

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting / Teleconference
Thursday, October 25, 2012
Minutes

Present:

Members: Josh Ard; Beth Baergen; Scott Bassett; David Cohen; Steve Conley; Patrick Crowley; Brian Draper; John Juroszek; Barb Kalinowski; Joe Kimble; Gerard Mantese; Marc Melamed; John Runyan; Larry Shoffner; John Tatum; Chris Trudeau; Tyra Wright.

Staff: Nancy Brown; Mike Eidelbes; Linda Novak.

Excused:

Daniel Cherrin; Francine Cullari; Jason Hanselman; Richard Kraus; Linda Watson.

Absent:

Bill Fleener

REGULAR MEETING

Meeting called to order at 5:07 p.m. by John Tatum.

1. May 2012 minutes approved.

2. Diversity Subcommittee Report—Gerard Mantese

- The subcommittee surveyed several sections to get suggestions for ways PWAC can promote diversity among its ranks and the State Bar. Ideas include:
 - Reaching out to specialty and ethnic bar associations and law schools for solutions as well as suggestions for potential PWAC members.
 - Occasional *Bar Journal* article or column on minority attorneys in the state or a monthly diversity column.

3. Website—John Tatum

- The SBM website has been redesigned to a wider page (760 pixels to 970 pixels) allowing us to accommodate more information on the more than 5,000 content pages of the website. A new footer was added to each page including links to the SBM social media sites, other important links, and contact information for the State Bar of Michigan. The new width is modeled after the member area website.
- Upgrades to the online member directory have been delayed due to an IT backlog. A mock-up of an updated member directory page will be ready for the next PWAC meeting.

4. Practice Management Resource Center—Nancy Brown

- Last year, the Board of Commissioners appointed a practice management advisory committee to help develop and grow the PMRC. The committee made a number of recommendations and issued a final report to the Board of Commissioners. After the report is accepted by the BOC in November, it will be shared with members of PWAC. The jurisdiction of the PMRC Advisory Committee has now been merged with PWAC and two members of the PMRC Advisory Committee have joined PWAC—Scott Bassett and Dan Cherrin. They will work with other PWAC members to expand and improve the content of the Practice Management Resource Center website.

- Recently added PMRC features include:
 - A digital lending library, located on the PMRC website
 - The iPad for Legal Professionals seminars; each of the four seminars to date have been filled to capacity.
 - Apple Corner.
 - A Practice EZ logo for resources and seminar branding.

5. *Michigan Bar Journal*—John Runyan

- Reader survey:
 - A committee comprised of John Juroszek, Linda Novak, John Runyan, and John Tatum will work with SBM director of research and development Anne Vrooman to develop the survey. The survey will be presented to two or three focus groups to determine if the questions are on the mark.
 - Among other items, the survey will be used to determine whether the *Bar Journal* will continue with theme issues or move to another format.
- Theme issue status:
 - December 2012 (Antitrust): Barb Kalinowski reported two of the articles ended up being on roughly the same topic. The articles have been repurposed as a point-counterpoint piece.
 - January 2013 (Employee Benefits): Josh Ard reported it might end up not being a full theme issue.
 - March 2013 (Workers' Compensation): Two articles have been lined up. David Cohen, John Runyan, and Tyra Wright volunteered to find an author for another article in that issue.
 - June 2013 (Contract Drafting): Gerard Mantese is working on this issue with Wayne State University School of Law professor Vincent Wellman. The next step is lining up authors.
 - Jan. 2014 (General): Issue.
 - Feb. 2014 (Family Law): New; Steve Conley will edit this issue.
 - May 2014 (Probate and Estate Planning): New; Mark Melamed will edit this issue.
 - June 2014 (Business Litigation): New; Gerard Mantese will edit this issue.
- General issue status:
 - There are 10 general articles in the queue for 2013 with two general issues scheduled for the year. If necessary, the March workers' compensation issue could be flipped with the July general issue.
- Proposed trial practice column:
 - Gerard Mantese reported on a proposed trial practice column, which would appear monthly. The column would be authored by trial attorneys across the state. Proposed launch date is Jan. 2013.
- Short-Story Contest:
 - The deadline for entries is March 2013. Previous eligibility required entrants to be SBM members in good standing, but this year the contest will be opened to all members (paralegals, legal assistants, etc.)

6. *Bar Journal* Directory—Linda Novak on behalf of Linda Watson

- Several sections of the *Bar Journal* Directory are only available online, including the law library, geographical listing of lawyers, and legal aid attorneys section. These sections are of particular importance to prisoners. Linda Novak will check with a few prisons to see if there is a need for hard copies in correctional facilities. One suggestion was that this issue is better handled by Access to Justice.
- Linda Watson drew up language explaining attorneys holding special certificates and special legal consultant status. The note will appear on the information page of the alphabetical directory.

7. Print Publications—Larry Shoffner

- The pamphlet publications need to be re-examined with regard to cost, staff involvement, and whether similar or better information is available elsewhere. For example, the pamphlet on notaries contains information easily found on other websites. Pamphlet format also needs to be revisited—for example, tri-fold brochures don't work well as PDF downloads. Summer 2013 is the best time to conduct this review.

8. Other business

- John Tatum suggested the committee start looking ahead to transitioning to primarily electronic publishing—and perhaps all-electronic publishing—within the next five years. PWAC was originally created to serve as editors of the *Bar Journal*, but the focus is beginning to shift, especially with regard to the Internet. The committee must think about how it needs to adapt based on shifting needs.
- John Runyan brought forth the perpetual problem of diversity in the U.S. District Court for the Eastern District of Michigan jury pool. He suggested the *Michigan Bar Journal* should explore the problem—perhaps by devoting an issue to jury service—as a way to gather ideas from across the country, find out what other jurisdictions have done to combat similar situations, and stimulate people to think about solutions. Gerard Mantese proposed the issue would make an excellent subject for the new trial practice column.
- The committee's next meeting was tentatively scheduled for Tuesday, Dec. 11, at 5 p.m.

Adjournment at 6 p.m.