

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Wednesday, March 5, 2014
Minutes

Present:

Members: David Cohen; Francine Cullari; Jessica Fox; Jason Hanselman; John Juroszek; John Mayer; Ronald Richards; John Runyan; Lawrence Shoffner; John Tatum; Christopher Trudeau; Roberta Wray; Tyra Wright.

Staff: Mike Eidelbes; Linda Novak.

Absent:

Excused: Josh Ard; Stephen Conley; Joseph Kimble; Richard Kraus; Gerard Mantese; Linda Watson.

Staff Excused: Nancy Brown.

Unexcused: Brian Draper; Marc Melamed.

REGULAR MEETING

Meeting called to order at 4:33 p.m. by Francine Cullari.

1. November 2013 meeting minutes approved.
2. Website—John Tatum

Nancy Brown supplied the following written updates:

- The mobile member directory app officially launches in the upcoming electronic issue of SBM Today. The announcement was held up due to the issues in the state legislature; the app has an extensive legislative directory and the concern was that it might look like it was built in response to SB 743, which was not the case. The app is currently available in both the iTunes and Android stores.
- SBMConnect is in the final phases of integration with the SBM database. The project was scheduled to be completed by mid-February, so it's running about two week behind. When integration is complete, we will begin to build the section community sites and launch them as each site is completed. The SBM webmaster has met with several sections and they are excited about this tool.
- The enhanced member directory is in the hands of the contractor, who is working on the enhanced listings. Members who have opted out of receiving the print directory can update their profiles in the online member area, including adding a photo and expanded biographical information. The information won't appear online until the contractor finishes its work. Approximately 11,000+ members are eligible for expanded profiles and once the website is running, we will notify these members they can update and expand their profiles.
- The second phase of the build in the e-commerce system is scheduled for completion by April 1, and will allow members not wanting to opt out of the print directory issue to purchase an enhanced listing for \$39. The online member directory search features will be updated after the database includes the new enhanced listings.
- The Practice Management Resource Center now offers monthly "Lunch and Learn" seminars focusing on three areas—technology, social media, and practice management. The seminars are being videotaped and will be added to our online seminar offerings.

3. Annual Directory—Linda Watson

- On behalf of Linda Watson, Linda Novak reported the back half is the 2014 directory is finalized. The front half is nearly complete; information for the courts is being updated. The cover will highlight the 50th anniversary of 1964 Civil Rights Act.

4. Other Print Publications—Lawrence Shoffner

- Two of the brochures are nearing completion. The majority are currently being reviewed by the SBM Real Property Law Section.

5. Michigan Bar Journal—John Runyan

- Francine Cullari reported on a complaint from an author, who submitted an article that was rejected about a year ago. The author, a minority, accused the Bar of being discrimination. The same author submitted an article approximately six months ago. It was rejected, and the author restated his claim of discrimination. The matter has been referred to SBM counsel Cliff Flood for further review.
- John Runyan updated the committee on the [Bar Journal reader survey](#), which is almost in its final form outside of a few formatting issues. Runyan encouraged committee members to take the survey over the next couple of weeks for quality-control purposes.
- Columns
 - Attorney Grievance Committee/Judicial Tenure Committee column—John Runyan reported columns submissions are coming in on a regular basis. Francine Cullari said she has received positive comments about the column from attorneys in Genesee County.
 - Trial Practice column—Gerard Mantese reported receiving a proposal for a deposition column. He will contact the member who made the suggestion for further discussion.
 - Federal Courts column—Linda Novak reported Eastern District clerk Dave Weaver and Western District clerk Tracy Cordes proposed writing a periodic column on the comings and goings in the Eastern and Western districts.

Francine Cullari said she liked the concept, but added the sample column read more like an internal memo. The committee felt readers would be best served by a 500-word sidebar with news of interest to members. The court clerks would be asked for another sample prior to the committee's next meeting.

- Articles
 - Unsolicited articles competition—Roberta Wray and Josh Ard devised judging criteria, including clarity, style, timeliness, interest in the issue, and originality. The author must be a State Bar member—either active, inactive, or emeritus—and the article must appear the Bar Journal. SBM members, committee members, and Bar Journal editorial staff could make nominations. The consensus of the committee was the contest would best be judged by a PWAC subcommittee.
 - The lawyer's role in health advocacy—Chris Trudeau reports he would like a piece on the issue in the Plain Language column in 2015 if pending legislation passes Congress. If not, he will submit it as a general article unless it fits in the upcoming health care issue.
 - Background checks in the hiring process—Tyra Wright reports the article is a work in progress.
 - Agricultural law—Richard Kraus spoke with someone in the newly formed section about contributing an article and expects a commitment soon.

- Intellectual property—Roberta spoke with Intellectual Property Section chair Adam Strauss, who is soliciting section members for ideas they'd like to present. Francine Cullari said she can write article on issue if no one from the section steps forward.
- Theme Issue Status
 - Aviation law—John Juroszek reported the section has never had a theme issue and is excited about the prospect but would like a lot of lead time. Juroszek volunteered to edit the theme issue, which is tentatively scheduled for December 2015.
 - Public corporation law—Ronald Richards has not had much luck getting a response from the section. Based on lack the lack of a response, he doesn't see a theme issue in future. Richard added he would reach out to the Grand Rapids city attorney to see if she's interested in submitting an article on the matter. Francine Cullari said she would like to have an issue devoted to public corporation law, but would not want to do so without section cooperation.
 - Young lawyers—Jessica Fox has been in contact with the Young Lawyers Section, which is looking for a theme issue in 2015. The section's council will choose the month (either July, September, or November) for the theme issue at its next meeting. Josh Ard has agreed to co-edit the issue. Shenique Moss is Young Lawyers Section liaison for the theme issue.
 - Environmental law (June)—The authors and theme issue editors are working to take jargon out of articles.
 - Elder law (November)—Josh Ard reports the issue is moving forward and the section is asking for deadline.
 - Alternative dispute resolution (June 2015)—ADR Section council member Lee Hornberger is the point person for the theme issue.
- General Issues
 - Linda Novak reports there are enough articles to fill the general issues through May 2015.

6. The committee's next meeting will not be scheduled until enough agenda items are accumulated.

Meeting adjourned at 5:18 p.m.