

PUBLICATIONS & WEBSITE ADVISORY COMMITTEE
Regular Meeting of Monday, May 23, 2011

A regular meeting of the Publications & Website Advisory Committee (PWAC) was called to order by Chairperson Fred Baker at 3:41 p.m. on May 23, 2011, at the State Bar of Michigan offices in Lansing.

PRESENT: Chairperson Fred Baker, Francine Cullari, John Tatum, John Juroszek, Stephen Cooper, Steve Savickas, Larry Shoffner, Elmer White, Josh Ard, John Runyan, Chris Trudeau, Joe Kimble, Beth Baergen, Steve Conley, Nick Krieger, Dave Cohen, Linda Novak, Nancy Brown, and Naseem Stecker.

1. Chairperson Baker announced that John Juroszek had been appointed Reporter of Decisions for the Michigan Supreme Court and that John would therefore need additional assistance editing general-interest articles in the future. Chairperson Baker stated that Nick Krieger would begin to assist John Juroszek in this regard. Chairperson Baker then asked the PWAC members whether they would be willing to assist in the editing of general-interest articles on a rotating basis. It was moved by John Runyan and supported by Beth Baergen that PWAC members should begin participating in the editing of general-interest articles on a rotating basis. Motion carried. Elmer White suggested that there may be too many general-interest articles to edit. Francine Cullari supported the motion but questioned whether PWAC members would retain discretion to determine that an article should not have been approved for publication in the first instance. John Juroszek and Chairperson Baker pointed out that while most of the general-interest articles are good, some need significant editing. John Juroszek recommended that major suggestions to the authors should be made earlier in the process so as to allow the authors to rewrite their articles or correct any obvious problems before the articles are submitted for editing. Chairperson Baker noted that PWAC members should always use their best judgment when editing general-interest articles. John Juroszek offered to draft a set of guidelines for use in the editing of general-interest articles. Francine Cullari suggested that the guidelines might include some criteria for use by the “three readers” who initially decide whether to accept an article for publication. Joe Kimble explained that it makes sense to send an article back to the author if it needs significant changes or corrections. John Tatum suggested that citations to authority in the online version of the *Michigan Bar Journal* should be contained in active hyperlinks. He offered to prepare and circulate a set of guidelines concerning the use of hyperlinks.

2. John Tatum delivered a report on the meeting of the website subcommittee. He noted that the new member directory search feature on the SBM website was finished and ready to launch. John Tatum explained that it would now be possible to search for SBM members on the basis of city, county, section membership, and committee membership. Chairperson Baker asked whether it would be possible to search for attorneys on the basis of area of specialization. John Tatum responded that it would not—at least not yet. He noted that bar associations in some other states permit online searches for attorneys on the basis of area of specialization. He also noted that approximately 70 percent of the hits on the SBM website are visits to the member directory page. John Tatum then explained that it had been six or seven years since the SBM website was redesigned and that it was time for a new redesign. He suggested that Anne

Vrooman of the SBM staff might be able to assist the committee by conducting some user surveys or focus groups to help determine how best to redesign the website. John Tatum suggested that it was important to determine what types of people use the website and what services are most important to those users before asking the Board of Commissioners for money to redesign the site. He also asked whether the SBM or PWAC might be able to purchase an application that would allow better viewing and use of the SBM website on cell phones and mobile devices. He proposed that the PWAC should find out whether there is a better app for this purpose. Nancy Brown stated that she would look into the issue and check with the website administrator to find out.

3. Chairperson Baker introduced two new theme issue proposals, including (A) a proposal concerning law-related education, and (B) a proposal concerning pensions and retiree-benefit law.

A. The Law Related Education Committee submitted a proposal for a theme issue on law-related education. According to Chairperson Baker, the proposed content for this theme issue contained material related to legal education in Michigan's high schools. Chairperson Baker questioned whether such material would be of general interest to SBM members at large, and suggested that the PWAC might be able to incorporate some of the proposed law-related education material into a Law Day theme issue. He proposed a Law Day theme issue for May 2013. Stephen Cooper suggested that the PWAC might consider including short synopses of various law-related high school education programs in the Law Day theme issue. In this way, the theme issue could include several shorter articles on law-related education in the high schools rather than one or two longer articles. It would be more like a survey of various law-related educational programs taking place around the state. Francine Cullari agreed and stated that although the topic of high school law-related education might not be of interest to all SBM members, the PWAC could accommodate the Law Related Education Committee by giving it some space in the Law Day theme issue. John Runyan agreed that although the topic of high school law-related education should not occupy an entire issue of the *Michigan Bar Journal*, articles concerning the subject could be incorporated into a Law Day theme issue. Stephen Cooper suggested that the Law Day theme issue could include information on high school law-related education around the state, as well as information on the image of lawyers in the community. He also suggested that the printed articles, themselves, could be relatively short, with links to longer versions of the articles on the SBM website for those interested in learning more. John Tatum noted that PWAC members should prepare for a future time when there will no longer be a print copy of the *Michigan Bar Journal*, but only an online version. Chairperson Baker appointed Stephen Cooper to serve as editor for the May 2013 Law Day theme issue. It was decided that space should be set aside in the May 2013 Law Day theme issue for 3,500 words to be used by the Law Related Education Committee.

B. Chairperson Baker noted that an unsolicited article on the topic of ERISA had been rejected as too narrow, but suggested the possibility of a future theme issue on pension and retiree-benefit law. John Runyan explained that pension and retiree-benefit law is an important area that is of interest to many SBM members. John Runyan also noted that his law firm, Sachs Waldman, does a lot of work in this area. Chairperson Baker suggested that John Runyan serve as editor for a future theme issue on pensions and retiree benefits. Josh Ard suggested that

attorneys who practice in the areas of probate and elder law should also be involved in creating the pension and retiree benefit theme issue. It was agreed that only one author for the pension and retiree benefit theme issue would come from the law firm of Sachs Waldman. Chairperson Baker appointed John Runyan and Josh Ard to serve as co-editors for the pension and retiree-benefit law theme issue. The pension and retiree benefit theme issue is scheduled for January 2013.

4. Chairperson Baker requested permission to continue his ongoing negotiations with EBSCO on behalf of the PWAC. There was no objection. Chairperson Baker will continue negotiating with EBSCO regarding licensing for *Michigan Bar Journal* articles. Chairperson Baker voiced his concern that he does not want EBSCO to sell our copyrighted *Michigan Bar Journal* articles. He will continue his talks with EBSCO over the course of the summer.

5. Chairperson Baker adjourned the business portion of the meeting at 4:52 p.m.

6. Chairperson Baker delivered a farewell message and expressed how much he had enjoyed working with the PWAC members and the SBM staff. Elmer White presented Chairperson Baker with some mementos of his General Motors use tax case, *Gen Motors Corp v Dep't of Treasury*, 466 Mich 231; 644 NW2d 734 (2002). SBM Executive Director Janet Welch then presented Chairperson Baker with a framed photograph and gift. A group photograph was taken.

Respectfully submitted,

Nicholas C. Krieger