

University of Michigan Board for Student Publications

Minutes of the March 6, 2017 Special Board Teleconference

Board members present: none

Board members teleconferencing: Neil Chase (chair), John Bacon, Alan Broad, Jennifer Conlin, Cindy Goodaker, Steve Henderson, Terry McDonald, Peter Mooney and Kevin Tottis

Board members absent: none

The Michigan Daily was represented by: Emma Kinery, Hussein Hakim and Nathan Gupta

The Michiganensian was represented by: no one

The Gargoyle was represented by: no one

SHEI Magazine was represented by: no one

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Lisa Powers

Others Present: none

Chair Neil Chase called the meeting to order at 5:33 p.m.

Neil summarized where he felt we were with regard to monetizing the Daily Digital Archive based on the email thread on this subject.

Hussein discussed some of the products that the Daily might be able to produce with the archive copies. In particular, he discussed the Blue Box project that purchases up to 200 copies of the Daily for inclusion in their monthly subscription service packages. He also discussed what the cost of commercializing the database would be. He believes that it would be covered under the current contract with Swirltech at no incremental cost.

Terry discussed the conditions under which the donor funded the project. In general, the donor wanted to make sure that we provided open access.

Kevin discussed his concerns about protecting our copyrights. He compared our project to the music industry. His concern was that students will see the products that the Daily is selling and think that they can pirate the files, produce the same products and sell those themselves.

Terry discussed the needs of the teaching staff here at the U. His position was that you need a pdf to produce a PowerPoint presentation. There was a discussion of the mechanism through which we could provide access and protect our copyrights: watermarking copies, low res copies and password protection. There was a general discussion about which of these might work best for both purposes. The conversation turned to which of these options might be the most technologically feasible. There was further discussion of the risks and opportunities of each alternative. Terry brought up “throttling” as a fourth alternative.

Terry was asked to address these issues with his technical staff and report back to the Board.

There was a discussion about changing the copyright statement on the website but in the end it was agreed that we would leave this as is since the current statement has been approved by the Office of the General Counsel.

Terry mentioned that he would not be able to attend the next Board Meeting on March 30th and that he wanted to be present when the Board next discussed this topic. He did agree to have the technical staff put together a document discussing the possible solutions and the timelines associated with each and circulate this document to the Board.

Adjournment

A motion to adjourn was made by Alan, seconded by John and passed without dissent.

At 6:27 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to adjourn: Alan Broad

Seconded by: John U. Bacon

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications