

To: AELE Board of Directors
From: Wayne Schmidt, staff
February 20, 2006

Special Report on Publications

Below is a four-year recap of publications expenses and income.

Publications	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Revenue	\$ 172,639	\$ 196,004	\$ 230,739	\$ 288,217
Total Income	\$ 172,639	\$ 196,004	\$ 230,739	\$ 288,217
Expenses:				
A. Writing	\$ 104,035	\$ 93,444	\$ 91,989	\$ 94,526
B. Uploading	\$ 11,124	\$ 10,512	\$ 9,760	\$ 8,004
C. Monthly Summaries	\$ 3,649	\$ 2,915	\$ 3,095	\$ 3,228
D. Update web Digests	\$ 7,299	\$ 5,829	\$ 6,189	\$ 6,457
E. Printing	\$ 8,579	\$ 8,510	\$ 8,883	\$ 11,962
F. Postage	\$ 2,827	\$ 3,514	\$ 4,244	\$ 5,783
G. Proofing	\$ 1,050	\$ 528	\$ 825	\$ 625
Total Expenses	\$ 138,563	\$ 125,252	\$ 124,985	\$ 130,585
Gross Profit	\$ 34,076	\$ 70,752	\$ 105,754	\$ 157,632

The above figures do **NOT** include the cost of printing and mailing an advertising brochure, which could be as much as \$10,000 in expense every other year.

The number of paid subscribers has fallen as follows:

<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
534	585	701	876

Worse, only a small percentage of our subscribers actually access the on-line publications, which means they are used like fire extinguishers – they are opened during an emergency – when a lawsuit is filed.

I propose a radical change.

1. As of 2007, the periodicals would be FREE for anyone to access, including the case digests and search engine of case law.
2. AELE would cease billing for renewals after the June, 2006 notices are sent.

3. Instead of ten articles and 20+ cases “Noted in Brief,” ALL cases would be succinctly summarized, with citation and hyperlink to the full case (if one is available).
4. There would be a single “Feature Article” for each periodical, every month. It probably would have no relevance to the cases included for that month. Articles could be written on training liability, Garrity rights, Taser litigation, religious accommodation in jails, etc.

The payment for writing in the new format would be cut in half. There would be no printing or postage costs, no invoicing, and no cost of sending advertising brochures.

I believe that the number of persons who access FREE publications, case digests sorted by subject, and a search engine would dramatically increase.

What would change, is that we would install “frames” so that our seminars are advertised in a side panel. For advertising to be successful, circulation must be significantly increased.

Our seminars will continue to attract attendance because people like to go out of town on expense account and to enjoy a legal presentation. Some will want to qualify for our Certified Litigation Specialist designation; others want a certificate to add to their personnel dossier.

We would attract greater attendance at our programs and there is no extra cost for a printed brochure (there is an online PDF version) and no postage expense.

I cannot promise that the increase in attendance will offset the total costs of publishing reformatted, online-only, publications. But I am confident that our seminar revenue would be boosted significantly. **If seminar attendance increases by only 15%, it would cover our publications cost.**

More importantly, the publications and research library would be free for **any** police or corrections officer to access, because almost everyone has a home and/or office computer. The ability to view a summary of current cases and to research case law would no longer be limited to a few high-ranking officers from agencies that have paid subscriptions.

The Board will have to vote on this important change, because there is no going back once a publication becomes free.

As a side note, the editor (Bernie Farber) is aware of this proposal and is exploring part-time work opportunities to supplant an income reduction.