

**ANNUAL REPORT
PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
2004-2005**

As its name implies, the Publications and Website Advisory Committee oversees the Bar's publications (both the Bar Journal and the many in house and Section publications produced on the Bar's print on demand equipment) and its website. The Chair is Frederick Baker, Jr., the Vice-Chairs are Francine Cullari, Jan Rewers McMillan, and John Tatum, and members include Elizabeth Baergen, Stephen Conley, Hon. Stephen Cooper, Brian Draper (currently inactive), Stephen Dunn, William Fleener, Jr., Yashmyn Cherene Jackson, Joseph Kimble, Robin Luce, Gerard Mantese, J. Patrick Martin, Gary Maveal, Frederick Melamed, Ronald Melamed, Stephen Savickas, John Schlinker, Frederick Schuchman, III, and Elmer White. State Bar staff who work within the areas for which the Committee is responsible include Nancy Brown, Director of Publications and Editor; Amy Ellsworth, Managing Editor (she is leaving us as this report is submitted to devote full time to motherhood, and will be succeeded by Linda Novak); Stacy Sage, Advertising; and Naseem Stecker, Media Specialist, who has added an enormous dimension to the Journal since joining us by giving us the ability to do real reportage and the several special projects that attentive readers will have noticed in the Journal over the past several years.

Probably the most important development over the past year has been the system we have devised for sharing leadership of the Committee. Frederick Baker, Jr., has chaired this Committee since 1986, 19 years. Sooner or later, he will have to be replaced. By creating a system of vice-chairs with shared responsibility over the various parts of the Committee's broad jurisdiction, we have ensured that knowledgeable leaders are in place from whom to select a successor, and made certain that each sector of the Committee's jurisdictional responsibilities receives close and constant attention.

Vice-chair for the Bar Journal is Francine Cullari. She has undertaken

her responsibilities with great enthusiasm, taking everything under review, reporting back to the Committee with recommendations, working up columns (the Citizen Lawyer feature, especially), and suggesting article ideas and themes.

Vice-Chair for the Journal's directory issue, Jan McMillan, recently took on this responsibility when Brian Draper was obliged to transfer to inactive status owing to health difficulties. This is running smoothly, as noted within. The directory is our biggest single source of revenue, and we watch it closely, so Jan's work is very important to accomplishing the Committee's mission.

Vice-Chair for electronic and Bar publications, John Tatum, is enormously sophisticated in matters of electronic communication, and assisted our former vice-chair in this position, Candace Person (a professor of cyberlaw who, regrettably, recently moved to Arizona) in the enormous task of completely revising and reconfiguring the Bar's website. He is an able successor to her. We are lucky to have had two such highly qualified members to fill this position at this critical time of change. If you have not visited the website, which is vastly improved and far more user friendly and attractive, we urge you to do so.

Prof. Gary Maveal and Yashmyn Jackson have taken on the task of revising and adapting for inclusion in the Journal's portion of the website a complete index by subject, title, and author, of all of our articles back to 1980. This function was originally performed by former member Bill Haggerty, who produced an index for many years that we published in hard copy. We now have our articles on line back to 2000, when we converted to electronic submission, and over time hope to add pdfs of all pre-2000 articles included in the index. This will save our members the cost of the charge they would incur by going to one of the two companies we license to sell our articles on line, increasing member service and value.

We have been putting the readership survey that the Board of Commissioners allowed us to perform to good use. It is consulted in

virtually all of the decisions we make about what features to include in the Journal. It has allowed us to make those decisions based on something more than hunches, so we are grateful for it. As an example, while still making the Journal available as a forum to the individual Sections, we are also trying to devise more “cross sectional” themes that will be of interest to larger numbers of readers who may not be attracted to a theme limited to the subject area of a single Section’s practice area. Thus, we might have a “transactional” theme that would include articles about a commercial transaction, a real estate transaction, a corporate transaction, and a power purchase transaction, with articles contributed by the commercial law, real property law, corporate law, and public utility law sections. The cost of the survey has been a wise expenditure, we think, of a modest amount of money, because it has enabled us to keep a finger on our members’ pulses as we decide how to build the book.

Nancy Brown and Stacy Sage are, of course, pearls beyond price when it comes to meeting budget expectations, and so far this year is no exception.

After her remarkable ad sales achievements of last year, Stacy Sage has once again exceeded budget expectations on the directory issue, with Field of Practice sales up \$4,000 from budget, and classifieds up \$500. Before directory sales are completed, with substantial revenue from them anticipated, the directory ad revenue is already at \$81,735, essentially the \$82,000 budgeted. For the 11 issues, as of March 31, 2005, 6 months into the budget, we are at \$203,000 in revenue out of \$296,000 budgeted, with 5 issues to go. Though some of that represents prepaid advertising, we know that display ads are running ahead of last year and that we are, at the very least, on target for this year for the 11 issue budget.

And our printer will be paying for the 14,500 lbs of directory paper lost in a bad run, thanks to Nancy’s usual hard-nosed management of the paper business she went into several years ago to save our members the cost of the printer’s mark up. This mishap slightly delayed the

directory's release, but it will not cost us anything.

Our members are, as always, the workhorses of the Committee who take responsibility for working with sections, committees and authors to assemble and edit theme issues and review articles included in general interest issues. We are currently scheduled until the end of 2006, and the individual members who serve as the editors for those issues are going quietly about the business of working with sections and authors to produce a Journal that is among the finest in the United States. The issue schedule can be seen at the Committee's section of the State Bar website.

As mentioned above, we are losing our beloved editor, Amy Ellsworth, but in a good cause: She has decided to be a full time mother to her expected child. A successor has been found, Linda Novak, who has been employed in the State Bar's Communications Division since 2003. An English major from the University of Michigan and a Hopwood Prize winner, Linda will be a worthy successor to Amy. Her experience in the Communications Division and the opportunity for Amy to pass along the tips of the trade in a smooth transition before her departure bode well for a seamless transfer of responsibility to Ms. Novak. We wish Amy Ellsworth the very best, and look forward with anticipation to working with Linda Novak.

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