

**PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
MINUTES OF THE MEETINGS OF
JANUARY 19, 2008
AND
MARCH 31, 2008**

Present on January 19, 2008: Fred Baker, John Tatum, Linda Novak, Nancy Brown, Joe Kimble, John Runyan, Fred Melamed, Linda Watson, Jason Hanselman, Beth Baergen, and Steve Cooper

By telephone: Steve Dunn and Steve Savickas and three others whose excuses Linda Novak recorded, to be added by amendment at the June 30, 2008 meeting.

1. The minutes of October 16, 2007 were approved without amendment.
2. The Directory Issue survey results have just been received, and have not been analyzed. The responses concerning members who use our advertisers' services are somewhat underwhelming at first blush, but also may suggest some revenue opportunities. One of the principal updating burdens involves the Michigan state and federal courts information. Any cuts we make in the directory issue, especially in this area, will have to be made sensitively. We will have to analyze the responses and rank information in the current directory to determine what deletions will save what amount of space, to permit us to quantify the cost savings of each reduction proposed in relation to the member responses concerning the importance of each directory feature.
3. Further discussion of the Heinonline proposal included a general recommendation from Fred Baker to pass it along for approval by the Board of Commissioners, appending comments from Fred, Bar counsel, and others received, and subject to points proposed by Heinonline that need to be addressed before execution, such as the use of the Bar mailing list.
4. Editor Linda Novak reported that she has requested a sample constitutional law column as a follow up to the proposal to provide one for occasional publication, and that a Grievance column is also in the works for future consideration.
5. Nancy reported that the "customized e-Journal" option will launch on January 28, 2008, after completion of the extensive redesign of the e-Journal.
6. Theme issues: John Tatum has taken on the task of editing the Environmental law issue scheduled for October 2009, and we scheduled a State Bar Diamond Jubilee issue for August of 2010, for which planning will need to begin soon, to be sure this is in hand as the 75th anniversary approaches. Ideas are solicited!

This meeting adjourned in what some say was record time, and the Chair received numerous compliments for an efficiently conducted meeting, which he deflected to our staff and editor, who make this job so absurdly easy. Sometimes.

Present (in person or by telephone) on March 31, 2008: Fred Baker, John Runyan, Beth Baergen Jason Hanselman, Robin Hermann, Linda Watson, John Juroszek, Joe Kimble, Steven Cooper, David Cohn, Francine Cullari, Linda Novak, and Nancy Brown.

1. Minutes of January 19, 2008, were deferred for consideration on June 30, 2008, as your fearless leader had not prepared them (but here they are, as promised).
2. Linda Watson, responding to blandishments and entreaties of the most shamelessly ingratiating sort, has agreed to serve as the new PWAC vice-chair for the directory, a position of great importance as we embark upon the task of reducing the size of the published directory and selecting what material currently included in the directory will be published exclusively on the website. This will involve evaluating the readership survey responses and working with staff to recommend the new directory format and contents. **ALL MEMBERS AND STAFF SWORE A SOLEMN OATH TO PROVIDE ASSISTANCE TO LINDA AS REQUESTED.** Really, please do help her as requested, as this is probably the biggest and most important project on our immediate horizon.
3. We discussed whether to continue the Journal index. It is current only through September of 2006, but the index pages are still getting hits, despite the availability of word search tools for articles published since 2000 – 10,153 hits in the roughly 6 months from September 2007 through February 2008. We will inquire of Mr. Marmion, at Heinonline, what word search capability we will acquire when the Heinonline proposal is implemented.
4. Regarding Gerard Mantese's proposal to provide an article about his pending "lite" tobacco case, Linda was directed to ask Gerard to proceed with submitting the article if he deems it still to be timely and appropriate, for review by the article review committee. Members of the Committee are as welcome as other members to submit articles, subject to the same review and approval process we apply to other articles.
5. The committee approved the inclusion of practice management articles in the Journal, from time to time, in keeping with JoAnn Hathaway's proposal (she is the SBM's Practice Management Center advisor).
6. The UCC theme issue was slated for July 2009; John Trentacosta will be the theme issue liaison and Francine will be the theme editor.
7. Joe Kimble's, my, and John Juroszek's suggestions for modifying the article author copyright agreement were approved, to eliminate redundancy, preclude unilateral alterations by the authors, and require submission of the executed agreement before the

article will be edited or reviewed for publishability.

8. We will include an announcement with all federal court rule amendments we publish notifying members that we do not publish all such amendments and recommending that they check the relevant court's website for any amendments we may not have published.

9. Steven Dunn resigned. If you have nominees who would be suitable and willing to serve, please bring them to the Committee's attention.

10. We discussed using member art on our covers. This idea met with general approval; Linda is to consider it and devise an appropriate announcement soliciting member art.

Submitted, with an invitation for corrections, by your Chairperson,

Frederick Baker, Jr.