

# Special Legal Services For Members of the Michigan Press Association



General Counsel to the  
Michigan Press Association



**As General Counsel to the Michigan Press Association, Butzel Long offers special services at fixed-fee rates and a special MPA hourly rate of \$385.**

**1. Review advertising agreement ..... \$500**

Review of one advertising agreement for compliance with applicable regulations and for legal sufficiency. Deficiencies would be identified. Drafting of a new advertising agreement would be at the special MPA hourly rate, to be approved by the member in advance.

**2. Review web site terms of use ..... \$350**

Review current or proposed terms of use for member web sites for compliance with applicable statutes and regulations, and for legal sufficiency. Deficiencies would be identified. Drafting of revised terms of use would be at the MPA hourly rate, to be approved by the member in advance.

**3. Web site audit for other compliance issues ..... Negotiated rate**

Review of an entire website currently in use for compliance with applicable statutes and regulations, and for legal sufficiency at the special MPA hourly rate.

**4. Copyright registration of newspaper ..... \$200**

Assistance with the preparation of the initial paper work to register the copyright of the newspaper content. This does not include government fees.

**5. Trademark registration APPLICATION ..... \$500**

Assistance with the preparation and research of an application for registration of one trademark. This could be the name of the newspaper or a marketing campaign. This does not include the cost of outside

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vendors, such as the search report or the filing fee (USPTO charges \$325 per mark per class). In the event the mark is denied, prosecution would be billed at the special MPA hourly rate.

### **6. Review employment manual or Social Media Policy ..... \$500**

Review current employment manual for compliance with applicable laws. Substantial revisions of employment manuals would require work at the special MPA hourly rate.

### **7. Review record keeping procedures ..... \$500**

Provide a check list of documents that should and should not be in the personnel file, provide a sample review of a random personnel file, and consult with the client for up to one hour regarding the file and the check list.

### **8. Audit of blogs for CDA and DMCA immunity ..... \$500**

Audit a member's blog for issues relating to the immunity provisions of Section 230 of the Communications Decency Act and the Digital Millenium Copyright Act. This provision provides for immunity from suit for libel and invasion of privacy under certain conditions.

### **9. Employee agreements and non-competes ..... \$500**

Review of any one employment agreement, including non-compete agreements of a member newspaper for legal sufficiency.

### **10. Carrier contract review ..... \$500**

Review of any one independent contractor agreement for legal compliance and tax issues.





**11. Stringer contract review ..... \$500**

Review of any one agreement with an independent contractor to provide editorial content with regard to copyright and tax issues.

**12. Review procedures on photographs ..... \$500**

Review of procedures for photographers to limit liability for privacy, rights of publicity, and copyright claims.

**13. Review procedures for political ads ..... \$500**

Review procedures used in connection with political ads, including assistance with campaign finance laws compliance and avoidance of libel and other damage claims.

**14. Review procedures for letters to the editor ..... \$250**

Review procedures used in connection with letters-to-the-editor to minimize potential liability issues.

**15. Seminars on FOIA, OMA, libel, privacy, social media, intellectual property, advertising, and Fair Housing..... \$500**

Presentation of seminars to newsrooms, advertising staff, circulation staff, or human resources departments on current issues. Because of staff and/or computer software changes, standard procedures are either lost or inappropriately modified. These seminars help MPA members identify weaknesses in their operations and proactively minimize potentially expensive legal problems.

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## Extensive experience in all areas of communications law:

- Freedom of Information Act
- Libel
- Invasion of Privacy
- Open Meetings Act
- Copyright Law
- Trademark Law
- Internet Law
- Advertising Law
- Employment Issues







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**BUTZEL LONG**  
**Trust. Always.**

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