

**PUBLICATIONS DIRECTORSHIP
ANNUAL REPORT PREPARED FOR THE
DECEMBER 7, 2013 ANNUAL MEETING**

Please describe your directorship's activities during the 2012-2013 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).

Efforts continued during 2013 to explore 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. Marguerite Donahue lead this effort in her discussions with Candice Crowley at the State Bar. Given that the Section's website is hosted by the State Bar website, the ability to accomplish this depends on the functionality of the State Bar website and the willingness of the State Bar to invest in a new website platform. The only other alternative would be for the Section to absorb the cost of a totally independent website. It was decided to renew the current ICLE contract to provide a paper copy of the MBLJ for one year until June 30, 2014, during which ICLE will explore the potential cost to convert the MBLJ to a full html format.

During 2013, the MBLJ continued to include on 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 2013. It would be appropriate for the Council to discuss whether any broader efforts should be made to directly contact potential advertisers such as those that advertise in the Michigan Bar Journal. If more advertising is desired to help defray costs, it may be necessary to re-format the MBLJ into more of a magazine format such as used for the Michigan Bar Journal. It remains unclear however whether the 3,300+ circulation of the MBLJ is large enough to attract advertisers regardless of its format and accordingly unclear whether advertising could realistically be expected to defray costs in any material respect. Historically, the preference has been to maintain the professional presentation of the MBLJ rather than modify the format to attract advertisers.

During 2013, we continued to receive periodic requests from members wishing to receive only electronic copies of the MBLJ. This number fluctuates from year to year based on previous members not renewing their membership. Currently, 56 members have indicated their preference for receipt of electronic copies only. A live html link was sent to such members directing them to electronic pdf copies of the MBLJ on the Section website.

The inside front cover and inside back cover have been revised slightly to clarify that articles should be of a business law nature. The inside front cover also now references general guidelines for preparing articles and provides a link to those guidelines which

are posted on the Business Law Section website. The Guidelines now indicate that authors should be attorneys licensed in Michigan. Also, we now require authors to sign a copyright license that permits the Section to grant permission to third parties to reprint Journal articles without the need to seek consent from the article author.

Respectfully submitted,

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Publications Director

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