

**Canadian Law Library Review / Revue Canadienne des bibliothèques de droit**  
**Annual Report, November 2019**

I would like to start by thanking the members of the editorial board: Susan Barker, editor emerita and current associate editor; Kim Clarke and Elizabeth Bruton, book review editors; Nathalie Léonard, French language editor; Hannah Steeves and Stef Alexandru, feature editors; Nancy Feeney and Jonathan Leroux, column editors; and Janet Macdonald, indexer. Thanks as well to our overseas contributors, Jackie Fishleigh, Margaret Hutchison, and Julienne Grant.

Special thanks to Nancy McCormack, former editor, book review editor, and associate editor. She will be missed.

#### **Changes to the Editorial Board**

Recent changes to the editorial board are:

- Earlier this year, Eric Wang and Julia Brewster took over advertising manager duties from Sarah Vahabi; however, both Eric and Julia have since left *CLLR*. Student Kristy Hancock will be our new advertising manager as of 45:1. I will be speaking to her soon about her new duties and finding a second ad manager as soon as possible.
- As of 44:2, Jonathan Leroux is our local and regional updates editor, replacing Kate Laukys.

#### **Feature Articles**

The winner of the 2019 Feature Article Award was Victoria Baranow for her article “Reflections in the Fishbowl: The Changing Role of Law Librarians in the Mix of an Evolving Legal Profession.” Her article was published not only in *CLLR* 43:1 but also in the British and Irish Association of Law Libraries’ journal *Legal Information Management* the following October.

The Student Article Award wasn’t awarded in 2019 due to the lack of student articles in volume 43. However, volume 44 of *CLLR* has featured two student articles: Lynie Awywen’s “What’s Race Got to Do with It? Law Librarians, Race, and the Reference Desk” (44:3) and Dominique Glassman’s “Legal Librarianship and the Justice Gap” (forthcoming in 44:4). Moreover, feature editors Hannah Steeves and Stef Alexandru have more student articles lined up for volume 45. These articles showcase the social justice mindset of the next generation of law librarians, and CALL/ACBD should be proud that we provide a place for them to publish and gain valuable professional development experience.

## Advertising

Our estimated advertising revenue for volume 45 will be \$2,250, based on revenue from volume 44. As previous reports show, there is a pattern of decreasing revenue over the last few years (although we are still making a profit).

Our current rates (plus GST) are:

- full page (inside front or back cover): \$600
- full page (regular): \$475
- half page: \$280
- quarter page: \$210

Before they resigned from their positions, Eric Wang and Julia Brewster started reaching out to potential new sponsors. I'm happy to report that they successfully procured the American Psychological Association, who will join us as sponsors in the forthcoming 44:4 issue. Thus, our outreach has been successful so far, and once the new advertising team is established and up to date on their duties, they will continue to approach new sponsors.

## Statistics

### *CALL/ACBD Website*

National Office was able to provide statistics on the number of times members accessed the PDFs of volume 44, issues 1–3; however, the numbers for issue 1 are unavailable due to a glitch with Google Analytics. Therefore, I'm providing the stats we have without comparing them to the numbers for volume 43, issues 1–3.

- 271 people opened the *CLLR* PDF sent out via eBlast/on the CALL site.
- 44 people clicked through the eBlast to read on *ISSUU* (per issue).
- The eBlast is sent to all members, so approximately 430 people, depending on time of year.
- On average, approximately 418 people have visited the publications page since July 2019.
  - This is down considerable from July–October 2018, when 1,734 people visited the page since, but it's on par with 764 views from July–October 2017.

### *ISSUU*

Additional statistics from *ISSUU* show that between January 1, 2019–October 15, 2019 we received visitors from the following top-ten countries. *CLLR* has also one visitor from Germany. I have included the stats from January 1, 2018–October 15, 2018 for comparison.

- |                   |                               |
|-------------------|-------------------------------|
| 1. Canada         | 188 (down from 478 last year) |
| 2. United States  | 27 (down from 36 last year)   |
| 3. United Kingdom | 4 (same as last year)         |
| 4. Puerto Rico    | 3 (0 last year)               |
| 5. Netherlands    | 3 (0 last year)               |
| 6. Australia      | 3 (up from 1 last year)       |
| 7. New Zealand    | 2 (0 last year)               |

- |                 |                 |
|-----------------|-----------------|
| 8. South Africa | 1 (0 last year) |
| 9. Bermuda      | 1 (0 last year) |
| 10. Spain       | 1 (0 last year) |

Many of our ISSUU stats have decreased this year; however, that may be due to *CLLR* being available on CanLII.

### ***HeinOnline***

From January 1–October 15, 2019, *CLLR* received the following visits.<sup>1</sup> I have included the stats from January 1, 2018 to October 15, 2018 for comparison.

- 50,840 total hits (up from 42,456 last year)
- 6,698 total articles (up from 5,510 last year)
- 6,842 total page views (up from 3,935 last year)
- 2,501 total visits (up from 2,199 last year)

All of the stats for HeinOnline have gone up this year, which is a welcome change from last year, when most of the stats went down.

### ***CanLII***

As of May 2018, *CLLR* is available via CanLII’s CanLIIDocs section. CanLII’s holdings include 2013 (38:1)–present.

CanLII collects stats quarterly. Therefore, the following are unique page views from July 1–September 30, 2019. Included for comparison are the numbers from July 1–September 30, 2018.

- July–September 2019: 463
  - This is down from 2018, when there were 693 views.

In addition, the average percentage of bounces (viewers who left the website after one page) for those dates in 2018 and 2019 was 13%, which indicates that 87% of visitors are engaging with the content.

---

<sup>1</sup> Types of hits (descriptions from an email from Adam J Tramp to Maggie Large [17 October 2018]):

- A “hit” is defined as any request a client browser makes to the HeinOnline server when authenticated. Since each request made by a client browser is considered a hit, it is possible to have multiple hits on the same page.
- “Article” counts the number of times one or more pages of an article are viewed or downloaded. If you view or download the same article multiple times, each one is counted as an article request.
- “Page view” counts the number of actual HeinOnline content pages viewed online.
- “Visit” counts the number of unique HeinOnline server sessions for an account. If your browser does not accept cookies, each server request creates a new session and counts as another visit. This metric counts both specific HeinOnline sessions and also the number of unique sessions within a specific title or collection. Thus, each title or collection a user visits during a single session counts as a “visit” to that title or collection. Therefore, adding up the number of visits by titles or collections may be over-stated.

## New Initiatives

In my last November and annual reports, I stated that I will work with the advertising managers to create a task force to think of ways to increase advertising revenue with our new open-access status. I intended to start this in the fall; however, our two new advertising managers have both left their positions before we could get started, so once again this will be delayed. Our new advertising manager, Kristy Hancock, needs to learn her role, and I plan to find another volunteer to join her before we form the task force. My new goal for this project is for spring 2020.

I also still intend to look into assigning DOIs for our articles and create a new column similar to *AALL Spectrum's* Vendor Voice.

Respectfully submitted,

Nikki Tanner,  
Editor