

**MINUTES**  
**BOARD OF DIRECTORS MEETING**  
**WEDNESDAY, JANUARY 30, 2013**  
**MEDIUM OFFICE**

Board members introduced: Michael, Matt, Gwera, Bianca, Warren.

**1. Call to Order**

2:06 meeting called to order (seconded by Warren).

**2. Discussion of the Annual General Meeting**

Stefanie proposed holding AGM on Feb. 25 at 5:00 in conjunction with editorial meeting.

Strategy is to draw in writers, discuss Staff Writer positions, etc.

Feb. 25 set as tentative date.

**3. Discussion of referendum**

Stefanie is looking to hold referendum to increase student levy.

Preparing the work so next year's team can hold referendum in October 2013.

Stefanie is working on preamble, etc. now.

Wanted to avoid competing with student center referendum and elections

Stefanie proposed increase of \$1 per year (\$0.50 per term)

Will generate approx. \$15 000 dollars per year by 2015 due to enrolment increase

(Other board member arrived 2:10.)

Michael suggested higher increase in levy (up to \$2 or \$3).

Stefanie suggested referendum would be held online only.

Doubling of Medium's readership every month online.

Increase in Medium's social media presence.

Discussion of Student Center referendum.

#### **4. Other business I**

Bianca suggested online survey to reach out for readers' opinions.

Stefanie suggested reaching out to PWC podcast class or Cinema Studies classes to increase online multimedia content.

Gwera asked about collaborating with UTM TV/DEM Society with video content.

Matt raised the topic of the article about DEM Society acquiring UTM TV. (Eric was the only available resource for the article, no board minutes made available. Request by other Society members to change article.) Article stands as printed.

Matt asked about constitutional discussion with Dana. (Has taken backburner, but still in contact.)

Warren asked about where the video content is headed. Plan to invest in microphone. Looking to train students to help with producing video content. Stefanie mentioned issue with linking video to Facebook. (Links to video page, rather than being embeddable on Facebook.)

#### **5. Presentation from librarians on archive digitization project**

Library representative arrived 2:28 and began to set up. (Pam and Susan held presentation incorporating multimedia content on TV screen.)

Library needs to know who holds rights to The Medium before project can begin. They believe the board holds rights, but they need documentation.

Project feeds into library's mission. Would be of interest to alumni and those interested in local history.

The Medium office has archive of early years (all except vol. 1, up to 2008).

Library has some archival material.

Downtown (U of T Arms) may have all physical copies, and also microfilm.

Digital Divide Data (?) has digitized other student publications. Expensive to work with. Very basic estimate from representative was \$15 000-16 000. One-time process, would have to be hosted on library website.

Other option is a quick scan form of digitizing. Hosted in own database, available as PDF files.

Initiative of U of T libraries and archives (based on Island Door) to create archival server. Could be an option to host The Medium project. Could be digitized by Internet Archive (based at Robarts) and then available on UT libraries archival server and UT Heritage site. Susan suggested this could be the best way to go. Full text searching and additional meta data would be available through this process. Window in March and April where Internet Archives could take on the project. Could potentially have UT archives ship their archival content to Internet Archive (but not confirmed).

Michael asked if it would be possible to embed the content in The Medium page (without hosting it through Medium server).

Cost would be minimal through Internet Archive, could potentially be absorbed by UT Libraries. (They do not yet have permission for sample scans to see the quality of the scans. Unable to project cost at this point.)

Funding could come from alumnus in part

Michael explained that rights of content are retained by The Medium and its board of directors.

Explained that retracting content from online archives would not be possible. (Michael and Stefanie agreed that would not be a problem.)

Library would need written statement to proceed.

Michael requested clarity on what will happen to digital files and what rights the Internet Archive will or will not retain with regards to the content.

Gwera raised concern about risk of cost rising. (Would only apply to future digitization if Internet Archive raised their prices.)

Michael asked about where UT Archives would stand in regards to their rights to content.

They stated that UTM library would not hold copyright.

Michael asked how long the project would take through Internet Archives. (They said it depends on whether or not the paper fits their scribes, but it can be done very quickly.)

Said that if the project was around \$3 000, UTM library could potentially absorb cost

Presenters left at 3:18

Gwera suggested waiting to vote so board can look at previous projects Internet Archives has done.

Stef suggested voting today or very shortly after so project can move forward.

Michael expressed concern about making sure the content remains The Medium's content.

Stef proposed vote on moving forward with library project.

In favour: unanimous (all six voting members).

None against.

None abstained.

## **6. Other Business II**

Matt addressed the claims of "unfair" reporting on UTMSU student center referendum from Thompson and other UTMSU members. Has been discussed with representatives of UTMSU with Stefanie and Larissa.

Discussion that popular articles online recently have included UTMSU referendum coverage and "orgy" party held downtown.

Clarification on advertising process with paper/online ads.

Suggestion of Google ads. (Michael suggested it would discourage other advertisers and not generate much revenue.)

UTSU will be advertising election campaign with The Medium.

## **6. Adjournment**

Stef proposed adjourning meeting at 3:34. Seconded by Gwera. Meeting adjourned.