

**PUBLICATIONS DIRECTORSHIP
ANNUAL REPORT PREPARED FOR THE
DECEMBER 5, 2015 ANNUAL MEETING**

Please describe your directorship's activities during the 2014-2015 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).

The Council is pursuing 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. We are working with University of Michigan Law School Library which has all back issues of the Journal. Contact is being made with providers for scanning services to determine the most efficient option for scanning all back issues in a manner that is compatible for easy posting to the Section website.

Efforts continued during 2015 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.

During 2015, 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 2015. 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 2015, 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.

Respectfully submitted,

D. Richard McDonald
Publications Director