

**MINUTES**  
**BOARD OF DIRECTORS MEETING**  
**WEDNESDAY, DECEMBER 5, 2012**  
**MEDIUM OFFICE**

**1. Call to order**

The meeting was called to order at 12:05 p.m.  
In attendance: EIC Stefanie Marotta, Matthew Butler, Bianca Nagy, Sviatoslav Romaniuk, Warren Clarke.

**2. Introduction of new directors**

EIC introduced Warren Clarke, who was elected to the board in the election of November 26–27.

**3. Discussion of Annual General Meeting**

EIC mentioned that the company does not usually hold an AGM; last year was the first time in a long time. She said that the issue is quorum, which is 40. Last year, quorum was not reached. The catch-22 is that the constitution requires quorum to vote to change quorum.

This year the AGM was intended to be held in October. This deadline was missed because it was estimated that student availability would be insufficient. EIC proposed that the AGM should be held in January, the same day of the week and around the same time of day as the weekly editorial meeting: Monday, January 28, 4 p.m.

**4. Special issues and social media**

EIC said that next semester, the company wants to create “special issues”, as a means to reproduce the high student response seen after the first special issue (the “Style Issue”); the first she plans to hold is January 20<sup>th</sup>. There will be a call to make the issue more open to general student involvement.

Another initiative is the creation of mini-blogs on the website, said EIC, which will also be open to general contribution. (These means of boosting interest may also attract enough attendance at the AGM to reach quorum.)

Butler brought up the company's social media coordination. EIC talked about the strategy and its effectiveness so far (many hits on the website, a large proportion coming from Facebook and Twitter; the creation of author pages for staff writers, which function as professional portfolios; and more).

EIC talked about how she currently manages the social media coordination, but said that ideally the online editor will handle it.

## **5. Other business**

A question was raised as to how many writers the company attracts each year. EIC talked about the various "ranks" of writers and the attempt to spread writing over more varied writers rather than having a few consistent contributors (against allegations from the company's detractors that it is a "clique").

A question was raised as to the company's relation to UTMSU and the "collaborative spirit". Some board members raised the point that the company's coverage has included UTMSU's shortcomings and that the company must be prepared to defend itself in return. EIC replied that the company is in a fairly good position to defend itself, and emphasized the justification of accurate investigative reporting into UTMSU.

EIC mentioned that the auditor has approved last year's financials and will present them at the AGM, which will also create a sense of credibility to the company's detractors.

A comment was made about the company's success in distributing the product and updating the website earlier this year, and the attempts of competing papers to overshadow *The Medium* on the stands.

A question was raised about ad revenue. EIC said revenue was suffering, and has gone down every year for the past few years, despite the competence of the ad manager. She said advertising has taken a backseat this semester, but that there are some new strategies for next year.

EIC explained that the falling ad sales are due to the tendency in the industry to move away from print ads. She said that the company is responding by giving free online ads along with print ad sales, and mentioned that the university currently supports all our ad sales. Discussion followed about strategies to increase ad revenue, including e.g. allowing Google AdSense ads on the website (which the EIC said would detract from the professionalism of the website).

There was general discussion and clarification of topics previously covered.

## **6. Adjournment**

The meeting was adjourned at 12:37 p.m.