

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Wednesday, September 16, 2015
Minutes

Present:

Members: Josh Ard; David Cohen; Stephen Conley; Margaret Costello; Francine Cullari; Jessica Fox; Brendan Frey; John Juroszek; Richard Kraus; Gerard Mantese; John Mayer; John Runyan; Chris Trudeau; Linda Watson.

Staff: Nancy Brown, Mike Eidelbes, Linda Novak, Janet Welch.

Absent:

Excused: Joe Kimble, Ronald Richards

Unexcused: Roberta Wray, Tyra Wright

REGULAR MEETING

Meeting called to order at 4:01 p.m. by Josh Ard.

1. Approval of October, 29, 2014, meeting minutes—approval was delayed for grammatical corrections to minutes.
2. Short Story Contest
 - Janet Welch provided an explanation behind the Board of Commissioners Executive Committee decision to discontinue the contest:
 - The Bar Journal is the State Bar's most visible product. In light of that, the executive director, the Board of Commissioners Executive Committee, PWAC, and the editor need to be more connected in the event crises arise.
 - Had the decision to discontinue the contest not occurred, the crisis would have continued and the focus would have been on the contest's judges. The Executive Committee "needed to throw something under the bus, and it wasn't going to be people."
 - When the contest was first launched, "We should've been thinking like lawyers—what could go wrong." Now, the list of reasons not to restart contest keeps growing. If a set of rules can be developed providing assurance there will not be future issues, the board would entertain a proposal to reinstate the contest.
 - The Access to Justice Fund received its \$300 donation that went along with the rescinded honorable mention prize. However, the prize's donors asked that the author's name be taken off the donation.

3. Website

- Nancy Brown reported that the redesigned State Bar of Michigan website has launched. There have been a few issues with the DNN technology. SBM is upgrading its servers in order to combat the problem—the Bar is now working with four servers and will eventually move to two larger servers. The new member directory platform has also launched. There were a few early bumps, but things are working as they should.
- Brendan Frey provided a review of the redesigned website. Most notably, the functionality has changed and the website is easier to use on mobile devices.

4. Practice Management Resource Center

- Nancy Brown reported that the PMRC is changing its focus from live seminars—there has been a drop in number of people who can attend—to webinars where people can watch whenever and wherever they want.
- One live seminar the PMRC will keep presenting is the “Starting a 21st Century Law Firm Boot Camp.” There have been three since November and a fourth takes place this November in conjunction with the University of Detroit Law School. The PMRC helped the Labor and Employment Law Section with two live webinars, hosted a webinar on how to do more with less time, and conducted 10 speaking engagements around the state.

5. Michigan Bar Journal—John Runyan

- Trial Practice Column: Gerard Mantese reports that, to date, he is pleased with participation of people who have trial practice skills, and the column is generating a fair amount of interest.
- Theme issues status (Linda Novak)
 - Dec. 2015 (Aviation): Five articles are set for the issue according to section liaison Don Frank.
 - Jan. 2016 (Appellate): All articles are set, except for one.
 - Feb. 2016 (Intellectual property): Josh Ard will take over as editor for Francine Cullari.
 - March 2016 (General)
 - May 2016 (Social security): David Cohen reported scant interest from section with regard to participation. It will now be a general issue.
 - June 2016 (Plain language): Chris Trudeau and Joe Kimble are editors. Three authors have been selected and their topics have been determined. Editors are looking for one more author. The goal is to cover how plain language can help your practice.
 - July 2016 (General)
 - August 2016 (Lawyers in non-traditional roles): Josh Ard and Roberta Wray will edit.
 - Sept. 2016: (Tax tips): This issue needs a new editor to take over for Francine Cullari.
- Proposed theme issues
 - Stephen Conley reports the family law section wants to schedule another theme issue; July 2017 is earliest opening.

- Francine Cullari brought to the committee the possibility of a police conduct theme issue. Josh Ard recommended that the proposal needs to be fleshed out more thoroughly.
- General issue status: Linda Novak reports that there are three general issues scheduled for 2016.
- Unsolicited article review:
 - Richard Kraus reports that article review is up to date on review.
 - Linda Novak raised the possibility of limiting the number of unsolicited articles from one author due to the time spent reviewing unsolicited articles—for example, one author submitted 14 articles in 2011.
 - Kraus pointed out a couple of issues—a couple of authors who write incessantly and not very well are starting to complain, and many articles are marketing pieces for law and accounting firms. Linda reminded committee members to point to article guidelines and deliver polite rejections for advertorial-type pieces.
- John Runyan reported that the Attorney Grievance Commission is regularly submitting practice pointers for the Orders of Discipline section. The Judicial Tenure Commission partnership fizzled out after a few months.
- Local bar associations feature: Jessica Fox reports that the feature will highlight the three oldest bar associations in the state. She has reached out to local bars, and the features will appear in the *Bar Journal* when space permits. An article on the Ingham County Bar has been submitted.

6. Directory/Print Publications

- Nancy Brown reported that the finance committee raised concerns about the printed version of the annual member directory and whether it delivers value to members. At around 800 pages, compiling and printing the directory is expensive. Finance committee members say they like the printed directory and the latest member survey recommended keeping it. However, keeping the print version isn't feasible.

The Board of Commissioners and the programs committee seeks the committee's recommendation on the future of the annual directory. John Runyan asked Brown to develop a survey that will allow the committee to vote on the matter via email.

Meeting adjourned at 5:33 p.m.