

**PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE**  
**Regular Meeting**  
**Thursday, February 2, 2012**  
**Minutes**

**Present:**

Members: Josh Ard, Beth Baergen, David Cohen, Steve Conley, Patrick Crowley, John Juroszek, Barbara Kalinowski, Gerard Mantese, John Runyan, Steve Savickas, Larry Shoffner, Chris Trudeau, Linda Watson, Tyra Wright.

Guests: Margaret Costello, SBM Board of Commissioners liaison.

Staff: Nancy Brown, Mike Eidelbes, Linda Novak.

Absent: Stephen Cooper, Francine Cullari (excused), Brian Draper (excused), William Fleener, Jason Hanselman, Joe Kimble, Richard Kraus, Nicholas Krieger (excused), Marc Melamed, John Tatum (excused), Jessica Fox, SBM Representative Assembly liaison.

**REGULAR MEETING**

Meeting called to order at 5:01 p.m. by John Runyan in place of the chair Francine Cullari, who was absent.

1. Welcome to new committee member Tyra Wright.
2. December 2011 meeting minutes approved.
3. Website—John Runyan in place of John Tatum, who was absent.
  - The online Bar Journal digital viewer was successfully launched in January—it was a soft launch sent to people who elect not to receive hard-copy delivery of the Bar Journal. The viewer is compatible with desktop, laptop, notebook, and tablet computers and smart phones. Features include a clickable table of contents, pages that flip, live links, and more. A link to the digital viewer can be found on the SBM website's home page.

Between Jan. 11-Feb. 2, 440 readers accessed the digital viewer, viewing a total of 12,436 pages. Among the readers were 22 iPhone users, 69 iPad users, and 43 Android users.
  - Online member directory enhancements are progressing. Information fields for attorney listings have been indentified, but that list needs to be whittled down. Still to be determined are matters relating to attorneys and their information—items such as fee structure, file size limits, and page dimensions.
4. Michigan Bar Journal—John Runyan
  - Theme issue status:
    - July 2012 (Tax Law)—Beth Baergen reported that two of the four articles have been submitted; the remaining two are expected in March.
    - September 2012 (Arts, Communications, Entertainment, and Sports): Chris Trudeau reported that he starting working with the SBM ACES section on this issue in January, and the committee has identified authors for the issue. This issue could possibly move up to June 2012 due to the likely elimination of one or more general issues in 2012.
    - November 2012 (Court Administration): Steve Conley reported that the articles and authors for this issue are in place, and would check if this issue could be moved up to either August or October.

- December 2012 (Anti-Trust): Barb Kalinowski reported that the SBM anti-trust committee has identified a liaison to work with the theme issue editors. Five articles are scheduled for this issue; all have been assigned to authors.
  - January 2013 (Employee Benefits) Josh Ard reported that he has an author for an article on estate planning for this issues, and adds that co-editor John Runyan has lined up four authors for three articles.
  - March 2013 (Worker's Compensation) Pat Crowley reported that the SBM worker's compensation section forwarded contact information for potential authors, and he has been in contact with those people via e-mail.
  - The SBM Labor and Employment Law section authorized a request for a theme issue and has identified an editor. Although the next opening appears to be September 2013, Linda Novak reported that the issue would have to move up on the editorial calendar due to the likely elimination of one or more general issues in 2012.
- Linda Novak reported that after March, there will be one general article submission in reserve. Since starting revamped general article review process in August 2011, there have been 11 submissions—six have been declined, three have been accepted, and two are pending.
  - A proposed column on ethical issues regarding judges and lawyers entertaining guests is on hold. The first sample submission does not discuss ethical issues but focuses on entertaining tips and recipes; the committee would like to see a sample dealing with ethical issues before committing to the column.

#### 5. Bar Journal Directory—Linda Watson

- Linda Watson solicited suggestions for the cover of the 2012 Bar Journal Directory and asked that they be forwarded to her and Linda Novak.

#### 6. Print Publications Assignments—Larry Shoffner

- The plan for revamping the SBM brochures is on schedule. All 16 SBM brochures have been rewritten and edited, and 10 pamphlets developed by the SBM Real Property section have been rewritten and ready for editing.

Meeting adjourned at 5:35 p.m.