

**PUBLICATIONS DIRECTORSHIP
ANNUAL REPORT PREPARED FOR THE
DECEMBER 3, 2011 ANNUAL MEETING**

Please describe your directorship's activities during the 2010-2011 year toward achievement of the goals outlined in the Section's Strategic Plan. Each question below corresponds to a specific Section of the Plan, a copy of which is attached and to which reference may be made for further guidance in providing responses. If the question is not applicable to your particular committee or directorship, please note as such.

1. Providing the *Michigan Business Law Journal* to members and implementation of cost reduction measures (Article I, 1).

During 2011, the MBLJ has included in the inside front cover a description of rates for advertising in the MBLJ for full-page, half-page and quarter-page advertisements. We did not receive any requests for paid advertising during 2011. We will continue to explore for 2012 whether we should expand our efforts to attract advertising to the Journal as a way to help defray the cost of the MBLJ, while maintaining the professional presentation of the MBLJ.

During 2011, we continued to receive periodic requests from members wishing to receive only electronic copies of the MBLJ. Thus far, approximately 70 members have indicated their preference for receipt of electronic copies only. During 2011, a live html link was sent to such members directing them to electronic copies of the MBLJ on the Section website.

We are researching the practicality and cost of presenting the MBLJ on the website in html format rather than pdf format to avoid the multiple columns of the hard copy MBLJ. This would allow the MBLJ to be read more easily from a computer or cell phone screen in a single column format and accommodate those wishing to avoid printing the MBLJ.

Notice is due to ICLE by 1/15/2012 if the Council wants to make any material change to the format or number of issues per year of the MBLJ. If so, then ICLE would provide a revised cost estimate for the Journal. This issue has been discussed with the Council officers and it was concluded that no material changes to MBLJ are warranted at this time.

We will continue to explore during 2012 additional methods to reduce the cost of the MBLJ.

Respectfully submitted,

D. Richard McDonald
Publications Director