval, seconded by Linda Watson. Beth Baergen suggested putting the policy in the article guidelines. John Juroszek commented the policy seemed like a solution in search of a problem and expressed concerns about discouraging writers from submitting articles or missing out on good works. John Runyan suggested tabling the proposal until the next meeting. Gerard Mantese offered a motion to table, seconded by Linda Watson. Motion unanimously approved.
- Prisoner Access to Directory Status

- Mike Eidelbes reported that, based on contact with a handful of prison librarians across the state, there is no demand for hard copies of the portions of the annual directory only available online. The committee will not take further action on this matter.
- Short Story Contest Submissions
 - Linda Novak reports the deadline for submissions is March 1. To date, five entries have been received.

5. Directory/Other Print Publications—Linda Watson

- Francine Cullari presented some thoughts regarding the future of the directory in 2013 and beyond. Over time it has lost some favor to the online directory and moving forward, that trend will increase. Is traditional directory usage tied to familiarity with the product or because users don't have internet access, and might there be a way to train or educate members about online directory use? John Tatum reported the directory came up in the aforementioned focus group discussions—participants acknowledged directory usage was a security-blanket issue; they know the move to the online directory is inevitable, but aren't enthusiastic about the change.

6. Print Publications Review—Larry Shoffner

- Larry Shoffner reports brochure updates continues, and advocated looking at the brochure program, deciding if it still makes sense in its current form, and, if it does, the resources it needs in the future. Appointment of an ad hoc review committee will occur once it is determined whether the program needs a tweak or a more serious overhaul.

7. PMRC Subcommittee

- Francine Cullari asked Scott Bassett to chair the PMRC subcommittee. Dan Cherrin, John Tatum, and Francine Cullari are initial subcommittee members.
- Nancy Brown reported the SBM Board of Commissioners approved the Practice Management Advisory Committee report recommendations at its last meeting which can now go to the subcommittee. Most of the recommendations are web-related.
- Nancy Brown reported the PMRC launched its online digital library in September through online media distributor OverDrive. The digital books are free and automatically returned after two weeks. Since the 2012 Annual Meeting, members have checked out 109 books. As a point of comparison, the PMRC hardcopy library loaned 240 books since 2006. The PMRC will add 250 titles to its digital library in January.
- The PMRC MiPad Practice: iPad for Legal Professionals seminar in Grand Rapids drew 82 attendees, eight short of capacity. The PMRC is in the process of building an online iPad seminar with a launch scheduled for January.

8. Other/New Business

- The committee's next meeting was tentatively scheduled for Thursday, Feb. 7, at 5 p.m.

Adjournment at 6:02 p.m.