

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Wednesday, September 25, 2013
Minutes

Present:

Members: William Ard; John Juroszek; Joseph Kimble; Richard Kraus; Gerard Mantese; John Mayer; Marc Melamed; Ronald Richards; John Runyan; Lawrence Shoffner; John Tatum; Roberta Wray; Tyra Wright.

Staff: Nancy Brown; Mike Eidelbes; Linda Novak.

Absent:

Excused: Francine Cullari; David Cohen; Brian Draper; Jason Hanselman.

Unexcused: Stephen Conley; Jessica Fox; Christopher Trudeau; Linda Watson.

REGULAR MEETING

Meeting called to order at 5:09 p.m. by John Runyan in place of chair Francine Cullari, who was absent.

1. Notice of resignations: Beth Baergen, Scott Bassett, Daniel Cherrin, Patrick Crowley, and William Fleener.
2. Welcome to new members: Ronald Richards, John Mayer, and Roberta Wray.
3. December 2013 meeting minutes approved.
4. Because the May 2013 meeting was conducted via e-mail, there were no minutes for approval.
5. Website Subcommittee—John Tatum
 - Nancy Brown reported on the progress of the development of the SBM mobile directory smartphone app, which is now in the final testing phase. Mousetrap Mobile is creating the app. Among the app's features are links to a find-a-member mobile page, a legislative page, access to the mobile versions of the eJournal and other publications, a sign-up area for dues and event notices, a search function, and a link to staff contact information.
 - Nancy Brown reported on the SBM Bookshelf app for the iPad which debuted this summer. Bookshelf holds digital issues of the *Michigan Bar Journal* and section publications not exclusive to its members. The app can be found at <https://itunes.apple.com/us/app/state-bar-of-michigan/id657866240?mt=8>.
6. *Michigan Bar Journal*—John Runyan
 - Theme Issues Status
 - November 2013 (International Law): Linda Novak reports all content has been submitted.
 - December 2013 (Animal Law): Half of the content has been submitted, with the remainder expected to be turned in by the end of September.
 - January 2014 (Election Law): John Runyan, who is co-editing the issue with Jason Hanselman, reports that all articles have been received.
 - May 2014: (Probate and Estate Planning): Marc Melamed reports four articles have been submitted in outline form with first drafts due by mid-October.

- June 2014: (Environmental Law): John Tatum reports that the section has articles/topics coming out of the *Michigan Environmental Law Journal*.
- The *Michigan Bar Journal* readership survey is primarily concerned with the ratio of general issues to theme issues. Anne Vrooman, SBM director of research and development, will review the draft survey for usability. The readership subcommittee will share the survey with the full committee at the November meeting or via the listserv in October if progress is made beforehand.
- The Attorney Grievance Commission/Judicial Tenure Commission Practice Pointers debuted in the September issue of the *Bar Journal*. The goal is to have a short column in each issue pertaining to ethical obligations. September's column from the Attorney Grievance Commission was on the importance of responding to a request for investigation.
- Unsolicited articles review: Richard Kraus reports eight articles are awaiting publication and three are out for review. The time span between review approval and publication now stands at approximately two months.
- Short-story contest wrap-up : Linda Novak reports 40 entries for the 2013 contest, with 13 advancing to the final round. Of those 13, there were three winning stories and five stories earned honorable mention status. All 13 finalist articles can be found on the SBM website. Committee members expressed interest in continuing the short-story contest in 2015.

7. Other Print Publications—Lawrence Shoffner

- Lawrence Shoffner reports the brochure redesign is moving forward in the slowest way. The issue needs further investigation—the problem could be lack of resources, greater urgency for sections reviewing and rewriting copy, or whether the brochure program is something that needs to be retired.

8. Practice Management Resource Center Subcommittee Dissolution

- The PMRC subcommittee never really got off the ground and two PWAC members who were going to lead this subcommittee resigned. Nancy Brown relayed Francine Cullari's thought that the PMRC subcommittee could be folded into the website subcommittee.

Meeting adjourned at 5:37 p.m.