

**PUBLICATIONS DIRECTORSHIP
ANNUAL REPORT PREPARED FOR THE
DECEMBER 6, 2014 ANNUAL MEETING**

Please describe your directorship's activities during the 2013-2014 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 2014 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. 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 current ICLE contract was renewed on essentially the same terms for a new three year period ending June 30, 2017.

During 2014, 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 received only a couple of modest requests for paid advertising during 2014. Consideration was given to designating a section of the MBLJ for advertising (e.g., "Classified Advertising" or "Our Advertisers" section), but the minimal requests for advertising currently does not justify such an ongoing section. It remains unclear whether the 3,300+ circulation of the MBLJ is large enough to regularly attract advertisers and accordingly unclear whether advertising could realistically be expected to defray costs in any material respect.

During 2014, 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, approximately 60 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.

It is suggested that the Council consider a project to copy and upload to the Section website all previous issues of the Journal. Currently, the website has archived issues back to 2002. However, we regularly receive requests for copies of articles from issues prior to 2002 as well. Frequently, we have to refer such requests to area law school libraries. It would be a helpful service to Section members and the Bar at large for the Council to provide quick access to these prior issues of the Journal through its website.

Respectfully submitted,

D. Richard McDonald
Publications Director

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